

Influence Marketing as a Strategy



WORLD FOOTWEAR
by Portuguese Shoes

Copyright

APICCAPS

Who we are

World Footwear is an initiative of APICCAPS, the Portuguese Footwear, Components and Leather Goods Manufacturers' Association, and it includes two communication channels: an annual edition of the World Footwear Yearbook and an electronic platform with updated industry news (www.worldfootwear.com).

The first edition of the World Footwear Yearbook, a comprehensive report that analyses the main trends within the footwear sector around the world, was released in September 2011, with new updated editions published on a yearly basis. Each report is published with the most updated data up to the previous year and analyzes the position of the relevant countries of the footwear industry in terms of different variables (Production, Exports, Imports and Consumption) and evaluate the strategic positioning of the different sector players. The World Footwear Website disseminates all relevant news about the worldwide footwear industry on a daily basis.

Report Coordination

APICCAPS' Studies Office - Joana Vaz Teixeira

With special thanks to Joana Campos Silva for her contribution to this report.

Disclaimer

Although due care has been taken in the preparation of this report, APICCAPS cannot guarantee the accuracy or completeness of the report and cannot be held responsible for any error or the opinions expressed herein.

. Contents

04	1. Abstract
05	2. How did Influence Marketing come about?
08	3. The Evolution of Influence Marketing
10	4. Types of Influence
14	5. Influence Marketing today
18	6. The "Instapreneurs"
19	7. The Activist Influence
21	8. How did Influence Marketing increase the Mobile Commerce and Social Commerce?
22	9. What Strategy to Employ?
25	10. Conclusion

1. Abstract

A decade ago, it would be impossible to consider the name "influencer" as a profession. But as social networks expanded into the cultural domain, we began to be daily influenced by personal opinions from people who are strangers to us, but which end up having a great influence on the purchases we make from products or restaurants to trips and cultural events.

Our attention is dispersed by countless channels (articles, videos, photos, podcasts ...) so, to talk about Influence Marketing is to talk about Content Marketing.

Content Marketing is not new, it has existed since the time of product creators who told stories about its benefits and performance. That was how Chiara Ferragni, Camila Coutinho, Huda Kattan or Leandra Medine built and won international audiences and became digital influencers and authorities in the fashion world.

In this sense, the study "Influence marketing as a strategy" seeks to understand the importance of digital influence in current businesses, the way it has changed the behaviour of brands and how it created new business models.

2. How did Influence Marketing come about?

Like content marketing, influence marketing is not new. Influence began in the 1950s with the aristocrats, became popular in the 1980s with Popstars and in the 1990s with Top Models. In 2000 the internet brought us the BlogSpot format and the first fashion bloggers started to appear. In 2010 Instagram appeared and the term blogger was replaced by digital influencer.

The first influencers on the international scene were:

The first influencers

- 2006 Camila Coutinho with the Garotas Estúpidas blog
- 2007 Gala Gonzalez with the AM-LUL blog
- 2007 Elin Kling with the Kling blog
- 2008 Aimee Song with Song of Style
- 2009 Huda Kattan with Beauty blog
- 2009 Leandra Medine with The Man Repeller blog
- 2009 Chiara Ferragni with The Blonde Salad blog

What do they all have in common?

A hobby that has become a business, a large number of followers on social networks, a natural appetite to create content of their own and the power to influence opinions and buying behaviours.

Fashion blogs

In the mid-2000s, the first independent fashion blogs began to emerge. Unlike a celebrity who emerged as product placement, in a one-sided communication, bloggers brought a new perspective, through an impartial opinion on fashion issues, providing collection analysis and their personal look to the digital sphere. Their blogs had a reader's rapid growth, providing a refreshing, democratized vision and were accessible to all. A prominent example is Chiara Ferragni, whose website The Blonde Salad has remained in the top 10 most followed blogs in the world since its launch in 2009.

The truth is that bloggers have brought a bilateral vision, creating a dialogue with the end consumer, becoming a privileged vehicle for brands and enabling real and authentic communications about the products.

Should the first generation of "bloggers" be called "influencers", or should we call them "creators"? More than counting the number of followers, it's important to highlight the innate talent for the creation of relevant content and the interpersonal relationship they created with their audience. Perhaps because of this, one of the biggest and more difficult investments in digital marketing is the creative workforce, because influencing marketing is creating human relationships.

If bloggers were initially turned down at fashion shows and even criticized by journalists in the field, today the influencers are on the front runway of the world's most important shows; they attend the red carpet in Cannes; they are case-studies at Harvard and make the cover of Forbes magazine. With their own brands, they make exclusive partnerships with international brands, create jobs and earn millions of euros.

In recent years we have seen this phenomenon grow, with influencers offering valuable information to the final consumer, filling an immediate need, creating content with value and originality. They have been timely and relevant to their audience, without ever "selling" actively.

Content marketing

Content marketing is king

It is important to understand that all we see on the Internet is content. The centre of any Digital Marketing strategy begins and ends in content. Be it a picture on Instagram, audio on Spotify, a video on YouTube, a text on a blog, everything is content. Content is the epicentre of all strategy. Without good content and good content planning, your strategy is doomed to failure. So, the truth is that the influencer was the best representation of the gap between the brand and the end customer, where content marketing is king (Bill Gates (1986)).

Though the content marketing technique value, relevance and consistency are created and distributed amongst an audience. The content must be developed in an attractive way and must be communicated at the right time. The success or failure of this technique is assessed by the way it is delivered.

There are 4 types of content:

1. Entertainment content (generating reach);
2. Inspirational content (inspiring),
3. Educational content (clarifying on topics or products);
4. Convincing (leading to purchase).

We witnessed influencers broadcast their content with enthusiasm, projecting expectations, weaknesses and many other feelings, creating a new dialogue between the brand and the consumer. It is important a conversation comes from that and it is essential to have a specific tone in the way we deliver it.

If initially, it was necessary to reflect with the format of the blog and later with the mythical Facebook question "What are you thinking?", with Instagram the image began to gain more and more weight in this recipe for success. None of this would be possible without Steve Jobs. In 2007 he gave the world the first iPhone, opening the door to new possibilities. Creating, above all, a new way of seeing the world.

Social networks and iPhone came along

The iPhone has become an extension of our body, storing a thousand functions in little boxes. These applications strengthened the relationship of the younger generation with text and image, allowing access to tools once used only by professionals, as was the case of photography, image editing and video.

In the same way, that these tools allowed us, common people, to create autonomy, the internet and social networks app present on the iPhone, gave us easy access to YouTube, Facebook or Instagram, transforming our relationship with these applications and in turn the relationship of the brands with the final consumers.

Storytelling

Fashion is about telling stories, dramas and theatricality. It is an area that involves a set of emotions. It is essential to know how to create a narrative. If content marketing enriched the way the brand established its relationship with the public, the storytelling is how it is delivered. Although we use digital tools, it is essential to use a “real character” to create an engaging narrative, sharing real stories, allowing the audience to emotionally engage, creating a dialogue between the public and the brand. The success of storytelling is due to the degree of confidence with which it is delivered, expanding and validating message, allowing to create differentiation and relevance.

What have social networks brought?

They brought a communication based on the Internet, which allows a fast connection and interaction in several formats: writing, audio, image and video. In this way, influence marketing appears hand in hand with social networks, democratizing access to information, creating a two-way dialogue and converting the transmission of brands into a conversation.

According to a study by SocialBakers 2018, social networks have become important for a brand because 1 in every 5 minutes spent online, consumers are on social networks, and that makes social networks very important for brands. The customer starts his buying journey on social networks, being the main place for the consumer to learn about the brand or the product. And if the brand uses the right image, on the right platform, shared at the right time, it can generate a conversion, because people consume more and more visual content.

What is a conversion?

A conversion is when the customer delivers information to the brand in exchange for something. It can be in the form of registration, newsletter subscription, price simulation, contact request, registration in a hobby or download of an app.

“If content is king,
conversion is queen”

Rafael Rez

3. The Evolution of Influence Marketing

Influencer 1.0 Passive one

The brands which were more alert realized that the personal style bloggers were creating a differentiated relationship with the end customer. Soon, brands started sending occasional products to bloggers. If initially, the rewards were free products, the weight of influence began to generate revenue and marketing budgets began to include cash in exchange for a publication, presence at events or through affiliate marketing. This is where the first kind of influencer comes in! The influencer 1.0 - the passive one.

Brands have realized that influencing marketing is an essential marketing tool, especially when looking for alternatives to the physical press or to increasingly expensive ads with less tangible results. The success of the digital is related to the ability to measure actions and the return on investment can be measured, through likes, comments, impressions, saved and views.

This new practice of influencing has proven to be more effective than one-sided brand messages because consumers have proven that they increasingly want direct and authentic interaction. Business Insider Intelligence predicts that global spending on influencer marketing will reach between \$5 billion and \$10 billion by 2022. The weight of influence is so great, that models or actors are recruited considering the number of followers of social networks, which proves to be the broad view of brands, extending the career to the personal sphere.

Influencer 2.0 Co-creation

The brands that have adopted this strategy have started to become more notorious, have increased their sales and have attracted new clients. However, the proliferation of brands and promotions began to generate fatigue. The truth is that influencers are tired of receiving products in exchange for a publication. An example of this is the lack of enthusiasm in unboxing, now done in silence. An influencer is an opinion leader with a thought and voice of their own, so some brands have chosen to involve the influencer more in the process of creating the product. As the area of makeup is one of great growth, we see as predictable the successful partnership of Camila Coelho with the brand L'Oréal or the case of influencer Thassia Naves and Junior Mendes in collaboration with M-A-C Cosmetics. Both launched exclusive lipsticks with their signature. This is how the influencer 2.0 emerges - the co-creation influencer.

Influencer 3.0
Investor

In the vast network of influencers, Aimee Song, the creator of the Song of Style blog is among the social media figures with the highest conversion rate in the American marketplace Revolve. Song of Style has joined Revolve to become a 3.0 influencer. In a joint investment, Aimee creates its own clothing line, obtaining a licensing agreement, with exclusive distribution for 10 years. After Aimee, Camila Coelho followed the example, becoming a 3.0 influencer, the influencer - the investor.

The queen of partnerships was always Chiara Ferragni, becoming the most powerful influencer in the world. In 2013 her name was considered one of the most influential in the world of fashion, in 2015 she launched her shoe brand and became a case study at Harvard. In the same year, she joined Forbes' list of the 30 richest people under 30 and in 2016 she turned her blog into an e-commerce, later creating a globally recognized shoe brand. In 2019, he celebrated 10 years of her career and has a documentary about her to be distributed by Netflix's competitor, Amazon Prime. Her influence generates millions of revenue and her followers are no longer followers, they became customers.

Influencer 4.0
Creator of own business

If influence marketing is about generating revenue and influencers are an active voice in the community, there's no one better than Chiara Ferragni to define her own path, moving on to the category of influencer 4.0 - the creator of there own business.

Corrent Ranking of influencers

Influencers	followers
@chiaraferragni	18.2m
@camilacoelho	8.5m
@nohastyleicon	8.3m
@oliviapalermo	6.3m
@laurenconrad	6.1m
@marianodivaio	6m
@negin_mirsalehi	5.7m
@aimeesong	5.5m
@sincerelyjules	5.4m
@alexachung	3.5m
@thassianaves	3.5m
@camilacoutinho	2.5m
@manrepeller	2.3m

4. Types of Influence

In influence marketing, the brands that know each other best make the best decisions. So the first step is to set a clear goal and identify the right influencer for the right message. But first, brands need to develop a deep understanding of themselves and their customers.

The goals to be achieved must be adapted according to the characteristics of their target market. To make a campaign work locally, the brand needs to choose local influencers, capable of converting a follower into a customer, as they work with a specific consumer segment. It is essential for the brand to adapt the right influencer, the right place and the overall content strategy, without ever forgetting the goals to achieve and the platform to use.

Contrary to what many think, digital presence requires talent. Although not always seen in this way, before being influencers many of them have professions in advertising, journalism, fashion design, styling, nutrition, medicine. They use their talents to promote their point of view, using social networks as a means. That's why it's essential for the brand to define a goal and give wings to the influencer to develop a proposal that meets what their audiences are looking for. There is no one who knows their audience better than the influencer. The right approach will be fundamental for the success of the partnership.

3 magic questions

That said, before choosing the influencer, it is essential for the brand to identify the profile of its target customer, from a demographic and behavioural point of view. If you have any doubts, ask the three magic questions: "Who is he/she?" "What does he/she do, read, see?" "Where do you live?"

Proof of this is the fashion icon Lyn Slater, from the Icon Accidental site who is over 65 years old and brands fall into the mistake of promoting products for that age, even though their followers are between 25 and 45 years old. Therefore, it is essential for the brand to study the influencer first and realize if that person is communicating daily with the audience they want to reach, regardless of the age. The same happens with male brands, choosing male influencers to promote men's products, without checking who their followers are, who in many cases mostly are women.

4 types of influencers: macro, medium, micro and nano

How to choose the right influencer?

The latest Business of Fashion study on influence reveals that there are 4 types of influencers: macro, medium, micro and nano. One of the factors that distinguish them is the number of followers, but when we talk about influence marketing, the number of likes or followers matters little, because we will only be able to legitimize the influence by the impact of the message and the defined goal.

Before choosing the influencer, the brand must make a careful assessment, carefully analysing their interactions, requesting data from the influencer and adding all to their intuition.

Macro

Macro influencers have a greater digital presence and are usually those appearing in global campaigns, as we recently saw Chiara Ferragni with the jewellery brand Pomellato <http://www.pomellato.com/pt/pomellatoforwomen/chiaraferragni/>. These influencers are the same ones that appear in the front row of the big fashion shows.

If you want to increase brand awareness, you can use a Macro influencer. In this way, the brand will reach a greater number of people. Engagement will be low, but the brand will have high visibility, just like a television ad. A publication can reach 50.000 euros, and not all brands are able to engage in this level of investment.

Chiara Ferragni +18 M Instagram followers

Medium

If your goal is to spread a product on a large scale, the Medium influencer will be ideal, as they will have the ability to spread the product to their audience and the engagement will be higher.

Debora Rosa + 301 m Instagram followers

Micro

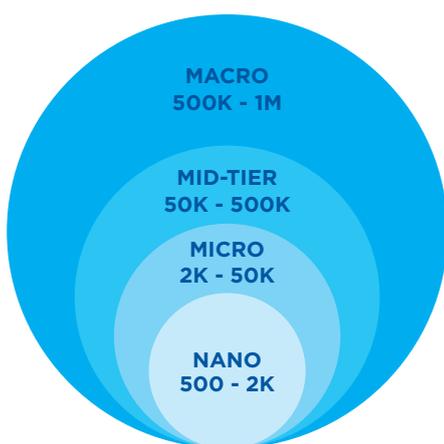
Micro-influencers are ideal for brands looking for converting sales.

They are often chosen to display specific or localized campaigns. If the brand's objective is to sell and inform about a product, the micro-influencer has a level of interaction that allows this type of speech, achieving recognition of the product with a specific audience. The engagement is very high and their influence is able to assist the customer in all doubts, even at the time of purchase.

75% of influencers in Asia, Europe, Latin America and North America, are micro-influencers. According to a report by The State of Fashion "86% of companies use influence marketing", but most influencers on social media are classified as micro-influencers, which means that they have less than 10.000 followers.

Catarina Mira 43.3 m Instagram followers

INSTAGRAM INFLUENCER TIERS



Nano

A Nano influencer can also influence sales and have a high engagement rate. As a rule, they are very authentic and the relationship with the audience is great, but the lack of resources limits them on the action.

Elisabeth Teixeira 5502 Instagram followers

It is essential for brands to analyse the quality of the audience and define a goal in the casting. The great influencers will create image and positioning, the average influencer will get the word out and the micro and nano influencers will generate sales. Therefore, the choice of influencer depends a lot on the objective. Brands should not consider the number of followers, but, if the choice they are making, meets the strategy, objectives and budget of the brand.

TIER DEFINITIONS

Influencer Type	Follower Count	Key Value Drivers	Limitations	Examples
Macro	500,000+	<ul style="list-style-type: none"> Partner with experienced brand ambassadors Process managed by professional teams Large-scale impact on brand image 	<ul style="list-style-type: none"> High cost per activation Over-exposure Lower engagement Difficult to attract influencer's attention if an unknown brand 	<p>Chiara Ferragni @chiaraferragni (16.4 million Instagram followers)</p> <p>Example brand partnerships: Dior, Intimissimi</p>
Mid	100,000 - 500,000	<ul style="list-style-type: none"> More affordable than macro Easier to contact Still reaches a large audience 	<ul style="list-style-type: none"> Competitive, in high demand by fashion and beauty brands Increasingly difficult to recruit as quantity of influencer's partnerships grow 	<p>Paloma Elsesser @palomija (211,000 Instagram followers)</p> <p>Example brand partnerships: Violeta by Mango, Glossier</p>
Micro	10,000 - 100,000	<ul style="list-style-type: none"> Sales and engagement with communities in specific verticals Lower cost per activation 	<ul style="list-style-type: none"> More time and effort required to scale Little individual impact on brand image 	<p>Alexandra Carl @alexcarl (57,900 Instagram followers)</p> <p>Example brand partnerships: Gap, Farfetch</p>
Nano	1,000 - 10,000	<ul style="list-style-type: none"> Sales and engagement with otherwise unreachable niche Accessible and approachable Personal, authentic relationship with audience 	<ul style="list-style-type: none"> Requires high level of resourcing to manage and scale Influencer less experienced in delivering partnerships 	<p>Alexis Baker @alexisbakerrr (3,239 Instagram followers)</p> <p>Example brand partnerships: Clinique, Dr. Jart+</p>

Source: BoF Influencer Playbook, 2019

Brands can discover influencers in several different ways:

- **Conducting internal research;**
- **Hiring a specialized agency in influencer marketing;**
- **Using online platforms, which offer databases to help select influencers based on defined characteristics.**

For example <https://influencerdb.com>

There are advantages and disadvantages if the brand opts for organic or agency research. On organic research, it will spend less money, but it may take more time. If an agency is the choice one must bear in mind that the agents look at opportunities to partner with the brand on behalf of the talent they represent. It will be faster, but it will not always ensure that the right message will go through. There are agencies that choose to work consecutively with the same type of influencers and therefore they condition the market, creating saturation on these influencers image.

It is important to note that when it comes to selecting influencers, brands must consider diversity not only in body types, race or age but also in terms of a variety of perspectives and aesthetics, in order to test different points of view, to connect with consumers and understand what works best.

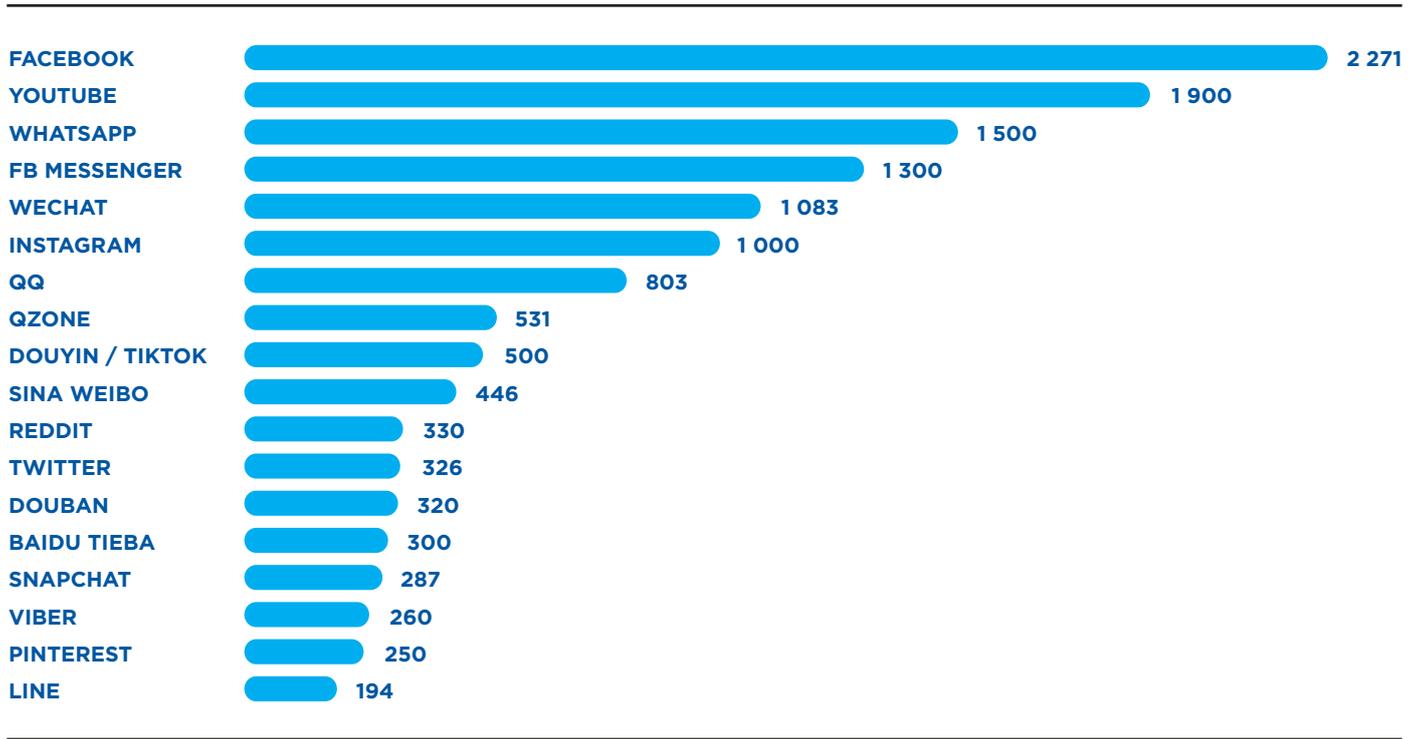
Brands have to understand that people don't "always listen to the same song", so they shouldn't be kept in boxes. It is important to identify "Creators" who develop stories related to other related industries, such as interior design, health or well-being.

5. Influence Marketing today

According to the Mobile Marketer study, in September 2019, Facebook reached 2.5 billion users and Instagram and WeChat more than one billion users each. The Hootsuite platform, on the other hand, indicates that a user spends an average of 2 hours and 15 minutes on social networks per day. Which represents an excellent opportunity for fashion brands. Not only to reach new markets but to communicate differently with the consumer.

TOP SOCIAL PLATFORMS GLOBALLY

Based on monthly active users, user accounts or unique visitors to each platform
January 2019, Million people



Source: HOOTSUITE / WE ARE SOCIAL Report

Organic and paid content

It is known that the typical way for a brand to reach a large audience on these platforms, starts with Instagram. The brand tries to organically create followers and use digital influencers to reach more audiences.

The content of social networks can be organic or paid. However, organic content means using a free network to build a community. Since Facebook and Instagram fail to generate revenue, they created an advertising and analytics service for brands. This service allows you to segment the target audience and select which content is seen by certain audiences. That is, the consumer uses these platforms free of charge, in exchange for the time of use.

Brands that have opted for the strategy of using organic content are questioning it, because the advertising algorithm is being privileged, making organic communication only reach 6% of their online followers. Therefore, even the expert influencers that create organic content, choose to advertise. According to Mobile Marketeer, publications sponsored by Instagram influencers increased by 150%.

A billion dollars business

According to an article in the Financial Times, after explosive growth in influencing marketing worth 8 billion US dollars, brands are beginning to question the return on investment, especially since it is attracting a lot of fraud. Many influencers pay to get fake followers and fake likes, to increase awareness.

A well-known worst-case is the case of Arii, with 2.6 M followers. The influencer launched her own fashion brand ERA and only managed to sell 36 pieces, eventually closing the deal. This case called into question his misinterpretation of the public or a drop in influence marketing itself. Whether a brand is investing in an influencer, or the influencer launching its own brand, it is necessary to know the market profoundly, the target customer and think about the product and the format.

The influencer needs to understand what their client likes to buy most and what their purchasing power is. The influencer has to know the followers to convert them into customers. One piece of advice for brands is to always request information from other partnerships, in order to analyze conversions, the number of followers, the number of likes and check for inconsistencies.

Storytelling is important

With or without advertising, the truth is that it is increasingly difficult to impress and inspire the public, due to excessive information. It is therefore believed that the fashion industry will give even more importance to storytelling and conventional media marketing strategies.

In the business world, the culture of influencers is already established. The market has seen a new generation of brands with a direct speech to the consumer. These brands were built with social media tools and tactics, such as Glossier, one of the most desired beauty brands in the world. The brand believes that each customer is an influencer, so its products and communication result from the real feedback that the customer gives on social networks.

From passive communication to active communication, the cosmetics brand knew how to use this digital channel in the right way to launch new products, in 2018 the brand raised 100 million dollars with just 29 products.

With the customer at the centre of the business, the brand says it is an "ecosystem of beauty powered by people". Glossier is seen as a "social club" for like-minded people. The brand offers the three Cs of the digital age: community, conversation and content.

Another success story was the marketing strategy of the clothing brand Ganni, with #GanniGirls - a hashtag synonymous with excellence Made in Copenhagen, which embodies a relaxed and effortless style. The choice of Ganni Girls influencers was based on the identification of the close alignment of the influencer profile, the audience and the type of product and price they could sell with the brand, explains Reffstrup in the study done for Business of Fashion. Still, it was always about delivering brand stories instead of selling products. They allowed the authenticity of each influencer to be highlighted.

Like the brands, Department Stores also look for new points of view, because it is necessary to maintain the aspirational relationship. John Lewis hired for the management of social networks, micro-influencers that allow a better construction of content for the brand, but also for dissemination in the influencer's own channel, with no barriers between the professional and personal side.

Case Study: Cinco-Store

All of this may seem impossible if it is a micro-business, but the truth is that the Portuguese brand Cinco-Store proved to be the opposite, becoming a case study.

Cátia Furtado (Li Furtado), has a degree in Geography but worked for years in planning consultancy. She always had a taste for fashion, so she became a blogger with "The Girl Chic". In 2012 she decided to create the jewellery brand Cinco-Store. Cinco is a 365 silver jewellery brand, produced in Portugal.

Back in 2017, Cátia decided to quit her job as a consultant and dedicate full time to her brand, after realizing that her hobby - to which she dedicated 20% of her time - generated revenue. "If with 20% I sell this, if I dedicate myself to 100%, I will get more", she stated in a conference in June 2019.

With few resources, like any other brand, the founder always wanted to be a "Love Brand", that's why the brand was selling by word of mouth. It is important to mention that the approach is fundamental, so the brand bet on influencers with 10 K and 100 K, sending products in exchange for a publication, without ever imposing the type of content. This content is later used in the brand feed via #repost and so influencers started to spread the brand.

The image sells a lot, so Li strategically chose the influencers who personified the image of the Cinco woman. "Cinco is a minimalist jewellery brand dedicated to girls and women who privilege simplicity with a touch of design."

As she saw the brand grow, Li Furtado realized that part of her success is due to the fact that she created a community of Lovers #cincopeople who create between 20 and 30 publications per day in a genuine and free way. Content that is being shared on Instagram Stories, interspersed with branded product images.

With its own aesthetic, Cinco-Store enters in 2020 with 107 thousand followers on Instagram. The brand lovers, nowadays are influencers and customers, feed daily the creation of content @mentioning the brand and generating more and more organic traffic. The #cincopeople hashtag currently has more than 4.4 m publications, making it a #hashtag of reference for anyone who wants to be part of this tribe.

The influencer Amie Song with 5.5 million followers is currently one of the brand's lovers, having identified the Portuguese brand in one of her publications, allowing the brand to enter markets such as the USA and South Korea. Currently, the brand sells 70% of what it produces for the international market.

The brand claims that one of the crucial factors, in addition to the product and the well-cared image, the ability to deliver the products quickly and responding to orders within 24 hours. The brand also bet on attractive packaging, with personalized messages, surprising customers.

Through affiliate marketing today, the brand can measure the success of its actions promoted by its lovers/influencers.

In 2019, Cinco-Store made a strategic partnership with the influencer Debora Rosa, currently with 309 m followers. The brand used the co-creation strategy, reinforcing the brand identity and image.

The naive influence marketing of the years 2009, today lives the adult era of influence. Ten years later the theme became so explored, to the point that the purchase of an audience by influencers lost credibility and authenticity. Therefore, the great challenge for brands is to build a qualitative influence, instead of a quantitative one. The secret is that brands can capture talent and not an audience, because "audience does not mean influence" said Ludovic Freitas, a specialist in digital marketing.

It is also important to note that brands can adopt a similar strategy, but few have a clear focus on their positioning and on the strategy to be implemented. Cinco-Store invested from the first moment in genuine partnerships in the medium and long term.

6. The "Instapreneurs"

Influencing is no longer
seen as a hobby

Influencers have been running the world for several years. Influence is no longer seen as a hobby but as a profession. The secret is their ability to stay relevant and attract attention over a long period of time. Youtubers currently quarrel for the same notoriety as President Donald Trump. The strength of their influence makes influencers start developing their businesses and becoming entrepreneurs.

Influence marketing has evolved from a public relations tactic to a large-scale online business. Proof of this is the example of Elin Kling, who from a Scandinavian-style blog, became a fashion editor in her own magazine. In 2011 she created her first clothing line in partnership with giant H&M, and in 2014 she launched her own brand Totême. Currently, her brand is among the most desired ones and it already has high street stores.

An example of entrepreneurship is the influencer, Anine Bing. Inspired by the Scandinavian heritage and the American spirit, the homonymous brand Anine Bing is a fusion of aesthetics that result in luxury items, basic wardrobe pieces and statement pieces. With 771k followers on Instagram, Anine activates her products on her Instagram feed, measures the success of her publication, making her pieces at the expense of online feedback. Every Tuesday, the brand launches 10 products (drops), coordinating the pieces in the online store and in the 10 physical stores.

Influential marketing makes us question distribution. An example of this is Giorgia Tordini, founder of the shoe brand Attico: "When we published our brand saying Attico - just the name, without showing the products we were immediately contacted by Net-a-Porter." In this way, influence marketing breaks down barriers, even questioning the professional fair format, the favoured format by a large number of brands.

First-rate influencers have already proven that they aim to overcome the barrier of staying behind the camera by investing in their own much more lucrative fashion or beauty empires. A success story is Huda Kattan. She started in 2010 with a blog and a YouTube beauty channel. In 2013 a cosmetics line with the name Huda Beauty was launched and since then, it has become one of the fastest-growing beauty brands in the world. Currently, her Instagram account @hudabeauty has 35 million followers and it is thinking outside the box that she stands out: "I need to create without thinking... about financials or what makes the company money... [because it's] going to kill my magic. And I [said], 'Make the products make money, that's the company's job.' But I need to have that creative craving. That's what I think is really important. We have a lot to express, to innovate - we have a lot to create." Today, her makeup empire is valued at more than \$1 billion.

7. The Activist Influence

Generation

Before Internet	Baby Boomers 1940 - 1960 79 – 59 years
	X 1961 - 1980 58 – 39 years
	Y 1981 - 1997 38 – 22 years
After internet	Z 1998 - 2009 21 – 10 years
	α 2010> 9 – 0 years

Since lately Instagram is the most privileged platform and given the fact that it is particularly based on image, this can be very visually inspiring for a brand. However, recently, we have seen the emergence of long publications. Due to the decline in blogs, people are using Instagram to express their views, and we see this in parallel with the rise of activism. Instagram became a public diary, loaded with flows of consciousness projecting the change in moods and styles. We thus see the “protest economy” gaining scale.

With Greta Thunberg in the lead, 2019 was a year of causes, which will intensify in 2020. This new wave of activism and struggles comes in many forms. According to a study by Deloitte, 2 out of 3 millennials are not concerned with the planet, but feel obliged to do something to change the current situation, because “Even a small protest feels good”.

If the market is being driven by new beliefs and expectations that demand participation in the public debate, how will brands reposition their market offer?

Consumers challenge the status quo of today’s businesses and prove it is possible to create new forms of consumption. Consider the case of Rent The Look by By Malene Birger, the Repeat service by Ganni or the largest laundry in the United States, Rent The Runway, the largest platform for renting clothes. The figures show that young people would rather have access to a subscription to a major brand for the price of Zara than to buy Zara.

This new stance also affects influence marketing, which is expected to be richer in the type of influence, going beyond a mere idea of lifestyle. Proof of this is By Malene Birger’s most recent partnership with the “activist influencer” Doina Ciobanu, ambassador for No More Plastic.

The launch of the Made With Care capsule collection was the brand’s first fully sustainable capsule collection. The brand launched a series of essential items for the woman’s wardrobe, reducing the choice to the use of “organic cotton”. At the last Meet The Maker event “How to sell sustainability” promoted by Fashion Makers, we learned that we cannot reduce sustainability to raw materials.

We cannot forget, then, that speaking of Influence Marketing is to speak of Content Marketing. Therefore, at any moment we didn’t realize the real impact of the collection promoted by the brand, nor the role of the influencer Doina Ciobanu, who unfortunately appeared as a mere accessory.

With the hashtag #malenecares the brand does not explain the real impact of the pieces, the consumption of water, energy, the choice of materials or social ethics, focusing only on the look.

In times of climatic urgency, could "activist influence" be a possible path to sustainable education? We must not forget that content marketing came about to tell stories about the benefits and performance of products.

The major challenge for brands in 2020 is to build a qualitative and educational influence, rather than a quantitative one. It is true that sustainability should be communicated lightly and with some coolness, but more than promoting beautiful faces and the consumption of products, brands have a duty to educate, just like the "activist influencer."

In a moment of passage between the old and the new world, as André Carvalhal argues in the book "Viva o fim", many influencers feel guilty for having promoted consumption. If guilt is a recurring feeling, do we want to be a solution or a victim?

The fundamental question to ask is: "How can I be a solution?" And this question is valid for the brand and for the influencer. How does By Malene Birger's clothing decrease the planet's carbon? How can my influence help to consume better?

In the same way that the brand should be clearer, the influencer can use her voice to explain the impact of the brand on the planet, using content marketing to clarify about the products and their footprint. It is necessary to understand that, like the brand, the influencer can have an active and educational influence.

The influence should evolve to activate an environmental purpose through education. The "activist" influencer may play a fundamental role in changing consumer behaviour and even assist the brand with tangible solutions, due to its proximity to the public. In Portugal, the micro influencer Catarina Barreiros with 26.2k followers has played a fundamental role in educating the end consumer, promoting responsible brands, the use of products, clarifying their impact on the environment. It has activated strategic partnerships with brands, such as Auchan or IKEA.

In a recent article released by Elle, Venetia Falconer declares herself as "recovering hypocrite + climate activist". The influencer with more than 70K followers, has used her platform to highlight issues related to the global climate crisis and fast fashion.

Brands need to rethink their strategies and align their purpose with the planet and can use influence marketing to talk about causes that are difficult to understand. "Activist influence" content marketing may be the best resource for a more educational role in the years to come.

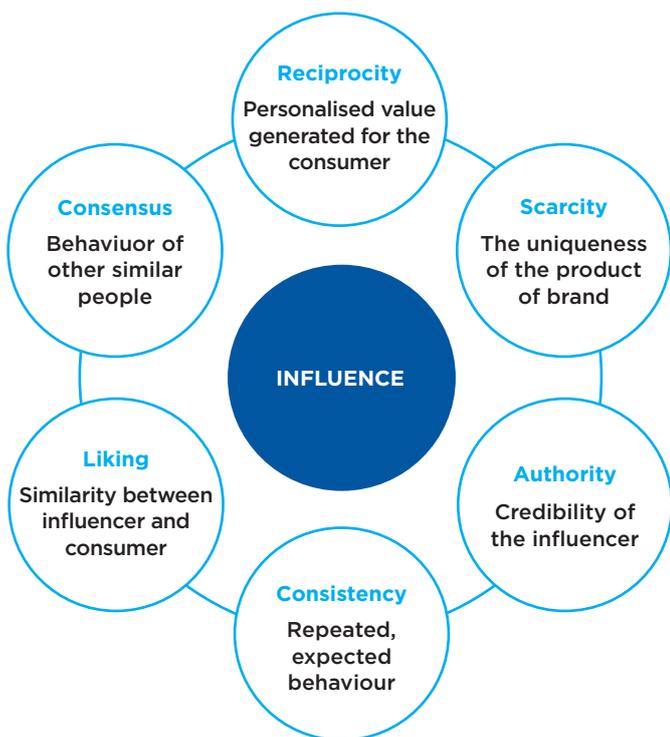
8. How did Influence Marketing increase the Mobile Commerce and Social Commerce?

The typical way to reach a large audience on existing platforms, like Instagram, is to create followers organically or use influencers to reach more followers. In 2009, the founder of Vestiaire Culture, Sophie Hersan, realized that influencers were selling their clothes online, seeing in there a business opportunity to create a project that values the sale of second-hand products. Today Vestiaire Culture is one of the most respected platforms in the resale of luxury brands.

Like Sophie, Instagram is aware of different consumer behaviours. And as it is known, most people are on social networks, so when the consumer contacts the brand for the first time, they are viewing it in mobile format. Mobile-commerce and apps have emerged as a trend for the upcoming years.

As Instagram is the most popular entertainment application, it integrates new features that feed the social-commerce hub. In the era of image a social network went further and that is how the Instagram checkout was created, allowing users to view and complete their purchases more easily in the app, simplifying the purchase journey, since the discovery of the product until the payment and delivery, and ensuring they do not leave the platform.

THE SIX PRINCIPLES OF INFLUENCE



Source: Robert Cialdini (1984)

With the Instagram checkout, Facebook (the owner of Instagram) intends to create a quick response to the consumer who uses the application to discover and buy new products. By integrating Social Commerce or S-Com, consumers are able to buy directly via the social platform. Instagram gets a percentage of the transaction. According to a study by video technology startup VidMob, more than a third of Instagram users said they bought something directly from an ad on the social site.

9. What Strategy to Employ?

Influence marketing will only work if the brand understands its origin. A person is an influencer because they can, through their point of view, influence and involve his audience. The selection process must involve a careful identification of the brand objectives and the influencer's aesthetics and profile that complement the brand identity. The brand must be prepared to dedicate time and resources to work with the "Creators". The right approach and involvement can result in a better or worse return on the investment made, regardless of the type of influencer, macro, medium or micro.

"Brands consider some influencers and create super thoughtful and untrue content. Brands also impose this type of content because they don't give us a lot of freedom to be creative. In other words, all this stops being cool and becomes boring. Brands must choose to whom they want to offer, they must do so judiciously because it has to be someone who conveys the image and soul of that brand." By Driziinha 44.3 followers

A - Defining objectives

The starting point for any strategy of influence is the brand to have a clear vision of the target audience and the objectives that it intends to achieve. Together, they will lay the foundations that drive successful activations. Ordering the press kit with demographic information from the public is essential. Although some agencies and influencers may not be willing to share this data.

B - Defining the metrics to consider

Currently, some companies are concerned with the end of likes, but the truth is that this absence will allow creating a more genuine relationship with the consumer. The like is considered the poorest metric in the interaction. As a brand, you should pay attention to the rate of comments, impressions, direct messages and all the indications that generated the most traffic for your goal. When hiring an influencer you should define your goal. Do you want notoriety, a new positioning, sales?

Metric types:

- **Reach of target audience:** It is a metric that represents the number of people to whom each of your publications has been shown.
- **Impressions:** Represents the number of times that users have seen a particular publication.
- **Engagement:** It is the conversion through comments, likes or shares.
- **Conversion:** The number of sales or the number of subscriptions in the newsletter.

C - Choosing the influencer

Influencers are not numbers; they are a person and they have talent. Therefore, creating a partnership with an influencer depends a lot on the relationship that the brand manages to establish. It is important to create mutual trust and open communication from the start.

D - Define a briefing

The brands should be clear in the briefing presented, allowing the creation of a connection and align the right message. "If you want to impose content, pay for advertising in a magazine, don't hire an influencer, because what makes him an influencer is their vision, their creative power", as Ludovic Freitas, marketing specialist, commented.

E - Define an approach

The brand must remember, influencers don't not see themselves as influencers but as a content creator. Therefore, in the search for a more genuine and qualitative relationship. A brand must be transparent in the request and can have an ideal approach, which can help even develop a Briefing together. Influencers have knowledge and experience that can help the brand. That is why it is important to give freedom to the influencer, so as not to create a content strategy that is out of place for his reality. "Often, brands impose briefings that have nothing to do with our profile and we simply know that it will not work... There are brands that already want to change my text, my words, impose a tone of voice that is not mine", Driziinha.

If the influencer that the brand is choosing already has a history of successful collaborations, the brand should pay attention to its experience and even adjust its initial idea. For this reason, many influencers prefer to speak directly to the company's creative or commercial director, because the agency does not always convey the right idea.

F - Create a long-term partnership

One-off partnerships create less impact than longer partnerships and also demand substantial resources to create and support at scale, not to mention that they can be more attractive to influencers. A brand should look at an influencer not as a transaction, but as a relationship. To use influence marketing is to allow a partnership model. This model can be reciprocal, meaning that the parties will gain from it. A brand and the influencer must be willing to devote the time and resources to work together, either internally or through an agency. A bad approach can define or end any negotiation. It is important to identify the right influencer, but it is even more important to nourish a long-term relationship. Today, there are agencies involved in the process of creating an influencer and making it grow through strategic partnerships, representing a fundamental change relative to traditional marketing.

G - Types of negotiation

How to build these relationships? The first steps include implementing a clear and effective strategy and establishing an objective-oriented payment model and negotiating a fair contract for both parties. Often, brands propose values that are out of step with the execution of the project or a proposal that is not aligned with the reality of the influencer.

The truth is that there is no fixed standard or price list, so the brand must pay according to the activation it will do. The market has several payment methods.

Pay with products. A value that does not guarantee a return, but that can help test the impact of the influencer, despite not controlling the quality of the content.

Pay a flat fee. Regardless of the result, for good or bad the value does not change.

Pay an amount according to performance (affiliate marketing). This model motivates influencers to reach the objectives.

Pay by commission, the gain is given by conversion into sales.

Do a Checklist to work with influencers:

- **Define objectives**
- **Define the metrics to consider KPIs**
- **Choose the type of influencer**
- **Define a briefing**
- **Define the approach**
- **Define the type of partnership (short / medium / long term)**
- **Define payment method**

10. Conclusion

As we have seen the internet, the iPhone and social networks have kept consumers hyper-connected. The evolution of digital also brought some sceptics to the new approaches, so activating influential marketing in the right way is essential for brands to be able to establish proximity with the customer and stay one step ahead.

In a saturated market, content marketing and storytelling are becoming increasingly important, so brands must invest in partnerships with influencers who have a purpose or who really live their own lifestyle capable of telling stories in an authentic way. The market is saturated with brands that blindly pay the most popular influencers to promote their products. Because, as Ludovic Freitas said, "Audience does not mean influence".

Influencers should be seen as Key partners

Influencers should be seen as a key partner, creating a path to deeper relationships with the end customer. It is well known that some creatives are sensitive to the term "influencer", expressing that it often diminishes them. They like to be seen as "Creators" because influencers have skills that go beyond digital platforms, they are photographers, editors, stylists, they have a set of skills that the brand can highlight on behalf of the collaboration.

Proof of this is that we see that the economy of influencers is changing, boosting the growth of new entrepreneurs, which are fundamental for the growth and support of other business areas. Content experts are leveraging their own businesses through capsule collections or unique partnerships.

In a climatic urgency, we saw that the word purpose takes on a new meaning for brands and for influence marketing, which could turn out to be an "activist influence", of causes for the planet. We saw that it is possible for the influencer to have a more educational role, to promote a more qualitative content in clarifying sustainability, instead of a mere presence of lifestyle.

Find the right influencer

It is essential for the brand to look at an influencer, in addition to the followers. You must find the right influencer; according to your brand and business objectives. The strategy involves knowing how to approach in the right way, through a genuine relationship, involving the influencer in the process. The brand must trust the influencer, not only to better understand its market but to create the best strategy to achieve its goal.

Set a clear strategy

Last but not least, without a clear strategy and objectives, the brand will not be able to use influencing marketing successfully. It is essential for brands to remain alert and flexible to market changes because influential marketing is evolving and is here to stay.

. Glossary

- **Affiliate** marketing is a way to generate money through sharing, recommending and promoting products or services from other people or companies. Basically, when you help another company to sell a product, you get paid a commission for that work. There are several forms of commissioning, but the concept is similar in all of them, that is, you promote something in exchange for a slice of the value of this generated sale.
- **Followers** is an expression that became popular with the Instagram app. Followers represent the number of people who follow a particular personal or professional profile.
- **#Hashtag** usually used with #, is considered a theme filter. People use it by indexing the content they post on social media. It is possible to group content using #hashtags, making it easier to search.
- **Instagram feed** is the place where we share and connect with people and show to our followers what is important to us. When you open Instagram or update your feed, the photos and videos that Instagram believes are most important to us will appear first in our feed. In addition to being able to see people's content or the Instagram #hashtags we choose to follow, accounts that may be of interest to us may also be suggested.
- **Repost.** A repost (also known as a regram) is an easy way to share content we like without downloading a video or photo. Nowadays there are applications that assist in this task and guarantee the post credits.
- **ROI** stands for Return on Investment. Represents the monetary amount resulting from an investment in digital shares. ROI can be positive, representing a gain on investment with profit or negative, representing a loss. It also serves as a way of evaluating campaigns.
- **Unboxing** is the video capture of the moment unwrapping a product at home. The influencer explains in detail the use of the product or makes small demonstrations, later making it available on the Internet.

. References

- BoF Influencer Playbook, 2019 businessoffashion.com
- The State of Fashion 2020
- <https://www.businessoffashion.com/articles/news-analysis/glossier-permanent-store-new-york-lafayette>
- <https://www.mobilemarketer.com/news/study-sponsored-posts-on-instagram-surge-150/553713/>
- <https://www.businessoffashion.com/articles/news-analysis/dont-scoff-at-influencers-theyre-taking-over-the-world>
- <https://www.businessoffashion.com/articles/professional/more-than-an-influential-face-how-social-media-stars-are-diversifying>
- <https://www.businessoffashion.com/articles/beauty/huda-kattan-the-face-that-built-a-beauty-empire>
- <https://www.marketingdigitalnpratica.com/>
- <https://www.elle.com/culture/career-politics/a30629637/sustainable-influencers-instagram-climate-crisis/>
- <https://www.ft.com/content/9e8d8da6-0c2f-11ea-bb52-34c8d9dc6d84>



WORLD FOOTWEAR

www.worldfootwear.com

**APICCAPS - Portuguese Footwear, Components
and Leather Goods Manufacturers' Association**

Rua Alves Redol, 372 | 4050-042 Porto, Portugal
T. +351 225 074 150 | editor@worldfootwear.com

**COMPETE
2020**

**PORTUGAL
2020**



UNIÃO EUROPEIA
Fundo Europeu de
Desenvolvimento Regional