



Session: How Augmented Intelligence (A.I.) Assist Influencer Marketing Campaign Management and Amplify the Brand Affinity?

Synopsis

Influencer marketing is an important pillar of many marketing strategies amid the social media boom in the new digital and mobile arena. Influencers are vital because they introduce the powerful human element of personal, expert and word-of-mouth recommendations to brand messaging.

But some influencers are more influential than others – and it's crucial to identify those who are most relevant and effective. Various tools to measure the return on investment (ROI) can optimise campaign strategic planning and management which help to drive successful brand community building. This session explains how latest A.I. technology helps to identify the best portfolio of influencer marketing that fits brand affinity and genuinely drives engagement with consumers.

Speakers

- **Mr Edwin Wong**
Founder and CEO, Cloudbreakr

Summary

How AI can help influencer marketing?

Mr Wong took the example of Netflix, a company that uses recommendation based on AI. Through the use of AB test Netflix is able to understand what type of movies, in terms of genres, appeal to customers, but also what type of visuals appeal to them.

While talking about influencer marketing, it is key to understand that the quantity of followers does not guarantee interaction. Actually higher the number of followers, less is the interaction. Influencer marketing is about affinity and storytelling.

The dark side of influencer marketing is that it is not possible yet to get complete and localized trend & insights and use it to choose the right digital persona.

Machine learning allows the analysis of thousands of profiles and this could be a solution, as it is based image on image recognition and natural language processing.

Examples are structures such as:

Language: @Brand + Verb + Noun + #Brand or count of words with language detection

Image integration: color detection, clothes recognition

All the information are used to accomplish: influencer selection, content planning, social monitoring, and market research.

The Influencer Marketing Whitepaper 2019 Industry Insights available covers 5,000 profiles and 20 marketing campaigns, mainly product launches.

Building a community through an influencer program can solve the matching program and understand better how to covert online traffic to offline transactions.