FROM CONCEPT TO REALITY:

Building Brand Trust With Everyday Influencers







Today's Speaker Panel



Peter Bond

VICE PRESIDENT, CPG/RETAIL STRATEGY
POWERREVIEWS



Jenna Williams

DIGITAL COMMUNICATIONS MANAGER
NAUTICA



Steve White

EXECUTIVE DIRECTOR
WONGDOODY COMMERCE



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



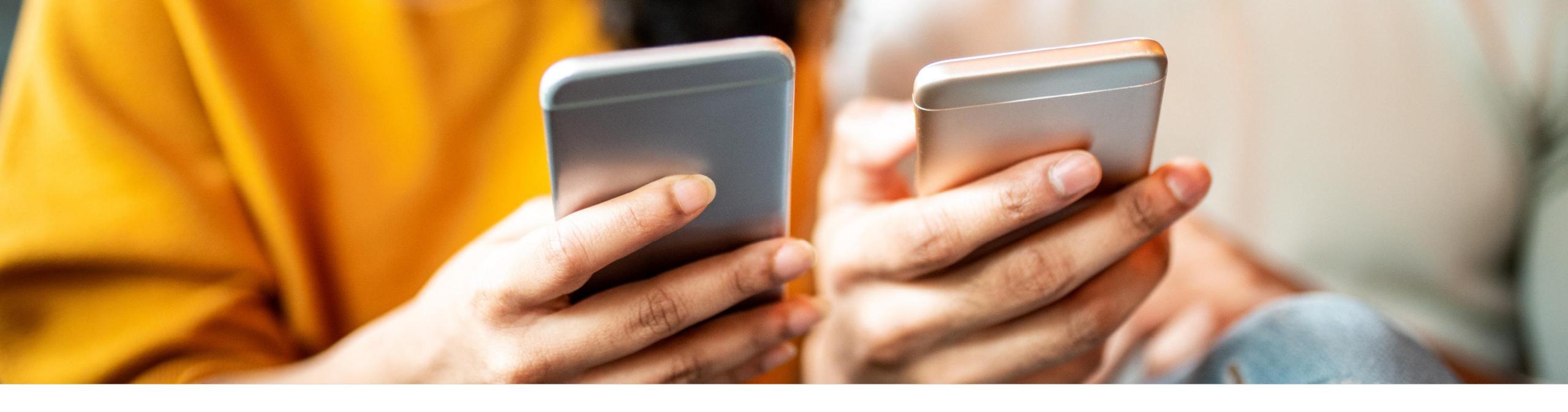


Make or Break Moment

- > 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 have27% 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



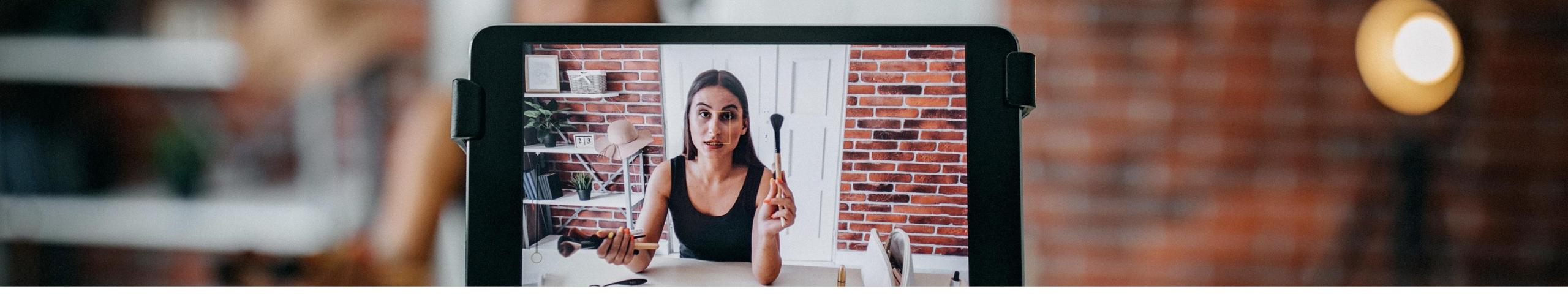


Everyday Influencers Campaigns

- > 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!



