TAKE IT SLOW
Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow

INFLUENCER PROGRAMME

D4.4.6 WP 4 - SMART STRATEGIC FRAMEWORK FOR INNOVATIVE ADRIATIC TOURISM DESTINATION, PRODUCTS & SERVICES

Molise Region

September 2022

Project Acronym: TAKE IT SLOW

Project ID Number: 10255547

Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow

Priority Axis: 3 Environment and cultural heritage

Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

Work Package Number: 4

Work Package Title: Smart strategic framework for innovative Adriatic Tourism destination, products & services

Activity Number: 4.4.

Activity Title: Development of marketing for sustainable Adriatic tourism products/services

Partner in Charge: PP2/SKC

Partners involved: PP10/MOL

Status: Final

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1. INFLUENCER PROGRAMME

Social influence marketing is a technique that employs social media (content created by everyday people using highly accessible and scalable technologies such as blogs, message boards, podcasts, microblogs, bookmarks, social networks, communities and vlogs) and social influencers (everyday people who have an outsized influence on their peers by virtue of how much content they share online) to achieve an organization's marketing and business needs.

Social media refers to content created for and consumed by regular people. It includes the comments a person adds at the end of an article on a Web site, the family photographs he uploads to a photo-sharing site, the conversations he has with friends in a social network, and the blog posts that he publishes or comments on. That's social media, and it's making everyone in the world a content publisher and arbitrator.

And then there are the social influencers. Are these people able to influence a large majority of people because of their special powers? Not at all; rather, social influencers are the everyday people who influence the consumer in making a purchasing decision. Depending on the decision he's making, the social influencers may be a wife (or husband), friends, peers at work, or even someone the consumer has never even met in real life.

Simply, the people who influence a brand affinity and purchasing decision, are the social influencers. They may do this directly by rating products and commenting, or by publishing opinions and participating in conversations across the Web. Anyone can be a social influencer, influencing someone else's brand affinity and purchasing decisions, and you, the reader, are probably one, too, without realizing it. Social marketing influence is about recognizing, accounting, and tapping into the fact that as your potential customer makes a purchasing decision, he's influenced by various circles of people through the conversations that he has with them online, when he shares his own social media and peruse theirs.

In order to understand how social influence works, you need to look at how people are influenced in the real world, face to face. Social influence isn't something new. Long before the Web, people asked each other for advice as they made purchasing decisions. What one person bought often inspired another to buy the same product, especially if the original purchaser said great things about the product. That's how human beings works; we're influenced and motivated

by each other to do things. We're social beings, and sharing information on our experiences is part of social interaction.

1.1. Definition of target, goal and budget

Target	Specific objectives/ goal	Outline of activities	Indicators	Budget
Young People (15-25 yrs) **DINKS (>18 yrs)** **DEWKs (25-45 yrs)**	Increase knowledge	Consistent and efficient communication among Instagram/ Tik Tok → through the creation of dedicated content.	Elaboration of Content Plan (1 per influencer); Elaboration of a Marketing Campaign (1 per thematic itinerary); Report on: 1. Increased visibility and brand awareness; 2. Engagement	**Each partner has to define the proper budget for this activity**
Empty nesters (45- 65yrs) **Elderly (>65 yrs)**	Increase knowledge	Creation of article in specialised portals; Increase the WOOM		**Each partner has to define the proper budget for this activity**
Key messages		Ensure a good implementation of the project.		

1.2. Scouting

The phase of scouting influencers focused on the travel industry, a kind of 2.0 critics who are able to convey the experience they have in the hotels they stay in in an authentic and original way. By sharing content on social media or dedicated travel blogs, they are able to engage audiences on an empathetic and personal level, attracting the attention of new potential guests.

Travel influencers communicate directly with the target audience of the hotels they work with, establishing a more authentic and less intrusive relationship. The message conveyed by an influencer is perceived as the dispassionate advice of a friend: sincere and disinterested. The same message, promoted by the hotel itself, would have a completely different effect (null at best, counterproductive at worst) by identifying influencers akin to your brand's identity and values.

The media play a central role in the correct dissemination of the project, in fact:
- Anticipate experiences
- They help create expectations
- They provide the tools to understand the tourist experience
- They suggest "ideal" tourist routes

We studied more than 10 profile of social media influencers. In the table you will find only some of the indicators that we used:

- *Total engagement:* total number of interactions related to the content of an individual's social page, such as number of likes, comments, shares, and so on. It is advisable to divide the engagement into individual factors, assigning each of these a different score depending on the type of engagement produced: a like can have a different value compared to a comment and in turn compared to a share;

- *Engagement rate:* if it concerns followers or fans it is a number given by the ratio between the total interactions of a content and the number of followers of those who produced it. It helps us understand the degree of activity of the influencer. It can also concern the relationship between total interactions of a content and the scope of the same and in the latter case it can be useful to calculate the degree of interest aroused in the people reached by the post;

- **Reach:** Indicates the number of people reached through the influencer's post. This factor depends so much on the algorithm of the individual social;

- **Impression:** The number of times the post has been viewed in the influencer's followers' news feed.

- **Sentiment:** Did the post produce a positive or negative reaction? In this case, for example, the comments can be divided into positive, negative and neutral;

ITALY

INFLUENCER	IG NAME	FACEBOOK	TIK TOK	IG	MEDIA LIKE	SENTIMENT	PEOPLE
ISABELLA TALONE	isamuko	Last post 2021	X	180k	*	+	SABINE
MANUELA VITULLI	manuelavitulli	4k	91k	153k	10 thousand for reels	+	SABINE
SARA MELOTTI	saramelotti_	19k	x	78k	78k	+	LUCAKS
ANGELA ISAI	angelaisai	3k	37k	103k	2-3 thousand	+	LUCKAS e MIN
VALENTINA RASO	valentinaraso	almost nothing	762k	165k	2-3 thousand	+	MIN
LUCA AND ALESSANDRO	the_globbers	18k	132k	214k	10 thousand for reels	+	LUKACS
GIOVANNI ARENA	giovanniarena_	285 followers	1million	400k	10k	+	LUCKAS e MIN
NICOLO BALINI	humansafari	33k	498k	963k	30k	+	LUKACS
GIULIA AND FABIO	bambiniconlavaligia	180k	11k	96k	About 500	+	SABINE
THE POZZOLIS FAMILY (?)	thepozzolisfamily	1 million	183k	535k	10k	+	SABINE
FEDERICA PIERSIMONI	federchicca	thousand	x	41k	around 100	+	SABINE
KACIE ROSE	Kacierose_	x	938.4K	419k	An average of 15 thousand	+	SABINE e MIN

CROATIA

INFLUENCER	IG NAME	FACEBOOK	TIK TOK	IG	MEDIA LIKE	SENTIMENT	PEOPLE
KRISTIJAN ILICIC	Kristijanilicic	357k	344k	375K	10k	+	LUCAKS
DAVOR GERBUS	davorgerbus	1k	44k	290k	17k	+	SABINE
ANDREA TRGOVČEVIĆ ILIČIĆ	andrea_trgovcevic	250	97k	76k	7k	+	SABINE
IVAN VUKOVIĆ	dubrovnik_tourist_guide	366	-	49k	800	+	LUCAKS/SABINE
VANNA BOJOVIĆ	vannabojovic		6k	19k	2k	+	SABINE
SAŠA VUKIĆ (SAŠINA KUHINJA)	sasinakuhinja	750k	-	146k	855	+	MIN
GORAN JOVIĆ	goran_jovic_			208k	6k	+	LUCAKS
SKOKO DAVID	ribarevsin	16k	-	34k	638	+	MIN
IVAN PAŽANIN	pazanin.ivan	46k	-	69k	1k	+	MIN

1.3. Influencer Marketing Strategy

In synergy with all partners, we will choose a social campaign to use from:

- **ADV content** : one of the most popular examples of influencer marketing campaigns is the sponsored content. Usually, this is the sponsorship of a photo, video or article created by the influencer about the brand.

- **Brand ambassadors:** based on collaboration with the influencer who becomes a "brand ambassador" or a long-term ambassador, a sort of fixed face that represents the brand.

The main benefits of this collaboration lie in:

- • Create a lasting bond with the target audience;
- • Give visibility to a greater number of offers;
- • Inspire more trust and credibility in the consumer.