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DottsMediaHouse is a foremost digital marketing agency based in Lagos, delivering ROI focused digital solutions for leading brands across Africa. Launched in 2014 with a vision to provide a platform that creates digital success stories through effective campaigns. We have since grown into a large pro-active team called THE DMH TEAM with expertise spanning digital media. Over the past four years, DMH has handled services such as Social Media Management, Influencers Marketing, Content Development, Strategy, Activations, Display Advertising for brands like 9Mobile, HP/INTEL, SevenUp Bottling Company, The Netherlands Embassy, PopCentral etc and has been referred to as leaders in Influencers Marketing with credits to at least 85% of all trending social media related campaigns across Nigeria through the use of influencers.
Months ago in 2018 after our team concluded a campaign for one of the multinationals in the country, due to the uniqueness of this particular campaign, our experience with the brand’s team and our various influencers, We realised the need to somewhat offer industry professionals a useful resource in which they could better understand and deliver influencer marketing in Nigeria. The most effective way for us to do this was to develop this report with this first edition focusing on the evolution and present state of Influencer Marketing. Many have said in past years that this phenomenon (influencer marketing) would only be a passing or ephemeral trend. Yet, now that some time has passed, We can confirm to you that this ‘trend’ was not as brief as people projected, in fact it has stabilized and is now a popular practice within the media industry as a whole.

From our survey of over 500+ professional Nigerians and a focus group of key executives/influencers, We confirmed at least 77% of established companies/startups/individuals now engage influencer marketing as a key part of their marketing strategy. With this huge percentage, we have a BIG YES to the major question of this report “Is Influencer marketing the future of digital marketing? We invite you to take a look at this precise data and conclusions. Hoping that you find it all very relevant and useful for a more engaging execution of future campaigns and strategies engaging the new “kings” of the media industry: INFLUENCERS!

This FIRST EVER REPORT OF THE STATE OF INFLUENCER MARKETING IN NIGERIA is extensively prepared for the use of agency CEOs, brand managers, students, teachers, institutions, journalists, consultants, regulatory bodies and researchers, to better understand the journey and the direction that the Influencer Marketing trend is taking, and to purposefully place Nigeria on the global marketing communications map by producing annual analyses and proffering feasible solutions that can help build a world class industry.

Tiwalola Olanubi Jnr.
Creative Director, DOTTSMEDIAHOUSE
ACKNOWLEDGEMENT

A big appreciation to the team at DottsMediaHouse for the overall work put into delivering this research. We’re also grateful to have the following professionals contribute to the quality of this report.

COLUMN CONTRIBUTORS

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<tbody>
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FOCUS GROUP CONTRIBUTORS

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<th>Name</th>
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<td>(PR/AR, Maven Media)</td>
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VETTING PROCESS

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The world is increasingly digital. It is also increasingly personal. Social media has eroded the traditional barriers between content creator and consumer, allowing consumers to form parasocial relationships with public personalities whose lives were otherwise shuttered from them. Social media has also created a different kind of celebrity, the media influencer. Creators who document their lives and experiences for the consumption of digital audiences have come to wield as much influence as traditional celebrities and are not as invested in maintaining distance between them and said audiences.
Some creators have even figured out ways to monetize this bond, and influence the behaviour and buying habits of their fans through targeted content. Influencer marketing is the brave new world where individuals and curated content converge to create tailored experiences for audiences with specific emotional buy-ins, but the industry in Nigeria has gone largely unobserved and undocumented. It has gone undocumented because on some level, we all still see influencers as charlatans or hobbyists and we see influencer marketing as an annoying but persistent fad, not worth our time or academic scrutiny. It serves none of us in the advertising and public relations industry to propagate this myth. Influencers have become a part of the advertising landscape and understanding the data behind their success is important to predicting how the advertising landscape will evolve in the next decade and how to pre-empt and maximize this evolution.

The Dotts Media House Influencer report is an important step towards understanding how influencers make their way in the world and how to strengthen these parasocial relationships that allow influencers create tangible results. From discovering him over a decade ago as a campus influencer where he stood out amongst his peers to his evolution into a mainstream influencer and cultural driver, to now the current CEO of a leading digital marketing firm Tiwalola understands the landscape better than most. There is much to learn.
The major goal of the Influencer marketing report is to put the Nigerian social media landscape in the global map with the objective to majorly express the state of this form of marketing in Nigeria before it is drowned. This is a research work with provided facts and statistics about influencer marketing in relation to telling brands story and convincingly reaching a target audience. The aim is for this report to serve as a reference material to brand managers / advertisers / social media enthusiasts and of course Influencers in any future industry analysis.

We put this report together through a combined effort and contribution of relevant respondents and stakeholders in the industry, who represent brands / agencies, CEOs, content consumers, content creators, social media influencers and marketing professionals. A survey process was adopted through targeted sponsored ads, chats with industry professionals and a focus group discussion, through which we reached 500+ respondents.
This research focuses on some relevant discuss such as measuring campaign success, such as trend vs Engagement, Ideal Influencers, content production and consumption. These topics form the essence of this report - to show the journey and state while also ascertaining the essence of the industry and the relevance of influencer marketing in digital campaigns.

This report will help brands/advertisers understand the need to take influencers marketing as a serious part of their campaign plan, it will also help social media influencers build a better career models and even help individuals fit to be influencers across the nation realise their potential. This is the first edition of the report - a first of its kind in Nigeria - and in subsequent years, we will continuously conduct this research to serve as reference material to the industry, and to set it on a global stage.

Survey Respondents
Received Survey 500+

Focus Group
Participants 15

Respondents
Nigerians
According to our survey with over 500 participants, 64.3% of them responded that they believe that since inception till now advertisers were/are more interested in traditional advertising, over digital advertising (influencer marketing).

With the rise of influencer marketing in 2015, it was noticeable that brands and the general public were starting to recognize influencer marketing as the future of digital. At this period, only selected celebrities were regarded as influencers across the digital space; thereby limiting expected results, due to lack of proper budget plan, experienced agencies with focus on this form of marketing, influencers’ freedom to create content (story telling); and niche.

**Are Advertisers spending more budget on digital Marketing than Traditional Advertising?**
Interestingly, 3 years down the line; the state of influencer marketing has transcended;

Rate the State of The Nigerian Influencers Marketing industry in the past 3 year

- Growth
- Decline
- Stagnation
Research shows that:

Over 75% of consumers now understand the entirety of influencer marketing and its

Less than 5% of brand managers, COEs, creative directors and team leads understanding that the importance of influencer marketing is awareness and not direct sales conversion.

Over 90% of active social media users can tell if a post is sponsored.

Over 54% of brands agree that PR agencies address their digital needs conveniently.

30% of advertisers now value influencers marketing as part of their marketing strategy importance to brand

Nearly 70% of brands now reach their target audience using digital (Instagram, Facebook, Twitter ad even Whatsapp) through influencer marketing, display advertising, SEO, SEM, email marketing.

About 30% of consumer reported that they are most likely to purchase products or take action from influencers.

From the growth, as established above, this takes us to the question: has the industry evolved on a fast or slow pace?
Is Influencer Marketing really the future?
How close are we in delivering effective influencer marketing campaigns like our international counterparts?
Not only has influencer marketing become an established practice; Over the last few years, ‘influencer’ has had different meanings to different consumers. Out of 700 plus professionals surveyed for this report, 84.6% agreed that “an influencer is a person with a lot of follower on social media, who actively promotes a product/service, event, and brand messages on their social channel.”

Which of these statements best describes an “influencer” on social media

- A celebrity who promotes a product on their social channel: 19.22%
- A person with a lot of followers on a social channel: 34.75%
- Anyone who promotes a product on their social channel: 32.78%
- No response: 13.24%
This then takes us to the popular question - ‘which is more important to the success of a campaign’ - an influencer with huge followership or high engagement?. From the survey, fewer than 15% of our survey participants agreed with huge followership, while more than 83% confirmed that high engagement is more effective to the success of the campaign.

Which is more important to you?
Influencer Marketing as a source of Income:
In 2018, the survey reported that more than 40% of influencers confirm they make at least 500,000 naira from campaigns executed individually and less than 30% made between 1m to 50m.

As an influencer or student, how much did you make in total from influencer marketing in 2018?
The survey went on to confirm that in 2018, 35% of brands who engage in digital marketing spend at least N500,000 and about 10% spent around 1M to 100M on influencer marketing.

**What % of your PR spend in 2018 was for Influencer Marketing?**
In conclusion, to get a full picture of the current perception of influencers as of now, it is paramount that we note the popular practices influencers are employing. We went ahead to show an argument of why this is the popular practices and also to show where influencers marketing should be headed!

<table>
<thead>
<tr>
<th>Popular practice</th>
<th>Argument</th>
<th>Best practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of Niche</td>
<td>Research has shown that majority of influencers cannot identify their niche and take on every campaign thrown at them, due to lack of proper influencer marketing knowledge</td>
<td>Ensuring the presence of a well experienced brand manager and a seasoned agency ensuring that the right influencers are picked</td>
</tr>
<tr>
<td>Copy and paste</td>
<td>Research shows that this is due to lack of creativity</td>
<td>Every influencer should possess a content development skill.</td>
</tr>
<tr>
<td>Ghost Followership</td>
<td>An average person believes that with huge followership, he or she automatically becomes an influencer</td>
<td>Refer to q1</td>
</tr>
<tr>
<td>Being underpaid</td>
<td>Survey shows that over 80% of clients and agencies are reducing digital budget</td>
<td>Brands recognizing IM as a key part of their marketing strategy</td>
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<tr>
<td>Availability of enough creative influencers</td>
<td>Survey shows that across the country, there is limited access to effective influencers</td>
<td>Qualified social media users recognizing themselves as influencers</td>
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<tr>
<td>Undetailed briefs</td>
<td>Advertisers and agencies not having a proper campaign and plan</td>
<td>Involving influencers in campaign strategies from the scratch</td>
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<tr>
<td>Behavioral psychology</td>
<td>Attitude to work</td>
<td>Professionalism from both parties.</td>
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Expected outcome
This survey confirms the 5 most successful factors to achieving a successful marketing campaign

Select 5 most important factors necessary for success in today’s influencer marketing

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Proper Budget plan</td>
<td>60%</td>
</tr>
<tr>
<td>A detailed brief</td>
<td>45%</td>
</tr>
<tr>
<td>Influencers freedom to...</td>
<td>38%</td>
</tr>
<tr>
<td>Design, graphics and...</td>
<td>50%</td>
</tr>
<tr>
<td>A professional brand manager</td>
<td>10%</td>
</tr>
<tr>
<td>Duration of campaign</td>
<td>15%</td>
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<tr>
<td>Creative hashtag/keyw...</td>
<td>40%</td>
</tr>
<tr>
<td>An experienced creative agency</td>
<td>20%</td>
</tr>
<tr>
<td>Strategic Planning</td>
<td>35%</td>
</tr>
<tr>
<td>Writing, storytelling...</td>
<td>20%</td>
</tr>
<tr>
<td>Target Audience</td>
<td>50%</td>
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</tbody>
</table>
Select 5 most important skills necessary to be a successful (brand) influencer

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<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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<tbody>
<tr>
<td>Creative thinking</td>
<td>97.65%</td>
</tr>
<tr>
<td>High Engagement Level</td>
<td>87.06%</td>
</tr>
<tr>
<td>Huge Followers base</td>
<td>23.06%</td>
</tr>
<tr>
<td>Having a Niche</td>
<td>57.65%</td>
</tr>
<tr>
<td>The Right Audience</td>
<td>74.12%</td>
</tr>
<tr>
<td>Years of Experience</td>
<td>9.41%</td>
</tr>
<tr>
<td>Certifications</td>
<td>2.33%</td>
</tr>
<tr>
<td>Writing, storytelling &amp; content creation</td>
<td>75.29%</td>
</tr>
<tr>
<td>Strategic Planning</td>
<td>67.06%</td>
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The rapid growth of social media has brought with it a new breed of communication that has the ability to connect with consumers in a more natural way.

At its most basic, Influencer Marketing is like a hybrid of old and new marketing tools, taking the idea of the celebrity endorsement and placing it into a modern day content-driven marketing campaign. The main difference is that the results of the campaign are usually collaborations between brands and influencers.

Influencers, unlike celebrities, can be anywhere. They can be anyone. An influencer can be a popular fashion photographer on Instagram, or a well-read cyber security blogger who tweets, or a respected marketing executive on LinkedIn. Within any industry, there are influential people—you just have to find them. They are easily recognized by their hundreds of thousands (if not millions) of followers, and that’s the target audience you’re after. Therefore, it is important to clearly articulate the roles Influencers play in the entire marketing mix. As the rate of social media consumption continues to grow, advertisers are right to invest a good portion of the budget on social media influencers, however, one cannot completely write-off the benefits that brands can enjoy should they also leverage influencers across other touch points.
THE FOUR MISCONCEPTIONS

REACH: Is their audience truly huge? Is Reach enough metrics for influencers marketing?

REACH can be enough for some brands depending on the objectives of the campaign and the stage the brand is in her life cycle. However, Influencer Marketing goes beyond reach, the key purpose for leveraging this platform is actually for the target audience to take action.

Therefore, the true value of influencer marketing lies in its ability to deliver a more meaningful message to niche groups within your target audience. Reach is relative when it comes to influencer marketing. Finding small influencers with a highly engaged following loyal to the brand sometimes can more important than working with large-scale influencers boasting hundreds of thousands of followers. Finding an influencer who already has a connection with the brand, could lead to a much more genuine, mutually beneficial relationship.

The best thing brands can do is connect with people who are already talking about their products authentically, as their audience will naturally connect with the brand. The best brand collaborations always start with a conversation. Companies should “approach influencers and say ‘this is our idea, how does it fit into your content?’ Nobody knows their audience better than the influencer themselves”.

For example, Adidas on redefining influencer marketing through dark social - hyper-connected brand advocates are fuelling Adidas’ bid to become the “hottest social currency” in football.
RELEVANCE: How relevant is an influencer’s content to the sales of a brand’s product or service?

Unless scripted or guided, sometimes you find that influencers usually curate content that does not clearly deliver on the sales objectives of the brand. The reason being that these influencers need to make the content as organic as much as possible and a lot of the time the key message that triggers trial or action, sometimes, gets lost in the whole make up thereby making the content only effective in creating awareness and not sales.

The key to a successful influencer marketing campaign doesn’t lie with throwing wads of cash at online superstars. It lies in finding well-respected, industry-relevant online influencers with smaller, highly engaged audiences.

The reason why relevance appears to top reach is simple: To be a relevant influencer, one has to have expertise and subject-matter credibility, as well as well developed, solid relationships with the majority of one’s followers. Because of these relationships, and especially if you’ve targeted your influencer correctly, you not only gain the influencer’s receptive audience, you gain that audience’s audience as well. In fact, the best influencers won’t work with a brand unless the opportunity is relevant to their followers.

As reported in adweek.com, “Instagram followers with under 1,000 followers have a like rate of about 8 percent. Those with 1,000 to 10,000 have a rate around 4 percent. As the follower rate grows, engagement drops even further.
ENGAGEMENT: Should one still be referred to as an influencer if he/she has the audience, but the audience are not engaging with their sponsored content?

One of the biggest draws of influencer marketing is the authenticity of the content. When content seems authentic and relatable, audiences are more likely to engage. It’s hard for brands to generate this under their own name; meanwhile, influencers are already creating regular authentic content with millions of engagements.

Once, a client told me that Nigerian influencers are purely there to drive REACH and barely deliver engagement. Kunle Afolayan, a notable Nollywood film director, recently put up a video on LinkedIn, running down the Nigerian airport authorities for their poor operations and systems. Now, one had expected his followers to support his position, and when the feedback was measured, it indeed, appeared that Afolayan received more backlash than positive word of mouth. You cannot truly call one an “influencer” if followers do not engage with their activities. That influencer is just a notice board should his community not interact with his posts.
Now, let’s take a look at some of the engagement statistics on Instagram:

According to Adespresso by Hootsuite, the Like button is hit an average of 4.2 billion times a day, indicating a willingness to engage

• As Instagram grew in 2018 — the platform hit 1 billion active users in June 2018, up from 800 million in September 2017 — it’s safe to assume that the reach (and sheer volume) of influencer marketing grew along with it.

• Instagram is the most widely-used and effective influencer marketing platform for reaching millennials. Brands see engagement rates 10x higher on Instagram than they do on Facebook.

• Over 60% of Instagram users are between the ages of 18 and 24. If you’re targeting millennial consumers, Instagram is likely the best platform for your brand to leverage.

• Nearly three-quarters of Instagram influencers fell into the 18-to-34-year-old age range. Their audiences look to social media as their space for getting information. Influencers in that space have a lot of power to sway millennial spending decisions, especially because...

• 70% of millennial consumers value peer endorsement over celebrity endorsement.
ROI: Should advertisers expect Influencer marketing to deliver ROI?

Marketers have singled out measuring ROI as one of the biggest challenges they have with influencer marketing. Influencer Intelligence’s latest report, Influencer Marketing 2020, reveals 84% of marketers feel proving the ROI of influencer marketing is a challenge. As investment continues to rise, it’s inevitable that stakeholder demand for budget justification will increase in kind.

The real appeal of influencer marketing and the reason for its rapid rise in adoption among brands, is its authenticity and the number of ways in which campaigns can be created and utilized to fulfill a variety of projects with varying objectives. This breadth of opportunity within influencer marketing is huge for brands; across sales and lead generation, brand awareness, amplification and alignment, as well as content creation – ensuring that it is impractical to solely measure success based on one measurement across the board.

Although less sophisticated, discount codes attributed to an influencer can often provide a closer representation of direct ROI, as the customer is likely to be incentivized to link to the campaign via a discount achieved through use of a code. Similarly, brand collaboration with an influencer can clearly be benchmarked against non-influencer-inspired products to measure success.
Advertisers/ Agencies have stated in different ways that their greatest challenge with influencer marketing is getting the right influencer for campaigns... This is very understandable, knowing that there isn’t any platform that homes influencers in Nigeria.

The popular practice is brands using influencers whose audience don’t fit into the brand’s niche.. The argument for this will be either lack of varities of influencers to pick from in Nigeria or low budget on the advertiser’s part or maybe, just maybe a brand manager’s preference for a particular influencer.

It is however important that if a Brand/advertiser wants to deliver an engaging campaign through the use of influencers, then there is a need to take the best practice approach—sell an experience by telling a story using influencers that fit into their brand essence!
According to the survey, these are top brands in Nigeria that delivered effective influencer marketing (using 2018 as case study):

Pepsi Nigeria, Taxify, H2O, Tecno, Indomie

Five Brands that spent a huge budget on influencer marketing in 2018
Each of the brands below delivered different Successful campaigns, but with reference to our survey, **Pepsi Nigeria** came out tops as the most engaging of them all in 2018, with the highest number of Reach, Impressions and Engagement.

**#NaijaAllTheWay Campaign**
H2O #WaterIsGonnaBeJealous Campaign
Airtel #DataisLife Campaign
Pepsi #NaijaAllTheWay Campaign
Dano #WorldMilkDay Campaign
Taxify #MyPVCJourney Campaign
H2O #WaterIsGonnaBeJealous Campaign

Other Campaigns are....
From the survey, these 2 brands created top of mind awareness to target audience, through influencer marketing:

**Which Two of these 2018 campaigns created TOP OF MIND AWARENESS to target audience through influencers marketing**

![Graph showing campaign performances](image-url)
Survey confirms that Influencer marketing budgets are on the rise but still only comprise less than 10 percent of overall marketing spend. Marketers, at least 50% of survey respondents who are influencers claim they make a range of N500,000 – 5,000,000. But only 30% believe brands engage influencers directly or use core digital agencies in delivering their online campaigns which reduces the possibility of achieving a successful influencer marketing campaign.

As an influencer or student, how much did you make in total from Influencer marketing in 2018
HERE ARE FIVE TRENDS OF INFLUENCER MARKETING PROJECTED TO HELP BRAND MANAGERS/ADVERTISERS DELIVER THEIR DREAM CAMPAIGN

“Always-on” strategy (Exclusivity of Influencers)
Advertisers who care about the most robust returns on their influencer marketing investments need to create longer-term marketing strategies for their brand by signing up influencers exclusively to drive home a trust worthy and effective relationship with their audience. The popular practice of one-offs with influencers need to be halted.
Bigger Budgets Require Better Measurement

Even though the budget for influencer marketing has increased significantly in the last 3 years, our survey still shows over 94% respondents stating that “General budget restrictions” is one of the factors affecting the eventual low result of influencer marketing execution. Advertisers will need to increase this spend by at least 500% to gain “actual reach, content engagement, unique traffic, sign-ups for events, etc. It is not enough to just tally up few influencers of a particular tier and expect magic. A proper strategy will entail a combination of all tiers of influencers, real results require real budget.

How much does the following affect the final result of an influencer marketing campaign?
(Comment with below 50% or above 50%)

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<th>ANSWER CHOICES</th>
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<tbody>
<tr>
<td>a) General budget restrictions</td>
<td>Responses</td>
</tr>
<tr>
<td>b) Lack of client understanding of influencer marketing</td>
<td>Responses</td>
</tr>
<tr>
<td>c) Clients unwilling to commit sufficient funds</td>
<td>Responses</td>
</tr>
<tr>
<td>d) Lack of using influencers that fall under the right campaign niche</td>
<td>Responses</td>
</tr>
<tr>
<td>e) Using Influencers that have huge followership over influencers with huge engagement</td>
<td>Responses</td>
</tr>
<tr>
<td>f) Digital and new technologies</td>
<td>Responses</td>
</tr>
<tr>
<td>g) Social media platforms periodical algorithm change</td>
<td>Responses</td>
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</table>
Be Picky
While most influencers are professional and understand the best practices of the game, there are some “bad apples” out there who purchase followers, and have over 50% ghost audience which in-turn delivers no KPI for a brand’s campaign. These ones are more interested in netting more higher brand payment so they even go ahead and take on jobs outside their niche.

Following our survey, the five most effective skills an advertiser should look out for before engaging an influencer has been highlighted

Select 5 most important skills necessary to be a successful (brand) influencer
High Engagement trumps Huge Followers & Twitter Trends
Influencer marketing is ENGAGEMENT – (storytelling/likes/views/comments & creating conversations) … Size only matters for “reach” most times, which does not guarantee ROI except of course the aim of your campaign is only awareness. But if you’re looking for purchase intent and sales, then influencers with huge followers isn’t actually what you need. What makes a true influencer is actually a balance between relevance, engagement, reach and impressions. These are four components to look out for when evaluating the right influencer:

Keywords are as important as the glorified hashtagging
“If the official hashtag of a campaign does not TREND, will the campaign still be seen as a success?” Almost 80% of our survey participants answered a resounding YES to this question! Which makes us bothered about why advertisers think it is crucial for all their influencer marketing campaign to have an official hashtag when particular keywords can be adopted and still deliver same result, even better!

If the Official Hashtag of a campaign does not TREND, can the campaign still be seen a success?

No

Yes
Further Research shows that internationally, the popular practice is over 60% brands engage local influencers on campaigns without the need of hashtags. E.g campaigns like the internet breaking NIKE’s “Just Do It” with Colin Kaepernick.

Lastly, From our survey, Advertisers need to takenote that the 3 platforms most popular/effective for influencer marketing guaranteed to bring results are (Instagram(96.47%), Twitter(82.35%) and Facbook(16.47%).

**Which of these platforms are your top 2 most effective for influencer Marketing?**
An ideal influencer is someone who is fit for a campaign. There are times that not all influencers fit into a particular campaign. Finding the right influencer for a campaign can be done through research, surveys or word-of-mouth by other influencers. Running a campaign for a brand as an influencer needs to fit into your niche and must be attractive to your followers in order to engage with them.

Influencers are authorities in different niches who promote campaigns using social media because of their followers trust them and it is from a trusted source.

Influencer marketing is a content-driven campaign to persuade your social media followers/fans/community to buy into a product or service. So, where do you fall as an influencer on social media? Influencers are categorized as Nano, Micro, Macro and Celebrity influencers.
A Nano influencer is someone who has 1000 followers and above and also engages his/her small community.

A Micro influencer is someone who has 10,000 followers and above.

A Macro influencer is someone who has 100,000 followers and above.

A celebrity influencer is someone who has 1 million followers and above.

It is broken down this way so we don’t get confused and you end up calling yourself an upcoming influencer. There is no word as ‘upcoming’ if you are building your online presence as an influencer. Brands won’t work with you if you tag yourself as an upcoming influencer. It means you don’t understand your power and influence on social media. Look at the categories above and decide under which category you fall under.

Being an ideal influencer, brands look out for authenticity, engagement, reach, content creator, storytellers, knowledge working with brands, originality, being spontaneous, thought leading influencers and many more.
A FRESH PERSPECTIVE

Introduction of the latest tier of Influencers

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Creative Director, DottsMediaHouse
In the Nigeria media space, till date only this three tiers of influencers are recognized or requested for: Celebrity Influencers, Macro Influencers, and Micro Influencers. Having stated that The Celebrity Influencers are important majorly because of their fame as either musicians / actors / sportsmen etc with huge fanbase who are loyal to them, their weight on a campaign cannot be quantified. The Macro Influencers are regarded as social media stars majorly because their fame originated from their trending content (comedy, fitness, inspirational videos) that they release at intervals, they have proven to be crucial to a brand’s campaign by connecting the brand’s essence into their usual content the audience are used to. The Micro Influencers are necessarily not popular in any way, but influential in a smaller community where they have been able to make a mark and gathered audience who believe their judgement on particular topics.

With this brief comparison shown between the tiers, tested research has shown that the fourth tier of influencers – NANO INFLUENCERS are the most untapped set of influencers with even the most effective results. Everyone falls into this category of influencers as long as you have a substantial audience even sometimes as low as 500/1000 loyal followers who listen to what you have to say, as an advertiser the best technique of engaging this fresh set of influencers is by using them to engage a brand’s content i.e a brand’s social media tweets a message or posts a content, the nano influencer is expected to like the content or comment or retweet this content making it organic and in turn attract his audience to the kind of content he is engaging. This level of influencers are the most accessible amongst all the tiers of influencers and also the most affordable for an advertiser. As at 2018, It’s been projected that the nano influencers might just be the most sought after influencers in the future.
NIGERIA IM REPORT 2018 SURVEY
A survey carried out in the Nigerian Digital Space

STAFF STRENGTH
OVER 35% OF ADVERTISERS/BRANDS HAVE ABOUT 40+ EMPLOYEES

YEARS OF EXPERIENCE
ALMOST 60% OF RESPONDENTS HAVE BETWEEN 5 – 20 YEARS OF EXPERIENCE IN MEDIA

MOST SECTORS SERVICED
OVER 45% OF RESPONDENTS INDICATED THAT THEIR REVENUE WAS RECEIVED FROM MAJORLY ICT / TELECOMS / FMCG BRANDS

PORTFOLIO
32% OF RESPONDENTS HAVE LESS THAN 10 CLIENTS THAT SPEND ON INFLUENCER MARKETING, WHILE 21% HAVE BETWEEN 20 – 40 CLIENTS

ANNUAL SPEND
OVER 45% OF ADVERTISERS / AGENCIES SPEND BETWEEN N500,000 – 1 MILLION ON INFLUENCER MARKETING YEARLY

INDUSTRY STATE
92% OF RESPONDENTS AGREE THAT THE STATE OF INFLUENCER MARKETING HAS GROWN IN THE PAST YEARS

CREATIVITY
65% OF RESPONDENTS BELIEVE THE QUALITY OF CREATIVITY AMONGST THE WORKS OF INFLUENCERS HAS PROGRESSED OVER THE YEARS

EFFECTIVE PLATFORMS
ALMOST 100% OF RESPONDENTS VOTED INSTAGRAM AND TWITTER AS THE MOST EFFECTIVE PLATFORMS FOR INFLUENCER MARKETING

SKILLS
70% OF RESPONDENTS AGREED THAT THE THREE MOST IMPORTANT FACTORS NECESSARY TO BE A SUCCESSFUL INFLUENCER ARE: CREATIVE THINKING & STORYTELLING, HIGH ENGAGEMENT, HAVING A NICHE

INCOME
90.59% OF RESPONDENTS BELIEVE INFLUENCER MARKETING HAS GROWN ENOUGH TO BE ACKNOWLEDGED AS A FULL TIME CAREER.

TOMA
91.37% OF RESPONDENTS VOTED PEPSI NIGERIA AS THE BRAND WITH THE BEST USE OF INFLUENCER MARKETING.

CAMPAIGN
54.05% ALSO VOTED PEPSI NIGERIA’S #NAJAJALLTHEWAY AS THE MOST VIRAL CAMPAIGN OF 2018 USING INFLUENCER MARKETING.

DOWNLOAD NIGERIA IM REPORT 2018 SURVEY  WWW.DOTSCHIEMAHOUSE.COM
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