

## “Social media marketing” encompasses a range of strategies

### Pay to advertise on social platforms

A form of display advertising

e.g.  
Tropicana



### Pay influencers (for majority of coverage)

Like renting the influencer’s audience and endorsement

e.g.  
Pantene



### Pay influencers (infrequently / little)

Boosting coverage; micro-payments; discount codes

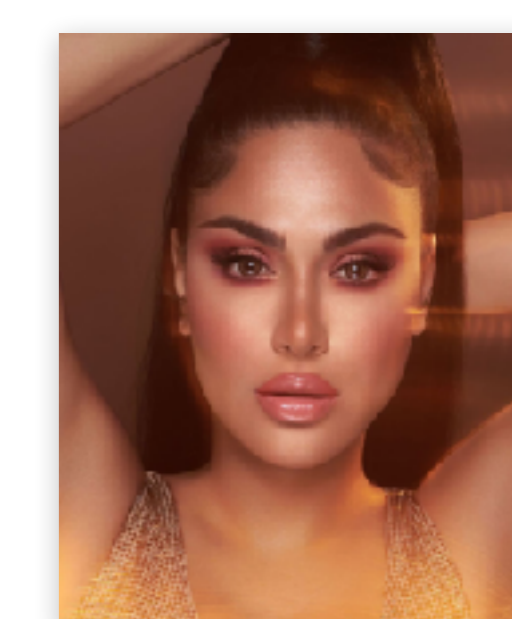
e.g.  
Fashion Nova



### Unpaid partnerships

Collaborations between brand and influencer

e.g.  
Huda Beauty



## The majority of value-creation happens at the unpaid end of the spectrum, through collaboration

Collaborations between brand and influencer are a win-win, and deliver branded content to thousands of followers

- Meet brand’s need for exposure
- Meet influencer need for relevance
- Meet audience need for curation

@MYLIFEASEVA X COLOURPOP  
SWATCH PARTY



## Brands attract strong partners by having “collaboration assets”

### Engaging brand proposition



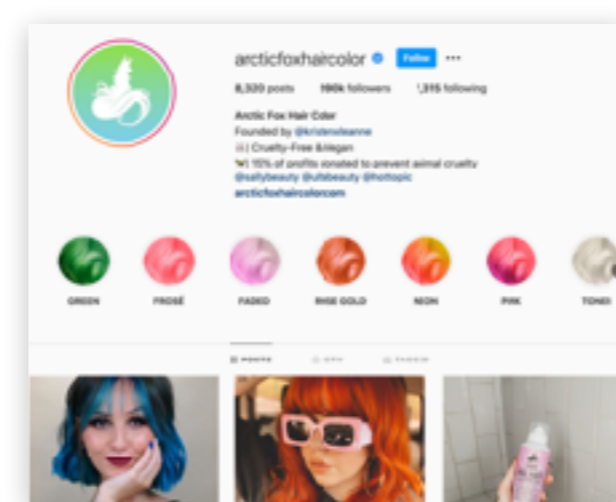
e.g. Peach & Lilly  
“Worry-free skincare”

### Venues



e.g. ColourPop’s  
California factory

### Owned media presence



e.g. Arctic Fox  
Hair Colour

### Product development capability



e.g. Huda Beauty – new  
products every other week

### Events



e.g. Revolve  
influencer getaway

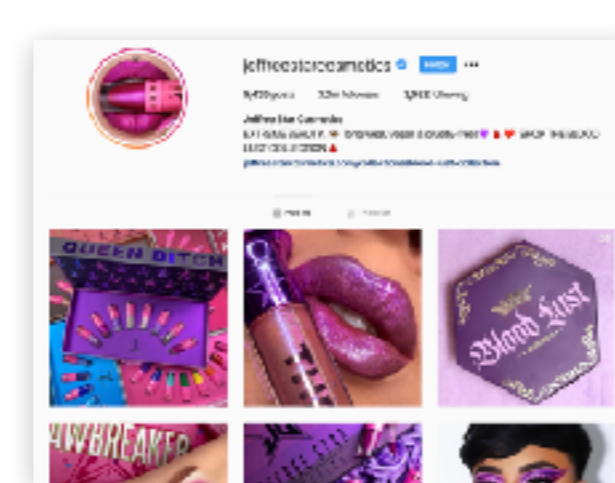
## A strategy of investing in collaboration assets is more effective than paying for mentions

### In the long term, assets give superior returns

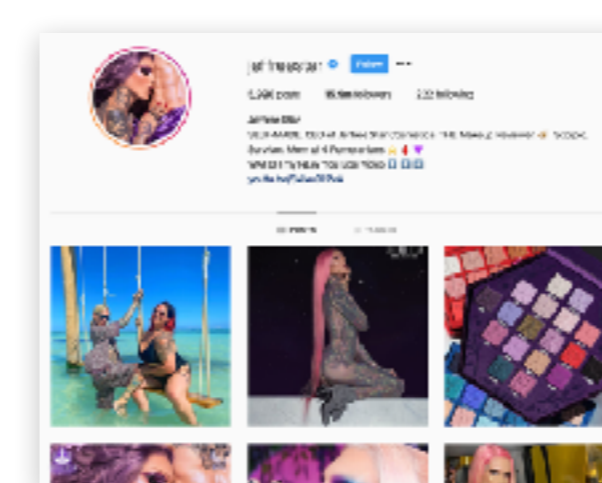
- Brands face decision between investing in content, and investing in a content production machine
- In the long run the machine wins, because it lets you create content again and again
- By contrast, money you can only spend once

### Brand strength comes from having a range of assets

- Products are just one asset among many – in many categories anybody can get product development and distribution from 3rd parties



[Jeffree Star the influencer](#)



[Jeffree Star the brand](#)

### Example: ColourPop Cosmetics

- Founded in 2014
- Invites influencers every week to mix formulations and shoot content in their California factory
- Now the [most engaging brand in cosmetics globally](#)

COLOURPOP

## This strategy applies to lifestyle categories

- Audience which is engaged in the category, and engaged in social e.g. beauty, fashion, drinks, sports, cars
- Works especially well in categories with “category practitioners” e.g. makeup artists; hairdressers; bartenders; athletes, and categories which can be sold direct to consumer
- In these categories, brands which follow this strategy win, because they achieve high reach and credibility at low cost, and are able to sustain this week after week

## Invest in structure, then invest in scale

If starting a new brand, build this into your business model

If running an existing brand, collaborate more and faster

- Create an aspect to your brand which will allow you to regularly invite people to collaborate
- Manufacture locally if possible
- Thousands of relationships
- Double your innovation rate
- Pay fairly, but concentrate on non-financial value