



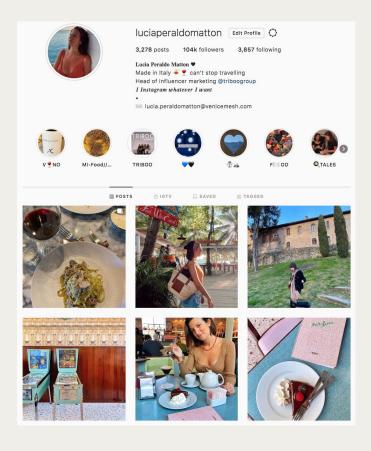


PEOERAZIONE NAZIONALE SERVIZ PROFESSIONALI PER LE IMPRESE



PERSONAL INSTAGRAM STORY: LUCIA

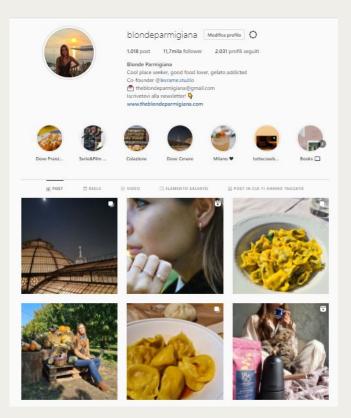
- Bocconi University
- My personal Instagram A Hobby
- Kontatto Official Experience
- InstaBrand / OpenInfluence Campaign Manager
- D1Milano Marketing Manager
- Triboo Head of Influencer Marketing





PERSONAL INSTAGRAM STORY: NICOLE

- Psychology and communication degree
- The Blonde Parmigiana: a food lover diary
- Eating disorders: how to talk about serious matters on IG
- How Instagram changed my life
- Hegarty on advertising -Turning intelligence into magic





LES RAME': HOW IT STARTED

From lockdown to a new adventure!

Objectives:

- Being able to work with smaller businesses, who have the urgent need to become digital and popular
- Stay close to the client, be proactive and create meaningful and effective projects



lesRAMÉ studio



INFLUENCER VS. CELEBRITY HOW THEY WORK

INFLUENCER

- Less expensive fee for a sponsored post
- Less choosy with the brands they work with
- More client oriented (you dictate rules and timings)
- Higher quality contents

CELEBRITY

- More expensive fee
- They don't work with everyone, they care more about their positioning
- Higher engagement
- Higher Call To Action effectiveness (they move masses)





INFLUENCER VS. CELEBRITY – THE DIFFERENCE

INFLUENCER

- Born on the internet, with social media
- Mainly famous on social media



CELEBRITY

- Born on traditional media (Actors, singers, artists, models)
- They redirected their public on social media



les RAMÉ



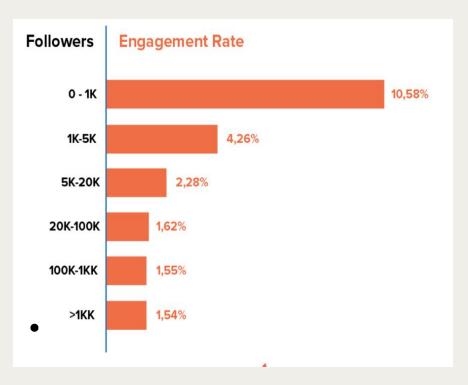
MEASURES OF AN INFLUENCER

ENGAGEMENT = LIKES / FOLLOWERS %

- Tier 1—Celebrity over 1 million followers
- Tier 2—Maven Influencer—100K—1M followers
- Tier 3—Prosumer Influencer 20K—100K followers
- Tier 4—Up-and-Coming Influencer 5K—20K followers
- Tier 5—Rookie Influencer 1K—5K followers

Tier 6—Instagram User 0–1K followers

- YouTubers generally have higher engagement – storytelling
- Different countries behave differently
- Instagram algorithm affects engagement rate, proportion between initial likes and follower number





https://www.robolike.com/

PAY ATTENTION – INFLUENCERS "STEAL"

Nowadays influencers can buy likes, followers, even views of their videos! And they can buy it gradually so they hide it better to the brands. https://www.poweryoursocial.com/ Buy Instagram[®] followers A little better to grow your profile...

Buy followers is the fastest way to increase the popularity of i

Select quantity:

500 followers: € 7.00

() 1000 followers: € 12.00

2000 followers: € 24.00

3000 followers: € 36.00 € 35.00

5000 followers: € 60.00 € 55.00

10000 followers: € 120.00 € 110.00

15000 followers: € 180.00 € 160.00

THE SIMPLE INSTAGRAM LIKER

Instagram auto liker bot that likes other users posts based on the tags and searches you set. Giving you the best results out of any other autoliker on the market!





HOW TO PREVENT IT

Keep it in mind: buying and cheating is a fraud!

There are some free tools to analyze influencers <u>https://socialblade.com/</u>

DATE		FOLLOWER	S	FOLLOWING	3	MEDIA	
2018-03-23	Fri	-21	235,136	+5	1,134	+4	2,871
2018-03-24	Sat	-32	235,104	-	1,134	-	2,871
2018-03-26	Mon	+1,303	236,407	+4	1,138	+8	2,879
2018-03-27	Tue	-154	236,253	+1	1,139	+2	2,881
2018-03-28	Wed	-202	236,051	+2	1,141	+3	2,884
2018-03-29	Thu	-74	235,977	+2	1,143	+1	2,885
2018-03-30	Fri	-148	235,829	+2	1,145	+2	2,887
2018-03-31	Sat	-713	235,116	+219	1,364	+1	2,888
2018-04-01	Sun	+20	235,136	+260	1,624	_	2,888
2018-04-02	Mon	+233	235,369 O LIVE	+112	1,736	+1	2,889

- Work through a recognized agency, they may ask higher fees but they grant quality
- Follow them, study them, ASK FOR THEIR INSIGHTS



REGULATING THE MARKET

- Instagram is cleaning the inactive profiles (people are losing followers)
- Still no real regulation on these kinds of frauds! Brands could pay a lot for fake audiences

HIDDEN ADVERTISING

- High fines!!!
- Introducing disclosure legislation..
- Effects of disclosure?
- Not less engagement
- Not less credibility
- Non less likability



chiaraferragni 🔗 • Following Milan, Italy

chiaraferragni Let your passion drive you, even if it means going out for a gelato ⊚bmwitalia #x3 #bmw #advertising

Load more comments

ranagul1266 hi

ancicinni @valeonesti ho il Pandino 750 in doppia fila, passo a prenderti per un kebab?

valeonesti @ancicinni sono già sotto casa ad aspettarti

abbelaofficial Lovely

lollo.jak42018 👍 👍 bella foto!!!!!!!♥ ♥ ♥ ♥ ♥ ♥ ♥ ♥ ♥ ♥ ♥ ♥

iolende2007 @iosotutto.it FUNZIONA

jpfashion87 CAPI FIRMATI E ORIGINALI SU https://jpfashion.letsell.com

...

lucasorressa @adriana.magnifico



Add a comment...

les RAMÉ



MAKING AND TRACKING MONEY

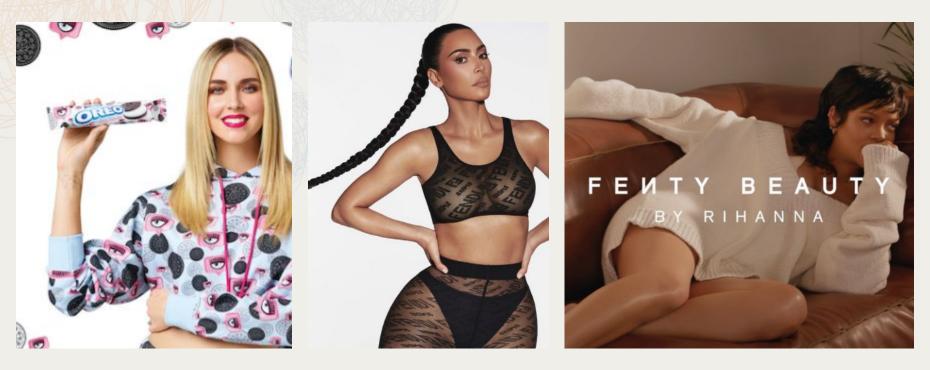
- How can you measure conversions?
- Discount codes ("KYLIE15")
- Swipe up to stories how many?
- Customized links
- Revenue Share (Colvin co)
- Link in Bio
- Brands should go to the extent to analyze what's happening on their website during and after an influencer campaign.



STUDIO



LOVE BRAND AND INFLUENCER



Les RAMÉ



HOW BRANDS USE INFLUENCER TO BECOME TOP OF MIND

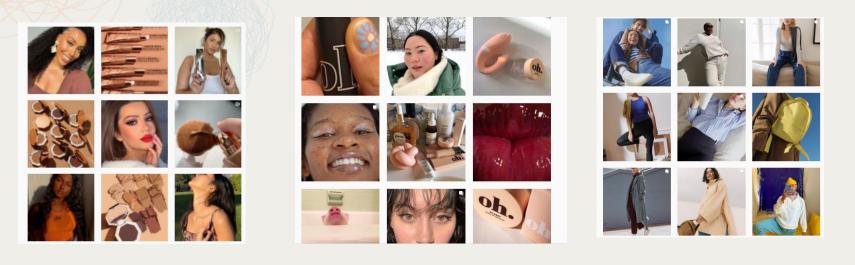


lesRAMÉ



BRAND AND VALUES ON SOCIAL MEDIA

- <u>Everlane</u> against Trump on IG.
- Espressoh and sustainability.
- Fenty Beauty and inclusivity.



les RAMÉ



DIGITAL PR



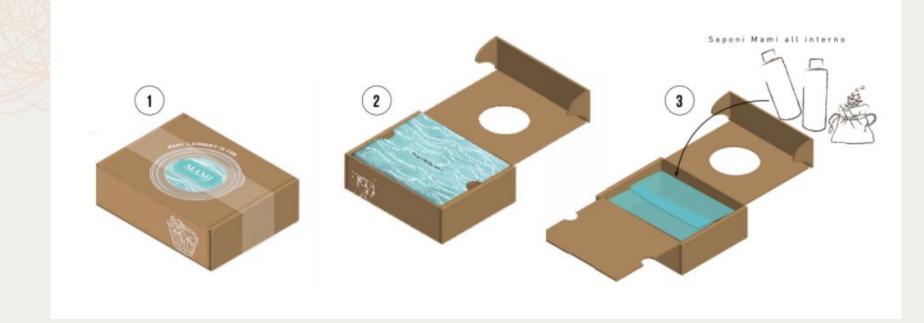
We build digital relationships through the shipping of brand products. The advantage of Digital PR is that there is no fee for influencers involved, but only for scouting online profiles, contact and collection of shipping addresses.

An activation of digital PR allows you to involve influencer's profile with a huge fanbase on budget 0





DIGITAL PR Mami case (Laundry box)





STUDIO



DIGITAL PR Mami case (Laundry box)

PROS

- No influencer fee
- Big Influencers can be involved at almost zero cost
- Wider reach

CONS

- No brief
- No timeline schedule
- No guaranteed coverage







CASE HISTORY Mami Milano - Social e PR

Abbiamo preso in gestione il profilo di Mami Milano, occupandoci di tutta la comunicazione digitale.

A partire da ottobre 2020 gestiamo i loro social media account, la Digital PR, progetti di Influencer Marketing e le newsletter mensili.

Negli ultimi 12 mesi abbiamo selezionato **200 profili influencer** per la **Digital PR.** Abbiamo creato una speciale **Laundry Box** per rendere l'esperienza dell'Unboxing più coinvolgente e interattiva.

Le box hanno avuto un tale successo tra gli influencer che il brand Mami Milano ha deciso di produrre 10.000 box da mettere in vendita per il loro pubblico e i loro punti vendita.



INFLUENCERS
INVOLVED200CONTENTS
CREATED+400GROWTH PROFILE+18k

Top Influencers Involved:

Chiara Biasi (+3M), Nima Benati (+730k), Chiara Maci (+700k), Norma's Teaching (+750k), Giorgia Lucini (+600k) Official_Cat (+460k), Stefano Guerrera (+312k), Conoscounposto (+175k).



DIGITAL PR Other Boxes and PR material







DIGITAL PR Other Boxes and PR material







DIGITAL PR Other Boxes and PR material



STUDIO





CASE HISTORY

Cascina Pizzo

Abbiamo seguito il percorso di **Cascina Pizzo** in tutta la sua evoluzione.

Inizialmente ci siamo occupate di **digital pr** e di **influencer marketing** dei prodotti agricoli dell'azienda.

Successivamente abbiamo supportato Cascina Pizzo nell'**organizzazione di eventi,** come l'inaugurazione del Pumpkin Patch in occasione di Halloween.

Stiamo attualmente affiancando Cascina Pizzo nella **gestione di appuntamenti culinari** all'interno del frutteto e della serra, come brunch, pranzi e aperitivi.

INFLUENCERS INVOLVED	20
CONTENTS CREATED	+140
GROWTH PROFILE	+20k

Top Influencers Involved:

A Gypsy in the kitchen (+120k), Catherine Poulain (+460k), Giovanni Arena (+238k), Martina Sergi (+ 490k).





INFLUENCER MARKETING



A structured Influencer Marketing campaign allows you to control the production of content, All the post and storie shared a creative idea presented in a brief. In addition and the Influencer must include in their contents the swipe up link to the website and all campaign elements (@, #, promo codes...).

The talent provides to the brand all the insight data, then a final report is drawn up to keep track of the activity and quantify results and return in terms of visibility and interactions. The content produced by talent can be shared on the customer's social channels.





HOW TO MANAGE AN INFLUENCER MARKETING CAMPAIGN Ami case (Ami babes)

- Understand brand's aim
- Scout & Contact the right influencer
- The influencer list and brand's approval
- How many deliverables each influencer must create?
- How to optimize the budget
- The brief creation
- Timeline schedule
- Content approval
- Final Report









CASE HISTORY Rubinia Gioielli - Influencer Marketing

In occasione del Natale 2021, abbiamo organizzato una campagna di influencer marketing per spingere l'e-commerce di Rubinia Gioielli, raccontandone le diverse linee. Sono state coinvolte **6 talent** da diverse **aree geografiche** della penisola, che hanno prodotto **2 set di stories** e **1 post ciascuna**. La campagna ha **overperformato** in termini di **reach** e **segmenti** di **stories** prodotte.





Il brand ha avuto ottimi riscontri in termini di **follower acquisition** (+500) e ancor di più di interesse da parte dei punti vendita.

INFLUENCERS INVOLVED	6
CONTENTS CREATED	+80
FOLLOWERS AGGREGATION	+2.5 M
LIKES	+10 K
SAVES	+450

lesRAMÉ TALK TO US

lucia@lesrame.com nicole@lesrame.com benedetta@lesrame.com

> INSTAGRAM @lesrame.studio