

22 INFLUENCER MARKETING

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Influencer Marketing: l'esperienza di Henkel Italia

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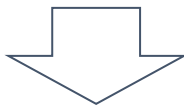
toluna*

Influencer mktg - Henkel priorities



SPECIALIZATION

Influencers are not classical media, they are not PR, they are not media relationship. The offer is together fragmented (for the talents) and concentrated (for the talent agencies environment).

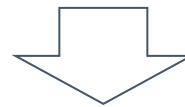


A deep knowledge of the market is needed.



COMMITTED KPI'S & MEASUREMENT

The plans need a precise kpi's forecast and a cost per kpi in line with a reasonable standard. Moreover, it's needed a kpi commitment from the influencers to guarantee the return on investment.

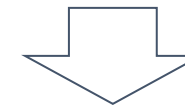


Kpi's focus and negotiation power.



CREATIVITY

Influencers are becoming every day more crowded so it's always more important to find a creative idea to get the audience attention, in consistency with the rest of the communication plan, but with the specific Influencer language.



Communication consistency and language specification.

Influencer mktg - Henkel priorities



The boom registered in 2022 in the Influencer market led to:

- Big Media Inflation;
- High Adv clutter in the Influencer channels;

Consequently Henkel adapted its strategy, passing..

FROM...



Tactical activation, product placement



Many Influencers collaborations



Pure organic

TO...



Long lasting collaboration, more complex projects



Selective Influencers choice based on kpi's



Organic + paid media amplification