

FROM ALGORITHM TO AUTHENTICITY

10 key changes in **influencer marketing** in 2024

ARTIFICIAL
INTELLIGENCE
INTEGRATION

DIVERSITY AND
REPRESENTATION

VOL. 01



ALKIMIADS
Marketing Agency

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AUTHENTICITY AND TRANSPARENCY



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ALKIMIADS.COM



SEE WHAT WE CAN DO!



BEHIND THE WHEEL: MAZDA

SHOWCASING MAZDA'S INNOVATION

We are excited to announce the successful launch of the all-new Mazda CX-70, accompanied by an innovative **influencer marketing campaign**.

We are immensely grateful to all the influencers who participated in this campaign.

Their creativity and passion have played a crucial role in making the launch of the Mazda CX-70 a **resounding success**.

A heartfelt thank you to all our partners and supporters who made this campaign a **triumph** ✨



RESULTS

Estimated views: 8,5 M

Reached views: +13 M

Estimated impressions: 5M

Total impressions: +9,8 M

Engagement: +200k

Bonus content: 12

AUTHENTICITY AND TRANSPARENCY

AUTHENTICITY IS NOW A NECESSITY IN CONTENT CREATION

1

Why it matters

Authenticity has become a cornerstone of successful influencer marketing. Consumers today can easily spot **insincerity** in promotional content.

Any misstep can result in significant **negative backlash** 🗨️

3

Here's what to do

- Choose influencers whose **values** align with the brand's mission.
- Allow influencers to present products in their **unique** style.
- Maintain an open dialogue that results in **authentic** content.

2

It's all about trust

🗨️ When influencers share genuine experiences and opinions, they **build trust with their audience**. This trust translates into higher engagement and loyalty. Brands that prioritize authenticity are more likely to resonate with their audience.

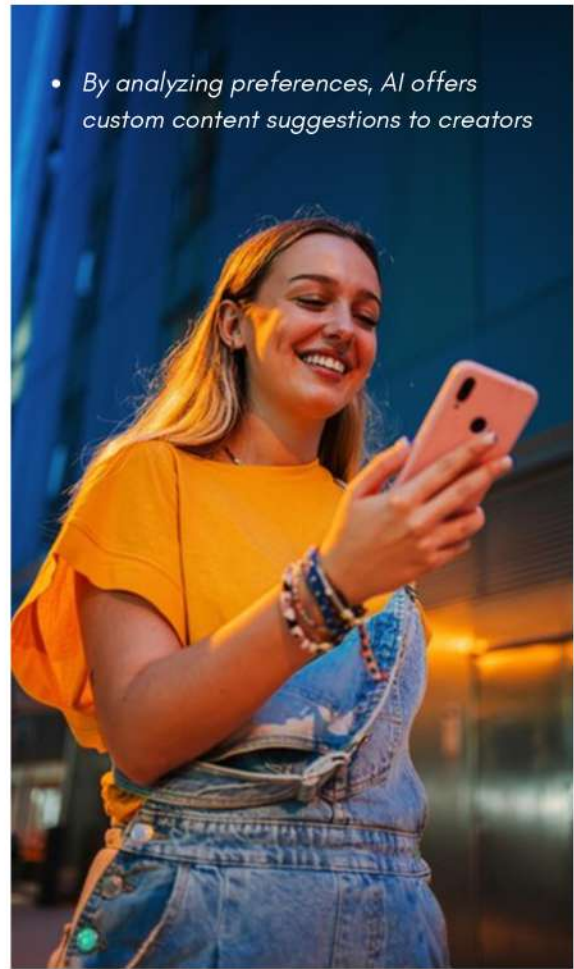


ARTIFICIAL INTELLIGENCE INTEGRATION

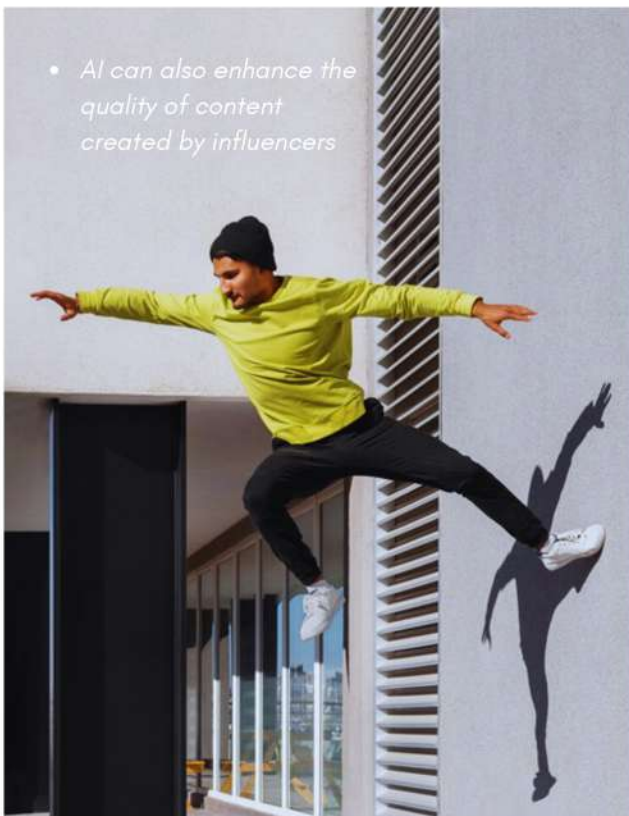
AI tools can continuously monitor and analyze the performance of influencer marketing campaigns in **real-time** 📈

By assessing metrics such as reach, engagement, and conversion rates, AI systems provide insights into what strategies are working and what **needs adjustment**.

This enables brands to make **informed decisions quickly**, optimizing campaigns for better performance and maximizing ROI.



- *By analyzing preferences, AI offers custom content suggestions to creators*



- *AI can also enhance the quality of content created by influencers*



- *AI helps find the right audience, increasing the chances of conversions*



**THERE IS NO DOUBT,
AI IS NOW ESSENTIAL
FOR INFLUENCER
MARKETING**

DIVERSITY

— & REPRESENTATION



Consumers increasingly seek brands that **reflect** their values and identities.

By collaborating with influencers from diverse backgrounds, brands can **authentically** connect with a broader audience 🧑🏽🧑🏿

This not only fosters inclusivity but also enhances **brand perception**, showing that the brand values and respects different cultures and experiences.

SUPPORT MINORITY VOICES



Collaborate with emerging influencers or those from **underrepresented groups** who may not have large followings but possess strong connections with their communities.

FOSTER INCLUSIVE COLLABORATIONS



Actively seek out influencers from various demographics, including **different** ethnicities, genders, sexual orientations, and abilities.

CREATE INCLUSIVE CAMPAIGNS



Use imagery, language, and themes that reflect **varied experiences** to make all consumers feel seen and valued.

LONG-TERM COLLABORATIONS



BUILD MEANINGFUL RELATIONSHIPS THAT DRIVE ENGAGEMENT

Unlike one-off partnerships, these sustained relationships allow both parties to develop a **deeper understanding** of each other's values, goals, and audiences.

This results in more **authentic content** that resonates with consumers and builds trust over time. To foster successful long-term collaborations, brands should:



Choose influencers whose **values** align with the brand's identity.



Maintain **regular communication** with influencers to discuss campaign ideas.



Treat influencers as **partners** rather than merely promotional tools.



Offer resources, **training**, and feedback to influencers throughout the partnership.

TIKTOK AND SHORT-FORM CONTENT

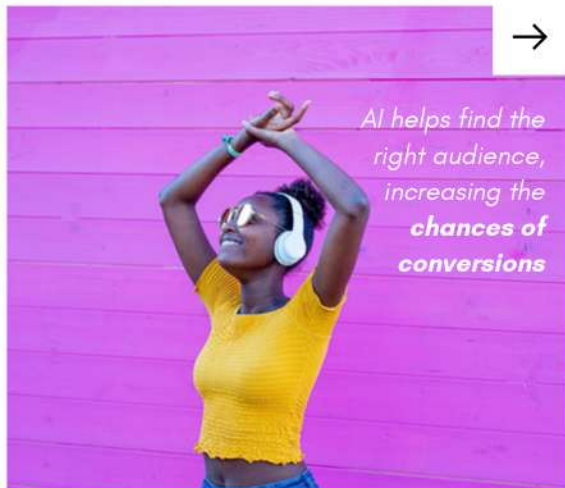
Short-form content, typically lasting from a few seconds to one minute, is highly effective in today's **fast-paced** digital landscape ⚡

This format caters to consumers' decreasing attention spans, allowing brands to **convey messages swiftly** and memorably.

As viewers scroll through their feeds, catchy and concise videos can leave a **lasting impression**, driving brand awareness and engagement.



TikTok's vast user base offers brands the opportunity to reach a diverse audience, especially younger consumers



AI helps find the right audience, increasing the chances of conversions

THERE IS NO DOUBT, AI IS NOW ESSENTIAL FOR INFLUENCER MARKETING



*Catchy and creative short videos can leave a **lasting impression** on viewers, improving brand recall and increasing the likelihood of future purchases*

HYPERLOCAL AND NICHE MARKETING



MEANINGFUL CONNECTIONS



Hyperlocal marketing refers to targeting audiences in **specific geographic areas** through localized content and influencers 🌍

This approach allows brands to connect with consumers in a more meaningful way by understanding **local cultures**, preferences, and trends.

By collaborating with influencers who have a strong presence in particular communities, brands can create tailored campaigns that **resonate deeply with local audiences**.

NICHE OUTREACH



Niche influencers, who typically have smaller but **highly engaged audiences** focused on specific interests or topics, play a crucial role in hyperlocal marketing.

LOCAL AUDIENCES



These influencers often cultivate strong relationships with their followers, leading to **higher trust levels and conversion**.

EMPLOYEES AS INFLUENCERS



Employee influencers are **people within a company** who share their authentic experiences and insights about the brand on social media 🧑

BOOST BRAND CREDIBILITY

01

Enhanced Authenticity

Employee-generated content is perceived as **more genuine**, which helps build stronger connections and improve brand reputation.

02

Increased Engagement

Audiences are more inclined to engage with content from **real people**, leading to improved interaction rates.

03

Stronger Brand Identity

Employee influencers can reinforce the **brand's identity** by showcasing its culture, mission, and values through genuine storytelling.



INFLUENCER AND AFFILIATE MARKETING



This model incentivizes influencers to create compelling content that **drives conversions**, aligning their interests with brand goals 💎

In this approach, influencers not only promote products but also **earn commissions** on sales generated.



EXPERIENCE THE BEST OF THE BEST

- With affiliate marketing, influencers are compensated **based on their performance**.
- This aligns their motivation with the success of the campaign, leading to **more impactful content** and engagement.
- Using affiliate links allows brands to **track sales** and conversions directly related to influencer efforts.
- This approach enables brands to assess the effectiveness of their campaigns and **future collaborations**.



*Develop campaigns that invite customers to share their **experiences** with specific hashtags or challenges.*

PERSONAL IMPACT AND UGC

Personal impact refers to the influence that individuals have within their communities or social circles, often stemming from their **authentic experiences** with a brand or product.

This type of influence is powerful because it relies on **real-life testimonials** and genuine recommendations from people rather than traditional advertising methods 📱

To effectively harness personal impact and encourage UGC, brands should:




***Highlight** user-generated content on brand websites, social media channels, and promotional materials.*



*Encourage UGC by offering **incentives** such as contests, giveaways, or discounts for customers who share their content.*

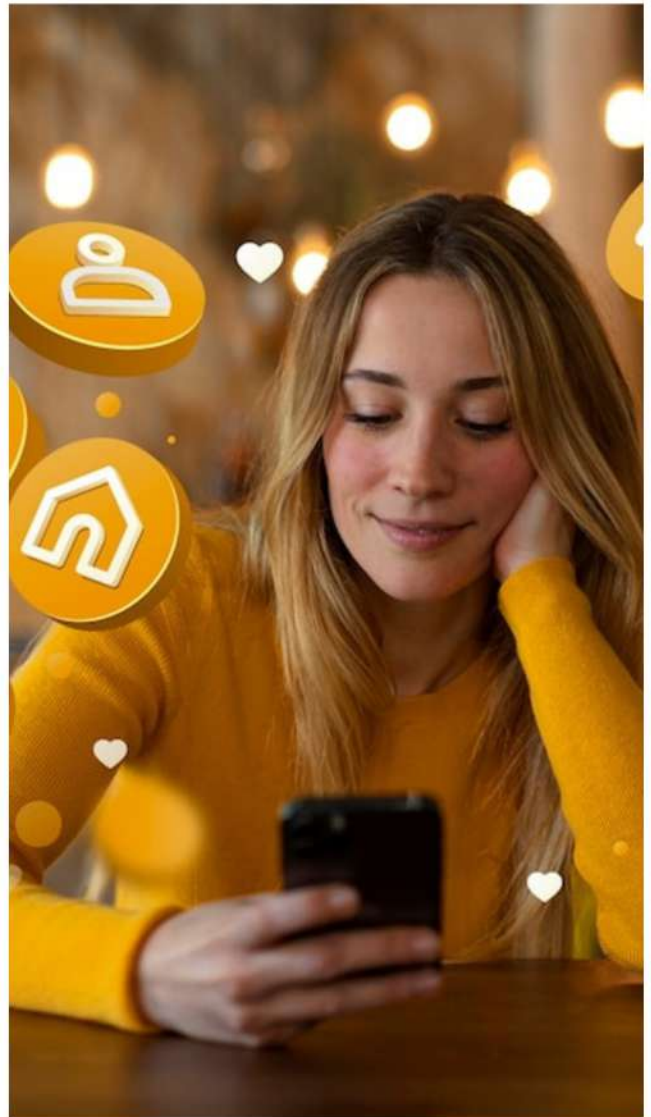
MULTIPLATFORM CAMPAIGNS

As consumers increasingly engage with content across **various social media platforms**, brands are recognizing the importance of implementing multiplatform campaigns in their influencer marketing strategies.

This approach involves collaborating with influencers **across different channels**—such as Instagram, TikTok, YouTube, and Facebook—to reach diverse audiences and maximize brand exposure 

BRAND BENEFITS

- **Enhanced Brand Visibility:** Engaging consumers on multiple platforms increases the likelihood of brand recall, as users encounter the brand in various contexts.
- **Improved Campaign Performance:** By diversifying content and leveraging different audiences, brands can drive better overall campaign results, including higher engagement and conversion rates.
- **Stronger Relationships with creators:** Collaborating with influencers across multiple platforms fosters deeper relationships and loyalty, as they become more invested in the brand's success.



TL;DR

Authenticity is now crucial for successful influencer marketing. Consumers can easily spot insincerity 🙄

02

AI HELPS YOU
OPTIMIZE DATA-
DRIVEN
CAMPAIGNS

03

DIVERSITY MAKES
YOU **RESONATE**
WITH MORE
AUDIENCES

04

LONG-LASTING
RELATIONSHIPS
BUILT BETTER
CONTENT

05

TIKTOK LEADS THE
WAY IN **SHORT-**
FORM CONTENT
MARKETING

06

LOCAL
INFLUENCERS HELPS
ENGAGE **SPECIFIC**
COMMUNITIES

07

EMPLOYEES HELP
COMMUNICATE
AUTHENTIC
EXPERIENCES

08

INFLUENCERS EARN
COMMISSIONS ON
SALES THEY
GENERATE

09

UGC CAN IMPACT
PEOPLE WITH REAL-
LIFE **TESTIMONIALS**
& **HONESTY**

10



REACH DIVERSE
AUDIENCES AND
MAXIMIZE BRAND
EXPOSURE



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