

INFLUENCERS AND ADVOCATES IN THE TRANSPORTATION INDUSTRY

RECRUIT, SELL AND ATTRACT
WITH AUTHENTIC CONTENT



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CONTENT MARKETING**

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INFLUENCERS & THE TRUCKING INDUSTRY

- ▶ When and Why To Use Them (Some Context)
- ▶ Finding The Right Influencer For Your Brand
 - ▶ Three Influencer Marketing Models To Use
- ▶ You've Found An Influencer, Now What?
- ▶ Lessons Learned (The Hard Way)

THE POWER OF INFLUENCE (AKA “WHY?”)

► Top Five Reasons To Work With Influencers

1. You Need To Build Trust
2. You Need To Expand Your Audience
3. Your Paid Ads Aren't Performing
4. You Need To Feed The Content Funnel
5. You Need An Expert

THE POWER OF INFLUENCE (AKA “WHY?”)

1. You Need To Build Trust

A BIGGER NEED FOR BRAND TRUST TODAY THAN IN PAST

Percent who say being able to trust a brand today is more important than in the past

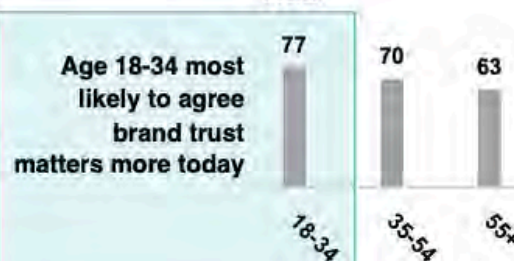
70%

say trusting a brand is **more** important today than in the past

MARKETS



AGE

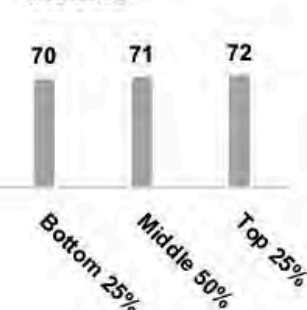


Age 18-34 most likely to agree brand trust matters more today

GENDER



INCOME

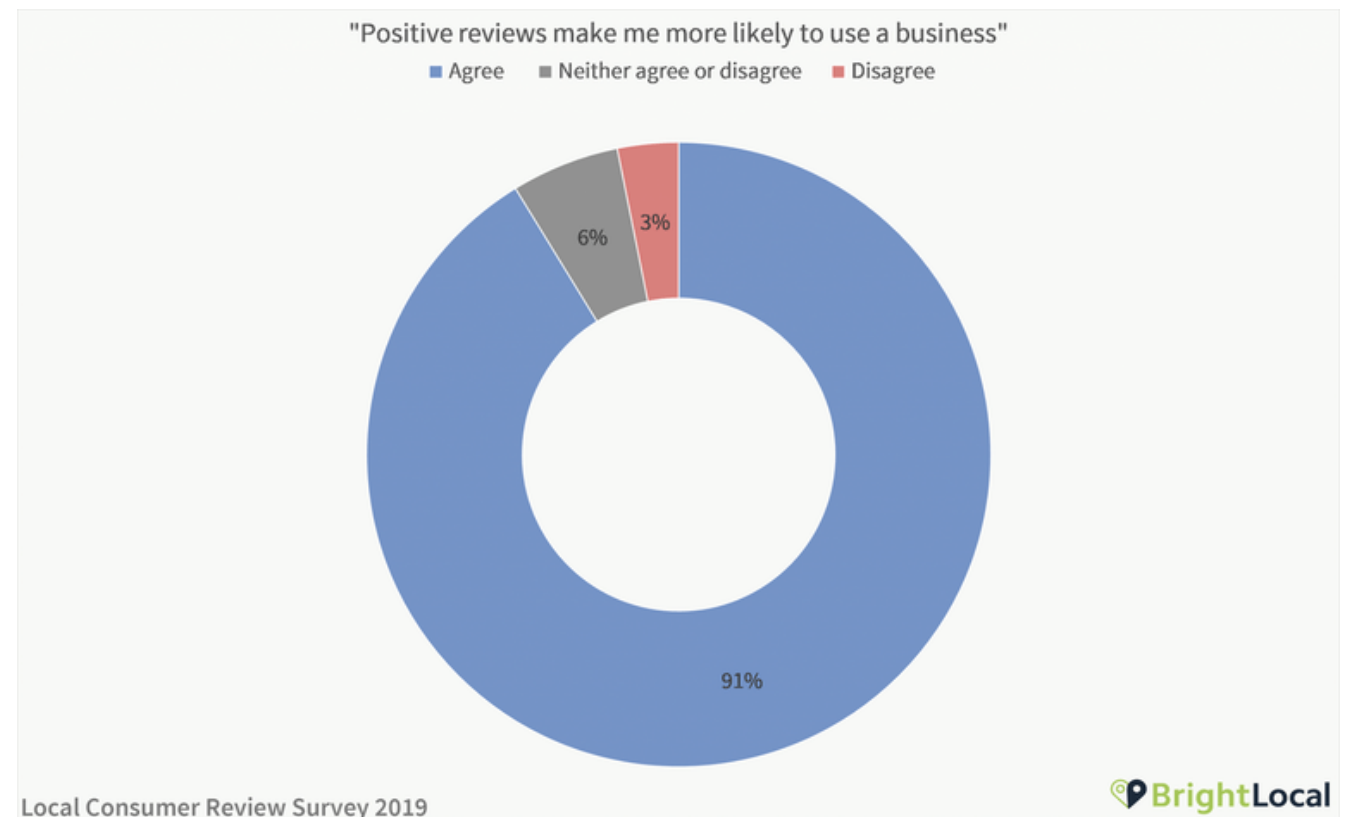


©2019 Edelman Trust Barometer Special Report: Brand Trust. IMP_TRU: Is it more important to you to be able to trust the brands you buy or use today than it was in the past? Question asked of those that said it was important they trust the brands that they buy or use (Q1 R2-5). General population, 18+ million, and by age, gender and income.

THE POWER OF INFLUENCE (AKA “WHY?”)

1. You Need To Build Trust

- ▶ 76% trust online reviews as much as recommendations from family and friends
- ▶ 89% of 35-54-year-olds trust online reviews as much as personal recommendations



THE POWER OF INFLUENCE (AKA “WHY?”)

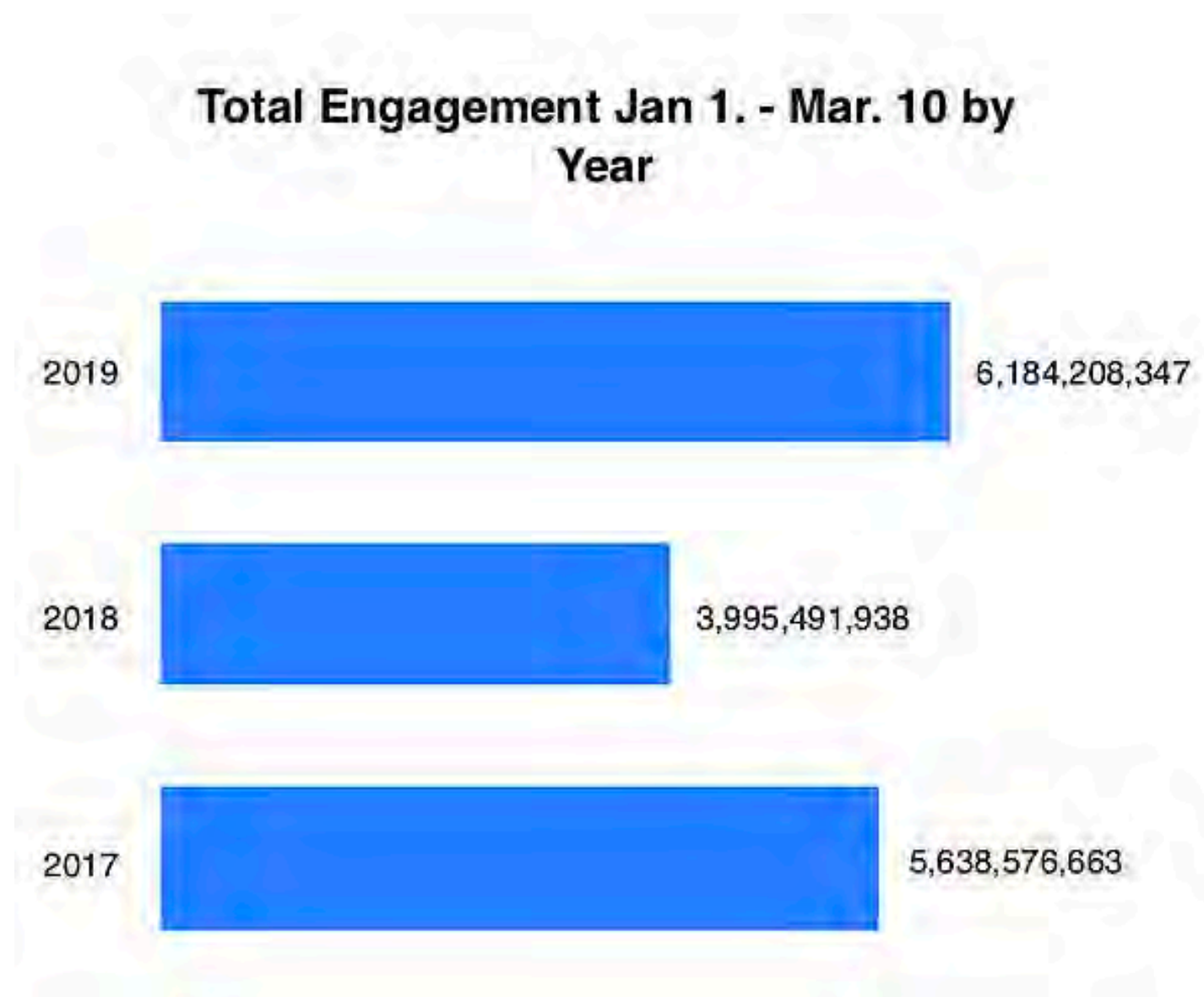
2. You Need To Expand Your Audience

**“I’M CHANGING THE GOAL I GIVE OUR
PRODUCT TEAMS FROM FOCUSING ON
HELPING YOU FIND RELEVANT CONTENT TO
HELPING YOU HAVE MORE MEANINGFUL
SOCIAL INTERACTIONS.”**

Mark Zuckerberg

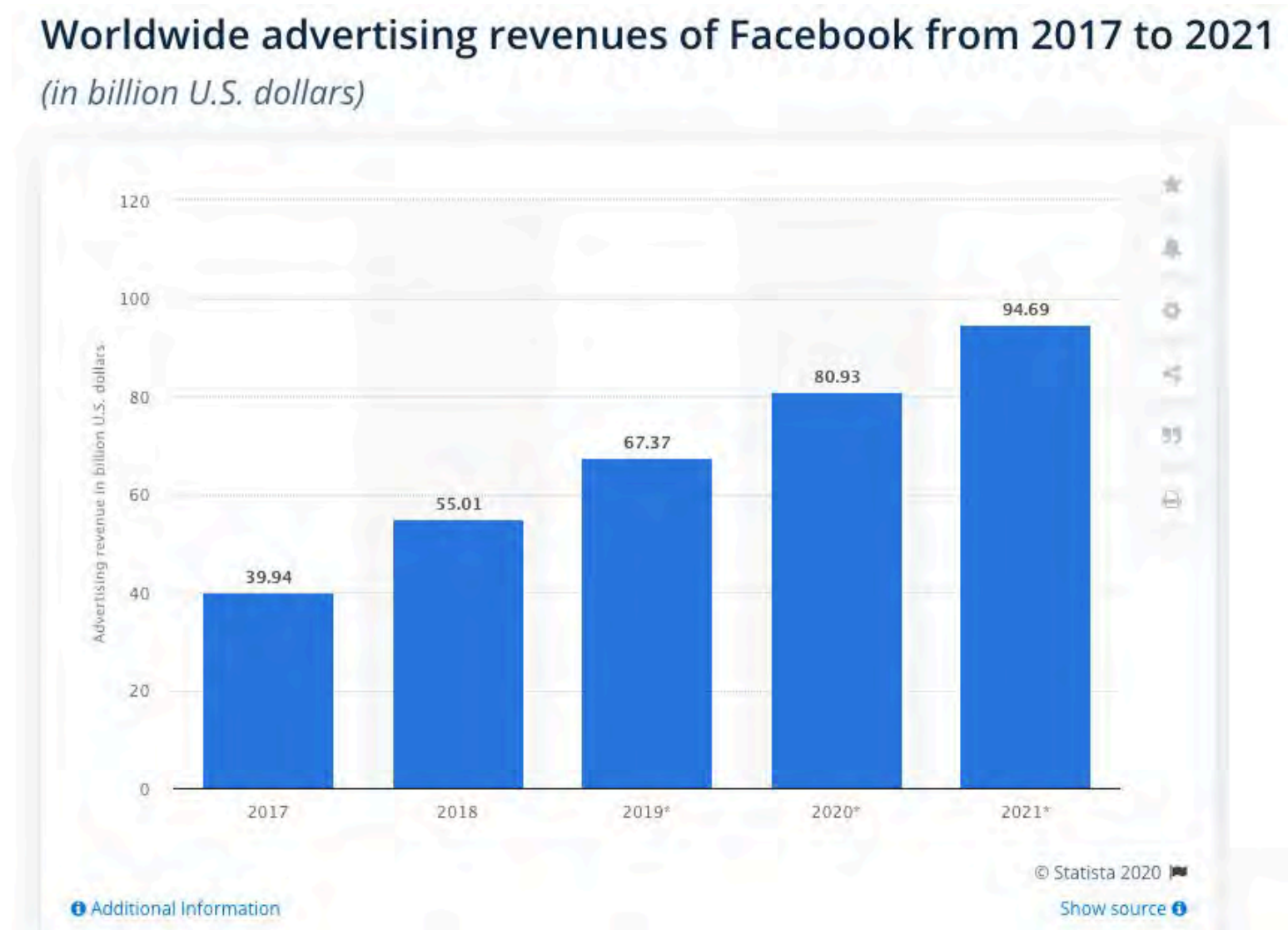
THE POWER OF INFLUENCE (AKA “WHY?”)

2. You Need To Expand Your Audience



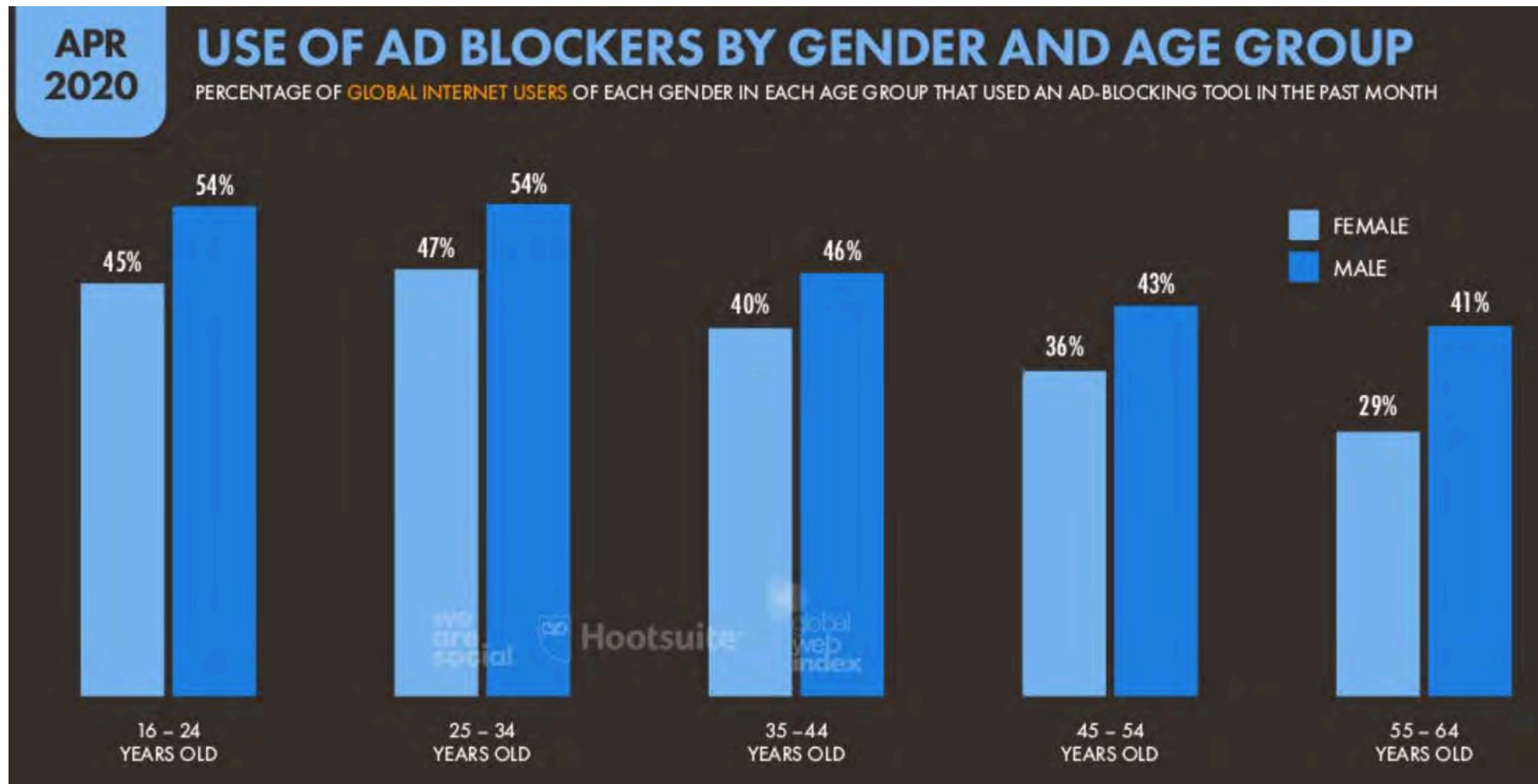
THE POWER OF INFLUENCE (AKA “WHY?”)

3. Your Paid Ads Aren't Performing



THE POWER OF INFLUENCE (AKA “WHY?”)

3. Your Paid Ads Aren't Performing



THE POWER OF INFLUENCE (AKA “WHY?”)

4.You Need To Feed The Content Funnel

Roughly 720,000 hours of video are uploaded every day to YouTube

The average human spends roughly 79 years on Earth.

So, there are an average of 692,040 hours in a lifetime.

THE POWER OF INFLUENCE (AKA “WHY?”)

4.You Need To Feed The Content Funnel

How big is your content marketing team?

THE POWER OF INFLUENCE (AKA “WHY?”)

4. You Need To Feed The Content Funnel

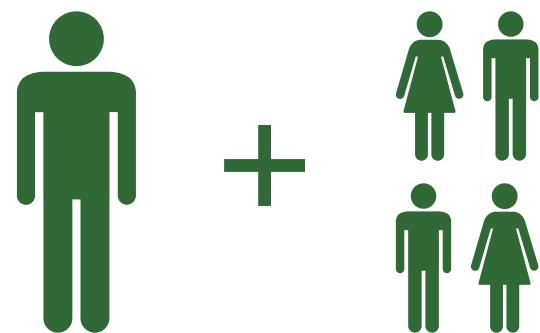
How big is your content marketing team?



THE POWER OF INFLUENCE (AKA “WHY?”)

4.You Need To Feed The Content Funnel

How big is your content marketing team?



THE POWER OF INFLUENCE (AKA “WHY?”)

4.You Need To Feed The Content Funnel

How big is your content marketing team?



THE POWER OF INFLUENCE (AKA “WHY?”)

5. You Need An Expert

- ▶ 59% attribute preference to the fact the ads/campaign felt authentic and honest as their No. 1 reason for selection.
- ▶ Mobile location data shows nearly 2x more customers per store



THE POWER OF INFLUENCE (AKA “WHY?”)

- ▶ Bottom line, if your brand is:
 - ▶ New to the market
 - ▶ Recovering from negative perception
 - ▶ Fighting to reach the right audience
 - ▶ Or simply struggling to survive in the era of ad blockers, internet misinformation and memes
- ▶ Influencer marketing might be for you



FINDING THE RIGHT
INFLUENCER

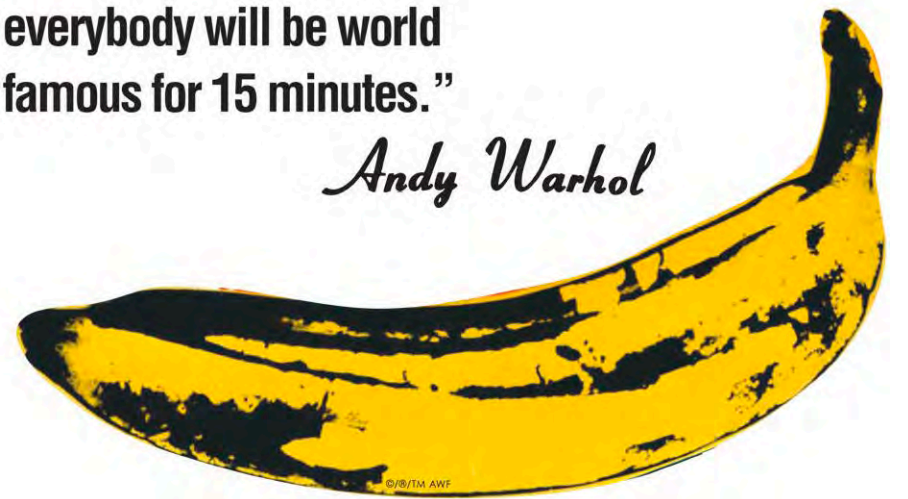
FOR YOUR BRAND

WHO HAS INFLUENCE?

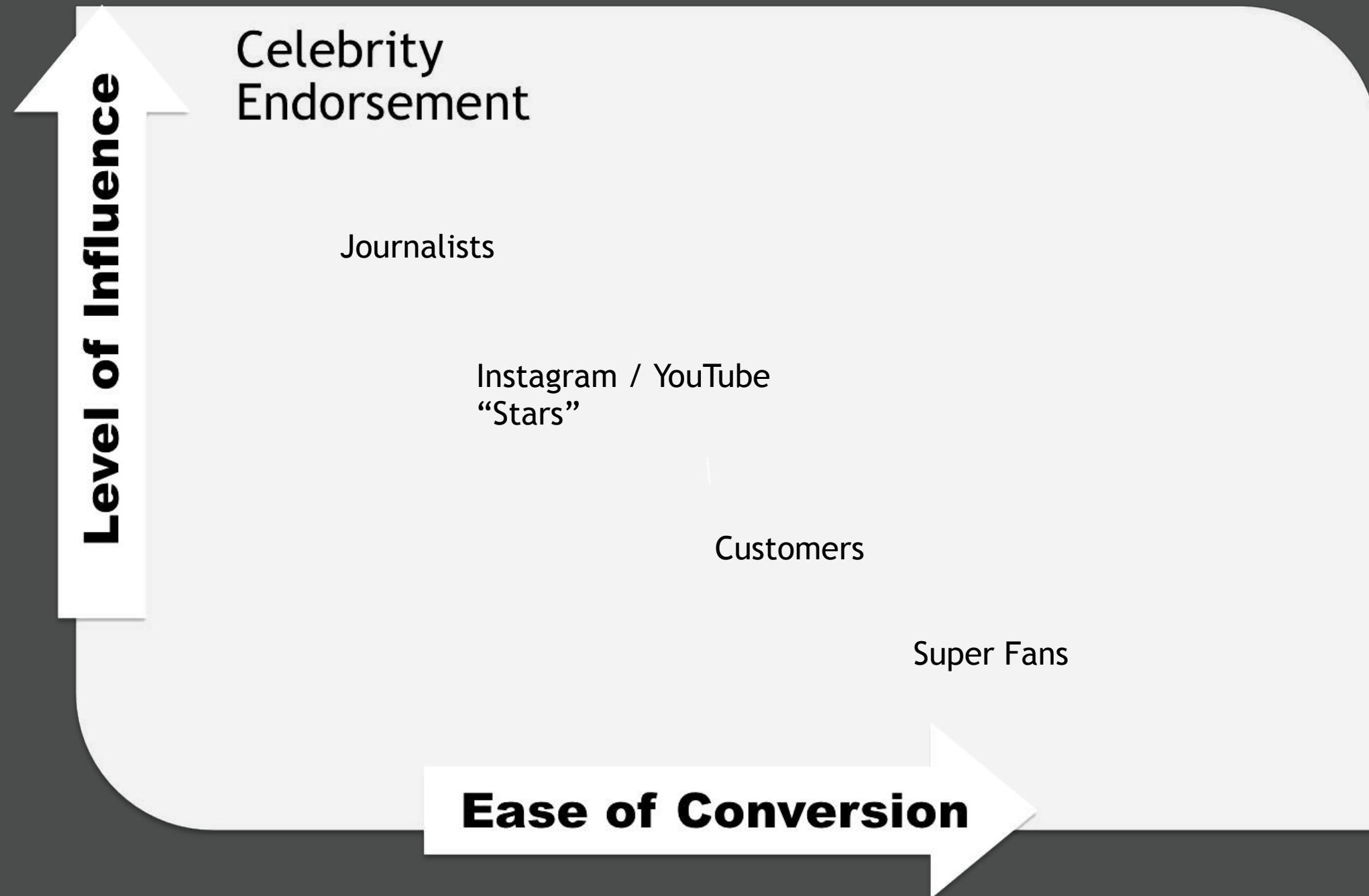
- ▶ Anyone.
- ▶ In the era of social media, everyone is a broadcaster.
- ▶ Your influencers will vary based on your business goals.

**“In the future
everybody will be world
famous for 15 minutes.”**

Andy Warhol

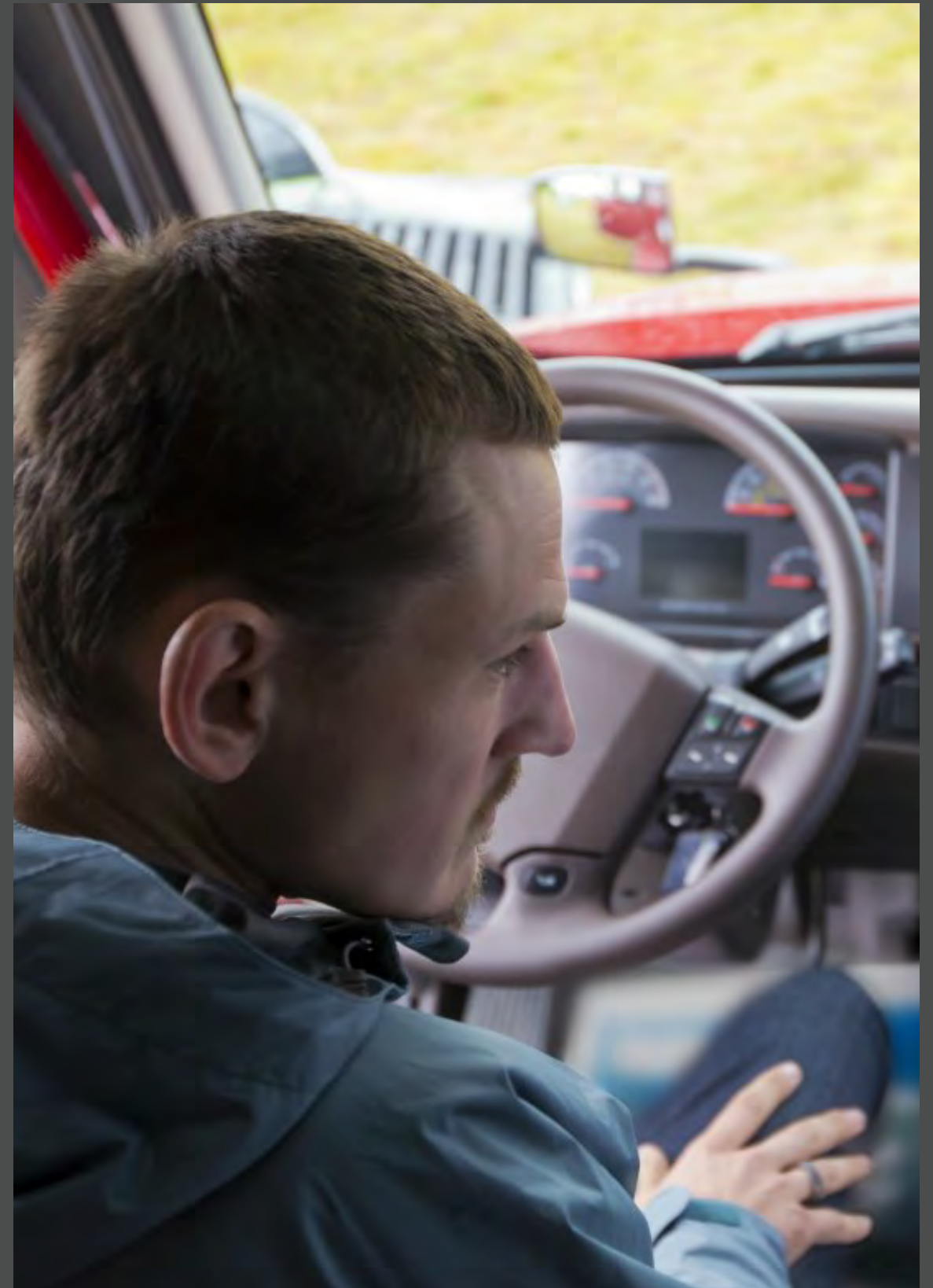


WHO HAS INFLUENCE?



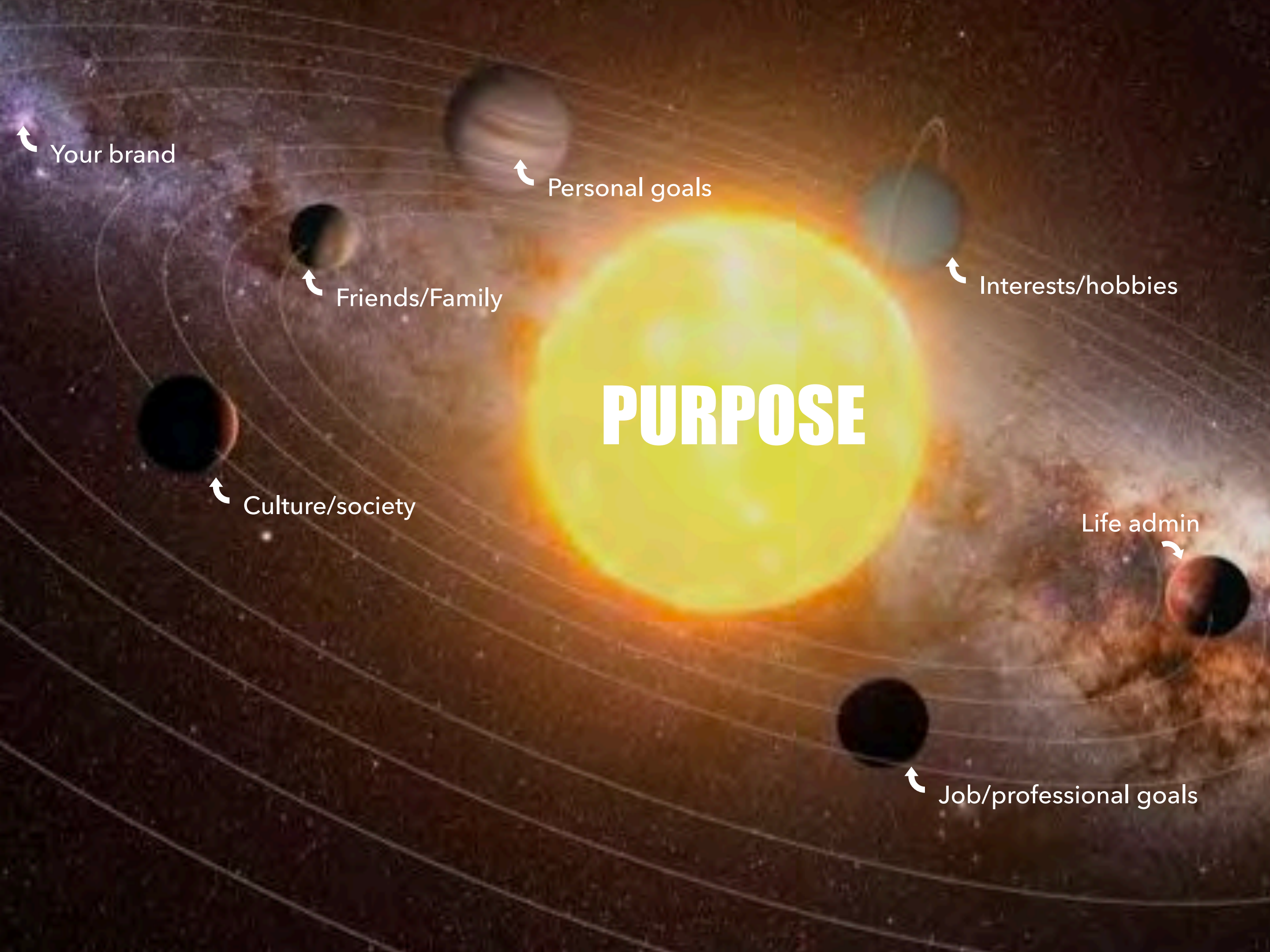
WHO HAS INFLUENCE?

- ▶ Factors For Choosing The Right Influencer
 - ▶ Goals
 - ▶ Budget/time
 - ▶ Brand Values/Purpose





**YOUR BRAND IS
NOT THE SUN**



PURPOSE

Your brand

Personal goals

Friends/Family

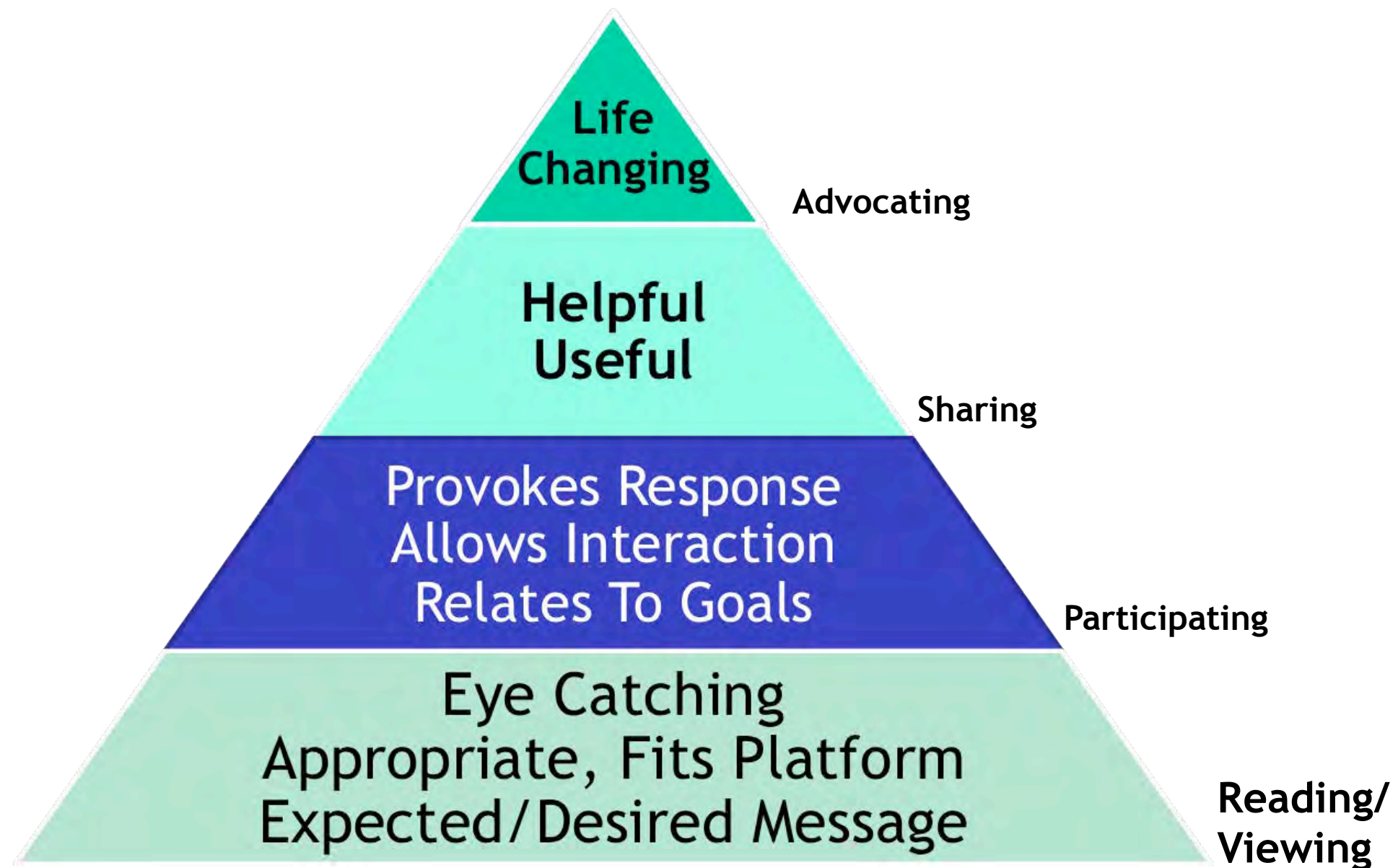
Interests/hobbies

Culture/society

Life admin

Job/professional goals

@LEBLANCLY'S TRIANGLE OF CONTENT



WHO IS THE MOST WELL ALIGNED?

This is the
sweet spot

Non-Profit	B2C	B2B
Volunteers	Super fans	Employees
Staff	Customers	C-Suite
Board Members	Bloggers	Customers
Local Media / Journalists	Instagram / YouTube Celebs	Industry Leaders
Celebrity Endorsement	Celebrity Endorsement	Trade Journalists

BUT I PROMISED YOU THREE MODELS OF INFLUENCER MARKETING TO USE SO...

1. Advocacy
2. Word of mouth “sampling”
3. Co-creation

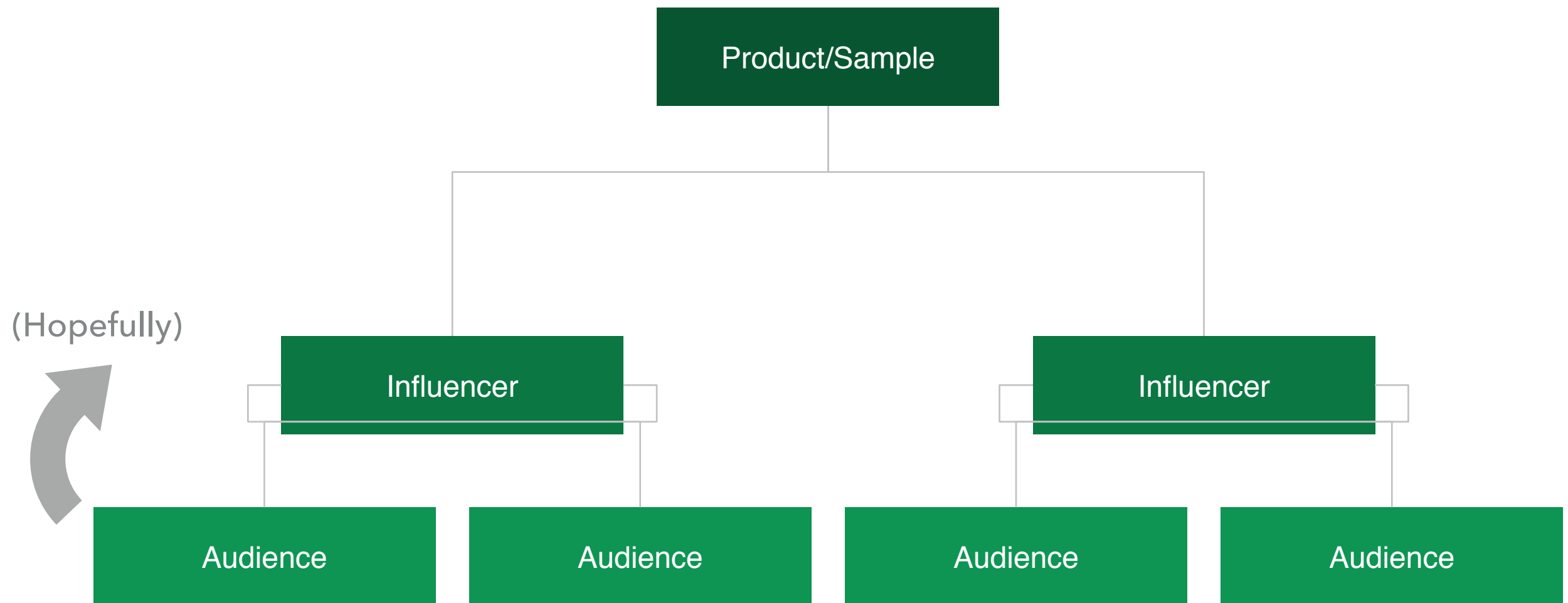
THREE MODELS OF INFLUENCER MARKETING TO USE

1. Advocacy



THREE MODELS OF INFLUENCER MARKETING TO USE

2. Word of mouth "sampling"



THREE MODELS OF INFLUENCER MARKETING TO USE

3.Co-creation



YOU'VE FOUND AN INFLUENCER, NOW WHAT?

- ▶ Are you sure? (You've vetted your influencer, defined your goals and understand your purpose?)
 1. Define The Relationship
 2. Educate - Consider a training workshop + creative brief
 3. Prepare - Provide the tools they need to be successful
 4. Be A Good Partner

YOU'VE FOUND AN INFLUENCER, NOW WHAT?

► And while you're at it...

5. Have a plan for tracking, distribution
6. Work with a (loose) schedule
7. Keep internal stakeholders informed
8. Set regular check-ins



LESSONS LEARNED

THE HARD WAY

CASE STUDIES



CASE STUDIES



CASE STUDIES



A woman with brown hair, wearing a bright blue blazer over a light-colored button-down shirt, stands against a rustic wooden wall. She is pointing her right index finger upwards. Above her head, a white, lantern-style light fixture is mounted on the wall. The wall is made of horizontal wooden planks.

THANK YOU!

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