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**Founder & Client Director**  
**RNN Communications**

**Jolene Kelly**  
**Head of Services**  
**fetch Ireland**





**How influencer marketing can play a role in your marketing strategy in 2022**

## Settings



Notifications



Sounds & Haptics



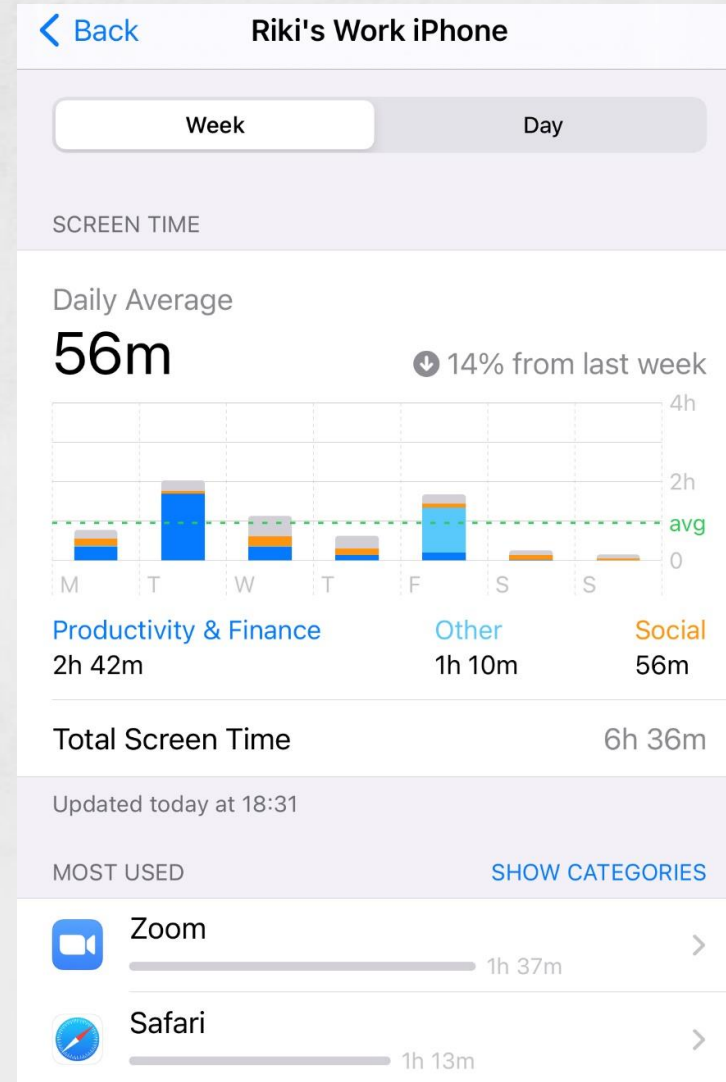
Focus

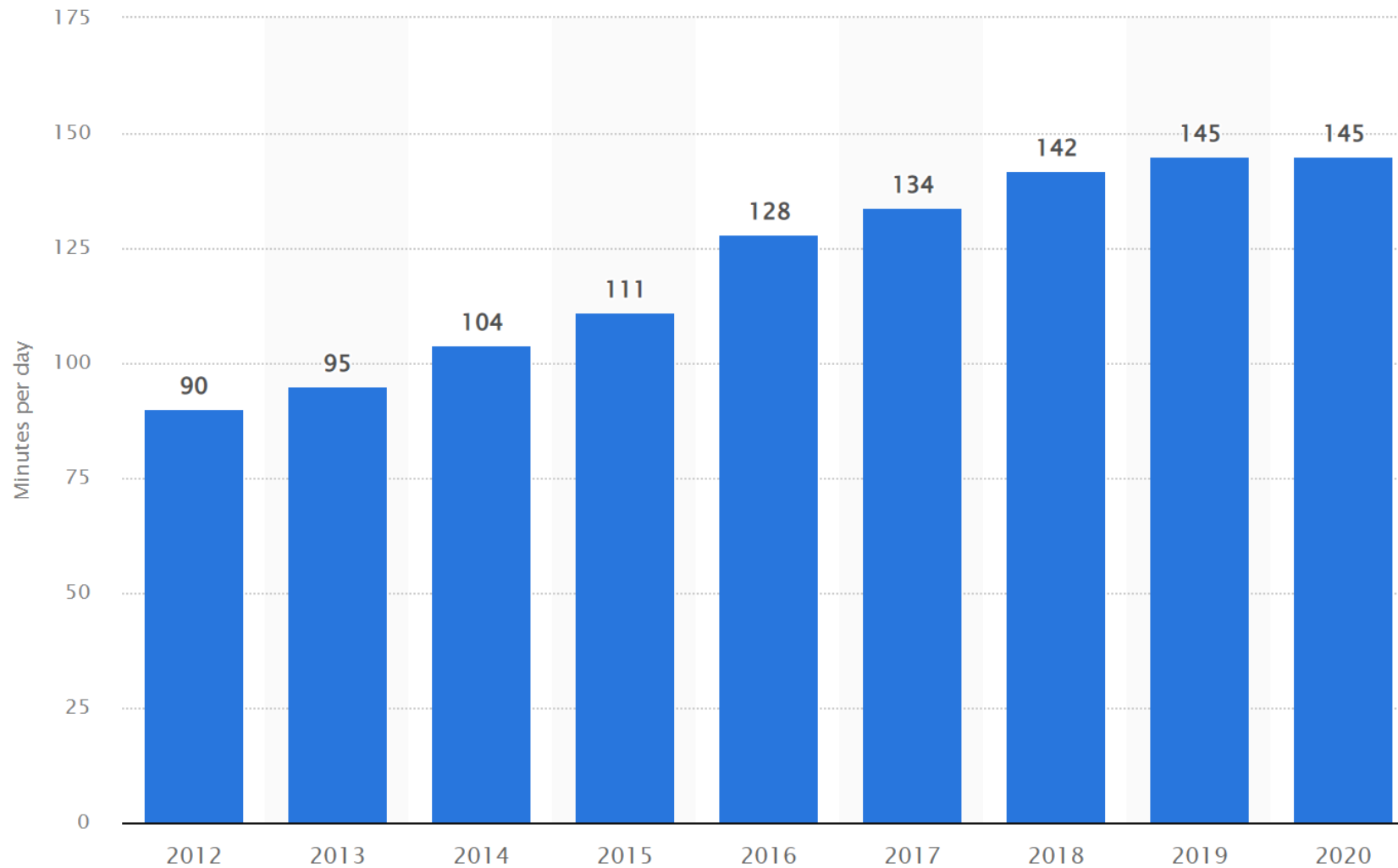


Screen Time



# Confessions of a PR Director....





# Overview of social media use

Headlines for social media adoption and use (**Note:** users may not represent unique individuals)

Number of social media users



**4.62**  
**BILLION**

Quarter-on-quarter change in social media users



**+1.7%**  
**+77 MILLION**

Year-on-year change in social media users



**+10.1%**  
**+424 MILLION**

Average daily time spent using social media



**2H 27M**  
**+1.4% (+2M)**

Average number of social platforms used each month



**7.5**

Social media users vs. Total population



**58.4%**

Social media users vs. Population age 13+



**74.8%**

Social media users vs. Total internet users



**93.4%**

Female social media users vs. Total social media users



**46.1%**

Male social media users vs. Total social media users



**53.9%**

**Source:** Kepios analysis; company advertising resources and announcements; CNNIC; Techrasa; OCDH; U.N.; U.S. Census Bureau. Data for **time spent** and **average number of platforms:** GWI (Q3 2021). See GWI.com for more details. **Note:** average platforms figure includes data for YouTube. **Advisory:** social media users may not represent unique individuals. Figures for reach vs. population and reach vs. internet users may exceed 100% due to duplicate and fake accounts, delays in data reporting, and differences between census counts and resident populations.

**Hootsuite®**

- Riki Neill, Chart. PR Director, Founder of RNN Comms & fetch Ireland
- 20 years' experience – cross sector, NI, ROI, beyond
- Multiple award-winning
- Member of PRCA, CIPR & Women in PR NI
- PRCA NI committee member
- Member of Newry Chamber, Federation of Small Business in NI and Down Business Connect

@RNNComms @RikiNeill





- **Jolene Kelly, Senior PR Consultant & Head of Services, fetch Ireland**
- **9 years' experience**
- **Delivery of social media strategy, content and advertising in NI, ROI, European markets**
- **Delivery of multi influencer campaigns**
- **Established fetch Ireland as Ireland's fastest growing micro influencer platform**

[@fetchire.social](https://www.fetchireland.com)



Term: Influencer marketing



Wild West





# Marketing Goals



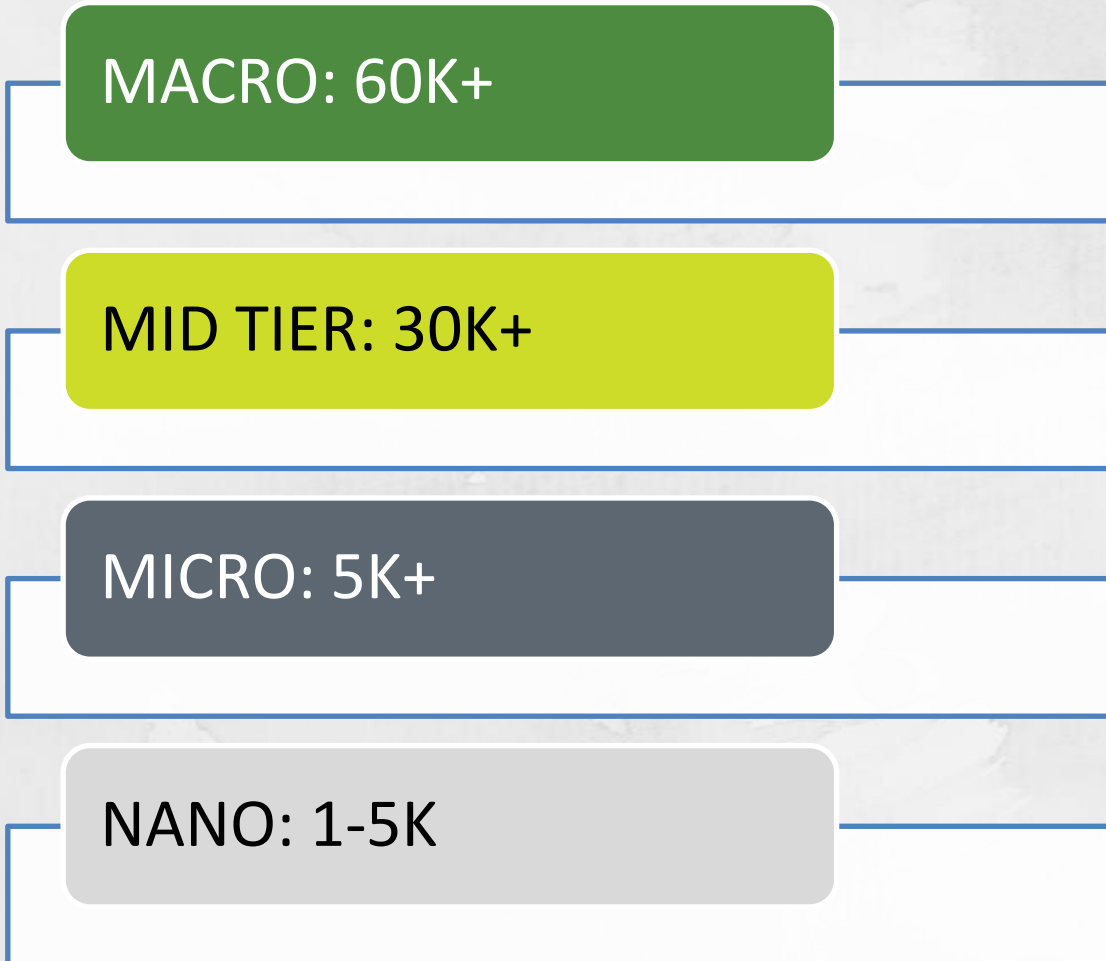


# What is an influencer?

# What is a social media influencer....



# Social media influencer categories (Ireland)





# Approaches to influencer marketing



# Your goals...work back from this:

Awareness of your brand / social growth / Launching a new product / Reach new audiences / Lack Content / education / Brand personality / credibility



**Gifting**

**Sponsored Posts**



**Discount codes / affiliates**

**Product Collaborations (MT & LT)**

**Brand partnerships (LT)**





# Gifting



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# Gifting is entry level influencer marketing:



- ✓ time
- ✓ budget

1

fetch ireland receives products from your brand for distribution

2

We upload your product and campaign details to our digital showroom, where micro-influencers apply to be part of your campaign

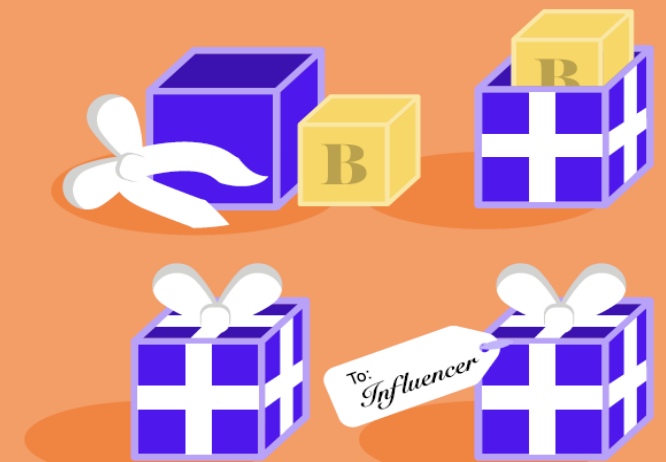
3

fetch ireland handpicks the best micro-influencers that match your brief and demographic



4

fetch ireland packs and sends your products to members of the fetch community that have been matched with your brand



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- 15 campaigns
- 300+ product drops
- Multiple discount codes
- Swipe up links and sticker taps
- Helped brands to benefit from 500+ pieces of unique content

*“Working with Fetch Ireland as part of our Christmas video ad campaign has been a huge boost to our social reach and has created real organic conversations and increased engagement across our social channels in a way we have never experienced before.”*

*“The reactions to our campaign through the Fetch Ireland network has been extremely positive and overall, a very wholesome experience.”*

Adam O’Gorman Digital & Marketing Executive @ Gala Retail Services

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# Influencer marketing 101s



# **#InfluencerMarketing101s**

- 1. Foundations: your social profiles, e-commerce**
- 2. Commit to growth – patience, time, budget, trial**
- 3. How to resource – inhouse / agency**
- 4. Identify your audience / influencer fit**
- 5. Agreement incl. ASA / ASAI guidelines**
- 6. Trial / go live / learn**
- 7. Measurement**



# Takeaways



Your Story 5h  
From poll >



**Do you spend time on social platforms every day?**

YES  
100%



Your Story 5h  
From poll >



**Are you more likely to buy from a brand if you see it active on social media?**

YES 88% NO 12%



Your Story 5h  
From poll >



**Have you ever bought a product / service as a result of seeing it on an influencer's stories / grid?**

YES 83% NO 17%





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