

An Influencer Marketing White Paper

Investing in Influence

How Investor's Business Daily (IBD)
Created the First Private Influencer
Network for the Financial Publishing
Industry



INVESTOR'S
BUSINESS
DAILY

NEXT
MANAGEMENT
PARTNERS 

The logo for Next Management Partners, consisting of the text 'NEXT MANAGEMENT PARTNERS' and a grid of blue squares to the right.

EXECUTIVE SUMMARY

Investor's Business Daily, guided by the digital publishing and audience-building experts at Next Management Partners, utilized CreatorIQ's brand advocacy platform to develop the first private network of financial social media influencers.

Powered by a network of hand-picked financial influencers, many of whom were already organically discussing and using IBD research and tools in their content creation, a select group were invited to join IBD's Ambassador Program.

Throughout this white paper, you will learn how Investor's Business Daily leveraged influencer marketing and what companies in other unlikely verticals like the financial services sector can do to create private influencer networks to accomplish awareness and engagement objectives.

KEY TAKEAWAYS

- There is a baseline formula for developing successful influencer marketing campaigns that every company can follow.
- The traditionally conservative financial services sector can effectively use influencer marketing to elevate brand awareness and create a new generation of readers and traders for its financial products and services.
- Relationships can and should be cultivated with organic influencers who are already fans of a brand and who actively use and post about its products.
- Influencer marketing programs can be used to activate advertising partnerships and create new revenue streams.

THE CREATORS

Built exclusively for the financial services publishing industry, IBD expanded its brand presence by proactively engaging influencers to advocate for its brand and its services. The result was an increase in subscriptions to paid products and the development of long-term relationships with financial influencers and their audiences, which led IBD to continue the program beyond the term of its initial year-long campaign.

These are examples of financial influencers who participated in the campaign.



Joe Kunkle
23M Cumulative Followers
2.3M Impressions
3.8K Engagements



Guy Adami
280.5K Cumulative Followers
2.9M Impressions
591 Engagements



NYC Trader / Bulls On Wall Street
14.9M Cumulative Followers
1.5M Impressions
2.7K Engagements



Howard Lindzon
19.3M Cumulative Followers
1.9M Impressions
390 Engagements



Trader Stewie
100.9K Cumulative Followers
987.4K Impressions
3.9K Engagements



Couzin Vinny
2.9M Cumulative Followers
511.6K Impressions
2.3K Engagements

WHY INFLUENCER MARKETING FOR FINANCIAL SERVICES PUBLISHING?

The financial services industry has historically shied away from social media outreach tactics or employed them in a cold and buttoned-up manner that failed to resonate with social media audiences. Changes and disruption in the financial services industry motivated some companies to engage audiences in new and relatable ways that build and reaffirm trust in their brand.

Influencer marketing is a perfect vehicle for brand awareness and outreach, as it leverages the authentic relationships influencers have developed with their audiences. This bolsters audiences' trust in the brand being promoted. Influencer marketing is considered an effective channel by 94 percent **1** of marketers.

INFLUENCER MARKETING TRADES ON TRUST

In a world of fragmented media and misinformation, trust is the most valuable currency. Consumers are overwhelmed by media options and messaging, by some estimates seeing up to 5,000 branded messages a day. The same social networks and devices that allow us to stay connected, share and self-publish are associated distrust and suspicion. Wariness of the media, news and advertising is increasing and consumers are more selective about what media they consume, turning instead to the brands and familiar voices they trust most. IBD stands out on the trust scale as one of the most trusted names in finance and was well-positioned to engage financial influencers, many of whom already have an affinity toward its brand.

According to Nielsen, 83 percent of consumers trust peer recommendations over traditional ads **2**, and in at least one case study influencer marketing was proven to generate a ten percent incremental sales lift **3**, meaning consumers are often more engaged with their favorite creators than with traditional media.

60 %

60 percent of people consult blogs, vlogs or social media posts on products before considering a purchase

30 %

30 percent of people are more likely to purchase a product based on recommendation from a non-celebrity blogger

3 %

Only 3 percent of people would consider buying a product if it was endorsed by a celebrity



We recognized influencer marketing could be a perfect fit for IBD's digital strategy by giving loyal customers, many of whom are third-generation subscribers, a way to meaningfully connect with and advocate for IBD as our brand ambassadors.



—Jerry Ferrara, President, IBD

THE CAMPAIGN

Through a previous publisher revenue monetization project, IBD became familiar with building influencer networks in other industries. IBD saw an opportunity to engage new users, raise brand awareness and develop relationships with financial influencers outside of the traditional media landscape.

The campaign ran throughout 2018 and continues today as an important component of IBD's ongoing marketing strategy.

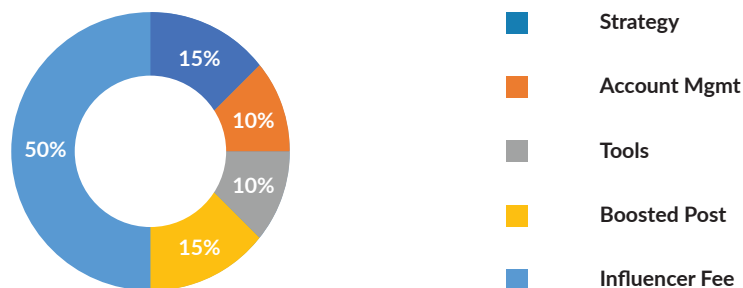
Goals

1. Differentiate IBD from competitors by leveraging an unlikely marketing channel
2. Increase conversations about IBD among both new readers and existing customers
3. Grow awareness of IBD's investing information, educational resources and subscription products

Budget Considerations

In evaluating various options available for growing the network, IBD had to consider that budget variables are unique to each campaign. For example, influencers with a larger following typically demand larger fees. IBD also had to factor in that for every dollar they paid an influencer, approximately 50 cents would go toward strategists, account management, tools and, in some cases, advertising to "boost" posts.

A general budget barometer for influencer marketing allocates 15 percent of the initial budget for strategy, 10 percent for account management, 10 percent for tools, 15 percent for boosted posts (platform-specific paid media) and 50 percent for the influencers.



Audience Verification

A variety of tools were utilized by Next Management Partners to get a clear picture of the leading financial influencers, their content and their audiences. These tools allowed IBD to identify, select, communicate with and manage the best influencers for their brand and their campaign.

- **CreatorIQ:** For discovery of influencer demographics, engagement, end-to-end campaign management, follower fraud tracking and customized reporting.
- **Demographics Pro:** Audience demographics like occupation, household income, etc.
- **Native audience reports:** Screenshots from select influencers' own social analytics dashboards.
- **SocialBlade Period:** Follower trends.
- **DoveTale:** Fake follower monitoring.
- **Nielsen (N-Score / Fan Affinity):** When brands want a Nielsen-branded report to target macro influencers and the brands they like with specific use cases.
- **Tubular Labs:** Video tracking.
- **Typeform:** Custom pre-launch surveys.



IBD proved that when the art of storytelling and the science of distribution and analytics work together, influencer marketing can create effective audience engagement across any industry vertical.



—Jimmy Hutcheson, CEO, Next Management Partners

INFLUENCER MARKETING PLATFORM SELECTION

After an exhaustive analysis of the influencer marketing tools available, IBD selected CreatorIQ because its end-to-end advocacy platform allows brands to easily discover, scale and validate influencers. CreatorIQ also offers brands a white-label option, enabling ad sales teams to package and sell partnerships to their vetted private financial influencer network as additional advertising products to sponsors, something IBD was able to use to create its Ambassador Program.

With access to data on more than four million influencers and their audiences, CreatorIQ's powerful campaign management tool pulls in all of the content produced by influencers and automatically tracks campaigns by influencer, keywords, hashtags and more.

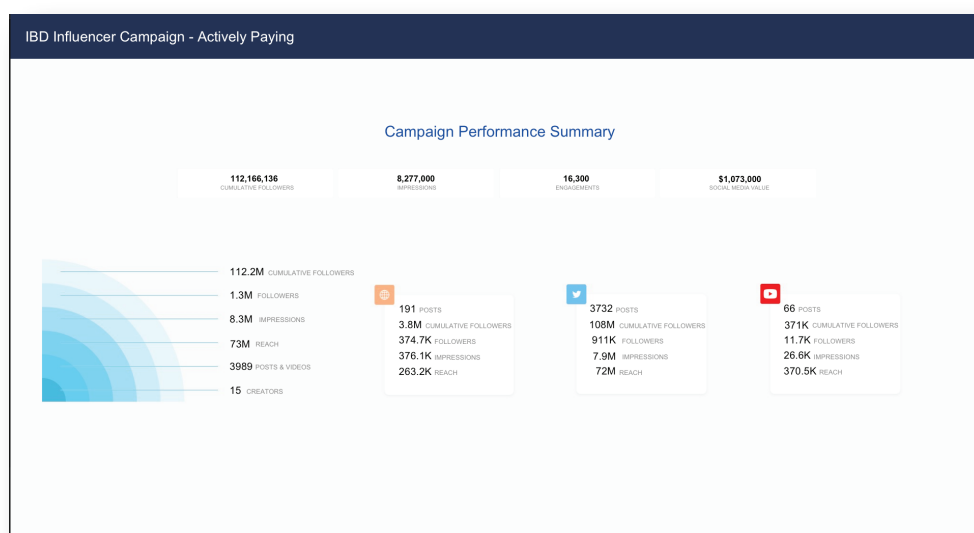


Choosing the right influencer marketing technology can be a daunting task. As a first step, identify the networks where your social conversations are taking place and then discover which vendors are equipped to aggregate, activate and measure their performance on those platforms.



—Igor Vaks, Founder and CEO, CreatorIQ

Configurable Campaign Reporting



INFLUENCER SELECTION

Being an established brand, IBD initially wanted to recruit macro influencers with large audiences, such as the hosts of Shark Tank, however, their participation would be expensive and collaboration more challenging. Micro-influencers, on the other hand, were closer to their audience and more collaborative as campaign partners. Utilizing CreatorIQ's discovery tools, the team assembled a screened a list of influencers.

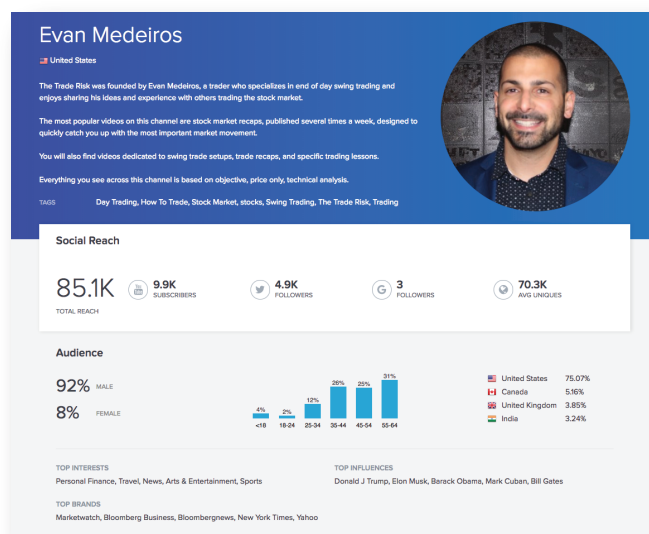
The screening criteria included financial influencers who had:

- Over 10,000 engaged followers
- Mentioned IBD in the past
- Refrained from posting potentially offensive language or views
- Maintained integrous standards around the financial landscape
- Illustrated some variety in their content and editorial style

In an effort to create a “win-win” for both brand and creator, IBD identified financial influencers who had previously mentioned IBD and offered them access to paid content and free trials of premium tools. This enabled IBD fans to discover and share what they found valuable about the content and products.

Products to which influencers were granted access included: **IBD Digital**, **IBD Leaderboard**, **IBD MarketSmith**, **IBD SwingTrader** and **IBD Digital+ Weekly Print Edition**.

Searchable Micro-influencer Profiles



TOP INFLUENCERS

Three influencers stood out throughout the campaign and collectively generated more than 5,000,000 million impressions and nearly 5,000 social media engagements.



268
POSTS

52M
CUMULATIVE
FOLLOWERS

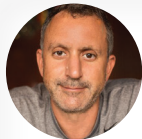
623.5K
FOLLOWERS

5.2M
IMPRESSIONS

4.7K
ENGAGEMENTS

Howard Lindzon

Howard Lindzon is a Canadian author, financial analyst, technical analyst and super angel investor. Lindzon manages a hedge fund, serves as managing partner of the holding company Social Leverage, is a limited partner at Knight's Bridge Capital Partners and is a co-founder of StockTwits.



Wheels and Walls Lindzon

@howardlindzon



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Fresh...MomentumMonday with Ivanand I touring the world for trends and momentum...thanks @IBDinvestors and @MarketSmith who are sponsoring the show



4:42 PM - 21 May 2018

4 Retweets 13 Likes

Guy Adami

Guy Adami is an American trader, TV personality and professional investor. He is one of the original “Fast Money Five” on CNBC’s “Fast Money.”



Guy Adami  [Follow](#) 

@guyadami

Growth crushed value in the first two quarters. The IBD 50 is a great list to follow whether you think that trend will continue or not #IBDpartner

10:05 AM - 9 August 2018

1 Retweets 23 Likes

Trader Stewie

Trader Stewie placed his first official trade in November 1998 and has passionate about investing/trading ever since. ArtOfTrading.net was created in April 2009 guided by Stewie with the intention of helping new and experienced traders grow their confidence in navigating through the markets and reduce the often vicious learning curve. He has traded through numerous bull and bear market cycles. With 18 years of trading experience, his advice is, “Keep it simple. Price and volume is all you need. Everything else is just noise.”



Traderstewie  [Follow](#) 

@traderstewie

\$TWTR
#12 on the '@IBDinvestors top 50 list'... It made a nice 'Power Earnings Gap' two weeks ago and has been consolidating rather nicely here ever since. If this market starts a rally next 1-2 weeks, \$TWTR will be one of the leading names to watch!

4:42 PM - 21 May 2018

4 Retweets 13 Likes

THE RESULTS

Over a one-year period, IBD's private financial influencer network was able to achieve:

- \$1,073,000 in earned media value*
- 8,277,000 impressions
- 73,000,000 audience reach
- 16,300 engagements
- 15 year-long influencer deals signed
- 41 demo/trial accounts granted to influencers
- 24 MarketSmith demos completed by product coaches

* Earned Media Value is a CreatorIQ formula for calculating the value of placements gained through endorsements and word-of-mouth marketing based on research by SocialChorus and RhythmOne.

SUMMARY

Next Management Partners and Investor's Business Daily (IBD) recognized an opportunity to take advantage of modern social media marketing best practices and leverage financial influencers to help drive brand awareness, loyalty and sales. They joined forces with CreatorIQ to develop the first private network of financial influencers. Through this year-long experimental campaign, Next Management Partners researched and developed the best practices roadmap for the financial sector and IBD to enter into the influencer marketplace.

The team outlined a clear formula based on trust currency between IBD, the influencers and their audiences. By utilizing CreatorIQ's unique end-to-end functionality, IBD was able to easily discover, align, manage and maintain it's exclusive influencer network. By vetting, approving and developing long term relationships with respected thought leaders and influencers in the financial space, IBD has created an additional ad revenue stream by offering partners the opportunity to access their private community lead new conversations.

1. The State of Influencer Marketing 2017, Linqia, Inc. 2016
2. GLOBAL TRUST IN ADVERTISING, Winning Strategies For An Evolving Media Landscape, Nielsen N.V., 2015
3. White Wave Rides The Long Tail Of Content Marketing And Drives Sales During Meatless Monday Nights, Case Study, Nielsen Catalina Solutions, 2016

KEY STAKEHOLDERS

INVESTOR'S BUSINESS DAILY

Investor's Business Daily (IBD) was founded in 1984 by legendary investor William J. O'Neil, who developed the proven step-by-step CAN SLIM® approach to investing with the motto, "Ordinary investors, extraordinary results" to help investors of all levels achieve financial freedom. IBD has been a trusted leader in providing research and education to help investors become more successful with its fundamental, technical and market analysis. IBD's core mission is to provide actionable investing content, comprehensive tools and educational resources to help investors make smarter investing decisions, based on decades of research that identified the common characteristics of stock market leaders before they made their major price moves.

NEXT MANAGEMENT PARTNERS

Next Management Partners is a private equity firm focused on acquiring and scaling digital publishing and advertising technology businesses and building leadership teams. As an advisor to IBD, NMP, led by Jimmy Hutcheson, created the road map and business plan that drove the influencer marketing strategy outlined in this paper. Throughout his career, major media companies like LA Times, The Food Network and Condé Nast have engaged Hutcheson and his team to grow and monetize their audiences. Now NMP is applying its digital strategy expertise as an investor, identifying digital publishing companies to acquire and scale. Hutcheson's previous digital publishing firm was acquired by the Maker Studios co-founders at Zealot Networks in 2015.

CREATORIQ

CreatorIQ is an end-to-end enterprise influencer SaaS platform that was founded by former Experian CIO & CTO Igor Vaks. CreatorIQ's technology suite provides brands, agencies and media companies with workflow automation, proprietary data ownership and actionable intelligence, allowing for the activation of thousands of influencers among hundreds of campaigns across every major social media platform. CreatorIQ is built to be a System of Record for brand advocacy -- every CreatorIQ client has their own siloed and data-rich "network," built on an enterprise-grade database.

This "social CRM" contains the essential components on which clients' influencer marketing operations are built. CreatorIQ has a suite of robust tools to manage, track and report influencer marketing campaign progress in real time.