

**Why you should include a
spot of Buzz Marketing this
Holiday Season**



Leverage word of mouth marketing in your holiday season campaigns to maximize customer awareness, engagement, and conversion at a time when the marketing world is ablaze with product launches and promotions, seasonal festive offers, and outstanding deals.



As the holiday season is hurtling toward us, brands are gearing up for a gleeful dance, complete with all the works. And at a time when get-togethers and reunions are high on everyone's list of priorities, it's anyone's guess what form of marketing works best to reach the consumer. You got it. It's word of mouth.

The thing is, this is no secret. Any respectable brand out there already knows about it. So when consumers are literally being assailed with nonstop chatter promising them everything from a toothpick to world peace (okay, so that's a tad sarcastic – a diamond-

encrusted smile, perhaps?), how do you cut through the noise and make sure you're heard?

Enter the nano-influencer. Let's face it. You can't sell everything by plastering a Kardashian/ Jenner/ West face on it. Granted, 2018 made it look like just about anything the youngest member of the extended clan, Kylie Jenner, touched would turn to gold, but two things – not only can you not afford it (bummer!), it doesn't even make sense. Can you honestly imagine trying to sell say a fully managed, dedicated server to someone with the help of the Jenner?

Please. Don't keep up with the Kardashians.



The problem is, when brands think about influencer marketing, their minds stop at the likes of the Kardashians, Beckhams, and Clooneys. But unless you have an aircraft (or something of a similar scale) to sell or you're willing to divert all of your marketing budget toward a couple of stories or tweets, it's best to stay away from major celebrities.

There are countless nano-influencers who aren't actors, rock stars, or Nobel Prize winners who have thousands of loyal followers – and in all probability don't get hate mail either. What's more, these nano-influencers work better than most big-ticket celebrities because they're far more relatable, and achieve much higher engagement rates. All of which work like a charm during the festive season. After all, it's a time when everyone's nostalgic

about good ol' fashioned sentiments like trust, authenticity, and bonding.

Here's the real secret – nano-influencers aren't strangers to your brand. They're already part of your brand in some way. They're your **employees, pleased customers, partners, and fans** who have some connect with your brand already – and if approached the right way, would be more than willing to lend their voices to top up your brand communication.

A global 2019 report found that 30.5% of CMOs are enhancing their focus on influencers in their advertising media mix. So – with industry experts forecasting a major surge in nano-influencer marketing efforts starting as early as a week from now, what should your next steps be?



1 Get the right technology.

You can't run an effective nano-influencer marketing program without powerful technology backing you. To ensure effectiveness, you have to be able to track as well as analyze engagement and conversion statistics in real time, besides being able to identify any potential fraud right at the beginning (which makes for the best damage control). Everyone's active across countless networks, and the content generated across them is simply mindboggling – so it's really hard to manually keep track of and assess the reach, power, and effectiveness of influencers.

Thankfully, the advent of digital marketing has triggered the launch of several powerful technologies that help marketers track numerous critical metrics besides just reach, likes, and mentions – they help you analyze actual engagement to inform more effective investments. So it's critical for you to invest in the right technology – one that not just analyzes the metrics that matter to you, but also provides you with a consolidated view of all your efforts.



An Accenture survey found that over 50% of marketing executives feel overwhelmed by the sheer number of tools they have to use. Don't let that happen to you. Once that happens, it's easy to lose track, and your whole plan will unravel before you can blink. So make sure that you take the time and effort to choose the right technology to invest in, giving you the robust foundation to run influencer campaigns effectively, easily, and at scale.

A large, vibrant orange number '2' is positioned in the upper right corner of the page. The background of the entire page is a photograph of a city at night. In the foreground, there are dark silhouettes of trees and bushes. In the middle ground, several multi-story buildings are visible, some with balconies and windows lit up. A prominent red neon sign is visible on one of the buildings. The sky is dark, and numerous fireworks are exploding, creating bright streaks of light in various colors, including orange, yellow, and red. The overall atmosphere is festive and celebratory.

2

Plan your campaigns and platforms.

Before you can dive right into the creative planning for your campaign, it's crucial for you to establish your target audience, and the objectives of your program. This will not only make it easier to select the right influencers for your campaigns, but also to determine their success. Next, freeze a budget so that your expenses don't get out of hand. Finally, decide on the dates that you'll be running your campaigns – as well as the platforms you'll be working with. Identify when your customers are most likely to purchase from you and where they're most receptive to receiving communication from you. This gives you your starting framework for your holiday campaigns.



For instance, if your brand witnesses its highest sales in November, start promotions from early to mid-October, and power up your activities closer to when the frenzied buying happens. Don't forget to factor in peak events like Dussera, Black Friday, Diwali, and Christmas when finalizing your campaign dates. Similarly, your product, target audience, content types, and budget will influence the choice of your platforms. Last, don't forget to outline success metrics across your chosen platforms.

3

Select your influencers.

Once you have a clear holiday promotion plan, start shortlisting potential nano-influencers that your brand can partner with. Make sure that your influencers and their networks are relevant to your brand and its offerings, and that they have access to your target audience profile.

No matter how influential they are, there's no point in engaging with anyone whose followers have nothing to do with what you have to offer. Also, make sure that your influencers are clear about what you expect of them, and how you'll measure success – this way, they'll have a clear idea of what they're working toward.

4

Get cracking.

Now comes the fun, creative bit. Start creating your content for each campaign, in order of sequence. Make sure there's enough time to plan, produce, post, and promote each campaign. Create a content calendar so you don't miss dates or activities. Allow enough time for optimal audience engagement to ensure maximum campaign effectiveness.

Also plan sufficiently in advance to come out with outstanding content that hits the sweet spot with your customers, and distinguishes you from your competitors. Every piece you post should resonate on three levels – your customer, your offering, and the festival/ season. Think family time, shopping, new beginnings, prosperity – even great food.

Remember that this is also a time when searches peak – so keep that in mind when developing your content (including games and contests), and be generous with your use of keywords, hashtags, and trending terms. Another key strategy is to reward customers





– make sure to acknowledge repeat customers by way of exclusive offers, deals, and discounts. These have a lasting impact during the festive season, and go a long way toward encouraging loyalty and advocacy. Special treatment is the best way to get people talking about you.

A failsafe strategy? Make everything personal. Provide a brand experience, not a corporate exchange of words. Every campaign should allow your customers to experience your brand and what it stands for. Shed the products and services. What do you stand for? That's what your communication should focus on. Incorporate it into every influencer narrative, every customer exchange – provide your audience with the most immersive brand experience you can create.

Here are five themes around which you could build your campaigns once you've got your influencers organized.

- a. Purely influencer generated – Reviews, unboxing, opinions, leaks
- b. Reinvent a branded asset – "What's your version of?" Invite suggestions
- c. Reward creativity – "Submit your creative idea for ..." Seek inspiration
- d. Announce prizes for stories shared – "Tell us ... – and you could win ...!"
- e. Retweet, share – "Share enable our post"



5

Measure and optimize.

What may seem initially like a good idea during the planning stage doesn't always turn out how you think when your influencers run with it. Don't panic. All you have to do is be prepared. If you monitor and analyze every campaign during runtime (yes, circling back to point 1), you'll know what isn't generating the best ROI. Just like with any other campaign, keep tracking your metrics, and optimize where necessary. Socxo automates and simplifies this entire process with an incredibly user-friendly interface that relegates all your activities to just a few clicks.

The marketing landscape is forever transforming.



Nano-Influencer marketing is here to stay.

The only difference is likely to be brands' focus on ensuring value and authenticity at every step of the way. For instance, Unilever famously has already sworn off influencers with fake follower counts. Platforms, too, are doing their bit – Instagram and Twitter have both cracked down hard on bot accounts.

So what's the bottom line? While sway influencers like Kylie Jenner and David Beckham may be tempting hordes of brands to cash in on mass appeal, remember to stay true to your brand, what it stands for, and what it offers. Relevance is the name of the game.



We'd be happy to help you understand how
Socxo can maximize the results of your
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