



***The Future of
Influencer Marketing***

STUDENT VILLAGE  CO.ZA 



Guess Who?

<https://www.youtube.com/watch?v=VocyIOF1N6Y>





84%

of marketers plan on executing at least one Influencer Marketing Campaign during the next 12 months.

Forbes Magazine

The Struggle is Real



Influencer Marketing

What's going wrong?

Brands choose the **wrong influencers** that often produce poor results

Brands are currently wasting their influencer budgets on **fake audiences**

Brands don't have a way to **measure real ROI** on their influencer campaigns

The image features two golden-brown samosas on a dark, textured surface. A white rectangular card is placed diagonally across the center, partially overlapping the samosas. The card contains the text 'What does the FUTURE of influencer marketing really look like?'. The word 'FUTURE' is highlighted in orange, while the rest of the text is in black. There are some crumbs scattered on the surface around the samosas.

What does the **FUTURE** of influencer marketing really look like ?

Is It All About Size?

Influencer Types:



Celebrity
100k+



Micro Influencer
5k-10k



Nano Influencer
<1,000

Celebrities

VS

Micro/Nano



2% engagement



10% engagement

Micro/Nano Influencers

> 300%

more effective than celebs

20%

of your followers,
on average, are...



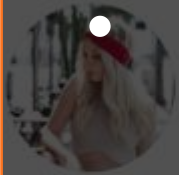


Instagram

Search

Get the app

Sign up | Log in



- Deal with a national food and beverages company

73 posts 50.8k followers 44 following

Alexa Rae Free as the ocean 🌊 living in the golden sun AZ → CA

- Alcohol brand sponsorship

- Free nights at a 4 star hotel

- 7 popular restaurants offered free meals

- swimsuit company endorsement contract

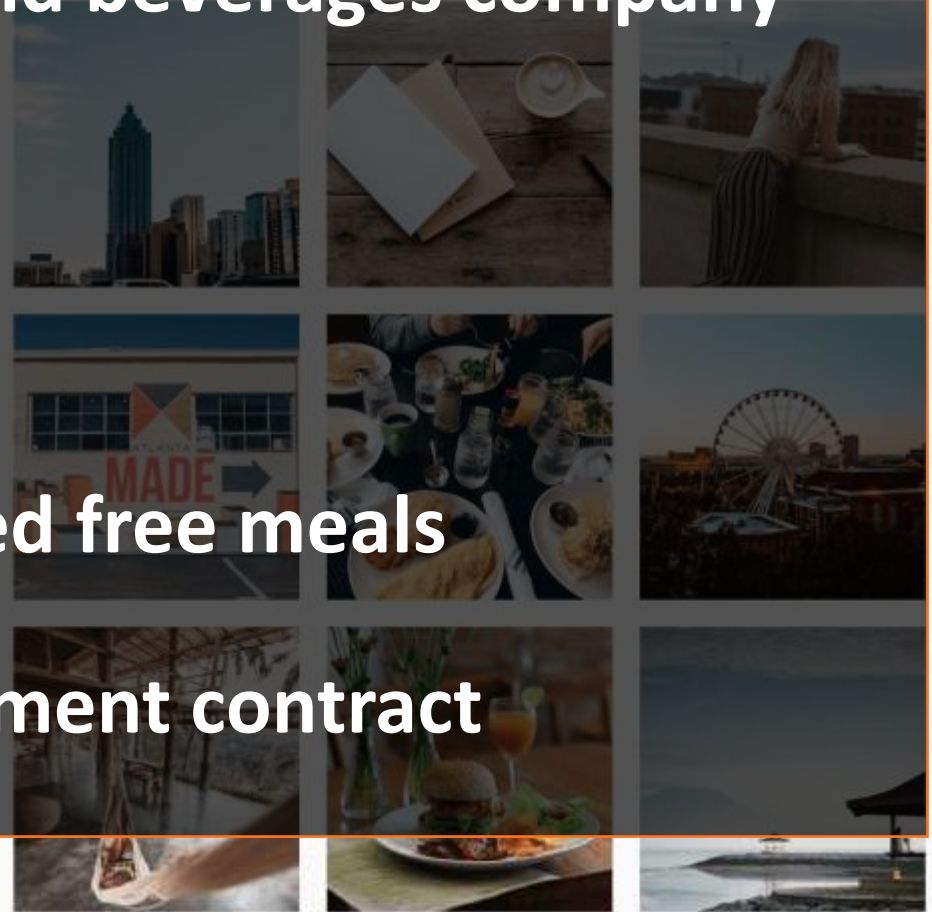


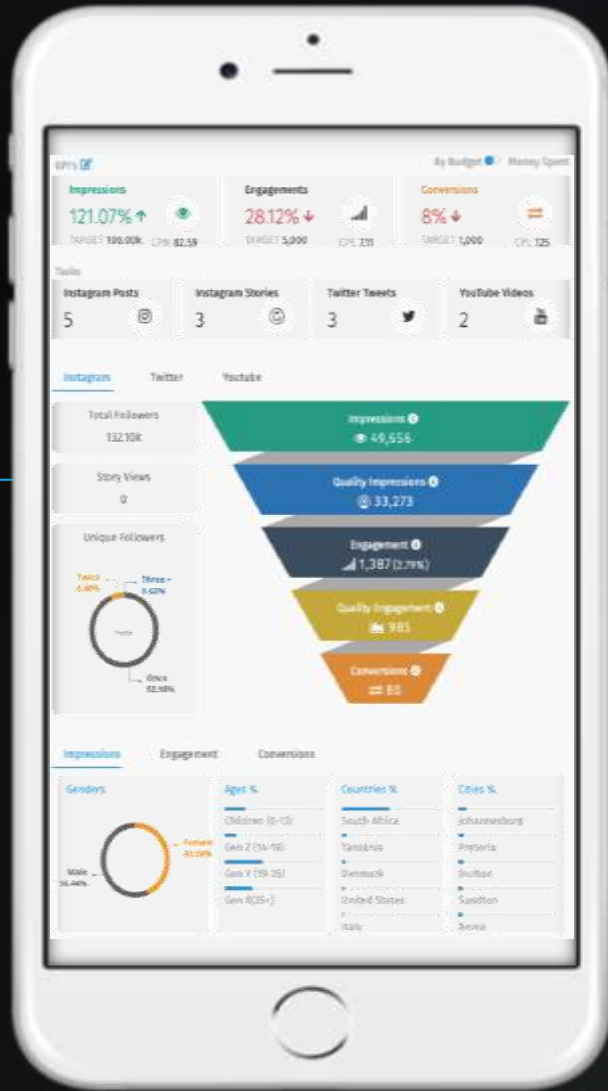
wanderinggirl

Follow

93 posts 63.1k followers 58 following

Amanda Smith Travel 🌍 // Adventure 🏕️ // Photography 📷 // Atlanta





Measurable Sales

Finally, marketers have a way of proving the ROI of their influencer marketing



- We work with you to determine your objectives & **KPI's**
- Reporting includes **reach** of real audience & quality **engagement**
- Conversions or Sales to your products can now be measured providing real **ROI**
- Unique links created for each Influencer to determine your A-team to use again.

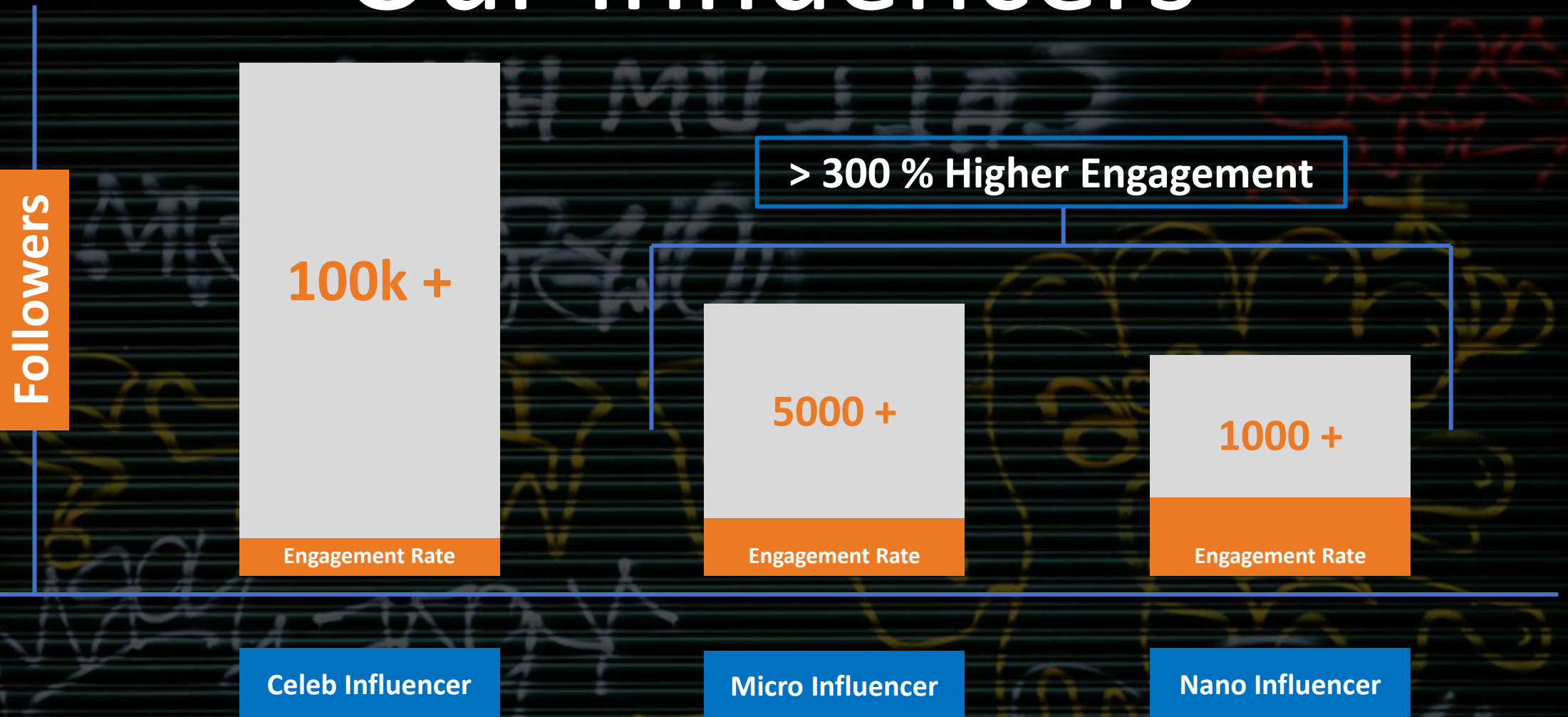


We've Cracked The Code!

Our Approach

- We recruit micro/nano influencers who connect & care about your brand
- We guarantee real reach by eliminating bots through smart tech
 - We create authentic engagement
 - Live reporting throughout your campaign
- **WE MEASURE REACH, ENGAGEMENT & SALES**

Our Influencers



Our 3 Questions



1. What do you know about this BRAND and what do your friends think about it?
2. Can you show us how you've used this BRAND in your life recently?
3. Call the most influential person in your phone right now and convince them to buy this BRAND

Brands WINNING with Influencers





Take a photo of this slide

1

High engagement starts with influencers who love your brand

2

Micro/Nano Influencers create higher engagement

3

Better Technology connects brands with these REAL influencers

The Student Village Promise

Student influencers that truly care about your brand

HIGHER
ENGAGEMENT

5X

Engagement rates 5X more effective than traditional influencer programmes

REAL REACH

+20%

Tech weeds out the bots ensuring you reach real audiences and at least 20% higher reach

LOWER PRICE

-33%

Cost per engagement at R2.99 which is a third less the industry average of R4

MEASURABLE
SALES

ROI

Measure your conversions and sales to get real ROI

THANK YOU.

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