THE ROI OF INFLUENCER MARKETING

How to Measure the Impact of your Influencer Marketing:

ROI frameworks and case studies for consumer brands

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Measuring ROI on Influencer Marketing

Read this guide to learn how Mavrck powers **social proof at scale**, the **influencer measurement framework** and how to maximize your ROI, **five steps to creating an outcome-based measurement program**, as well as some **brand examples** revolving around sales lift, brand lift, and channel lift.

WHAT IS SOCIAL PROOF?

What consumers say online is **more trustworthy** than what brands say to consumers. We call this **Social Proof**. Consumers want to see social proof from other consumers before they buy a brand's product or service, whether they're seeing it through blog posts, Instagram content, ratings and reviews, TikTok videos, referrals and affiliate links, Pinterest content, or any other social network or channel.
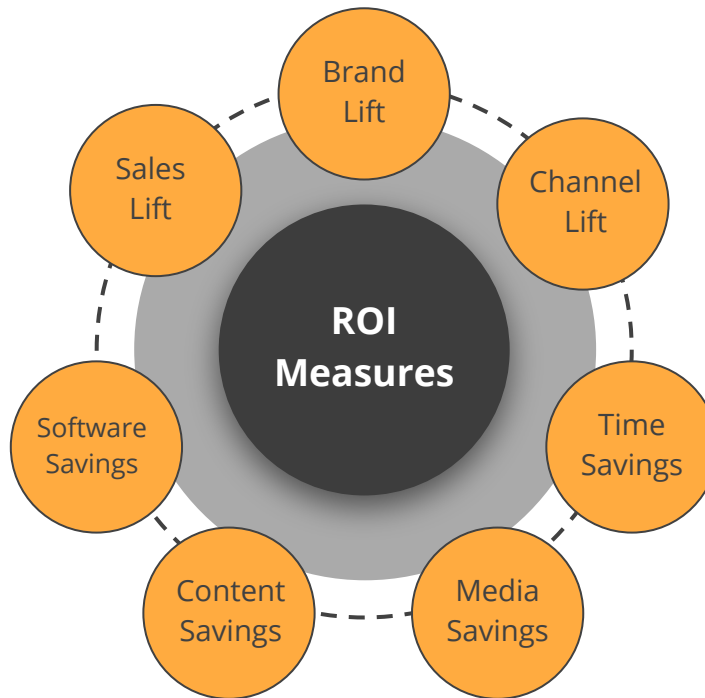
Brand marketers can **leverage influencers and creators throughout all steps in the marketing process** - from research and insights to campaign ideation to media and distribution - as well as throughout the customer journey to more successfully establish trust and transparency among consumers. Marketers are able to create social proof to influence multiple touchpoints and **accelerate the customer journey** and build that trust along the way.

Marketers are activating consumers across the full spectrum of influence - from loyalists to referrers to advocates all the way to micro-influencers and macro-influencers. **Micro-influencers are the triple threat of the spectrum** because they can deliver all three types of content (create, refer, reviews & research) with the most trust, authenticity and cost effectiveness.

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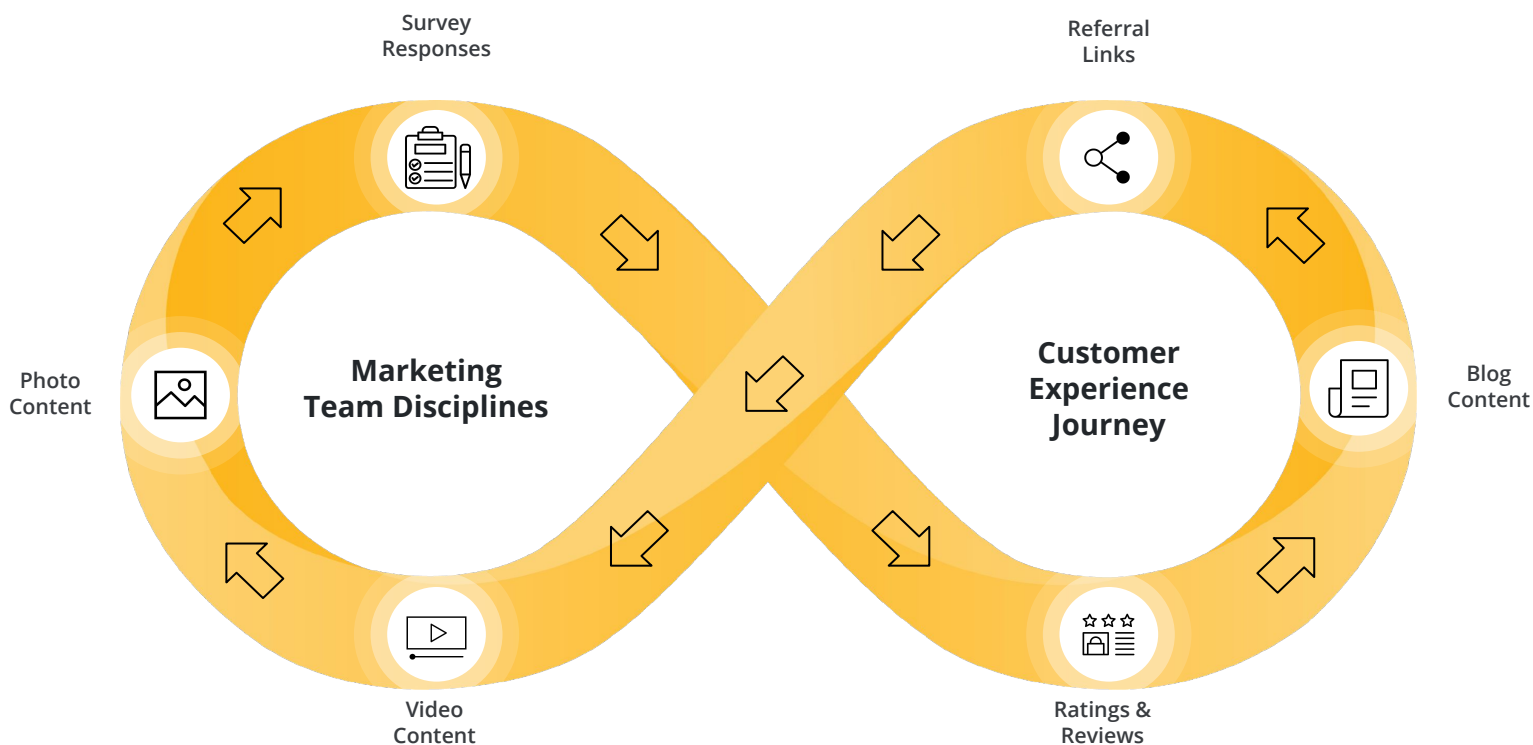
The Influencer Marketing Measurement Framework

Most marketing measurement models in practice today are not designed to keep pace with the speed of consumers' path-to-purchase. By using an integrated influencer measurement framework, brand marketers are able to **maximize their ROI by increasing their return and reducing their investment**.

```
              Brand
              Lift
    Sales               Channel
    Lift                Lift

              ROI
            Measures
    Software            Time
    Savings             Savings

         Content    Media
         Savings   Savings
```

INCREASE RETURN:

- **Online Sales Lift**: Measured via cookie-powered conversion tags, UTM links, app install links, tracking pixels, affiliate links, or digital promo codes.
- **Offline Sales Lift**: Determined via a study by a third-party that has access to shopper data or coupon redemption data and compares results between an exposed cohort and a control group.
- **Brand Lift**: Determined via survey polling of an exposed cohort and control group with 3-4 questions to collect responses around recall, NPS, sentiment, favorability, and intent.
- **Channel Lift**: Increase conversion rates on owned e-commerce sites, third-party retailers or other digital experiences 30-50% when influencer images, videos, ratings and reviews are repurposed or syndicated.

REDUCE INVESTMENT:

- **Time Savings:** Make more efficient use of incentives compared to other influencer agencies or platforms and produce quality content more efficiently than in-house or agency teams.
- **Content Savings**: With your own community of influencers, you can generate content for less cost compared to creating your own library of branded marketing assets, which you can use and repurpose in campaigns.
- **Media Savings:** Generate content assets - images, videos, etc. - in more cost effective ways compared to your agency or in-house teams.
- **Software Savings**: Having a suite of core capabilities available enables marketers to save costs by replacing point solutions, as well as a centralized location to manage and unify consumer data.

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5 STEPS
To Help You Create An Outcome-Based Measurement Program

Now that we've covered the influencer measurement framework, you can follow the below steps to help you successfully achieve your primary objective(s).

1) DEFINE OBJECTIVES:

First, **determine what brand or business objective(s)** you need your brand ambassador program to contribute to, and then define the KPI goals for how you will get there. A few outcomes to consider:

1. **Drive Sales** (KPI Goal: X% lift in online or offline sales)
2. **Drive Brand Lift** (KPI Goal: X% lift in brand favorability/affinity)
3. **Drive Brand Awareness** (KPI Goal: X% lift in unaided awareness among target consumer)

2) BUILD THE STRATEGY:

Work Backwards from the Objective: Determine the following based off your main business objective.

1. KPIs & measurement plan
2. Content use case
3. Incentive offers
4. Influencer tiers & personas
5. Messaging, influencer brief
6. Calls to action

3) INVOLVE YOUR INFLUENCERS:

Brief ambassadors on your business objectives. Write a brief that shows how their role, content & messaging ladders into your brand and business objectives. The more involved and included in your brand's success they feel, the more a true **ongoing partnership and ambassadorship** starts to form.

4) MEASURE & REPORT:

- **Establish Benchmarks**: Use industry & platform benchmarks as well as internal reporting benchmarks to gauge ongoing performance.
- **Keep it Simple**: Don't overcomplicate the report. Make it simple. An executive should be able to understand it "at a glance."
- **Determine Reporting Cadence**: Determine when you'll give reports to various internal teams, ie internal department (to learn and optimize) vs senior leadership (to report success).

5) LEARN & OPTIMIZE:

Meet with your team weekly or at least twice a month to review influencer performance and determine ways to optimize the campaign, adjust what may not be working well or double down on what is working.
Review the following:

1. KPI Performance
2. Metrics & Content from each Influencer
3. Questions or concerns influencers may have had
4. Consumer reactions or comments

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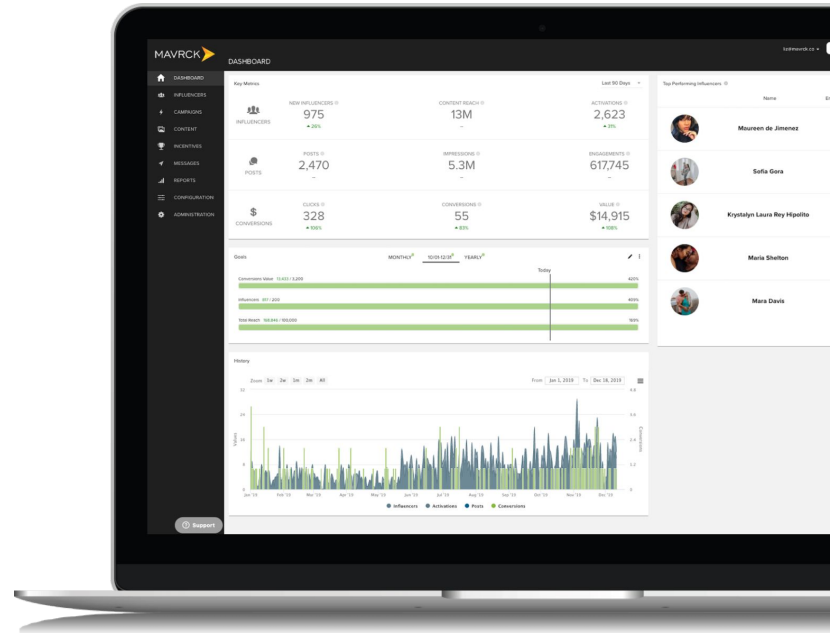
CASE STUDY:

How Kraft's Influencer Marketing Program Drove a Double-Digit Lift in Favorability and Intent

THE CHALLENGE:

Kraft Heinz was limited in its ability to measure the impact its influencer campaigns were having on the following top-funnel metrics: recall, brand favorability, and intent to purchase. Specifically, the *Kraft* brand wanted to measure and understand how exposure to its #LoveforKraft Instagram campaign impacted perception of the Kraft brand and examined the impact of the Instagram posts on brand awareness, purchase intent and favorability.

THE IDEA:

To increase brand awareness, favorability, and intent, the Kraft Brand Team wanted to leverage influencers' authentic love, experiences, and passion for the brand to highlight its core brand attributes. Influencers communicated how Kraft products take pressure off parents, provide moments of relief, and make parenting more joyful. To measure how the #LoveForKraft campaign would help to increase top-of-mind awareness, purchase intent, and favorability, Kraft and Mavrck conducted a brand lift study with Group RFZ that compared those exposed to influencers' #LoveForKraft content on Instagram with an unexposed control group.

Results from 5 #LoveForKraft influencer Instagram posts with 173 consumers exposed to them::

+15 pt	+27 pt	+40 pt	+18 pt	+15 pt
Lift in overall brand favorability	Lift in brand favorability among people without children	Lift in brand favorability among non-Kraft users	Lift in purchase intent among people without children*	Lift in purchase intent of non-Kraft users*

THE ACTIVATION:

Kraft executed a tiered influencer campaign strategy to identify the top influencers for the Kraft Brand family. Kraft first recruited micro- and macro- influencers who are parents to showcase Kraft products and recipes on Instagram. Next, Kraft worked with Mavrck to identify the top performers across these campaigns based on content quality and adherence to brand standards. Kraft then invited them to apply to the #LoveforKraft ambassador program for the Kraft Brand family.

Accepted micro- and macro-influencer ambassadors were then instructed to purchase their favorite Kraft products (e.g. Kraft Mac and Cheese, Kraft Natural Cheese, Kraft Singles) to feature in their posts. Influencers created a static Instagram post twice per month with the hashtags #LoveforKraft, #FamilyGreatly, #Ad, the name of the product featured, and the @kraft_brand tag. Influencers were incentivized with a $75 Visa gift card.

The results of the #LoveForKraft Group RFZ brand lift study revealed that exposure to the #LoveforKraft influencer campaign had a positive impact on Kraft's KPIs, particularly among specific subgroups (i.e., Kraft users vs. non-Kraft users). Compared to the control group, the exposed group: Is more favorable to Kraft; Has higher unaided and top-of-mind awareness of Kraft; Has higher brand attribute ratings among those without children and those who do not regularly purchase Kraft products. Influencer posts also had a strong impact on those without children and those who do not regularly purchase Kraft products. Brand attribute ratings of Kraft saw high lift among those two subgroups and had improved lift on KPIs.

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Meet Mavrck:
Mavrck Helps Marketers Create Social Proof at Scale

- **DISCOVER** and recruit the right influencers to create high-quality content for your brand.
- **ACTIVATE** influencers to create content, star ratings, reviews, referrals and insights at scale.
- **MANAGE** influencers and advocates with our easy-to-use automated workflow.
- **INCENTIVIZE** influencers in a variety of ways, and track it all within the platform to save time and budget.
- **SYNDICATE** quality influencer-generated content to your ecommerce site or retail partners.
- **MEASURE** the ROI of your campaigns and programs with our measurement suite.

Influencer marketing is successfully driving business impacts for the marketing process - such as time, media, content or software savings, and increased creative and campaign efficiency - as well as the customer journey - such as performance metrics, brand lift or sales lift studies, online sales or attribution tracking. This is where the **influencer measurement framework** comes into play.

INFLUENCERS ARE MOST-TRUSTED SOURCE OF INFORMATION

A recent study shows that 50% of millennials and 52% of Gen Z trust content from influencers, with 1 in 4 Gen Z females citing influencers as the most common medium for learning about new products to buy. Contrast this with only 26% of both generations trusting ads in their social feeds. Marketers need to factor this delta in trust when benchmarking and budgeting, which can be done by simply including a Trust Coefficient in the equation, as shown here.

Channel Types	Example CPM	÷	Trust Coefficient	=	Trusted CPM
Sponsored Post from Influencers	$15.00		84% Trust this Channel		$17.86
Paid Social Media Ad	$10.00		26% Trust this Channel		$20.83
Programmatic Display Ad	$7.50		32% Trust this Channel		$23.44
Television Commercial	$25.00		62% Trust this Channel		$40.32

The percentage of consumers who trust a given marketing channel can be sourced from third party studies or via first party customer surveys.

Measurement Resources & Links

Check out the content below to help you make the most of your influencer marketing programs with the right measurement framework.

ⓘ Learn More

Influencer Marketing Resources:

[Webinar: Measuring ROI on Influencer Marketing](#)

[Defining ROI for Brand Ambassador Programs](#)

[Why Now is The Time to Add Influencers to Your Marketing Mix](#)

[How Express Drove 168% ROI Online & In-Store Sales](#)

[The Ultimate Influencer Marketing Platform Buyer's Guide](#)

Schedule a Free Consultation

✉ Stay in the Know

Subscribe to Subject-to-Change, our weekly influencer marketing newsletter that keeps you up-to-date on all the social media and influencer marketing news and trends worth knowing (and sharing).

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[Instagram Cracks Down on Ads](#)

[Ocean Spray, Fleetwood Mac & TikTok](#)

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Mavrck is the leading all-in-one influencer marketing platform enabling companies such as P&G, Kraft Heinz, and Express to harness the power of social proof that consumers trust today.

Marketers use Mavrck to identify and activate influencers and consumer ambassadors to create authentic insights and content for customer experience touchpoints at scale.
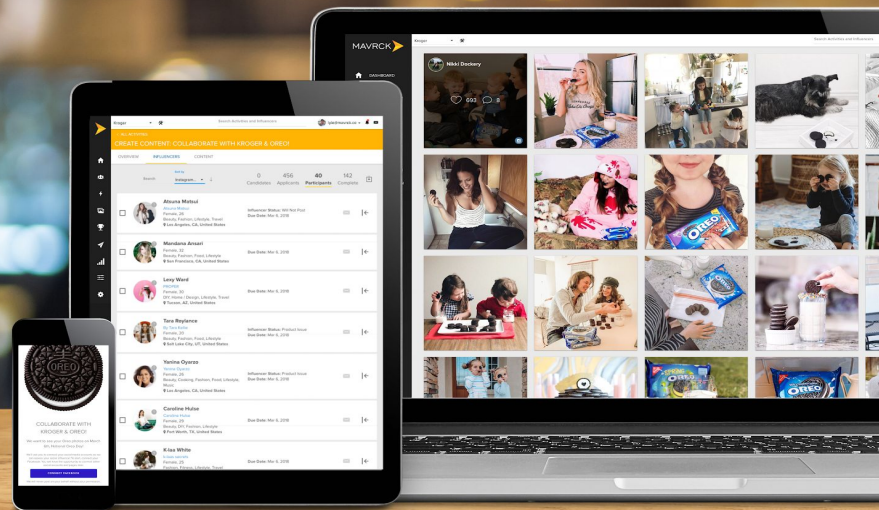
FORRESTER®
NEW WAVE LEADER 2020
Influencer Marketing Solutions

"Is an ideal choice for brands who work with all tiers of influencers."

— The Forrester New Wave™: Influencer Marketing Solutions, Q2 2020, Forrester Research

Leader WINTER 2020
Leader SPRING 2020
Leader SUMMER 2020
Leader FALL 2020

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