



INJECTING PERSONALITY INTO YOUR BRAND
- an influencer's perspective

IT'S
**AFRI
CAN**
TIME

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— ❖ —
**ANNUAL
MEETING**



Injecting personality into your brand through an influencer means leveraging on the existing **brand presence** of an influencer who's public personality, matches your **brand image**.

Choosing an influencer

A Case Study Of Naa Ashorkor

I have **2.2 million** followers on instagram. **55.5%** male & **44.5** female

One the average , a video on my page would get a reach of about **200,000**.

Common things you'd see on my IG include posts on motherhood, regular work day in Pistis outfits , workout videos , motivational messages and some humour .

I joined instagram in **2013**

I currently influence for Nutriday Yoghurt, Yumvita infant cereal , Cussons Baby & WaterAid Ghana all in line with my current status as a mother .

Brands I have worked with include Yumvita , Malta guinness, Wateraid Ghana, Ministry of Health Ghana , Nutriday yoghurt, PISTIS and Cussons baby.

I had a women's talk show on television , my goal was to use my instagram page to share information about my show and drive traffic to the show. I influenced for brands such as PISTIS clothing , Malta Guinness and Lydia contraceptives.

These brands chose me because the clothes i wore on TV mattered , my show was an all women's platform and contraception is an important subject amongst women and I shared a lot of motivational posts which worked well for the Malta Guinness campaign #Letsgogh

Brand feedback

PRODUCE ORGANIC CONTENT.

Doesn't look like paid advertising & therefore more believable/relatable.

Similar brand personality/
public persona.

Shared insights.



DOs & DON'Ts

1. Research. Find out what our shared attributes are.
2. Recommend peak times for specific content.
3. I only influence for brands I actually use/can relate with/like and not just the highest paying client.
4. The highest number of posts per week for a brand is two - prevents clutter and follower apathy.
5. In order to inject personality into a brand, I always recommend organic posts as opposed to branded advertising material.
6. Don't choose an influencer merely for their popularity. Personality matters.



QUESTIONS SMEs SHOULD ASK BEFORE ENGAGING INFLUENCERS.

1. Does this influencer actually believe in/ use my product?
2. How do I track engagement?
3. Is this a mutually beneficial relationship?
4. Do I need a micro or macro influencer?
5. Does this influencer's brand personality resonate well with my product?



WHY STORYTELLING IS IMPORTANT FOR YOUR BRAND PERSONALITY.

1. IT'S REAL- Using an influencer “shows” your consumer your brand promise rather than simply “tell them”- eg; Just by watching Serena live her life, I hear the Nike promise “Just do It”.
2. IT'S AFFORDABLE- No need to hire an entire agency to film ads, you can use many Macro & Micro influencers.
3. Feedback is instant & real unlike traditional advertising.
4. Content marketing matters to you as an SME - we live in a social media era where brand persona is key to growing your brand. For your consumer to see, live, enjoy your brand personality; content marketing through influencers' real life is the great way to go.

THANK YOU...



Questions?