Influencer Marketing

12.5.2023

Influencers

A person with the ability to **influence potential buyers** of a product or service by promoting or recommending the items on social media.



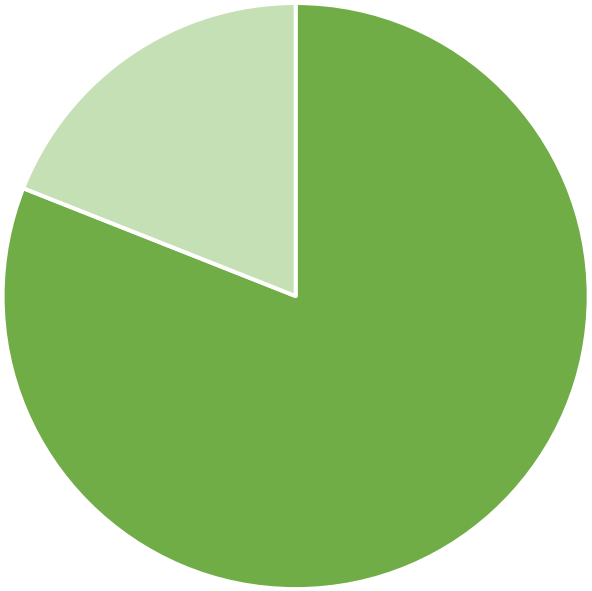
Benefits of Influencer Marketing

- High ROI
- Authentic content
- Brand awareness
- Inspires purchases
- Adds credibility
- Reaches a new audience
- More trusted than brands



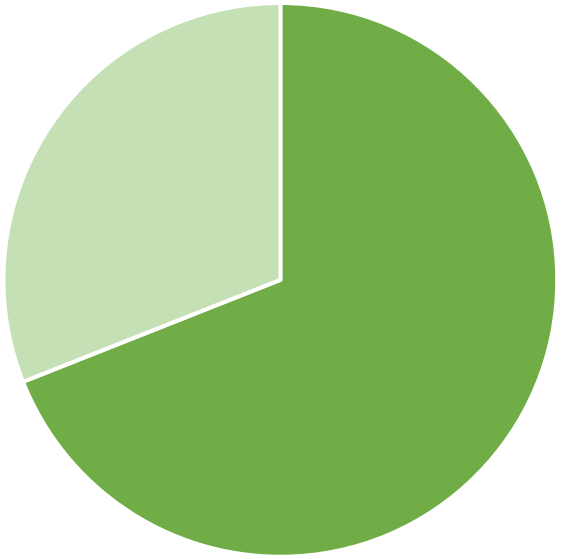
Source: Hubspot's 2022 Marketing Industry Trends Report

Consumers Trust Influencers > Brands



81%

of consumers have **purchased, researched or considered purchasing** a product or service after seeing an influencer post



69%

of consumers **are likely to trust an influencer** recommendation over information coming from a brand.

Source: A Matter Survey, February 2023

Influencer Criteria





Engagement Rates



- KPI - The higher the engagement rate, the more fans are connecting with the content.
- Key to find **creators who produce engaging content** that truly resonates with their audience.
- PA Lottery's typical benchmark for influencers' **engagement rates falls between 1-3%.**

Variety of Influencer Content Types



- Diverse creators in different content categories work to **reach wider audiences.**
- Focus on fashion, beauty, food, DIY, sports and travel.
- Evaluate each person's content quality and overall social presence to ensure the influencer is a **good match for the Lottery.**

Demographics



- It's very important to work with influencers who **live in Pennsylvania.** It's also equally important to find creators whose **audiences are in the state** as well.

- Not all influencers may have a large percentage of their audience in this state. In this case, Lottery uses **paid boosts to help the post to be discovered by more social media users**, thus increasing impressions and engagements.

Media Type



- With a focus of growing the PA Lottery's Instagram, the influencer campaigns always run on this platform. We employ **Carousels and Reels** where possible.

- Each influencer is required to use the platform's **sponsored content tools** for partnership disclosure, in addition to providing PA Lottery with access to analytics and the ability to boost content.

Additional Considerations

Vetting for brand safety

- No negative posts about the PA Lottery in the past.
- No posts that may be risky (politics, religion, etc.).
- **Background checks** once the top influencers are selected.

Following FTC guidelines

- We ensure influencers are making proper disclosures about the partnership in their content.



Lottery Love Campaign

Objective

- Increase awareness of Brand Campaign, Lottery Love.
- Use the 50th Anniversary buzz to enhance the launch.

Strategy

- Partner with influencers to produce entertaining, useful and relevant social content that shows how they **express their love of the PA Lottery** through unique and fun ways.

KPIs

- **Primary**: Impressions, Paid CPM
- **Secondary**: Engagement, Engagement Rate



Overview



Dates: February 14 to October 21, 2022

PA-based lifestyle influencers with an Instagram following from 10,000–395,000.

19 influencers posted one or two rounds of content on their feed pages, plus stories.

Eight influencers hosted giveaways on their feed with the limited-edition 50th Anniversary Scratch-Off tickets.

Influencer Brief

Challenge
We need your help to demonstrate “Lottery Love” through your personal take on why you love the PA Lottery.

This campaign should **showcase the fun and exciting as well as the day-to-day** ways that you can show your Lottery Love.

Net Takeaway
How do you **express your unique love for the PA Lottery?**



Thought Starters

Content Direction
- Find creative ways to show your Lottery love
- It could be related to your favorite Lottery games

50th Anniversary Lottery Swag
- Show these items in your content or use as giveaways

Giveaways
- Exclusive **50th anniversary tickets to giveaway.** These tickets cannot be purchased by the public
- Note: Giveaways and prize fulfillment are handled by the influencer, not the PA Lottery



PA Lottery Do's and Don'ts

DO's

- Show how you express your love for the PA Lottery
- Share personal Lottery stories
- Showcase the tickets/prize amounts
- Include required hashtags
  - #ad or #sponsored
  - #PALotteryLove
  - #ShowUsYourLotteryLove



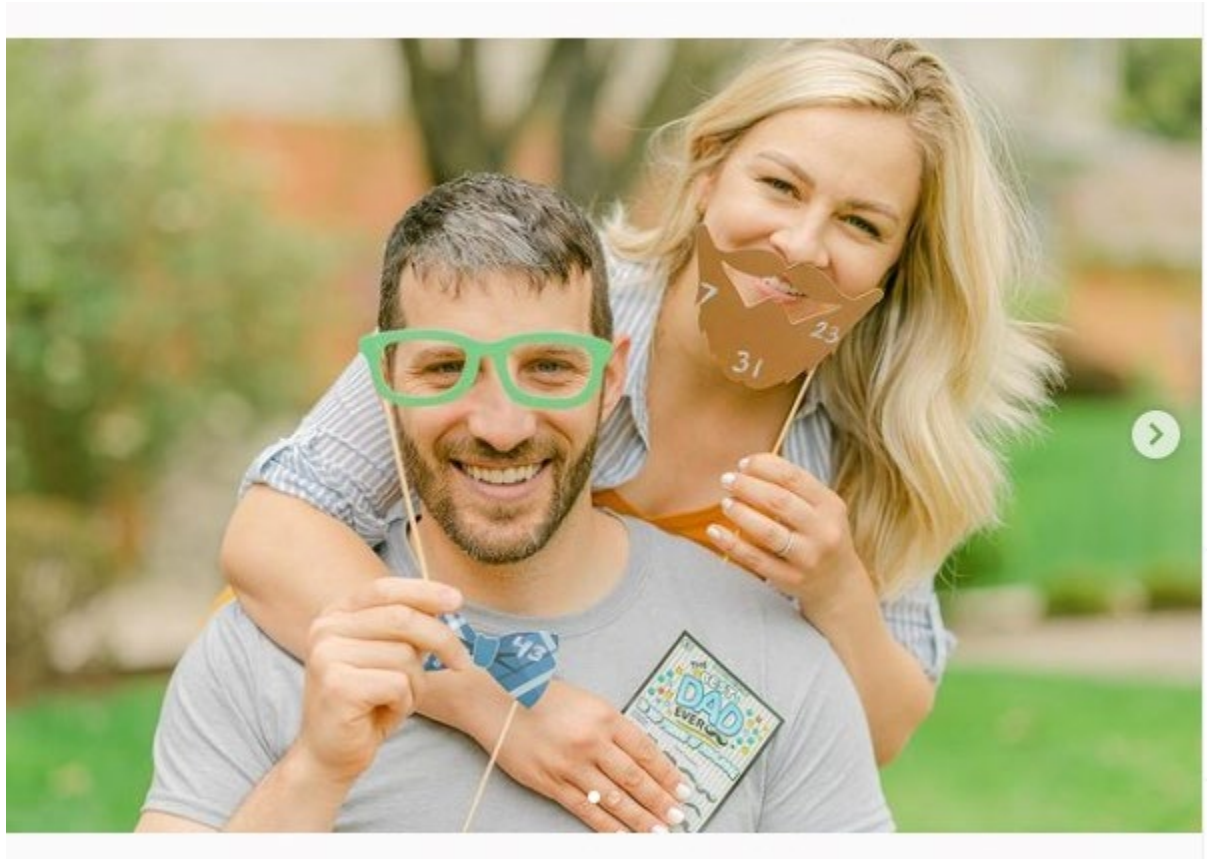
DON'Ts

- Do not show other brands or logos in your content
- Do not have or reference or show children in the posts, avoid children's themes
- Do not associate with beer/liquor/tobacco
- Do not use inappropriate language or humor
- Do not show extravagant amounts of money

Social Giveaway



Social Giveaway



kelly_brennan_412 • Follow
Paid partnership with palottery

kelly_brennan_412 Who wore it better?!

GIVEAWAY!! We're celebrating every dad and father figure today, bearded or not. You can enter to win exclusive 50th anniversary Scratch-Offs from @palottery! [Must be 18 or older to enter.] #ad

Liked by julesweismart and 219 others

6 DAYS AGO

Add a comment... Post

Macro Influencer





christiancrosby • Follow
Paid partnership with palottery

christiancrosby when you love 2 win, you keep your options open, you can't just Pick 3, Scratch 1 Off and be done. 😂sometimes you gotta make the @palottery Powerball play and hope the love comes back around. #ShowUsYourLotteryLove #ad



Lottery Love



sincerely.ryleigh • Follow
Paid partnership with palottery
Diamond Audio • Big Energy (Instrumental)

sincerely.ryleigh When you love playing the @palottery so much that you coordinate your Scratch-Off tickets to match your outfits! 😜🙈 But really, I'm having so much fun playing these Scratch-Off tickets over here! 🎟️ #ShowUsYourLotteryLove #ad

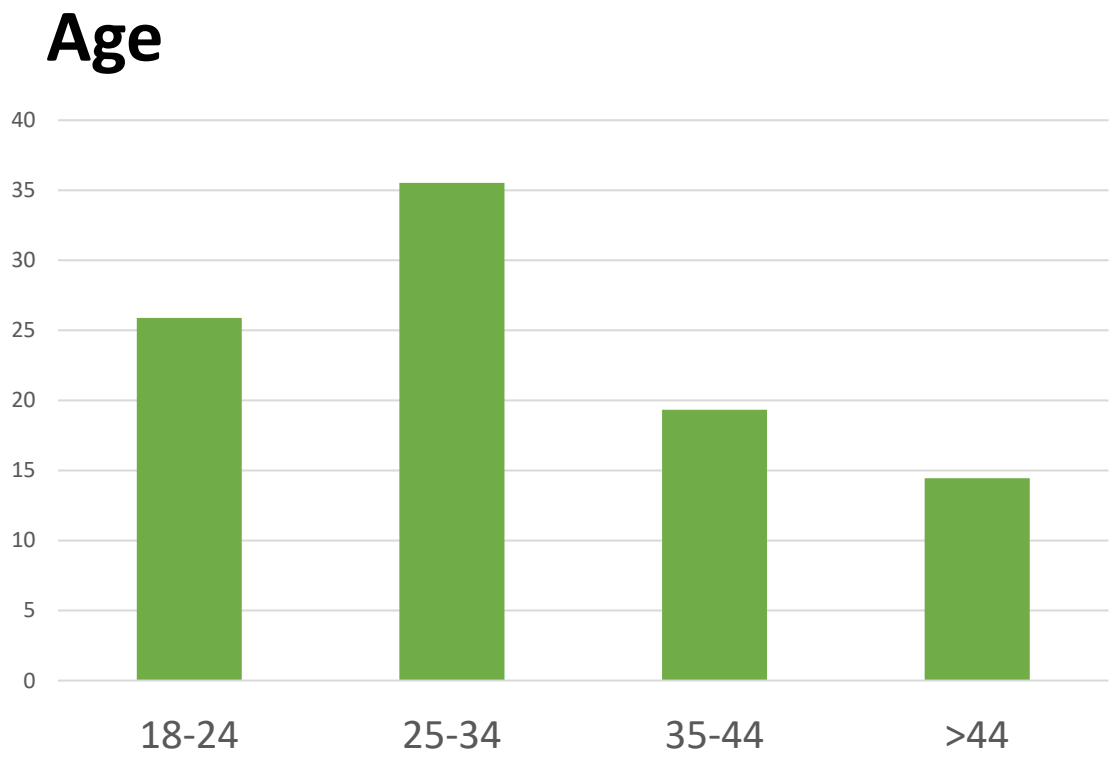
Lottery Love Results

- 19 influencers generated approximately 6M impressions
- Paid CPM was $4.76 (industry average is $3–5)
- 110 posts — 72 Stories, 36 Static Posts, 2 Reels
- The average engagement rate on organic posts was over 7% (industry standard is 1–3%).
- Audiences favored the giveaway content
- Boosting posts proved to be valuable in gaining new followers



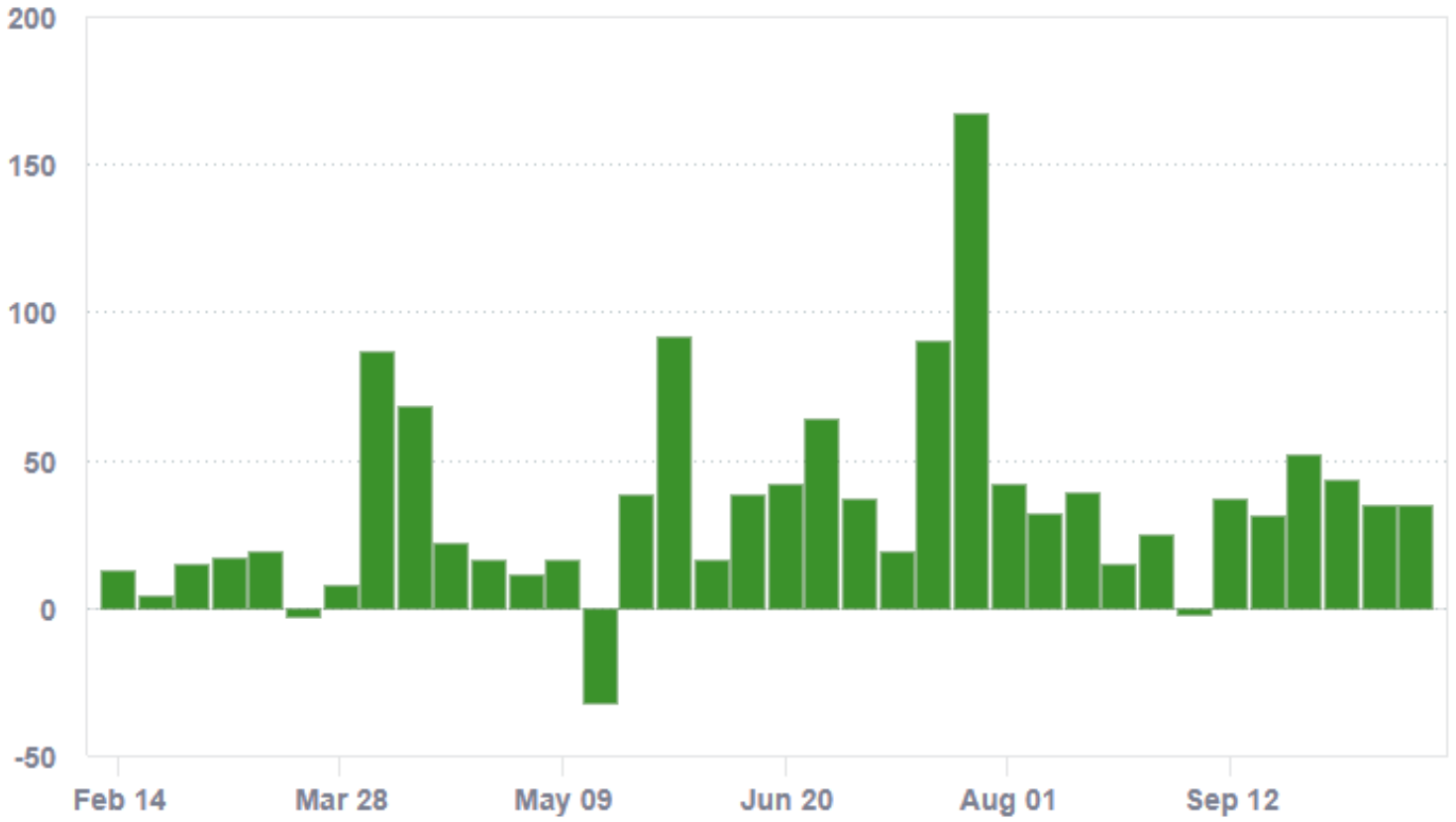
Audience Breakdown

Gender
70% Female
30% Male



Instagram Follower Growth

Day | Week | Month



Total Followers
21.8k

Total Change in Followers
+ 1.2k

Max Change of Followers on
+ 167
Week of Jul 25

Average Change per Week
+ 34.67

2022 Holiday Campaign

Objective

- Increase awareness of PA Lottery holiday Scratch-Off tickets

Strategy

- Partner with influencers to produce entertaining, useful, and relevant social content featuring holiday Scratch-Off's

KPIs

- **Primary**: Impressions, CPM
- **Secondary**: Engagement, Engagement Rate

Overview

Dates: November 21 - December 25, 2022

PA-based lifestyle and food influencers who have Instagram followings ranging from 10,000-300,000+

11 influencers posted one or two rounds of content on their feed pages, plus stories

They inspired their audiences with gift-giving and gift-wrapping ideas using the new holiday Scratch-Offs



Influencer Brief

Insight
People love festive holiday tickets and the energy associated with the holidays. It’s a true convergence of fun and holiday joy.

The Ask
Create social **content that shows how you spread holiday joy** with the PA Lottery.

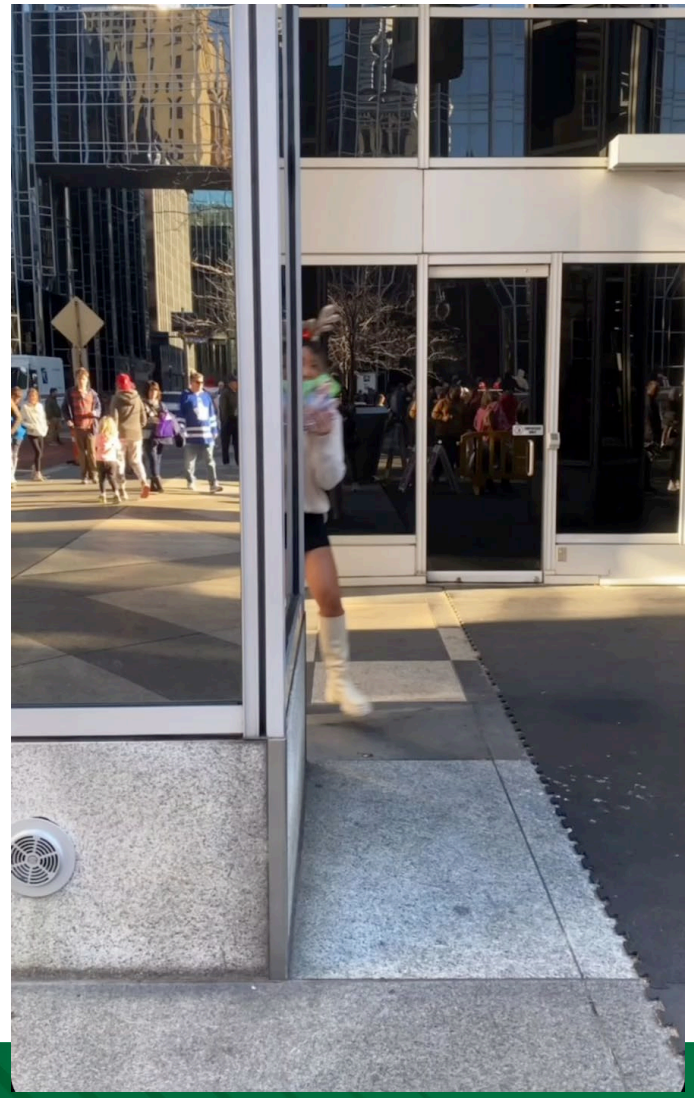


Thought Starters

- PA Lottery Scratch-Off tickets **spread the joy to friends, family, acquaintances and even to strangers** during the holiday season
- They are the perfect way to “pay it forward” during the holiday season
- They make any gift better
- They’re affordable and fun
- They’re great for last-minute gift-giving

Christian Crosby

2022 Holiday Results



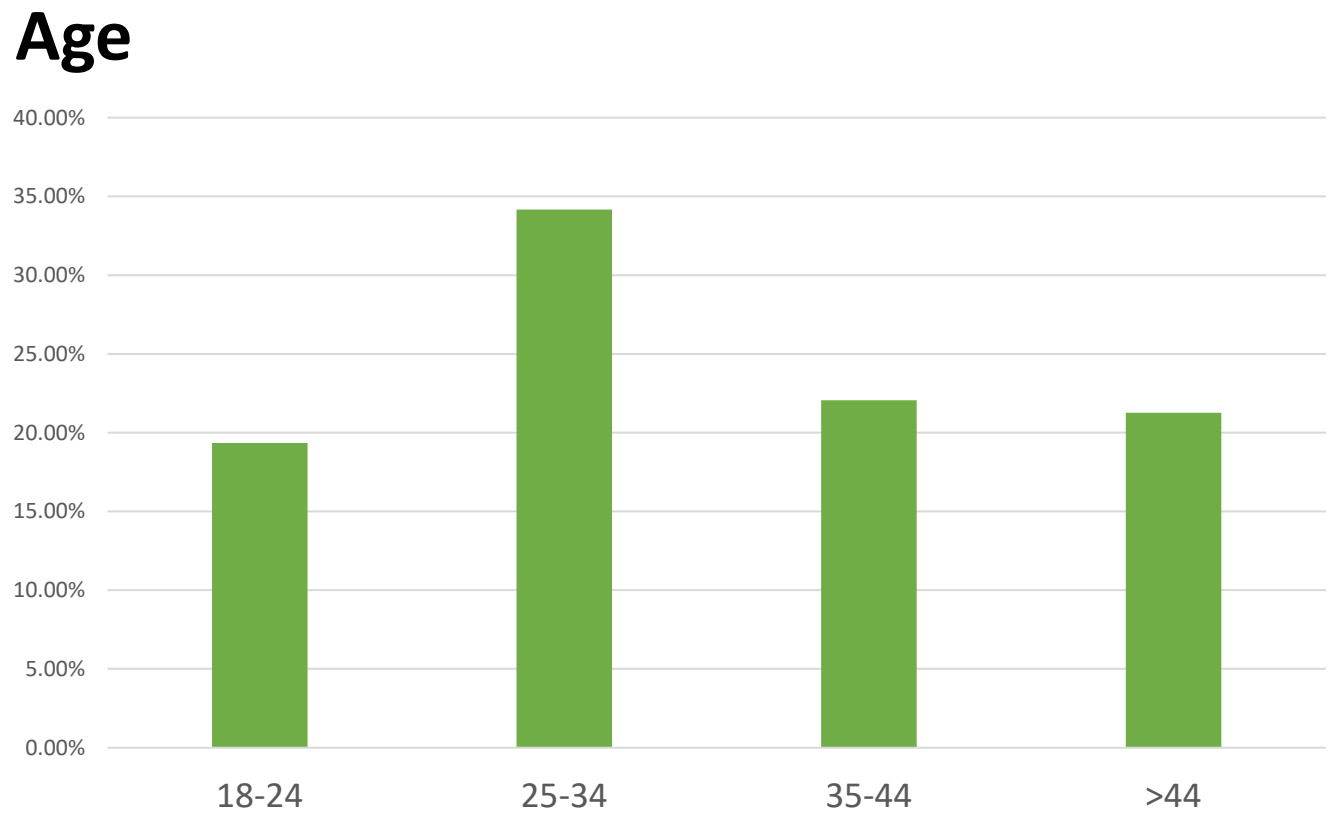
- 11 influencers generated approximately 7.5M impressions, 2.5M more impressions than last year, partly attributed to the impact of Reels
- Paid CPM: $3.21 (industry average $3–5)
- 51 posts: 32 Stories, 10 Static Posts and 9 Reels
- The average engagement rate on organic posts was over 8% (industry standard 1–3%)
- Boosting posts proved to be valuable in gaining new followers

Audience Breakdown

Gender

59% Female

41% Male



Instagram Follower Growth

Day | Week | Month



Total Followers
22.2K

Total Change in Followers
+ 206

Max Change of Followers on
+ 50
Week of Nov 28

Average Change per Week
+ 34.33

Takeaways

- Holiday Scratch-Offs are a natural fit for influencer campaigns. They are relatable and allow for authentic creative content.
- A mix of influencers by follower size and type helps us reach various audience demographics.
- Keep content timely. Post after Thanksgiving.
- Leverage platform trends and best practices, such as incorporating Reels.
- Continue to support influencer campaigns with paid media.





THANK YOU

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