



TECNIA INSTITUTE OF ADVANCED STUDIES

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REPORT

Event: Seminar on “**Influencer Marketing**”

Date: 7th March, 2019

Time: 1:30 PM-2.30PM

Resource Person: Mr.Ankit Kashyap, Trainer and Expert in Influencer marketing

Organization: KVCH company

Participants: MBA Students

Convener: Mr. Rahul Tripathi, Faculty, TIAS

Program Objectives

The seminar is conducted to provide students understand why companies should use influencer marketing as a marketing tool and to know the process and techniques of creating an influencer marketing campaign to gain customers.

Expert Lecture Details

Mr.Ankit Kashyap, Trainer and Expert in Influencer marketing has taken a detailed session on the influencer marketing. He explained students that the influencer marketing is the emerging trend in the promotion mix by the marketers. He describe students about earned and paid media in context of influencer marketing. He further told students about why a brand need influencer to increase its brand equity in to the market and what is the right approach and technique to find the right influencer for the right brand.

He explained students about 4M’s of influencer marketing which can be termed as make, manage, monitor and measure. He further told students about the techniques of measuring the success of influencer marketing campaigns. In the last he has also throw light on the difference between ethical and non-ethical influencer marketing.



MR.ANKIT KASHYAP,TRAINER,ADDRESSING THE STUDENTS ON INFLUENCER MARKETING



Mr.ANKIT KASHYAP,TRAINER,TAKING THE QUERIES OF THE STUDENTS



MBA STUDENTS ATTENDING THE SEMINAR



FELICITATION OF MR.ANKIT KASHYAP AND HIS TEAM MEMBER BY MBA HOD DR.ARUN BHATIA AND CONVENER MR.RAHUL TRIPATHI

Learning Outcome:

Students has learned about the earned and paid media in context of influencer marketing. Mr. Ankit explained to the students that influencer marketing can be both earned and paid, depending on how well executed and well coordinated the owned and paid media. It's called earned media when a brand gets free media and the customers become the channel, rather than having to pay for it. He told students that every brand need a influencer as consumers more likely trust recommendations from a third party (ex. a blogger or Instagrammer) rather than a brand itself. The Influencer can be though of as a friend connecting a brand with their target consumers. The influencer does not only bring their own followers, but they also bring the followers network. When an influencer has loyal followers they can also drive traffic to the company's website, increase social media exposure and sell the company's product through their recommendation or story about their experience with the company's product/service.

He has also explained to the students about right approach for selecting the right influencer for the brand. When choosing the right influencers for a brand, there are qualities that the influencers should have. To these include knowing the product/service and have genuine interest in it, being an expert and opinion leader in his/her field, having the right target audience for the company, knowing how to produce suitable content, like stories, videos, pictures and social media posts, understanding marketing and being interested in commercial cooperation, having a sufficient number of committed followers in the relevant social media channels, having good cooperation skills and understanding the value of his/her work.

He has further explained the 4 M's of influencer marketing to the students. Starting with the word *make*, the customer should be placed at the centre of your influence marketing efforts that companies can build profiles based on where they are in the purchase lifecycle at the moment. Once a company knows who their new influencer is for their target customer, they need to move into the *managing stage*. Like any other marketing tactic, influencer marketing needs to be managed from before the campaign starts to after the campaign ends, and beyond, to truly succeed. The next stage is where the brand is Monitoring influencer campaigns. When monitoring the efforts of an influencer marketing campaign the brand needs to focus on results and not efforts, because it allows for a much more structured framework to accomplish goals and meet targets. The last stage of the four M's is the *measure* stage, and the final piece of the equation of the four M's model. For being able to replicate the success of a campaign in future campaigns, the brand need to measure why it happened and who created it.

In the end he discussed about the ethical and non-ethical influencer marketing. According to the FTC's guidelines Influencers must clearly disclose any content that they are posting as a part of a sponsored campaign, whether it's a product review, a testimonial or an unboxing video, they must do so in close proximity to the content itself. Links to disclosure should be properly formatted and labelled clearly as disclosure link. If it's for example an Instagram post and the space is constrained, clear hashtags should be available, like #ad, #sponsored, etc. Consumers may not be looking for, or expecting to find disclosures, but the advertiser is responsible for ensuring that the message is truthful and not deceptive.

