



## **2016 INFLUENCER EVENT // STIHL SUMMIT**

**Overview:** STIHL hosted 10 new media “Influencers” for an immersive three-day summit at the Virginia Beach campus from Sept. 26-29, 2016. Influencers learned all the facets of the STIHL story, including its manufacturing operations, distribution strategy, support of independent businesses, sponsorships and new product lines. The event functioned as a “sneak peek” of the STIHL Lightning Battery System™ launching in Spring 2017, as well as an introduction to an Influencer Marketing program for STIHL.

**Link to view Influencer Summit video:** <https://vimeo.com/186437934> // **Password:** STIHL

### **Goals:**

- Building and expanding upon “brand advocates” to create and share STIHL YouTility content
- Expand STIHL reach in new digital media
- Approximately 750,000 impressions among targeted platforms reaching Willie Wannabe and Eddie Expert (target consumer groups previously defined by client) audiences by May 2017.

### **Why Influencer Marketing:**

Results of influencer marketing studies show:

- Marketing-induced consumer-to-consumer word of mouth generates more than twice the sales of paid advertising. ([McKinsey](#))
- Customers who were acquired through word of mouth have a 37 percent higher retention rate. ([McKinsey](#))
- On average, marketers who implemented an Influencer Marketing program in 2014 received \$6.85 in earned media value for every \$1.00 of paid media. ([Burst Media](#))
- Marketers felt the biggest issue is scale with 59 percent intending to increase their influencer marketing budgets. ([Tidal Labs](#))
- AdAge names Influencer Marketing the #1 step of a Fundamental Five basic steps brands should be doing for their marketing programs. ([AdAge](#))
- Influencer marketing is regarded as more authentic than direct brand marketing. ([Tech.co](#))

### **Targeted Influencers:**

The attendees were selected first by identifying a broad list of influencers reaching Willie Wannabes & Eddie Expert through Cision social/influencer database tool, as well as online research. We then prioritized them based on initial feedback about the experience and who would have most impact through their most popular channels, **using a reach of 75K through at least one platform as a baseline**. Meridian Group finalized attendees by distributing applications to top targets.

**Budget:** \$80,000 total, however we we’re under budget

**Measurement & Results:** At the onset of this event, **we estimated a minimum of 750,000 impressions among targeted platforms reaching Willie Wannabe and Eddie Expert audiences** by May 2017. *Additional performance indicators included:*

- Amount of coverage produced by each influencer and estimated reach
- Shares, comments, likes and retweets by influencer’s community
- Influencer ability to endorse/convey key STIHL messaging post-event.

As of January 2017, more than **173 pieces of content were created, garnering more than 13 million traditional and social impressions**. Content is broken down by traditional coverage (blogs, print hits) reported in “Impressions” as well as social coverage (Facebook, Twitter, Instagram, YouTube) reported in “Max Social Impressions.” “Total Engagement” accounts for the interactions (likes, tweets, retweets, views, shares and comments) with both the traditional and social coverage.

### **Results:**

| Pieces of Content Created | Total Impressions (UMV & Print Circulation) | Max Social Impressions (Fans, Followers/Friends) | Total Engagement (likes, tweets, retweets, views, shares & comments) |
|---------------------------|---|--|--|
| 173                       | 11,879,377                                  | 2,510,078  | 202,589  |