



Switzerland.



Switzerland.

Das ABC des Influencer Marketings.

Maria Wetzel
16. November 2019
IGEHO Campus

Agenda.



Switzerland.

1. Definition
2. Eine Kooperation richtig gestalten
3. Vertrag und Bezahlung
4. Erfolgsmessung
5. Beispiele
6. Zusammenfassung



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Wer oder was ist ein Influencer?

Influencer sind Meinungsmacher, die in den sozialen Netzwerken aktiv sind und eine gewisse Anzahl loyaler Follower haben bei denen sie für ihre Meinung und Empfehlungen geschätzt werden. (DIM Deutsches Institut für Marketing GmbH)

Arten von Influencern.

**Berühmte
Persönlichkeiten**
(Schauspieler,
Sportler, etc.)

Journalisten

Blogger

Fotografen

Fach-Experten
(Gastronomie,
Naturwissenschaften,
Wellness, etc.)

Politiker



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Unsere Definition.

- Influencer sind nicht limitiert nach Grösse oder Art
- Reputation, Expertise & Wissen in bestimmten Bereich ist wichtiger
- “Jeder” kann somit Influencer für ein bestimmtes Projekt & als Teil einer Marketingaktivität sein

Social-Influencer – Schein und Sein der neuen Werbestars

Jugendliche stehen klassischer Werbung kritisch gegenüber. Social-Influencer sind deshalb für Werbetreibende attraktive Partner geworden, weil sie bei den Jugendlichen eine hohe Glaubwürdigkeit geniessen. Doch nicht alles, was glänzt, ist Gold.

Traumberuf Influencer: Jetzt gibt es sogar Lehrgänge in der Schweiz

von Deborah Gonzalez - CH Media • Zuletzt aktualisiert am 7.2.2019 um 10:37 Uhr

Influencer

Die Selbstverkäufer

Influencer empfehlen ihren Fans Produkte. Ein Milliardengeschäft.

Verbraucher nehmen Influencern nicht alles ab

Social-Media-Stars verlieren an Glaubwürdigkeit, wenn sie ihre Follower mit ständiger Werbung nerven oder als Markenbotschafter unecht seien, sagt eine Studie.

SRF

News Sport Meteo Kultur DOK

News > Schweiz >

Fake Follower

Influencer-Marketing: Wer beeinflusst hier wen?

Influencer sind in der Werbeindustrie beliebt. Doch nicht alle haben so viel Einfluss, wie sie vorgeben. Die Analyse.

TECH

Wie mit Fake-Gewinnspielen Follower generiert werden



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Wieso mit Influencern arbeiten?

Influencer sind Multiplikatoren, die...

...die Entscheidungsfindung innerhalb der Zielgruppe beeinflussen

...den Buchungsverlauf entlang der Customer Journey prägen

...innerhalb ihrer Community als Wegweiser und Beeinflusser fungieren

...inspirieren und Emotionen wecken.



Influencer sind Multiplikatoren, aber ...

...keine Werbebotschafter und –gesichter!

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Grundsteine einer richtigen Kooperation.

Die richtige Wahl.

Professionelles Briefing.

Schriftlicher Vertrag.

Organisation.

Erfolgsmessung.

Nachhaltigkeit.

Die ideale Kooperation.





Auswahlkriterien.

- **Klare Zieldefinition im Vorfeld** → Was will ich wie mit einem Influencer erreichen?
- **Brand Fit** → Passt der Influencer & das Projekt zum Unternehmen und zur Marke?
- **Content-Qualität** → Ist der Inhalt gut und relevant?
- **Engagement** → Lösen die Inhalte Reaktionen aus & stehen diese im Verhältnis?
- **E-WOM** → Wie ist die persönliche Vernetzung auf den sozialen Netzwerken?



Zieldefinition & Brand Fit sind vor der reinen Betrachtung der Anzahl Follower die wichtigsten Kriterien!

Die Kontaktaufnahme – SO NICHT!

In particular, I would like to introduce you our talent **Federica**:

+129k followers su IG

Federica is extremely in love with discovering new places around the world and would love to visit **X** and to explore its culture, additionally, she has a loyal international fanbase that is really into the aesthetic of the contents they create and that shows an extraordinary high engagement with the brands she works with!

Your company came up to my mind because I believe it is really aligned with her brand. I think that working together could be a great way to promote your services on social media.

Hi!
I'm a Mom blogger from Bombay and NY with more than 15k followers on Instagram and my handle is mominthebay.
I also have a Facebook page mom in the bay with over 1500 mothers.
My husband, son and nanny and I are travelling to Switzerland on 15th May and we are super excited! Would you be interested in collaborating?
As most of my followers are mothers and who love travel etc.
Please contact me on 9920585950 or Instagram and let me know how we can take it further.
:)

Dear Sir/Madam,
we are two travel/fashion bloggers and sisters, Lambrina & Marina Kelapostolou.
Our blog is the first blog created in Greece back in 2011 and we are interested in a collaboration with you.
Let me inform you that we are one of the top blogs in our country with more than 130000 worldwide followers (most from Italy, then France, Germany, UK, USA, Mexico, Ukraine, Russia, Greece, etc) and worldwide recognition,
since we have collaborated with big brands from around the world such as: WizzAir, RyanAir, Hellenic Seaways, Relais & Chateaux, Forever 21, L'oreal, Tommy Hilfiger, Swarovski, Pandora, Nike, etc

Hey,

I'm Wannes 25 Years old and a passionate film maker. I make small films just as a hobby. But I try to collaborate with brands or organizations to cut down on costs for the project + to have a general purpose.

For this summer I would like to make a small (2 -3 Min) video of Bikers/Hikers in a mountain village. I was wondering if you could help me find the right contact who can help me further.

Br,
Wannes



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Das richtige Briefing.



Ein gutes Briefing ist wichtig – ein persönliches Kennenlernen bei Kaffee oder am Telefon matchentscheidend!



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Organisatorisches.

- Auf 24h-Betreuung verzichten
- Ansprechperson definieren
 - Im Unternehmen
 - Vor Ort (Hotel, Destination, etc.)
- Kein minutiöses Programm (weniger ist mehr)
- Kreativen Freiraum gewähren
- Für gute Arbeitsbedingungen sorgen
 - WLAN/Empfang für Liveberichte
 - Transport, Unterkunft, Tickets



Kontrolle ist gut, Vertrauen ist besser.

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Die Basis jeder Kooperation.



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Switzerland Tourism.



"Influencer Agreement"

between

Switzerland Tourism
Morgartenstrasse 5a, CH-8004 Zurich

hereinafter **Switzerland Tourism,**
ST or the Company

and



hereinafter the **Influencer**

1. Switzerland Tourism

Switzerland Tourism is the national market destination for holiday travel and conferences.

2. Mission

The Influencer's experience should show that it is possible to enjoy a great road trip feeling even better when you know that Europcar offers a wide range of hire cars, covering all your needs.

3. What's involved?

Switzerland Tourism will send an automotive Influencer on part of the Grand Tour of Switzerland between 22 September and 24 September 2019. During the trip, the Influencer will share his experiences on his Instagram profile.

4. The tasks of the Influencer

The aim of the cooperative project is to position the Grand Tour of Switzerland as the premier road trip in the Alps and to show that the route can be driven entirely by electric car.

In addition, the Influencer should emphasise how easy it is to rent a car from Europcar, in this case the new Audi e-tron. The Influencer is to describe the highlights of his tour on his social media platforms according to item 6 below.

5. Itinerary

More details can be provided in the separate itinerary.

6. Publication of the Influencer message

The Influencer agrees to publish the following content as described in item 4 above in a timely manner and according to the contractual agreement:

- 1 Instagram album post during the tour or no later than 7 days after the tour
- 3 Instagram stories as a recap (or live) no later than 7 days after the tour
- 7 - 10 high resolution photos; both in horizontal and vertical format, for publication on Switzerland Tourism channels.

Switzerland Tourism.



- Switzerland Tourism and its partners shall not make changes to the photographic material/video footage without consulting the Influencer. Exception: Selecting a different image detail, colour corrections and/or retouching.
- The Influencer shall retain the copyright and right of use of the photographic material/video footage, in particular the right to use the photographic material/video footage for his own projects.

The Influencer undertakes **not to use protected third-party content** in his social media content relating to this cooperative project. The Influencer confirms that he

- a) owns the necessary rights to use the copy/images and videos in question;

and/or claims.

11. Exclusivity

Starting from the signing of this contract, the Influencer undertakes not to publish any other advertising for competing offers (car hire, electric cars) until the end of the defined campaign period on the social media platforms agreed in this contract.

12. Confidentiality

The Influencer undertakes not to disclose any information or knowledge that he has obtained during the course of this cooperation. This confidentiality requirement also applies to the content of this agreement and shall even continue to apply afterwards, as long as Switzerland Tourism may have a legitimate interest in such confidentiality.

13. Contract duration

This contract shall come into effect once signed by both parties and shall last until the end of the defined campaign period.

14. Breach of contract

If the Influencer breaches this contract, he shall be obliged to pay Switzerland Tourism a penalty of CHF 1000. The penalty is payable within 7 days of the assertion of breach of contract by Switzerland Tourism. Switzerland Tourism expressly reserves the right to pursue compensation claims over and above the contractual penalty and other rights.

Switzerland Tourism.



Privacy policy

1.1 Principles and purpose of data collection

As the responsible data controller, Switzerland Tourism ("ST"), Morgartenstrasse 5a, 8004 Zurich, Switzerland, shall protect your privacy on the basis of the Swiss Federal Act on Data Protection and the EU General Data Protection Regulation as well as by means of extensive technical measures to safeguard against unauthorised access. ST will process your data to enable you to participate in trips and/or our events and also to supply you with tourist information if you explicitly so wish. In addition, ST may also pass on your data to third parties in order to enable reservations to be made, as well as to make the organisation and implementation of the trip or event as pleasant as possible for you and to provide you with the relevant information, tips or offers. The collection of your personal data is based on Art. 6 (1) (a) and (f) GDPR.

Privacy policy at

this form will be necessary if you book through us, hotels for tourist service

privacy or to otherwise identify and to provide you with more information in accordance with the statutory provisions or your separate consent.

You may withdraw your consent at any time with future effect. Your data will be stored for up to 10 years after your last activity, unless you request that it be deleted earlier from our CRM system. Earlier deletion is not possible if ST is required by law to retain the data in question over a longer period.

1.3 Transfer of data to third parties / order data processing

The personal data collected in the form will be stored in the designated application on a server in Switzerland or, in the case of the event management tool (events.stnet.ch), in Germany.

ST reserves the right to share the personal data gathered with third parties, in particular transport companies for travel organisation purposes, destinations, agencies, convention centres, hotels, restaurants, event locations and other tourist service providers to make the trip and/or event as pleasant as possible for you. These third parties may, with your consent, provide you with relevant information/offers relating to travel and events. This may involve the transfer of data from Switzerland to the EU and vice versa. These third parties will generally process your personal data for their own purposes and on their own behalf. If legally obliged to do so, we shall conclude a data processing contract with third parties on the basis of which the third party will process data exclusively on our behalf and in accordance with our instructions. Thus, we guarantee compliance with the legal data protection regulations and technical security measures.

If third parties based outside of the EU should be granted access to the data, ST shall ensure an adequate level of data protection.

1.4 Your rights



Bestandteile.

- Ziel & Projektbeschreibung
- Auftrag Influencers
- Konditionen
- Vertragsdauer
- Vertragsbruch
- Programm
- Kompensation
- Kennzeichnungspflicht
- Copyright & Bildnutzung
- Hashtags / Accounts
- Reporting
- Kontaktinformationen
- Rechnungsstellung
- Datenschutzerklärung

Muss ich Influencer zahlen? JA!



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Bezahlung.

- Barter Deal
 - Bezahlter Deal
- oder
- 
- Ein Mix → gute Arbeit ist nicht gratis!



Bezahlung ja! Die **Höhe** wird bestimmt durch:

- Herkunft / welcher Markt (CH vs. USA)
- Anzahl Follower
- Umfang des Auftrages (Dauer, Live Bericht, Fotografieren, Umfang Content)
- Wieviel Content soll produziert werden?
- Wollen wir den Content weiterverwenden (Buyouts)?

→ Mehrere Influencer innerhalb eines Projektes sollten alle bezahlt werden.

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Erfolgsmessung.



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- **Quantitatives Reporting als Vertragsbestandteil**

- Pflichtposts / Inhalte erfüllt?
- Screenshots
- Reichweite, Likes, Comments, Shares

- **Qualitatives Reporting:**

- Marketingziel erreicht?
- Zufriedenheit mit Zusammenarbeit?
- Potential für weitere Projekte?
- Langfristige Nutzbarkeit?



Reportingbeispiel.

▪ KPIs Engagement.

									TOTAL		Avg. Engagement
Category	Likes	Comments	Likes	Comments	Likes	Comments	Likes	Comments	Likes	Comments	per Category
Nature Photography	23,511	657	75,202	1,828	53,987	1,058	13,624	244	166,324	3,787	3.42%
Luxury	172,590	2302	118,628	865	17,404	218	56,095	281	364,717	3,666	5.23%
Hiking	46,452	1379	73,861	2201	37,857	715	21,243	242	179,413	4,537	5.26%
Biking	15,943	116	38,091	257	1,126	8	1,468	-	56,628	381	7.93%
Architecture (1=L, 2=BS)	34,678	715	53,764	2276	79,893	2193	4,753	206	177,976	5,953	5.76%
Alpine Luxury	174,451	3010	210,390	3412	74,663	1,504	41,307	407	500,811	8,333	3.68%
TOTAL	467,625	8,179	569,936	10,839	264,930	5,696	138,490	1,380	1,445,869	26,657	5.21%

▪ KPIs Postings.

							Other				TOTAL	
Category	KPI	Actual	KPI	Actual	KPI	Actual	KPI	Actual	KPI	Actual	KPI	Actual
Nature Photography	4	6	5	14	0	0	1	11	3	3	13	34
Luxury	8	13	8	9	0	0	3	1	3	3	22	26
Hiking	5	10	8	23	0	0	1	3	3	3	17	39
Biking	4	12	6	26	0	0	0	1	1	1	11	40
Architecture (1=L, 2=BS)	4	8	4	16	4	13	0	3	2	3	14	43
Alpine Luxury	5	21	5	25	0	0	0	5	5	5	15	56
TOTAL	30	70	36	113	4	13	5	24	17	18	92	238

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So bitte nicht!



Switzerland.



chowderthebeardog • Folgen

chowderthebeardog What time is it? It's 5 days til Christmas time!!!! Get someone a @danielwellington watch, it's the perfect present! Use my code: CHOWDER for a 15% off on www.danielwellington.com valid til December 31, 2017 only ❄️🎄 ho ho ho 🎄❄️

Weitere Kommentare laden

fabianbubendorfer @fabianebrn ich würde alles dafür tun, dass er mein Hund wird 😂🇨🇭



Gefällt 10.946 Mal

20. DEZEMBER 2017



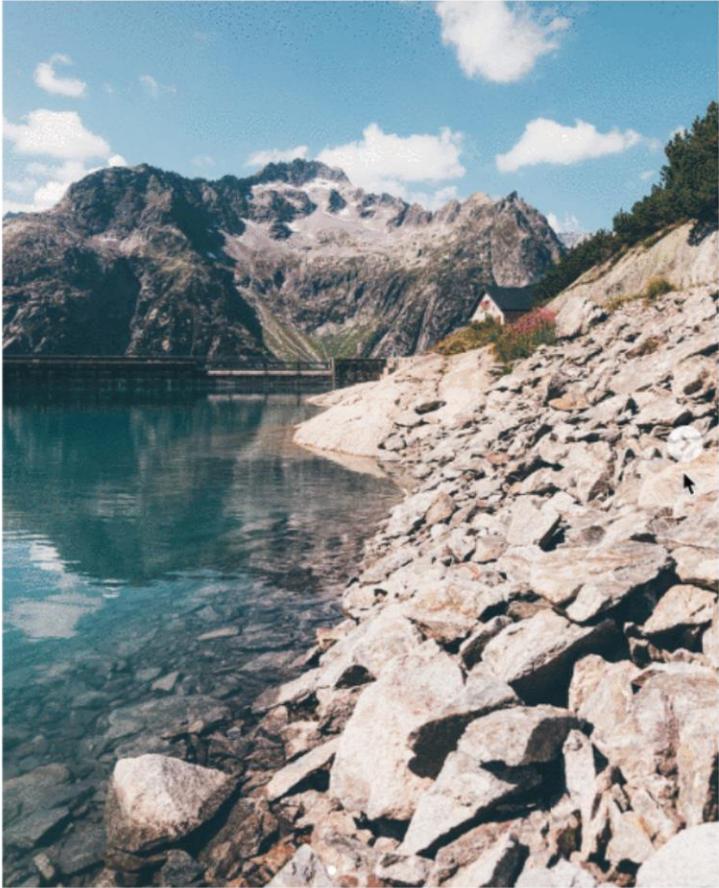
Gefällt 5.891 Mal

4. NOVEMBER 2018

Aber so...



Switzerland.



 **helvetic.collective** • Abonniert
• Gelmersee

helvetic.collective Sixth trip together with @myswitzerland and @victorinox: @davidhubacher went back to the famous Gelmersee (or Lake Gelmer) where he did his first photography related nature trip back in 2015! #inLOVEwithSWITZERLAND #MyVictorinox

stefaneggli Sehr hübsch

depimour @bek_vet

katiehillix I can't wait to go to Switzerland!

bek_vet @depimour deal!

luzbrindes Beautifulll

karsten_ramsauer Wow... What a fantastic shot... 🍷🍷 Great work... Please take a look at my work, too. Many thanks...🙏

widderfred Nice serie 🍷

gastonschaeffer Awesome knife!!

📍🗨️📌

Gefällt 1.785 Mal

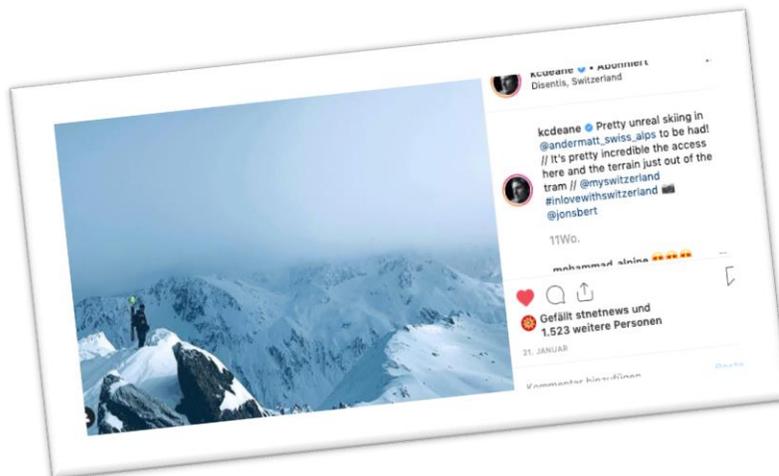
2. SEPTEMBER

Kommentar hinzufügen ...

...oder so.



Switzerland.



MySwitzerland.com website screenshot. The page features a navigation menu with categories: REISEZIELE, UNTERKUNFT, TRANSPORT, ERLEBNISSE, ÜBER DIE SCHWEIZ, and AKTUELLES. A large hero image shows a snowy mountain landscape with a red tent and a play button icon. Below the hero image are three promotional banners: "Wintersportbericht Aktuelle Informationen" with a snowflake icon, "23 JAN Winterveranstaltungen Events im Schnee", and "Angebote unserer Ferienorte und Städte" with a percentage icon. The main content area is titled "Winterurlaub" and includes the text: "Weite Pisten, riesige Halfpipes, Tiefschnee ohne Ende – alles bequem und schnell erreichbar. Die Schweiz ist das Original in punkto Winterurlaub. Gönnen Sie sich dieses Winter-Upgrade. Aber wo? Hier die Tipps von Schweiz Tourismus und seinen Partnern. UPGRADE Your WINTER". A red button labeled "> Winterferienorte" is visible. To the right is a "Winter like a Swiss" banner with a Swiss flag and a button labeled "> mehr erfahren". At the bottom, there are three image thumbnails: "Ski und Snowboard", "Schneeschuh- und", and "Langlauf".

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Unsere Learnings.

- Nicht jedes Angebot und jede Anfrage annehmen.
- Brand Fit prüfen.
- Integration in Projekt oder Kampagne.
- Ziele vorab definieren.
- Keine Plattform-Übernahmen ohne Guidelines.
- Langfristigkeit sicherstellen.



Auf einen Blick.

- 💡 Influencer sind Multiplikatoren und keine Werbegesichter
- 💡 Zieldefinition & Brand-Fit sind entscheidend bei Auswahl
- 💡 Gutes Briefing ist entscheidend
- 💡 Ein gut organisierter Trip ohne 24h Kontrolle
- 💡 Keine Zusammenarbeit ohne Vertrag
- 💡 Gute Arbeit ist nicht gratis und soll bezahlt werden
- 💡 Erfolg messen (quantitativ & qualitativ)



Switzerland.

**“People influence people.
Nothing influences people
more than a recommendation
from a trusted friend. A
trusted referral influences
people more than the best
broadcast message. A trusted
referral is the Holy Grail of
advertising.”**

- Mark Zuckerberg



Vielen Dank.



Switzerland.

Kontakt.

maria.wetzel@switzerland.com

<https://www.linkedin.com/in/maria-wetzel/>



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