



# Everything You've Wanted to Know About Influencer Marketing But Were Afraid To Ask



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**EVERYWHERE**<sup>®</sup>  
Social Media and Influencer Marketing Agency

# Send us your questions!

 Respond at **PollEv.com/kellydye665**

 Text **KELLYDYE665** to **22333** once to join, then text your message





How do you define “influencer”?





Why does your brand use influencer marketing ?



Respond to [PollEv.com/kellydye665](https://www.pollEv.com/kellydye665)

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How do you find them?



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A close-up photograph of five wooden Scrabble tiles arranged in a horizontal line, spelling out the word "MONEY". The tiles are light-colored wood with black lettering. The 'M' has a '3' below it, 'O' has a '1', 'N' has a '1', 'E' has a '1', and 'Y' has a '4'. The tiles are resting on a background of several US dollar bills, including a one-dollar bill and a five-dollar bill. The bills are slightly out of focus, showing details like the portrait of George Washington and the text "THE UNITED STATES OF AMERICA".

How Does It All Work?

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## Influencer Marketing – Is It PR?

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# What kind of content do you get?



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# The Baby Shopaholic



**babyshopa**

Following

**babyshopa** Peyton is starting to lose her baby teeth 😬 I'm teaching her now how to properly care for her teeth. I'm not trying to get the side eye from her dentist.

Thanks to [@plaque\\_hd](#) color tartar detecting toothpaste Peyton can determine what areas she misses. It really works! I use it too! Full review and my tips for getting kids to take care of their teeth on the blog. Link in profile. [#dentalcare](#) [#smile](#) [#revealyourteal](#) [#plaquehd](#) [#ad](#)

**stylenbeautydoc** Omg is she big enough already to be losing her teeth 😬

**stylenbeautydoc** Also her bun is 🍌🍌🍌🍌

**haythamsultanofficial** ✨

**wineingmomma** Why was I in Walmart trying to find something like this today?!?! Off to read the review and find out where the \*\*\*\* I can find this!



**175 likes**

MARCH 22, 2016

# OshKosh B'gosh

## Leveraging Your Content Creators

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# OshKosh B'gosh

Evergreen Content and Authentic Stories





# Coca-Cola

## Tell Stories Your Brand Can't



#5by20

### Photos: Journalists Meet Empowered Entrepreneurs Benefiting from UN Women and Coca-Cola Programs

By: [Southard Nowak](#) | Nov 1, 2016

Like Be the first of your friends to like this.

SHARE:



"Your business is like your baby," explained Bathini, a Soweto woman who has built her business back up after her shop burned to the ground. Despite the setbacks, despite the hardships, you keep going, you keep working, you keep caring for it. Shared by Adrian Grazella Larssen

#### RELATED STORIES



##### Witt Wells

Journalists Get First-Hand Look at Coca-Cola Response to [Nepal Earthquake](#)

##### Journey Staff

[Giving Women a Hand Up, Not a Handout](#): Journalists Travel to South Africa to See Results of UN Women and Coca-Cola Programs

# Coca-Cola Influencers vs. Journalists



# Cox Communications Venturing Into New Platforms

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# Cox Communications

## Influencers + Product



Cox Contour  
TV Just For Me

# Entrusting Your Brand to an Influencer



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# FTC Guidelines



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# How Do You Measure Success?



# What's Next for Influencer Marketing?

**74%**  
of consumers identify  
word-of-mouth as a key  
factor of purchase  
decisions.

(Ogilvy)





# Q&A



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