INTRODUCTION

Evolution is the only constant in influencer marketing

The most effective communication has always been from mouth to mouth, since the most convincing opinion will always be the one that comes from personal experience. The great value of recommendation lies in the fact that human life is full of uncertainty, therefore everybody looks to validate their decisions through the people they admire, considering their way of life as an aspirational goal.

Communication and bonding habits are some of the distinctive features each generation is known for. Since the arrival of social media a few years ago, communication amongst individuals and communities has grown in reach and relevance more and more each day, thanks to the unlimited and immediate access to information that the digital era has enabled. This brings us all the opportunity to experience, firsthand, the life and adventures of others around the world, leaving us with the constant need of exposing our own lives, as well.

The countless number of continuum stimulus that everyone receives all the time, makes the influencer marketing industry become more and more complex each day. If 'influence' is defined as the power to change the behavior of others, it's right to say that human beings are influenced by other people, contents, contexts, and realities, for almost every second of their lives.

These is why influencers (and brands) face a bigger task each day to remain relevant and keep their audience captive, for which they need to maintain a certain level of credibility that can keep up with the frequent changes in consumer behavior and demands.

Though not every influencer has this power, there are many who have achieved to build loyal audiences thanks to their persistence and genuine content.

It's so easy for anyone to connect with the rest of the world, that we now face an over exposure of content within our audiences. Therefore, as industry experts, we need to be more competitive, better informed, and always looking to deliver more effective strategies for the most important digital media channels.

This playbook will help you identify a real influencer, create better strategies, and learn the most effective practices to achieve your campaign goals.

SOME INDICATORS SHOW THE ACTUAL IMPORTANCE OF WORKING WITH INFLUENCERS:

62%

of teens say they would try a brand if it's recommended by an influencer

56%

say they would buy a product if they have seen it in any influencer's content

Influencers' content is considered

7 times
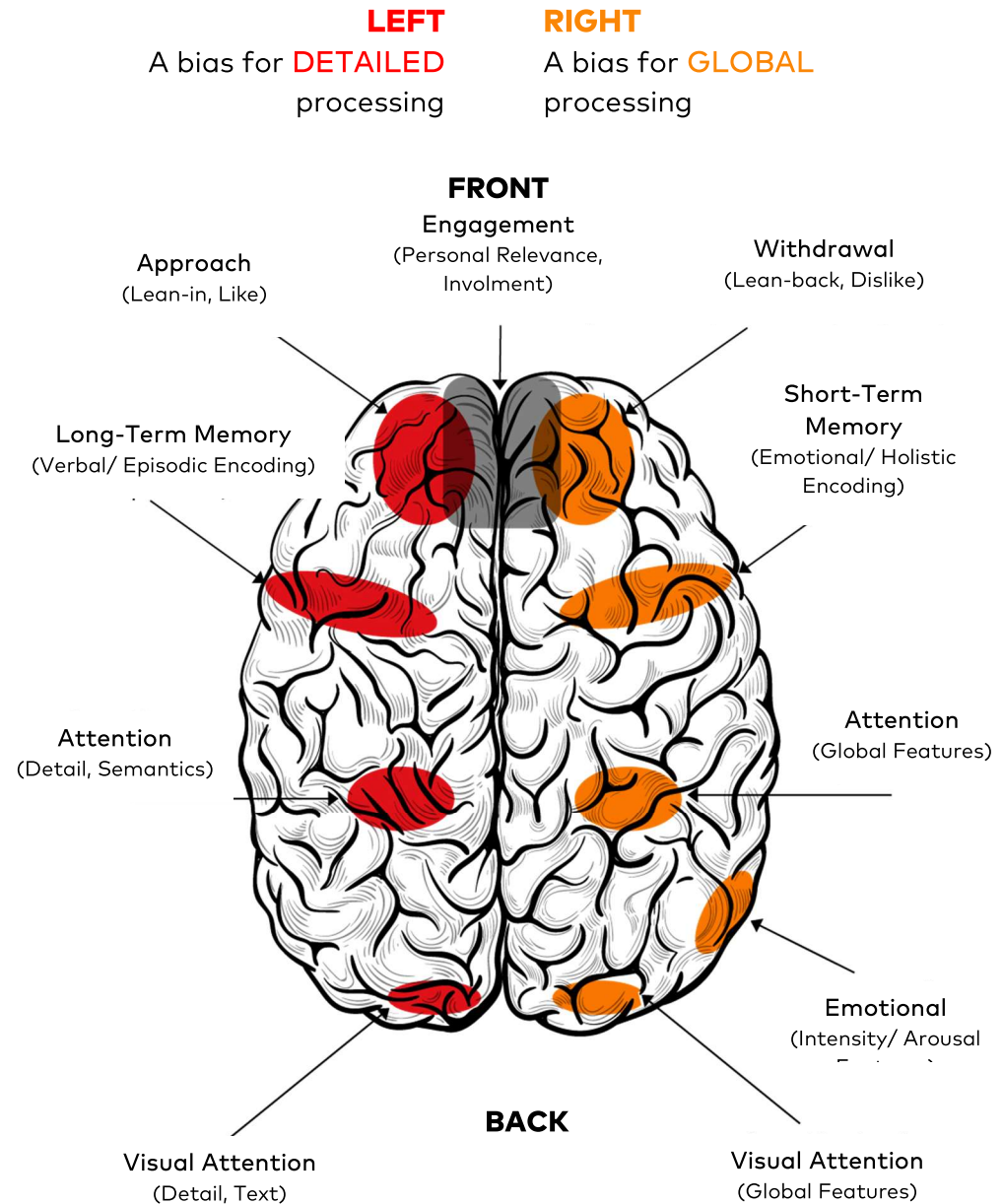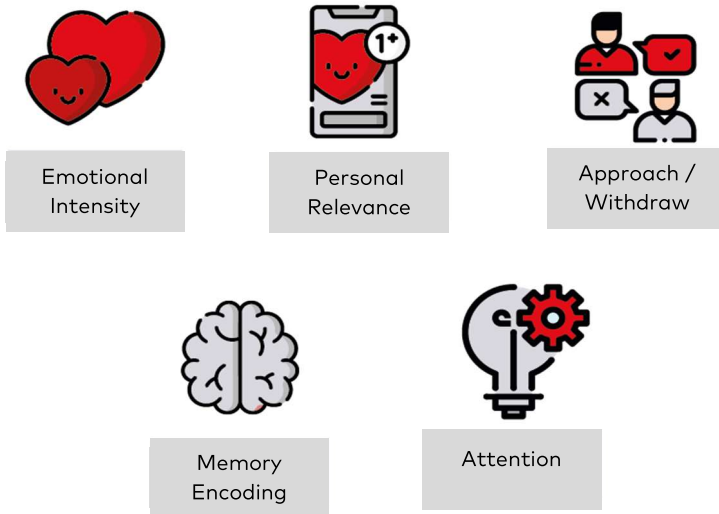
more credible than an ad

7x

THE SCIENCE BEHIND INFLUENCER MARKETING

Whalar, an influencer's marketing British company, made a research to better understand how influencers work. Their hypothesis stablishes that **influencer's power comes from creating strong emotions onto their audience, which will eventually create strong memories.**
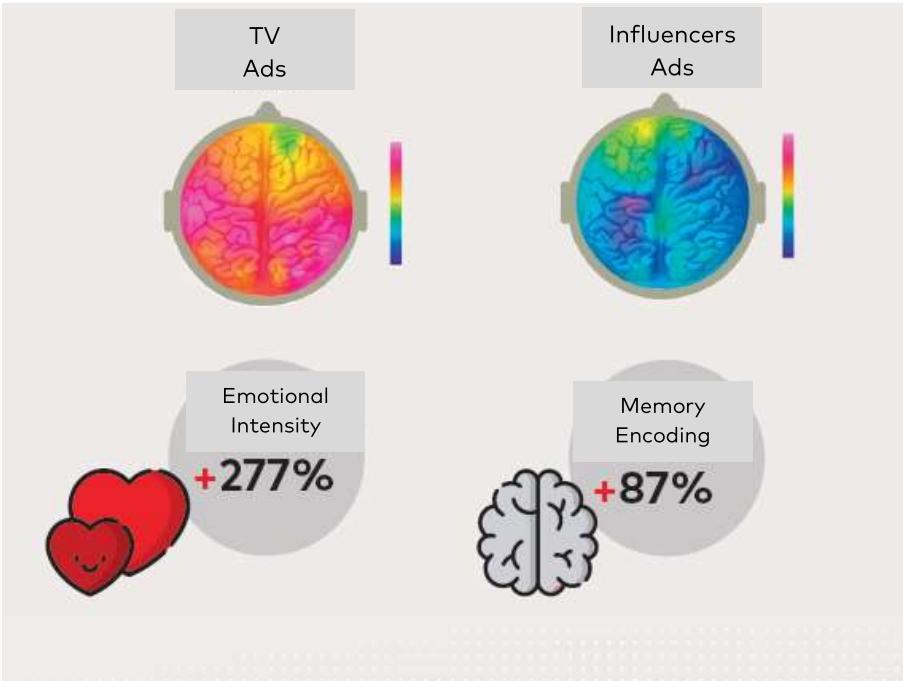
When a brand creates strong emotions on its consumers, they will stablish a positive connection with it. This will make them remember the brand and how it made them feel when they come into the point of purchase and will have a crucial impact on their buying decision.

The gold standard in the technique of creating emotions and memories in advertising is the *Steady State Topography (SST)*, used by Neuro-Insight, leader in neuro-marketing research. Subjects had a special device placed on their heads, which could register their brain activity while watching different contents. These allowed to establish unique metrics which have emotions, their intensity, and memory codification, as its key issues:

Emotional Intensity	Personal Relevance	Approach / Withdraw

Memory Encoding	Attention

LEFT
A bias for DETAILED processing

RIGHT
A bias for GLOBAL processing

FRONT

Engagement
(Personal Relevance, Involment)

Approach
(Lean-in, Like)

Withdrawal
(Lean-back, Dislike)

Long-Term Memory
(Verbal/ Episodic Encoding)

Short-Term Memory
(Emotional/ Holistic Encoding)

Attention
(Detail, Semantics)

Attention
(Global Features)

Emotional
(Intensity/ Arousal)

BACK

Visual Attention
(Detail, Text)
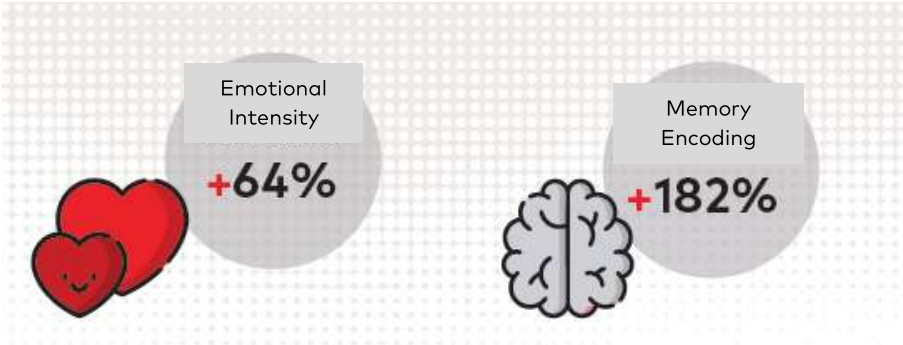
Visual Attention
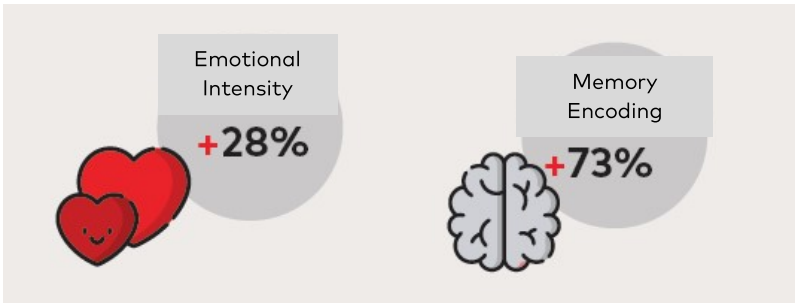(Global Features)

RESULTS

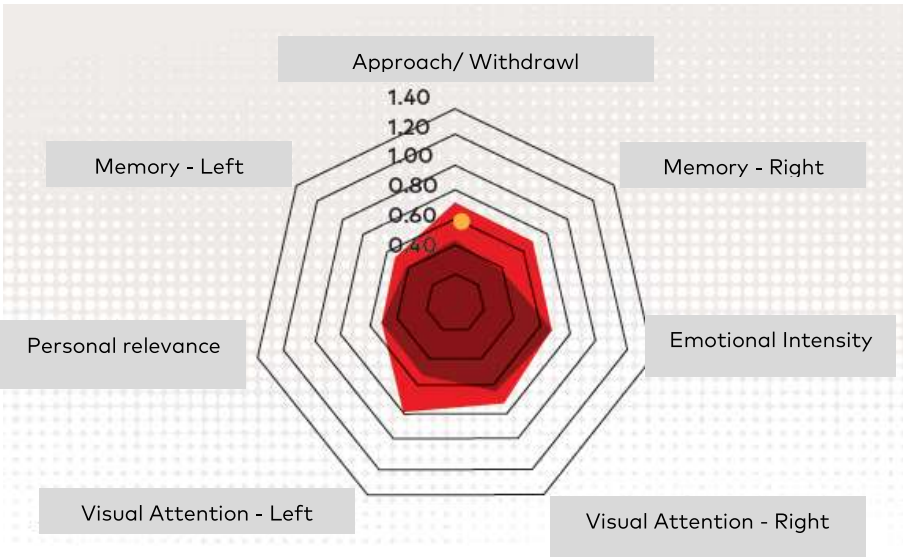Influencers' ads are significantly more emotional and memorable than TV ads.
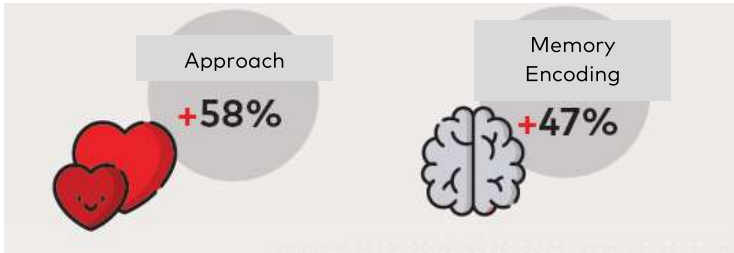

Influencers' ads are significantly more emotional and memorable than **Facebook** ads.

Influencers' ads are significantly more emotional and memorable than **YouTube** ads.

Using Influencer Marketing as part of a more extensive campaign improves response to ads on TV, Facebook, and YouTube:
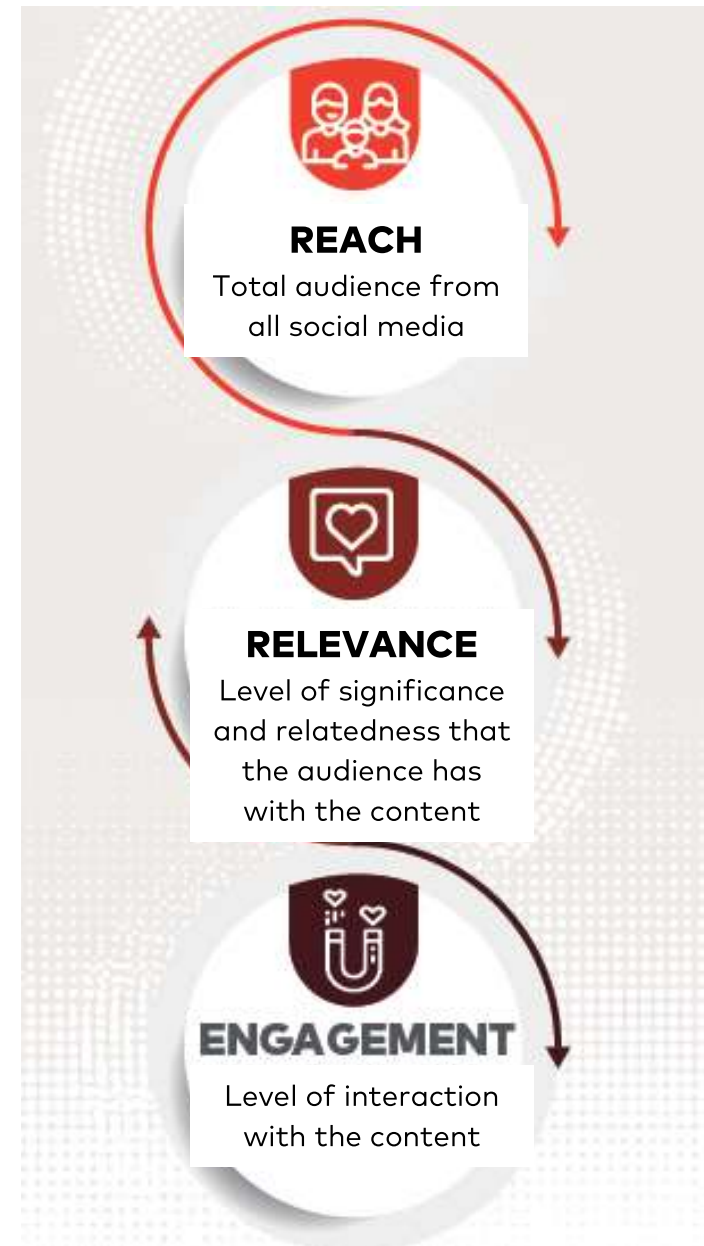
WHO IS AN INFLUENCER?

"I want to be an influencer" -is something we hear every day... but, is it easy to become one?

Influencer: A person/ personality/ profile who has the potential power of influence over the ideas or decisions of other people, due to its authority, knowledge, reputation, and/or position with its audience.

You need to be able to identify and catalogue the different types of influencers, so you can use them to achieve the objective you are searching for each brand, project, or campaign. **Anyone can express their opinion on social media but not everyone has the power to influence on other people's thoughts and actions.**

To determine a person's power of influence you must consider three especially important aspects:

REACH
Total audience from all social media

RELEVANCE
Level of significance and relatedness that the audience has with the content

ENGAGEMENT
Level of interaction with the content

TYPES OF INFLUENCERS

Influencers are public figures who are recognized for their talent. Their impact in the audience comes bias their exposure on both digital and traditional media. The industry classifies influencers in diverse ways, but at Coca Cola, we have chosen to categorize them by their Reach and audience size.

SEGUIDORES: +10,000,000

REGIONAL INFLUENCER

People who are recognized beyond their country.

Examples: Yuya, Juanpa Zurita, Luisito Comunica

SEGUIDORES: +50,000,000

GLOBAL INFLUENCER

Famous people who have gained global reach and impact due to their profession.

Examples: Cristiano Ronaldo, Katy Perry, Justin Bieber, Diego Luna

SEGUIDORES: +200,000

NATIONAL INFLUENCER

More than 70% of their audience lives in Mexico, so their reach is within our country.

Examples: Bárbara del Regil, Alan Estrada, Memo Ochoa

Social media heavy users who have a great reach in any state of our country.

Examples: Mommy Bloggers, Fitness trainers, photographers, regional TV, or radio celebrities

SEGUIDORES: ~200,000

MICRO INFLUENCER

CROWD NANO INFLUENCER

SEGUIDORES: ~10,000

Any social media user can be one. Its main audience can be found on a specific city.

INFLUENCERS' ARQUETYPES

Influencers can be also classified by the type and form of their content. Taking account of this characteristics can help you identify which profile can really help you achieve your campaign objectives.

CELEBRITY
- They have a big audience and are recognized for their talent
- Usually use Instagram or YouTube to share aspects of their life and/ or work
- Can help in building relevance, humanize a brand, and amplify events or brand activities

PERSONAL BRAND
- Their name is their most important asset
- Can cover multiple themes
- Loves to be praised through links and retweets
- Tends to avoid strong debates
- Mostly found on Instagram and Facebook
- Have an amazing power to articulate and amplify messages which makes them great to build relevance around a content or launching new products

ANALIST

- Is an expert
- Interested in deep tendencies, not on the daily news
- Has expertise and focuses in analysis
- Informs and communicates relevant insights from their field of expertise
- Can be found on Twitter talking about tendencies, and on Facebook, where they address issues in depth
- Can help to reinforce brand authority or to teach something about the product

ACTIVIST

- Are super focused and will only talk about one theme or a series of issues
- Their fans are loyal
- The size of their audience relies on the importance of the problem. They think there's an answer for their concern and will make everything to make it happen
- Twitter and Instagram are their main social media
- Can help in minimizing public affairs, start actions with their followers and launching new products

EXPERT

- Don't want to be famous and are not interested in self-promotion
- They read, write, and choose content from their field of expertise
- Tend to be tactic and detail oriented. They're too specialized to address large audiences
- Can't be bought so they will have to be talked into working with your brand
- Use Twitter to debate their theme and YouTube, to make content analysis
- Can help to educate and build credibility upon your product.

INSIDER
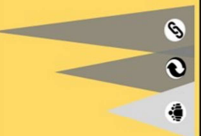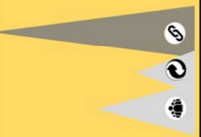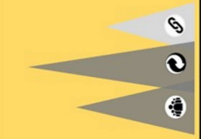
- Are industry experts with a partial point of view since they are interested in promoting stories that will add content value to their profiles
- They speak from their life experience so not all of them are industry experts
- YouTube and Instagram are their favorite social media
- Can be used to connect niches, build credibility and launching new products

DISRUPTOR

- Challenges the status quo and force to talk about the real problems and the opportunity in change
- Tries to understand what lies behind the tendencies, tries to get to the core of issues and helps to imagine new solutions
- Their followers expect them to 'rock the boat' and make the difficult questions
- Can be found on Facebook and Twitter
- Can help create a guided conversation over the brand and minimize public affairs

JOURNALIST

- Many of them work free-lance for different publications or may have their own
- They don't always have control over their content, their interests may respond to editorial policies
- Good journalists own a fact checker background
- They use Twitter and Facebook as their personal social media
- Can help amplifying a brand message or create news upon an event

TYPE	THE CELEBRITY	THE PERSONAL BRAND	THE ANALYST	THE ACTIVIST	THE EXPERT	THE INSIDER	THE DISRUPTOR	THE JOURNALIST
WHO IS?	My online audience is counted by millions	My name is my equity	I inform and communicate credible insights	My beliefs make me move mountains	I wrote the textbook on my subject	I'm a respected authority	I stir the pot and create healthy debate	I'm the new news industry
WHAT FOR?	Brand Awareness; Humanize the brand; Amplify events or brand actions	Amplify brand messages; Launch new products	Reinforce brand authority; Educate about a product	Drive an action; Minimize PAC topics; Launch new products	Educate about a product; Generate brand credibility	Connect with nitches; Generate brand credibility; Launch new products	Generate brand conversation; Minimize PAC topics	Document events or brand actions; Amplify brand messages
WHERE IS?	Instagram, YouTube	Instagram, Facebook	Twitter, Facebook	Twitter, Instagram	YouTube, Twitter	YouTube, Instagram	Twitter, Facebook	Twitter, Facebook
CHARACTERISTICS								

REACH — Audience Size

RESONANCE — Engagement Rate (audience / interactions)

RELEVANCE — Nivel de Influencia % impacto de posteos en audiencia Indicador otorgado por Brandme

THE IMPORTANCE OF KNOWING WHAT YOU WANT

Being clear in what you ask for is key for the success of the project or proposal you're going to co-create

A brief is a bilateral document which will help you give the appropriate information to make the right choice of brand and campaign needs, shorten post adjustments time, and speed up set up. It will also allow you to have tangible parameters of success and measure if the influencers' work met the expectations.

In other words, you need to know exactly what you're looking for to make a good brief. To achieve these, you'll also need to be very aware of all the indicators which classify influencers by their reach (audience size), their *engagement* (interaction level with the audience), and relevance (influence level on followers).

CREDIBILTY
Strengths brand or campaign message

INTERACTION
The actions the influencer has the power to engage his audience into, like reactions and comments to its content, do something on social media or even start a social movement

RELEVANCE
Create importance around the message or brand activity

To choose the best strategy and influencer it's also necessary to consider the following features:

- **Objectives**: You need to be completely aware of both the general objective and the tactic objectives, which come directly from any activity with influencers. Once you've checked the chosen influencer's reach and good reputation, establish your objectives according to the specific actions you want him to achieve, which should also respond to your communication objective and the indicators you need to change with the campaign

- **KPIs** (Key Performance Indicators): They are particularly important to establish which numbers are expected from the influencer's work, considering its participation in the general campaign and in in every activity you're both going to develop. Performance metrics can change due to what you want to achieve and to the social media you intend to use

- **Brand and Campaign Personality:** This is extremely useful when choosing influencers. They all have specific qualitative features (way of speaking, themes addressed, kind of content) which you need to validate in order to make sure that they are in line with the brand's personality or the image it wants to promote through the campaign

- **Target:** You need to set very clearly on who do you want to make an impact on. The more specific you are, the better chance of finding the ideal profile onto the data. Don't forget that influencer marketing doesn't divide consumers by socioeconomical level, but by association or by the level of

affinity with the content. Therefore, it's so important to set the consumer's whole profile: demographics, psychographics, and other clusters of interest

- **Budget:** You need to have -at least- an estimated range to come with ideas that meet the purpose and the actual possibilities of reach and production within your bran budget. It's not the same to plan a strategy when you have 100 thousand pesos than when you have five million.

- **Time:** Be realistic on the time you will need to achieve your objectives. Remember that long term agreements can bring better prices.

- **Content co-creation** between the brand manager and the influencer will always be more successful. The brand must become a part of the influencer's life and not the other way around. This helps the brand to be more easily accepted by the audience.

- Keep open to any suggestion that achieves the communication objective. Everything is possible even if the brand is very reluctant due to company policies, just make sure to talk it with the influencer previously, so he can have it into consideration from the beginning

- Influencers are people with a different agenda and normally are involved in other projects at the same time, so always consider that they may not be always available. Plan your calendar with enough anticipation so you can set with him the dates in which you're going to need his presence in any brand activities.

- Establish if the influencer's image is going to be used on your campaign's media/ social media. This is especially important since this could carry the need of a legal agreement for copyright issues or image exposure.

- Include brand's *Do's y Don'ts* to the content and communication. These data will also be helpful to profile the ideal person for the campaign.

Don't forget that you have a digital platform for influencer marketing management which helps you enhance the process and control of your influencer campaigns. This platform is supported by Brandme, leader firm in creating tools and technology to connect brands and content creators.

You can upload your brief to this link and start a formal search: https://influencerscocacola.brandme.la/. If you still don't have a user name and password please send an email asking for it to ricardosanchez@coca-cola.com.

SEARCHING FOR AN INFLUENCER

Working with the right people is key for success in an influencer marketing campaign

When you have the brief, you can start searching for the right influencer. There are two tools you can use for this: **BrandMe Search** and **Traackr**. These will provide you with insights from more than six million profiles, which broads your chance of finding the right influencers. To complete this search, you must make two types of analysis:

BRAND FIT ANALYSIS

- Audience size on each influencer's social media
- Audience demographics and interests
- Level of influence and engagement
- Top skills and expertise areas
- Conversation topics, content tone and form
- Top social media platforms and content formats

REPUTATION ANALYSIS

- Brands which the influencer has worked with
- % Fake followers
- Has the influencer ever spoken poorly of sugared drinks or the company? (manual analysis)
- Has the influencer ever been part of any scandal? (manual analysis)

Though technology can give you a great amount of useful insights to find the perfect influencer, a manual analysis is always needed since it allows you to make a double check or go deeper on any feature.

The searching process also helps you create a proposal which can include several influencers that can be considered for the campaign. It will also help afterwards to make your choice along the IBX Content Manager or the most suitable person/people.

For those influencers who will be used as brand image outside digital media you'll have to run a deeper analysis using the **Personality Media** platform, which analyses public figures and celebrities' image through marketing research. This tool can analyze more than 17 image values (like level of knowledge, closeness, trust, credibility, naturality, professionality, trend, etc.) and can cross them with advertising values such as worn out, category affinity, brand relatedness, emotional memories created by the influencer, and can also help you segment these data by age and socioeconomical targets. This kind of analysis will help you bring certainty to your proposals, here's an example:

GRÁFICA DE RANKING DE MUJERES FINALISTAS, LA TRADUCCIÓN ESTÁ EN LAS ÚLTIMAS PÁGINAS:

RANKING MUJERES FINALISTAS
Tarjet: hombres y mujeres de 25 a 35 años

Nombre	Ranking*	Solo foto	Foto + nombre	Valoración general	Transmite confianza	Llama mi atención	Simpática	Cercana	Moderna	Natural	Hogareña / familiar	Duradera	Modelo a seguir	Agrada ver	Marca tendencia	Elegante	Atractiva	Líder	Desprende vitalidad	Profesional	Saludable	Adecuación publicitaria	Disposición publicitaria	Recuerdo viéndote hacer publicidad
Karla Souza	1	90	94	8,4	8,4	8,0	8,5	7,3	8,2	8,1	7,3	7,8	7,6	8,5	8,2	8,4	8,6	7,9	8,4	8,5	8,6	8,7	74	97
Carmen Aristegui	1	98	99	8,4	8,7	8,1	8,0	7,5	6,8	8,4	7,4	8,4	8,6	8,4	8,2	8,0	7,1	9,0	8,1	9,0	8,3	6,6	63	
Salma Hayek	3	97	99	8,4	7,9	7,8	8,0	6,6	6,8	7,3	7,4	7,7	7,7	7,7	7,7	7,5	8,1	7,9	8,0	8,1	7,9	8,3	62	37
Martha Higareda	4	91	96	8,1	7,9	7,5	7,9	6,9	7,8	7,6	6,7	7,6	7,0	7,9	7,4	7,5	8,1	7,1	8,0	8,1	7,9	8,2	61	48
Ana Claudia Talancón	5	64	80	7,9	7,9	7,4	7,6	6,7	7,7	7,7	6,8	7,3	7,3	8,0	7,2	6,9	8,5	6,9	7,8	9,0	7,9	8,2	62	45
Paola Espinosa	6	79	86	7,9	8,1	7,3	8,0	6,9	7,2	8,5	7,3	7,4	8,5	7,3	7,0	7,6	7,6	7,8	8,5	9,1	7,3	7,3	54	23
Consuelo Duval	7	90	94	7,8	7,8	7,3	8,0	7,1	6,9	7,6	7,6	7,4	6,9	7,7	7,0	6,9	7,2	7,7	7,7	8,0	7,5	7,9	63	41
Jacqueline Bracamontes	8	87	96	7,8	7,7	7,2	8,1	6,6	7,4	7,1	7,7	7,4	6,9	8,0	7,3	8,4	8,6	6,9	7,9	8,0	8,1	8,4	60	74
Sofía Vergara	9	87	93	7,9	7,7	7,5	7,7	6,6	7,7	6,8	6,9	7,4	7,0	7,8	7,8	8,2	8,5	8,0	8,0	8,0	8,2	8,4	64	75
Ana De la Reguera	10	78	90	8,2	7,9	7,5	7,8	6,6	7,7	7,2	6,6	7,4	7,3	8,0	7,5	7,1	8,4	7,1	7,9	8,4	8,1	8,4	58	47
Natalia Lafourcade	11	80	95	7,8	7,8	7,3	7,9	7,0	7,3	7,8	6,7	7,4	7,3	7,6	7,5	7,1	7,7	7,0	7,6	8,1	7,6	7,6	53	21
Alessandra Rosaldo	12	86	90	7,7	7,8	7,1	7,9	6,9	7,7	7,7	7,9	7,4	7,1	7,6	7,4	7,6	7,7	7,2	7,8	7,8	8,1	7,5	54	
Aislinn Derbez	13	86	91	7,9	7,7	7,3	7,8	6,6	7,3	7,3	7,0	7,2	6,9	7,6	7,4	7,6	7,9	6,8	8,1	7,8	8,2	8,1	57	67
Angélica Vale	14	86	96	8,8	8,2	6,6	8,2	6,7	6,2	7,7	7,6	7,5	6,9	7,5	6,2	7,5	7,1	6,9	7,5	8,1	7,1	7,1	51	24
María José	15	73	83	7,8	7,6	7,1	7,6	6,7	6,9	7,1	7,7	7,2	6,8	7,8	7,3	8,3	7,1	7,3	8,3	8,0	7,9	7,3	57	37
Ana Serradilla	16	828	88.	7,6	7,7	7,2	7,7	6,3	7,2	7,4	6,8	7,1	7,0	7,7	7,0	8,3	8,3	6,7	7,5	7,9	7,9	7,8	62	35
Irán Castillo	17	2	92	7,7	7,7	7,0	7,7	6,6	6,9	7,7	7,3	7,1	7,0	7,	6,5	7,3	7,8	6,8	7,3	7,8	7,9	7,7	57	18
Silvia Navarro	18	81	87	7,8	7,8	7,2	7,6	6,3	7,1	7,0	7,0	7,4	6,6	6,9	6,9	7,0	8,2	6,7	7,6	7,7	7,9	7,7	55	43
Leticia Calderón	19	76	81	8,0	7,7	7,0	7,6	6,6	7,3	7,4	7,7	7,7	7,3	7,7	6,8	8,3	8,3	7,1	7,5	8,3	8,0	7,5	56	
Nora Salinas	20	71	80	7,8	7,3	6,9	7,5	6,4	7,3	7,0	6,7	7,3	6,9	7,9	6,9	8,3	8,6	6,8	7,6	8,2	7,9	7,7	55	
Rebecca De Alba	21	69	91	7,5	7,87	7,0	7,5	6,5	6,8	7,1	6,7	7,6	7,4	7,8	7,4	8,5	8,1	7,1	7,4	8,2	7,7	8,0	63	46
Julieta Venegas	22	95	98	7,6	7	7,0	7,5	7,1	6,8	6,8	7,3	7,1	7,4	7,0	7,8	7,9	7,1	7,1	6,6	8,1	7,7	6,3	46	28
Mayrín Villanueva	23	779	85	7,4	7,4	7,1	7,7	6,7	6,9	7,2	7,6	7,1	6,5	7,5	6,7	7,9	8,3	6,6	7,3	7,6	8,0	7,4	50	40
Thalía	24	2	98	7,4	7,4	7,1	7,6	6,5	6,9	6,6	7,3	7,6	7,1	7,5	7,7	8,0	8,3	6,6	7,8	7,5	8,2	7,8	54	80
Betty Monroe	25	80	86	7,0	7,3	6,8	7,6	6,7	6,9	6,8	7,6	7,1	6,7	7,3	6,7	7,7	7,7	6,6	7,4	7,5	7,6	7,6	49	
Anette Michel	26	85	90	7,6	7,2	6,8	7,5	6,3	7,0	6,5	6,6	7,1	6,4	7,4	6,8	7,8	8,4	6,5	7,3	7,6	7,8	7,8	49	
Montserrat Oliver	27	93	96	7,4	7,4	7,2	7,4	6,5	7,1	6,9	6,5	7,4	6,9	7,3	7,7	7,3	8,0	6,0	7,6	7,9	7,7	7,7	55	63
Daniela Luján	28	36	82	7,1	7,4	6,7	7,4	6,4	7,3	6,3	6,3	6,5	6,3	6,5	7,0	6,5	7,9	6,0	7,1	7,4	7,5	7,1	54	
Mara Escalante	29	92	94	7,7	6,0	6,6	7,6	6,6	6,8	6,4	7,8	6,7	5,7	7,0	6,2	4,9	5,9	6,4	7,1	7,7	6,6	7,3	52	
Camila Sodi	30	45	73	6,4	6,0	5,8	5,8	5,2	5,3	5,4	5,3	5,6	5,4	6,2	5,8	5,8	7,4	5,5	6,0	6,2	6,9	6,0	29	23

Conocimiento | Valoración general | Variable Crítica | Variable Secundaria

Grupo 1
Grupo 2
Grupo 3
Grupo 4

Grupo 1: Atractivo — Grupo3: Modelo a seguir
Grupo 2 Atractivos elegantes — Grupo4: Desprenden vitalidad

1) Disposición publicitaria es lo suma de "Me gusto verte haciendo publicidad" y "Me gusto bastante verte haciendo publicidad"
2) Recuerdo viéndote hacer publicidad es la suma de "haciendo publicidad en TV/radio", "revistas/vallas" e "Internet"
*Ranking respecto índice global que es lo suma de los Variables tipificadas: Transmite confianza. Llama mi atención y Simpática
Nota: ordenados por su posición en el ranking.

CONTENT & STORY TELLING

The story which the influencer tells about your brand will increase your messages' credibility

As you know by now, choosing the right profile -the one who really adds to all brand efforts- is a key feature in influencer marketing. Therefore, the first and most important step is to start following your favorite candidate and start imagining contents which could work for your brand and campaign objectives. Make also sure that these bring value and are organic to the influencer's usual content or it'll be punished by the audience.

Be sure to be aware of the influencer's qualitative features, like his personality, the themes he talks about, camera performance, content's kind and format, and most importantly the way he addresses to his audience, since each influencer has a particular way of doing it. For example, some make a lot of stories and almost no permanent content while others prefer to create long videos on YouTube, and others might only use attractive images. It's vital to observe this since it will allow you choose those influencers who will really help you achieve your brand communication objectives.

Get inspired by their content! Getting to know your influencer well will avoid you from asking for something that doesn't match with his communication style and that may even annoy his audience or perceived as 'bought' by the brand.

Be sure to always to give enough time to the campaign execution. Remember that content creation can take more time that you might think and hurrying the process might affect the quality of the come out.

Once you have chosen the right influencer, talk with him about the campaign objectives and the kind of participation he will have in it. Take his experience into consideration, don't forget that nobody knows his audience like him.

When you've explained the project to him, it's possible that both of you may have the need to make some adjustments to formats or in the way of making contents. Listen and work as a team, remember that he's also looking to achieve the best possible outcome.

Avoid saturation. Audience knows that many of the influencer's contents are sponsored and normally has no problem with it, but if too many contents are posted on one day or if the same message is repeated one week after another, the audience will get tired and results will be affected. Be sure to know how much content the influencer posts on a regular basis, so you can ask for the right amount: enough to be present but without saturating out the audience.

The most successful content strategies need an editorial and working calendar. These become essential when working with influencers since you'll need to coordinate two different schedules. Make sure your calendar is flexible enough to allow you to seize opportunities with future trending topics, events or helping the brand with public affairs. Take note of the influencer's key dates which could work in benefit of the brand and strengthen their relationship.

THE HIRING PROCESS

The next step after you've chosen the right influencer is to contact our specialized agency in celebrity hiring and management, who will take charge to seek an agreement. Their involvement warrants legal support and helps speed up the hiring process.

The agency starts by approaching the influencer to ask him if he's interested, check his availability, and request a first approach of ideas to work with the brand. If he declines the proposal, the agency will approach the next candidate of your list.

The ideal is to find an influencer who is a real consumer of your brand, since this will avoid several possible future negative scenarios, like been surprised consuming any product from the competition or creating messages that lack credibility.

Once the influencer confirms his participation he will be asked to sign a NDA (Non-Disclosure Agreement) and a date is set to have a brief call to go over the details and talk about the results you need from his participation. He must propose you then the ideal number of contents, formats, and a list of the social media he thinks are the best to achieve the objectives.

When all the benefits we want the influencer to deliver are set, they'll be evaluated through a data tab which considers different values such as audience size, engagement rate, fake followers %, etc., and crosses them with the average cost of payments made to other similar influencers in the market. With this numbers in hand, the agency will approach the influencer for a second meeting to negotiate the best possible cost/benefit deal.

During the negotiation process, consider the real time you will need for all the activities, like video or audio production, public relations, public appearances and events, etc., as well as the influencer's specific needs, since they will sum up to your production and activities budget. These may vary form one influencer to another, and can be such as transportation, kind of flights, security, Glam Team (make-up, stylist, manicure, etc.), or any other special need.

Once the negotiation is closed, we can proceed with the final step: signing the contract, where all the agreed benefits and investment are established.

MEASURING THE INFLUENCER'S SUCCESS

Design the success metrics for your campaign

The most important thing you need to do once the campaign is over, is to establish your success parameters and compare them with the expected achievements. The most effective way to do it is by using the different metrics and data provided by each social media. These will help you measure your campaign's success. Each one will give you multiple results for each feature, therefore the key is knowing how to read them.

QUANTITATIVE ANALYSIS

REACH

This indicator shows how many real users where impacted by the influencer's publications. Remember that social media algorithms don't allow an organic reach of 100% of followers.

Normally, an 8 to 10% of the influencer's total followers is considered as an acceptable audience level. If your campaign's Reach is between this range or above, you have been successful. Even though, never forget that this parameter can be modified by audience size and the selected social media.

REACH

Instagram

PHOTO	25%	24%	25%	24%	21%	16%	16%	15%	14%
VIDEO	26%	25%	21%	22%	22%	23%	20%	15%	14%
STORY	10.8%	10.4%	12.0%	7.8%	7.0%	6.4%	5.4%	5.0%	3.0%
CARRUSEL	23%	21%	20%	16%	16%	15%	14%	13%	10%
BOOMERANG	23%	18%	19%	15%	15%	14%	14%	12%	10%
STREAMING	15%	15%	15%	15%	15%	15%	14%	13%	9%

Facebook

PHOTO	13%	12%	12%	13%	10%	12%	10%	10%	9%
VIDEO	13%	12%	12%	12%	10%	11%	11%	11%	10%
POST	13%	12%	12%	12%	10%	11%	11%	11%	10%
STREAMING	13%	12%	12%	12%	10%	11%	11%	11%	10%
STORY	13%	12%	12%	12%	10%	11%	11%	11%	10%
CARRUSEL	13%	12%	12%	12%	10%	11%	11%	11%	10%

Twitter

PHOTO	6%	5%	4%	5%	4%	5%	4%	2%	2%
TWEET	8%	8%	7%	7%	7%	6%	6%	4%	4%
STREAMING	7%	6%	6%	5%	4%	5%	4%	4%	4%
VIDEO	5%	5%	5%	5%	5%	5%	5%	5%	5%

YouTube

VIEWS	24%	21%	20%	18%	17%	15%	14%	14%	12%

ENGAGEMENT

This metric tells you how many times users interacted with the content. Each social media and format have its own types of reactions. Likes, Comments, Views, Clicks and Shares are the most common examples. Remember that a Unique User can have more than one interaction with the same content.

ENGAGEMENT RATE

It's the level of commitment that a content creates in the audience and which is shown by the different reactions offered by each social media. In Facebook is the sum of all the kinds of reactions: Like, Love, Fun, Awe, Sad and Angry, as well as all Comments and Shares. In Twitter is the sum of Favorites, Answers and Retweets, and in Instagram is the sum of Likes and Comments.

   Different criteria are used to determine the Engagement Rate. Choosing which, will depend on the use you're giving to the data.

Fórmula 1:

| Reactions + Comments + Shares / # Followers | = | Achieved Engagement v. Number of Brand Fans |

Assess content impact on your audience

Fórmula 2:

| Reactions + Comments + Shares / Reach | = | Achieved Engagement v. All users, Brand Fans or not |

Fórmula 3:

| Reactions + 2*Comments + 3.5*Shares / Reach or # Followers x100 | = | Assessment of Likes, Comments and Shares |

Another version of Formula 2, based on the theory that making a comment requires much more commitment from the user to the brand than simply giving a Like, and even more when the content is shared, since it shows that the user liked it very much and found it relevant. It's a more acid way to measure social media management

   The relevance of each indicator depends on your campaign objective. For example, Clicks will be vital for you if one of your goals is to increase traffic to a site.

   Likes and Views are always important since they show the way the audience reacted to the content. A low number, for example, shows that communication wasn't accurate.

   Also consider that a View doesn't necessarily mean that the user watched the whole video. You'll have to ask for a deeper analysis if this is the metric you need.

QUALITATIVE ANALYSIS

There are other values you also need to consider to find the real success the influencer had on your campaign. Comments are fully accurate in telling you what the audience thought exactly about the content and the product. If there was a positive attitude toward the influencer and the content but no mentions to your brand, means that the message wasn't well grounded or clear enough.

Bonus are also an important matter. If the influencer created more contents than the originally agreed, it's sign that he really enjoyed the project and working with the brand. Besides the positive data results, it also tells you that the influencer can turn into a long-term ally. When Barbara del Regil signed with us, she instantly started posting tons of organic contents to show her audience that she was a true lover and consumer of No Sugar Coca-Cola.
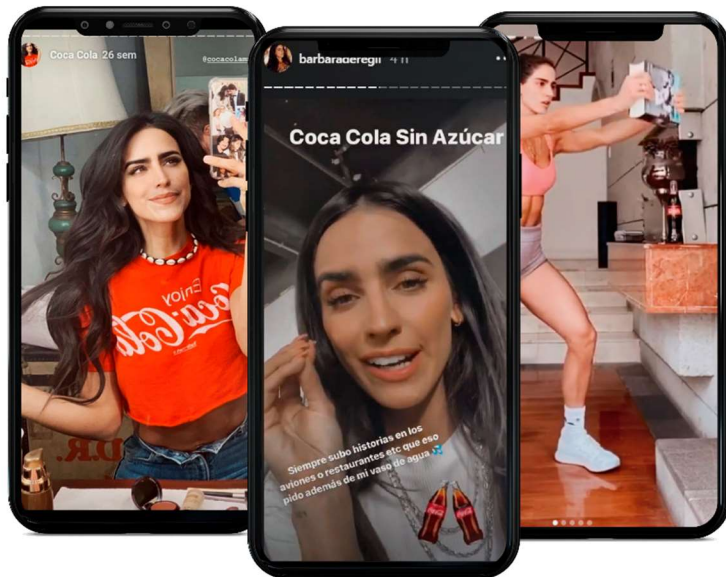
If your objective was to use the influencer as an asset or as part of your campaign's image, then his results can be measured by analyzing in what way his participation added to the results. These can be achieved through IMC Tracking, which allows you to know if the influencer has made a difference on the performance of the campaign's features that you want to measure.

Alan has an average recognition among digital world assets

Did you recognize any celebrity?
YES 49%
NO 51%

Who do you remember?
Other mentions 40%
Alan por el mundo 60%

Only 13.6% recognizes Alan at first sight

People also think that he's the right spokesperson for the Brand

How suitable do you find Alan por el Mundo for a Del Valle ad?

Very Suitable	31
Suitable	47
Not Very Suitable	7
Not Suitable at All	2
I don't know/ I don't Know him	12
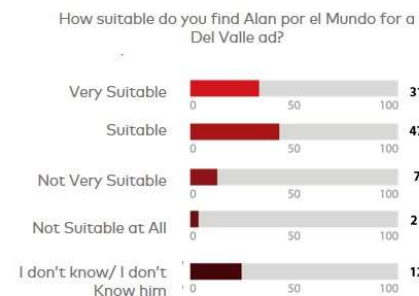
Which Brands would you link to CELEBRITY?

Alan por el mundo BASE:426	41%	Valle
Benny Ibarra BASE:846	20%	JUMEX
Vazquez Sounds BASE:834	32%	JUMEX
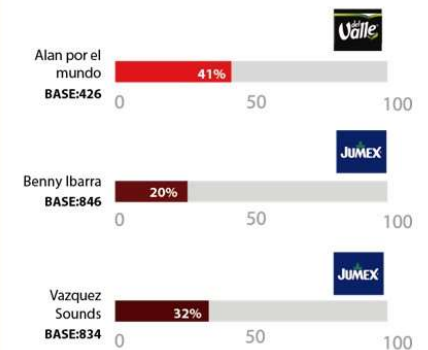
WHO NOT TO CHOOSE

At Coca-Cola Company we do not work with influencers who are against are vision and values:

- Who promotes any kind of violence -to another person or living being- on their content

- Who can't stand gender diversity or promotes racism

- Who shares any kind of porn

- Who promotes the use of drugs or weapons

- Who constantly looks to be on the spotlight by addressing controversial issues in a negative way.

WHERE TO FIND INFLUENCERS

Social media has become the new generation's favorite way to consume content

As you know already, co-creation of content between you and your influencer is key for a successful campaign. Therefore, you need to get to know his social media in depth and his most popular contents, so you can later find together the best way to achieve the brand's objectives.

Reach and audience exposure to the content can be defined by the own nature of the chosen social media, its way of working, and its algorithms. Each social media provides different formats that can help you achieve different kinds of objectives; therefore, it is vital to consider them all to achieve the best results.
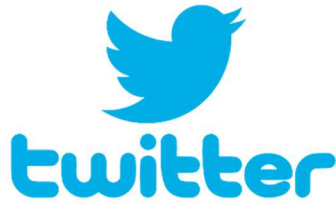
Is one of the oldest social media in the digital world. Though its growth has slow downed, it still has the power of immediacy. People mostly use it to keep informed by the minute and it is where digital communication tendencies are set.

Twitter is used by professional journalists, celebrities, and veteran influencers (with more than six years on the digital sphere). Therefore, it works better when used to reach an audience of 25 years and older.

MOST RELEVANT FORMATS

- **Tweet**: Is its most basic kind of posting and consists of a text message of 280 characters at the most. It's vital to use an image along so it can stand out in the users' timeline, and to add a hashtag, so you can measure the extra impact of all publications. Keep it short and think of something that could start up a conversation, so users can add it easily to their own posts.

- **Poll**: This feature allows to start communication among the parts by the influencer's posting of questions for the users to answer. Make sure to keep your answer options positive, since a negative one can affect the general feeling of the message.

- **Streaming**: Allows the influencer to make a live broadcast and interact with his followers. Though live transmissions can be very dynamic they cannot be edited, so make sure that communication's Do's & Don'ts are clearly set to avoid any possible mistakes.

- Though all Twitter's formats allow you to include URLs to increase traffic to any sites, their engagement is relatively low. Therefore, if one of your campaign's KPIs is to increase number of Clicks to a site, you must combine Twitter with another social media.

facebook®

It remains as the social media with the larger number of active users in Mexico, though its power to reach younger generations has diminished. Therefore, it gives better results when used to impact audiences in their 30's and older. It also works for influencers focused on targets above 25 years, like Mommy Bloggers, traditional media celebrities, and some gamers, which have found a place in Facebook thanks to the videogame streaming service that this platform created recently.

MOST RELEVANT FORMATS

- **Post**: Text publication that can be attached, or not, to a photo or video. This is the most common among influencers since using only text makes the post less relevant to the audience. Photo and video achieve different communication objectives. Photos can be used as a moment souvenir -for example- or it could be an infographic. Videos, on the other hand, focus mostly on entertainment, or are used to give recommendations in a short and brief format

- **Streaming**: When any influencer uses this format for a live broadcast, his followers receive an alert to join and comment on real time. Once the live broadcast is over, the video turns into permanent content that can be watched at any time

- **Stories**: As in Instagram, Facebook also allows the creation of stories. It almost works the same in both platforms, with a length of 15 seconds. Instagram even allows the user to share the same story on Facebook, which gives you the chance to gain a little extra Reach through the influencers Fan Pages

Facebook is great to increase traffic to external sites since it has higher engagement rate than Twitter and allows more formats that can be linked to an URL (versus Instagram, for example).

User alerts for live broadcasts can also be an effective tool to increase Reach, but make sure to choose the right time of the day: when the audience is more active or more receptive to the content.

When the influencer posts a picture or video of your brand, ask him to write the script in his usual and natural tone, and to mention the reasons behind the content. These will increase engagement and will enhance audience's reception of it.

Allows higher Engagement than Facebook or Twitter. It's the most popular social media for users between the ages 18 to 30 and delivers more User Generated Content than others.

MOST RELEVANT FORMATS

- **Photo**: Instagram was created around this format so it's the most popular on users' feed. Always respect the influencer visual style when using it, and be careful with your product's prominence, a forefront product shot will hardly get you enough Reach and Engagement.

- **Carousel**: This feature allows to post several contents in the same post: photo sequences, videos, or a mix of both. Its flexibility allows the influencer to try different ways of communicating your message. As in photos, you'll need to be careful with the way your product is integrated into the influencer's content

- **Video**: Instagram only allows minute length videos, at the most. Though this format can bring good results, it requires full user's attention, therefore they're never as good as what you can get through photos or stories

- *Story*: It's the most popular and used feature on Instagram by both users and influencers. These 15 second videos which disappear after 24 hours, are the only way to create traffic on Instagram by a swipe up. Though its short life term, it

enables great Reach and Engagement. Due to its short format, consider using more than one story to fully communicate your message, but avoid posting more than three in a row since this can saturate the audience

- **Streaming:** Similar as the same name feature on Facebook, it allows the influencer to have a live broadcast. It also disappears after 24 hours.

- **IGTV:** This new feature allows the posting of videos longer than a minute. The video will play as any other on the user's timeline, but after 60 seconds the platform will invite him to continue viewing on the IGTV section.

Make sure that the influencer has enough experience in creating videos before you plan to add them to your campaign. An unexperienced person will hardly achieve the results you're looking for. Also consider the very thin line that exists between an organic mention and something too commercial. Respecting the influencer's usual tone and speech becomes crucial when using videos.

You really need to accomplish the most organic contents when using Instagram, since its audience has a low tolerance to direct advertising, and this affects results hard.

Instagram is also the best platform to make the most of citizen profiles because it's very democratic. Since it enables everybody to post quality content, everyone has the possibility of influence power.

It's a video social network which keeps on growing fast and with high relevance among Millennial and Z Generations. YouTube allows long length videos, which have three different ways of communication:

- **Educational**: Works great for both adults and children, it depends on the theme. It achieves deeper Awareness issues, like teaching how to use the product or myth overthrowing

- **By Season or Relevance**: Uses a special season or date as context to connect with the audience. For example: Showing the influencer's activities during Spring Break

- **Entertainment**: The most common and broad among YouTube contents. Here's where you can work closely with your influencer to find together the best way to integrate Brand and context.

MAIN WAYS OF BRAND INSERT IN YOUTUBE CONTENTS

Mention

It's the most common way of creating advertising content on this platform. It consists of a minute length mentions (approximately) of the Brand, which are inserted into the influencer's usual content. The challenge is to make them appear natural, so they are not seen as a commercial break. Influencers on this social media usually keep a posting calendar for their content. Take it into account so you can make an organic adaptation of your message.

Dedicated Video

It's when a whole video is destined to talk about the Brand or any specific product or service. They're usually shorter than the influencer's regular content on its channel.

Dedicated videos have a hard time achieving a good level of acceptance since they are quite different from the influencer's regular content and can be easily seen as an ad by the audience. Something that has good results is to invite the influencer to an 'experience', to turn the video into a story that can blend the Brand naturally and effortless with the content.

Therefore, the recommendation is to use short mentions or an organic blend of the product with the videos' themes. It's key to remember that content is what brings value to the audience, so the goal is to achieve an organic and logical integration of the product that increases content value and avoids punishment of channel users. This is ideal for keeping good standards in terms of Views, without affecting the influencer's usual schedule. Consider the influencer's agenda, many of them have established specific days to post their videos and its audience waits impatiently for them.

The world of social media is constantly changing and though they already exist well established platforms to develop Influencer Marketing campaigns, there are also new options that can help you reach different targets and which will allow you to start innovative actions to achieve your goals.

It's an Amazon's content platform fully dedicated to Gaming. At first sight it might look as a Gamer's YouTube, but in fact it has two well established differences: almost all its content is live broadcast and its videos can be really long, some can last five to seven hours.

Twitch has over 2.5 million monthly users in Mexico who spend on it an average of 106 minutes per day. The most common broadcast it's called Gameplay, in which the gamer shares with his followers a primary screen with the game, and a secondary to watch him.

Twitch communities are very solid, and this is shown by the way it's monetizing system works. Unlike other content platforms like Netflix or YouTube Prime, in which you pay the platform for certain services or benefits, Twitch offers free content and the user only pays directly when he wants to access to exclusive features of one of its channels. In other words, users can subscribe only to the channel they want to follow. One half goes to Twitch and the other to the streamer (content creator).

Twitchers show themselves just as they are: from their rooms and with low quality videos, though they may have the most expensive and sophisticated technology to play and broadcast. They're as transparent and natural as broadcasting your daily life for hours, with no cuts nor edition.

These leaves little room for Brand participation, so this can only be done straight onto the broadcast and looking for a way to use the product while gaming, to make it as organic as possible. Twitch audiences are normally fine with Brand sponsorship since they understand that this practice will bring more opportunities to the platform to improve their content quality.

TikTok

It was the most downloaded app for mobile devices in 2018. Known as Musical.ly, this platform of short videos and playbacks has enchanted Generation Z. Tik Tok sets the actual standard among similar apps who have copied their way of creating content, which has an easy and fun editing feature as its most competitive edge.

This network strongly penalizes branded content, so avoid the use of hashtags that make a direct mention of the Brand. It's also important that you and the influencer consider royalties when using music or songs for your content.

LASSO

As Tik Tok's stronger competitor, this Facebook's platform comes as an answer to Generation's Z migration from traditional social media to the ones that offer dynamic short videos. Lasso allows immediate video editing when posting, which gives everyone the chance to create more complex content.

Lasso is still building its community in Mexico, so it's not yet greatly popular among influencers nor users... yet. Therefore, it's worth to keep in mind since it may have great potential in the future. Facebook has proven that their own version of other popular apps turned out to be even more successful, like when Vine was blown away by Instagram.

INFLUENCER MARKETING

GLOSSARY

 # / Hashtag – Typographic symbol known at social media as Hashtag. It's used to point out relevant words within a context and allows to index it on the searching directory as a hyperlink in different social mediums such as Twitter, Facebook, and Instagram, for example.

Ad – Ads are paid publications posted on strategic places on social media. As part of the company values regarding social media, it is vital to assure that the audience is clear about the relation or connection of any content promoting our brands. Every content posted by the influencer must be identified as an ad by using a Hashtag (#sponsored, #Ad, #paid) or using phrases like 'proud spokesman', etc.

Reach – Used expression to establish how many users viewed a specific content at social media.

Audience – Number of users who follow a site or profile. It's the same as number of followers.

Gross Audience – The sum of total followers from each profile of the influencer's different social media platforms. Duplicated profiles are not discarded.

Net Audience – Sum of followers or Unique Users. To get to this number you'll have to remove all duplicated followers from the different social media platforms used by the influencer.

Useful Audience – Number of persons or followers who belong to the actual Brand or campaign target. They are the ones you're looking to reach by categorizing them by age, gender, city, interests, etc.

API (Application Programming Interface) – An API has programming patterns that allow access to a given application or software and integrates other personalized features. Facebook's Graph API and Twitter's Fabric are the most known and replicated APIs in social media nowadays.

Marketing Automatization – Stands for the use of tools created to bring automation to any digital marketing process. Helps organize, speed, and pump up management processes.

Avatar – Normally refers to the image used as profile picture at any social media. It's also used to signal a personification in the digital world, like the ones we see on online simulation games.

Block – The expression belonged to Twitter, but it's now widely used on most social networks as the action of denying to a specific user the further access to any brand or campaign publications. While it warrants the block of an account so it can't have any future interactions, it doesn't restrict other features.

Blog – This expression comes from mixing the words 'web' and 'log'. It's usually kept by users and companies, with the objective of sharing content on a given subject.

Bot – It's a user who doesn't create value for a brand. They're mostly accounts without avatar nor content, which sole objective is to follow certain people, brand, or campaign to increase their numbers.

Brand Ambassador – It's someone who gathers all the characteristics and values that the brand wants to communicate to the audience. The ambassador's mission is to reflect the company's tone and language and should always be looking to adapt to business' identity.

Chat – Immediate and instant distant conversation made through text messages.

Check-in – This feature signals a user's presence in a new place or city. Common users can choose this feature from the status window on Facebook to make relevant brands or campaigns near its new location, to appear on its feed.

Comment – It's used on almost all social media as a window where the user can deliver a directed message -normally public- to any post.

Community – Group of people with common interests who decide to gather on the online environment to exchange information or share experiences.

Private Account (Twitter & Instagram) – Signals those accounts which choose to limit the view of their tweets or images, so they can only be seen by the profiles on their contact list. A small lock, located beside the user's name, is the icon for this feature that can be activated or cancelled at any time through the Configuration tool.

Public Account – User account that allows their tweets and images to be seen by anyone who decides to follow them.

Credibility – That it's credible. It's not about message truthfulness, it rather stands for the objective and subjective constituents, which make other people believe -or not- on the content. To be credible, any person or piece of information needs to be trusted by the audience.

CTR (Clickthrough Rate) – This metric shows the number of Clicks received by a content or ad, divided by the times it was shown to a user through diverse mediums, like social media, organic ranking or e-mail marketing, for example.

Direct (Instagram) - It's like the Private Message function on Facebook and the Direct Message on Twitter. Messages received by Direct on Instagram are kept available on a screen apart of the user's timeline and are sent and received privately by both parts.

DM Direct Messages (Twitter) – Private messages sent and received among Twitter users. They're kept in a different window than the timeline.

Drop Rate – At Instagram is the number of people who go from one story to another. Facebook allows you to know exactly how many people saw a whole video and how many stopped it and at which minute or second, they did it. Twitter also shows number of views per video, but only by giving the number of people who watched the content and at what percentage of footage the video was stopped (25, 50, 75 or 100%), which leaves us with a mere estimate of total and partial views.

Emoji – Japanese expression for small icons which can replace words on electronic messages and web sites. Commonly known as *Smiley* (a yellow happy face), they can be found on the side of the keyboard of almost any mobile operational system.

Emoticon – Graphic illustrated representation which can replace words and express emotions (happiness, sadness, deception, etc.). At some social networks, like Facebook, words can be automatically replaced by an Emoticon.

Engagement – A communal commitment or voluntary interaction with a specific content or brand.

#F4F (Follow for Follow)– Expression used on Twitter & Instagram to exchange following. It guarantees that the person who chooses to follow you will get your Friend Request in return: "Follow me, follow you."

Facebook Insights - Facebook tool that allows to view access statistics, content Reach, demographic data, number of Clicks, social growth of pages and audience interaction with posts on this social media.

Fan Page - Facebook pages which work as profiles, but their content is available to anyone. The user doesn't need to belong to a contact list to access to their content and react to it. They normally use a formal tone and are created for companies, projects, social causes, and public figures.

Feed – Data format of social media to deliver content in an organized and chronological way. It can be defined as the timeline which shows all your contacts' up-dates on this social network.

Filters (Instagram) – Pre-programmed edition features available on Instagram that allow the user to decorate, enhance or correct photos and videos; Includes adjustments for color saturation, contrast, bright, etc.

Followers – Users who subscribe to your social media to receive your latest up-dates.

Geotagging – Photo location tagging process. Some networks, like Instagram, do this automatically so the user receives suggestions of nearby business using the data sent by its mobile device's GPS.

GIF – Popular file format that can bear both static and animated images.

Facebook Stories - Like Instagram Stories, it enables to share live images and 15 seconds videos which disappear after 24 hours. Unlike traditional posting, the images used for stories are kept in another section apart from the timeline where they remain available to followers.

Impressions – Number of times the content appeared on the follower's wall or timeline, with no regarding if there was interaction or not with it.

Boost a Post – Paid Facebook feature to increase the spread of a content on the social network.

Inbound Marketing – Marketing strategy that looks to drawn public attention in a noninvasive way, by using other tools like SEO, Content Marketing, and social media strategies.

Inbox (Facebook) – Place where all the private messages are kept. It's indicated by a balloon icon.

Influence – Action or process which can move other people to do things or change behaviors.

Influencer – Person, character or profile who has the power to affect others' ideas and decisions due to its authority, knowledge, reputation and/ or position within the audience.

Instagram – Social media created to instantly share photos and videos, which has a comment area and guarantees a direct integration with other social networks. Though created to address mobile devices, it's also available on a computer app.

Instagram Stories – Tool which allows you to immediately share photos and 15 second videos that will stay posted for 24 hours. Unlike traditional posts, this content is destined to a different section than the timeline and its available for all followers' interaction.

Interaction – All the actions of the audience moved by the content. Each social media has its own kind of interactions, but normally they all share the same basics: Comments, Likes, Retweet, Share, Favorites and Mentions.

KOER (Coca-Cola Engagement Rate) – It's a metric to establish each content's performance. It helps to measure Engagement and campaign's content effectiveness. Facebook considers Post Consumer (Unique Users and their interactions) to establish content's Reach and Engagement. To calculate it at Twitter, consider all interactions and divide them by number of impressions. At Instagram, total interactions are divided by Total Reach.

Norm: Six months KOER historical, starting from the date the campaign was launched, which measures its progress or halt and works as a chronological comparative.

Link – Also known as hyperlink, it's a digital address that 'takes' a content, document or page, to deliver it through the web.

Live Streaming – Distribution format for live multimedia content. Content.

Content Marketing – Marketing Strategy which looks to build a trusty relationship with the audience by creating attractive and relevant content that can add value to the brand.

Mashup – Contents that have been created from the mix of others to generate something completely new. It's like remix content.

Like – Social media tool that lets the user express that he liked or sympathized with a specific post. At Facebook it's represented by a 'thump up' icon, while at Instagram it's shown with a heart icon.

Meme – Images, expressions, prints, videos, gifs, etc., with a comedy tone that are continuously shared amongst users, in a viral way.

Mention (Twitter) – Expression used when a user is mentioned on this social media through an arroba (@).

Messenger – Facebook's integrated chat service which also works as an individual app to send and receive messages amongst users of this social network.

News Feed (Facebook) – **Primary** Facebook page that appears after user's log-in, which contains all its contacts and followed pages up-dates. At Twitter, this same page is known as Timeline.

Notification – Message that lets the user know there's a new up-date on any of its social mediums. If a Facebook user -for example- interacts with a content, he will be notified on his mobile device of any up-date regarding it (only if the feature option is on).

Hide Post - Facebook tool that can be used to erase specific posts (text, image, video, etc.) from the feed. It also enables the user to avoid watching similar content in the future by using the 'see less' option.

Organic – Marketing expression used to signal a voluntary audience who has found the content through search engines or free ads or banners. Content Marketing is a good example of this, since it looks to increase traffic to a site by creating relevant content instead of using paid advertising or post boost (sponsored traffic).

Pay Per Click (PPC) – Advertising model where payment is set by the number of Clicks received by the diverse online ads which appear on site pages and search engines. Unlike the Pay per Impression, this model requires minimum user's interaction with the ad.

Post – Text that can come along with images, audios, GIFs, videos, etc., which is published in a chronological way on blogs, sites, and social media.

Sponsored Post– Facebook, Twitter e Instagram. Normally, these posts are the first to appear on the timeline y and are marked as promotions or advertising.

Reactions (Facebook) – Similar to the 'Like' feature which allows different qualitative reactions through emotional expressions as 'Sad', 'Angry', 'Funny', etc. Each one is accounted separately.

Regram – The same as Retweet, but on its Instagram version; involves the action of posting an image that was previously posted by someone else.

Relevance – Something that has a quality or condition of importance and significance. Therefore, what is relevant is important.

Reply (Twitter) – Direct answers made by mentioning a user or a previous tweet. This feature is located on a button just below the Tweet you're replying to and starts a chronological chat which is displayed on the Timeline.

Reputation– The opinion or estimation in which a person or thing is held by a community or the public generally. The concept of 'Online Reputation' has recently arise both on the digital world and in social media, as a reference to the perceived online image that the audience has over a person or company, which if positive can turn into prestige and added value.

Retarget – Marketing strategy which looks to place the product ads in diverse sites and networks followed by the same users who visited your site and divides them into segments by specific groups of ads.

Retweet (RT) – This feature is like the automatic Share on Facebook. It shows that a user retorted someone else's tweet on its own timeline.

Screenshot – It's an instant photo of a computer or mobile device's screen.

SEO (Search Engine Optimization) – It's a series of actions that look to increase the organic view of a site or content through searching engines like Google. Its goal is to optimize content format, the usage of key words and involves the understanding of the most important searching engines' rules for ranking.

Selfie – Photographic digital self-portrait. The expression comes from the word 'self' and was added to the *Oxford English Dictionary* in 2013. It's widely used on everyday life and in all social media, where is mentioned in posts and hashtags.

Share – It's used to show the number of times a content has been shared by social media users, since this action helps increase content's Reach and Engagement.

Snapchat – Social app which enables user to send photos and videos that disappear after 24 hours of posted. This is the network that has the higher increase of users in the last years. Offers a great deal of features.

Snapcode QR – Scan code used to identify Snapchat users. The reading of this code guarantees that the user will be automatically added to your contact list.

Spam – Expression used for those repetitive and uninformative messages that are constantly posted on social media. It's also used for those mails with unsolicited offers which insist on contaminating our inbox.

Status (Facebook) – Marks the place to make a text up-date on the timeline. Its window is located on the top of the page with the message: What are you thinking?

Tag – It's the mention of a user on a post that integrates a link which will direct it back to its profile on the same social media. This action is known as Mention on Twitter.

Thread – It's the chronological organization of sent and received messages or comments on social media. It starts with the origin post and goes on showing comments left by users. A common example of Thread is the way sent and received mails are organized by their time and date of arrival.

Timeline – It's the chronological organization of a profile's posts on social media to be viewed by users.

Troll – Malicious user who has for sole objective the creation of conflict and controversy online. The expression comes from the saying 'Don't feed the Troll' which emphasizes the importance of avoiding confrontation with this kind of user, since this will only increase his efforts.

Trending Topics (#TT) – Popular expression amongst Twitter users to identify the most relevant and commented topics during a specific period on this social media. They can be seen by city, country or globally.

Tweet (verb) – The action of publishing a post on Twitter.

Twitter - Microblogging social media which allows users to make instant publications of posts (tweets) using short text, videos, images, animated GIFs, polls, etc.

Unfollow (Twitter) – The action of erasing a contact to stop receiving its up-dates on your Timeline.

Fake Follower- Fake accounts used on a massive scale and maliciously created to falsely increase the number of followers on a profile, to increase interaction with the user's posts.

URL (Uniform Resource Locator) – Virtual address which can exist on internet or intranet. It's commonly known as 'Link' or as the 'address' of a web page or site.

Viral – Expression used for any text, image or content that is shared at high speed on internet, normally caused by its high spreading index. A viral content creates an exponential increase in site visits, particularly when compared with normal rates.

Visualization – View counting starts exactly when a user plays the content on screen. It doesn't matter if he immediately goes to another story or interacts with the content, the view is registered anyway.

Vlog – Mix of the words 'video' and 'blog'.

Vlogger – Also known as Youtuber, is the persona in charge of the production and broadcast of a video content on social media.

TABLA TRADUCCIÓN:

FINALIST WOMEN RANKING
Target: Men and Women 25-35
Columnas:
1. Ranking*
2. Recognition
   a. Only image
   b. Image + Name
3. General Valuation
4. Critical Value
   a. Inspires trust
   b. Draws my attention
   c. Likeable
5. Secondary Value
   a. Close
   b. Modern
   c. Natural
   d. Home loving / familiar
   e. Long lasting
   f. Role model
   g. Nice to look at
   h. Elegant
   i. Attractive
   j. Leader
   k. Exhales vitality
   l. Professional
   m. Healthy
6. Advertising adaptation
7. Advertising disposition
8. Remember her on advertising

PIES:

1. Advertising Disposition is the sum of 'I liked her in other ads' and 'I liked a lot watching her in ads'
2. 'Remember her on advertising' is the sum of 'Making TV/Radio ads; Magazines/Billboards & Internet'

*Ranking regarding the global index which is the sum of Classified Values: 'Inspires confidence', 'Draws my attention' & 'Likeable'
NOTE: Ordered by their ranking position

Group 1: Attractive
Group 2: Attractive & Elegant
Group 3: Role Model
Group 4; Exhales Vitality