## **WELCOME**

# HOW TO MAKE THE MOST OF WORKING WITH INFLUENCERS

Thursday, October 22, 2020



#### DALENE HECK, Hecktic Media Inc. (HMI)

- Dalene is a National Geographic Traveler of the Year, a multiaward-winning travel blogger at HeckticTravels.com
- Founded Hecktic Media Inc. in 2013 (along with her husband Pete), merging business skills with a love of travel and new media.
- Dalene has developed long-term partnerships with some of the world's most innovative travel brands
- Tourism Nova Scotia has been working with HMI for several years and in that time, Dalene has visited the entire province of Nova Scotia.







@HeckticTravels

@HeckticMedia



Let's share your story

## THIS WEBINAR

WHY WORK WITH INFLUENCERS?

HOW TO GET THE MOST OUT OF AN INFLUENCER CAMPAIGN

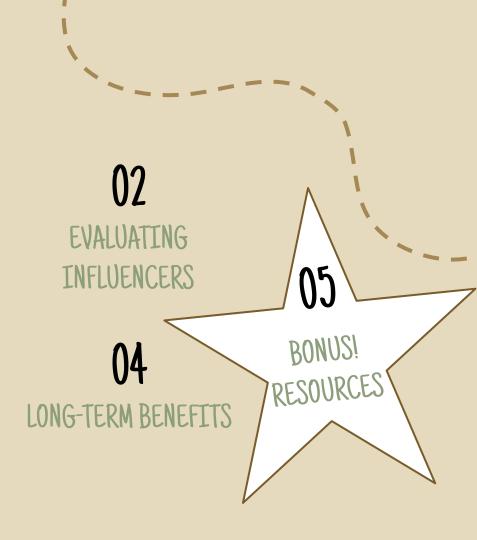
02
EVALUATING
INFLUENCERS

04 LONG-TERM BENEFITS

## THIS WEBINAR

WHY WORK WITH INFLUENCERS?

HOW TO GET THE MOST OUT OF AN INFLUENCER CAMPAIGN



# WHY WORK WITH INFLUENCERS?

The power influencers yield is modern-day "Word of Mouth".



## THE BENEFITS













TRACKABLE RESULTS

## CONSIDER YOUR GOALS

Brand awareness?

Engagement?

Quality content generation?

Social media boost?

Sales/lead generation?

Traffic boost?



#### EVALUATING INFLUENCERS

#### Qualitative Review

Are they a good "fit"?

#### Quantitative Review

Who is their audience?

## THE QUALITATIVE











## THE QUANTITATIVE

#### Participant #1

- 100K monthly blog pageviews
- 50K social media followers

#### Participant #2

- 25K monthly pageviews
- 20K social media followers



#### Participant #1

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#2 had DOUBLE the social engagement and pageviews (to their blog, and partner website)



Look deeper.

Ask for statistics.

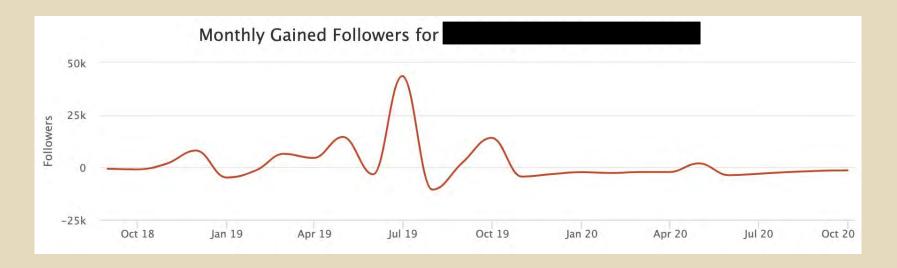
#### WHAT TO ASK FOR

- Reader/follower demographics by platform (age, location)
- Reach, impressions, engagement data
- Screenshots
- Case studies and references

Checklist available! (See resources)



## EMPLOY OTHER TOOLS: Social Blade



# EMPLOY OTHER TOOLS: Hype Auditor





Audience Cities		
Calgary	8,567	49.5%
Toronto	797	4.6%
Edmonton	646	3.7%
New York City	344	2.0%
Winnipeg	242	1.4%

# Ask Tourism Nova Scotia!

(And your colleagues!)

## OTHER CONSIDERATIONS



What is included?



Talk about negative review policies



Reporting



Discuss disclosure guidelines



Timeline for publishing



To pay or not to pay?

## TO PAY OR NOT TO PAY?

- It's simply the influencer's policy
- You want specific marketing coverage
- Extra coverage
- You want to license content

#### PRICING SAMPLES

#### Influencer #1 - \$3,500

- 4.7k YouTube
- 8.4k Instagram
- 8.1k Facebook
- 4.7k TikTok
- 1 video
- 3 Instagram feed posts, daily Instagram stories
- 3 Facebook posts
- 2 TikTok videos

#### Influencer #2 - \$5,000

- 3.6k YouTube
- 24.1k Instagram
- 20k Facebook
- 1 video
- 1 blog post
- 3 social feed posts, daily Instagram stories
- 5 photos + footage\*

#### Influencer #3 - \$2,500

21k Instagram

- 10 Instagram feed posts
- Daily Instagram stories
- Up to 40 photos\*

\* Licensed to TNS

#### PRE-TRAVEL

#### Finalize details



Be prepared



- Get to know them
- Track their social
- Introduce to your audience

#### Swag bags



- Be wary of space
- Local food/drink
- Tailor, if possible

#### Meet in person



Build a relationship, and trust

## PRE-TRAVEL





Realize that it can still be "editorial"



## DURING TRAVEL



Share!



Engage



Know the rules



Be available

## POST-TRAVEL





- Cut and recut photos and video
- Share a new snippet of the same story
- More ideas: bit.ly/RepurposingContentNS



## POST-TRAVEL



- Qualitative review
- Re-engage? Ambassadorship?



- What worked well?
- Where did you see the most engagement?



## A SNAPSHOT OF RESULTS









## A SNAPSHOT OF RESULTS



Blog "pagevie



Number of p



Destination 2



Screenshot of

USE ALL OF THIS TO INFORM FUTURE CAMPAIGNS!

on social channels



#### FREE EBOOK!



hmi.marketing/tourism-marketing-resources



#### bit.ly/InflChecklist



CHECKLIST

MAI	S BEING PROVIDED? (Check if applicable and provide details.)
	Accommodation (place): Transportation (flight and car rental details):
	Transportation (flight and cal rental dottals)
	Meals (\$ per day):
	Additional excursions:
	Free access to wifi (mifi device if necessary)  Specific exclusions (alcohol, gratuities, etc.):
	Specific exclusions (alcohol, gratuitos, stary
WHAT	IS BEING PROVIDED BY THE INFLUENCER? (Check it applicable and summarize
the de	Blog posts (number and expected publication dates):
	Blog posts (number and expected publication dates): YouTube videos (number and expected publication dates):
	YouTube videos (number and expected publication)
	Instagram photos:
	Instagram Stories:
	Facebook mentions:
	Twitter mentions:
	Other social media mentions:  Assets (photos, video, written content, etc.):
	Assets (photos, video, written content, etc.)

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TIP SHEET FROM THIS PRESENTATION

SPRING

EXTENSIVE TOURISM
NOVA SCOTIA RESOURCE

MORE RESOURCES COMING!



Also can send to:

dalene@hmi.marketing

#### STAY CONNECTED!

- Contact Business Development TNSBusiness@novascotia.ca
- Newsletter
   Sign-up for inTouch
- Twitter
   Follow @TourismNS
- LinkedIn
   Follow Tourism Nova Scotia
- Website
   Visit tourismns.ca
- COVID-19 Resources tourismns.ca/coronavirus



