

FROM CONCEPT TO REALITY:

# Building Brand Trust With Everyday Influencers



Custom content for PowerReviews  
by Retail Dive's Brand Studio



# Today's Speaker Panel



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VICE PRESIDENT, CPG/RETAIL STRATEGY  
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# The State of Influencer Marketing

- Only 4% of consumers trust what celebrity influencers say online
- Instagram influencer engagement rates down to 2.4% in 2019 from 4% in 2016
- 57% of consumers believe less than half of all the brands offer meaningful, authentic content





# Make or Break Moment

- › Brands are at a make or break moment
- › They can continue down the beaten path of traditional influencer marketing or take a road less traveled by empowering the *real* voice of the customer through everyday influencers
- › 90% of millennials believe “authenticity” is *the* most important factor between choosing brands







# The Everyday Influencer

- › Regular person
- › Small followings (100-1,000 followers)
- › Brand enthusiast



# Benefits of Everyday Influencers for Nautica

- Able to add user reviews and user-generated content directly to product pages
- Increased the social content on their site
- Everyday influencers become more excited about the brand by participating in generating content





# Everyday Influencers Help Brands Earn More

- Peer product recommendations have **27% more impact** on consumers than ads
- People are **9.8x more likely** to make a purchase after seeing a peer's post as opposed to a traditional social media influencer
- **55% of consumers** say they give product recommendations to friends and family every month





# Everyday Influencers Campaigns

- › Product launches
- › Building brand awareness
- › Creating evergreen omnichannel marketing content to repurpose
- › Engaging with customers in a more authentic way







# Everyday Influencer Campaigns vs. Paid Influencer Campaigns

- › Quicker to execute
- › Cost less
- › Less complex to manage



# Q&A



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# Thank you!

