



**INJECTING PERSONALITY INTO YOUR BRAND**  
*- an influencer's perspective*

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CAN**  
TIME

**2021 ABH**  
— ❖ —  
**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?