



Big Data for Influencer Marketing





Influencers evolved after consumers stopped looking into companies' profiles for information and started looking at each other to find personal connections and choose products and services.

A social media influencer is someone who talks positively about your brand and products on any other social media platform. It can be anyone from a stay-at-home mom on Pinterest who likes to mention her favorite baby products to a big-name blogger in tech industry.

Getting the right people excited and talking about your company is one of the best ways to improve brand recognition, expand your customer base, and eventually convert it into more sales. Word of mouth has always been the most trusted way for potential customers to

learn about your product. Social media makes word of mouth digital.

If used to the full, the rise of social media influencers creates the world of possibilities for modern world companies. 79% of bloggers agree to the proposals to get paid for promoting or mentioning products and monetizing their influence.

Maintaining a database of your influencers that includes the size and type of their networks and other demographic information is a great way to create instant outreach lists for new product launches, news and simple data gathering. Data Science technologies make it easier than ever to find these influencers!



Why is Big Data Analytics essential for Influencer Marketing?

There are more than two billion active social media accounts out there. Social media users create enormous amounts of content daily. Around 100 hours of video are uploaded to YouTube every minute. Every minute we send 278 thousand Tweets. 200 thousand photos are uploaded to Facebook every minute together with 4.5 billion “Likes” daily. It seems impossible to find your “perfect match” influencer in such a great variety of information. **This is where Big Data comes in handy.**

Companies only need each blogger’s strengths. Big Data technologies not only can provide you with a detailed and targeted analysis of influencers, but also can analyze and classify influencers’ audience. All of it will help you get most of influencer marketing.

Without using automated analysis, influencer marketing can turn out quite pricy. Since manual search will only put you through with the most popular, therefore highly priced individuals, whereas Big Data technologies give you the variety of choices. One more thing is that the majority of social media users don’t use hashtags, which is the easiest way to manually track a desired influencers.

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5 Big Data Use Cases for Influencer Marketing

1. The whole process of Influencer Marketing starts with automated influencer search on social media.

2. In order to classify all the influencers, we tag each of them with a variety of parameters such as gender, interests, location, audience size etc. As a result, we get an extensive database for an advanced influencer search for marketers and media buyers.

3. After that the most interesting part begins. Influencers' audience segmentation is the most challenging part, as user profiles are often incomplete or have strict privacy settings.

At this point Data Science Specialists use text-based classifiers and predictors to segment influencers' followers by key demographic factors.

4. As soon as we get the necessary data, we are able to match a brand with the most suitable influencer who will launch a marketing campaign.

5. After an influencer marketing campaign is over, the company gets automated reports that show the exact numbers of how the campaign affected company's ROI. Automated influencers' screening process doesn't take any of your time, you just get to enjoy the results.



AUTOMATED INFLUENCER SEARCH IN SOCIAL MEDIA



DATA MINING & INFLUENCER CLASSIFICATION BY CATEGORIES



DATA MINING TO DETERMINE DEMOGRAPHIC STRUCTURE OF INFLUENCER'S AUDIENCE



MATCHING A BRAND WITH THE MOST SUITABLE INFLUENCER



MONITORING KPIs OF INFLUENCER MARKETING CAMPAIGN

About InData Labs

InData Labs is a data science company that provides data strategy consulting, engineering & predictive analytics services. We are here to arm you with strategy, technology and expertise that will move your business towards better data-driven decision-making.

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