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POCKET GAMER
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INFLUENCER MARKETING — NO PAIN, NO GAIN!



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Influencer Marketing

CPI / CPA / ASO / Video Performance



50+
employees



150+
projects



2014
since

Influencer marketing –

user acquisition with influencers (popular video bloggers, bloggers or publics) on the largest platforms: YouTube, Instagram, Twitter, Twitch and so on.

Why vloggers?

48%

of marketers plan to add YouTube to their content strategy in the next year.

(HubSpot, 2017)

8 out of 10

18- to 49-year-olds watch YouTube monthly.

(Google, 2016)

45%

of people watch more than an hour of Facebook or YouTube videos a week.

(HubSpot, 2017)

What is the use of influencer marketing?



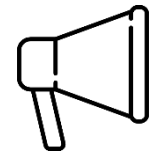
Burnout of traffic sources

It's a new channel with fresh audience



Slowdown of organic traffic inflow

Virality of good content gives you an unpredictable number of "bonus" users



Awareness about your game

Audiences listen to vloggers' opinions

Additional benefits:

1

Vloggers will shoot the content, if you don't have marketing videos

2

Video services provide analytics for each user

3

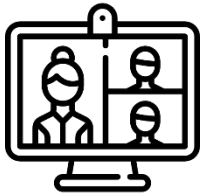
No fraud or KPI cheating

Our way:

January, 2017



1
manager



30
YouTube vloggers



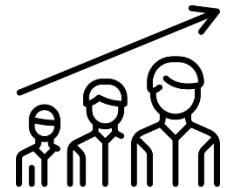
RU/CIS

9
months

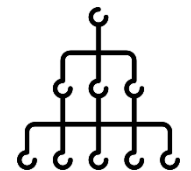


September, 2017

7
managers



~1.000
YouTube, Twitter,
Instagram vloggers



Tier 1, Latin America,
RU/CIS, Japan



No Pain, No Gain!

Sad but true :-)

Pain

1 Influencer
selection

2 Campaign
brief

3 Publication
of a video/post

4 Result
analysis

Pain: Influencer

- a. Keep in mind your user profile
- b. Take into account the monetization model
- c. Study the unique features of local markets
- d. Do not waste money on top names
- e. Chances of getting a response at the first contact are close to 0

Pain: Brief

- a. Don't be "super creative"
- b. The shorter, the better (30-60 sec)
- c. Clear, coherent, direct motivation
- d. Blogger's personal attitude to the product
- e. Attractive in-app bonuses for new users

Pain: Publication

- a. Remember about the time zones
- b. Be ready to technical issues that bloggers might have
- c. Check the tracking link
- d. Respond promptly to changes

Pain: Results

- a. Make negative and positive forecasts (min and max views), approximate statistics: CTR – 0.3-5%, CR – 20-50%
- b. From 20 to 70% of the tracked installs turn into organic installs
- c. You might have picked a wrong vlogger and audience

Gain



PIXONIC

Tier 1

~25

mln views



Worldwide

100+

mln views

Gain: Data

Region / Genre	Russia/CIS	Tier 1
Strategies	\$0.5-3	\$5-10
Shooters	\$0.2-1.5	\$2-5
MMO	—	\$3-6
Match-3	\$0.5-1	\$5-10

No Pain, No Gain!

All you need is skill ;-)



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Thanks for attention!



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