

Hubert Burda Media

CONTENT & INFLUENCER MARKETING

We expand our Word-of-Mouth portfolio and support companies in their content marketing strategy – with authentic user content from our influencers



CONTENT MARKETING

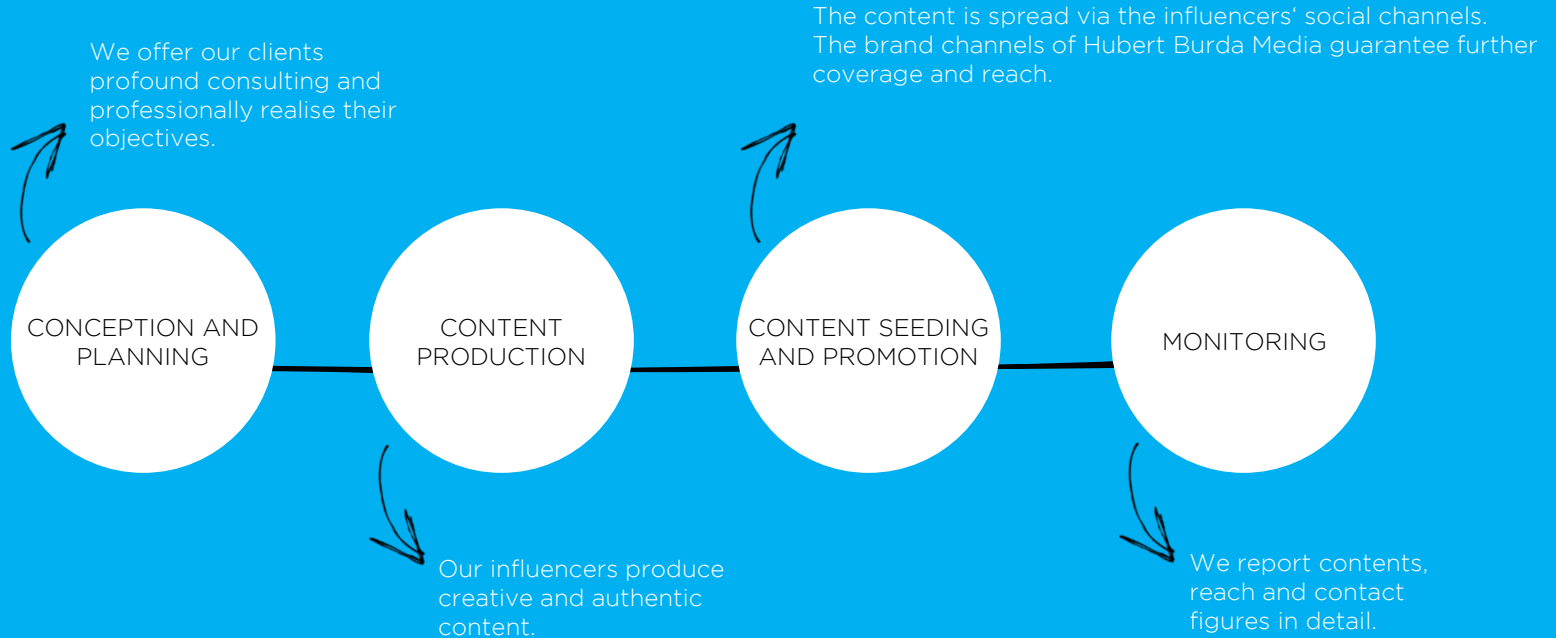
Content is at the center of the value exchange between business and buyer.
Jesse Noyes, Kapost



INFLUENCER STRATEGY

Incorporating influencers in your content facilitates reaching new audiences with brand messages that are credible and trusted.
Lee Odden, TopRank Marketing

THE CONTENT MARKETING PROCESS



INFLUENCER MARKETING IS THE NEW KING OF CONTENT



of all consumers trust recommendations more than brand advertising.
Source: Nielsen



of all consumers rely on social networks to guide purchase decisions.
Source: Sprout Social



of all brands have increased their content production during the past two years, while the user reactions have decreased by 60%. Content marketing therefore depends on influencers in order to make contents visible.
Source: TrackMaven

SPECIALISATION ON INFLUENCERS IN THE SOCIAL WEB

We have identified the suitable influencers from all our Word-of-Mouth communities:

AUTHENTICITY CHECK

In our database we store and verify all the information about our users' activity and reach in the social web.

According to your communicative goal we involve the suitable influencers in your campaign. They share content or create blog and Facebook posts, photos on Instagram, videos on YouTube and reviews on Amazon. **Thereby we guarantee the spread of relevant and authentic content in the Social Web.**



200,000 members that can be selected by 22,500 database criteria such as social engagement, brand attributes, demography

INFLUENCERS PRODUCE RELEVANT CONTENT FOR YOUR BRAND

Influencers are involved in Word of Mouth, content creation- or content sharing campaigns, raise sales and give valuable insights.

AUTHENTIC INFLUENCERS

Real people with real friends and non-commercial channels and profiles test and recommend products, create and share content.

Convinced and enthusiastic influencers become customers and affect their private environment with their opinions.



PERSONAL SUPPORT

Individual relationship management: We support our users on a one to one basis, moderate and direct every campaign.

Professional journalists create an editorial context for every product and brand.



USER GENERATED CONTENT

Influencers share and create content on your preferred social channels. They are dedicated and experienced, enthusiastically write reviews, post pictures and videos and produce creative content.

Without any payment or bonus system!



SOCIAL SPREADING

On their social channels, blogs and on rating platforms influencers from your target group spread your content.

The Burda media brands provide additional reach on all media channels.

OUR PORTFOLIO FOR EVERY BUDGET AND OBJECTIVE

SPREADING OF EARNED CONTENT

WORD-OF-MOUTH

Involvement of influencers in product tests, with which a great amount of user generated content is produced. The influencers share and spread this content via their social channels. The campaign focusses on generating recommendations.

CONTENT CREATION

Involvement of influencers in moderated and controlled campaigns in order to get creative user generated content, e.g. photos, recipes, DIY-instructions.

SPREADING OF OWNED CONTENT

CONTENT SHARING

Our influencers share and spread your company's content, e.g. videos, events and sales campaigns on their social channels.


COMMUNITY & COMMERCE

SALES PROMOTION

Every influencer, that applied for a campaign but is not selected as a tester, gets exclusive advantageous offers for themselves and their friends and family in order to uplift product sales.

INFLUENCER INSIGHTS

Detailed survey of influencers on their purchase behaviour and their brand reception as well as receiving valuable information on the target group to apply to the company's strategic marketing.



The company can use the produced content for the continuation of their marketing strategy since consumer content is more trustworthy than a plain advertising message.

OUR INFLUENCER CAMPAIGNS ARE SUCCESSFUL AND MEASURABLE



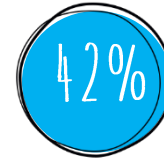
of the influencers provide their feedback



of the influencers recommend the tested products



of the influencers keep buying the tested products



of the friends buy the products on the influencer's recommendation

WE MEASURE

ACTIVITIES & REACH

Facebook, Instagram, YouTube, blogs, Twitter, rating platforms and more

BRAND METRICS

Net Promoter Score, Word-of-Mouth Marketing Index, Brand Advocacy Index, Semantic Differential

CAMPAIGN KEY FIGURES

Test reports and reviews, photos, videos, creative content

OUR COMMUNITIES



YOUR BRAND PARTNERS



We provide additional reach via the brands' print, online and social media channels.

BEST CASES





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HUBERT BURDA MEDIA
LIVE - ROLL IT!

Further information on www.freundeskreis.de
