

TAO's  
Influencer  
Marketing  
Competence



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# influencer

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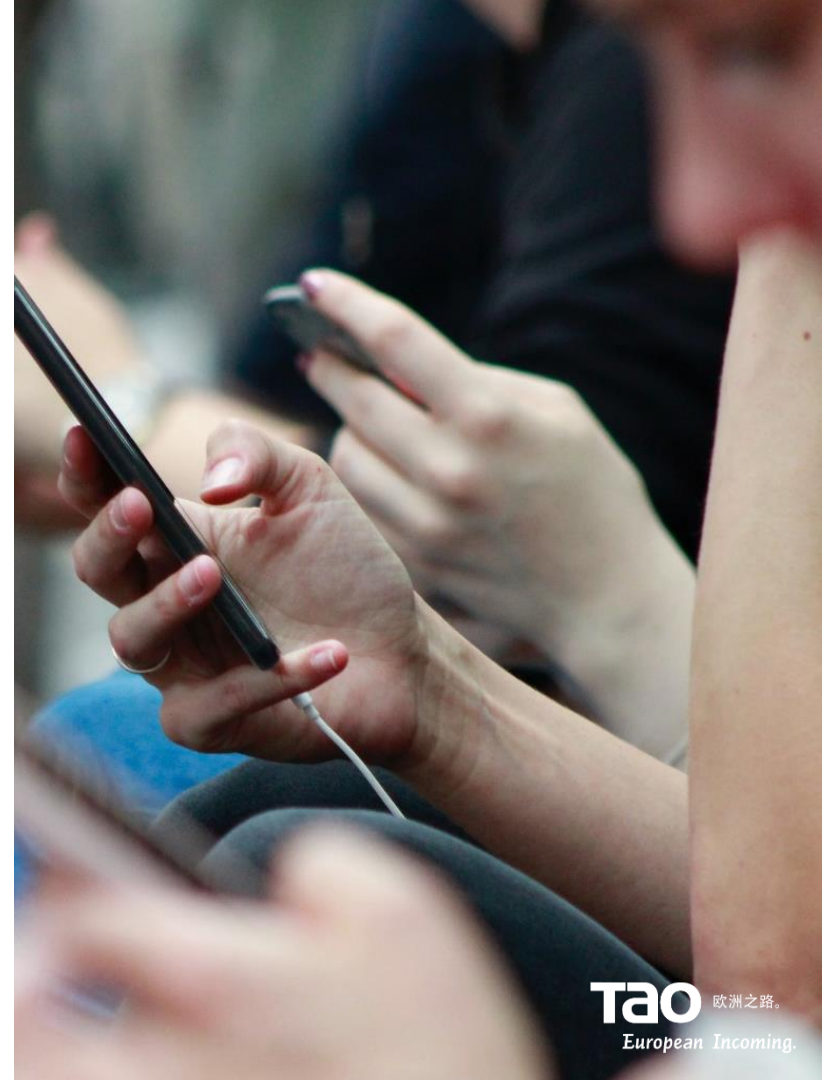


# hello!

No doubt that digital life, and especially the social media platforms are getting more and more important! Companies no longer just buy a space of board at metro to advertise their brands, but also promote their new products, create fans campaign and interact with their loyal buyers through their social media accounts. At this point, we of course could not forget an important role - the influencer!

TAO believes that influencer marketing could bring your company and product extra miles along with your classic marketing activities. Combining the power of influencers, it could gain more interaction with your customers or even potential audiences. More important, it could also create more emotional and personal experience to your followers!

In this presentation, we would like to show you how and what TAO could assist on your influencer marketing campaigns.







# influencer marketing

The definition of an influencer is someone who has the power and influence to affect the purchasing decisions or behavior of others. There are couples of reasons why someone has this power to influence others, amongst them are authority, knowledge or because they are seen as experts. Other than that, some of them have a strong relationship with their followers, their followers feel as connected to the influencer as to their inner circle. Whenever they recommend a certain product / service, the followers are relatively open to the opinion.

Influencer marketing is when companies partner with influencers in order to increase brand awareness or conversions among a specific target audience.

**\*Authenticity is the key!**

# facts & stats

1/ According to a survey which conducted in 2020 with 4000 marketing agencies, brands, and other industry professionals, some interesting perspective are shown:

**91%** of respondents believe influencer marketing to be an effective form of marketing

Nearly **90%** of all influencer campaigns include Instagram as part of the marketing mix

**87%** of survey respondents use Instagram for influencer marketing

**80%** of firms take their influencer marketing spending from their marketing budget

**66%** of survey respondents who budget for influencer marketing intend to increase their influencer marketing budget over the next 12 months

2/ The search of keyword „influencer marketing” rose from 3,900 searches per month in 2015 to **70,000** in 2019 on Google alone

3/ Number of active users on SNS platform worldwide

(as of April 2020)

Facebook	2498 mil
Youtube	2000 mil
Instagram	1000 mil
Tik Tok	800 mil



Sources:  
- statista  
- influencemarketinghub

The image features a light blue background with several yellow Scrabble tiles. In the top left corner, some tiles are scattered, including 'A' and 'O'. The word 'why?' is written in a bold, black, sans-serif font, underlined with a thick purple line. Below this, a list of six bullet points is presented. At the bottom, the word 'INFLUENCER' is spelled out using ten yellow Scrabble tiles, each with a black letter.

# why?

- generate brand awareness
- amplify your parallel marketing activities
- provide honest opinion and value to your audiences
- do not appear pushy
- reach out new audiences
- maintain budget flexibility

I N F L U E N C E R



# grow your brand in europe

## Why TAO?

### // Strong connection in Europe //

With over twenty years of experience, a broad team of **communication** experts and a tried-and-tested network of service agents throughout the continent, TAO guarantees the perfect planning and execution **of your marketing activities**.

### // One contact point for various resources //

TAO will be your point of contact no matter how many influencers will be hired.

### // We understand Europe but we understand you even more //

With various cooperation with our Chinese clients and a dedicated Chinese team, we minus the culture differences and create an efficient communication bridge between you and the digital stars!

As a Chinese minded **Europe thinking team**, we help you grow your brand in another continent easier and effortlessly!





BUNDESVERBAND FÜR WIRTSCHAFTSFÖRDERUNG  
UND AUSSENWIRTSCHAFT Global Economic Network e.V.

# industry leading player

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It is not only about individual influencers, but also endorsement from the industry leading player! TAO is able to open door to the top German industry leading players, such as from automobile, I.T. and infrastructure industries. We could connect the bridge between you and the leading companies and initiate cross marketing campaigns, in order to create impact to your brands.

TAO has the deep networking with the German economy and varies the leading role of economy association, such as BWA, the Federal Association for Economic Development and Foreign Trade. In the Federal Association for Economic Development and Foreign Trade (BWA), experts and management of economy, scientific and public life face up to a collective responsibility. Beyond all particularistic interests they step in for an eco-social market economy that creates sustainable growth for everybody and helps to maintain our world for the generations to come.



**tao** 欧洲之路。  
European Incoming.



# #glossary

## **#impression**

The number of times a specific content is exposed

## **#potential reach**

The number of people who have seen your content

## **#interactions**

Straight forward, how many people have interacted, such as like, comment & share

## **#engagement Rate**

A key metric to determine the quality of an influencers content based on the number of interactions the content generates. The formula is total interaction divided by total reach



# what information we need from you?



some key information we would need from you to start our work :

- marketing campaign overview (date, purpose, idea, planning?)
- objectives (increase brand awareness with target audience, create buzz around the brand, drive traffic to the marketing activities, such as product launch, promotion etc.?)
- influencer marketing campaign duration & timeline (3/6/12 months?)
- target audience (gender, age range, average income, interests)
- target markets (countries, regions)
- channels (Instagram, Youtube, Facebook, Twitter, Snapchat, TikTok?)
- content (post, integrated video, dedicated video?)
- campaign budget
- desired min. impression or reach

# workflow

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## step 01 brand strategy & concepting

A campaign strategy will be designed and provided and will be revised according to client's feedback until approval. KPI will also be defined.

## step 04 brief creation

Influencer briefing in collaboration with client will be created.

## step 02 campaign project management

A dedicated team and detailed campaign schedule will be provided.

## step 05 influencer reach out

Reach out the influencer and send out the briefing documentation.

## step 03 influencer pitch & selection

A list of influencers will be provided, and the client can choose or amend until final feedback and approval. Not only the influencer selection, some enthusiastic influencers may pitch their idea to make your campaign even more individual!

\*only example for reference, it varies each case/country.



# workflow

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## step 06 product gifting to influencer

Client will handle the shipment and product gifting if necessary, such as for unboxing video.

## step 09 day to day operations

No worries, day-to-day operation with influencers will be taken care.

## step 07 influencer management & guidance

Influencers will be managed and guided to align with the strategy created.

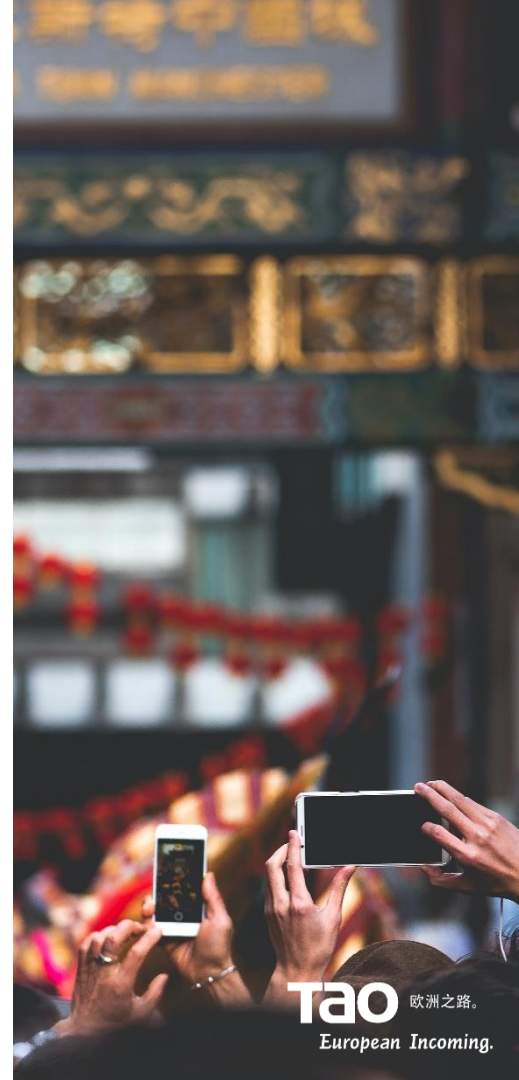
## step 10 tracking & reporting

Influencer activity will be monitored, and client will receive report on campaign performance.

## step 08 content check

Influencer content quality will be proofed and aligned with the briefing. The client will have final approval before content goes live.

\*only example for reference, it varies each case/country.





# campaign timeline

Example: Influencer marketing campaign combines with product launch event

approximate period	23 – 27 June	28 June	29 June – 13 July	End July
phase	pre-launch	product launch	product review & unboxing	
Channels <small>*This arrangement could be according to clients' request.</small>	Instagram stories	Instagram stories & post		
			Youtube video	
influencers	selected per your interests, such as tech, fashion, travel and so on			
TAO	ongoing campaign communication & management			final report

\*only example for reference, it varies each case/country.

# case studies

#vw트로cr



4 Content  
Creators

1,2M  
Reach

Selected influencers put the new VW T-Roc R through its paces. In 2-3 posts and stories they share their experiences with the new SUV model and take their community with them on the journey.

The created content was used by VW on their global social media accounts for posts and ads.



# case studies

#pumpupthegym



4 Content  
Creators

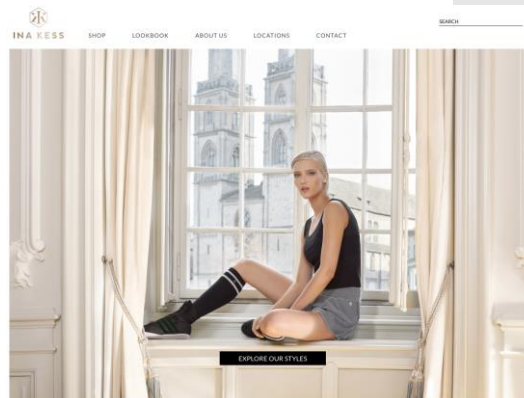
1,2M  
Reach

In cooperation with athletic lifestyle creators, we draw attention to the opening of the new John Reed Fitness Club. The selected social media ambassadors reported on their visit to the gym, its artistically decorated rooms and the spa area. With feed-posts and stories they successfully shared the John Reed feeling with their community.

In addition to payment, all Creators received a Platinum annual subscription.

# case studies

#inakessfriends



9 Content  
Creators

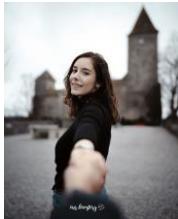
29,6K  
Engagement

INA KESS is an exclusive sportswear brand. Classic design vision combines chic, feminine cuts with the best Italian functional fabrics. we have found the right ambassadors. As #INAKESSFriends, they use their social media profiles to show how they wear the stylish clothes in their everyday lives. In a professional shooting great photos were taken, which are used for the brand's posts & communication on social media as well as their website.



# case studies

#ourlovestory



ifolor.

13 Content  
Creators

20,1 K  
Engagement

13 influencers from Switzerland draw attention to the competition of IFOLOR and 20min with their post topic "our lovestory".

On the occasion of Valentine's Day, we looked for "the most beautiful love story in Switzerland" - whether it is particularly romantic, adventurous or funny is irrelevant. The winning couple was presented with a photo shoot at a location of their choice.

# influencer samples

#tech



1,500,000



306,000

Audience:

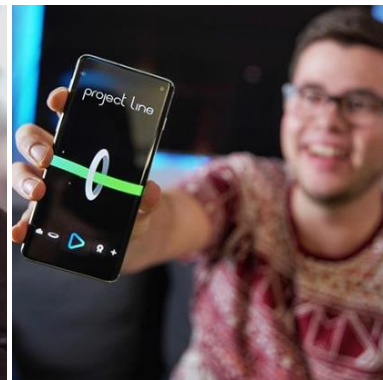
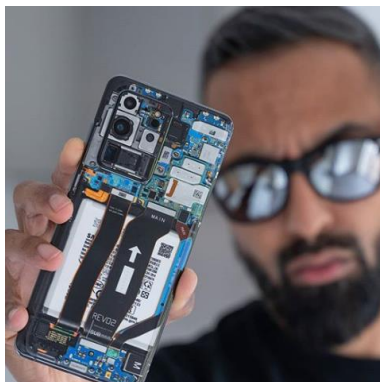
Female: 12%

Male: 88%

Age range: 18-34 y/o

**SAFWAN  
UK**

„Safwan is one of UK's largest tech influencers, bringing news, views and reviews of the latest and most innovative technology on the consumer market.“



**Julian  
DE**

‘Julian is full of extraordinary content related to newest technology and gadgets. Doesn't matter if it's a brand new phone or a smart vacuum cleaner – he can review it all.’



144,000



20,500

Audience:

Female: 7,9%

Male: 92,1%

Age range: 18-24 y/o

# influencer samples

#fashion & #lifestyle



76,200

Audience:  
Female: 50,2%  
Male: 49,8%  
Age range: 18-24 y/o

ARIANNA  
IT

„Arianna is passionate about style and fashion, while traveling around the world, she shares simple but feminine and chic outfit ideas. ‘



SARAH  
DE

„Sarah's instagram feed is full with extraordinary and even edgy fashion pictures from all around the world. She is not only a fashionista but a mirror-selfie guru. ‘



30,400

Audience:  
Female: 87,3%  
Male: 12,7%  
Age range: 18-24 y/o



# follow us!



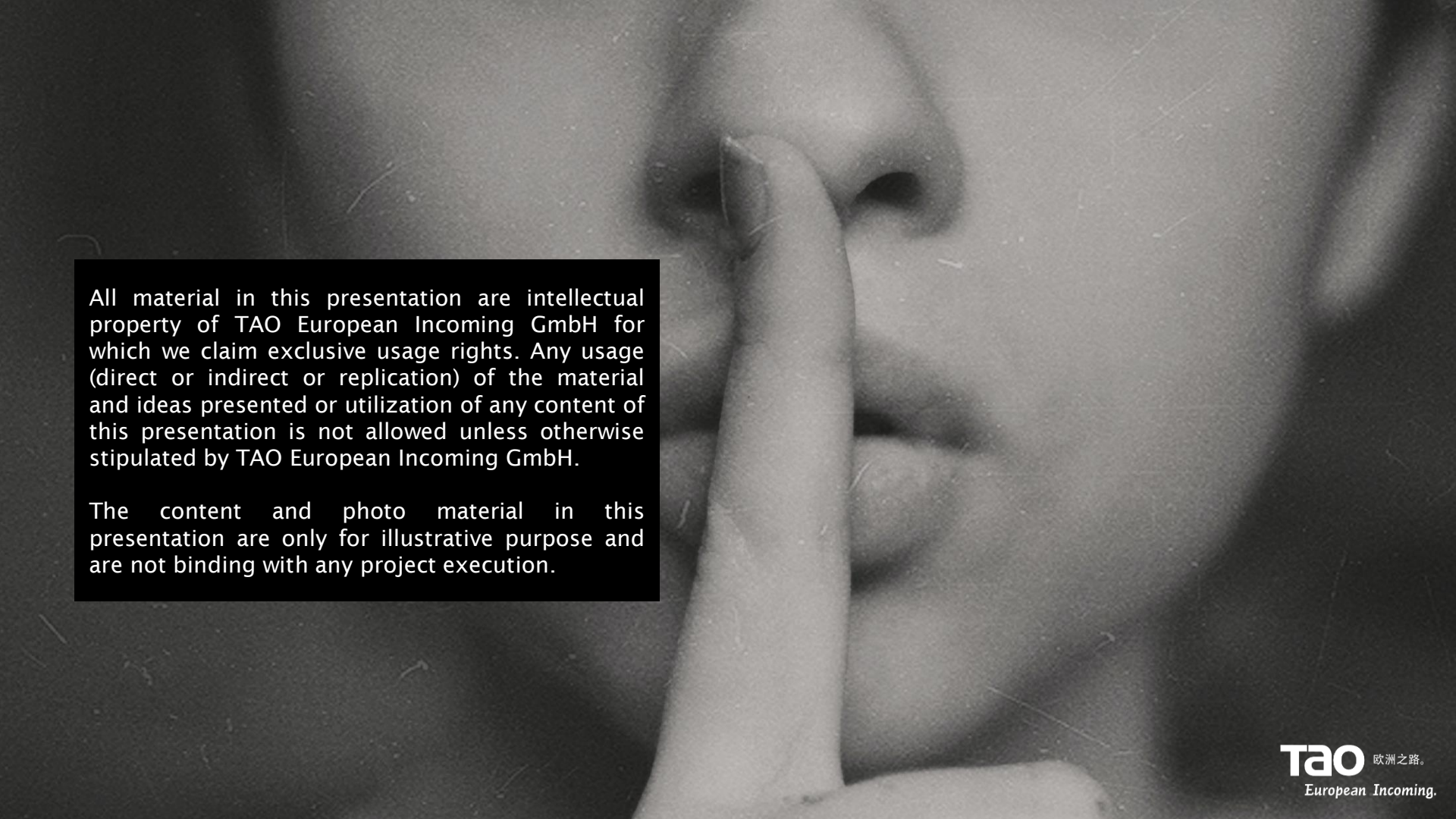
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