

How to Engage Social Media Influencers

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Vanilla

DIGITAL MARKETING

Hello, nice to meet you!



2004

- Started my first personal blog
- Involved in special interest online communities

2005-2009

- Graduated at De LaSalle University-Manila
- BS Commerce, Marketing Management

- Held positions as Marketing Communications Officer, Product Manager, and IT Operations Manager

- Started 3 more blogs on Fashion, Personal Finance, and Parenting

2011 – Focused on online community and social media management

Hello, nice to meet you!



2013 - Co-founded **Vanilla Digital**, a start-up social media agency helping brands engage and collaborate with influencers.



What went wrong?

1. Spice guy looks like he hasn't learned anything from the talk
3. Spice guy isn't really asking a question but a favour
5. Favour he asks is selfish – doesn't help any attendees at all or add to the discussion
4. Spice guy is OFF topic

**Don't Just Be Social
Be Relevant**

How to identify your social media influencers

Traditional vs. Technical Approach



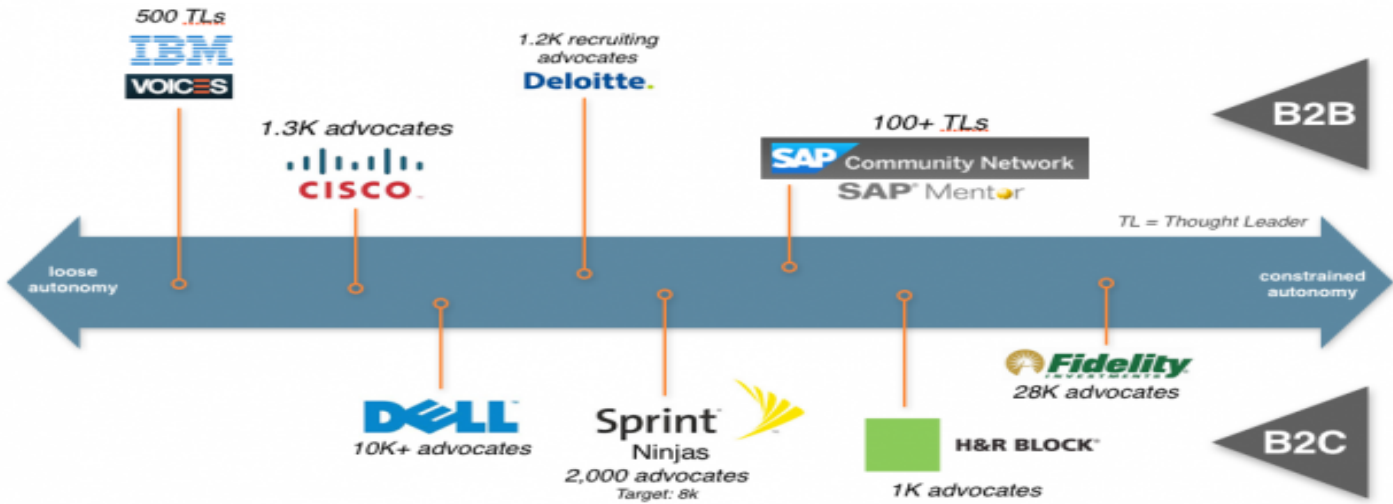
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Traditional Approach

List down immediate stakeholders. These are buyers, suppliers, employees, corporate partners, relevant organizations, journalists, etc.
Anyone who has a vested or potential interest in your client



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Technical Approach

Use of social media listening tools

- 1. Followerwonk
- 2. HootSuite
- 3. Klout
- 4. Cubesocial
- 5. Topsy
- 6. Crowdboost







Tweetable quote:

*“It’s not the (social media) tool
but how you use it” -
@lacellanora #dmep*

What do you want influencers to do for you?
(list them down on your notebooks now)

Influencer Wish List

- Like my page
- Share my status update
- Post a comment
- Retweets, mentions, and replies



Tweetable quote:



“Best objective to have when engaging w/ influencers is collaboration” - *@lacellanora*
#dmep

Collaborate with Influencers:

- Live Twitter Q&As
- Content exchange program
- Google Hangouts
- Other projects/collaborations mutually beneficial and helpful to an industry

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Tweetable quote:



“Social media is a cocktail party!” - @lacellanora #dmep



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Before the party:

Know what the party is about

Do your research

Check who are attending

During the party:

Survey the scene

Look for people you already know

Join groups of interest

Listen

Offer helpful information

Get people's numbers!



After the party:

Reconnect with new found contacts

Listen more

Find a common ground

Pitch a mutually beneficial idea



Target Influencer: Janette Toral



Objective: I want to be a speaker at the next Digital Filipino event

Game plan:

1. Find out who the people behind Digital Filipino are
2. Where is Digital Filipino in Social Media
3. Listen. Listen. Listen.
4. Find an opportunity to offer relevant insights & information
5. Offer support
6. Look for an introduction or do it yourself
7. Express your gratitude and show off your newly formed relationship

Tweetable quote:



The core of engaging influencers is building a relationship w/ them. For influencers to lift your brand, you should lift them up first - @lacellanora #dmep

<http://vanilladigital.ph/blog/first-vanilla-talk/>



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