



MERGING AI & HUMAN TOUCH

To Unleash The
Power Of Influencer
Campaigns



INFLUENCER
NEXUS

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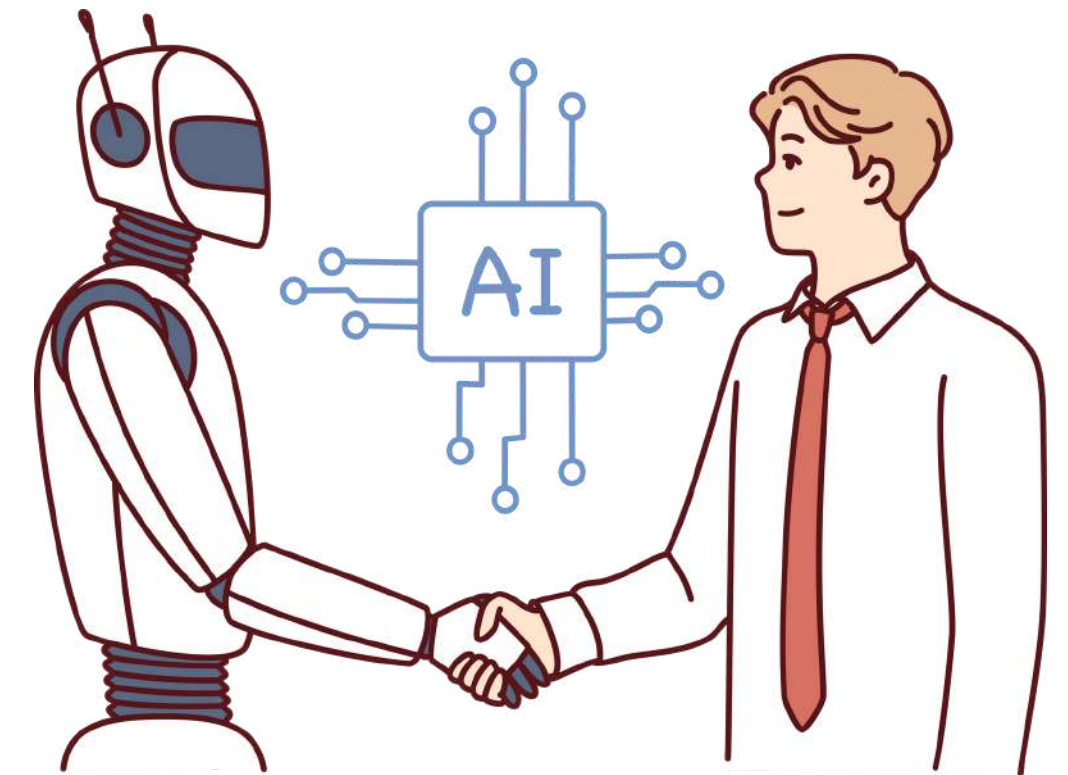


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INFLUENCER MARKETING HAS REVOLUTIONIZED BRAND COMMUNICATION

Nevertheless, there are still many areas of the influencer marketing process that could be bolstered

If coupled with **human touch**, AI can offer new opportunities to reach new heights with influencer-brand partnerships



THE POWER OF INFLUENCER CAMPAIGNS



40% of Americans have purchased something after an influencer has talked about it on social media



Millennials are becoming increasingly 'immune' to paid ads



Influencers hold the key to authentic connections with audiences



Influencer campaigns drive engagement, trust, and conversions



The human touch adds credibility, relatability, and emotional appeal

THE USE OF AI IN INFLUENCER MARKETING

First off, let's be clear:

**NO, AI WILL NEVER “REPLACE” HUMANS
OR AGENCIES IN BUILDING CAMPAIGNS**

The name of the game is relationship-building, and humans are an **imperative** part of that process.

BUT- AI-powered tools streamline campaign execution, speed and measurement.





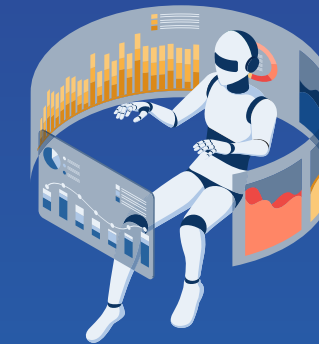
**NOW THEN,
LET'S EXPLORE HOW AI CAN DANCE ELEGANTLY WITH THE
HUMAN TOUCH**

INFLUENCER DISCOVERY & SELECTION



Human judgment is imperative in ensuring that the influencers selected have **genuine connections** with their audience, and that they can build content that resonates with the brand's target demographic.

It assesses the influencer's authenticity, values, and alignment with brand message



AI helps identify potential influencers based on data analysis from unlimited sources within seconds.

Its algorithms can also help detect influencer fraud. This could include both follower and engagement fraud

CONTENT STRATEGY & CREATION



AI provides data-driven insights on content trends, audience preferences, and optimal posting times in seconds.

For example: If a particular song is trending across IG, AI will pick that up and make suggestions according to its suitability to your brand

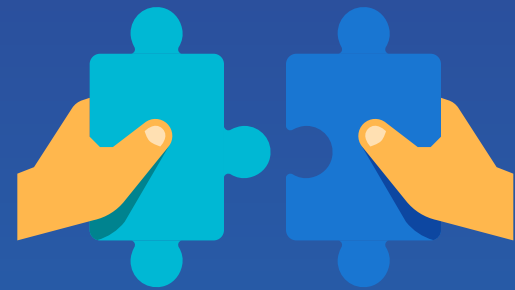


We need the **human touch** to build profound angles based on the brand's unique value proposition, create narratives that stick, and work as a team with the influencer to build creatives that resonate and emotionally appeal to creator's audiences.

Keep in mind, creative strategy is often a collaboration between the brand and the agency, since the brand knows the customer journey best. So communication between teams is critical.

RELATIONSHIP BUILDING

Clearly, relationship building isn't going to happen with AI. While using AI can help with tracking or other back-end tasks related to the relationship building process, it has very little role in the front-end process as it stands.



Brand objectives have to be well-aligned with the influencer's creative freedom



Influencer relationships require human empathy & negotiation

The **human eye** analyzes the nuances of audience feedback, comments, surveys, and opinions of the campaign.

Especially for long term campaigns, we need customer feedback to constantly optimize

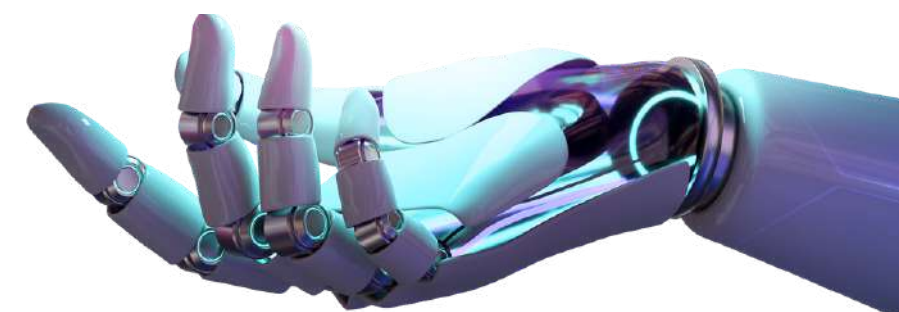
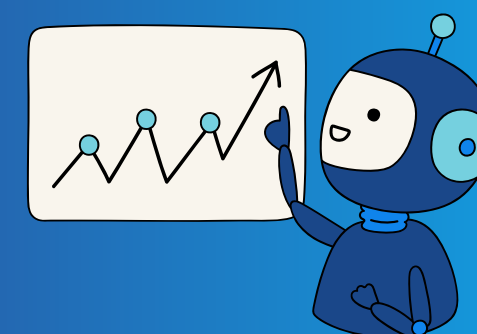


CAMPAIGN OPTIMIZATION



Both of these together can build an understanding of both **qualitative & quantitative** results of the campaign, leading to effective decisions to enhance outcome goals

AI can analyze data in real time & provide specific **insights** on campaign performance across each metric.



Remember, fraudulent influencers has cost brands **over 1 billion dollars worldwide**. Part of it is because brands don't know what to look out for, and part of it is because people can sometimes miss numbers. AI can scan through & immediately disqualify fraud influencers.

It can also make sure that influencer campaigns follow brand safety and FTC compliance

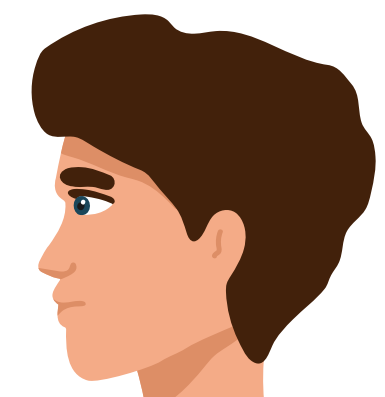
We need people to evaluate the influencer's reputation, credibility & nuances of engagement.

EXAMPLE

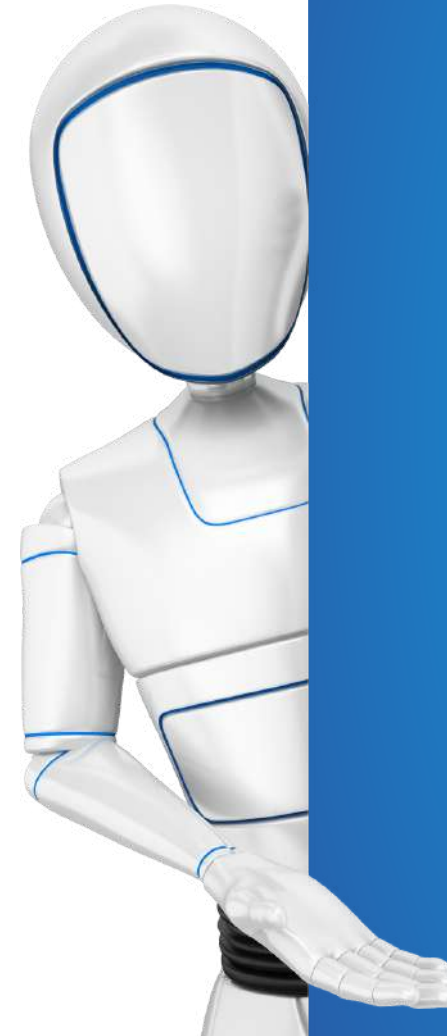
Are the comments meaningful or just emoji's?

Is the influencer building a relationship with their audience & responding to all or most of their comments in a meaningful way?

BRAND SAFETY & AUTHENTICITY



ROI



Human analysis takes on a more holistic evaluation of the campaign's impact, audience perceptions & shifts, strategic plans around improving KPIs, & long/short term goals

AI can measure KPIs that were agreed upon between agency & brand.

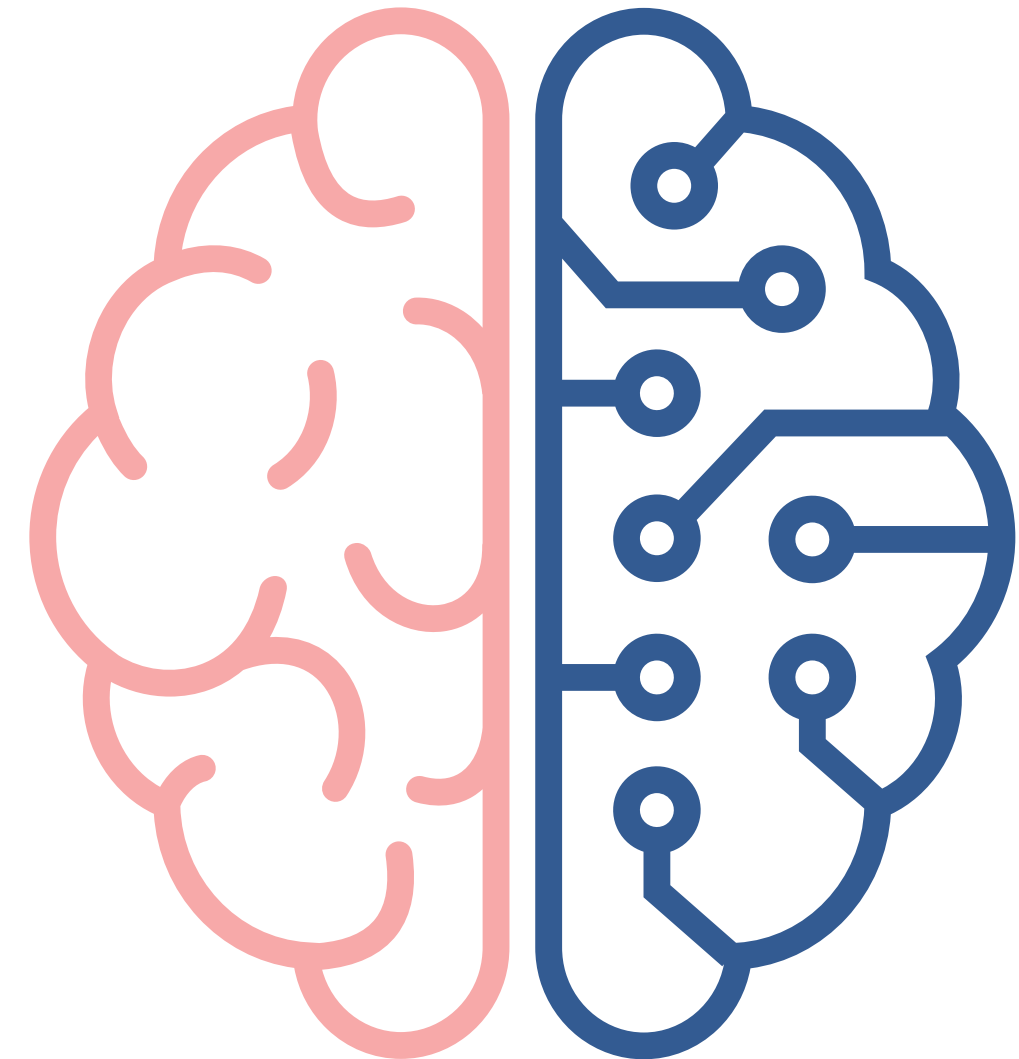
This includes page views, conversions, customer journey, engagement, reach, etc.

WRAPPING UP

Where influencer marketing is concerned, AI isn't going to replace entire influencer marketing teams any time soon. But, it sure as heck will help campaigns perform even better.

That's done by leveraging the speed, efficiency and objectivity of AI while harnessing the creativity, contextual understanding, and nuanced judgment of human intuition.

Together, a savvy influencer team can build a potent combinations that allows your brand to achieve superior campaigns that resonate deeper and create spikes in traffic, reach, and engagement.



**DYNAMIC DUO THAT
CREATES WINNING
CAMPAIGNS**

WE ARE INFLUENCERNEXUS

We connect brands with Instagram, TikTok, Facebook, and Youtube creators that build narratives for a living

If you're all about the numbers and return on investment, **we're the right agency for you!**



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