



WHITE PAPER

INFLUENCER MARKETING ENTERPRISE MODELS

PrimeInfluence

by SOCIALLY POWERFUL

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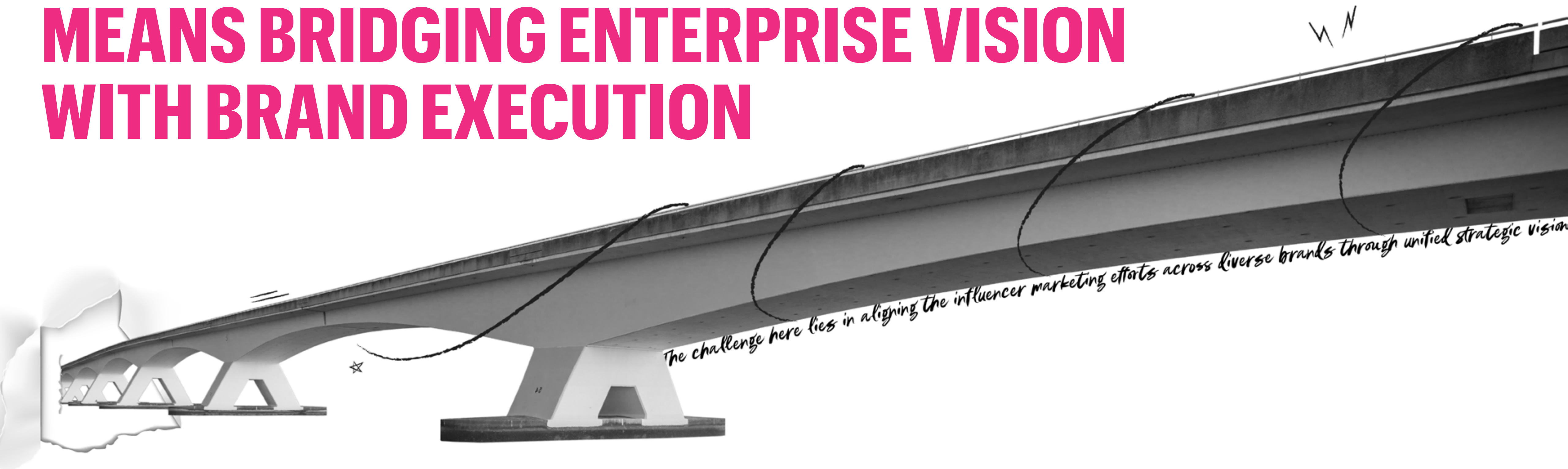
01.

CONSISTENCY, EFFICIENCY &

effectiveness

IN INFLUENCER MARKETING FOR ENTERPRISE BUSINESSES

STRATEGIC ALIGNMENT IN INFLUENCER MARKETING MEANS BRIDGING ENTERPRISE VISION WITH BRAND EXECUTION



The challenge here lies in aligning the influencer marketing efforts across diverse brands through unified strategic vision

For enterprise businesses with a multi-brand portfolio it is common practice for the influencer marketing strategy to be set at the enterprise level but then executed at the brand level.

The challenge here lies in aligning the influencer marketing efforts across diverse brands through unified strategic vision. Without alignment, influencer marketing activities risk deviating from overarching business and marketing objectives.

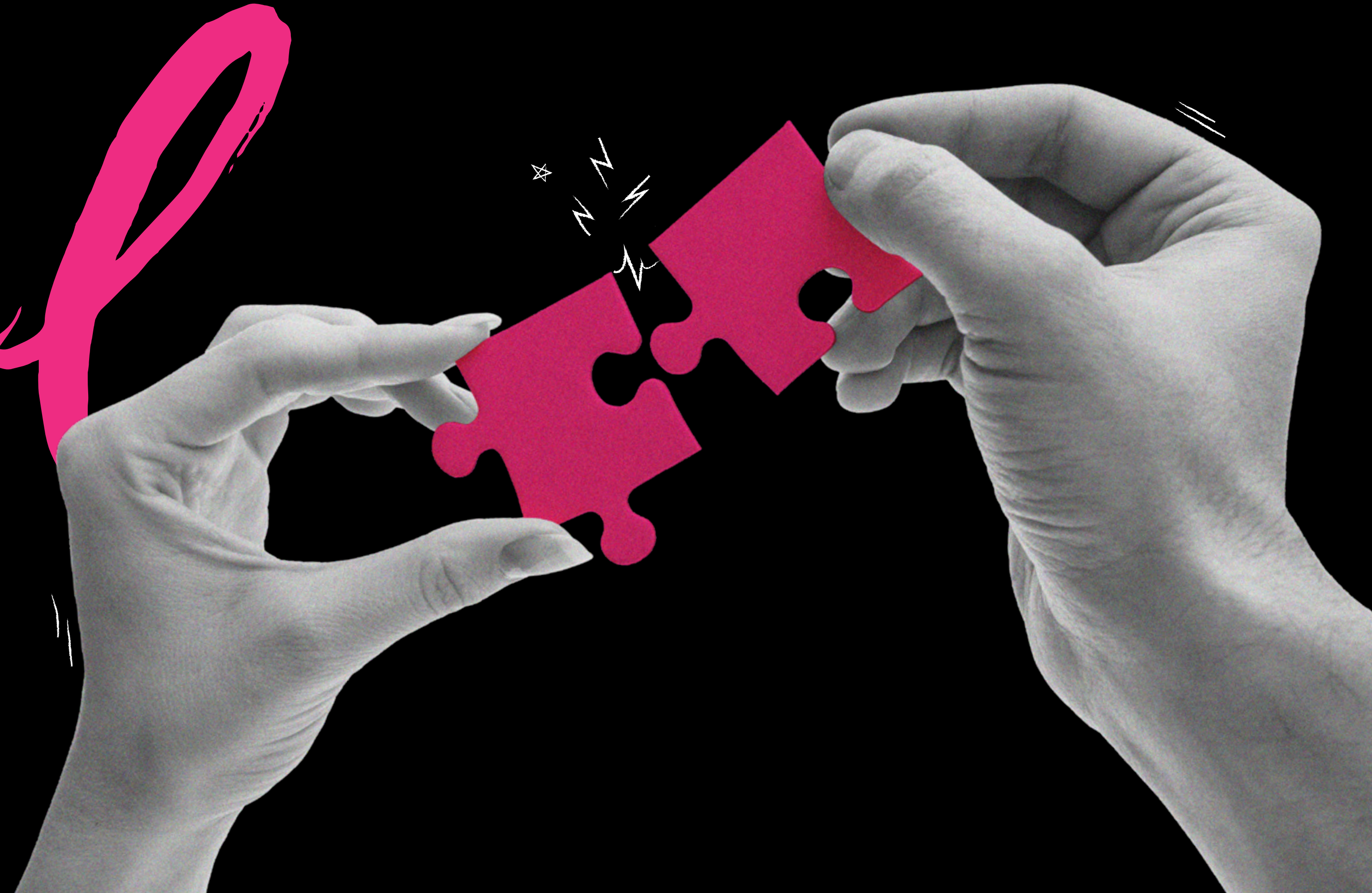
A successful influencer marketing approach takes the enterprise level strategy and executes this through an efficient organizational structure where every stakeholder possesses clear expectations and defined roles in realizing success.

02.

WHAT IS AN ORGANIZATIONAL

model

FOR INFLUENCER MARKETING?



A SYSTEM DESIGNED TO ENABLE EFFECTIVE AND EFFICIENT INFLUENCER MARKETING ACTIVITY

In more general terms, an organizational model is the structure that represents the different components of an enterprise business, leveraged to enhance operations in pursuit of business objectives.

In the case of influencer marketing this relates to how different teams are structured to support an enterprise's marketing vision and goals.

An organizational structure for influencer marketing encompasses the processes, governance, tools, and standardization necessary to effectively execute influencer campaigns and achieve marketing objectives.



WHAT DOES THIS MEAN FOR ENTERPRISE BUSINESSES?

Influencer marketing becomes increasingly difficult to govern when deployed across enterprise business with multi-brand portfolios.

Influencer marketing is usually executed at a local or brand level. With this in mind, when there is no structure in place to ensure efficiencies across everything from spend, execution, legal practices and so on, influencer marketing can become almost impossible to manage effectively.

Please note, there is no right or wrong answer when it comes to selecting organizational models. Decisions should be informed by business and marketing objectives.



structure in place to govern everything from spend to
therefore without a

03.

WHY IS THE RIGHT

Organizational

MODEL IMPORTANT FOR INFLUENCER MARKETING?

INFLUENCER MARKETING PRESENTS ITS OWN SET OF UNIQUE ADVANTAGES AND CHALLENGES FOR ENTERPRISE BUSINESSES

For businesses with broad brand and product portfolios, influencer marketing offers unparalleled strategic customization.

By selecting the right influencer, businesses can execute activities that support any objective (e.g. conversion or engagement) as well as open access to a wide variety of audience segmentations.

With such diverse strategies for leveraging influencer marketing to achieve specific goals, brands often find justification in tailoring their strategies to their unique brand identities & objectives, leading to siloed working environments when a business owns multiple brands. Consequently, this often results in a misalignment with the overarching enterprise-level strategy and a loss of efficiency.

By defining an organizational model that groups teams (brands) by shared objectives when it comes to influencer marketing activities e.g. targeting the same audiences across different categories, leaders can create an efficient way of working, streamlining the management of these teams in line with strategy execution and resource allocation.

WHEN BUSINESSES OPERATE THROUGH THE MOST SUITABLE ORGANIZATIONAL MODEL THEY OFTEN SEE AN UPLIFT IN THE FOLLOWING EFFICIENCIES...

Simplification

Simplified setting and execution of the influencer strategy across multi-brand portfolios due to synergies identified.

Efficiency & Standardization

Streamlined centralisation of data and learnings to support easier cross-team knowledge transfer due to a more efficient and standardized way of working.

Cost Savings

Establishment of a multi-brand influencer portfolio who can speak across-brands and/or products, saving time and costs in executing influencer campaigns.

Optimization & Effectiveness

Efficient cross-team influencer fees and performance benchmark to support continuous optimisation of influencer marketing campaigns and cost transparency.

04.

DIFFERENT TYPES OF

*Organizational
Models*

FOR INFLUENCER MARKETING

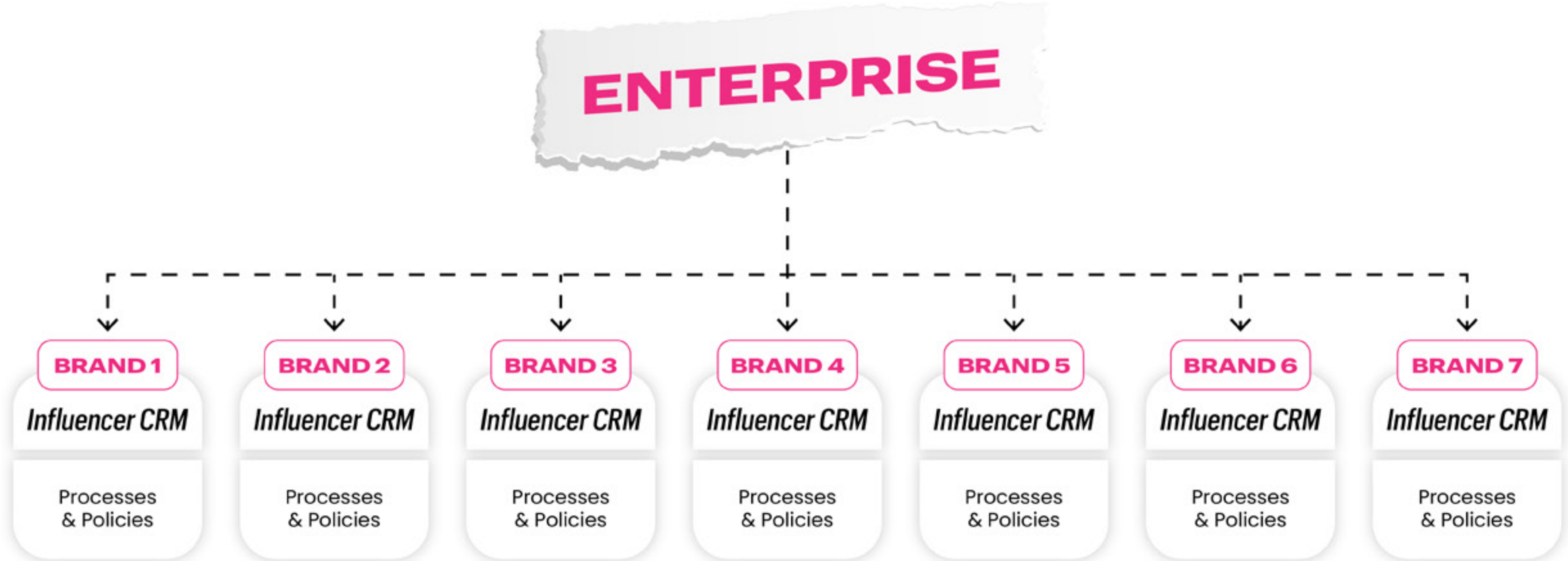
HOW DO YOU KNOW WHICH MODEL IS RIGHT FOR YOUR ORGANIZATION?

When it comes to organizational models the possibilities are endless, but for the purposes of this overview, we are going to focus on the three most common models we have seen when executing the end-to-end influencer strategy across a variety of enterprise businesses.



MODEL 1: BRAND AUTONOMOUS DIVISIONS

Within this model, each brand within the enterprise acts independently from each other and is given the freedom to set and execute their influencer strategy in line with their specific vision and objectives. This model is mostly common when brands have a unique position and offer against each other.



PROS

- ✓ Brand specific influencer strategy aligned to brand’s needs, goals, and identity across everything from the influencers they select to the content created and distributed through social media channels.
- ✓ Agile approach with less administrative blockers that allow brands to go quickly to market with influencer activations.

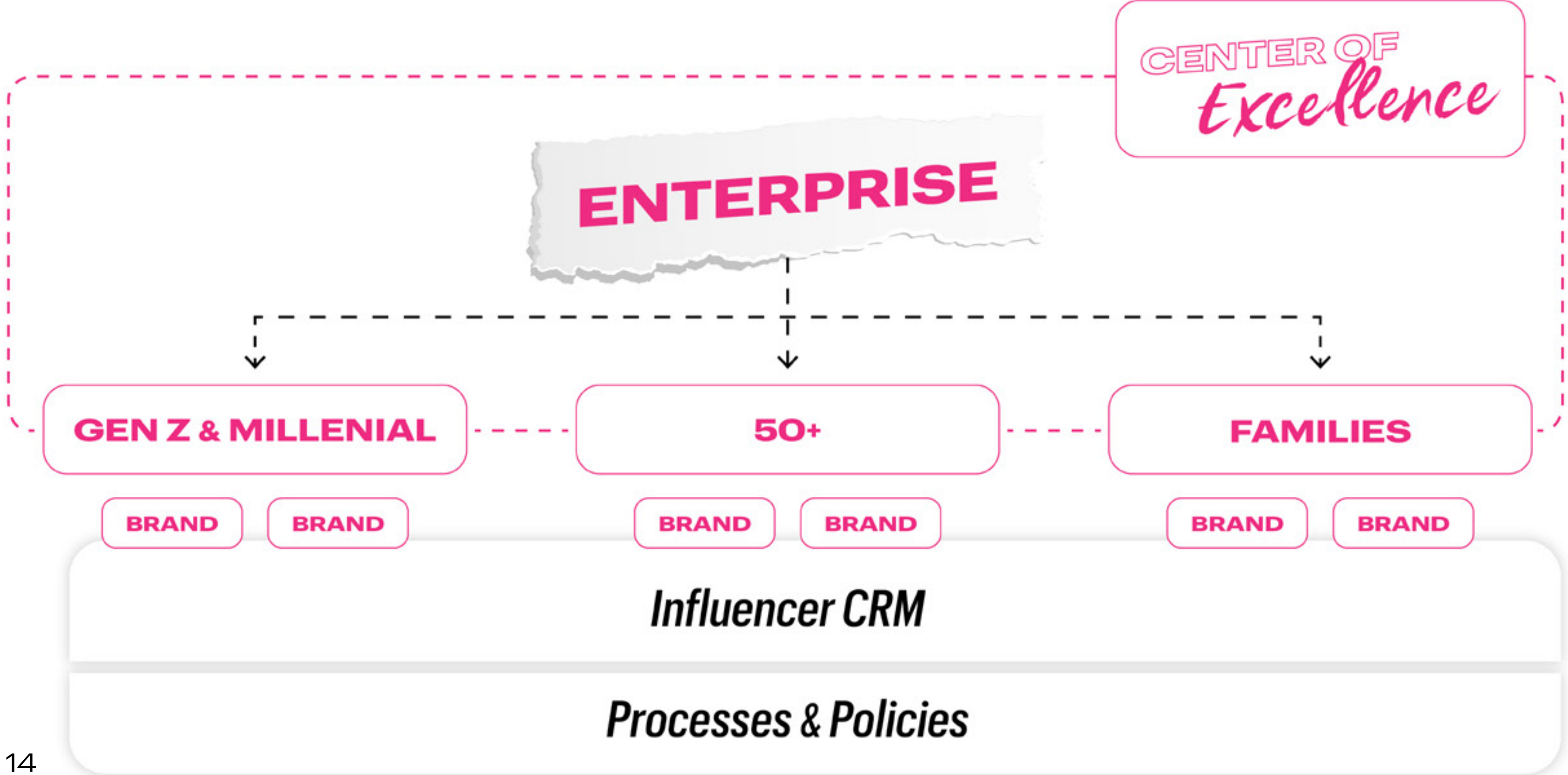
CONS

- ✗ Influencer Strategy is developed in silos, making it difficult to create synergies
- ✗ Difficult to achieve economies of scale as duplicate administrative activities often occur across the enterprise
- ✗ Difficult to centralize data and insight, creating barriers to knowledge transfer and transparency
- ✗ Brands competing with each other company-wide.

MODEL 2: SEGMENT-SPECIFIC DIVISIONS

Here the influencer organisational model is grouped by brand target audiences, for example, Gen Z & Millennial, 50+ and Families. For this model, agencies can service the brands at the segment level through dedicated divisional and brand pods.

[See end of paper for more information on this]



PROS

- ✓ Easier to build a cohesive multi-brand influencer marketing strategy aligned to division
- ✓ Brands able to find a unique position against each other within the division
- ✓ Simpler centralisation of influencer performance data and learnings for easier cross-division knowledge sharing & optimisation
- ✓ Influencer affinity aligned for each division, allowing relationship building across brands
- ✓ More efficient resourcing to oversee the day to day management of influencer marketing activities

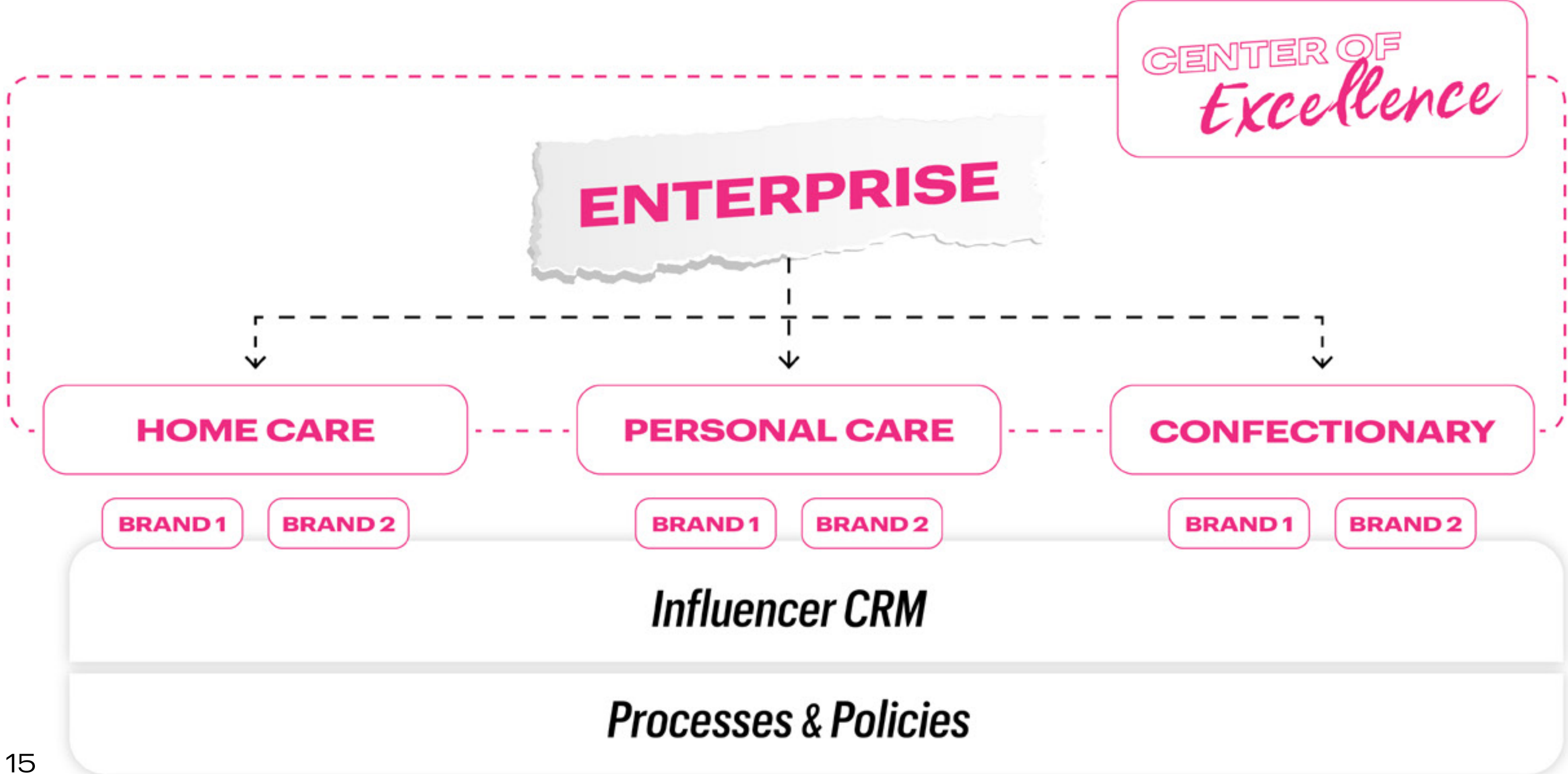
CONS

- ✗ Potential conflict of interest with competing brands within the same division regarding the use of influencers with multi-brand affinity

MODEL 3: CATEGORY SPECIFIC DIVISIONS

Here the influencer marketing strategy is grouped by product category, using the example of a FMCG brand you could have, Feminine Care, Grooming and Baby Care. For this model, agencies can service the brands at a category level through dedicated divisional and brand pods.

[See end of paper for more information on this]



PROS

- ✓ Able to build a category specific team to support influencer marketing activities at the category level to enhance effectiveness
- ✓ Products can find a unique position against each other within the division
Influencer product specialists for each division

CONS

- ✗ Brands may sit across divisions as they have products that fit into different categories
- ✗ Challenging to build a consistent influencer marketing brand strategy as brands sit across divisions
- ✗ Complicated structure for running owned channels as brand content sits cross divisions
- ✗ It can be difficult to identify influencers that can be activated across different brands within the division due to varying price points of products within the same division.

ORGANIZATIONAL MODELS FOR INFLUENCER MARKETING EACH HAVE DISTINCT ADVANTAGES AND DRAWBACKS

MODEL 1:

The first model, where brands operate independently, offers tailored strategies and agility but suffers from siloed operations and challenges in synergy, scalability, and data centralization.

MODEL 2:

The second model, based on segment-specific divisions, enables cohesive multi-brand strategies and streamlined data management but may introduce conflicts among competing brands within the same division.

MODEL 3:

The third model, focused on category-specific divisions, provides category expertise and differentiation opportunities but faces difficulties in maintaining a consistent brand strategy across divisions if brands have products across categories.

So, when leaders are looking to define a structure for deploying influencer marketing across a multi-brand portfolio, it is important to consider where brands can sit in line with the different organizational models. Furthermore, organizations should give thought to the idea of building hybrid models across all three to suit their brand and business needs.

SUPPORT YOUR ORGANIZATIONAL STRUCTURE FOR INFLUENCER MARKETING WITH PRIMEINFLUENCE

As influencer marketing continues to rise within modern marketing strategies, it's imperative for enterprises to ensure their approach operates at peak efficiency

Achieving success in influencer marketing demands not only a bespoke strategy but also an organizational framework that optimally supports its execution.

With the landscape evolving rapidly, using an agency partner to support and provide insight on strategic understanding of organizational models in influencer marketing can support enterprises striving to maintain a competitive edge and looking to maximize their returns on investment.



05.

EMPOWERING YOUR

*Influencer
Marketing*

TRANSFORMATION JOURNEY WITH PRIMEINFLUENCE

**PRIMEINFLUENCE BY SOCIALLY
POWERFUL, A SOLUTION
DESIGNED TO SUPPORT EFFICIENT
AND EFFECTIVE INFLUENCER
MARKETING REGARDLESS OF THE
ORGANIZATIONAL MODEL**





Expertise and Consultation:

Providing specialist insight and recommendations as to which organizational model will be most effective for your portfolio based on experience with other influencer marketing clients.



Bespoke Strategies:

Regardless of whether your strategy needs to be set across multi-brand divisions or are required to serve a brand agnostic approach, PrimeInfluence builds bespoke strategies for influencer marketing.



Influencer Identification:

Helping your brands identify the right influencer partners with cross divisional/brand potential.



Processes, Governance & Standardization:

Enforcement and education on portfolio wide adoption of standardized influencer processes such as contracting and influencer briefing templates to support a brand safe and consistent approach to influencer marketing.



Influencer CRM systems:

Get support in building a central influencer database with constantly updated metrics, data and fees to create transparency across the portfolio and facilitate cost effective influencer negotiation.



Collaboration and Communication:

Facilitating communication and collaboration between the various brands and divisions across the organizational model to create a streamlined approach to knowledge sharing. As well as supporting the establishment and management of a Centre of Excellence at a global level to cascade learnings, templates and ways of working across the business.



Continuous Optimisation:

Using data collated across the different brands and divisions to make data-driven decisions and optimize influencer strategies.



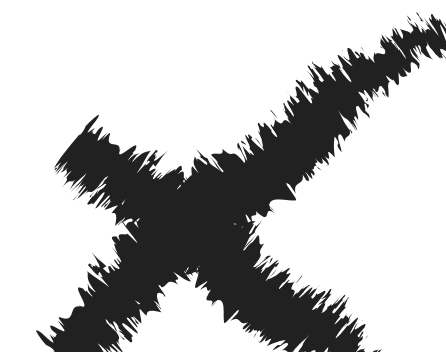
Change Management:

Providing an external perspective and influencer marketing experience to give your team the knowledge and support to facilitate an internal restructure by defining the right model for your specific requirements.



Scaling Influencer Activities:

PrimeInfluence offers the experience and existing infrastructure to support a streamlined approach to scaling influencer activities across the organization.



Prime Influence

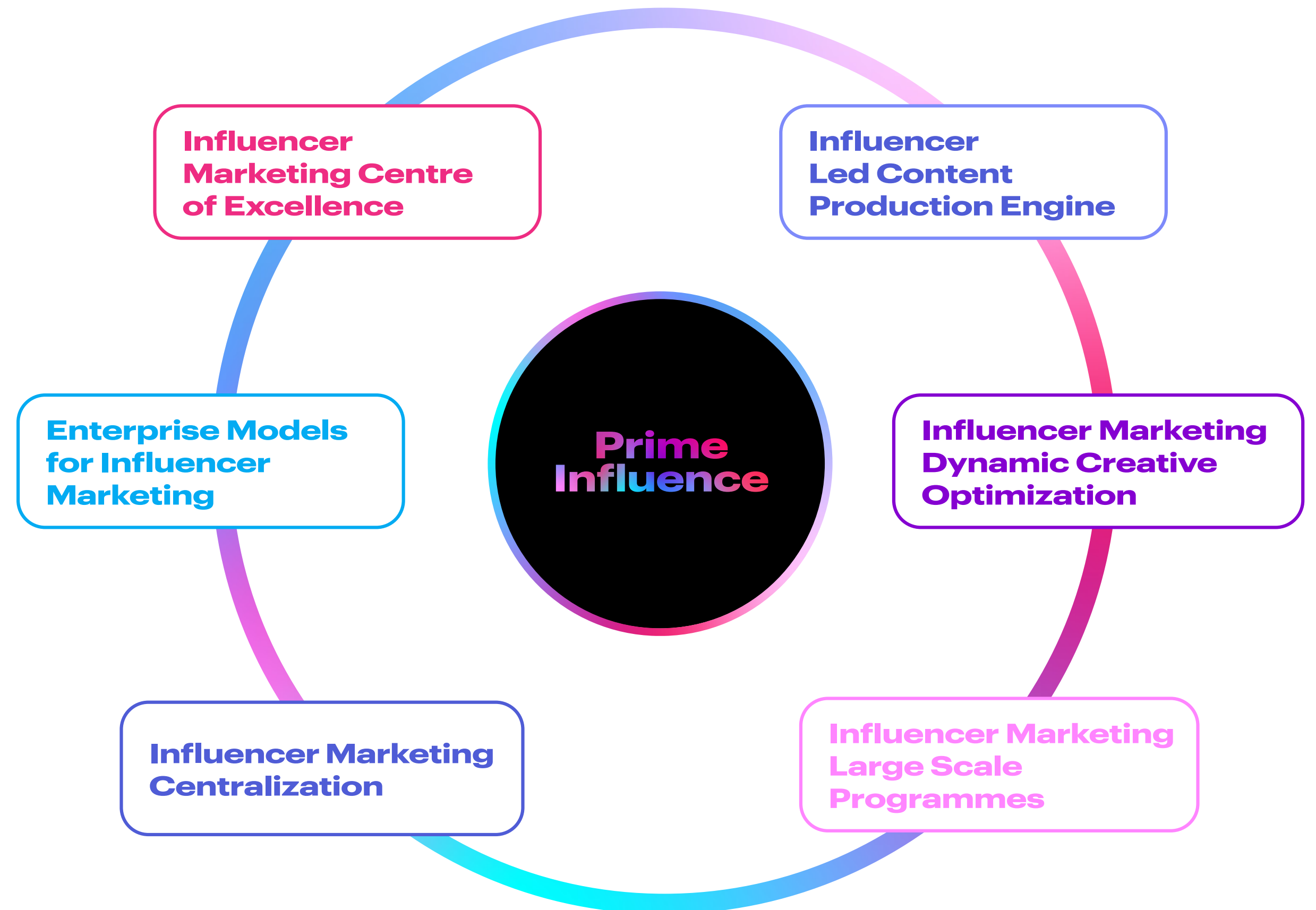
BY **SOCIALLY POWERFUL**

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...



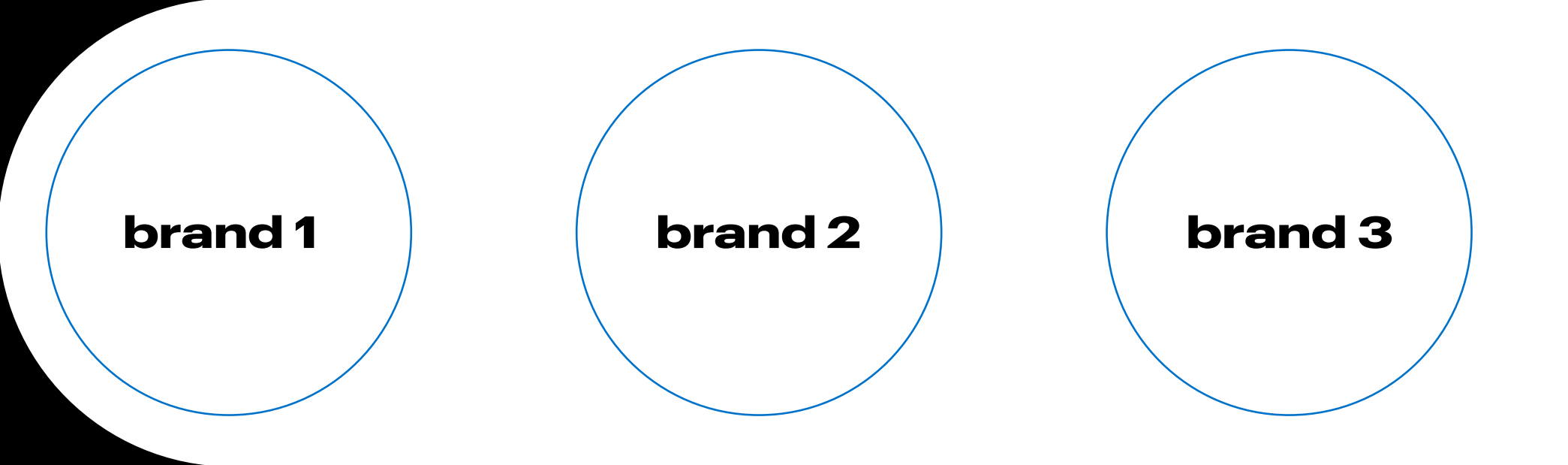
Within the PrimeInfluence solution we establish dedicated influencer functions for our enterprise partners. Built around their organizational model for influencer marketing.

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



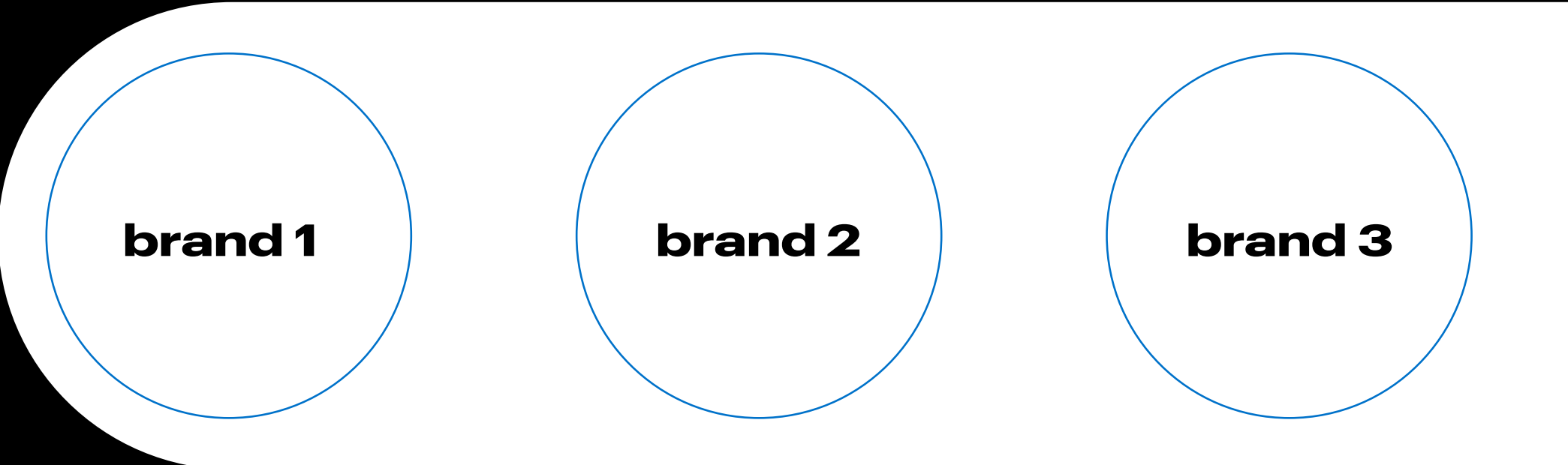
BRAND POD

BRAND POD

BRAND POD



CONSUMABLES



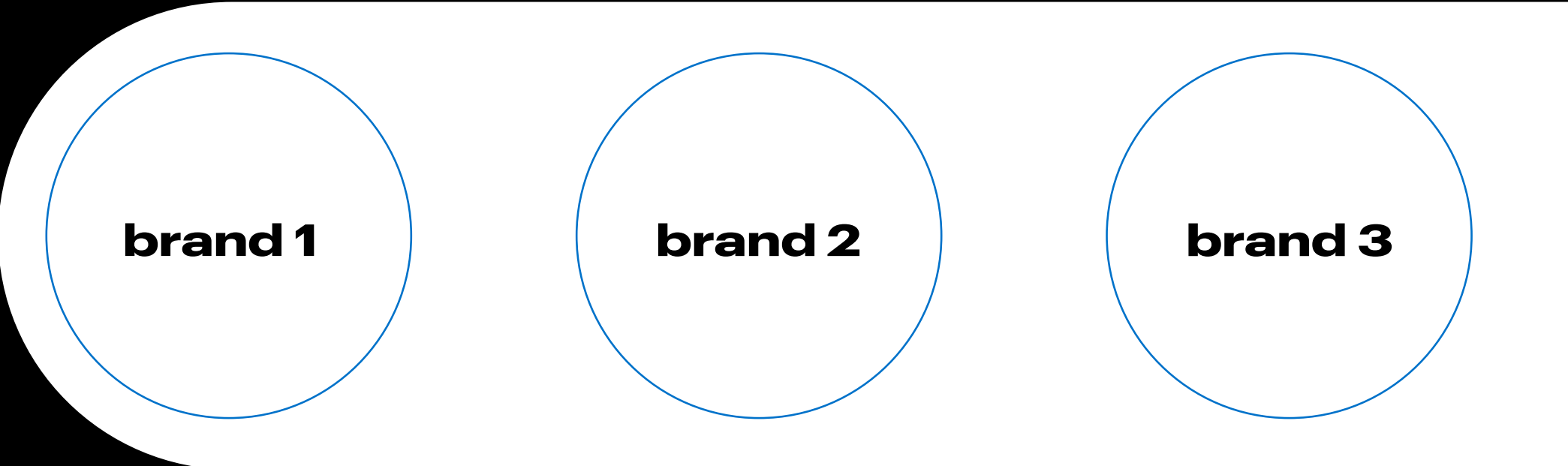
BRAND POD

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HARDLINES



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