



WHITE PAPER

INFLUENCER LED CONTENT ENGINE

PrimeInfluence

by SOCIALLY POWERFUL

Contents

01.

The Problem with Traditional Content Production

02.

Influencer & Content Creator Led Content Engines

03.

Using Creator Produced Content to Drive Better Results

04.

Optimizing Your Content Production Engine Across Full Funnel Objectives

05.

Guiding Principles for Creator-Led Content Engines

06.

Empowering Your Influencer Marketing Transformation Journey With PrimeInfluence

01.

THE PROBLEM WITH

traditional

CONTENT PRODUCTION

TRADITIONAL CONTENT PRODUCTION IS RESOURCE INTENSIVE



Traditional content production is often expensive, time consuming to produce and slow to go live.

Offering brands limited flexibility and agility when producing assets for not only social, but digital, website, OOH and more. This lack of flexibility also makes it difficult to be reactive to cultural moments and trends.

And anyway, in the modern age of marketing audiences aren't looking for overproduced, studio-shot content.

Consumers engage with and make purchase decisions based on content that feels authentic to their needs and identity.

40% MORE VIEWS

ON AVERAGE ARE ATTRIBUTED TO

LO-FI BRAND CONTENT *Z*

THAN

HI-FI BRAND VISUALS

- ADWEEK

02.

INFLUENCER & CONTENT

creator

LED CONTENT ENGINES

IT'S TIME TO TRANSITION FROM TRADITIONAL PRODUCTION TO LEVERAGING INFLUENCERS & CONTENT CREATORS

one common practice that many brands are implementing to improve the efficiency of their content production is transitioning from traditional production to leveraging influencers, user generated content and employee generated content as the source of all branded content.

But influencers are no longer being used in the traditional sense. Whereas before they were leveraged for their following and large reach, brands are now seeking micro influencers (c.20k followers) based

on their ability to create high quality, social-first content and contracting them on a retained basis to produce branded assets. This signifies a pivotal new role for influencers, in the form of content creators.

Top Tip: 

By combining creator content production with a constantly listening trend and insight function that identifies cultural, social and shopping trends brands can unlock a reactive response to trends, support user generated content identification and inform the product selection for paid social campaigns.

03.

USING CREATOR

Produced

CONTENT TO DRIVE BETTER RESULTS

WHY DOES CREATOR PRODUCED CONTENT DRIVE BETTER RESULTS?

The great thing about creator content is it proves both efficient and effective in delivering results across all your objectives and content requirements.

Benefits of creator produced content include, but are not limited to the following...

3.1. Authentic & Relatable to the Audience

3.2. Social & Audience Optimized Content vs Traditional Formats

3.3. Relevant & Reactive to Trends and Relevant Topics

3.4. Year-round Turnkey Content (Evergreen)

3.5. Simplified Scalability of Content Production

3.6. Able to Provide Diverse Perspectives

3.7. Supports all Content Requirements

3.8. Algorithm Optimized

THE BENEFITS OF CREATOR PRODUCED CONTENT I/II

3.1. Authentic & Relatable

The rise of influencer marketing is inseparably linked to the ability of creators to engage consumers through genuine experiences and opinions on products and services. By leveraging a creator led content production engine brands are able to tap into this authenticity across all marketing activities by leveraging the creators TOV.

“90% of consumers would consider a brand/product if promoted by their favorite influencer” - *Adweek*

3.2. Social Optimised

Consumers don't want to see product focused content that feels overly advertorial. By featuring content creators in social media assets brands can instantly optimize their content for audiences who are more likely to

engage with content that features a human face within the first 3 seconds.

“30% better performance from influencer first content on social for paid media vs traditional formats” - *Meta*

3.3. Relevant & Reactive

Creator content is demonstrably quicker to produce when compared to traditional production formats. Brands can leverage this content source to react to social media and cultural trends when these topics are still hot - maximizing the relevancy of their content strategy to reap the benefits of trending products, creative formats and messages. Something many brands struggle to do, often joining the conversation late due to an inability to create content quickly enough.

3.4. Year Round Turnkey Content

Leveraging creator produced content empowers you to have access to an always-on content engine that can produce assets for year-round use, campaign activities or just specific trending moments. For example a piece of summer focused content featuring a yearly relevant product (i.e. ice cream) that can be rolled out on a yearly basis when the temperature is high.

3.5. Scalability

Creator-led content production allows brands to quickly scale their content production based on demand or campaign objectives due to the agility afforded through this approach. This flexibility is especially valuable in today's fast-paced digital landscape where agility is key to staying relevant.

THE BENEFITS OF CREATOR PRODUCED CONTENT II/II

3.6. Diverse Perspectives

Utilizing content creators allows brands to tap into a diverse range of perspectives and voices. Not only that, creators have specialist knowledge, experience and understanding of what the audience want, which brands can benefit from through the production of highly relevant content.

3.7. Supports all content requirements

Creator produced content can be leveraged to support any and all of your content requirements, from always-on reactive content in line with trends, to turnkey content used multiple times throughout the year, all the way to supporting wider brand campaigns in and outside social.

3.8. Algorithm Optimized

Social media algorithms specifically TikTok & Meta are prioritizing paid spend behind creator produced assets as these are the most aligned to what consumers are engaging with. Meaning your content is more likely to be viewed organically by consumers on their feeds, boosting reach, engagement and overall performance of social marketing activities.



04.

OPTIMIZING YOUR CONTENT

production

ENGINE ACROSS FULL FUNNEL OBJECTIVES

FIRSTLY, YOU SHOULD BE ALWAYS OPTIMIZING YOUR CREATOR PORTFOLIO

The creator portfolio should be under constant surveillance, you should be looking to identify new potential content creators as well as measuring the performance of your current partners to identify areas for refinement and optimization.

Criteria-Based Selection: Defining specific criteria such as content quality and brand tone of voice alignment to ensure influencers are a suitable fit for the brand's image and objectives.

For example, influencers who create high-quality content

Performance Monitoring: When influencers post to their own channels, regular evaluation of creator performance allows brands to identify underperforming creators and adjust partnerships accordingly, ensuring sustained quality output.

For example, creators who are driving above average cost per clicks versus benchmarked figures from all your partnerships.

Relationship Building: Nurturing relationships with high performing partners who consistently output high quality content. Using a service level agreement to contract them on a repeat basis to generate cost efficiencies.

For example inviting them to exclusive events or giving them access to paid influencer campaigns

CREATE ASSETS THAT SUPPORT YOUR CONTENT REQUIREMENTS AND BRAND OBJECTIVES

Creator produced content has a multitude of uses, by customizing how you leverage content creators organizations can unlock scalable and agile content creation that supports all of their content requirements.



NON EXHAUSTIVE OVERVIEW OF CONTENT REQUIREMENTS SUPPORTED



Leveraging your creators to support larger brand campaigns by producing reactive content inline with the wider campaign messaging. Cascading your 360 marketing campaigns on social media supports a more consistent brand presence and increased reach at a lower cost than traditional formats (TV, Print, etc.)

Reacting to social, cultural and shopping trends by using content creators to turn around relevant content with agility to join the conversation as it happens and increase conversion by selecting trending products for your campaigns

Maximizing the viral potential of content by using creator partners to jump on viral creative trends

Creating content in line with relevant search terms and shopping data to tap into the power of social as a search engine and boost discoverability inline with consumer interests

Fueling the paid social engine around high value events such as Black Friday or Back to School with creator produced assets focused around relevant products, deals and discounts

Supporting social marketing activities and beyond across the year by building a bank of creator produced, social first assets that can be pulled into the content roadmap at any point throughout the year

05.

GUIDING PRINCIPLES FOR

creator-led

CONTENT ENGINES

WE HAVE PUT TOGETHER 9 GUIDING PRINCIPLES EVERY CREATOR-LED CONTENT ENGINE NEEDS FOR SUCCESS



5.1. 5 - LAYERED CONTENT CREATOR ARCHITECTURE

As mentioned above a creator-led content engine leverages content creators (surprising I know), but it doesn't end here. To maximize the effectiveness and efficiency of your content creation process we recommend deploying 5 layers of content acquisition.

Content Creators: Micro influencers who create high quality content onboarded through long-term contracts and an SLA to quickly turn around content at a low cost. Typically these creators do not post content via their own social channels.

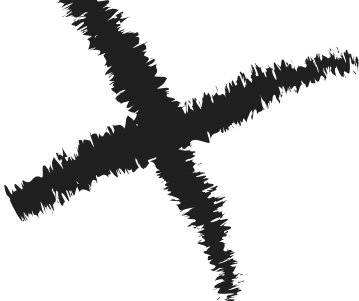
Paid Influencer Campaigns: leveraging their organic reach to create content for brand campaigns, creating content and posting on their official social handle. For example hero campaigns around a new product launch.

User Generated Content: Tap into already existing assets created by brand advocates by acquiring paid and organic rights to user generated content - especially helpful when there is no budget to produce new assets.

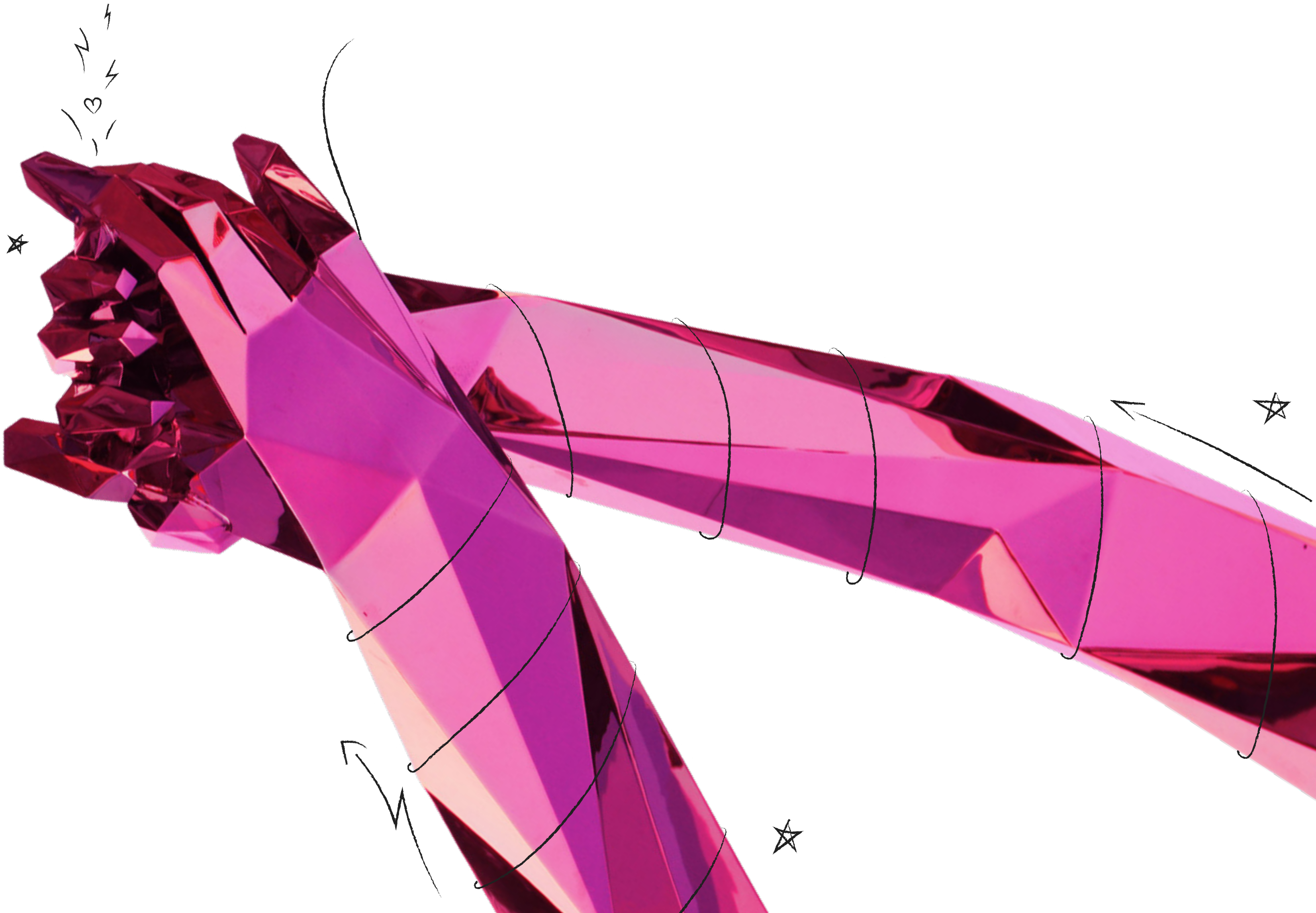
Internal Brand Champions and Employee Generated Content: Identify team members within your organization that can support internal content creation - these people know the brand.

Agency Internal Creators: Leverage the content specialists and social native team members within your agency partners to create reactive content for organic channels maximizing the value of these partnerships.

5.2. CREATOR CASTING CRITERIA



Establishing a clear criteria for what makes a content creator for your brand, looking at the type of content they create and things they talk about. Picking the right partners will be crucial to maximizing the relevance of content in line with your objectives and building long-term, successful partnerships.



5.3. STANDARDIZED CREATOR ONBOARDING & MANAGEMENT

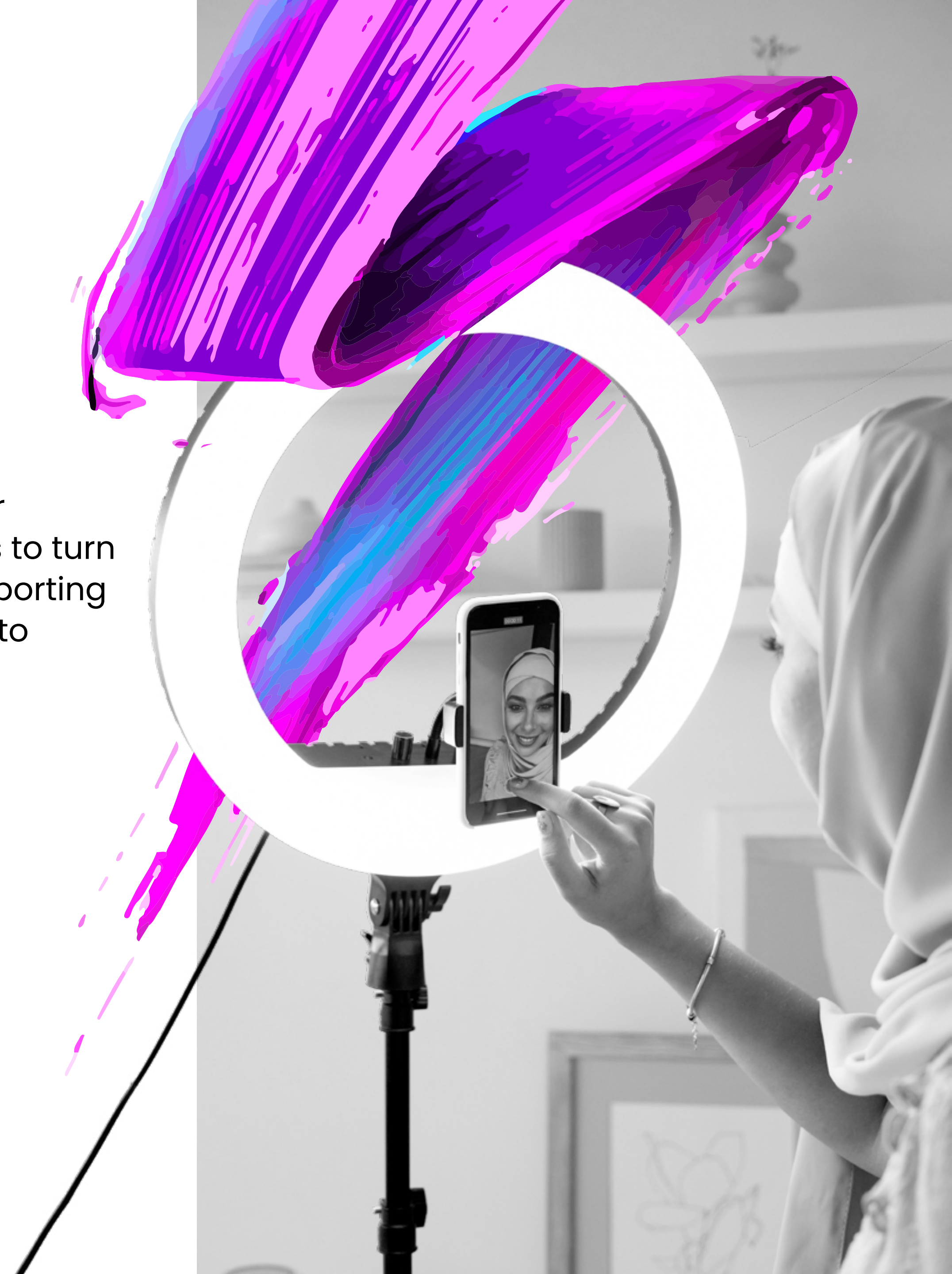
When working with content creators it is crucial to establish clear ways of working with buy-in across teams within your organization. This supports a consistent and efficient approach to content creation activities as well risk mitigation and quality control surrounding content outputs. This can sit across everything from how you outreach influencers to how you brief and contract them for content creation.



5.4. LONG-TERM CONTRACTING & SERVICE LEVEL AGREEMENT

When onboarding your creator partners it is crucial to tie them down to long-term contracts, creating a win-win situation where your business can build rapport with influencers over the long-term whilst giving them stability and a constant stream of work.

By agreeing to a service level agreement, creators have a clear expectation of their requirements to turn around content with agility - supporting a nimble and reactive approach to content creation in line with your requirements.



5.5. TREND MONITORING AND SOCIAL LISTENING FUNCTION

Using a constantly listening trend function to anticipate and react to trends by informing the product selection and creative execution of creator produced content allows brands to be reactive commentators who participate in relevant topics as they are happening, not two weeks later.



5.6. DYNAMIC ASSET MANAGEMENT SYSTEM

Democratizing access to content through a Dynamic Asset Management system allows you to tag and itemize creator produced assets. Whereas before, creator content would be held by the team who commissioned it, making it difficult for other parts of the business to tap into existing assets. Through a DAM System influenced content can be tapped into and leveraged by the entire business as and when relevant to maximize ROI.



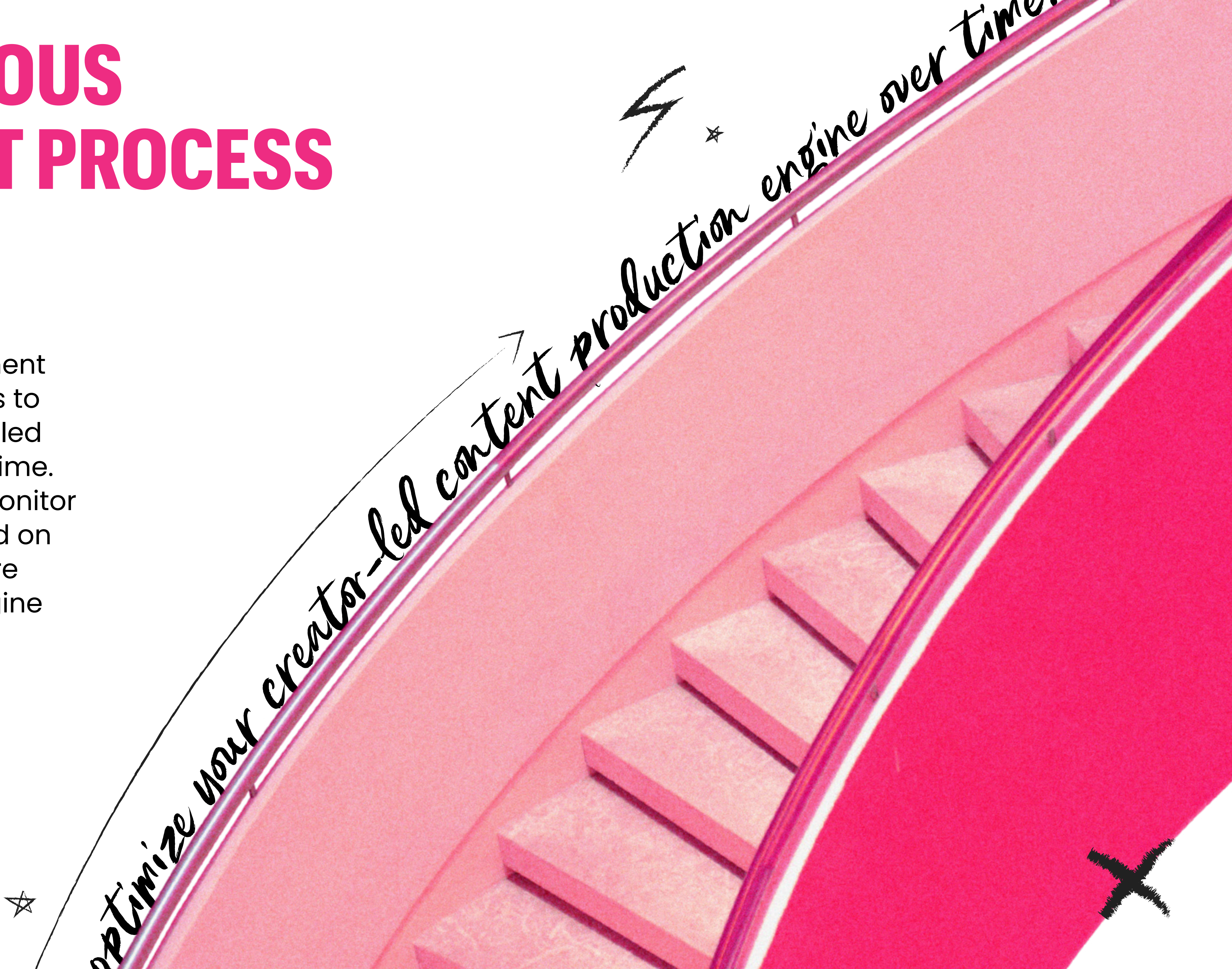
5.7. SET A CLEAR BENCHMARK FOR SUCCESS

Establishing a criteria for success will support an efficient and focused approach to content creator activities - without a clear indication of what success looks like teams can struggle to align their content creation approach to the wider business objectives.



5.8. CONTINUOUS IMPROVEMENT PROCESS

Establish a continuous improvement process with regular check points to refine and optimize your creator-led content production engine over time. Solicit feedback from creators, monitor industry trends, and stay updated on emerging best practices to ensure that your content production engine remains effective and efficient.



'END-TO-END' CREATOR LED CONTENT ENGINE

ILLUSTRATIVE

01.

CREATOR PORTFOLIO

- Content Creators
- Paid Influencers
- User Generated Content
- Internal Brand Champions
- Agency Support

02.

CONTENT CREATION

Trends, Insights
& Business Needs

Video

Static

03.

DEPLOYMENT

- Paid Deployment
- Organic Deployment
- Influencer Side Deployment
- Website Integration
- Email Campaigns
- Programmatic Advertising
- And more...

CREATOR PORTFOLIO
REFINEMENT

LEARNINGS

TRANSFORM YOUR CONTENT PRODUCTION APPROACH TO BE MORE AGILE & EFFECTIVE WITH PRIMEINFLUENCE

In conclusion, transitioning to a influencer-led content production engine offers brands a transformative opportunity for enhancing social media marketing strategies. Creator-produced content offers authenticity, agility, and effectiveness, resonating better with modern audiences compared to traditional approaches.

Through PrimeInfluence, our solution for influencer marketing, we help enterprise businesses develop influencer-led content engines.

Using a suite of guidance, frameworks and proprietary digital tool to maximise the efficiency and effectiveness of influencer marketing.



06.

EMPOWERING YOUR

*Influencer
Marketing*

TRANSFORMATION JOURNEY WITH PRIMEINFLUENCE

Prime Influence

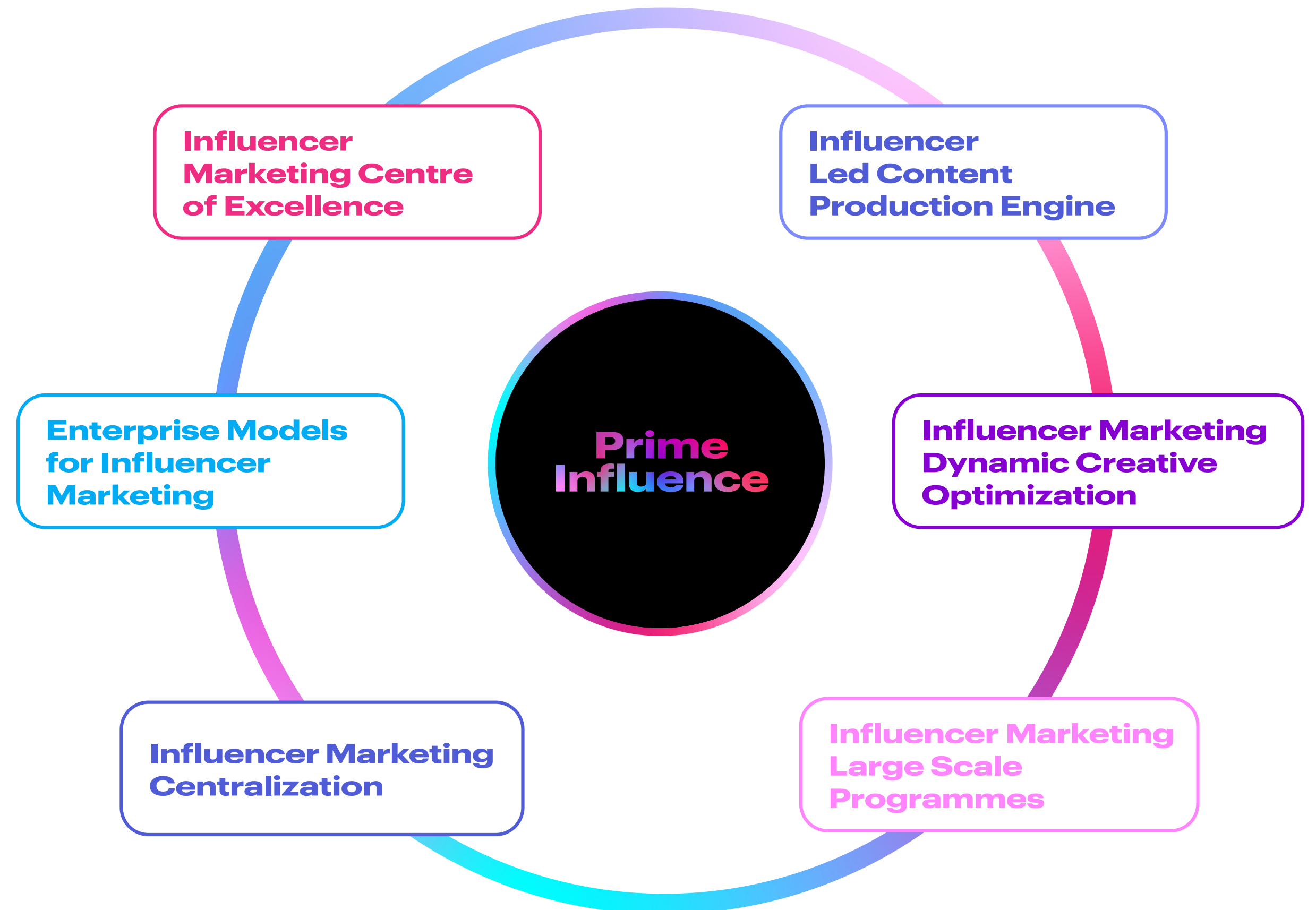
BY **SOCIALLY POWERFUL**

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...



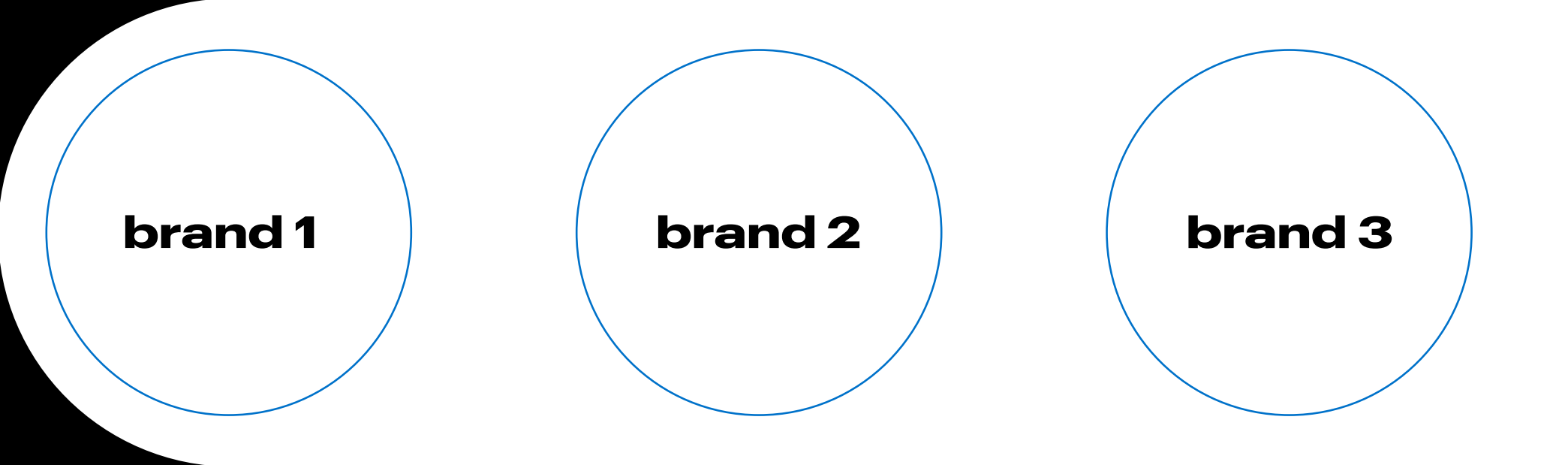
Within the PrimeInfluence solution we establish dedicated influencer functions for our enterprise partners. Built around their organizational model for influencer marketing.

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



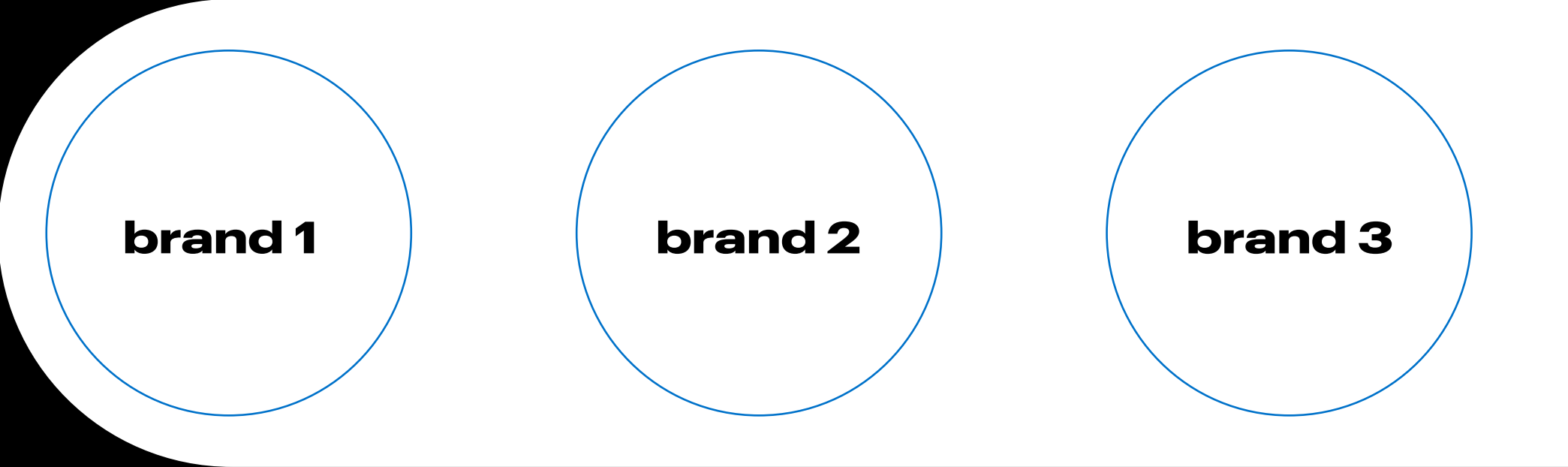
BRAND POD

BRAND POD

BRAND POD



CONSUMABLES



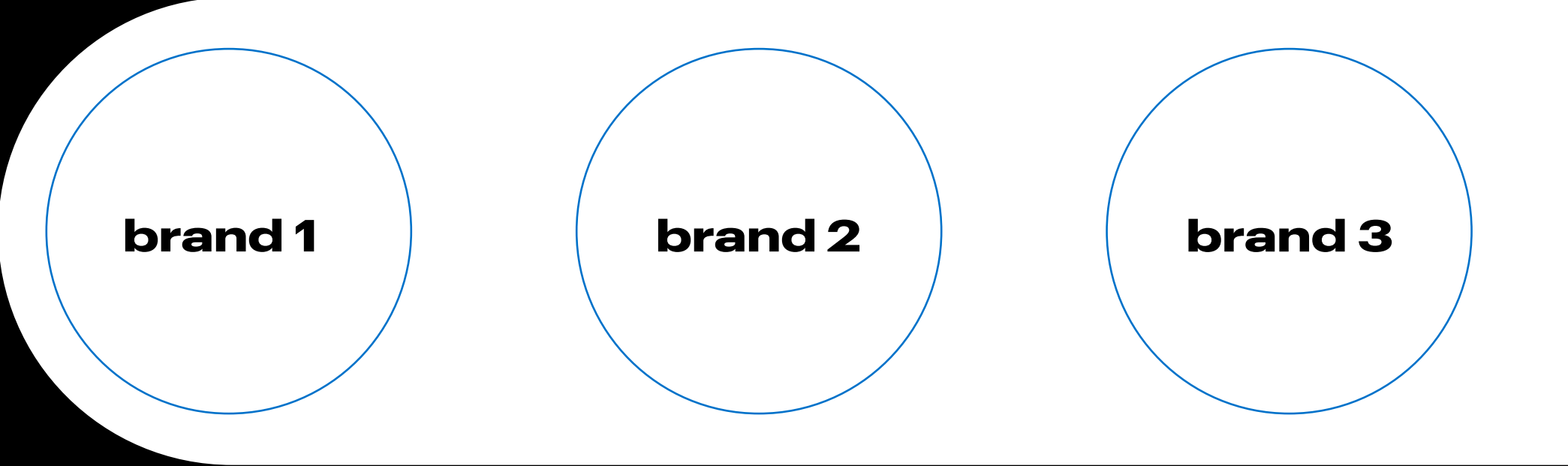
BRAND POD

BRAND POD

BRAND POD



HARDLINES



BRAND POD

BRAND POD

BRAND POD



JOE SHEAVES

Strategist & Planner

joe@sociallypowerful.com



CORALIE HAMPSON

Global Business Director

coralie@sociallypowerful.com



MAJID BAHİ

CEO

tellmemore@sociallypowerful.com

Contributors

DISCLAIMER

The information provided in this whitepaper, including all text, graphics, data, and other materials, is for informational purposes only and is not intended to serve as a basis for financial, legal, or other professional advice. The observations and comments made herein are those of the authors and should not be taken as recommendations or endorsements. Neither the authors nor Socially Powerful Media Ltd assume any responsibility for errors, inaccuracies or omissions in the contents of this whitepaper.

No part of this whitepaper should be construed as an offer to buy or sell any financial instruments, nor should it be considered as investment advice. Actions taken based on any information found in this document are strictly at the reader's own risk. Socially Powerful Media Ltd and the authors disclaim any liability for any direct or consequential loss arising from the use of the material contained in this whitepaper.

This whitepaper is intended to provide general information and is not exhaustive on any subject treated. Readers should seek appropriate professional advice about the applicability of any opinions or recommendations with respect to their own circumstances or before making any decision based on the content of this whitepaper.





SOCIALLY POWERFUL