

THE POWER OF STUDENT LED-MARKETING:

USING INFLUENCERS & CREATING BRAND CHAMPIONS...



AN INFLUENCER HAS SUBSTANTIAL FOLLOWERS, SPECIALISED KNOWLEDGE, COMMANDS AN AUDIENCE, EXPERTS IN BUILDING A BRAND.

THE POWER OF INFLUENCERS

- 1 in 5 MILLENIALS ARE INFLUENCERS
- BETTER LEADS
- INFLUENCE PURCHASES & PARTNER BRANDS



NOT ALL INFLUENCERS ARE CREATED EQUAL WHAT WORKS FOR YOU?

THEY ARE CONTENT creators

NOT TO BE CONFUSED W- ALUMNI/STUDENT BLOGS

NEVER UNDERESTIMATE THE VALUE OF SURPRISE

CREATING stories

... DO THEY SUIT your BRAND?

DON'T FAKE IT

ALUMNI

MUST be ALIGNED IN YOUR MESSAGING KNOW YOUR CORE VALUES AND HOW TO COMMUNICATE THEM

- you will need:
- LEADERSHIP SUPPORT
 - RESOURCES
 - OWNER
 - VOLUNTEERS

WHAT KIND OF CONTENT? CLEAR GUIDELINES

- EDUCATE
- ADVISE
- INSPIRE
- INFORM
- INVITE

FINDING THEM: AGENCIES, OWN SEARCHES



PAID POST MUST BE DISCLOSED!

BUDGET? EXCHANGE?



MEASURING ROI

~\$2 PER \$1 SPENT

HAVE SOPHISTICATED TRACKING

WHY?

USER GENERATED CONTENT IS MUCH MORE POWERFUL & TRUSTWORTHY.

GEN Z



RELATE TO YOUTUBERS BETTER THAN CELEBRITIES

FAV. CREATOR UNDERSTANDS ME BETTER THAN MY FRIENDS

YOUTUBE SUBSCRIBERS FOLLOW ADVICE ON WHAT TO BUY FROM FAV CREATOR OVER CELEB.



trust

IN THE FACE OF FAKE NEWS



THE HUMAN ELEMENT!



JUST TELL ME WHAT TO LIKE!

WHAT CAN YOU DO WITH IT?

ENGAGEMENT

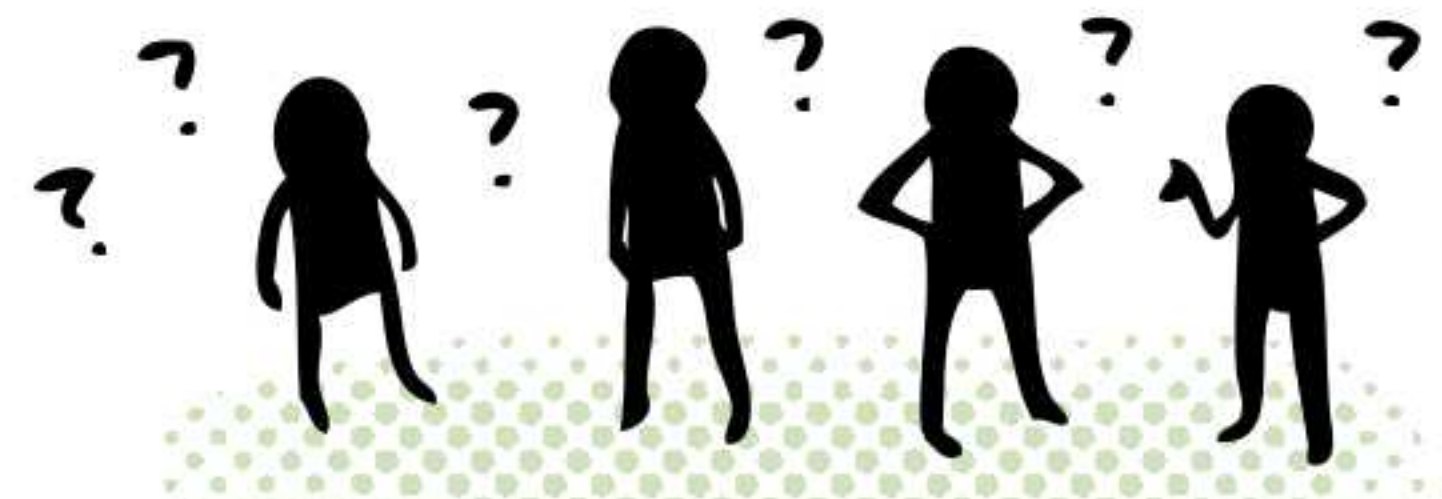
COMPETITIONS

VIDEO

SOCIAL MEDIA TAKEOVERS

WHAT ARE YOU ALREADY DOING?

WHOSE HELP DO YOU NEED?



WHAT ARE THEIR NEEDS? wants?

STUDENTS

ALUMNI IN TRAINING. build brand EARLY & OFTEN!



KEEP MESSAGES SIMPLE AND ALIGNED.

