

WELCOME



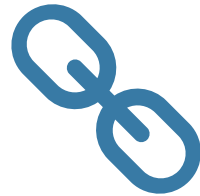
Influencer Marketing on a Budget *Session 1: Creating an Influencer Strategy*

January 11, 2024

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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PRESENTER



Ingrid Deon:

- Founder and CEO of word-craft inc., a social media marketing agency headquartered in Yarmouth.
- Her specialty is organic social media strategy, content creation, and community management.
- word-craft works with large corporations such as Nestlé and Manulife, as well as small businesses and organizations.

Creating an influencer strategy

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Why influencer marketing?

Why work with influencers?

1

Reach new audiences & increase awareness

2

Influencers have loyal followings

3


Like UGC, it's a trusted second opinion

4

They create unique content for you that you can reuse and repurpose

5

They'll often exchange content for an experience or a freebie



Finding the right influencers for your company/organization

Which platform will you use?

*Most influencers use **Instagram** but there are also influencers creating content on:*

- TikTok
- LinkedIn
- YouTube
- Facebook
- Blogs
- Pinterest
- Twitter/X



Choose your niche/industry



Travel influencers

- Budget/Luxury travel
- Camping/RVing
- Adventure travel
- Eco tourism
- Foodies
- Families
- Cultural tourism

Choose a type of influencer

- **Mega influencers:** 1 million+
- **Macro influencers:** 100,000 – 1 million
- **Micro influencers:** 10,000 – 100,000
- **Nano influencers:** 10,000 followers or less



**Don't just look at
following!**

Analyze each potential influencer

Consider the following:

- **Engagement:** are followers liking, commenting, sharing?
- **Quality of content:** does it match your brand?
- **Authenticity:** perfection can come off as fake
- **Follower makeup:** age / sex / location / income bracket / values



Start making a list of potential influencers

- Search relevant hashtags
#VisitNovaScotia, #DiscoverHalifax
- Look at your competitors
- Look at who **@visitnovascotia** has featured
- Look at regional tourism organizations
- Look at who influencers are following



Calculate their engagement rate

Choose at least 10 recent sponsored/collab posts:

- Add up all likes, comments, shares on a post
- Divide it by the number of followers they have
- Multiply by 100 for the engagement rate %
- **Above 3% is great**



Thank you

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UPCOMING WEBINARS

- **Thursday, January 18 and 25 @ 10:00 am** – Workshop (Session 2 and 3): *Influencer Marketing on a Budget* – Presented by Ingrid Deon (word-craft)
- **Thursday, February 1 @ 10:00 am** – AI: ChatGPT 101 – Presented by John Cody and Colin Alexander (Trailblaze AI)



See recordings of previous webinars and related tip sheets:

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