



# The Power of Influencer Marketing

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**GIVE**fluential<sup>SM</sup>  
by Moore

# WHAT IS INFLUENCER MARKETING?

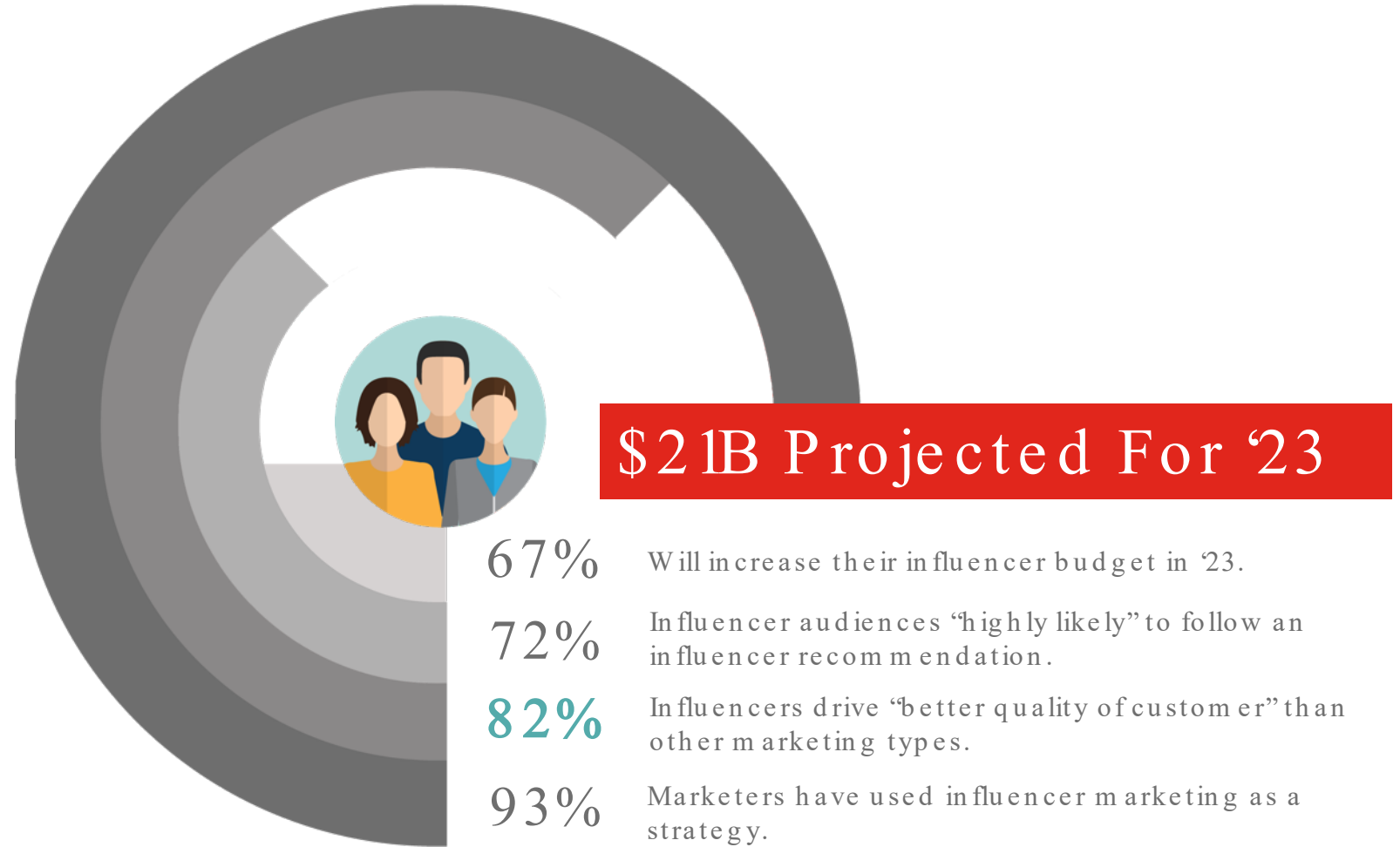
**\$16B global industry in 2022!**

- Influencers are individuals who create and share content on social media platforms.
- Curated niche audiences who trusts them , listens to them , and mimics their behaviors.
- Copy writer, the production house and the marketing channel all rolled into one.
- Brands use influencer marketing to reach new audiences, build awareness, drive web traffic and sell products.



# Power of Social Media Influencers

- Build new loyal followers, activists and donors to your mission through association with people they believe and trust.

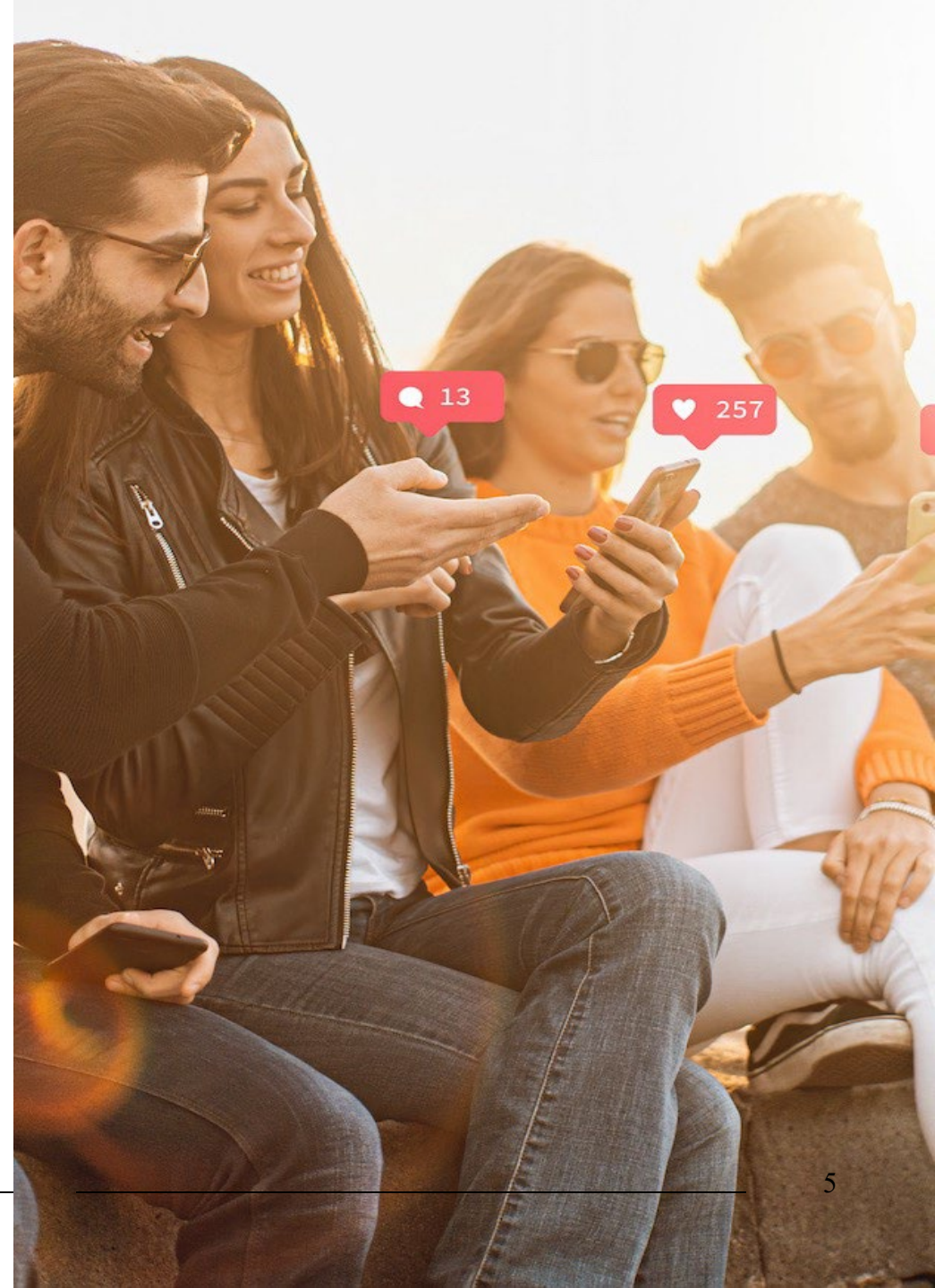


WHAT  
KEEPS  
YOU UP  
AT NIGHT?



# Solve Your Fundraising Needs

- Generate digital fundraising leads.
- Find stories. Create content.
- Reach new or younger audiences.
- Create a movement with advocacy.
- Find individuals you can help.
- Add a benefit for corporate partners.
- Drive attendance to an event.



# ARE YOU DISASTER READY?

## Goals

- Raise Awareness.
- New Audiences.
- Qualified Leads.
- Save Animals.

**ifaw**



# Drive Audiences to Get Free Starter Kit

- Qualified leads: name, phone, email and address.
- Low cost / click acquisition campaign.
- Instagram engagement rate 4Xs higher than industry standard.
- TikTok engagement rate exceeded by 63% from industry platform average.

**ifaw**



# Keys To Success

- Clear goals.
- Clear CTA.
- The right influencers.
- Spell it all out in contract.
- Authenticity matters.
- Engage. Engage. Engage.
- Repurpose content.






# JUST PLANE WRONG

## Goals

- Change Legislation.
- New Audiences.
- Brand Awareness.
- Qualified Leads.



# Influencers Drive Audiences to Sign Petition for Lead Generation



**Sign the petition at the link in my bio if you agree!**

Terminal 2 | The Queen's Terminal

cc: waiting here to find the sign that I should take it slow here I go x3

**therollingexplorer** • AD - We MUST do better.

Paralyzed Veterans of America are calling on Congress to enact the Air Carrier Access Amendments Act to make #AirTravel more #Accessible for ALL.

The disability community has a long way to go to acquire true equity while traveling, but this petition is a great first step!

Join me in signing TODAY at the link in my bio or visit [pva.org/justplanewrong!](http://pva.org/justplanewrong)

@pva1946 #JustPlaneWrong #Veterans #WheelchairLife #TravelWithDignity

VD - Jessica Ping-Wild, a white, disabled woman struts forward at Heathrow Terminal 2 in London using her prosthetic leg and walking stick while wearing a black turtleneck tshirt and an orange and black patterned skirt

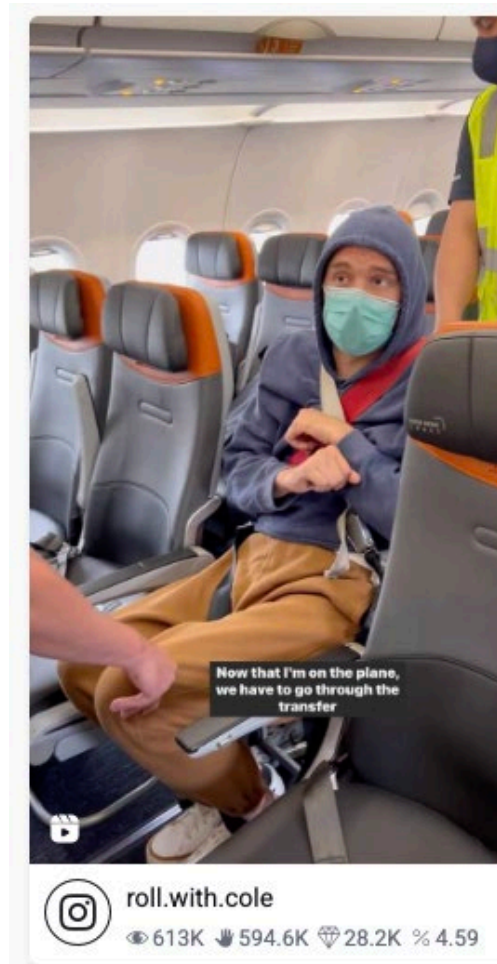
Edited · 2w

**pva1946** • Thank you for dropping some cold hard facts on what #AirTravel is like for some passengers with disabilities! Everyone, join us in ending these #JustPlaneWrong experiences so ALL can #TravelWithDignity by signing our petition via @therollingexplorer's link in bio 🙌

4w · 7 likes · Reply

Liked by **givefluential** and 11,394 others

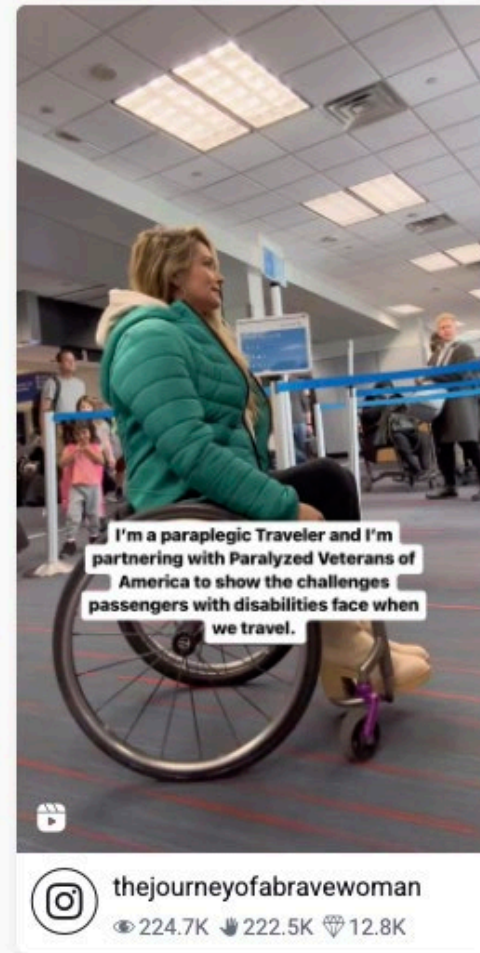
DECEMBER 14, 2022



Now that I'm on the plane, we have to go through the transfer

**roll.with.cole**

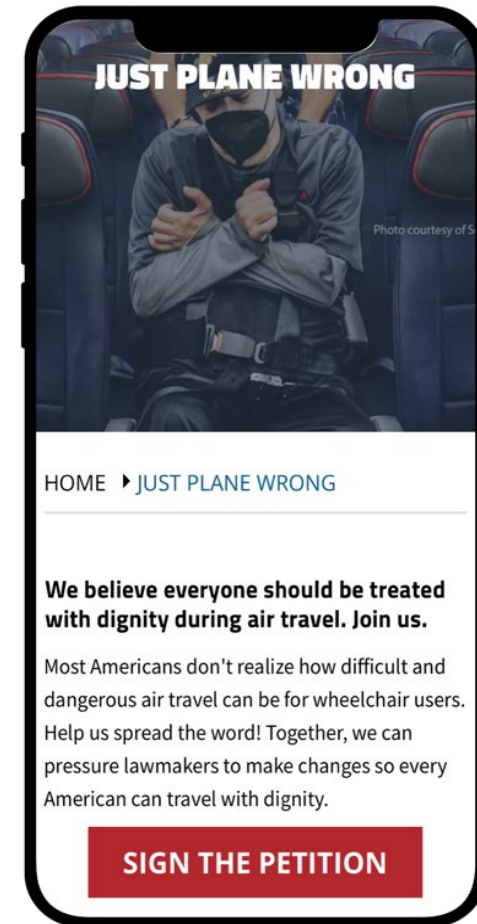
613K 594.6K 28.2K 4.59



I'm a paraplegic traveler and I'm partnering with Paralyzed Veterans of America to show the challenges passengers with disabilities face when we travel.

**thejourneyofabravewoman**

224.7K 222.5K 12.8K



**JUST PLANE WRONG**

HOME ▶ JUST PLANE WRONG

**We believe everyone should be treated with dignity during air travel. Join us.**

Most Americans don't realize how difficult and dangerous air travel can be for wheelchair users. Help us spread the word! Together, we can pressure lawmakers to make changes so every American can travel with dignity.

**SIGN THE PETITION**

# Influencer Marketing Campaign of the Year Finalist

- Legislative win!
- 50% conversion rate.
- Higher than average open and click-thru rates for Welcome Series.
- 3Xs ROI for earned media.
- Instagram engagement rate 3Xs higher than industry.



# ENGINEER A BRIGHTER FUTURE

11 teachers employed to drive use of Teach Engineering's STEM digital library.

- 56% conversion rate.
- 68% growth in followers.
- 7% campaign engagement.



# TRENDS WE'RE WATCHING

- Use of AI and Machine Learning
- Creators, Not Influencers
- Internet Without Cookies
- User Generated Content
- Pinterest in-app Shopping
- Short Videos



A close-up photograph of a hand with white-painted fingernails holding a bright red, glossy heart. The hand is positioned in the upper left, and the heart is held between the thumb and index finger. The background is a soft, out-of-focus light blue and white.

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THANK YOU

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 **MOORE**

The logo for Moore, featuring a stylized 'M' with a red and black gradient, followed by the word 'MOORE' in a bold, black, sans-serif font.