

MARKETING

Long-term trends key for measuring influencer ROI

October 19, 2021



Engagement can reveal more about an influencer than total followers. Image credit: ListenFirst Media

By SARAH RAMIREZ

Marketers working with influencers should have a strong understanding of their social media content to maximize campaign performance.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

According to the "[Measuring the Brand Impact of Influencers](#)" report from ListenFirst Media, brands should prioritize engagement over followers when evaluating potential influencer partnerships. Identifying patterns in an influencer's content also helps marketers ensure a good fit when choosing brand partners.

ListenFirst tracks more than 30,000 influencers to help brands identify trends, plan campaigns, acquire new customers and drive revenue.

Bigger picture

By measuring an influencer's engagement rate, brands can confirm they are working with social media stars who have active fan bases online rather than a dormant audience acquired over several years.

Depending on social media platform, engagement can measure an influencer's fan growth, post likes, shares, comments and retweets.



YouTube influencer Emma Chamberlain is a brand ambassador for Louis Vuitton. Image credit: Louis Vuitton

Choosing an influencer is only the first step for advertisers. To maximize return on investment, the creative, copy and timing of a sponsored post should reflect what has previously resonated with an influencer's audience the same consumers a brand is hoping to reach.

After a campaign runs, the metrics provided by an influencer, or their representatives, can vary. This can make it difficult to properly analyze a campaign's performance.

It is even more challenging when a talent or influencer activation happens offline, such as a media appearance. In these situations, insightful key performance indicators (KPIs) can include mentions, fan growth, conversation volume and search volume during a set time period.

Not every influencer will be a fit for every brand, particularly in the luxury sphere.

It is important for marketers to benchmark an influencer's sponsored post against other paid product placement. A campaign's effectiveness can be evaluated by comparing post comments and fan growth.

In one example, soccer player Cristiano Ronaldo lost more than half a million Instagram followers after posting about personal care brand Clear. His posts for sportswear brand Nike and mobile game Free Fire each earned him more than 585,000 new Instagram followers an indication that those brand partnerships appeared to be more authentic fits for his public persona.

Since comments typically only account for a small percentage of social media activity, these sentiments whether negative, neutral or positive should be taken with a grain of salt. ListenFirst argues that measuring clicks is a better indicator of what social media consumers find interesting.



Influencer and entrepreneur Chiara Ferragni has ambassador deals with several luxury brands. Image credit: Hublot

Taking the long view can also help marketers avoid choosing the wrong influencer or ambassador.

For instance, beauty influencer Jeffree Star's social media following of 47.2 million can be alluring to many major brands. However, his reputation has taken major hits after several scandals leading to a loss of nearly 5 million followers between June 2020 and April 2021, as well a decline in content responses and conversation volume.

Until recently, top-tier key opinion leaders (KOLs) and idols were especially powerful marketing tools in China. But recent scandals have tarnished the image of some of the most famous brand ambassadors, redirecting a backlash towards luxury brands ([see story](#)).

Luxury impact

When partnerships are successful, ambassadors and influencers' authentic connections to consumers helps translate fandom into awareness and purchase dollars. While some ambassadors may be more recognizable than others, a strong partnership relies on the face of the brand representing the product with pride.

More luxury brands are diversifying their ambassador lineups, mixing in Hollywood stars and popular musicians alongside champion athletes and social media personalities ([see story](#)).

According to a recent study from intelligence platform BrandTotal, luxury brands are finding great success through storytelling, targeting younger audiences and highlighting ambassador relationships.

Brands have learned the importance of tapping disparate social media platforms, with different organizations finding success in different places. Instagram was the channel most used for paid ads by Givenchy, Boss and Armani, while YouTube was the most used platform for Burberry, Gucci and Prada ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.