

NEOREACH

THE **BIGGEST MISTAKES** IN
INFLUENCER MARKETING
AND HOW TO **PREVENT** THEM





Influencer marketing may seem like a gamble. For such a lucrative industry, some influencer promotions can net millions and publicity for the brand they're promoting, while others can breeze by without causing a stir or netting a single dollar for what they're trying to advertise.

While influencer marketing seems like a recent invention, the concept of attaching your product or service to a celebrity is almost as old as advertising itself! Thus, when it comes to influencer marketing, many of the strategies used to make an influencer campaign successful are often the most obvious.

By looking at some of the biggest mistakes in influencer marketing, you will learn what steps to take and strategies to implement in your influencer marketing campaigns in order to make them successful.

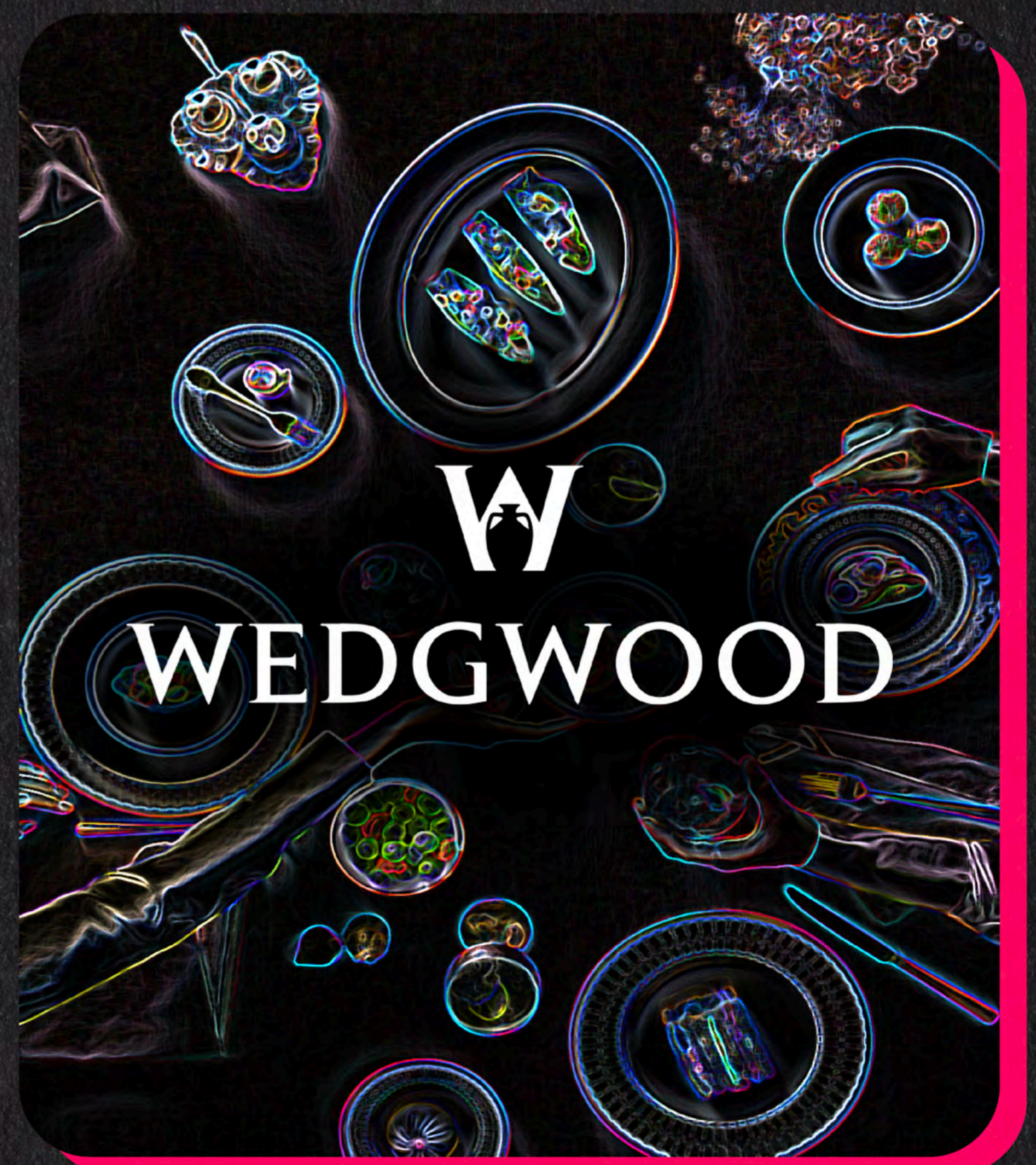
INFLUENCER MARKETING: HOW OLD IS IT?

While TikTok, Snapchat, and Instagram have existed for only a little over a decade, some of the first ever 'influencers' in marketing were monarchs.

When potter Josiah Wedgwood became one of Queen Charlottes of Mecklenburg-Strelitz' most favored artisans, she permitted him to advertise his products as "Queen's Ware" past 1767. This royal promotion permitted Wedgwood to become one of the most successful potters in Britain.

To this day, the company Wedgwood still produces fine china and other porcelain products, capitalizing on its association with United Kingdom culture and class.

This proves the efficacy of successful influencer marketing- a promotion 300 years ago has helped catapult an artisans' profession to a long-standing brand.



THE BIGGEST MISTAKES IN INFLUENCER MARKETING: WHAT TO LEARN FROM THEM

Here are some examples of some influencer marketing flops, and some of the lessons we can learn from them.

CRISTIANO RONALDO FACIAL FITNESS

Cristiano Ronaldo is considered one of the greatest football players of all time, having won 32 trophies and over 1,100 professional appearances in his career. The Portuguese footballer is most known for his athleticism and quick feet, which makes this commercial focusing on him for a facial fitness device quite silly.

WHAT IS THE MISTAKE HERE?

One thing that is very important for influencer marketing is understanding the influencers core audience. Different types of influencers cater to different demographics, which mean that certain brands may gel with one's image better or worse.

Advertising a facial exercise machine might sound in line for an athlete, but the purpose of the machine is primarily for cosmetics and appearances- a different influencer in Ronaldos' place might have a much more effective attempt at marketing.

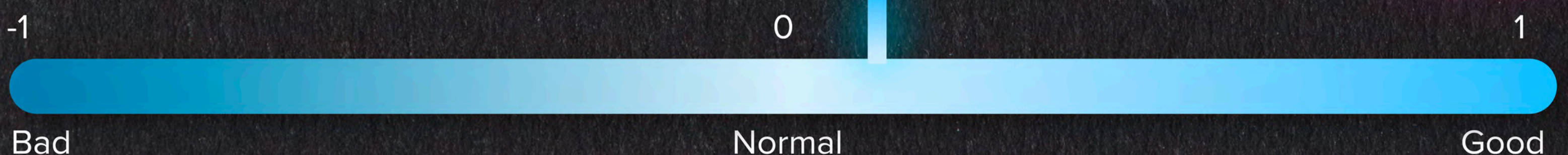
HOW DO YOU FIX IT?

Know the appeal of your brand.

A cosmetics product might fit best with fashion or makeup influencers. Food brands will fit best for news or lifestyle influencers. Technological brands can fit best with tech-based influencers. If it makes sense for them to work, it likely will.

TRENDING ANALYSIS

0.11



540M
Followers

24.2M
Avg Views

16.1M
Avg Likes

213.2K
Avg Comments

LUKA SABBAT SNAPCHAT SPECTACLES

Luka Sabbat is best known as a young, successful model who has worked with numerous high profile fashion brands, such as Dolce & Gabbana, Hugo Boss, Calvin Klein, and Tommy Hillfiger.

As both a model and an Instagram influencer, he has been involved in numerous successful influencer marketing campaigns. However, this does not include his deal with Snapchat Spectacles.

A PR company has sued the influencer for renegeing on the deal they had made with him. While the contract was for him to make multiple posts wearing their camera sunglasses, alongside with a public appearance, he only posted one photo, one story, and did not appear in public at a fashion show in them.

WHAT IS THE MISTAKE HERE?

Influencers are not brands- they are people. Rising on the internet can mean people are advertising themselves without the help of a marketing or legal team, and thus they can often make mistakes or make decisions that can cost money, to themselves or others.

HOW DO YOU FIX IT?

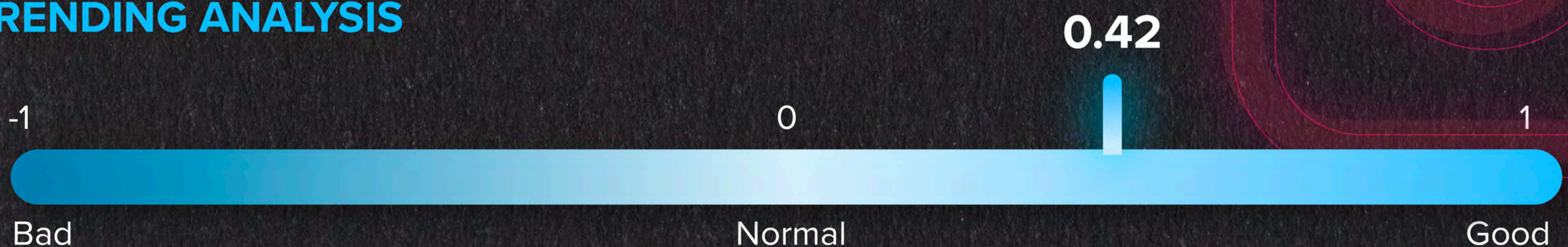
Influencers are often masters of specific social media networks, and of specific niches within these networks. When approaching an influencer with a marketing opportunity, give them the opportunity to personalize the campaign to their own style.

A Youtuber might want to make a short skit advertising your brand, while an Instagram influencer might find ways to integrate your product into their next photo post. With all of the variety of social media, the opportunities for marketing are nearly endless.

Many influencers are creators first and advertisers second. Giving them the ability to put their own spin on something will result in a more passionate and successful influencer marketing campaign.



TRENDING ANALYSIS



THE BIGGEST MISTAKES IN INFLUENCER MARKETING: CONCLUSION

These examples of some of the biggest mistakes in influencer marketing should serve as an example as “what not to do-” brands can take specific steps in order to make sure their influencer marketing campaigns are effective.

Much of this is choosing the right influencer. Choosing an influencer whos’ audience might have a need for your brand is a must, alongside giving influencers the opportunity and flexibility to promote your brand in the way they find best. Both of these conclusions are surefire ways to make your influencer marketing campaign successful.

THE BIGGEST MISTAKES IN INFLUENCER MARKETING: SUMMARY

- Influencer marketing is very old, but very effective when done properly.
- Choose influencers that fit your brands’ message and core demographic as opposed to influencers that are more well known or more highly followed
- Prioritize influencers’ creative direction when it comes to marketing your brand with them, which will result in a more engaging influencer marketing campaign
- In conclusion, finding the right influencer for your brand is the most pertinent thing when it comes to avoiding mistakes in influencer marketing.



SOURCES

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