

THE POWER OF INFLUENCERS

There are certain users in social networks who have a large number of followers and have earned credibility within their communities. We call these people influencers. In theory, influencers are one of the most crucial ingredients in social media strategy. In practice their influence can be to drive revenue for businesses.



Connect With Color
Pick an image to explore your Color

black & white

Yin and yang. Totally complementary, the colors white and black represent primal, polar opposites. You'll want to clothe yourself in white to convey fresh beginnings, mental clarity and openness. Put on a little black to reveal authority, mystery and elegance. Wear them together and you'll expose a never-ending sense of potential and possibility.



In 2008, Kohl's American department store chain decided to "wow" its brand into the everyday conversations of its target customers, women between the ages of 25-54. The company decided to partner with CafeMom, the leading social-networking community site for moms.

The CafeMom team identified 20 top "member-influencers" based on site and social activity (group/forum participation, number of website friends, visit frequency) and gave each of them a \$250 gift card. In exchange for the gift card, each mom was asked to explore her personal color, blog about her color driven shopping experience, and upload photos of items purchased. To amplify program awareness, custom co-branded media featuring the influencer moms ran across CafeMom and drove users to the Kohl's Brand Profile page on CafeMom. This page aggregated all the Kohl's related blog posts from the influencer moms and provided a platform for other moms to comment and participate in the conversation.¹⁰

CASE 4 cont'd

Hundreds of thousands of moms viewed the custom-created influencer media, and tens of thousands of moms visited the CafeMom Kohl's Brand Profile page to read about the influencer moms' shopping experiences. A market research study, comparing moms exposed to the program versus a control group, showed that this program moved the needle (at a 90% confidence level) on brand awareness, brand association, and purchase intent.¹¹ The 2008 campaign "Connect with Color" performed so well, that Kohl's made gift cards promotions a regular event on CafeMom.

In 2009, the company continued to strengthen social marketing by seeding popular consumer blogs with merchandise giveaways.¹² In 2010, Kohl's explored the video capabilities by giving \$50 Kohl's gift cards to 50 CafeMoms and asking them to go shopping for new clothes in the LC Lauren Conrad collection at Kohl's. These selected participants also received a Flip camcorder so they could share the experience with other people.

When Kohl's refocused on digital advertising in 2008, their goal was to increase its online retailing. Considering last year reports, the influencers accomplished the task, because **the company's e-commerce revenues rose 38% in 2009, on top of a 48% increase in 2008.**¹³

Lesson Learned: Influencers are very important, not only in theory, but also in practice!

Watch CafeMom members connect with color

Kohl's gave 20 CafeMom members a gift card and the opportunity to explore their personal colors. We asked each mom to write about their shopping experience. Follow them on their color adventure.

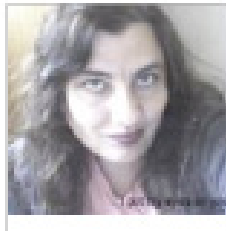


[beccan](#)

Her personal colors
[Kohl's Influencer Program :\)](#)

What did she buy?
[Shopping at Kohl's :\) got my giftcards today woo-hoo](#)

How does everything look?
[The stuff I got from Kohl's :\)! Thanks again Cafemom and Kohl's!!!](#)

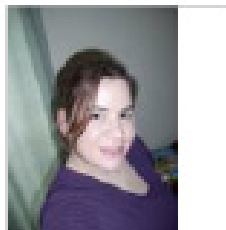


[elvir2babes](#)

Her personal colors
[Green is my color](#)

What did she buy?
[Shopping experience](#)

How does everything look?
[So, who wants to see what this girl bought at Kohl's!?](#)



[Lizzysapices](#)

Her personal colors
[Kohl's Colors: Purple](#)

What did she buy?
[A Colorful Adventure with Kohl's](#)

How does everything look?
[Pics of My Kohl's Shopping Adventure!](#)