



Influencers and Your Epic Reset and Refresh Moment

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This is Not The Time To Wait It Out

89%

of consumers appreciate brands that go out of their way to deliver relevant and timely information during the pandemic

65%

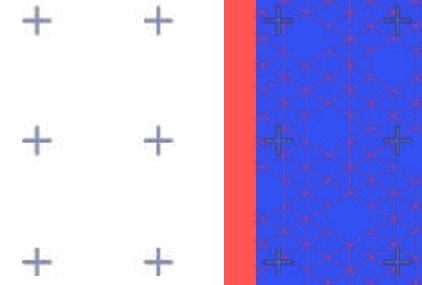
of consumers will make an unplanned purchase just to treat themselves in the next month



WHY RESET?

Making a Brand Connection





CAPITALIZE ON THIS RESET MOMENT





REFRESH

Your Existing Content



SPEED UP

Your Creative Testing



ENABLE

Your Consumers To Shop

RESET AND REFRESH MOMENT

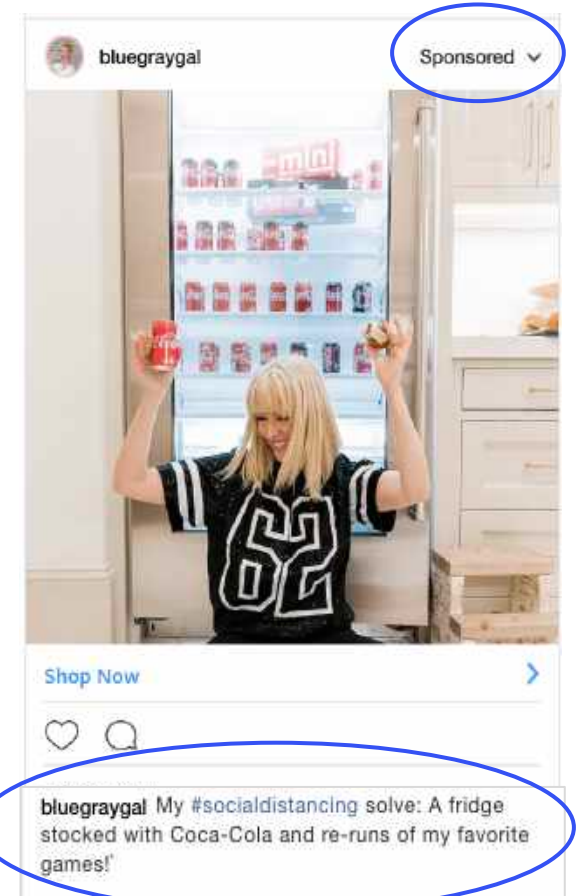


REFRESH



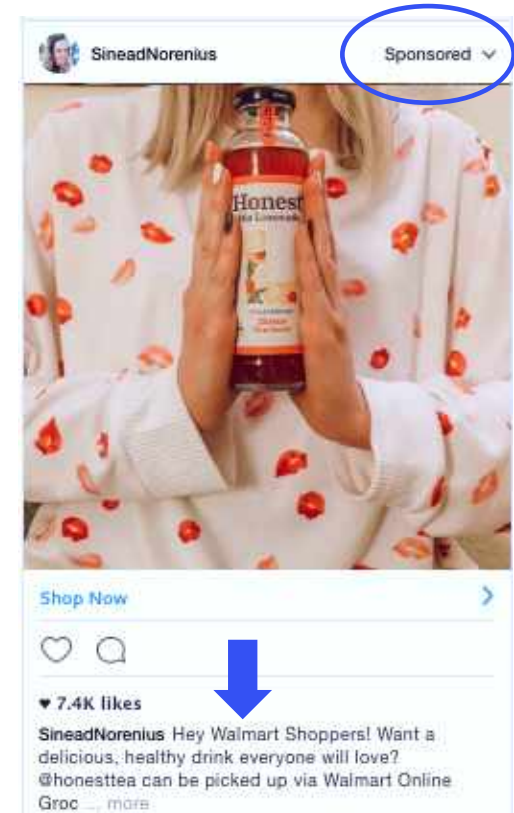
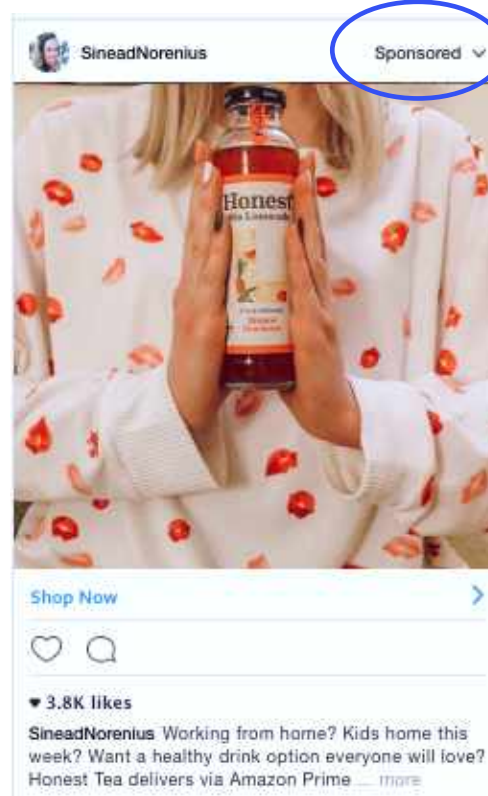
Refresh & Reactivate Existing Influencer Content

You've already invested in influencer content, now you can repurpose that high-impact storytelling and align the caption to your current brand message through targeted paid social advertisements served via programmatic whitelisting.



REFRESH

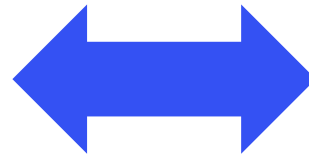
Refresh Existing Influencer Content



REFRESH

Test Standard Creative Against Refreshed Influencer Creative

In The Channels Consumers Are Engaging And Commonly Found



REFRESH

... And Test And Refresh As Much As You Can!

Carnal Dish
Sponsored · 🌱

I LOVE everything about @GourmetGarden Garlic stir-in paste! I use it all the time, and I always make sure ...See More



WALMART.COM
Gourmet Garden [LEARN MORE](#)

👍❤️😬 Maria... 103 Comments 617 Shares

👍 Like 💬 Comment ➦ Share

MamaGourmand
Sponsored · 🌱

Talk about easy-peasy weeknight dinner. Who doesn't need more of that? 30 minutes, one skillet, and no ...See More




WALMART.COM
Gourmet Garden [LEARN MORE](#)

👍❤️😬 Patri... 159 Comments 1.6K Shares

👍 Like 💬 Comment ➦ Share

Couple In The Kitchen
Sponsored · 🌱

Noodle lovers rejoice! 🍜 Making this homemade noodle stir fry is a cinch with Gourmet Garden ...See More




WALMART.COM
Gourmet Garden [LEARN MORE](#)

👍❤️😬 Eliza Gut... 7 Comments 77 Shares

👍 Like 💬 Comment ➦ Share

Blackberry Babe - Recipes by Michelle Goth
Sponsored · 🌱

Y'all, long ingredient lists are a huge bummer. So are recipes that require a ton of chopping! ...See More



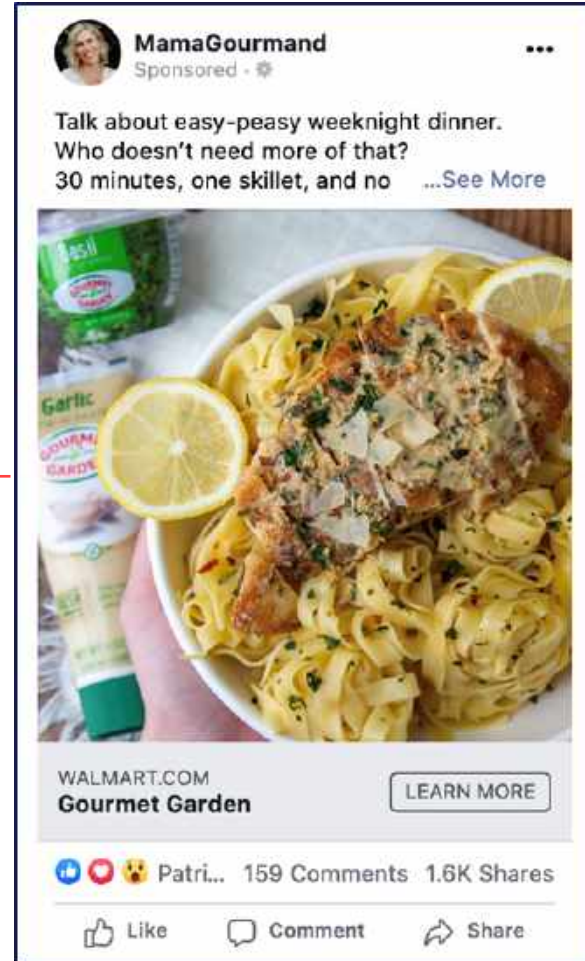
WALMART.COM
Gourmet Garden [LEARN MORE](#)

👍❤️😬 Voila Rana... 7 Comments 8 Shares

👍 Like 💬 Comment ➦ Share

REFRESH

The Results



14.5x More \$'s In Cart
7x More Transfers

SPEED UP



SPEED UP YOUR MESSAGE TESTING

Influencer Content For Faster Testing



SPEED UP YOUR MESSAGE TESTING

Which Message Will Resonate?



SPEED UP YOUR MESSAGE TESTING

Programmatically Test and Optimize in Real Time



Influencer Content



Top Performing Paid Social Ads



Display Ads
Print Ads
Email

ENABLE



ENABLE YOUR CONSUMERS TO SHOP

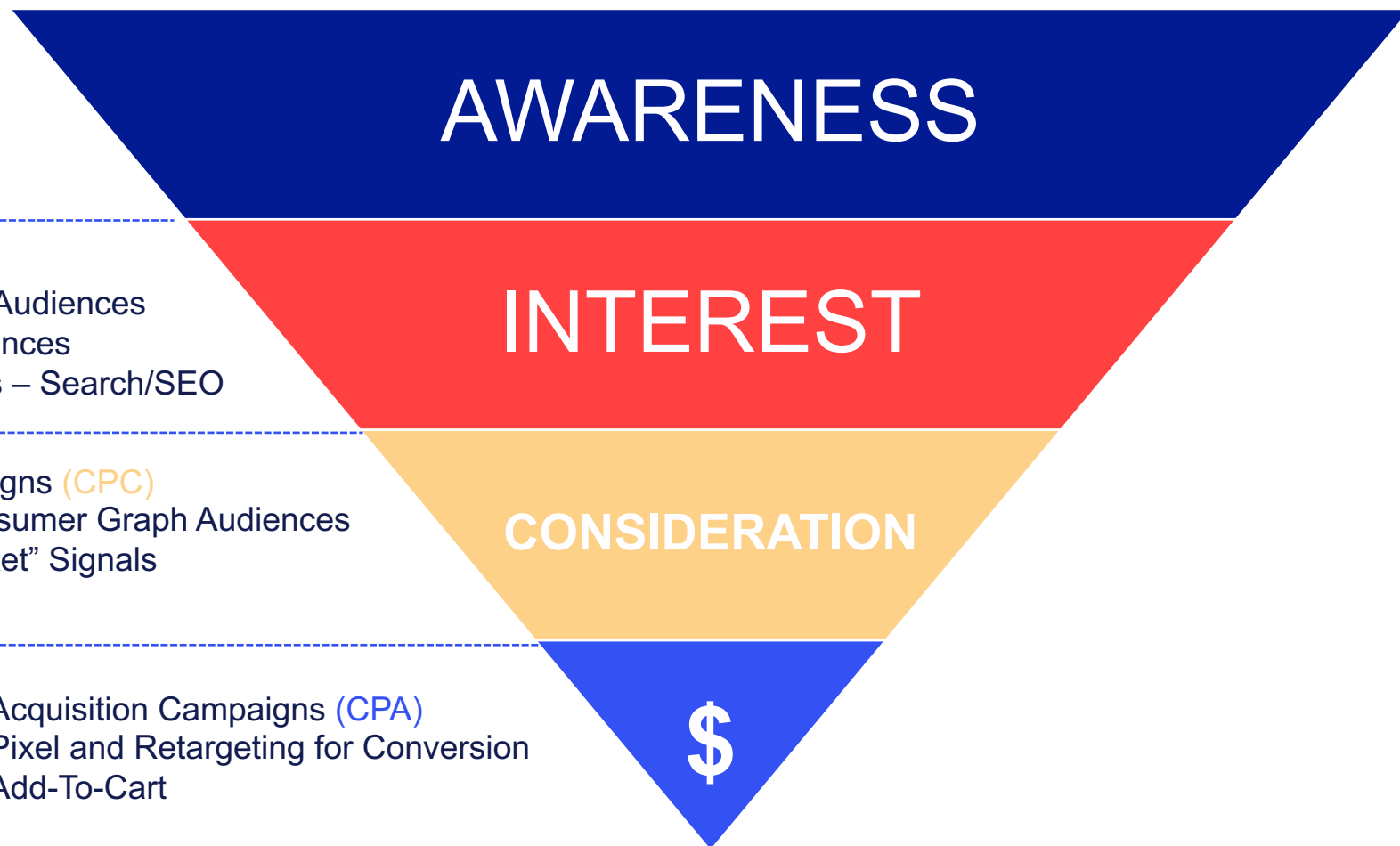
Tactics for Lower Funnel Conversions with Influencer Marketing

- Awareness Campaigns (CPM)
- Earned Media PR placements
- Product reviews/endorsements
- Organic Influencer Content

- Click Campaigns (CPC)
- Valassis Consumer Graph Audiences
- Influencer Look-Alike Audiences
- Influencer Product Reviews – Search/SEO

- Click Campaigns (CPC)
- Valassis Consumer Graph Audiences With “In Market” Signals
- Add-To-Cart

- Acquisition Campaigns (CPA)
- Pixel and Retargeting for Conversion
- Add-To-Cart



ENABLE YOUR CONSUMERS TO SHOP

Connect With The Right Audience: In-Market Signals

((•)) IN-MARKET SIGNALS
What I want to buy now.

🕒 INTEREST-OVER-TIME
Things I enjoy throughout my life:

📄 STORE VISITS
Stores I like and frequent:

((•)) LOCATION
Where I spend my time.



👤 DEMOGRAPHICS
My observed age, gender, ethnicity, income

👛 COUPON REDEMPTION
Likelihood...
E.g.: *How likely I am to redeem a coupon for a category or product*

💰 PURCHASES
Categories/Products I prefer:
E.g.: *Preferred consumer products and categories based on prior purchases...example: skincare, haircare, cosmetics*

ENABLE YOUR CONSUMERS TO SHOP

As Demand for eCommerce Rises ...



In Stock.

Qty: 1 ▾



Add to Cart

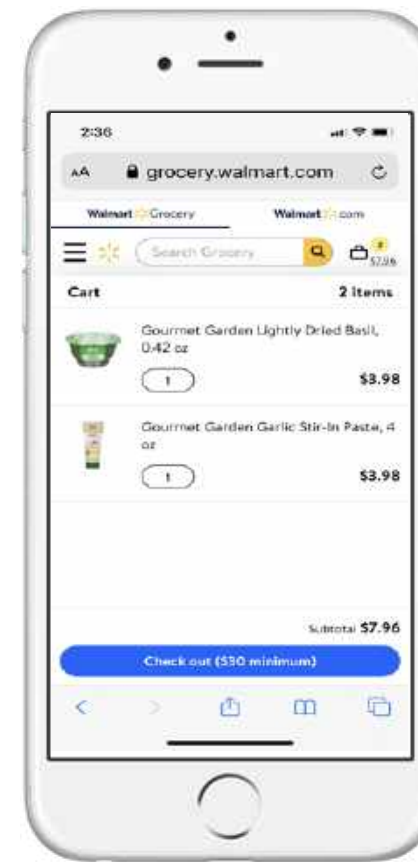
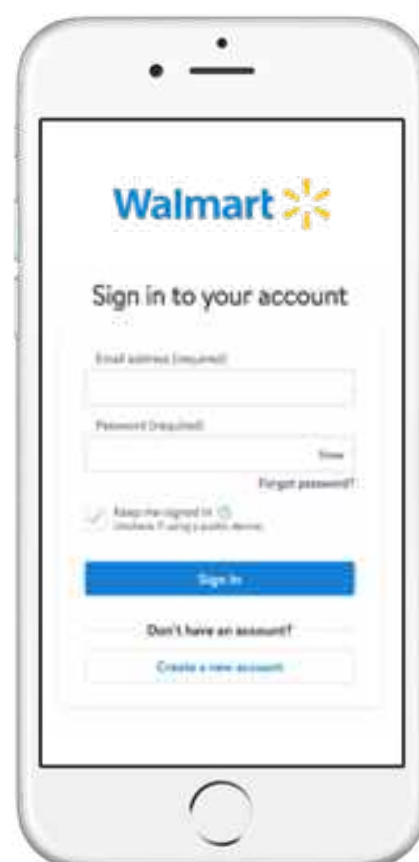


Buy Now

Ships from and sold by
Amazon.com.

ENABLE YOUR CONSUMERS TO SHOP

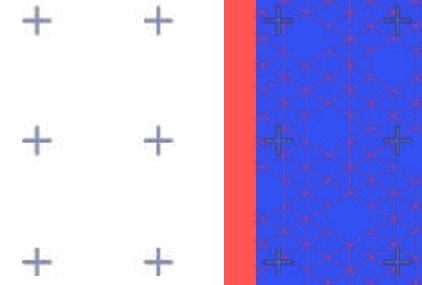
... Go From Their Timeline to Their Shopping Cart



1. Influencer-generated content showcases products and inspires consumers to add products to their carts.

2. User is automatically linked to website.

3. Products are automatically added to cart.



During The Reset And Refresh Moment...





Engage Consumers in Their Preferred Channels

Remember We're
All Humans First



ENGAGING CONSUMERS

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THANK YOU

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