



Workshop on Digital Marketing

30 October 2018, 13.30-16.30

Venue: IOGT-NTO, Rue Van Campenhout 22, 1000 Bruxelles, Belgium

DRAFT AGENDA

13.30	Welcome, round table
13.40	IOGT-NTO & European Public Health Alliance (EPHA) workshop on Digital Marketing By Karin Berg, Digital Strategist at IOGT-NTO. Presentation of how companies think and use digital media to market their products and demonstration of Facebook targeting tools. Questions, answer, debate.
14.50	BREAK
15.00	Internal meeting
16.20	AOB
16.30	END

Workshop on Digital Marketing: key discussion points

In the opening presentation, Ms Karin Berg provided a practitioner's view on the functioning of social media marketing, drawing on her experience in the private sector, as a digital marketing consultant and in her current role as digital strategist at IOGT-NTO.

Some of the key features of online marketing were highlighted:

- Relative low cost
- High flexibility and speed
- Opportunity to target in a way that is not available on other forms of media
- High level of measurability
- High interaction potential
- Global outreach

Among techniques, “viral marketing” was emphasised as a particularly potent strategy. Viral marketing relies not on a company supplying information, but on the multiplication of messages by individual social media users. Friends and influencers are generally trusted more than ‘formal’ advertising, which makes this type of marketing especially effective.

The presentation in Annex I gives an overview of the topics addressed and provides further reading suggestions.

This presentation raised multiple questions and discussion points, focusing in particular on whether several key concepts relevant to ‘traditional’ media are similarly applicable to digital marketing, and on the options available to restrict health-harmful marketing through digital channels.

Key discussion topics included:

- Can a watershed – i.e. a ban on the advertising of certain types of products between certain time periods of the day – be applied to digital marketing? Could algorithms be designed not to show certain ads during particular times of the day?
- Should digital marketing be conceptualised differently from traditional media marketing? In traditional media, the key concept is to minimise the *exposure* of children and youth to marketing, with secondary importance attributed to the question whether a certain ad was actually *targeted* at youth. In the area of digital marketing, advertising is actually explicitly targeted at certain age brackets to ensure the right groups are impacted. On the one hand, it was considered that this could facilitate possible restrictions, as particular age bands could simply be removed. At the same time, non-age related targeting could be used in accordance with other characteristics that will still predominantly attach to youthful users.

- How to deal with influencers? While there was a perception that different solutions could be found to 'official' advertising, the use of influencers in viral marketing strategies was considered to be especially difficult to address. One possibility raised was to introduce mandatory transparency requirements on companies to disclose which influencers it supports. Although this would increase knowledge, it would not necessarily reduce the impact of influencers. Another option would be to ban any company support to influencers. While it was recognised that compliance would be difficult to control, serious penalties for breach of such restriction could provide a degree of deterrence. Likewise, ensuring a safe space for whistleblowers who could throw a light on companies' practices could enhance the effectiveness of such restriction.
- Move from a restriction of means to a restriction of ends? It was considered that to minimise the digital marketing of health-harmful products to children and youth, solutions to limit certain technical functionalities could be sought. However, there emerged a common opinion that the fast pace of technological development would be a strong limitation to such approach in practice: a rule devised today, may become irrelevant tomorrow. A restriction of ends, for instance a 'simple' prohibition to market unhealthy food and alcohol towards children and youth, could well be the most straightforward and potentially only feasible option to consider. If coupled with a strong and proactive oversight mechanism, whistleblower protection and heavy fines for non-compliance, this could be an option to pursue.
- Overall, the presentation and subsequent discussion revealed the need for a much better understanding of digital marketing among health organisations before being able to make valid, realistic and impactful policy recommendations in this area.

Annex I

Some further reading

Digital marketing, what it is and why it matters:

https://www.sas.com/en_us/insights/marketing/digital-marketing.html

Study on how social media affects young people's view on their bodies:

<https://gupea.ub.gu.se/handle/2077/55588>

Source for statistics about facebook:

<https://zephoria.com/top-15-valuable-facebook-statistics/>

The Ultimate Guide to Influencer Marketing for Alcohol Brands:

<https://topdigital.agency/the-ultimate-guide-to-influencer-marketing-for-alcohol-brands/>

How Alcohol Producers Reach Out Social Media Influencers.

<http://beveragestartupnews.com/how-alcohol-producers-reach-out-social-media-influencers/>

Annex II Attendance

Karin Berg, IOGT-NTO (teleconference)

Jessica Carreño Louro, AIM

Aleksandra Kaczmarek, Eurocare

Markus Kujawa, CPME

Kalle Dramstad, IOGT-NTO

Wim van Dalen, STAP-EUCAM

Susanne Løgstrup, EHN

Tea Olsen, IOGT-NTO

Nikolai Pushkarev, EPHA

Jan Pelosa, No Excuse (part of the meeting, teleconference)

DIGITAL MARKETING

HOW COMPANIES USE FACEBOOK TO INFLUENCE

KARIN BERG, DIGITAL STRATEGIST IOGT-NTO

WHAT IS DIGITAL MARKETING?

Any form of marketing that exists online.

Marketing has always been about connecting with your audience in the right place and at the right time.

Today, that means you need to meet them where they are already spending time: on the internet.

SOCIAL MEDIA MARKETING

FACEBOOK

- Where friends connect and share online
- More than just a meeting place
- Powerful marketing tool - it's a space to keep customers informed, develop brand identity, and broaden your reach.
- A channel for influence

HOW COMPANIES USE DIGITAL MARKETING TO INFLUENCE

- Fast and flexible - With a relatively low monthly cost
- You can target your ads to well-targeted audiences in a way that is not possible in traditional media
- Provides the opportunity for interactivity and can quickly get huge spread
- The ads are visible throughout the world, 24 hours a day.
- Everything is measurable - you know exactly how many times your ads have been exposed and can adjust and make sure you put the money where they are most effective

WHY COMPANYS USE VIRAL MARKETING

- Viral marketing is based on customers sharing about information, services and companies to their friends.
- We tend to trust our friends and their judgment more than advertising. This marketing method is more effective than traditional.
- Examples are candy companies that use young influencers on youtube
- <https://www.youtube.com/watch?v=FXqNKVdgtEk>
- <https://www.youtube.com/watch?v=s9wH8t7f928>

WHY A FACEBOOK PAGE

- The knowledge of the organization
- Dialouge – you can influence
- Marketing – fast and viral
- Create opinion with (example) food
- Viral thru friends

STATISTICS FACEBOOK

- Worldwide - over 2.23 billion monthly active Facebook users
- There are 1.15 billion mobile daily active users
- 1.47 billion people on average log onto Facebook daily and are considered daily active users
- the Like and Share Buttons are viewed across almost 10 million websites daily
- In Europe, over 307 million people are on Facebook.
- Age 25 to 34, at 29.7% of users, is the most common age demographic
- Facebook users are 76% female (out of 100% of all females) and 66% male (out of 100% of all males)
- Highest traffic occurs mid-week between 1 to 3 pm
- On Thursdays and Fridays, engagement is 18% higher.
- Photo uploads total 300 million per day.

SOCIAL MEDIA AFFECT THE HEALTH IMAGE OF YOUNG PEOPLE

- Young people communicate and seek information about food, body weight and health on social media.
- Social media can also be used practically in health-promoting work with young people when they receive social support from other overweight and obese young people. At the same time, this may mean undesirable appearance and weight focus.
- <https://www.gu.se/omuniversitetet/aktuellt/nyheter/detalj//sociala-medier-paverkar-ungas-halsobild.cid1567088>

COCA COLA

HOW DO COCA COLA WORK?

- <https://www.instagram.com/cocacola/?hl=sv>
- Coca-Cola's #ThisOnesFor Instagram Campaign (How they work)
- <http://mediakix.com/2018/02/coca-cola-marketing-strategy-influencers-ambassadors/#gs.Lnd2XE8>

LOUISE DELGADE

Instagram star isn't what she seems

Louise Delage, a chic young Parisian, appeared to have it all

<https://youtu.be/gp81af73keA>



TOOLS AT FACEBOOK

- https://business.facebook.com/home/accounts?business_id=10153736079886289

LINKS AND TOOLS

- <https://www.canva.com/>
- <https://blog.hootsuite.com/facebook-business-manager-guide/>
- <https://www.wordstream.com/blog/ws/2013/04/15/facebook-marketing>

WHY A DIGITAL CAMPAIGN

STRATEGY

- Why
- Who
- Purpose
- Content

KPI – KEY PERFORMANCE

INDICATOR - A FINANCIAL OR NON-FINANCIAL METRIC USED TO HELP AN ORGANIZATION DEFINE AND MEASURE PROGRESS TOWARD ORGANIZATIONAL GOALS.

- Shares
- Comments
- Click
- Conversion rate
- Viral



WHITE PAPER

The Ultimate Guide to Influencer Marketing for Alcohol Brands



<https://carusele.com>
919-653-3334

Introduction



Photo Credit: @coryanneetiene
Cover Photo Credit: @awhimsywonderland

Influencer marketing is not only growing in popularity, but is also growing in spend. An industry that was estimated to be worth \$2B in 2017 is now expected to reach \$10B by the year 2020.

But when it comes to implementing influencer campaigns for brands in highly regulated industries such as alcohol, there are many precautions that need to be taken to ensure you're compliant with the industry's voluntary digital marketing guidelines.

At Carusele, we run more than 50 influencer campaigns for major brands every year, including alcohol brands. Based on that experience, we've taken our learnings and developed this white paper to help you understand the specific nuances required to run a successful influencer marketing campaign to promote your alcohol products.



Developing Your Strategy

Every good influencer marketing campaign begins with a solid strategy – a strategy that contains your campaign objectives, approach, target audience, and more. Below we've outlined three major areas of your influencer marketing strategy that, as an alcohol brand, require your attention if you're going to set yourself up for success.

Audience Analysis

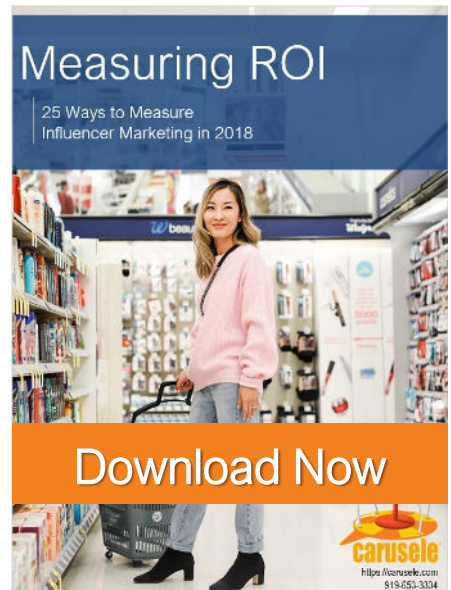
Once you've determined your target audience, it's essential to understand where they are on social media, what common interests they possess, and what type of content they're most likely to engage with. From there, you'll begin to understand which types of influencers you'll want to partner with to most effectively reach your target demographic. Word of caution: Don't just focus on the demo of the influencer, but rather on their audience.



Setting Metrics

As budgets towards influencer marketing grow, so does scrutiny from senior management. If you want to keep getting funding for your programs, you'll need to prove how influencer marketing is contributing to ROI, and that starts with the beginning of your campaigns.

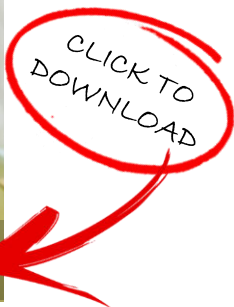
We've developed a separate White Paper that dives into [25 different ways you can measure influencer marketing in 2018](#). Everything from vanity metrics like impressions and engagements, to purchase indicators like conversion tracking and sales lift are broken down to help you develop campaigns that not only create real, meaningful relationships with your target audience, but prove sales attribution.



Developing Your Strategy, cont'd

Digital Marketing Guidelines for Alcohol Brands

We recommend brands apply the applicable industry directed alcohol marketing guidelines to their influencer campaigns. Below we've highlighted many of the common basic principals across each and have included the full version of each of the current guidelines available for you to download below.



- Digital marketing communications are intended for adults of legal purchase age.
- Digital marketing communications should be placed only in media where at least 71.6% of the audience is reasonably expected to be of the legal purchase age.
- Digital marketing communications on a site or web page controlled by the brand advertiser that involve direct interaction with a user should require age affirmation by the user prior to full user engagement of that communication to determine that the user is of legal purchase age.
- User-generated content on a site or web page controlled by the brand advertiser must be monitored and moderated on a regular basis.
- Digital marketing communications that are intended to be forwarded by users should include instructions to individuals downloading the content that they should not forward these materials to individuals below the legal purchase age.
- Digital marketing communications on sites controlled by the brand advertiser must respect user privacy.
- Digital marketing communications and product promotions must be transparent as brand marketing by being identified as such.

Identifying Influencers

When it comes to identifying the best influencer to represent your brand, there are many things to keep in mind, especially as an alcohol brand. First, we recommend that you never implement opt-in programs because you'll lose control of who's representing your brand. Instead, as we do at Carusele, you should take the time to vet and hand-select creators for your campaigns.

The ABC's of Influencer Selection

AUDIENCE FIT → Is this influencer right for this audience?

By using third-party insight data, we're able to see who an influencer's audience is, including demographics, location, and interests. This is key for the 71.6% requirement.

BRAND FIT → Is this influencer the right fit for this brand?

Leveraging the power of IBM Watson, we identify ideal candidates based on demographics, content themes, performance history and more.

CONTENT FIT → Will the content be a fit for this campaign?

Our influencer specialists personally review all the influencers channels to determine fit, including voice, tone, look and feel, history with competitors, and authenticity.

Additional Considerations for Alcohol Brands

- Use audience data to properly estimate the demographic makeup of the influencers' followers. We only select influencers who appear to have at least 71.6% of their follower base made up of users 25 and older.
- Be sure to review each influencer's channel content to ensure they do not promote over-consumption (drinking games, binge drinking, getting "drunk", etc.) or showcase illegal actions (drinking and driving, providing alcohol to minors, etc.).



Identifying Influencers, cont'd

Coaching Influencers

While you may be an expert on alcohol marketing regulations, many influencers are not. To ensure that creators produce and publish content that's compliant, you may need to train them prior to campaign launch. At Carusele, we provide all our influencers with a Welcome Packet that includes everything they need to know about a campaign, including a special appendix designed to address alcohol marketing guidelines.

- No one who is or appears to be under the age of 21 can be present in images showing alcoholic beverages. Furthermore, anyone who may be interpreted as a likely consumer of the alcohol in imagery must be and appear to be older than 25.
- Children should not be central to the story you are telling in your post.
- Content should not imply or promote unsafe drinking behavior or over-indulgence:
 - No drinking games
 - No specifying a certain number of drinks consumed in one sitting or implying any more than one
 - No more than one drink per person featured in a photo or video
 - No empty bottles or cans shown
 - No direct or indirect references to illegal behavior
- Children may not be featured or mentioned in any way within your assignment-related content
- Where possible, promotion of content should be limited to audiences 25 years of age or older.



Monitoring Content

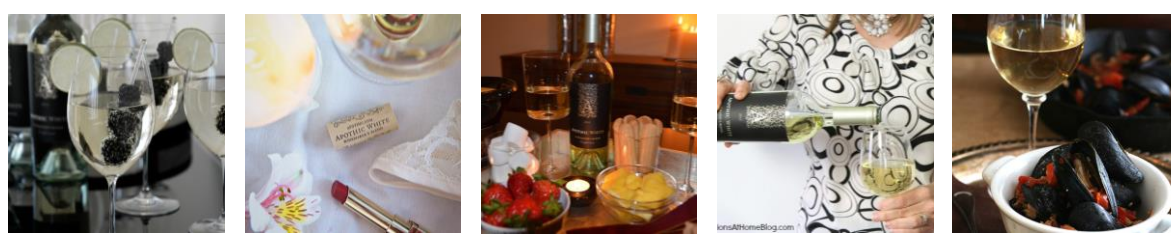
When it comes to influencer marketing, you can never “set it and forget it” – you need to develop a system to monitor your content on an ongoing basis. And while a tool can be helpful for this portion of a campaign, you can’t rely 100% on this. You’ll still need someone to physically go in and check content accuracy and compliance. Additionally, it’s also important to develop a process for identifying the top performing content, in real time, during the campaign. This comes into play in the next phase of the campaign, the amplification plan, that helps you further the reach of your campaign.

The Content Performance Index™

Last year we rolled out a new proprietary algorithm that evaluates every individual piece of influencer-produced content based on impressions, engagements, clicks, etc., then compares the content against one another to determine top-performing content. This includes a manual check of each piece of content to ensure it matches our criteria and is on-brand.

While you may not have this exact process, it’s still important to monitor your content in real time to see how each piece performs and to identify those pieces that are generating the best results.

Index	Influencer	Content URL
171	[blurred]	http://www.facebook.com/1417
168	[blurred]	http://www.facebook.com/1412
163	[blurred]	https://sl...n
154	[blurred]	http://www.h...best-
151	[blurred]	http://www.facebook.com/permalink.php?story_fbid=10154...5
147	[blurred]	https://www.instagram.com/p/BV...
147	[blurred]	http://twitter.com...y/status/...3159
144	[blurred]	http://www.facebook.com/permalink.php?story_fbid=94374
144	[blurred]	http://i...
142	[blurred]	http://twitter.com/tf...2
136	[blurred]	http://twitter.com/
134	[blurred]	https://www.instagram.com/p/BVXD...



PHASE FOUR

Amplification Plan

Now that your content is live and you've had the opportunity to identify top-performing content, it's beneficial to share that content through paid tactics designed to reach highly targeted audiences outside of the influencers organic following. Below we've outlined three specific tactics you can easily implement for maximum results.

Syndication Influencers



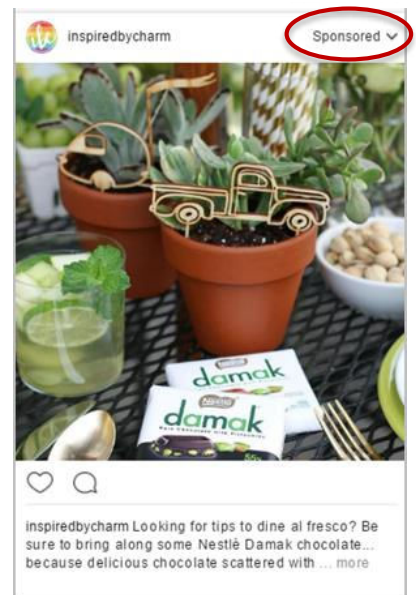
Utilize additional influencer partners to simply share top-performing content across their most influential social media networks. This way, you're able to leverage the reach and credibility they've built with their audiences in a highly efficient and effective way.



Boosted Social Posts

Expand the reach of your content by targeting audiences that don't follow your core influencers through social media boosting of top content.

Take note though, there are three ways to accomplish this. You can either (1) allow the influencer to boost their content on your behalf, or (2) use the handshake tool and boost after the influencer has tagged your brand or (3) have the influencer give administrative access to their ads manager account so that you can control the boosting (FB/Instagram only).



Engagement Activations

Engagement activations hosted by influencers incentivize user-generated content, discussions and sharing by target audiences, further spreading campaign messages. Additionally, they're a great way to generate high-volumes of activity designed to deliver on a specific campaign goal. Below are six different types of activations that you can easily implement.

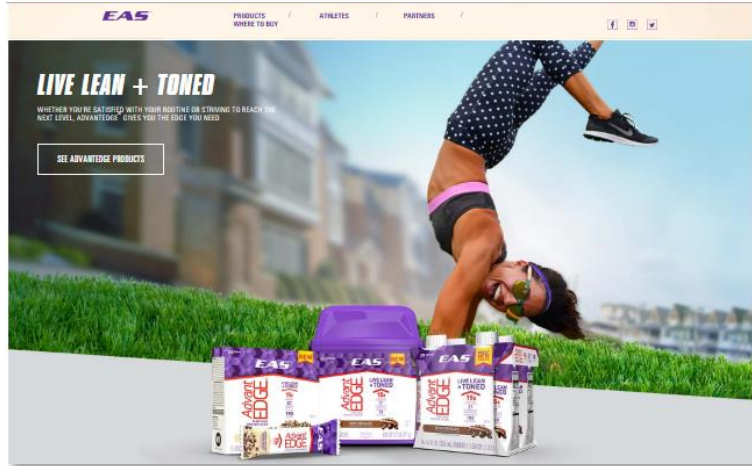
1. Sweepstakes & Contests
2. Live Chats
3. Power "Hours"
4. Social Takeovers
5. Surprise & Delights
6. Limited Time Offers



PHASE FIVE

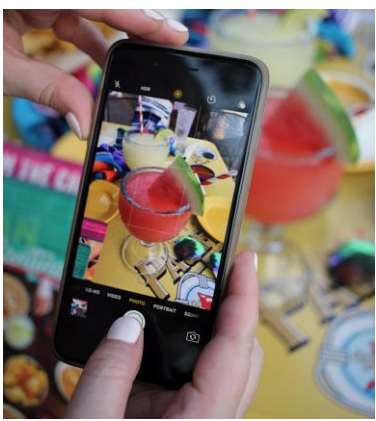
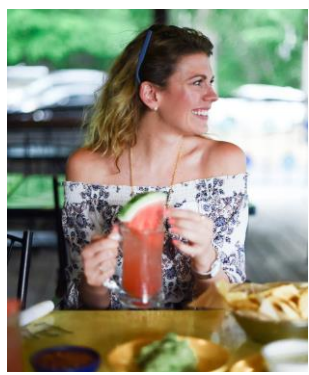
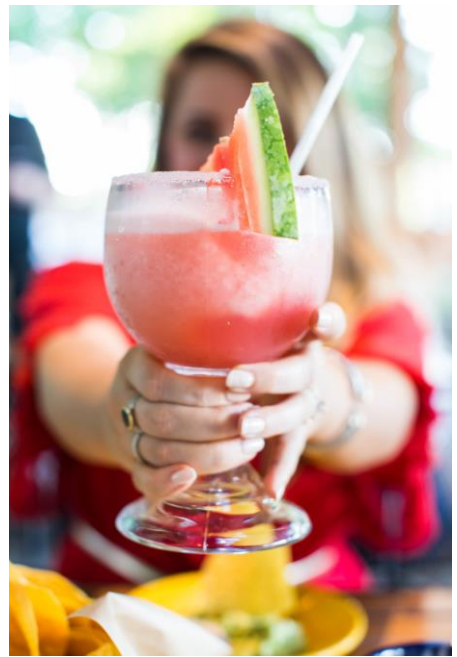
Post Campaign

Just because the campaign has ended doesn't mean the campaign content can't live on. You now have a library of high-quality, on-brand, pre-tested and proven assets, available for use. Take advantage of that and re-purpose your top-performing content or UGC content on brand-owned channels or across other marketing materials such as billboards, ads, magazines, email, and more. You may only do this, however, if you have secured the rights to whatever content (both influencer and UGC) you wish to begin repurposing.

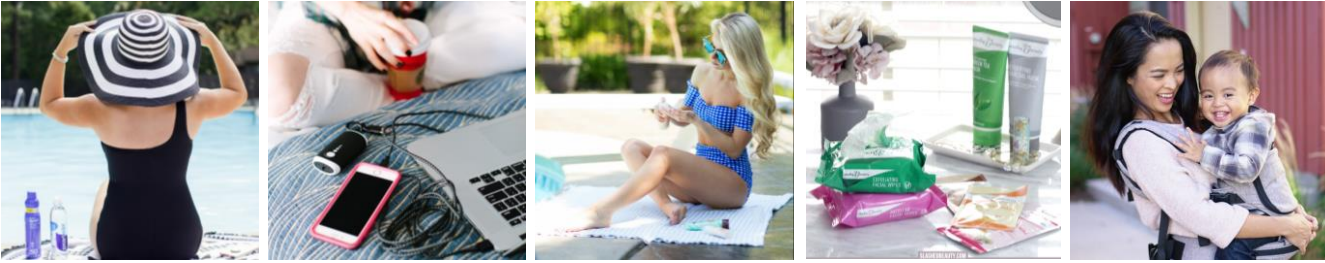


On The Border Restaurants

One of the many aspects of On The Border (OTB) is that each location has a beautiful outdoor patio. As the summer season approached, we partnered with influential content creators to help drive foot traffic and sales of select signature cocktails. Creators began by visiting different OTB patios to enjoy and capture the complete #PatioVida experience and generate visual social stories. They then supported their content through blog posts, social shares and highly targeted media syndication of the brand's customer demographic. Check out the [results on our website](#).



About Carusele



The **award-winning** creator of the original Influencer Content Targeting System™, Carusele puts a new spin on traditional influencer marketing.

By focusing first on the quality of **content**, running it through our **scoring** systems, then amplifying it broadly to reach **your target audience**, Carusele campaigns deliver influential content that has repeatedly driven **measurable sales lift** and provided **invaluable insights** to brands.

That's why, for the last two years, more than 65% of our campaigns were run by repeat customers.





Questions?

Don't feel overwhelmed by these guidelines. We're happy to help you design an influencer marketing strategy to effectively reach your audience. Contact Jim Tobin at jim@carusele.com



<https://carusele.com>
919-653-3334