

The untapped potential of Influencer Marketing

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While the term ‘influencer’ was only added to the English dictionary in 2019, we can trace business influence back to the 1700s, when royal porcelain manufacturer Wedgwood was the first brand to market itself as having ‘Royal approval’.

As the thread evolved from royalty to celebrity, down to our current social media stars, this recent incarnation finds itself at the precipice of many age-old marketing narratives.

The industry bears the real burden here. As the general public has long accepted and followed celebrity endorsement into anything from consumer products to politics, we can safely assume: influencer marketing works. Yet as a marketer, confusion around identifying, tracking, and ultimately justifying the use of influencers is an ongoing discussion, often resulting in vague results and, more importantly, a misunderstanding or discounting of their business worth.



PEWDIEPIE
YOUTUBE FOLLOWERS: 110M



@CHARLIDAMELIO
TIKTOK FOLLOWERS: 130M



@HUDABEAUTY
INSTAGRAM FOLLOWERS: 50M

Why it works and how it could work better

Before delving into the untapped potential of influencer marketing as a tool, let's first address why it works. The modern influencer spectrum and industry can clearly trace its not-so-distant roots back to celebrity endorsements. This has led to a culture and an approach that results in marketers pumping entire budgets into the superstars of social media in the hopes of marrying that individual's emotional equity to the brand in question. All of this ultimately boils down to trust. Only around [a third of consumers trust brands on social media](#); a number that nearly doubles in the 61% of consumers who trust more personal, human sources (such as friends, family, or influencers).

The historic usage of personalities in media continues to be reflected in influencers by the fact that they are regularly valued on their reach or amount of followers they have as opposed to any consideration or conversion possibilities they may hold for the core product or service.

61%

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IDENTIFICATION

UTILISATION

RESULTS

The Thyga method

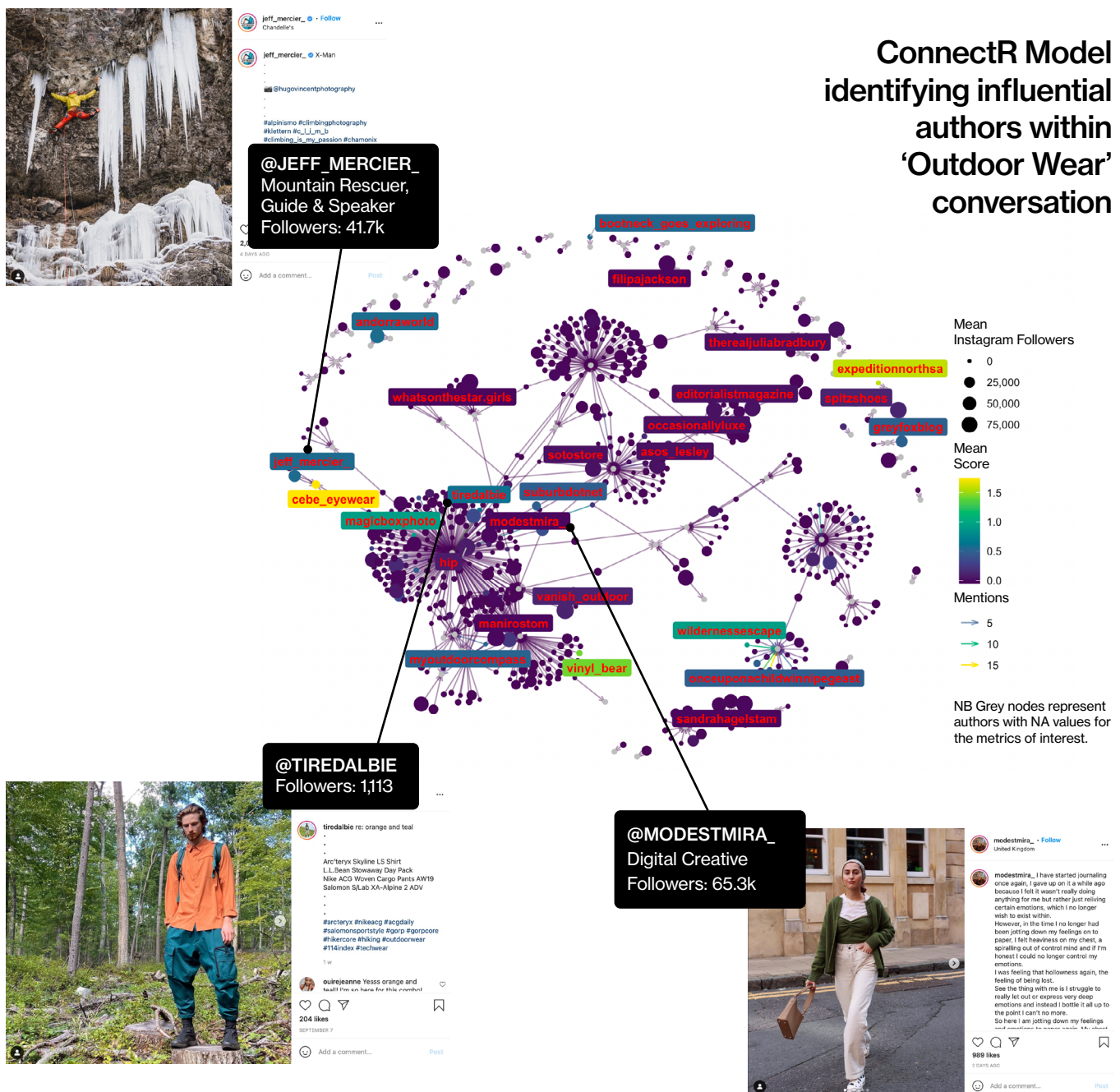
Thyga, was invented around a core product that utilises social listening, data science, and paid media to extract greater value from influencer marketing by maximising trust and reach within a given budget.

Here we will focus on the **three areas in which Thyga differentiates itself** in mission as well as execution: **Identification, Utilisation & Results.**

Identification

Thyga bases its influencer selection on an individual's ability to influence. While this may sound reductive or even facetious, it simply means that Thyga studies a brand's conversation on social media to identify network effects, allowing us to pinpoint which authors (influencers) have the greatest ability to help the spreading of branded conversation/themes. This is achieved using social listening on key brands/ themes/values in tandem with a bespoke data science model named **ConnectR** (see below), developed by SHARE Intelligence.

ConnectR Model identifying influential authors within 'Outdoor Wear' conversation

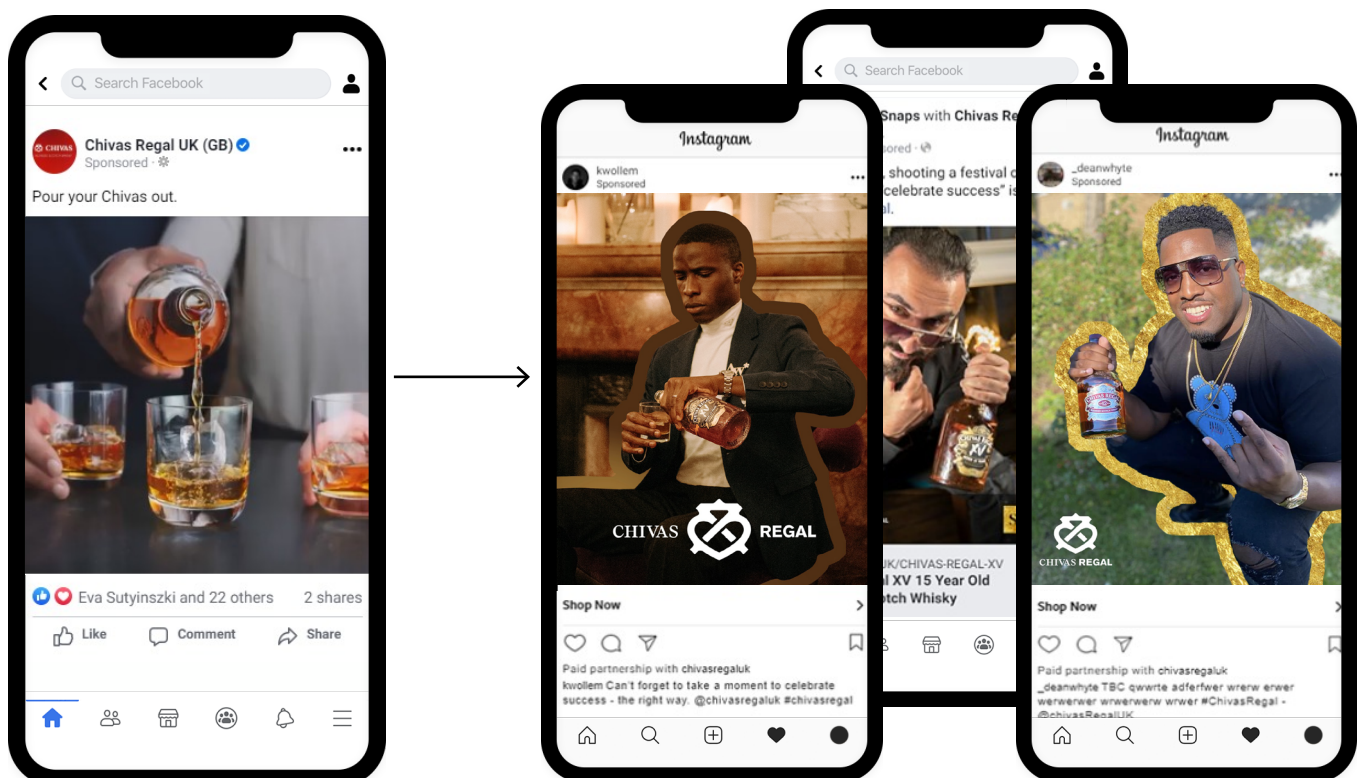


Utilisation

To understand why Thyga is unique, we must first understand the status quo of influencer utilisation. Typically influencers will be paid and briefed as part of a certain campaign or ongoing relationship to post a specific amount of content on or over a specific time frame. This approach almost exclusively leans on the reach of the influencer; limiting frequency, creativity, and ultimately learnings to adapt to.

Given that [the average person scrolls 300 feet of social content daily](#), a single post is likely to get lost unless sought out. Thyga tackles this problem by incorporating regular and dark posting on behalf of the influencer to publish several distinct creative activations; introducing variety and frequency to the partnership. Once live, the posts are each boosted to further optimise reach and platform/audience relevance. While paid media alone can be tailored to outweigh the reach of most celebrities and influencers alike, the added variety and frequency introduced here will make for even greater A/B testing functionalities and more insightful learnings.

Accurate targeting with Thyga

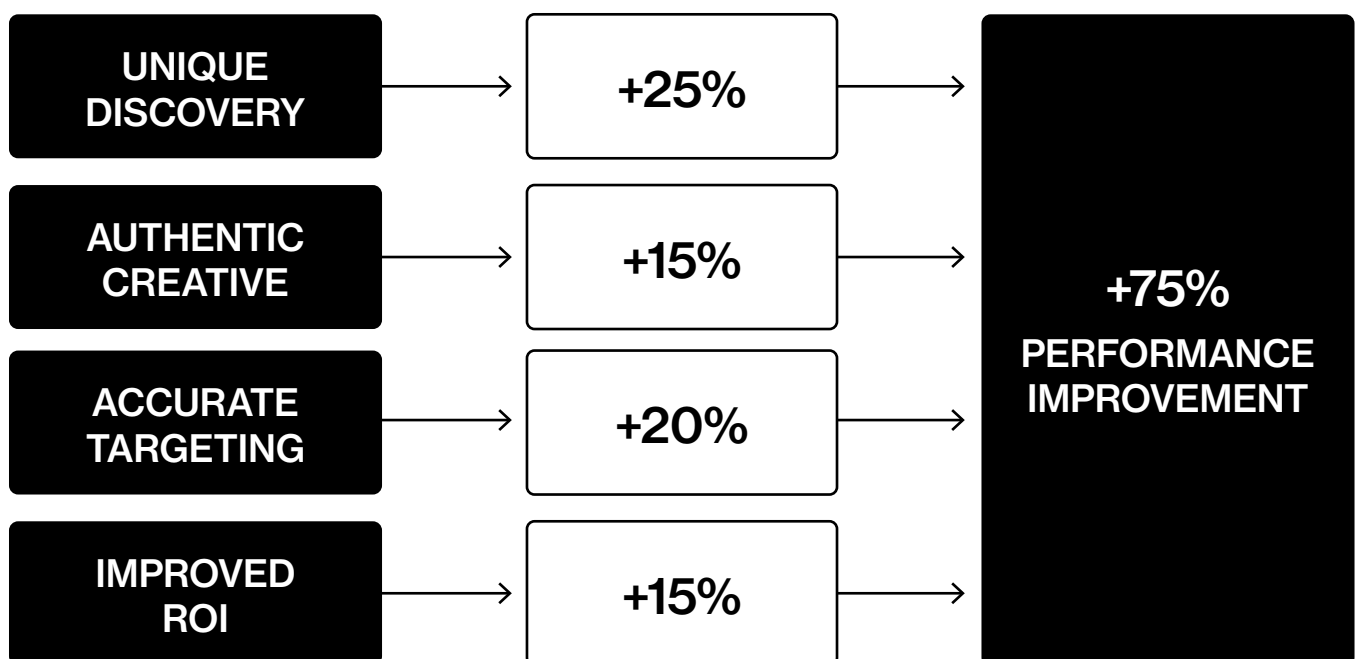


Influencers are now more trusted and relevant than brands.

Influencers can ensure relevancy and have a greater ability to sell more products than brands.

Results

Our approach at Thyga heavily favours optimisation at each avenue of the influencer marketing process. While the historical approach to influencer utilisation can and should positively affect KPIs of campaigns, brands, and accounts, it is the inefficiency in identification and utilisation that raises questions around profitability. The specialism of selection, variety and frequency of creative, and the freed up budget on additional paid media strategy will greatly outperform the vast majority of one or a handful of premium macro influencers. To date, we have found these process optimisations have laddered up to a 75% increase in performance over traditional methods.



A note on micro-influencers

While the Thyga method can be applied to any scale of influencer, it becomes increasingly cost effective with micro-influencers in the picture. While a macro-influencer may soak up 75% of media budget for a handful of posts in the hopes of mass awareness, micro-influencers open up an entirely new world of impact. In addition to being more affordable, the often more specialist micro-influencer campaigns have shown signs of having a [positive effect on engagement rate](#). Thyga looks to combat this trade-off between reach and trust by putting the paid media budget that would be eaten up by macro-influencers behind the highly trusted posts of micro-influencers to garner engagement en masse.

Untapped potential

The legitimacy of influencer marketing is an ongoing discussion, evolving from use case to use case. However, this evolution is somewhat haunted and held back by its predecessors in celebrity endorsement and product placement. While a single vote of confidence, however authentic it may or may not seem, can be beneficial, today we can deliver so much more value for marketers. In a nutshell, it removes the guesswork, and looks to optimise influencer marketing by understanding the networks of branded conversation and utilising influencers as the cultural detonators within that network.

Want to know more?

To get to know a bit more about Thyga and micro-influencers, please email agency lead max.dougall@sharecreative.com



sharecreative.com

