



TRIBE

Influencer Marketing:
Why Some Brands Have
Thrived During Covid-19

We’ve overcome the reactive phase, which saw a scrambling mix of panic and pivoting; and we’ve moved through the lockdown phase, where we saw marketers revising their strategies and doubling down on digital post budget cuts.

As we move into the slingshot phase—where businesses begin to open and consumers are craving consumption—we’ll see that the brands that have shifted to online and e-commerce and are successfully differentiating themselves from the masses, will thrive.

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Why Brands Are Using Influencer Marketing to Embrace the Shift to Digital

Coming out of COVID-19 alive and kicking is at the forefront of every marketer's mind.

As TRIBE CEO, Anthony Svirskis, explained to Forbes, for brands to maximise this slingshot phase, they must embrace digital.

“Digital media allows advertisers to adapt, for as long as the state of flux remains... Brands still want and need to advertise to people in various stages of lockdown. Choosing channels is the easy part, messaging and content creation is the variable.”

While brands turn to social media as their advertising channel of choice, one crucial element that will maximise their bounce-back is ongoing content creation for this channel.

- ✓ How are you sourcing branded content?
- ✓ How quickly are you sourcing it?
- ✓ Is it cost-effective?
- ✓ Are your assets and digital strategy ready for the slingshot phase?

Over the past few weeks at TRIBE, we've seen brands adapt their strategy by tapping into the power of their customers to source on-demand branded content, amplified to the right audience, with the right message.

It's cost-effective. It's fast. It's scalable. And most importantly, it's working; with many brands committing to the step change to digital through executing ongoing influencer activity and social content production on TRIBE.

Consumers have taken a leap forward into online shopping and digital consumption and brands have responded.

How to Cut Through and Connect with Your Customers Right Now

As businesses long to return to BAU and consumers crave consumption, marketers are needing eye-catching digital content that not only achieves more with less but breaks through the clutter of slingshot messaging in order to reach their customers.

TRIBE CEO, Anthony Svirskis, [recently explained to Forbes:](#)

“Brands will need to spend to get customers back and differentiate themselves from every other business trying to do the exact same thing.”

How do you differentiate yourself? By producing fast, relevant and agile content now that has you prepared for when restrictions are lifted. Nailing your digital strategy and sourcing your content assets today means maximising the slingshot effect as we emerge from this pandemic.

Here, we break down major pieces of advice from leading marketers and our own Customer Success Managers, who help set brands up for success on the platform and have deployed hundreds of campaigns in the past few months.

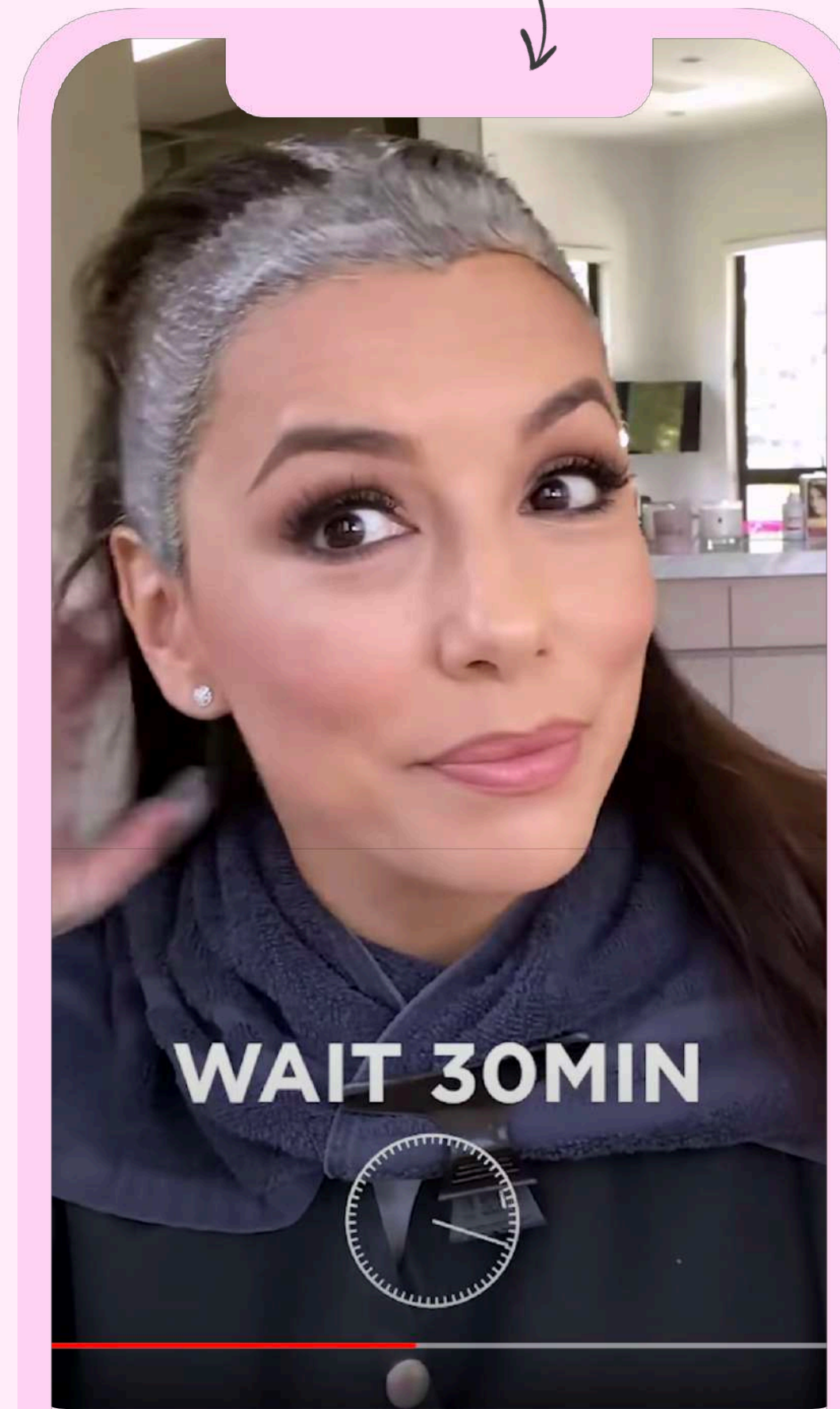
1. Lock in your digital strategy NOW

In one of the most recent episodes of **Marketers in Pyjamas**, The Warehouse Group's Chief Customer Officer, Jonathan Waecker puts it simply:

"Production companies are figuring out what the rest of us have always known. Content created on an iPhone is good enough for the right audience at the right time."

And now is the right time. In the past couple of months, we've observed big brands leaning into raw content with low production costs—just like Eva Longoria's iPhone ad for L'Oreal.

Watch the ad



Furthermore, it's cost-effective and it's fast. Most TRIBE campaigns receive content within 48 hours of submitting a brief with some campaigns wrapping up in just days.

And you shouldn't wait; Leo van Eimern Larsson, one of our Sydney-based Customer Success Managers, always recommends running campaigns ASAP.

"The most savvy Brand Managers run campaigns as soon as they can, building a stunning **Content Library** to ensure they always have branded content when they need it," he explains. "It's TRIBE's secret weapon that keeps on giving."

Don't wait until restrictions are lifted to cut through and connect with your customers, be strategic and be prepared by producing ads now.

HOW TO CUT THROUGH AND CONNECT WITH YOUR CUSTOMERS RIGHT NOW

2. Set your campaign up for success

To get the most out of your campaign, you've got to ask yourself what you want Creators to convey?

By clarifying your creative direction, Creators will be able to better visualise a concept and produce stunning, on-brand content!

Leo sees a lot of campaign descriptions that work... and lots that don't. "It's crucial," he explains, "this is where you can shape the type of submissions you'll see come through so it's important to talk to the creative execution of the content and even the caption here."

Time and time again, our Customer Success Managers notice that the content that brands add to their mood board is the exact type of content they receive; so only feature images that you'd approve if submitted.

GUINNESS' MOODBOARD



TRIBE CREATOR CONTENT



Here's the content you might see come back when you create a kick-ass brief: ↗

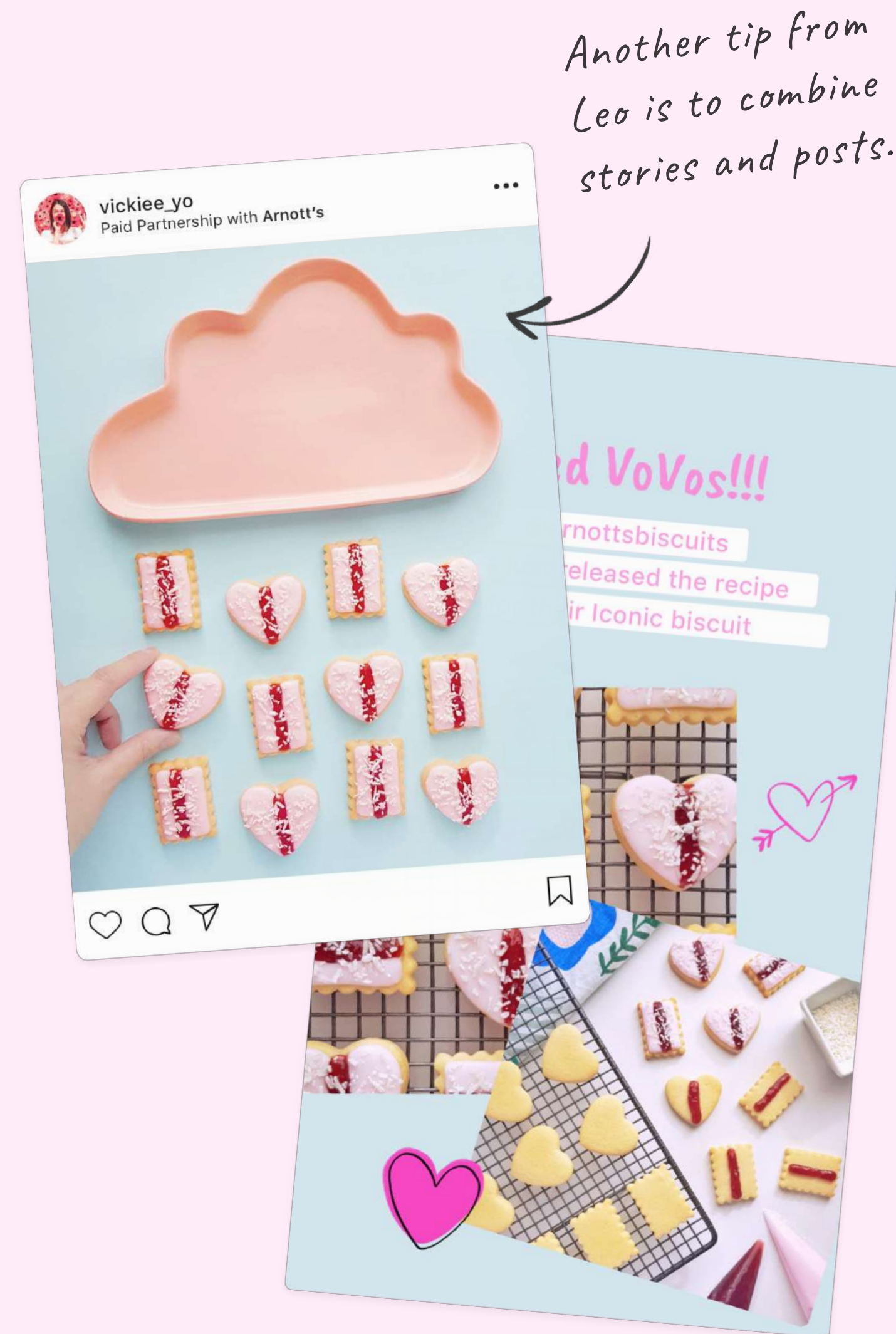
3. These are the formats that are working right now

Our Customer Success Managers are on the journey with our brands from sign up to show time and are privy to the kind of content that works.

“Carousels are a bit of a no brainer. In the same amount of space as a single image, you can show your consumers much more. If it’s done right, it’s far more engaging than posting a single image or video. I’d recommend a stunning image followed by a video and then some behind the scenes photos,” explains Leo.

Founder and CEO of Shuttlerock, Jonny Hendriksen agreed with Leo’s suggestion of using video:

“Adding motion to ads in an e-commerce environment enhances performance.”



“It’s more common now to ask Influencers to post a story and an in-feed post. It’s effective, plus when you purchase both from one Influencer, you’re improving your reach and building a stronger partnership.”

... and if you haven’t dabbled in **Branded Content Ads** yet, well that’s an exciting can of worms you’ve yet to open.

Since the beginning of lockdown alone, **TRIBE has launched over 280 campaigns** globally, helping marketers in need of branded content, and fast, connect with creative micro-influencers who can give it to them.

Retailers Are Going Digital and This is How You Can Keep Up

As the entire world undergoes a step change to digital, brick-and-mortar retailers are finding themselves reviewing their business models as part of their slingshot strategy. And what is becoming evident as we bounce back from what has shaken the planet, is that Ecommerce will not retreat and physical retailers will have to continue investing in their online customer journey to not just survive, but to thrive.

Trends and insights for retailers

What was recently a process of migration to the cloud is now a race to the cloud, with many retailers turning omnichannel or entirely digital in the last few months. And in order to attract new customers—and connect with existing ones—their spend needs to shift to digital marketing and advertising.

This step change to digital is being validated by the global consumer; with **1 in 3** admitting that they have used a new brand or product in the last week and **82% of Australians** confirming that they're open to discovering new brands or products entirely on Instagram.

For many businesses, Ecommerce has acted as a life raft alongside the retirement of face-to-face sales.

Following their huge investment in online infrastructure, Accent Group's CEO, **Daniel Agostinelli**, said that "in a lot of cases, the basket size, or the size of the purchase, is actually stronger online than it is in stores, which is something very new that we're learning at the moment."

As new purchasing behaviours inform new retail methods, storefronts will scramble to adapt. However, the support and the tools to survive the digital takeover is there, with the existing Instagram Shopping feature and the recent release of Facebook Shops: an initiative that will help small businesses bounce back.

ON A RECENT EPISODE OF **MARKETERS IN PYJAMAS**, XERO'S CHIEF CUSTOMER OFFICER, RACHAEL POWELL STATED:

"This is going to be a transformational shift to digital for all businesses"

BOSTON CONSULTING GROUP PARTNER, MONICA WEGNER, RECENTLY STATED:

"There are a lot of people who have been forced into a new behaviour, and one in three of the consumers we surveyed said that they would continue [to] increase their digital purchasing over the next 12 months."

Retailers Are Going Digital and This is How You Can Keep Up

How we can help the step change to digital

While the surge to digital has seen stores become more accessible, the bar has been raised for quality content in the Ecommerce space. Due to the effectiveness of user-generated content—which converts nearly 7x better than brand-generated content—no longer is a product on a white background a successful way to drive online sales.

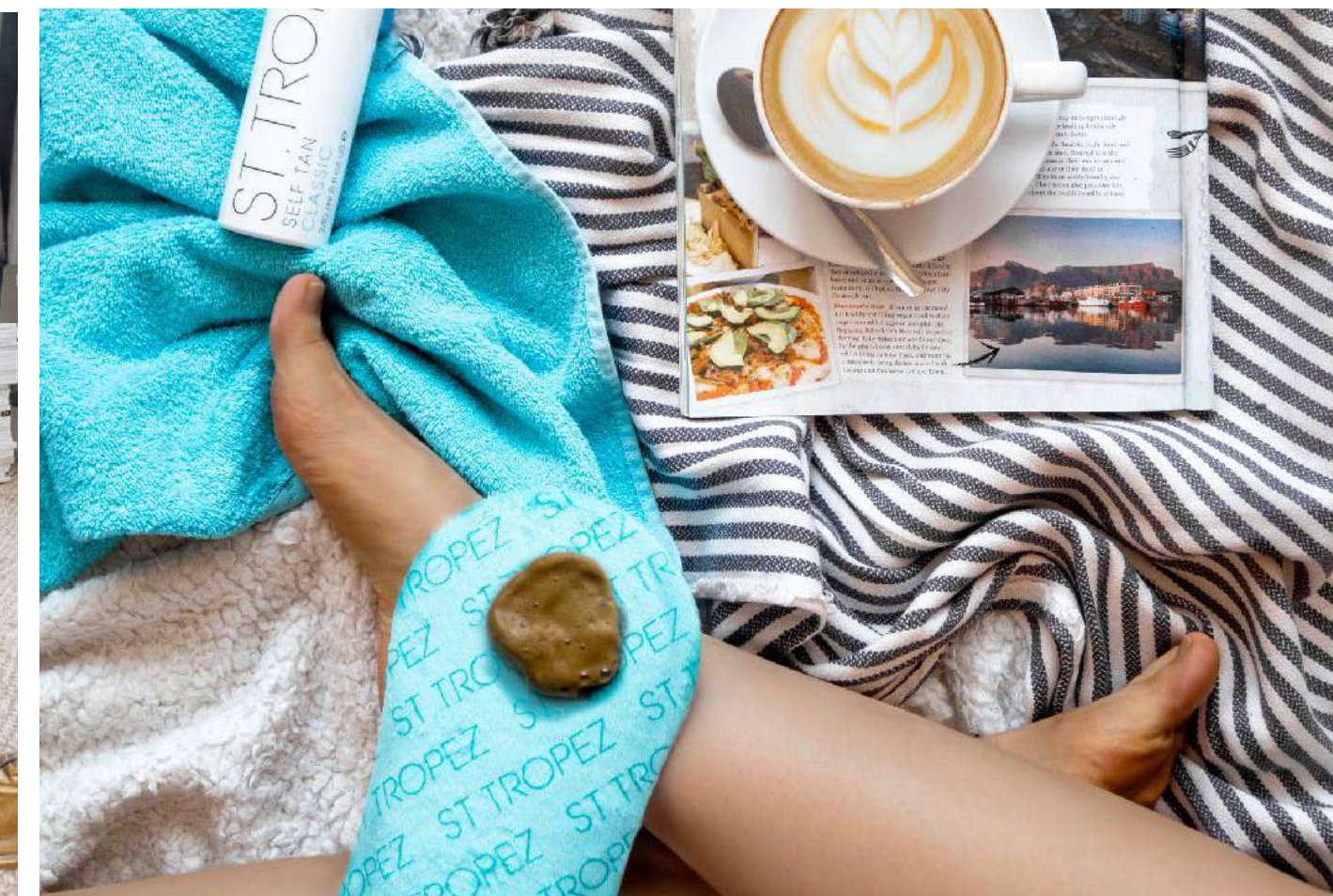
In the presence of cancelled shoots and closed production houses, influencers have stepped in to solve the problem, with influencer marketing enabling brands to source scaled digital content, quickly.

IN **HIS RECENT ARTICLE FOR** FORBES,
TRIBBE'S CEO, ANTHONY SVIRSKIS,
EXPLAINED:

"Lockdowns have not only forced brands to invest more in digital media, they've also relaxed the reigns on high production values."

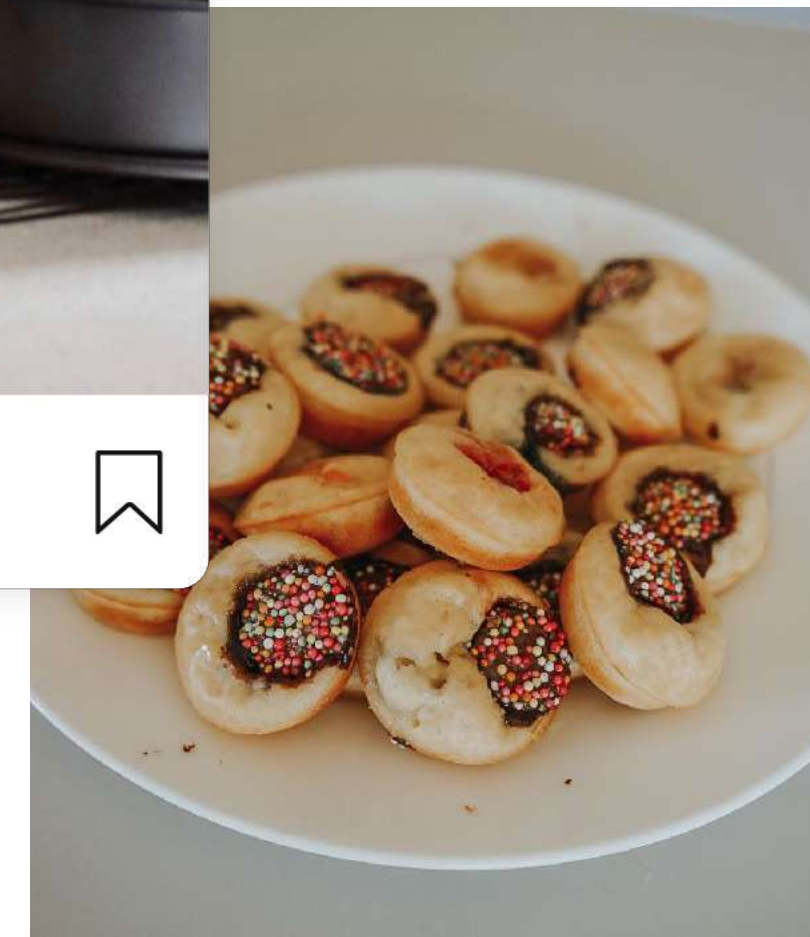
ST.TROPEZ

With the increase in online sales, St. Tropez updated their campaign on 'at-home tanning routines' from not only listing brick & mortar retailers where the product could be purchased, but also listing all their e-tailers.



BIGW

This large Australian retailer, generated content for their 'home cooking' campaign, which saw them promoting contactless pick-up and home delivery services as a means to acquire their products and promote staying home.



FORTNUM & MASON

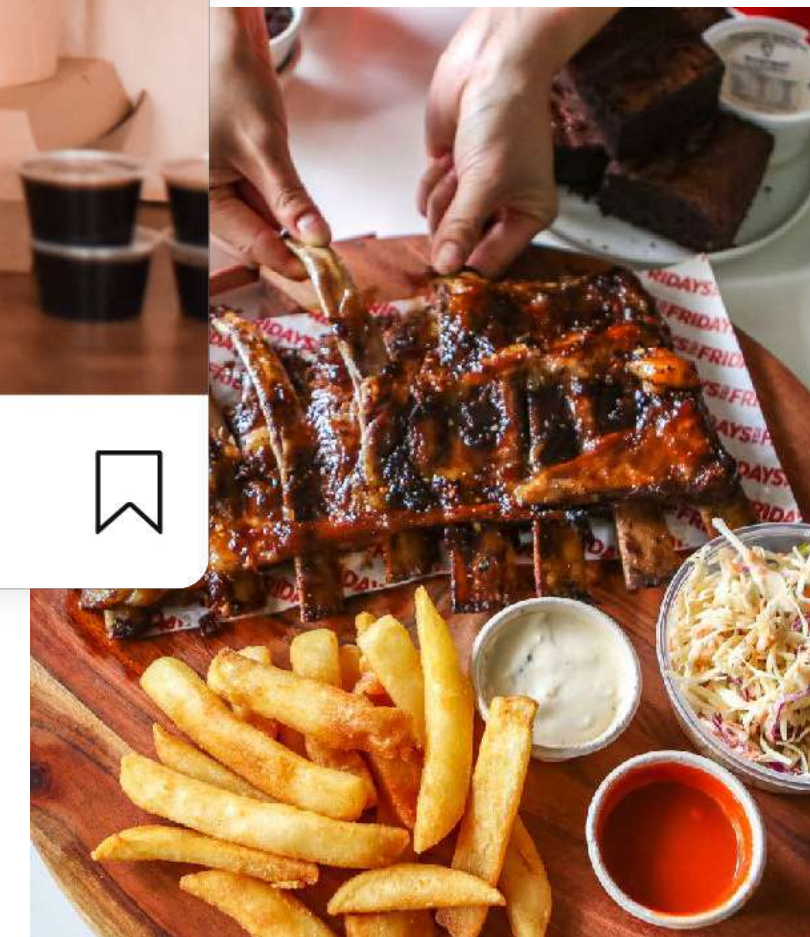
EST 1707

One of the most prestigious department stores in the Northern Hemisphere had to go digital come Easter. Their 'Easter delivered' campaign utilised arguably one of their busiest in-store periods to showcase their speedy shift to Ecommerce and new delivery service.





America's favourite bar & grill was quick to showcase their online presence with their 'Friday home meal kits' campaign, allowing consumers to cook up their favourite meals from the comfort of their homes.





Who is TRIBE?

TRIBE was founded in Australia in 2015 by Jules Lund. We connect brands with creators to generate word of mouth marketing and branded content at scale. The platform has turned traditional Influencer Marketing on its head by delivering branded content to the marketer before they've spent a cent.

If they like the content,
they buy it. If they don't,
they don't.

The company has expanded into the U.K. (2017) and the U.S. (2019), raising \$18M along the way. TRIBE has connected brands like Unilever, Amazon, American Express, Facebook, Mars and Diageo with **80,000+ creators**, to create over **950,000 pieces of branded content** across **13,000 campaigns**.

ASK US ANYTHING



[TRIBEGROUP.CO](https://tribegroup.co)