



WHITE PAPER

# INFLUENCER MARKETING CREATIVE OPTIMISATION

**PrimeInfluence**

by SOCIALLY POWERFUL

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**01.**

# **WHAT IS DYNAMIC CREATIVE**

*Optimization*

*FOR INFLUENCER MARKETING?*

# DYNAMIC CREATIVE OPTIMIZATION IS NO LONGER JUST FOR PROGRAMMATIC ADVERTISING

**Dynamic Creative Optimization is a type of ad optimization most commonly known for its application within the world of programmatic advertising. It involves creating multiple variations of ad content dynamically to optimize performance and maximize effectiveness.**

But with the rise of social media advertising Dynamic Creative Optimization has become a key tool in optimizing the performance of influencer content. Taking native, social-first influencer content and applying Dynamic Creative Optimization via social media elements (such as overlays, captions and audio) to create ad variations that optimize performance. These optimizations can drive uplift throughout the purchase funnel from awareness to sales.



# HOW TO LEVERAGE DYNAMIC CREATIVE OPTIMIZATION FOR INFLUENCER MARKETING

**We recommend using data, whether that's past performance, trend/social listening or live testing to inform the optimization of your influencer ads.**

**Combined with generative AI tools to scale optimization to maximize content production efficiency.**

These variations are then deployed via a small, controlled test to identify which is the best performing in line with your paid social objectives.

*Top Tip:* 

Furthermore, learnings from these controlled Dynamic Creative Optimization tests can inform the content creation process from the start, allowing you to brief influencer partners on the most effective way to produce assets ahead of creating variations.

**02.**

# **DYNAMIC CREATIVE**

*Optimization*

*AS AN EFFECTIVE TOOL FOR SAVING TIME AND MONEY*

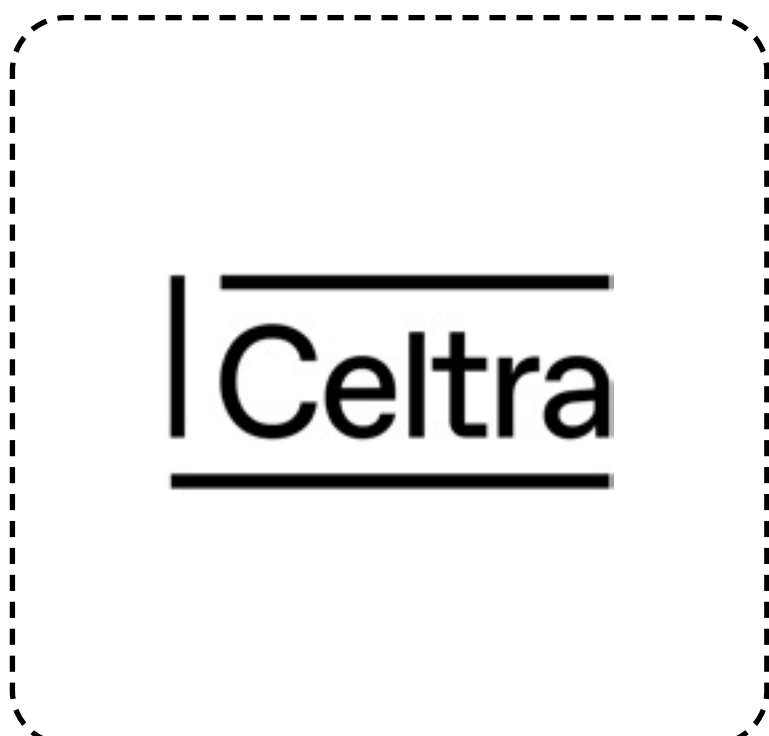
# SAVE TIME BY USING GENERATIVE AI TOOLS TO AUTOMATE AD CONTENT AT SCALE

**By leveraging one of the many generative AI tools available on the market, businesses can semi-automate this process, supporting scaled creation of content variables to fuel a paid social engine.**

By selecting the right tool to support your requirements Dynamic Creative Optimization can become a simple and everyday practice of your social marketing strategy.

## Dynamic Creative Optimization Tools

NON-EXHAUSTIVE



# CREATE COST EFFICIENCIES BY RUNNING SMALL TESTS TO IDENTIFY BEST PERFORMING VARIATIONS

**By conducting controlled tests for each asset, you can pinpoint the most effective performer in line with objectives, leading to achievement of KPIs with a smaller portion of your paid budget.**

**While there are initial costs for deploying Dynamic Creative Optimization, the investment is offset by significant cost savings and enhanced campaign performance over time.**

*Dynamic Creative Optimization can be leveraged to optimize across the full funnel of marketing objectives.*

*Including, but not limited to, the following:*

*View Through Rate*

*Click Through Rate*

*6s Views*

*Conversions/Sales*

*Clicks*

*Engagements*

*Cost Per Click (CPC)*

# BUT THE BENEFITS OF DYNAMIC CREATIVE OPTIMIZATION DON'T END HERE

## 2.1. HYPER-RELEVANT ADS:

By optimizing your paid social ads in line with relevant consumer insights you can hyper-target segmentations of your target audience, through highly engaging, compelling, and tailored ad content.

## 2.2. CROSS PLATFORM CONSISTENCY:

Brands can create variations of ads that are tailored to platform requirements, safe zones, best practices and audience compositions. Ensuring content is platform native and aligned with consumer expectations.

## 2.3. DATA-DRIVEN DECISIONS:

The automated and scalable elements of Dynamic Creative Optimization mean that brands can implement data-driven decisions with ease, optimizing their paid content strategy at scale in line with consumer, platform and performance insight. For example, when a certain variation is driving high performance this can be quickly implemented across other pieces of influencer content.

## 2.4. AD SCALABILITY:

Efficiently scale ad production, transforming one piece of influencer content into multiple ads in video and static formats. Supporting an efficient and fully stocked ad engine optimized across all of your content requirements and paid social objectives.

## 2.5. REAL TIME OPTIMIZATION:

Through Dynamic Creative Optimization tools, such as Hunch, brands are able to edit and amend their paid social assets in real time based on content performance. This customisation and control supports a reactive and agile approach to paid social, changing variables of assets that are underperforming in line with assets that are driving results in line with objectives.

## 2.6. BENCHMARKING AND CONTINUOUS OPTIMIZATION:

Centralizing the learnings to support continuous improvement of paid social activities. Optimizing future assets inline with performance insights from previous campaigns. As well as optimizing your influencer side content creation in line with which variations/editing compositions have driven the best results in line with a specific objective.

**03.**

**WHAT CREATIVE**

*variables*

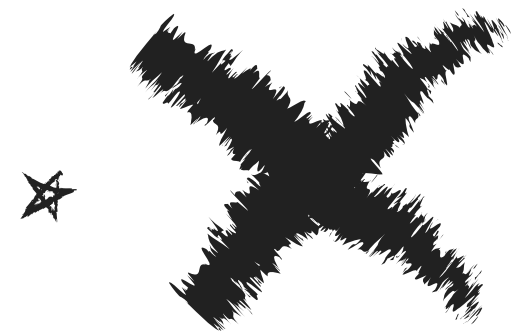
*CAN I CREATE THROUGH DYNAMIC CREATIVE OPTIMIZATION*

# STEP 1: START BY CREATING VARIABLES OF VIDEO SEQUENCING AND EDITING ELEMENTS

**The initial stage of optimizing paid social assets involves crafting the video composition to identify the most suitable sequence in line with your specific objectives.**

For example updating the content to create a piece-to-camera asset, a voice over asset or a pure product showcase.

By strategically arranging scenes, transitions, and visual elements, you can identify which content formats best engage and resonate with your audience.



# STEP 2: CREATE MORE GRANULAR VARIATIONS TO FURTHER ENHANCE CONTENT PERFORMANCE

## Examples of Further Variations:

### HOOKS

Text overlays, including headlines, ad copy variations, and calls-to-action (CTAs), are strategically inserted into the video to capture viewers' attention and drive desired actions.

For example a certain hook that drives the highest viewer retention rate.

### MESSAGING

The messaging and tone of the video content are refined to align with specific campaign goals. This involves editing the cadence or CTA, depending on the desired audience response.

For example implementing price and discount overlays to optimize engagement and conversion.

### SOUND & AUDIO

Audio elements, such as voice-over (VO) and music, are carefully selected and edited to complement the visual storytelling. Voice-over narration provides essential information and guides viewers through the narrative, while music sets the tone and evokes emotions. By testing different audio tracks and voice over styles, brands can enhance overall impact in line with objectives.

### PRODUCT VS PEOPLE

A adjusting the balance between featuring zoomed-in shots of products, which is beneficial for conversion-focused campaigns, or alternatively, prioritizing influencer shots to enhance the authenticity and relatability of the content, particularly for awareness campaigns.

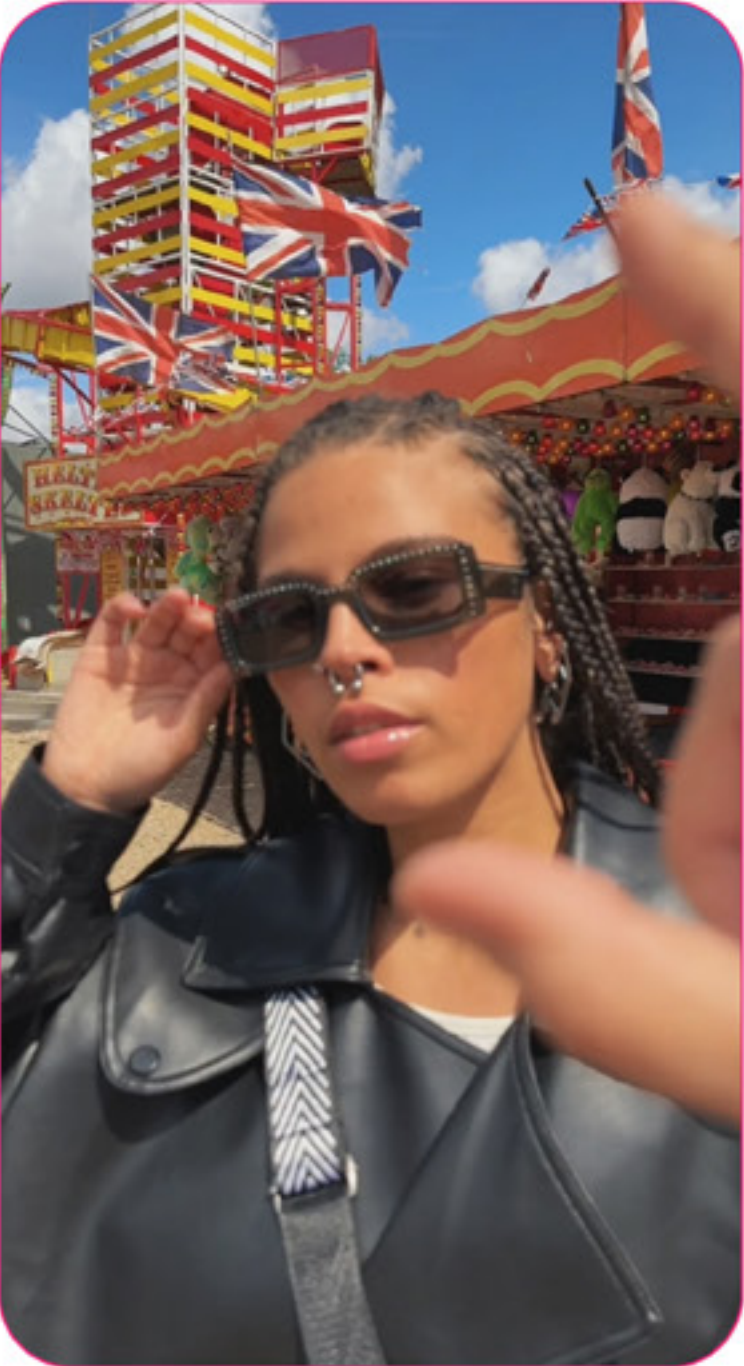
# EXAMPLE OF HOOK VARIATIONS ON INFLUENCER CONTENT FOR PAID SOCIAL ADS

ILLUSTRATIVE

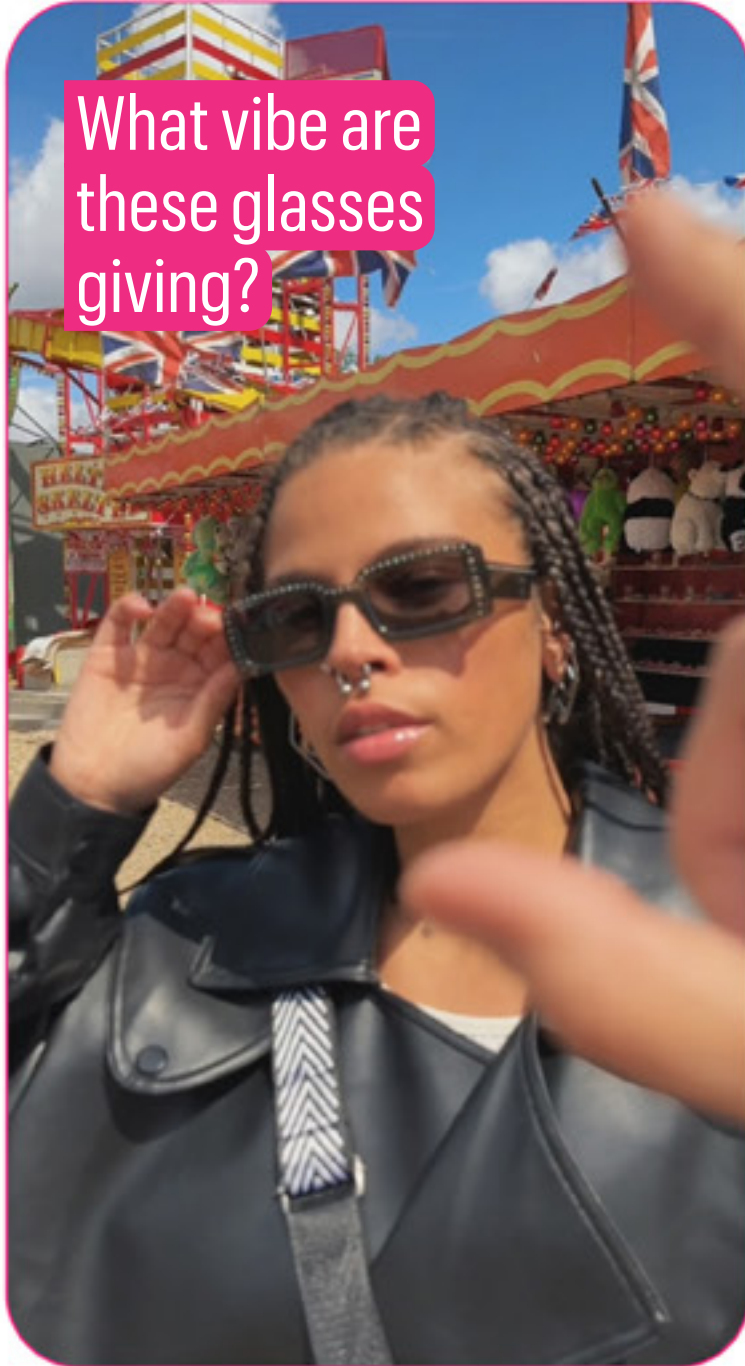
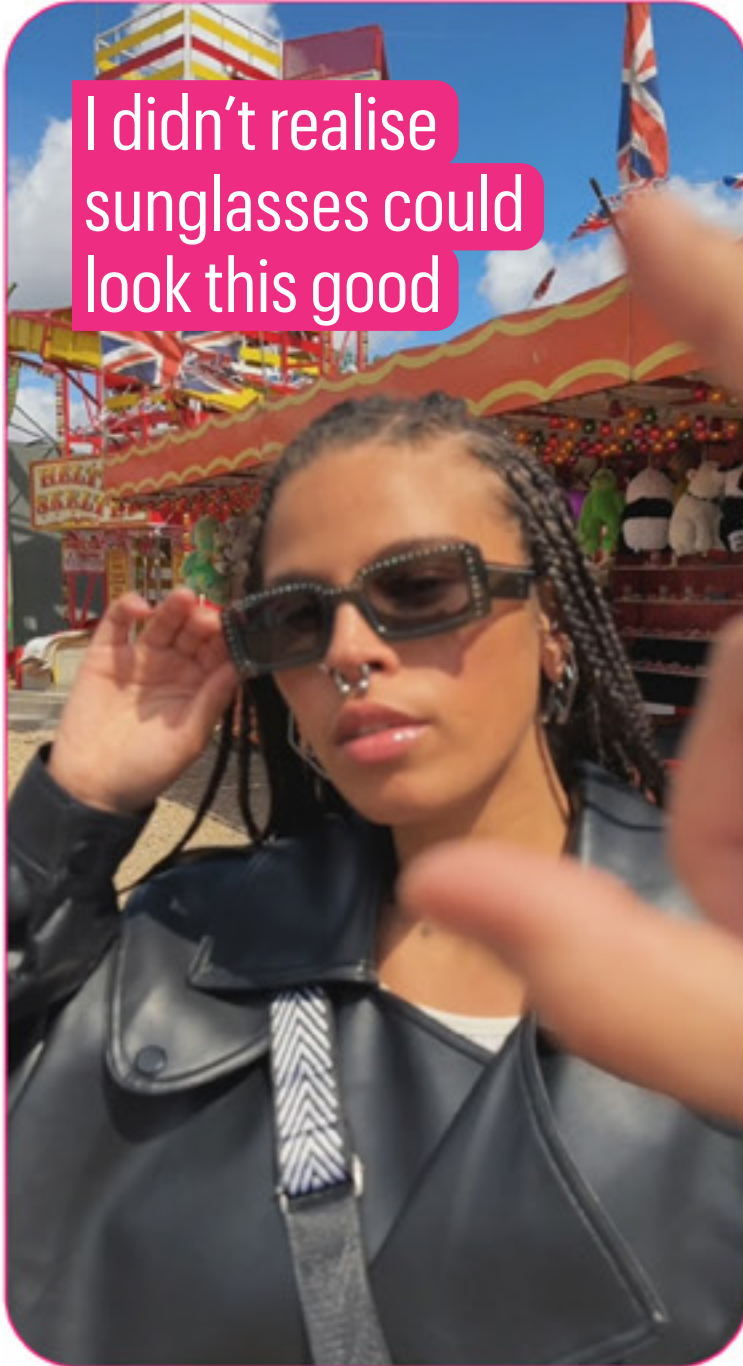
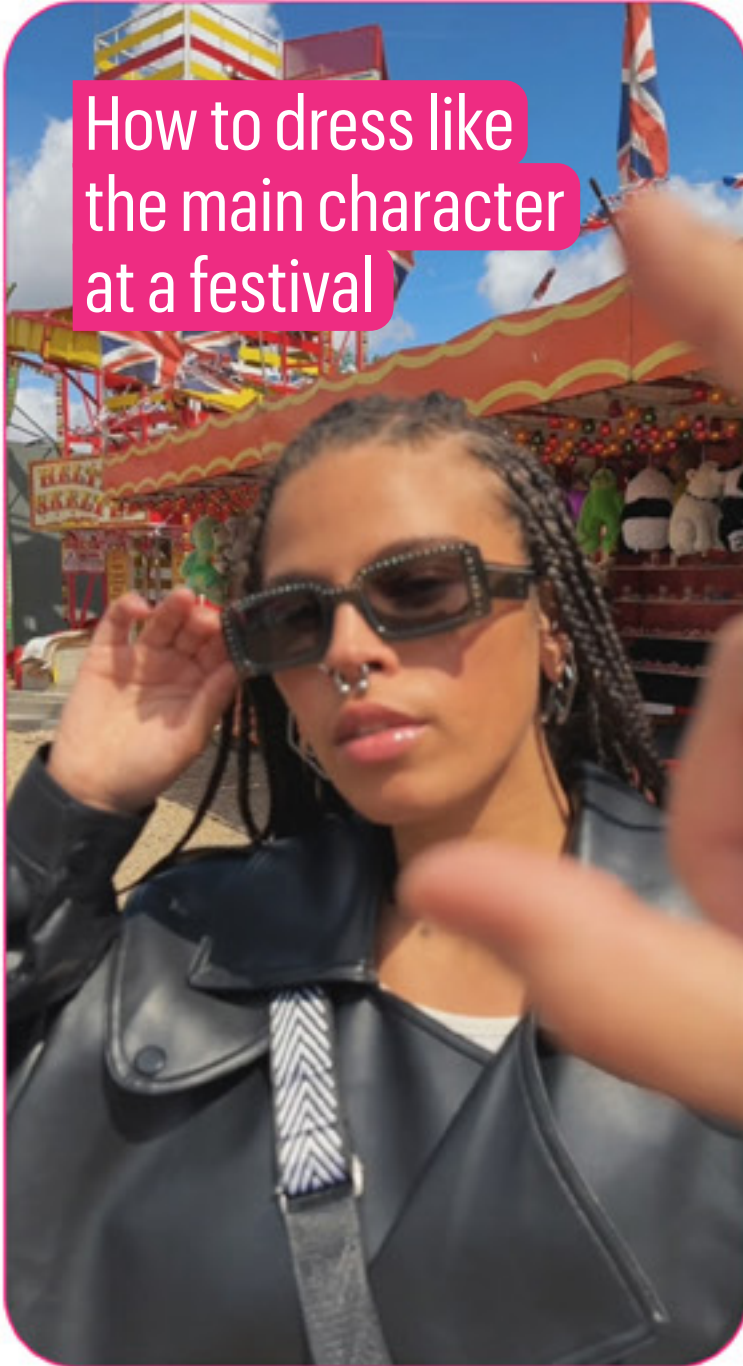
**BASELINE**



**NATIVE CONTENT**



**OPTIMISED CONTENT**



04.

**GUIDING PRINCIPLES FOR**

***Dynamic***

***CREATIVE OPTIMIZATION***

# 4 GUIDING PRINCIPLES FOR DYNAMIC CREATIVE OPTIMIZATION I/II

**Hopefully now you are beginning to see the value of leveraging dynamic creative optimization in your paid social strategy.**

**To help you kickstart your journey to more efficient and effective paid ads, we've put together a few guiding principles for Dynamic Creative Optimization.**

## **4.1. Choosing the right tool**

Before you undertake your Dynamic Creative Optimization journey it is important to consider which tool is best suited for your requirements.

There are two main categorizations of Dynamic Creative Optimization tools, the first is semi-automated and the second is AI generated i.e. fully automated. The distinction lies in the level of manual control you possess over the ad's final form.

Semi-automated platforms enable you to construct a template and then replicate it for scalable ad creativity. Conversely, automated tools utilize AI to generate templates, offering slightly less control at a

higher cost, but ultimately saving you time and effort and maximizing scalability.

## **4.2. Create multiple variations**

When aiming to optimize your content strategy, it's crucial to test multiple variations of your content. For your controlled test launch, we strongly recommend running a minimum of four (4) variations of each asset.



# 4 GUIDING PRINCIPLES FOR DYNAMIC CREATIVE OPTIMIZATION II/II



## **4.3. Devise a Testing Plan**

Crafting a testing plan for Dynamic Creative Optimization (DCO) involves several steps. First, hypotheses about different ad components are formulated. Next, these hypotheses are prioritized based on their expected impact on performance. Then, variations of the ad components are created to test them. After that, each creative variation is tagged with the specific ad components being examined. This helps in measuring performance differences between creatives.

By doing this, the most effective combination of ad components is identified.

Finally, the insights from these tests are used to improve future testing strategies.

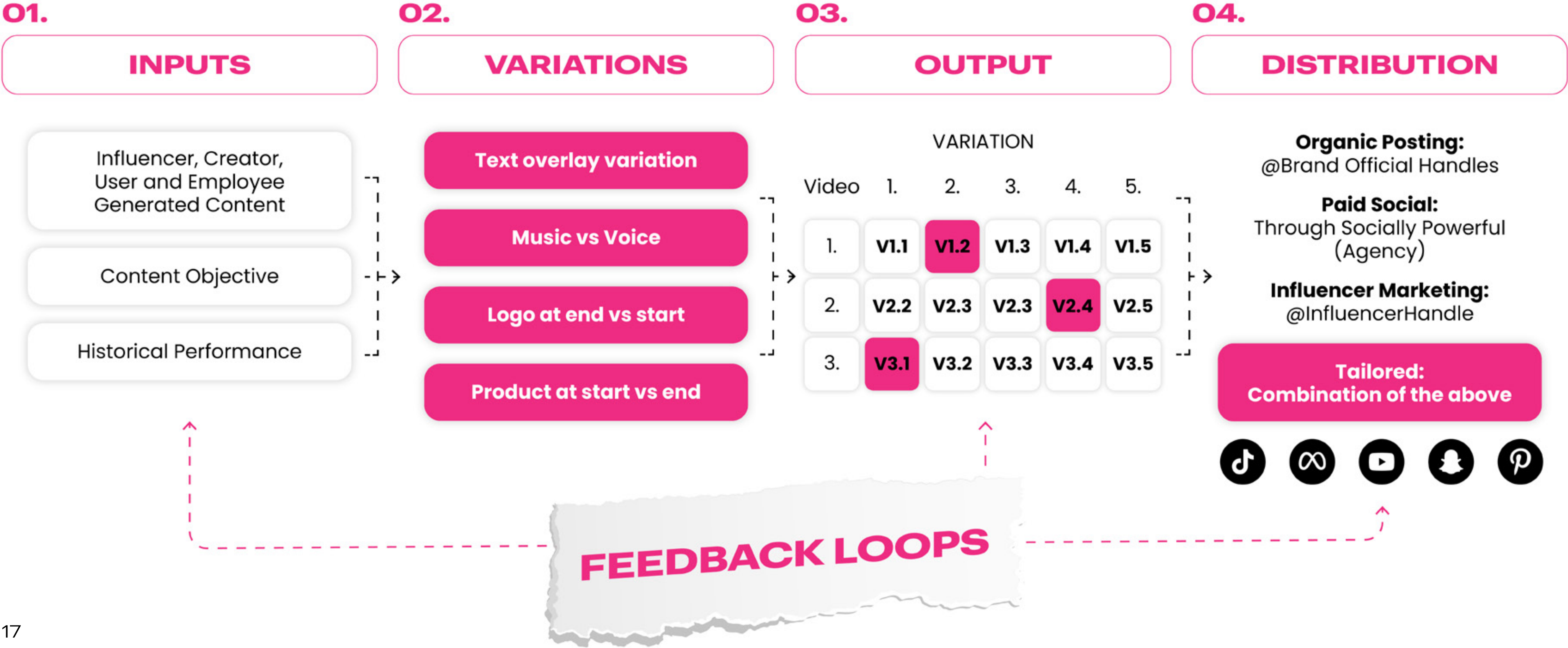
## **4.4. Benchmark and Centralize Learnings**

Although Dynamic Creative Optimization on its own is effective for improving the efficiency and effectiveness of your paid social campaigns there is an opportunity to maximize the impact of these activities.

By benchmarking best practices and high performing variations brands can inform their future Dynamic Creative Optimization activities to replicate high performance of past campaigns or even further optimize and test best performers against each other.

# TOPLINE OVERVIEW OF DYNAMIC CREATIVE OPTIMIZATION PROCESS

ILLUSTRATIVE



# IMPROVE THE EFFICIENCY, EFFECTIVENESS & SCALE OF YOUR INFLUENCER MARKETING ACTIVITIES WITH PRIMEINFLUENCE

**Dynamic Creative Optimization (DCO) offers a powerful solution for enhancing the efficiency and effectiveness of your paid social campaigns. By creating multiple variations of influencer content and deploying them through controlled tests, businesses can optimize performance while saving time and resources.**

Through our PrimeInfluencer solution, we help enterprise businesses implement Dynamic Creative Optimization for influencer marketing.

Helping them unlock hyper-relevant ads, cross-platform consistency, and real-time optimization, leading to cost efficiencies and improved results across various marketing objectives.



**05.**

**EMPOWERING YOUR**

*Influencer  
Marketing*

**TRANSFORMATION JOURNEY WITH PRIMEINFLUENCE**

# Prime Influence

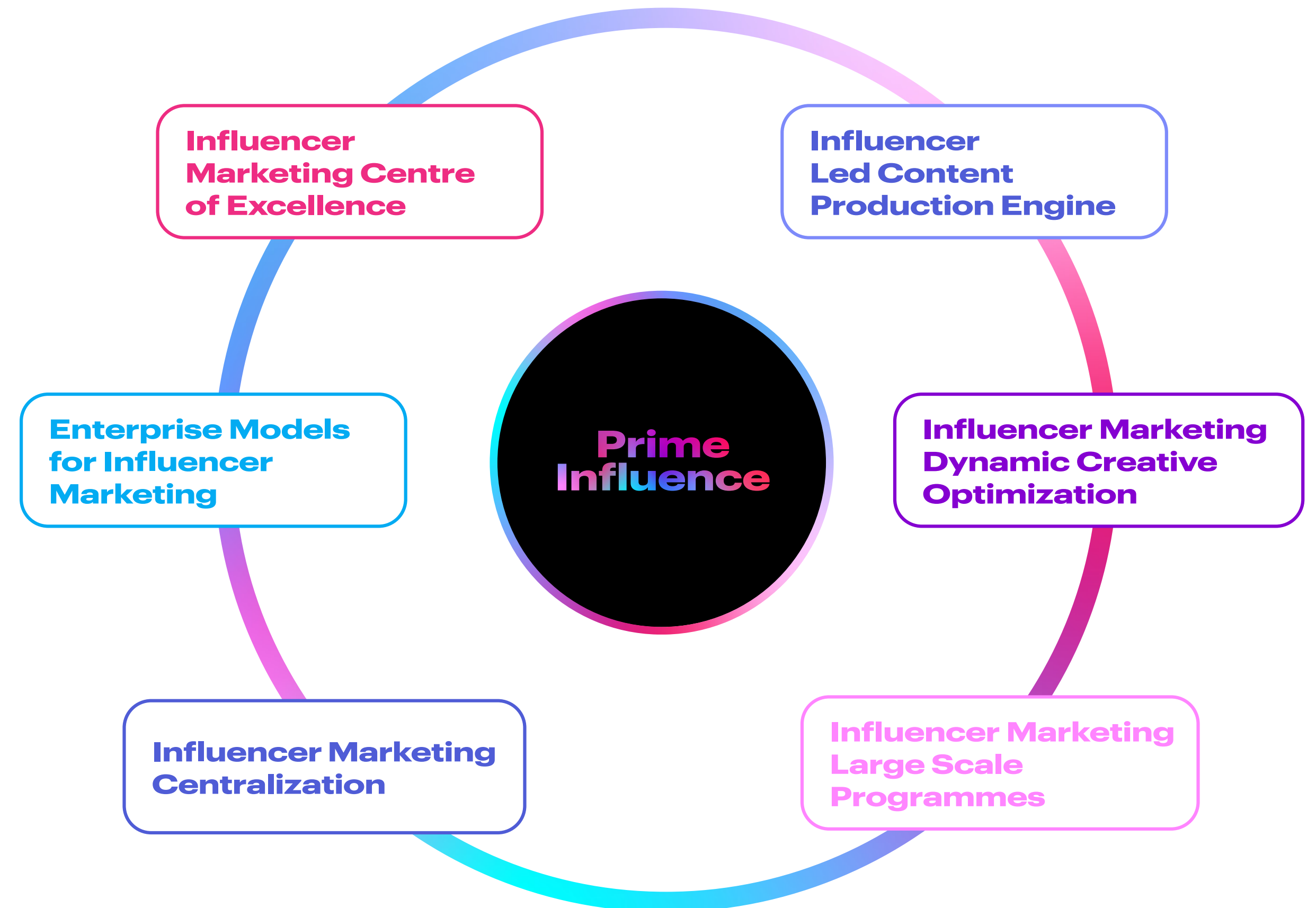
BY **SOCIALLY POWERFUL**

PrimeInfluence is Socially Powerful's solution & service to help enterprises transform influencer marketing to be more efficient and effective.

These white papers offer some initial guidance on how to start your influencer marketing transformation journey.

*Unlock efficiency and effectiveness*

**ACCESS SPECIALIST GUIDANCE ACROSS...**



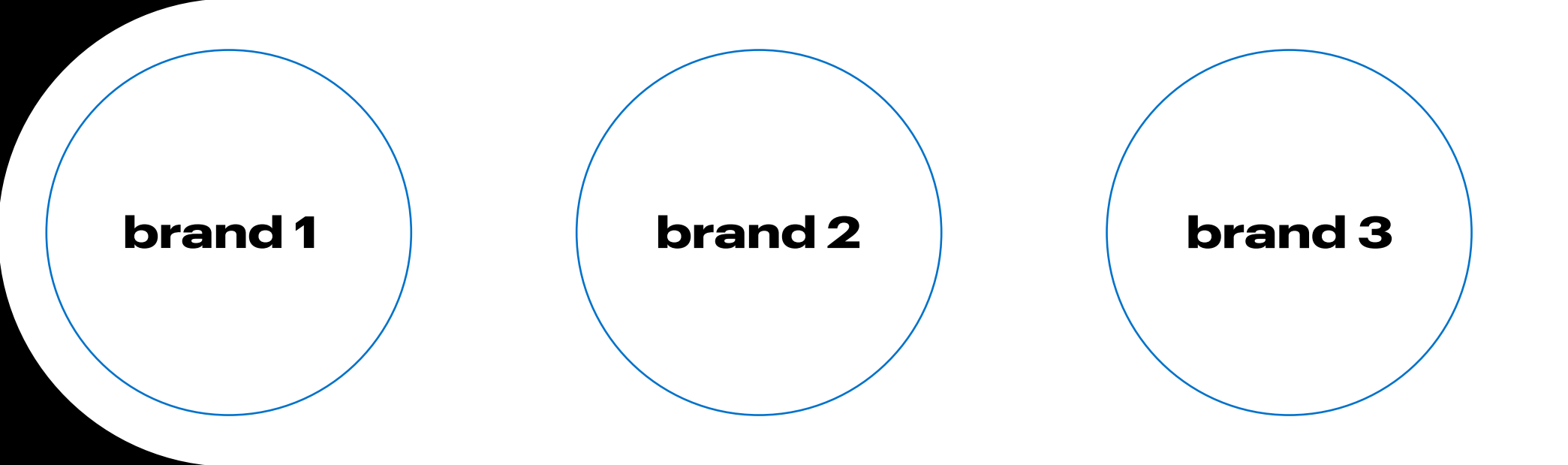
Within the PrimeInfluence solution we establish dedicated influencer functions for our enterprise partners. Built around their organizational model for influencer marketing.

These dedicated agencies deliver bespoke influencer marketing strategies through category leads that connect the team to each division within the business.

Ensuring each brand has access to the collective power of the agency but benefits from a bespoke touch through their category lead and brand pod.



**SOFTLINES**



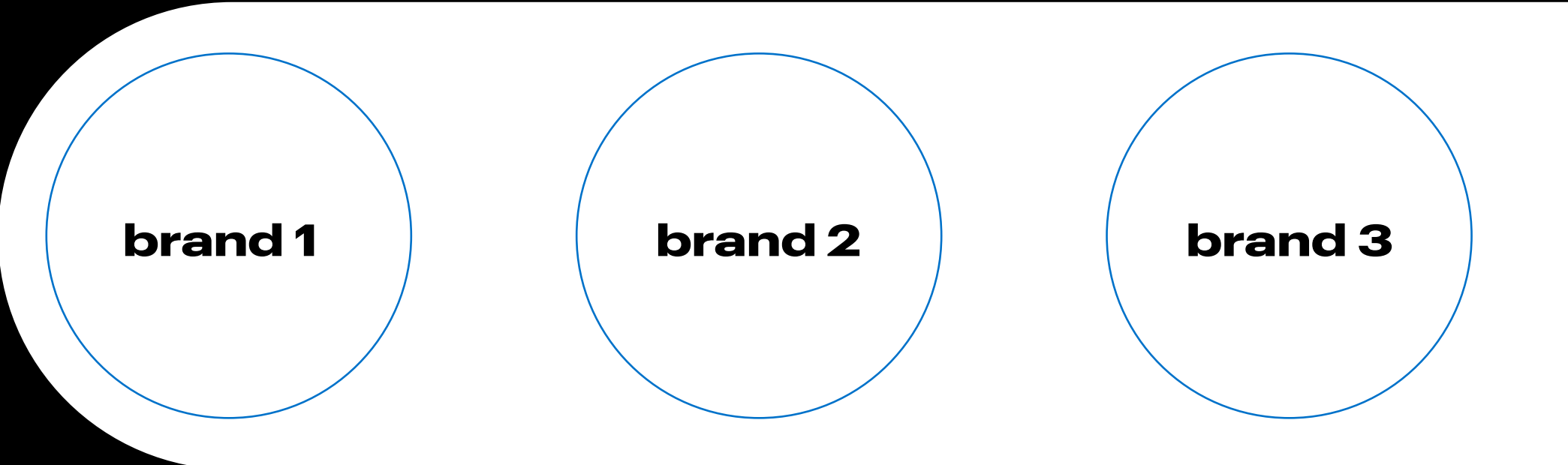
**BRAND POD**

**BRAND POD**

**BRAND POD**



**CONSUMABLES**



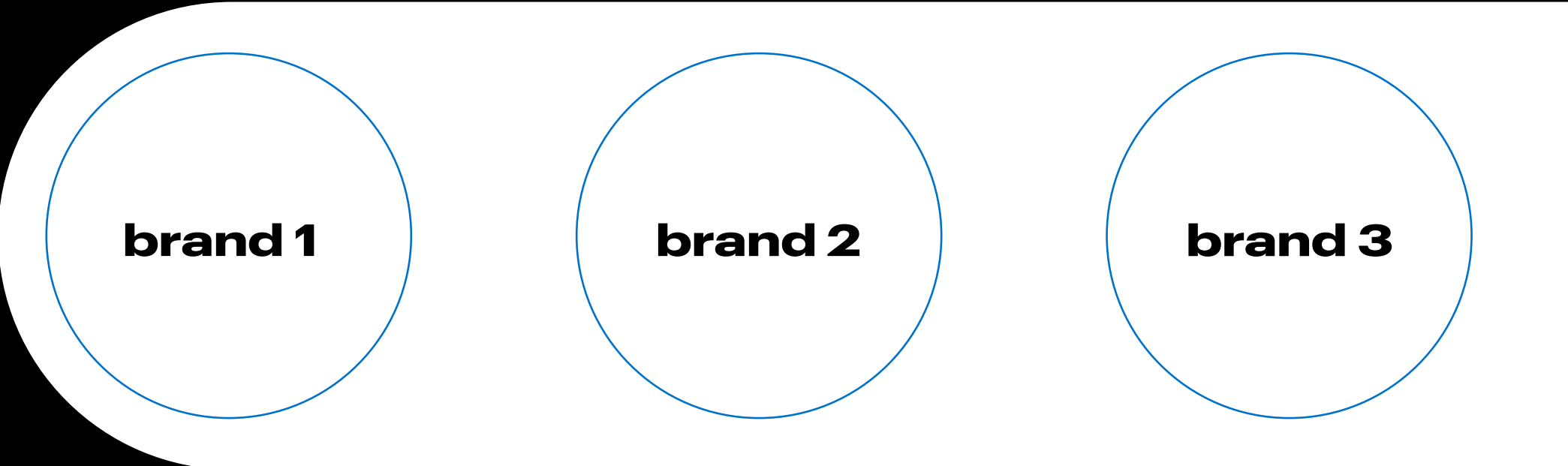
**BRAND POD**

**BRAND POD**

**BRAND POD**



**HARDLINES**



**BRAND POD**

**BRAND POD**

**BRAND POD**



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