

May 23 – MARKETING:

**MASTERING**

**SOCIAL  
MEDIA**



with Natalie Straight and Kara Still, BCBSLA

# Next Week:



Technical Assistance for June 1 Deadline

Wednesday, May 30, 2018

11:30 a.m. CST

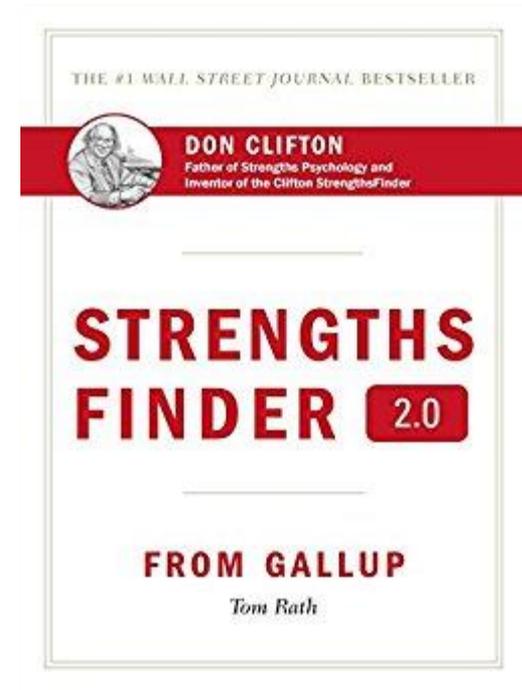
# Corporate Sponsorships

- For nonprofit events and fundraisers, health and wellness programs
- Next Deadline is July 1
  - For events taking place Q1 2019
- Apply online at [BCBSLAFoundation.org](http://BCBSLAFoundation.org)

# After the Webinar – Take Our Survey and Win!

## StrengthsFinder consulting package

- Up to 25 assessment codes
- Two hours of 1:1 coaching
- Half-day team session led by Gallup-certified Coach
- **Total value: \$5,000**



May 23 – MARKETING:

**MASTERING**

**SOCIAL  
MEDIA**

The text 'SOCIAL MEDIA' is centered and flanked by decorative graphic elements. On the left, there are three white lines of varying lengths and a small white circle. On the right, there are three white lines of varying lengths and a small white circle, mirroring the left side.

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# Influence Marketing Drive Results

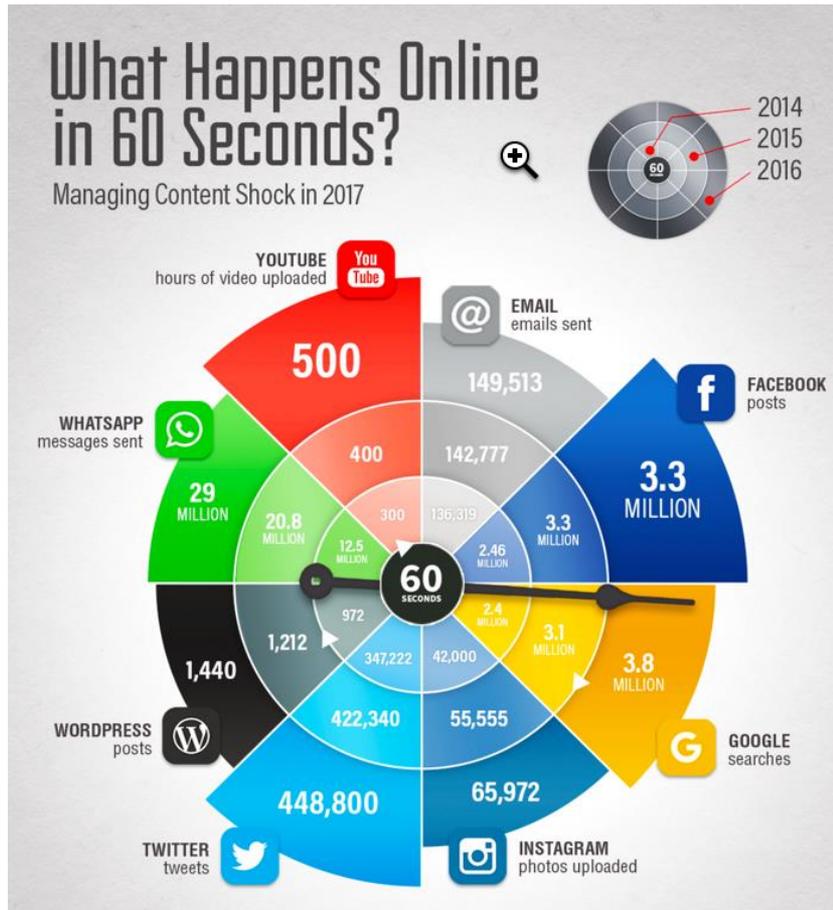
## Today's Agenda

- **State of Social Media**
- **The Rise of Influence Marketing**  
**5 Types of Influencers**
- **Value of Influence Marketing**
- **Cashing In**  
**Free Online Fundraising Tools**



# THE STATE OF SOCIAL MEDIA

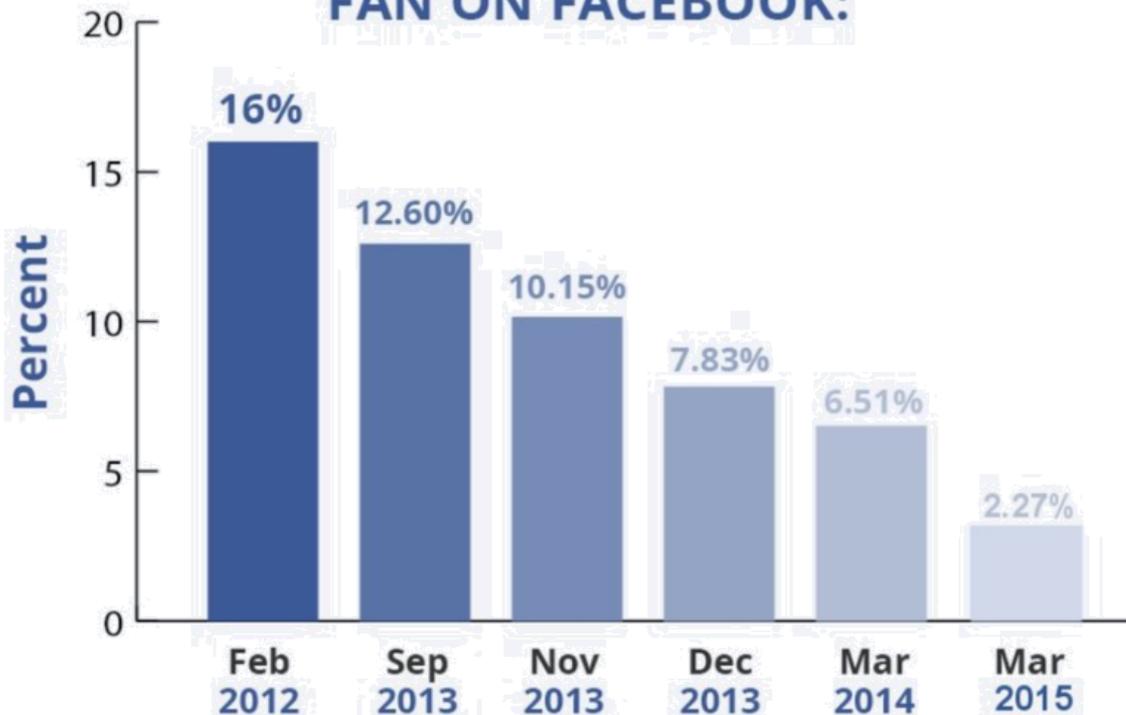
# What Happens in an Internet Minute



- **3.3 million** Facebook posts
- **448,000** Tweets
- **500** hours of YouTube video
- **65,000+** Instagram photos
- **3.8 million** Google searches
- **29 million** Whats App messages

# Organic Reach is in Decline

**ORGANIC REACH PER FAN ON FACEBOOK:**



## REACHPOCALYPSE

Facebook has signaled it's the end of organic (free) brand content distribution.



# What's a Brand to do?

## Brands must adapt.

The decline in organic reach presents new opportunities and ushers in a new social order:

## RISE OF INFLUENCE MARKETING

Influencer marketing represents the shift from ad-powered marketing to people-powered marketing.

### FUN FACT:

According to Google, the search volume for “influencer marketing” has grown by 5000% per month since 2015.



# THE RISE OF INFLUENCE MARKETING

# Types of Influencers

## 5 Types of Influencers

1. **Celebrities**
2. **Mainstream Journalists**
3. **Micro-influencers**
4. **Employees**
5. **Corporate Executives**

# Types of Influencers

## 1. Celebrity Influencers

### How to Leverage:

Identify the celebrities that your audience migrates toward, then see how you can work together. Realize that the better known a celebrity is, the more expensive he or she will be to work with, even if that person is open to a brand partnership. Look as well to smaller industry celebrities that can still pack a powerful influencing punch, on a more reasonable budget.



# Types of Influencers

## 2. Mainstream Journalist

### How to Leverage:

Know who writes about your industry and [start building relationships with those journalists.](#)

Get them on the first-to-know list when you have a new product or announcement.



# Types of Influencers

## 3. Micro-Influencers

### How to Leverage:

Think quality, not quantity. A micro-influencer may not have hundreds of thousands of followers, but if she's got the attention of her audience, she may be a better influencer resource than a major celebrity you can't afford anyway.

### WHY MICRO-INFLUENCERS

**Trusted**

Opinions evoke high degrees of credibility and confidence from friends & followers.

**Brand Relevant**

High connection with brand, product, and brand-relevant topics.

**High in Volume**

Exist in greater numbers than mega- or macro- influencers, able to generate content at scale.



**Are Loyal**

Have existing brand relationship based on purchase history and positive brand affinity.

**Will Advocate**

Will recommend or publically support brand and products.

**Have Influence**

Able to drive friends & followers to take a desired action.

# Types of Influencers

## 4. Employee Influencers

### How to Leverage:

Start by ensuring that your company is a desirable place to work with a great mission and purpose. Happy employees are ones who will realize how great your company is. Encourage employees to share your content. Send emails with suggested copy and images when you have big news, or let them know after you've posted big news and ask them to share.



# Types of Influencers

## 5. Corporate Executives

### How to Leverage:

Your corporate executives or board members are likely trusted thought leaders. Leverage their influence by encouraging them to actively post and share your content.





# VALUE OF INFLUENCE MARKETING

Brand messages  
are re-shared

**24x**

more frequently  
when distributed  
by your employees,  
versus your brand.



KREDIBLE.COM

*Source: MSLGroup*

33%

of buyers trust messages from a brand, while



90%

of customers trust product or service recommendations from connections.

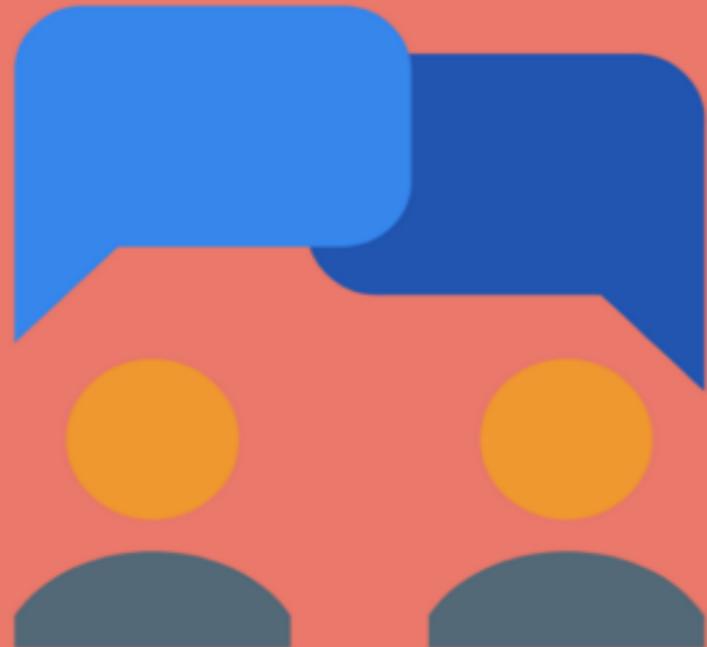


KREDIBLE.COM

*Source: Nielsen Global Online Consumer Survey*

# 77%

of consumers are more likely to buy from a company when they hear about it from someone they trust.



KREDIBLE.COM

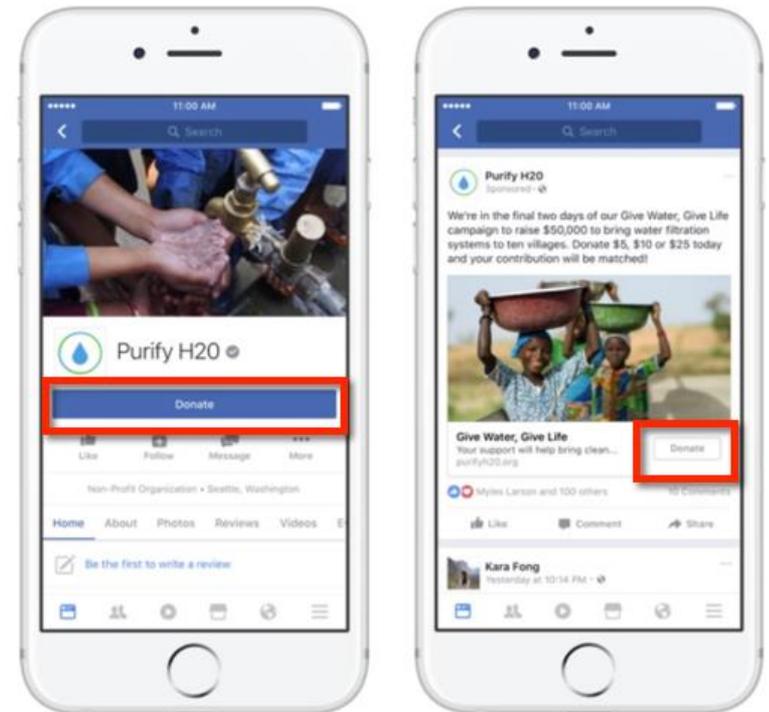
*Source: Nielsen*



# CASHING IN: ONLINE FUNDRAISING

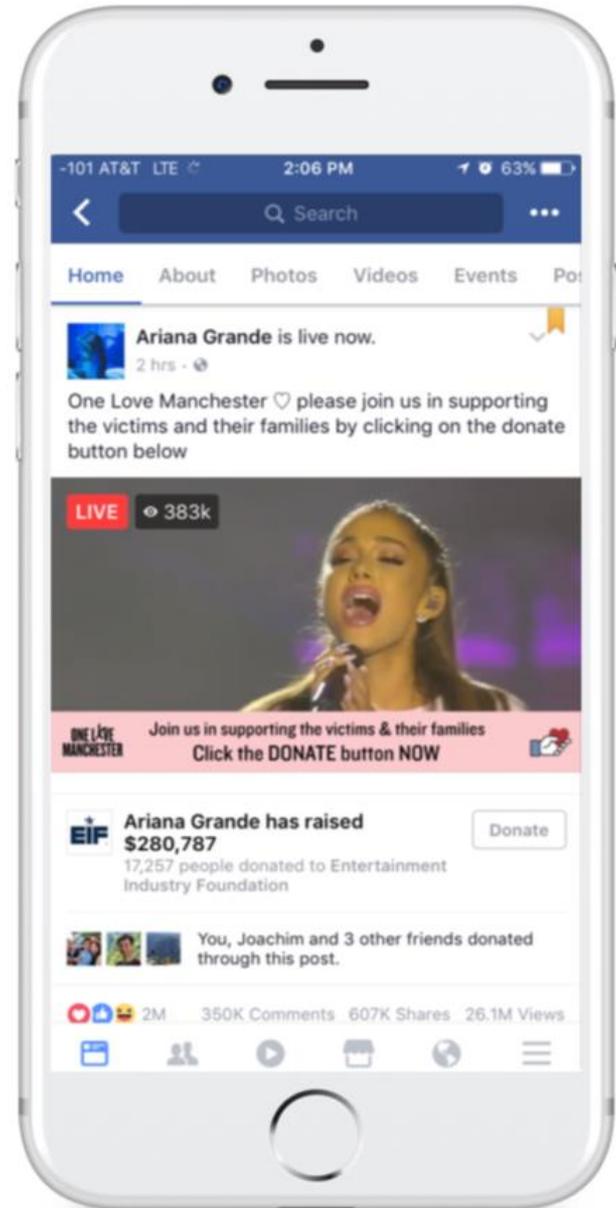
# Free Fundraising Tools

- **Facebook Donate Button**
  - The Donate button is a quick way for Facebook users to donate to your campaign without leaving Facebook - once it's setup, you can easily add the button, streamlining the process for supporters to contribute.
  - Donate buttons can appear in two places - on your Facebook Page cover photo and within individual Page posts.



# Free Fundraising Tools

- **Facebook LIVE**  
**Fundraise during a Facebook Live broadcast**
- Facebook Live videos get more engagement than any other type of content posted to Facebook, and your nonprofit's Page and your individual supporters can now add the 'Donate' button to live-streaming video on The Social Network.



# Free Fundraising Tools

- **Text2Give**
  - Offering a text to give option at events can be beneficial. Event participants often don't have money with them or don't want to take out their credit card, stand in line, etc. In those cases, allowing them to text a code to donate can generate a good return.



**SMART GIVING**  
Text any **AMOUNT**  
to **904-204-9688**

Easy 1 time set-up

# TEXT 2 GIVE

# THANK YOU!

Questions? Ideas?

**Let's Connect to Share Successes, Best Practices, etc:**

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