



## MESA Monthly Member Meeting (4M)

Tuesday 25<sup>th</sup> January 2022: Influencer Marketing

Thank you for attending the January MESA Monthly Member Meeting (4M) recently. **Some great ideas and content were shared:**

### **5 x 5: 5 valuable snippets in 5 minutes** MESA Member – David Preston of Realise.Me

What key lessons you could learn from binge-watching TV in a global pandemic. **Some key points that came out of David's presentation were:**

- We can **re-use some old content** that can be relevant now and for the future
- The younger generation like **subtitles to follow**
- **Who is your 'dragon'** to get out there and promote you?
- **What's the cliff-hanger?** – What can you apply to your events to make them come back after eg a coffee break (do a survey at the break and give the results after / as a pre break question and the answer is after the break) – like watching a TV series and how you binge watch and want to go immediately to the next bit

**Main topic: Influencer Marketing, by Gordon Glenister:** *Membership and influencer marketing expert / Author, Podcaster / Keynote Speaker - Membership World / MESA Director of Communications*

### **General**

- **Create excitement**, eg using 'behind the scenes' footage
- **Are you inspiring?** Make sure you have a good picture / video and good caption
- **Are you entertaining them?** – Keep checking if your content is working
- **Be a good storyteller** – eg Red Bull
- **First hour of any post is critical** – get people to comment (ask them in advance)

### **What you should be**

- Honesty and relatability **lead to trust** – this is at the heart of influencing
- **Thought leaders have a sense of purpose** – they know where they are going. They listen to their audience and know what content works – everything you should do and measure
- **48% of influencers** would work with a brand for free if they really loved them – be relatable to your audience

### **What you should do**

- If **people subscribe** to us, they have made that time to do it, so don't let them down
- **Have a look at your competitors** and work out eg Competitor A had this response from post 1, 3 & 5 – what was it that achieved that? And learn from that
- **You should have a content plan** – to create amazing relatable content with a consistent strategy
- **Co-create** with brands
- **Check online event groups** – the ones that keep most engagement – not just the largest ones
- Host your own **podcast** or be a guest speaker
- **Create a drop-in clinic** for your clients to ask you questions

**Main motivator to follow content** is for knowledge and learn something new (51%); followed by entertainment and uplifting content (49%); shared interests and passions -personalised content (43%). Also important is for inspiration and motivation (38%) and news updates (37%)

## Some links

Authentic Alex – [LinkedIn: all about story telling](#)

Gordon Glenister Weekly roundtable on FB – [Wednesdays at 0830 am GMT](#)

# What YOU can do right now

Follow all your customers and main prospects on social media

Start liking and commenting on posts BEFORE reaching prospects

Share company reports BUT with Your perspective on posts

Review 10 of your competitors posts on LinkedIn, Twitter and Instagram

Post 3 x a week and comment on others the same as a minimum

Create the same profile on All your social headlines – your purpose –WHY?

FACTS tell, STORIES sell

Ask to write columns in customer blogs or industry magazine

Create a drop in clinic online for your clients

How you can use influencers for your social media in the events industry:

Influencers can be used as keynote speakers, panel hosts or run training sessions

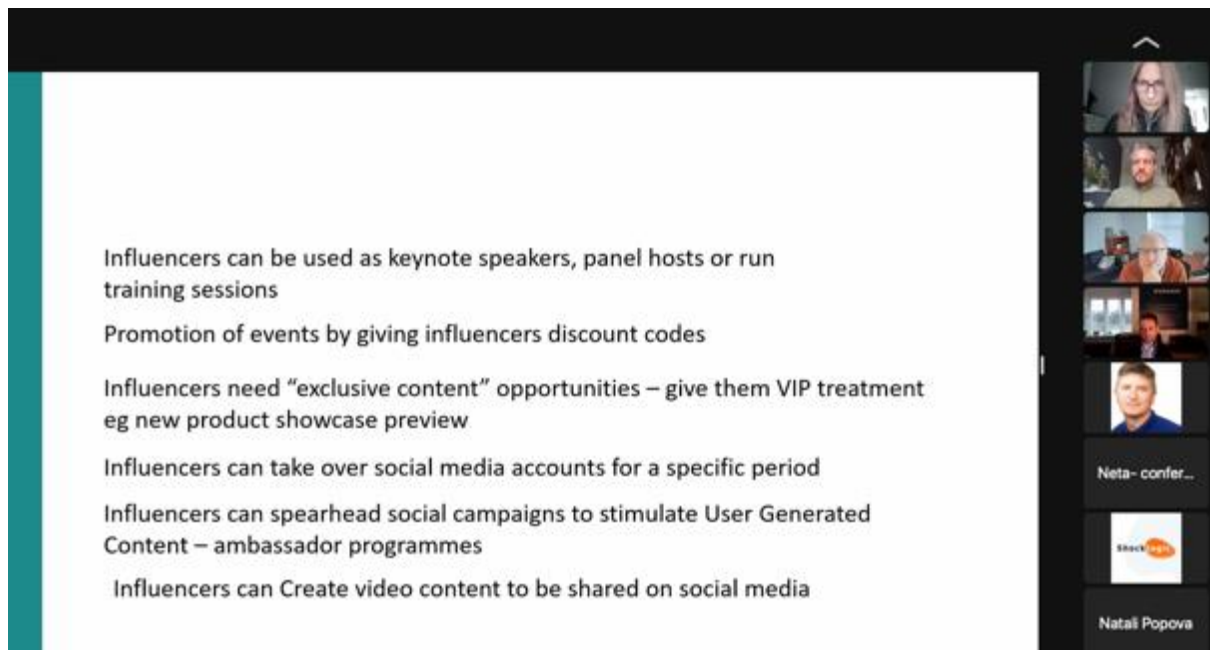
Promotion of events by giving influencers discount codes

Influencers need “exclusive content” opportunities – give them VIP treatment eg new product showcase preview

Influencers can take over social media accounts for a specific period

Influencers can spearhead social campaigns to stimulate User Generated Content – ambassador programmes

Influencers can Create video content to be shared on social media



**NEXT MEETINGS: On Tuesdays**

**MESA MONTHLY MEMBER MEETINGS (4M's) 1400 GMT / 1500 CET:**

- 22<sup>nd</sup> February
- 29<sup>th</sup> March
- 26<sup>th</sup> April
- 24<sup>th</sup> May (31<sup>st</sup> UK Bank Holiday / IMEX Frankfurt starts)
- 21<sup>st</sup> June (TMS following week)
- 26<sup>th</sup> July
- 30<sup>th</sup> August
- 27<sup>th</sup> September
- 25<sup>th</sup> October
- 22<sup>nd</sup> November (ibtm following week)
- 13<sup>th</sup> December

We look forward to seeing you there!

**MESA Events page**

**MESA MONTHLY MEMBER MEETINGS (4M's)**

**Remember: You are in the MESA Community Platform (Intranet wall)**

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community
- **Please post content and connect with each other**

Please connect to our LinkedIn page <https://www.linkedin.com/company/meetings-events-support-association/>

Thank you, MESA MEMBERS!

