



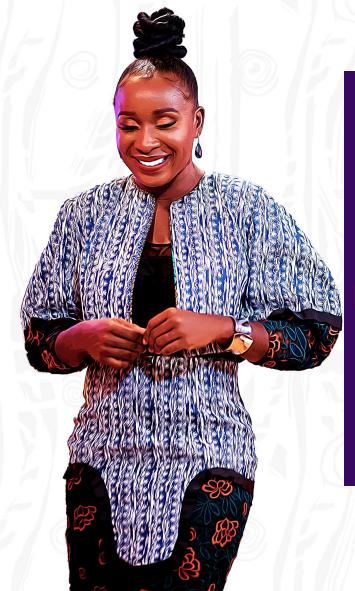
**INJECTING PERSONALITY INTO YOUR BRAND** 

- an influencer's perspective

2021 ABH
ANNUAL
MEETING







Injecting personality into your brand through an influencer means leveraging on the existing brand presence of an influencer who's public personality, matches your brand image.





### Choosing an influencer

A Case Study Of Naa Ashorkor

I have 2.2 million followers on instagram. 55.5% male & 44.5 female

One the average, a video on my page would get a reach of about **200,000**.

Common things you'd see on my IG include posts on motherhood, regular work day in Pistis outfits, workout videos, motivational messages and some humour.

I joined instagram in 2013

I currently influence for Nutriday Yoghurt, Yumvita infant cereal, Cussons Baby & WaterAid Ghana all in line with my current status as a mother.

Brands I have worked with include Yumvita, Malta guinness, Wateraid Ghana, Ministry of Health Ghana, Nutriday yoghurt, PISTIS and Cussons baby. I had a women's talk show on television, my goal was to use my instagram page to share information about my show and drive traffic to the show. I influenced for brands such as PISTIS clothing, Malta Guinness and Lydia contraceptives.

These brands chose me because the clothes i wore on TV mattered, my show was an all women's platform and contraception is an important subject amongst women and I shared a lot of motivational posts which worked well for the Malta Guinness campaign #Letsgogh



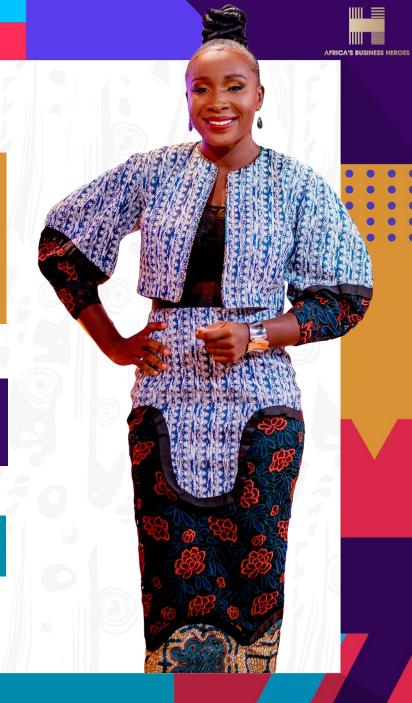


Doesn't look like paid advertising & therefore more believable/relatable.

Similar brand personality/public persona.

Shared insights.

#### Brand feedback







# DOs & DON'Ts

- 1. Research. Find out what our shared attributes are.
- 2. Recommend peak times for specific content.
- 3. I only influence for brands I actually use/can relate with/like and not just the highest paying client.
- 4. The highest number of posts per week for a brand is two prevents clutter and follower apathy.
- 5. In order to inject personality into a brand, I always recommend organic posts as opposed to branded advertising material.
- Don't choose an influencer merely for their popularity Personality matters.





#### QUESTIONS SMEs SHOULD ASK BEFORE ENGAGING INFLUENCERS.

- 1. Does this influencer actually believe in/use my product?
- 2. How do I track engagement?
- 3. Is this a mutually beneficial relationship?
- 4. Do I need a micro or macro influencer?
- 5. Does this influencer's brand personality resonate well with my product?







WHY
STORYTELLING
IS IMPORTANT
FOR YOUR BRAND
PERSONALITY.

- 1. IT'S REAL- Using an influencer "shows" your consumer your brand promise rather than simply "tell them"- eg; Just by watching Serena live her life, I hear the Nike promise "Just do It".
- 2. IT'S AFFORDABLE- No need to hire and entire agency to film ads, you can use many Macro & Micro influencers.
- 3. Feedback is instant & real unlike traditional advertising.
- 4. Content marketing matters to you as an SME we live in a social media era where brand persona is key to growing your brand. For your consumer to see, live, enjoy your brand personality; content marketing through influencers' real life is the great way to go.





## THANK YOU...







# Questions?