

RUBÉN RODRÍGUEZ CID



FOUNDER INFLUMEDIA CARIBE

 | **influmedia**

RUBÉN RODRÍGUEZ CID

• **BAYAMÓN**

2 HIJOS

1 JEFA

#FUCKCANCER





WHAT WE DO?

**We connect brands with your target audience using
Content, Influencers and Technology.**

#welovecontent

WE BELIEVE IN HUMANIZING YOUR BRAND

#PEOPLEMEDIA

OUR CHALLENGE

RETAIL ECONOMICS: IT'S TIME TO RE-INVENT THE OPERATING MODEL



All of this changed with the **emergence of the Digital era and the digitally-native consumer.**

Whereas retail results typically mirrored economic cycles, today retailers are faced with a permanent paradigm shift that is secular not cyclical and has had a profound impact on the traditional retail economic operating model.

influmedia



WHY INFLUENCER MARKETING?



46% POPULATION

(MILLENNIALS + GENZ)

**84% say they did not like
and trust traditional
marketing.**

- McCarthy Group Research

4 KEYS 2 SUCCESS

#PLAY2WIN

1. CONTENT STRATEGY



**VIDEOS HAVE 22 TIMES MORE RECALL
THAN A BANNER**

Source: SocialBuzz

ENTERTAINMENT

80% of them want to be
entertained by brands.

- FORBES RESEARCH



SOCIAL CAUSE

37% of them are willing to pay more for products or services that support a cause.

- FORBES RESEARCH



REAL vs PERFECT

57% OF MILLENNIALS DECLARE THAT THEY ARE WILLING TO SEE THE SPONSORED CONTENT OF A BRAND AS LONG AS IT INCLUDES AUTHENTIC PERSONALITIES AND IS ENTERTAINING AND USEFUL.

- NIELSEN RESEARCH



CELEBRITIES

VS

**NON-CELEBRITIES
INFLUENCERS**

+ 45% ENGAGEMENT

- INFLUMEDIA PUERTO RICO



**BE REAL!
BE AUTHENTIC!**



telepons • Following

telepons Going to a party vs. coming back 😞 (tag a party friend) inspired by @hannahstocking

Load more comments

- lesliedburgosq @monserratsgalvisl nosotras después del antro 😂
- kuss.yasmine_ @kusssemma MWUAHAHA forreal
- maanon_brg @prostalice nous jeudi
- c.v.w_spams @clb.rio
- patch.srii @vivivienn @nazer.b
- xx_yamilet_d_xx @kimberly_1046 Jaja ik right
- stela.tebai @irenemameyao 😂😂😂
- dayanerabello @nirabello fiquei c vergonha de marcar a nathi haha
- liiz_olivia Hay 😞👩



2,706,133 likes

4 DAYS AGO

Add a comment...

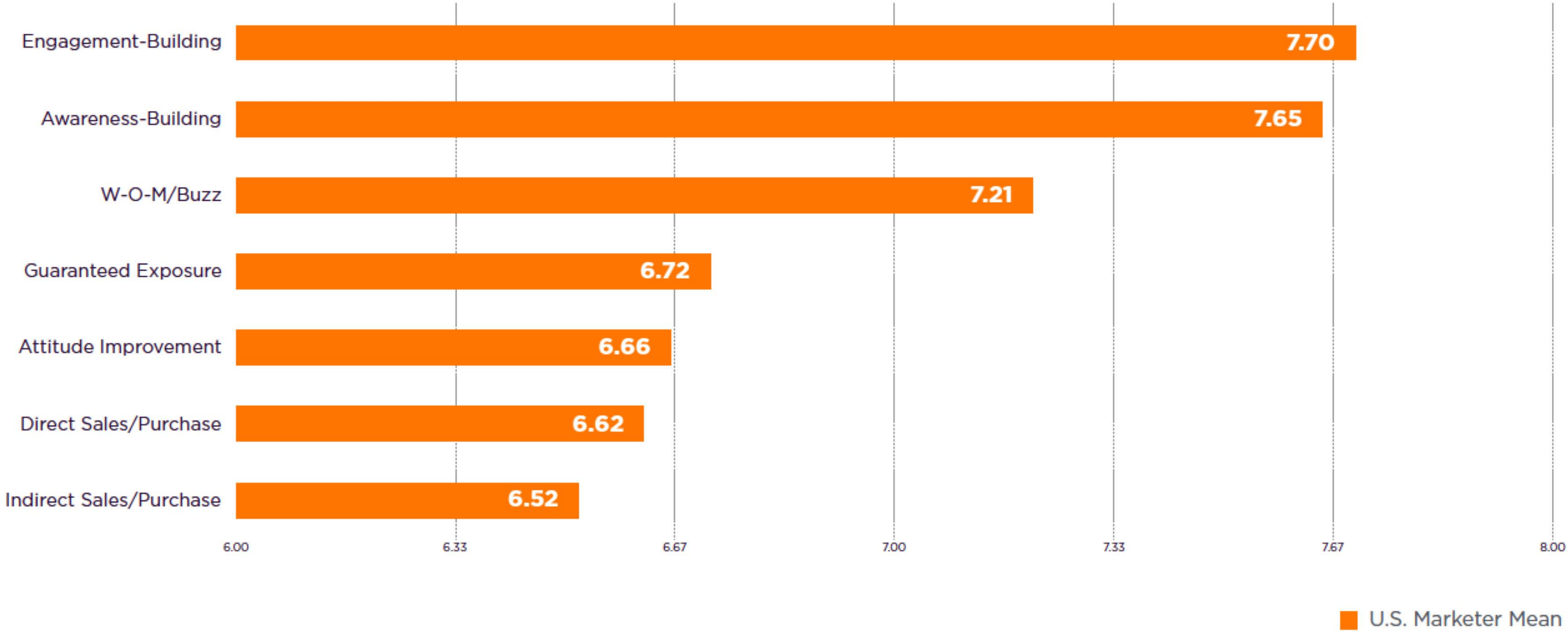


2. WHICH PLATFORM?



MARKETERS OBJECTIVES FOR INFLUENCER MARKETING

2018 U.S. Marketers Objectives in Influencer Marketing (1-10 Scale)



FACEBOOK vs INSTAGRAM



FAMILY

vs

FRIENDS

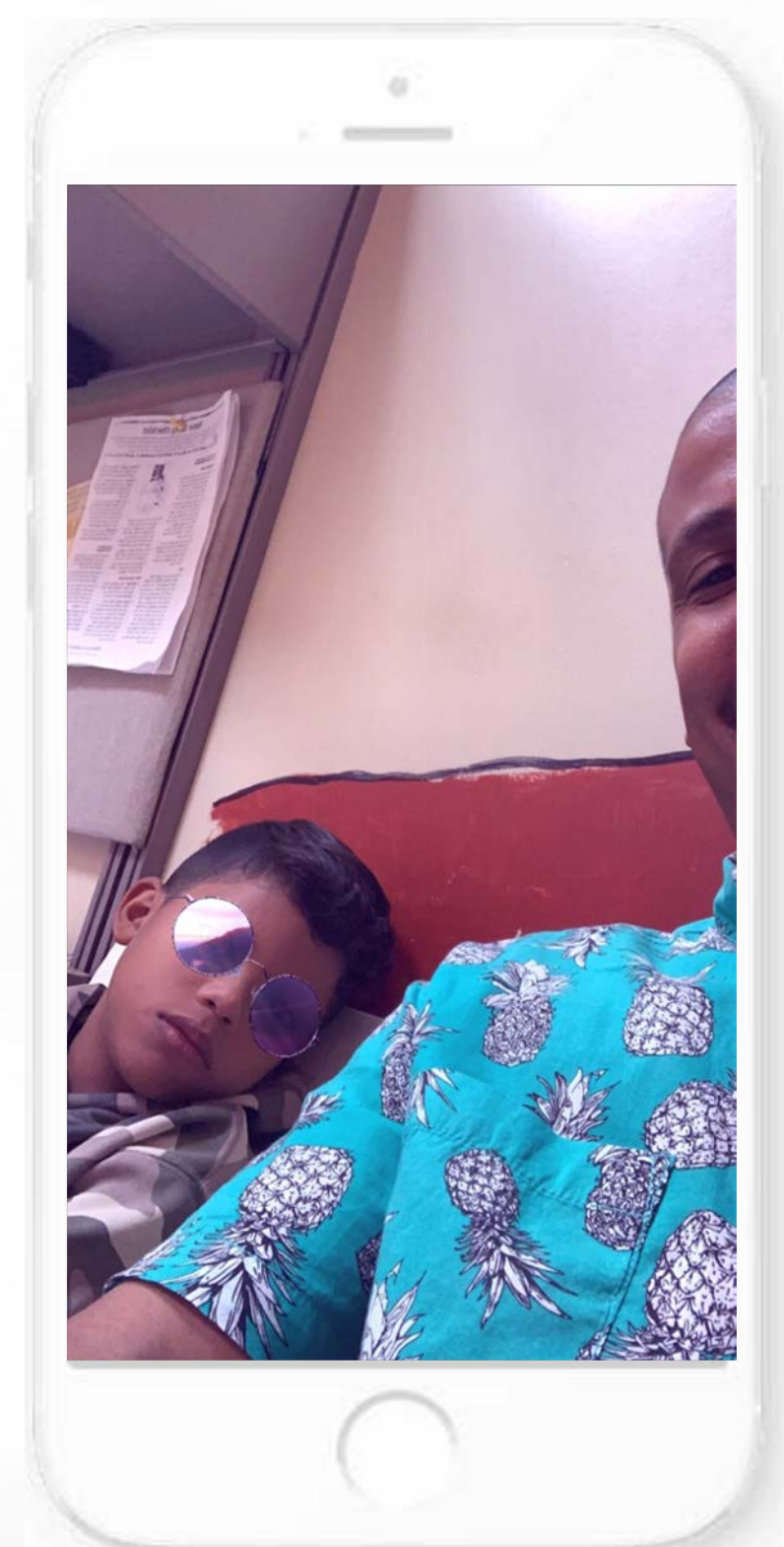
29% ENGAGEMENT RATE
(PUERTO RICO AVG.)

18% ENGAGEMENT RATE
(PUERTO RICO AVG.)

7% ENGAGEMENT RATE
(PUERTO RICO AVG.)



INSTAGRAM STORIES

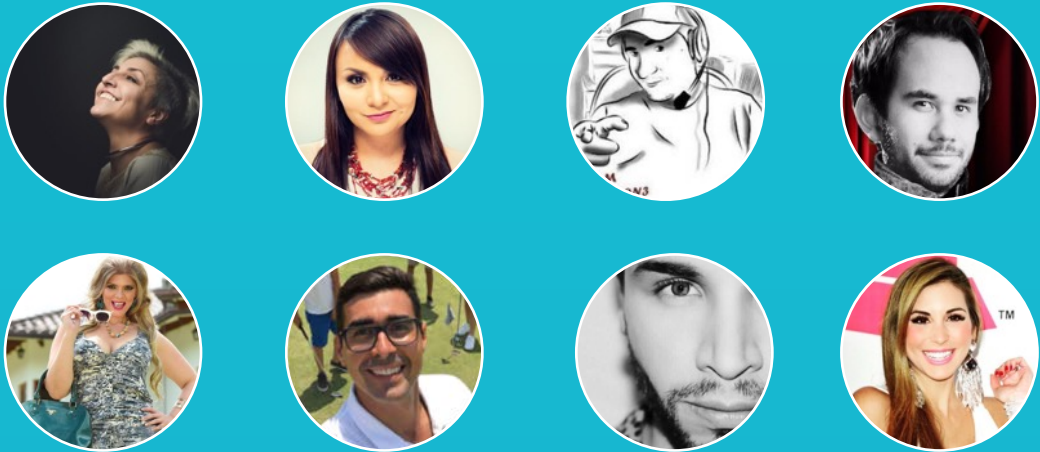


84% ER

3. TECHNOLOGY



PREDICTIVE INTELLIGENCE / PROSPECT

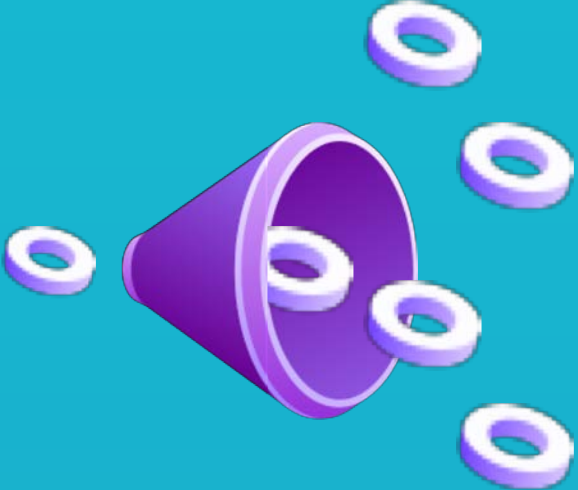


Brand Affinity

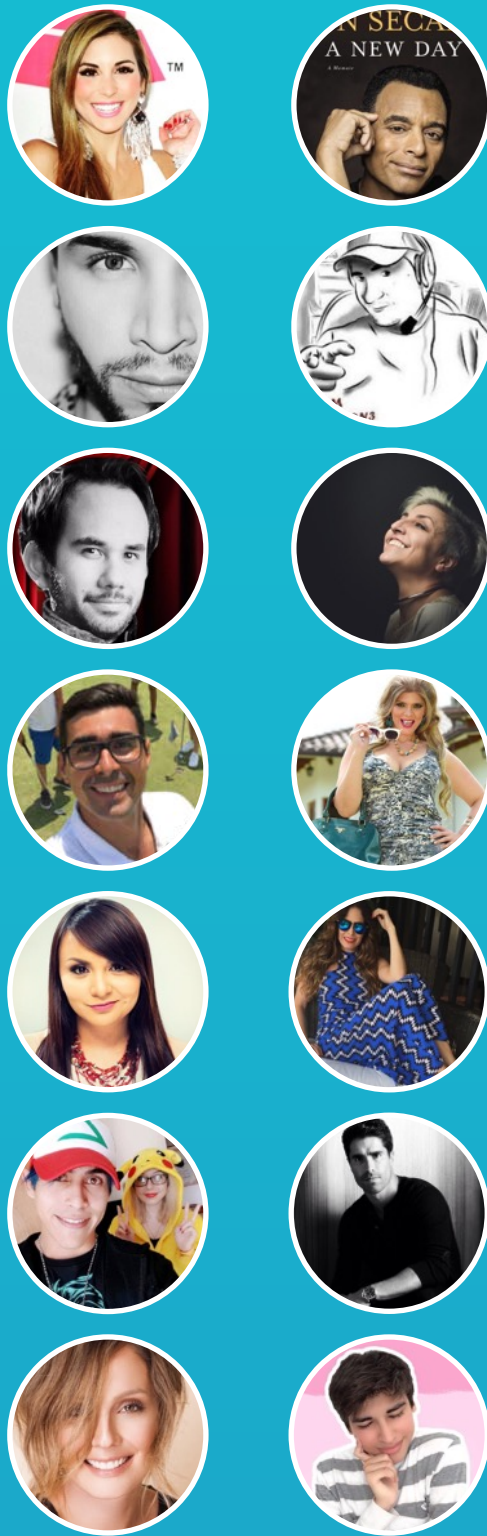
SAMSUNG

Affinity

- LifeStyle
- Samsung
- SocialMedia
- Photographer
- Travel
- Tech Fans



Engaged people



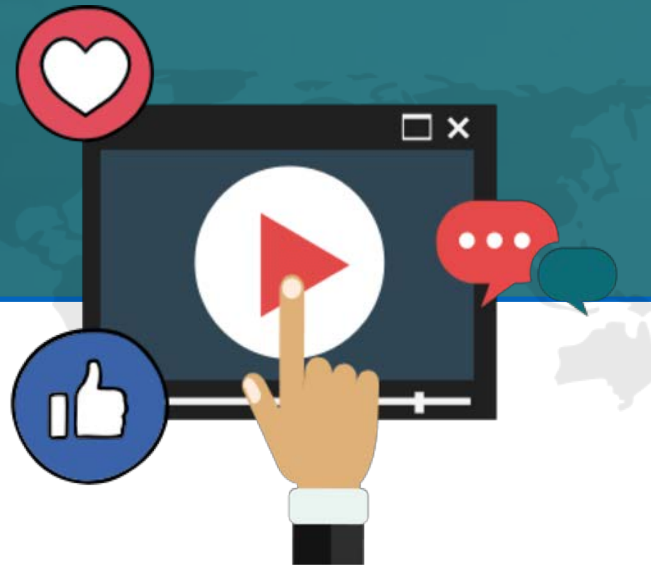


HOW TO DETERMINATE A FAIR RATE?



FOLLOWERS

Potential and real Reach



ENGAGEMENT

Engagement rate



PLATFORM

Performance by format



INFLUENCE

Social Reputation

“

**WITHOUT DATA
YOU ARE JUST
ANOTHER
PERSON WITH
AN OPINION ”**

W. Edwards Deming
Data Scientist

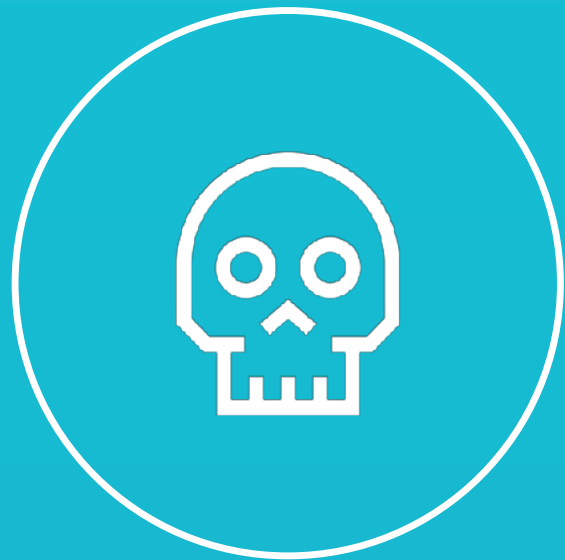
4. WHAT'S NEXT?



BUSINESS OPPORTUNITIES



MARKETING & SALES



CRISIS MANAGEMENT



RECRUITMENT



SOCIAL RESPONSIBILITY



EMPOWER THE PEOPLE

#PLAY2WIN

1. **CONTENT STRATEGY...BE REAL!**
2. **WHICH PLATFORM?...INSTAGRAM IS THE WINNER!**
3. **TECHNOLOGY...INVEST IN RESULTS (ROI)!**
4. **WHAT'S NEXT?...HUMANIZE YOUR BRAND!**

DIGITAL MARKETING AREN'T THE CHALLENGE...
OUR COMFORT ZONE IS.

WHAT THEY SAY?





QUESTIONS?



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