

# Sustainability of IM

## Η Μακροπρόθεσμη οπτική

# Who is Kostas...

Born in Athens

15+ years of experience in Digital Marketing

Founder & CEO of Digital Minds

1500+ Influencer Marketing Projects

€12M+ Influencer Marketing Budget

12  
YEARS  
AGO...



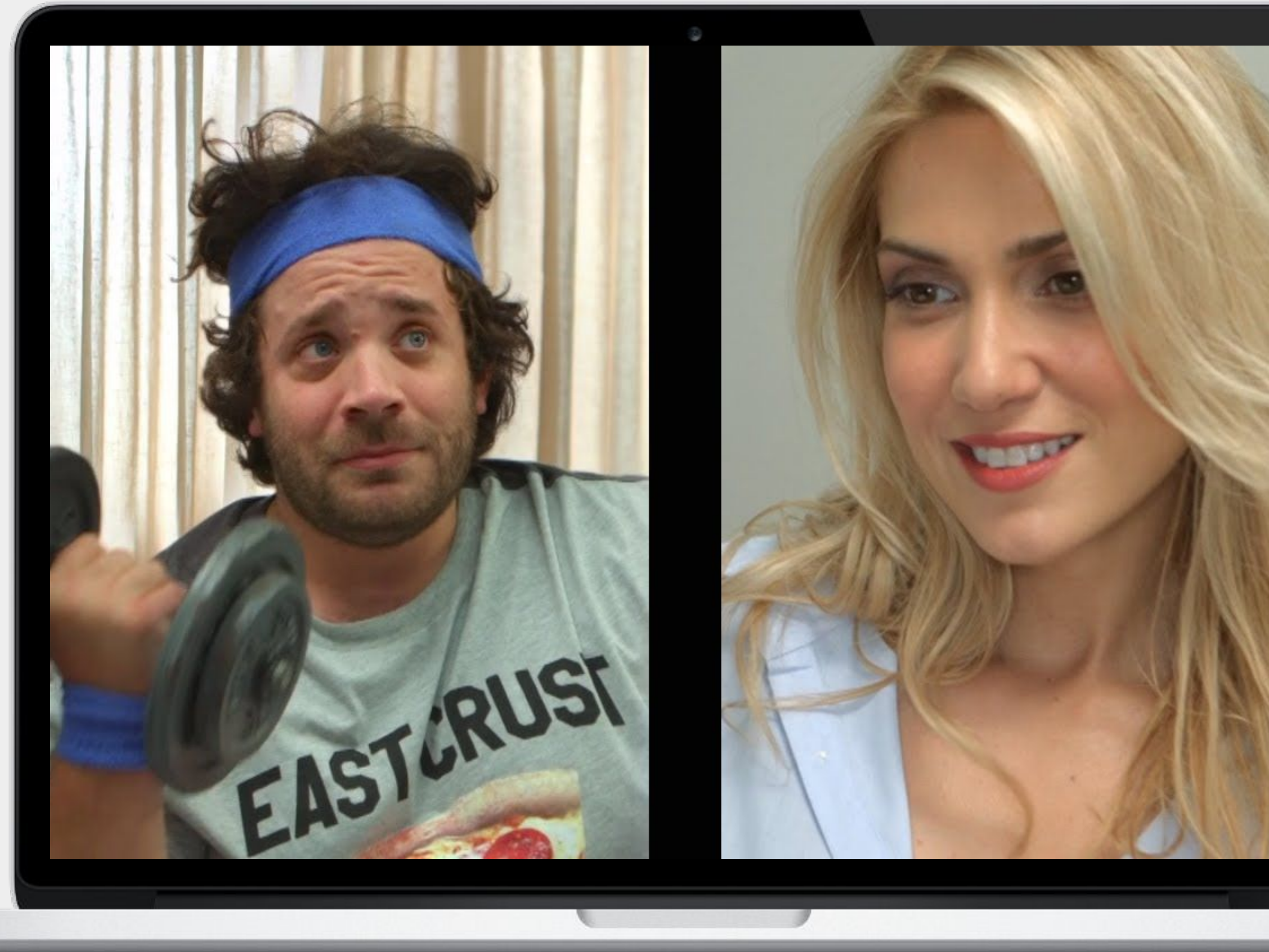
***Stoiximan***



**FIFA WORLD CUP**  
**Brasil**

 **YouTube Pulse**


# Best Audience Ad Award



# The Evolution of Influencer Marketing

**WRITING**  
blogs 

01

**SHORT**  
**UPDATES**  
twitter 

02

**UPDATES**  
**WITH**  
**IMAGES**  
facebook 

03

04

 **YouTube**  
Video  
youtube

**IMAGES ONLY**  
instagram 

05

**24-HOUR STORIES**  
snapchat 

06

07

 **SHORT VIDEOS**  
tiktok

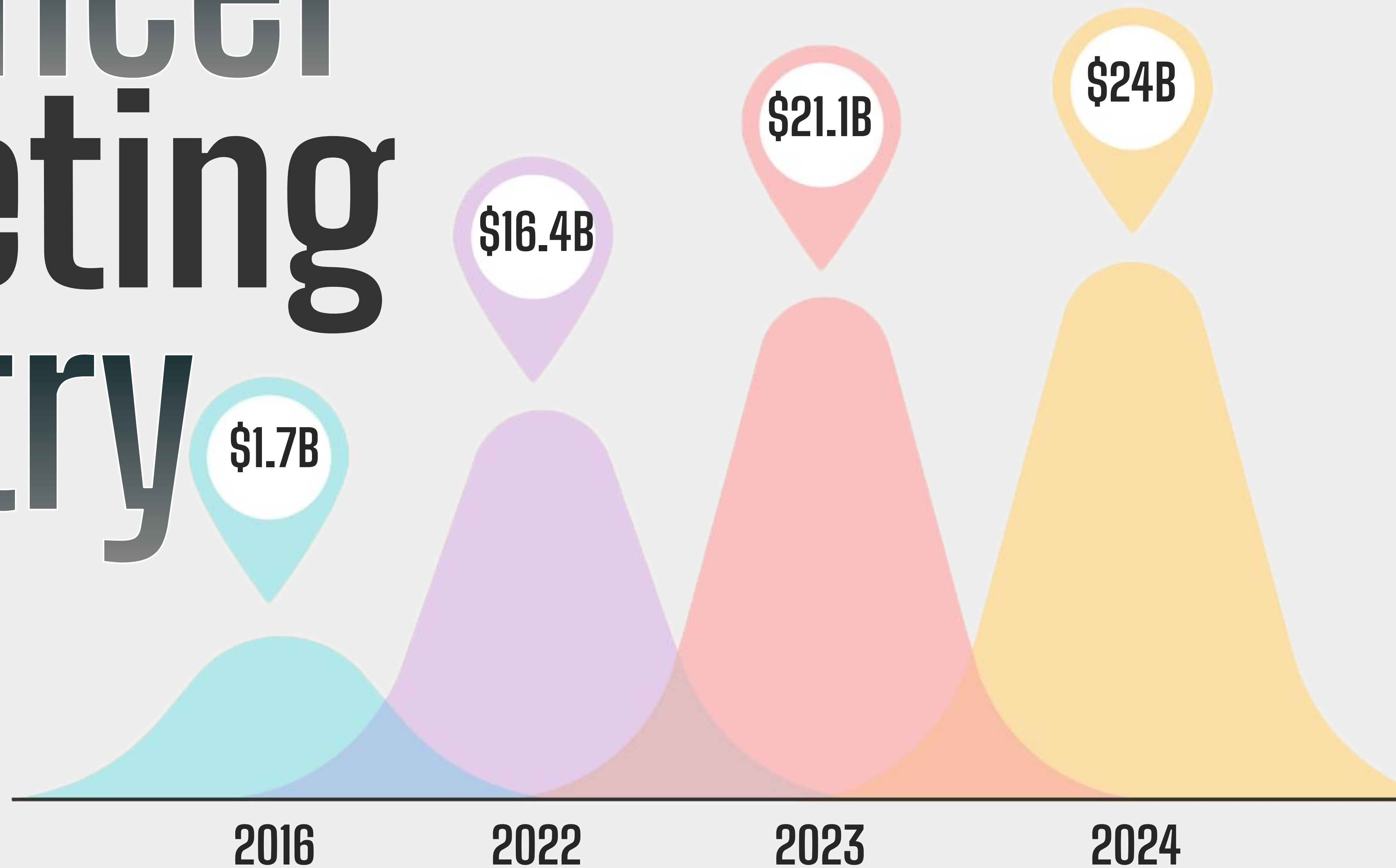
08

**LIVE STREAM**  


09

 **PASSIVE CONTENT**  
podcasts

# Influencer Marketing Industry



# ***WHY SHOULD BRANDS CARE?***

# 93%

Of marketers  
allocated budget to  
influencer marketing  
in 2023

\*70% plan to increase their budgets in 2024





# THIS IS JUST AN AD.



(AND THAT'S OK...  
BUT THERE'S A BIGGER  
OPPORTUNITY)

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WHY IS IT A PRIORITY  
FOR YOU?  
**CONSUMERS ARE  
OVERWHELMED**

And we responded by creating more content....

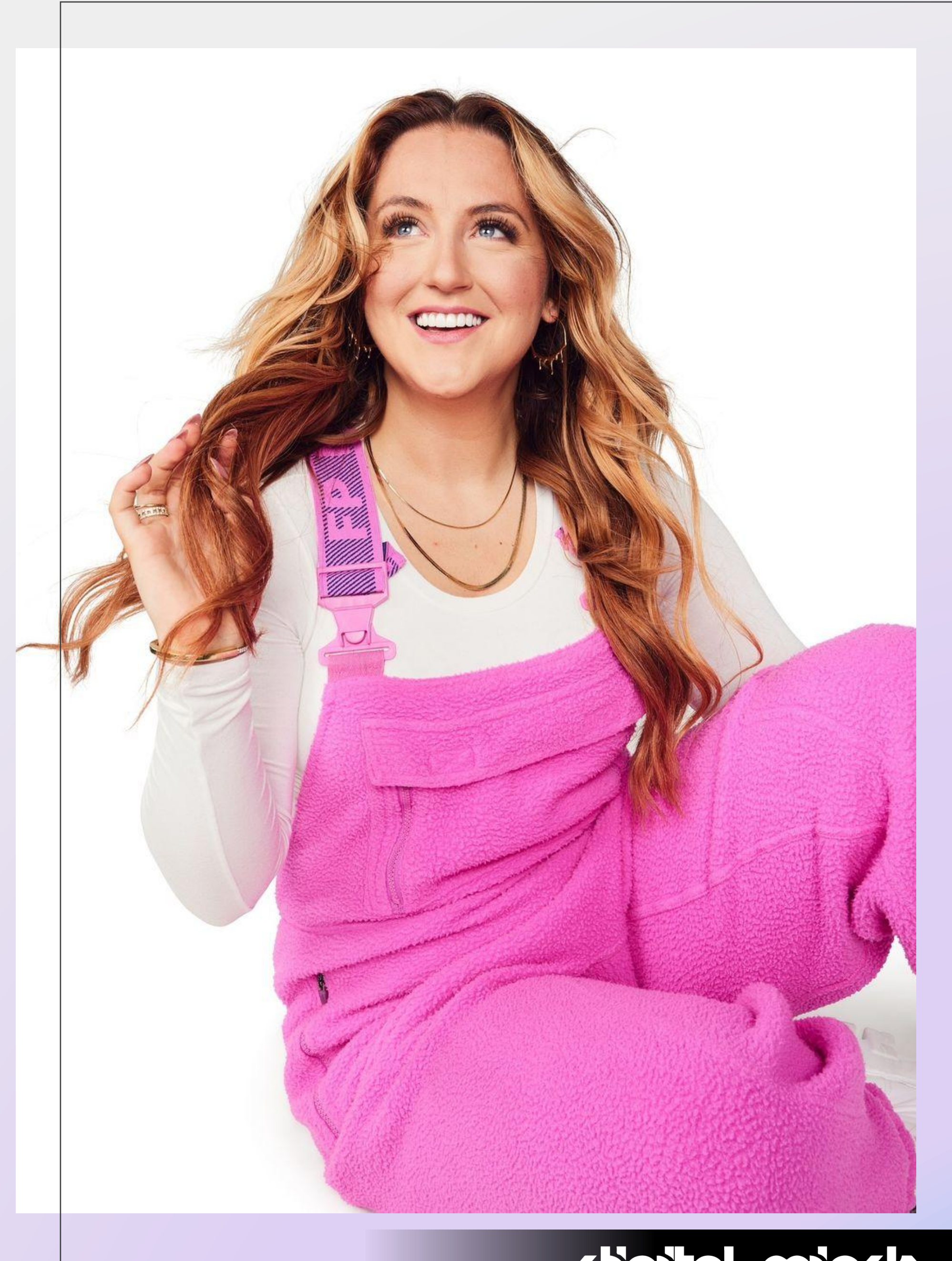
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# WHY IS IT A PRIORITY FOR YOU? **CONSUMERS TRUST PEOPLE**

92% trust people over brands

74% use social media when making a purchase decision



***"A BRAND IS NO LONGER  
WHAT WE TELL THE  
CONSUMER IT IS - IT IS  
WHAT CONSUMERS TELL  
EACH OTHER IT IS"***

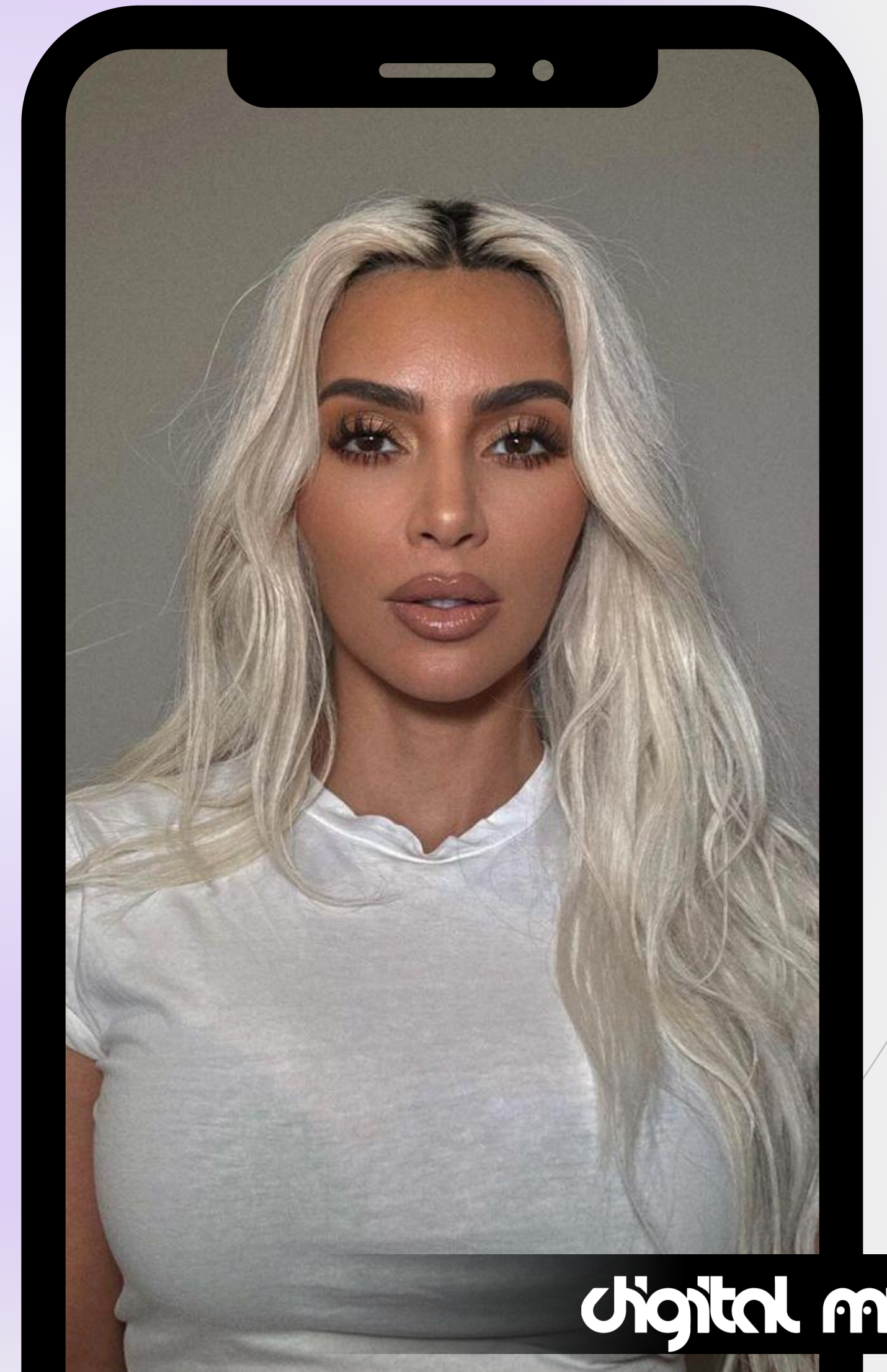
**We need to reach people  
with content they want,  
from people they trust.**

BUT WHAT DEFINES INFLUENCE?

**THE CAPACITY TO CHANGE  
THE OPINION & BEHAVIOUR OF  
OTHERS**

# However.. **FOLLOWING $\neq$ INFLUENCE**

Kim Kardashian's conversion rate is worse  
than a banner ad!



# INFLUENCER STRATEGY



# 4 Types of Influencers by Follower Count

**Nano influencers (1K–10K followers)**

**Micro influencers (10K–100K followers)**

**Macro influencers (100K–1M followers)**

**Mega or celebrity influencers (1M+ followers)**

# The Power of Influencers...

**01.**

**Increased Reach  
& Engagement**

**02.**

**Targeted  
Audience**

**03.**

**Trust and  
Credibility**

**04.**

**Cost-  
Effectiveness**

**05.**

**Boost in Sales**

# 5

# key steps to building a solid influencer Marketing Plan



Instagram, Pinterest, Facebook, TikTok icons  
**Stella Volani**

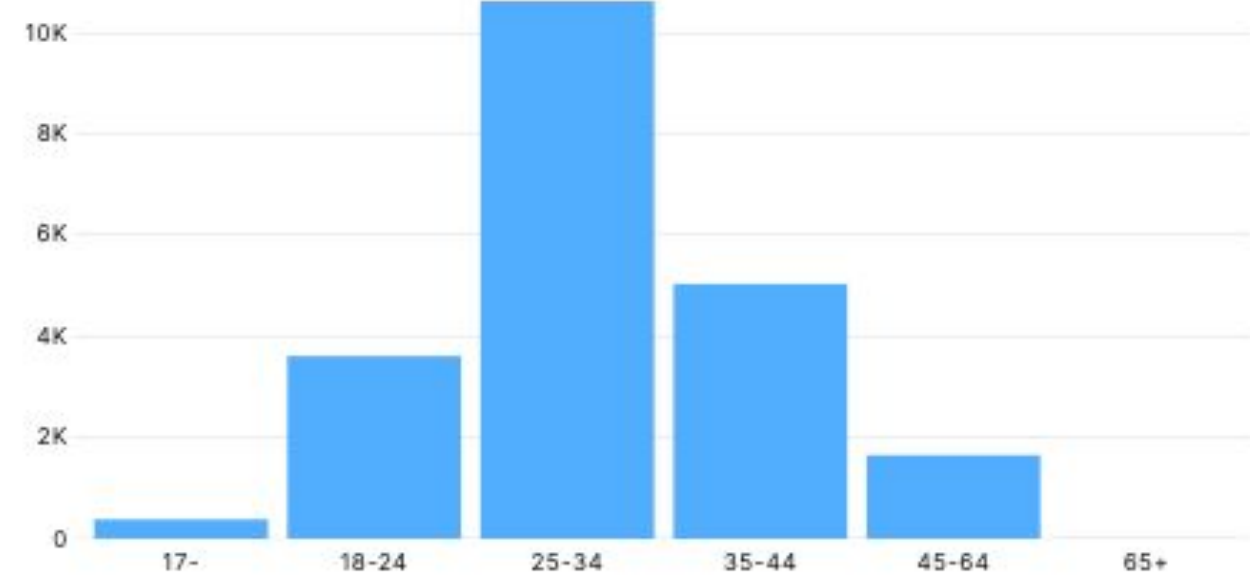
Owner of Company Name Physical education and sport science. \*PERSONAL TRAINER. \*SOCIAL INFLUENCER. \*TRAVELLER.  
Athens, Greece  
Project Name

Unaware

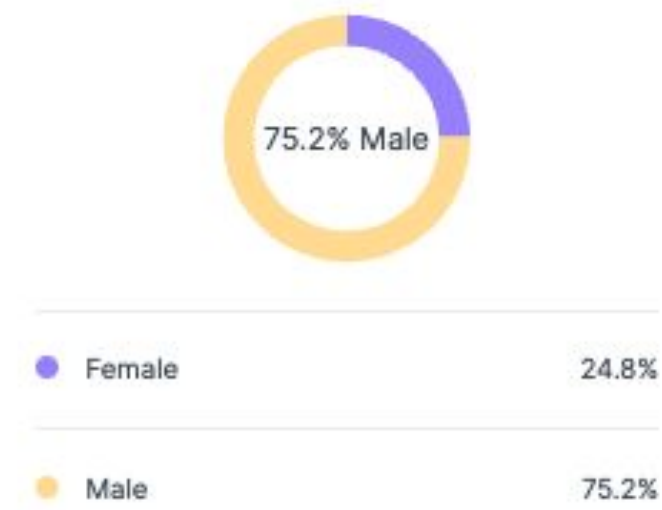


Audience 21K  
Reach 61  
Resonance 49  
Brand Safety

### Age



### Gender



### Language

|         |       |
|---------|-------|
| Greek   | 51.7% |
| English | 40%   |
| Turkish | 1.25% |
| Spanish | 1.07% |
| Italian | <1%   |

### Country

|               |       |
|---------------|-------|
| Greece        | 84.6% |
| Cyprus        | 2.15% |
| United States | 1.45% |
| Germany       | 1.44% |
| Italy         | 1.18% |

### City


|              |       |
|--------------|-------|
| Athens       | 10%   |
| Thessaloniki | 8.75% |
| Serres       | 4.47% |
| Heraklion    | 2.15% |
| Patras       | 1.55% |

### Ethnicity

|                   |       |
|-------------------|-------|
| White / Caucasian | 93.9% |
| Asian             | 3.26% |
| African American  | 1.99% |
| Hispanic          | <1%   |

# 01

# Finding The Right Influencer



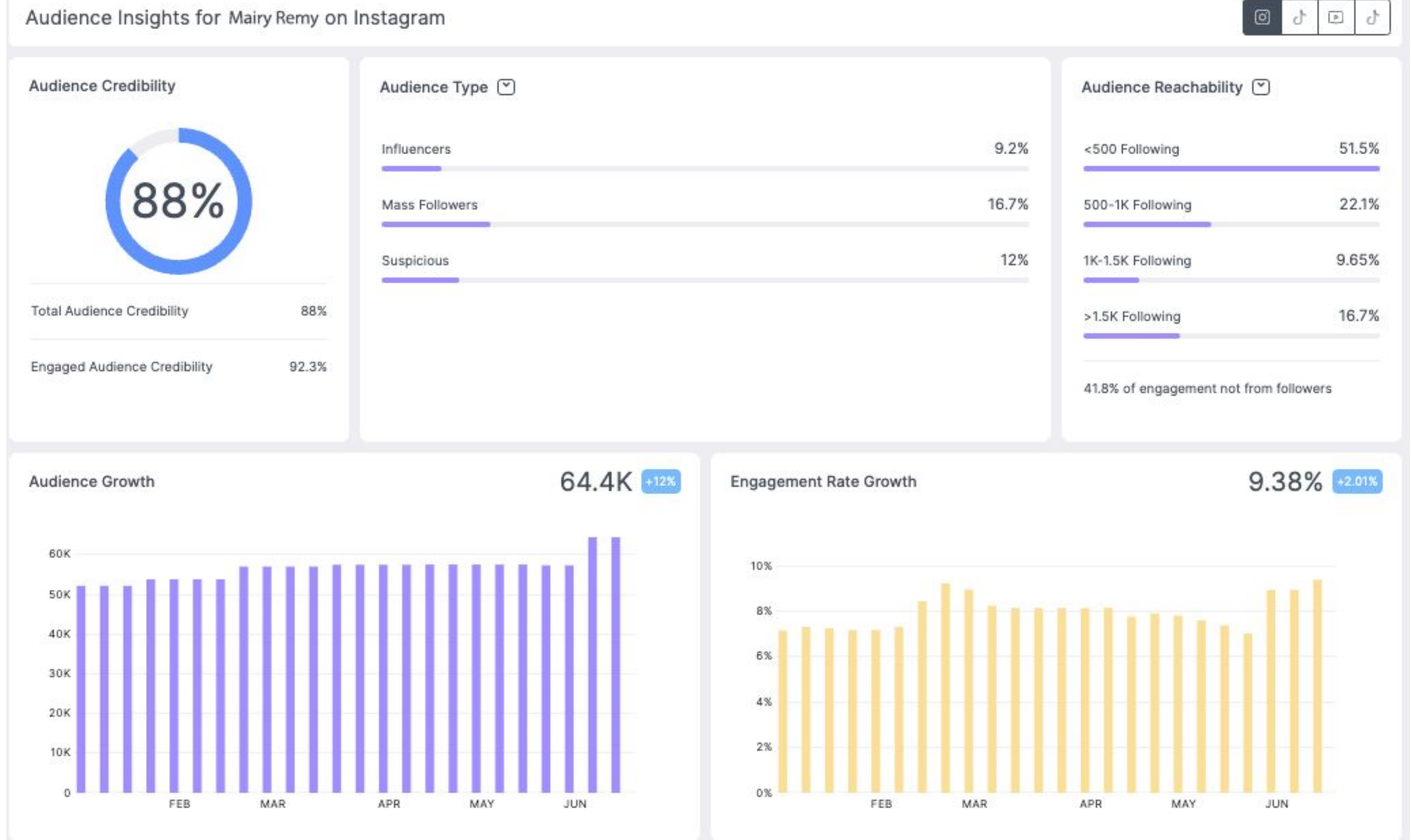
**Mairy Remy**  
Video Blogger  
Mairy Remy 🇬🇷 Proverbs 3:5-10 Mid-size model @bode\_agency  
Athens, Greece

Unaware

- Audience: 310K
- Reach: 92
- Resonance: 96
- Brand Safety: ●



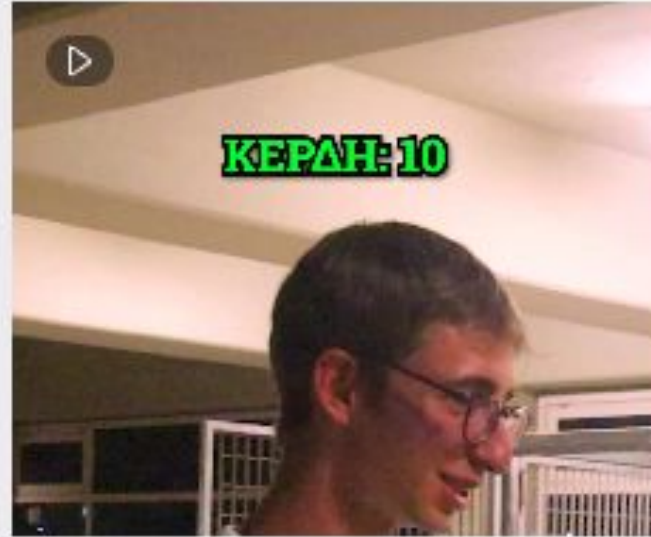

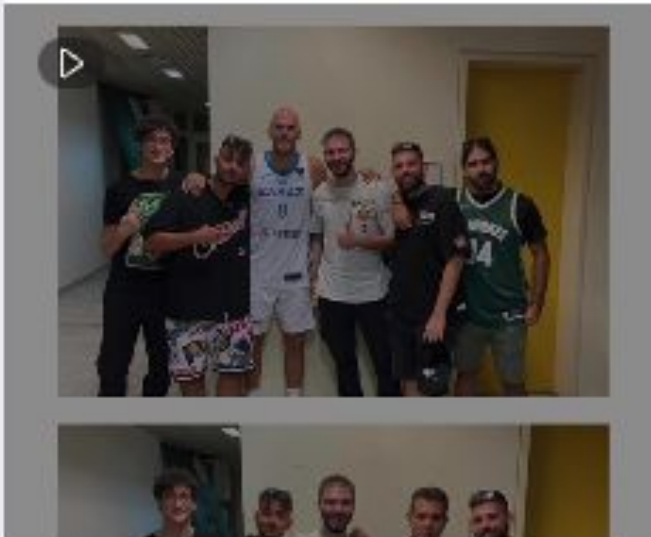

# 02

## Spotting Imposters And Fake Activity

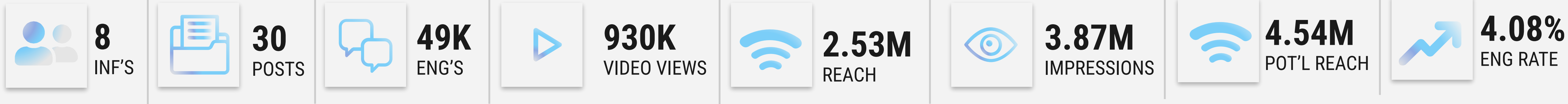


# 03

## Keeping Track Of Influencer Activities

| IN CAMPAIGN <a href="#">Select</a>  | IN CAMPAIGN <a href="#">Select</a>  | IN CAMPAIGN <a href="#">Select</a>   | Trending Hashtags                              |
|---|---|--|--|
| <p><b>Eponimos Alkoolikos</b><br/>@eponimos, 09 Sep</p>  <p>ΠΗΓΑ ΣΤΟ EUROBASKET (παρεούλα με την Εθνική 🇬🇷)</p> <p>4.22K likes, 86 comments, 84.6K shares, 352K reach, 1.22% engagement, 53.3 impressions</p>  | <p><b>Eponimos Alkoolikos</b><br/>@porporf, 04 Sep</p>  <p>Βίωσα νομίζω τα πιο τρέλα πράγματα στο φρετινό #eurobasket 🤩 @hellenicbf @eurobasket</p> <p>16.8K likes, 26 comments, 115K shares, 14.7% engagement, 20.8 impressions</p>              | <p><b>Xristt</b><br/>@xristttt, 03 Sep</p>  <p>Δείτε το παιχνίδι του Eurobasket στο @ertofficial #eurobasket</p> <p>16.9K likes, 32 comments, 21 shares, 235K reach, 12.4K impressions, 137% engagement, 41.2 impressions</p>   | <p>1. #eurobasket<br/>2. #roadtoeurobasket</p> |
| <p><b>Noz Siotos</b><br/>@panos_siotos, 02 Sep</p>  <p>Πάμε Ελλάδαρα 🇬🇷 The hype is real 🔥 #eurobasket @eurobasket @hellenicbf Δείτε το παιχνίδι στο @ertofficial 🇬🇷</p> <p>1.67K likes, 13 comments, 24.8K shares, 6.77% engagement, 2.64 impressions</p> | <p><b>Giwrgos_Arampatzis</b><br/>@giwrgos_araba..., 02 Sep</p>  <p>Δείτε τα παιχνίδια του Eurobasket στο @ertofficial #eurobasket</p> <p>4.69K likes, 8 comments, 1 share, 31.8K reach, 223K impressions, 2.1% engagement, 8.03 impressions</p> | <p><b>Stavros Tsotsoros (deadly...)</b><br/>@deadly.muffin, 19 Aug</p>  <p>Δεν μπορούσα να σταματήσω να χαμογελάω στο φιλικό Ελλάδα 🇬🇷 - Πολωνία 🇵🇱. Είναι τέρατα ηνρεδ για το τι θα</p> <p>1.86K likes, 34 comments, 9.2K shares, 20.6% engagement, 2.75 impressions</p> |  |

# 04 Measure Campaign Performance



| MOST ACTIVE INFLUENCERS | MOST ENGAGING INFLUENCERS | HIGHEST ENG RATE     | MOST VIDEO VIEWS     |
|-------------------------|---------------------------|----------------------|----------------------|
| [Progress Bar] 2        | [Progress Bar] 7.57K      | [Progress Bar] 3.97% | [Progress Bar] 200K  |
| [Progress Bar] 2        | [Progress Bar] 5.46K      | [Progress Bar] 2.32% | [Progress Bar] 183K  |
| [Progress Bar] 2        | [Progress Bar] 2.54K      | [Progress Bar] 1.66% | [Progress Bar] 147K  |
| [Progress Bar] 2        | [Progress Bar] 1.83K      | [Progress Bar] 0.98% | [Progress Bar] 92.5K |
| [Progress Bar] 2        | [Progress Bar] 1.46K      | [Progress Bar] 0.9%  | [Progress Bar] 92K   |

**185K**  
CLICKS

**1.6K**  
CONVERSIONS

**€12.8K**  
REVENUE

**05**

# Managing Marketing Expenses

| NAME                 | LINKS              | CREATOR CODES | CLINKS | CONVERSIONS | REVENUE |
|----------------------|--------------------|---------------|--------|-------------|---------|
| <b>digital minds</b> | Brand.com/creator1 | CR1           | 185K   | 1.6K        | €12.8K  |
| Total                |                    |               | 185K   | 1.6K        | €12.8K  |



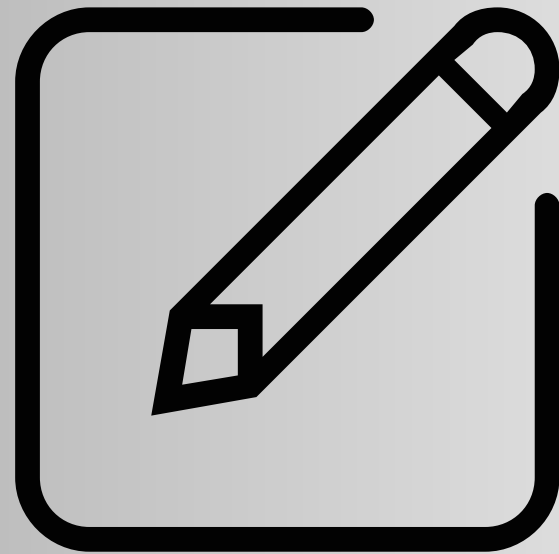
# Influence & Responsibility

# CONTRACTUAL PROTECTIONS

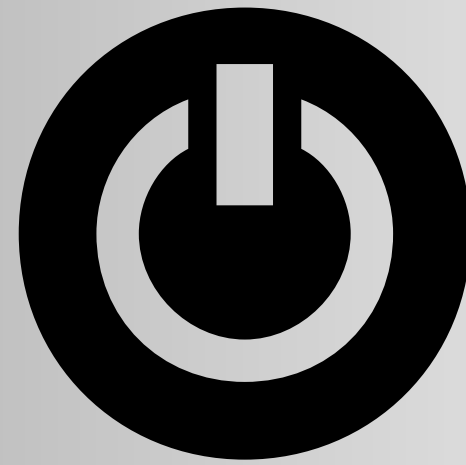
## Partnership Agreements



**OWNERSHIP**



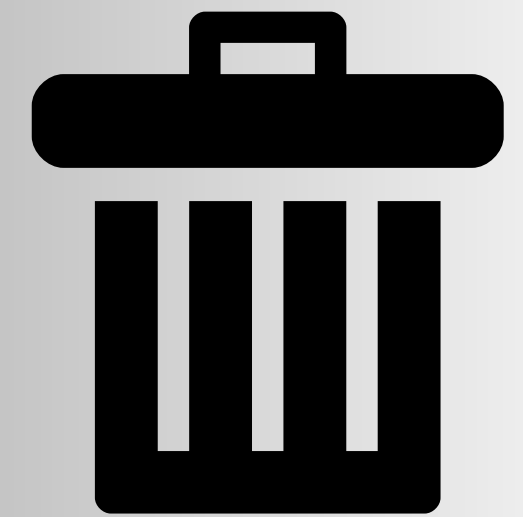
**APPROVALS**



**PAY OR PLAY**



**PAYMENT**



**TERMINATION**

# Paid Partnership Labels

## What They Mean for Brands & Influencers

Transparent Disclosure

Avoid misrepresentation

Educating Influencers, Brands & Audiences

Comprehensive Contracts

Regular Monitoring and Audits

Industry Collaboration



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# Key Takeaways

# KEY takeaways

**In 2024, brands should expect influencer marketing to be an integral part of their influencer marketing strategy.**

**An effective influencer marketing strategy helps you create authentic content for your audience.**

**Having a dedicated budget set aside for influencer marketing can help you produce more effective campaigns.**

**Determining your budget, goals, and platform will help guide which influencers to contact.**

**Select influencers that match your brand voice to ensure quality content and audience response.**

**Work with influencers on a long-term basis to see better results.**



# Thank you!