

WELCOME



Influencer Marketing on a Budget

Session 2: Engaging with Influencers to Create Warm Leads

January 18, 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.

Engaging with influencers to create warm leads



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**Recap of last week:
Identifying the right
influencers for your
tourism operation**

1

Choose a social media platform

2

Identify your niche/industry

3

Identify the type of influencer (mega, micro, nano)

4

Analyze the influencer's following & engagement rate

5

Start making a list of influencers

Finding the right influencers

Start engaging with influencers

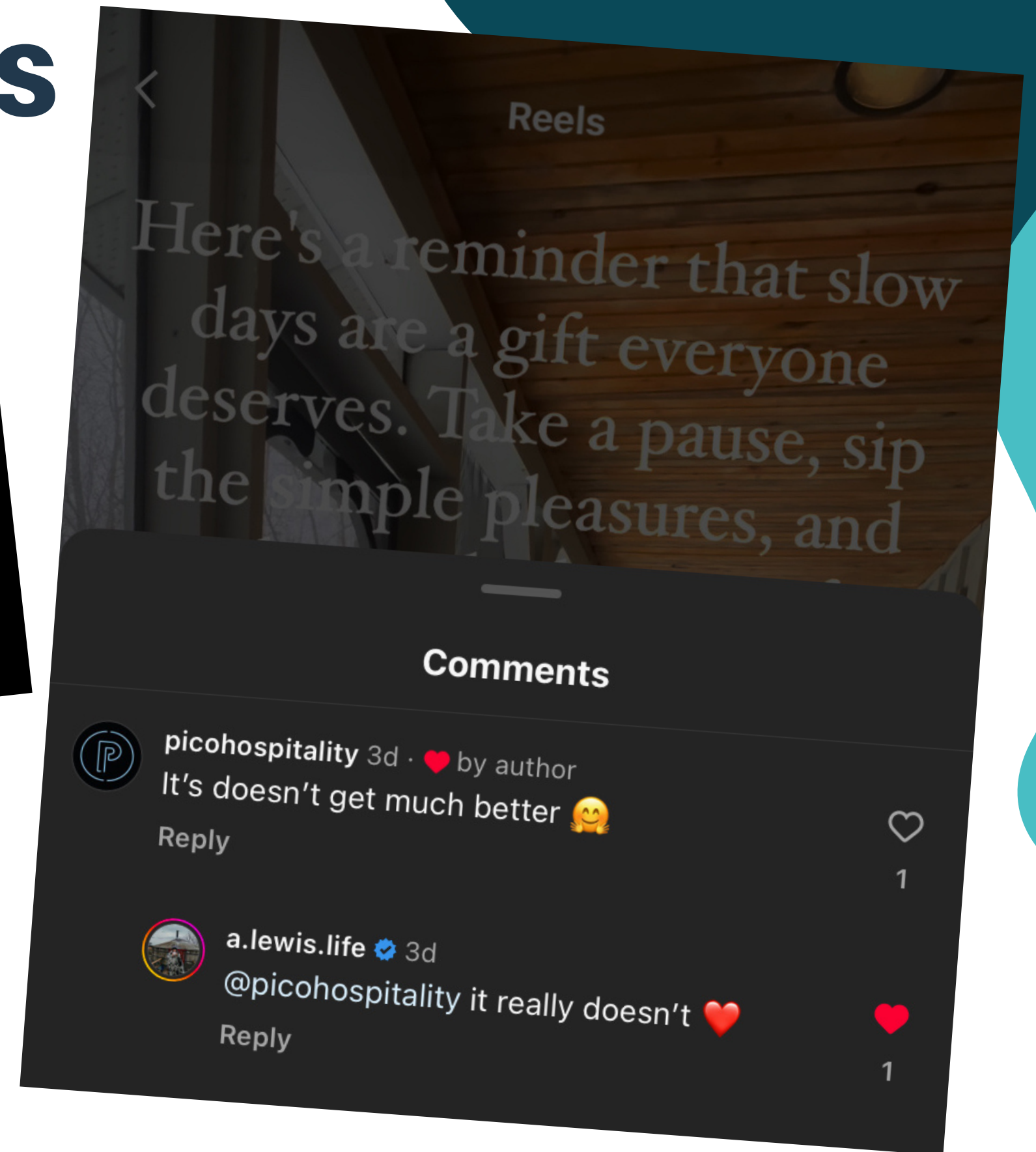
Proactive engagement

You want to get to know the influencers you're going to work with:

- Follow them and check out their posts
- Are they the right fit?
- Start engaging with them and leave meaningful comments
- Track their engagement with you



Leaving comments



Tracking engagement

	A	B	C	D	E	F
1	Influencer	Location	Followers	Follows us?	My Actions	Influencer Actions
2	@tourisminfluencer	Halifax	50,000	yes	Commented on post about Dartmouth Nov 18	Liked/replied to comment Liked 3 of our posts Commented on 1 of our posts
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Tracking engagement

Reach out to influencers who are engaging with you:

- Following you back
- Liking your comments
- Replying to your comments
- Liking your posts
- Commenting on your posts



Reaching out to an influencer

Ask them for their data:

- **Demographics:** Followers' top 5 cities, follower age range and gender split
- **Current interactions:** Number of times users have engaged with their Instagram account, calculated for the previous week
- **Reach:** Number of unique accounts that have seen any of their posts, calculated for the previous week



Reaching out to an influencer

Here are some other things to request:

- **Media kit:** Professional influencers typically have a media kit which may outline what they expect in terms of compensation
- **Case studies:** Examples of campaigns and collaborations they've done in the past with data showing the results



Reaching out to an influencer

Pitch yourself:

- **Introduce yourself:** Who are you and what does your company do?
- **Give a reason:** Why did you choose them? What makes your tourism operation a good fit for them? Use flattery!
- **Outline the project:** What do you expect? Which platform? What are you offering them?
- **Don't rush into money/trade:** Negotiations will happen once both parties decide if the project is a good fit.



Ways of collaborating

- **Sponsored post:** #ad #gifted
- **Collab post:** appears on both of your feeds
- **Blog post:** on their blog
- **Instagram takeover:** they take over your Stories for the day
- **Contests, giveaways, affiliate code/link**
- **Photos/videos** that you can use any way you want
- **Hold an influencer event:** Invite a group of influencers to your tourism operation or partner with another tourism operation on a bigger event or fam tour



**What if an influencer
reaches out to you?**

Responding to influencers

Don't feel pressured to answer right away:

- Analyze their accounts to make sure they're the right fit
- **If it's a NO:** Thank them, let them know it's not the right fit at the time and you'll hang on to their information
- **If it's a YES:** Let the planning begin!



Thank you

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UPCOMING WEBINARS

- **Thursday, January 25 @ 10:00 am** – Workshop (Session 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:

<https://tourismns.ca/webinar-series>

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