

NGOREACH

HOW
INFLUENCER
MARKETING
AGENCIES
PARALLEL
WORD OF
MOUTH
MARKETING



1

2

3

4



What is Influencer Marketing?

Influencer marketing (IM) is a marketing strategy where an influencer is paid either monetarily or with products to promote a company's product or service. The goal of a company is to work with an influencer who would succeed in encouraging their audience to buy a product or service from the company. A successful campaign will see a positive return on investment (ROI) due to their partnership with the influencer. With a positive ROI, both the company and the influencer benefit monetarily, and the influencer is more likely to be rebooked.

The Key to a Successful IM Campaign

Influencers have an already existing community of dedicated followers who have taken an interest in the influencer's line of work. When a company partners with an influencer, the company then taps into this existing audience. As this audience is the target market of the company, the goal is to partner with an influencer whose followers are most like the target market of the company's product or service.

For example, an NFL player who did not already have a history of discussing makeup or skincare would not be contracted to promote a beauty product. Likewise, an actress would not be contracted to promote men's deodorant. In neither of these cases does the influencer's audience match the company's target market. However, if the actress were to promote the beauty product, and the NFL player the brand of deodorant, then the company will likely have reached its target market.



BACKGROUND HOW DOES WOMM PARALLEL IM?
CASE STUDIES CONCLUSION

1

2

3

4



BACKGROUND HOW DOES WOMM PARALLEL IM?
CASE STUDIES CONCLUSION

What is Word of Mouth Marketing?

Identified as “the most valuable form of marketing,” word of mouth marketing (WOMM) is when consumers recommend products or services to their family and friends via word of mouth. Word of mouth in the marketing sense is the daily dialogue regarding a consumer’s interest in products and services. Essentially, word of mouth is free advertising brought on by consumers sharing their satisfaction with a company’s product or service.

88% of consumers trust recommendations that come from friends and family over other forms of advertising. Additionally, WOMM creates a “cascade” of interactions between consumers, as opposed to the singular, one-off interactions provided by a targeted marketing campaign, such as an advertisement or television commercial.



Although word of mouth itself occurs outside the realm of purposeful and targeted marketing campaigns, WOM marketing can be encouraged by companies “seeding” their products through promotion, encouragement or other influence. This “seeding,” which can be done through buzz, viral, blog, emotional, and social media marketing is what influences consumers to spread information about the product via word of mouth. In this way, WOMM encourages consumer-to-consumer and consumer-to-marketer communications.

1

2

3

4



Connection Is Key

Consumers never want to feel like they are being cheated. Because of this, WOMM relies on “connection” over “collection.” That is, WOMM works best when target audiences trust in or “connect” with the company, as opposed to target audiences being “collected,” or drawn to the company in large, but not necessarily loyal, numbers.

The Word of Mouth Marketing Association (WOMMA) provides a code of ethics for marketers to follow when “seeding” their products to target audiences:

I

Always disclose who and what you are representing.

III

Be honest in your opinions regarding the product or service.

IIII

Be honest with who you are.

Companies follow these guidelines to get the ball rolling on their marketing campaigns, but they can only do so much before it lands in the hands of consumers to continue the “cascade” of marketing via word of mouth.

Influencers as the Bridge

What happens if a company does their “seeding,” but word of mouth still seems to be fizzling out? Enter: influencers.

Influencers act as a bridge between the company and their target audience. They have established two way communication with their already existing audience. As we know, IM taps into that existing audience in order to drive trust in a product or service. Influencers themselves can also be trusted to choose what brands they wish to promote to their audience, and most likely will choose companies that align with their personal brand and interests.

When an influencer works with a company, they may provide one-off deliverables, such as an integrated advertisement in a YouTube video, or they may create dedicated content while acting as a brand ambassador. Whatever the case, we often hear influencers assure their audience that they would never promote a product they do not, themselves, believe in. Because it is in the influencer’s personal interest to uphold trust with their audience, it is easy for influencers to uphold the WOMMA code of ethics when doing so.

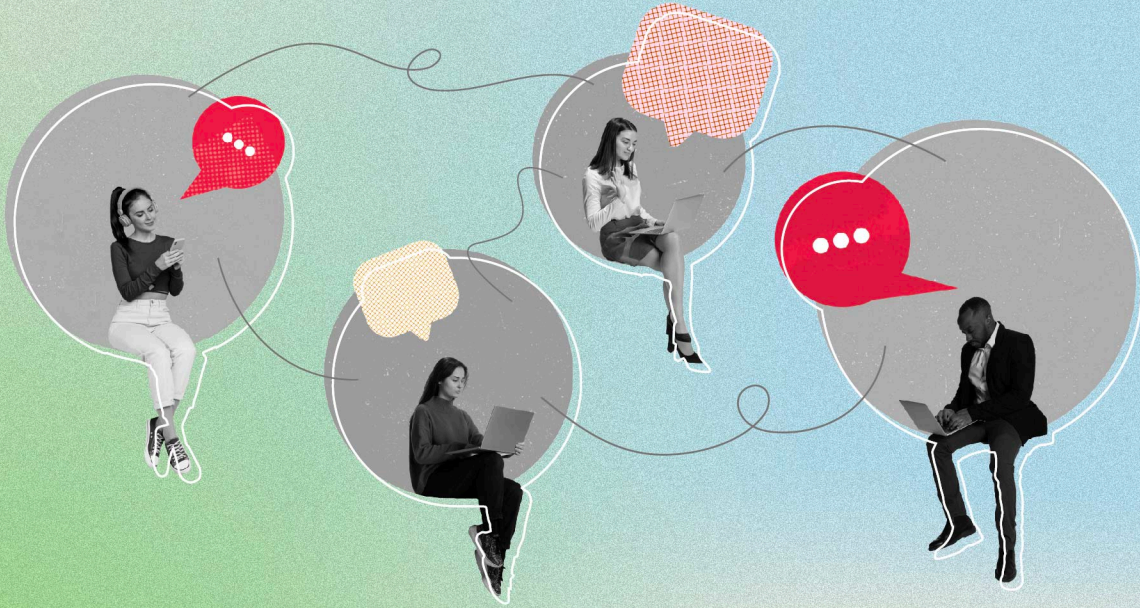
Overall, when influencers promote a brand, they encourage further WOMM due to their trustworthy internet status.

1

2

3

4



BACKGROUND HOW DOES WOMM PARALLEL IM?

CASE STUDIES CONCLUSION

The Three Es of WOM Marketing and How Influencers Help

Much like the four Ps of regular marketing, there exists the three Es of WOM marketing. Influencers naturally parallel the three Es when participating in an IM campaign.

engage

It is vital that marketers engage with their audience, starting discussion and boosting engagement with their audience on social media.

It is much easier to engage with an audience when the company has a trustworthy face in an influencer, as opposed to talking to their audience behind a simple logo.

equip

Give the target audience a reason to talk about the public or service.

Thanks to social media, influencers are becoming modern celebrities - people are already talking about them! When a popular influencer promotes a brand, that brand will likely become part of the word of mouth dialogue of that influencer's fanbase.

empower

Give ways for the audience to talk and share, making sure that the audience knows their opinions are valued.

When their opinions are valued, consumers become emotionally invested in a company. With the incorporation of the influencer, the connection between consumer and company becomes stronger because of that already existing trust in the influencer.

1

2

3

4



Case Studies



NordVPN®

NordVPN is a virtual private network that allows their consumers to protect their internet connection and privacy online by hiding their IP address.

NordVPN has completely saturated YouTube with their sponsorship of influencers. They are one of the top three tech brands represented across YouTube videos in 2022. By spending 9.7 million dollars on YouTube advertisements, NordVPN has gained a total of 64.4 million views, 5.8K comments, and 3.10K likes.

NordVPN has sponsored some of the biggest YouTubers on the platform. They have partnered with PewDiePie over 300 times and have received millions of views by partnering with Mr.BeastsGaming.

	Average	Total	Popular Creators
Views	234.5K	83.9M	  
Likes	14.3K	5.1M	
Reach	4.5M	1.6B	



Another sponsor and long term partner of Mr.Beast is PayPal Honey, a web extension service that finds and applies coupon codes when online shopping. Honey has partnered with Mr. Beast over 20 times, and it is estimated that he has made \$12.5M through these sponsorships.

It is safe to say that with Mr. Beast's 129 million subscribers on his main channel alone, Mr. Beast and Honey have found a collaboration achieved through both IM and WOMM.

Popular Creators	Average	Total
  		
	Views	735.1K
	Likes	45.5K
	Reach	2.6M
		94.8M
		5.8M
		347.4M

BACKGROUND HOW DOES WOMM PARALLEL IM?
CASE STUDIES CONCLUSION

SQUARESPACE

Squarespace is another company sponsoring YouTubers from all across the board. Squarespace is a website that allows its users to easily create their own websites using templates and other tools.

Squarespace has sponsored creators from every niche. One of the most interesting sponsorships happens in this video where writer, filmmaker and YouTuber Gregory Austin McConnell takes a deep dive into what it means to be sponsored by a brand like Squarespace.

Although McConnell's video is going on five years old, it unpacks Squarespace and similar sponsorships that seem to be found all over YouTube, even today. He explains to his audience the process of receiving the initial offer from Squarespace. He then explains how he negotiated pay with the company and navigated the agreed-upon contracts and scripts regarding his video. McConnell then ends the video by advertising Squarespace's services, showing his audience exactly how he used the platform to revamp his own website.

By explaining the ins-and-outs of not only Squarespace as a service, but also the influencer sponsorship itself, McConnell has followed the three Es of WOMM. He first empowers his audience by laying out all the facts about his partnership with Squarespace. Additionally, McConnell knows his already-established audience can trust him, and therefore can likely trust the product.

Because the audience is equipped with knowledge about the company, and trust in McConnell as the influencer, they are more likely to trust the service being advertised. Finally, McConnell's natural position as a YouTuber engages the audience in a dialogue about the product. This happens in the comments section where viewers are free to share their opinion on McConnell's video and Squarespace's services.

This video has amassed 1.6M views, garnering over 5,000 commenters who are engaging in a virtual WOMM dialogue.

BACKGROUND HOW DOES WOMM PARALLEL IM?
CASE STUDIES CONCLUSION

	Average	Total
Views	127.2K	62.7M
Likes	7.6K	3.7M
Reach	1.5M	773.1M

Popular Creators



Allison Bickerstaff



Big Films



Today I Found Out

1

2

3

4



Conclusion

Some key takeaways from the parallels between IM and WOMM:

- I Connecting with the target audience is vital for driving trust in the company's product or service.
- III Influencers act as a bridge between the company and the target market because of their already-existing audience.
- IIII Due to their trustworthy internet status, influencers assist in achieving a "cascade" of word-of-mouth interactions by engaging, equipping and empowering the audience to engage with the company's product or service.

Influencer marketing and word of mouth marketing parallel each other quite intuitively, both allowing for and working towards connection between the company and their target audience in a way that allows the audience to feel informed and empowered when making their purchasing decisions.

Sources

What is influencer marketing?

- <https://www.youtube.com/watch?v=1e9FwSrrs4w>
- <https://www.powerchord.com/blog/influencer-marketing-101>
- <https://www.youtube.com/watch?v=dbuvVI6yHYs>
- <https://www.investopedia.com/terms/f/four-ps.asp>

What is WOM marketing?

- <https://www.forbes.com/sites/kimberlywhitler/2014/07/17/why-word-of-mouth-marketing-is-the-most-important-social-media/?sh=3712180954a8>
- <https://www.investopedia.com/terms/w/word-of-mouth-marketing.asp#:~:text=What%20is%20Word%20of%20Mouth,goes%20beyond%20what%20they%20expected.>

Case Studies

- <https://www.thoughtleaders.io/blog/vpn-providers-that-nailed-their-influencer-marketing-strategy#:~:text=NordVPN%20currently%20has%20partnerships%20with,on%20each%20of%20his%20videos.>
- <https://www.thoughtleaders.io/blog/how-much-money-does-mrbeast-make>
- https://www.youtube.com/watch?v=jOwtqud_Ld8