

PROVEN SECRETS TO CELEBRITY — & — INFLUENCER GIFTING



“If you’re not linking your business to celebrities and influencers, you’re ignoring the most significant trend in marketing, advertising and social media of all time”

Elly Stancliffe

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The Secret Formula

People often ask me, “What does it take to get a celebrity or influencer raving about my product or business?”. My answer is that it takes a lot of determination, perseverance, a plan of action, making use of The Handbook’s celebrity resource and also following our secret path and strategies. “How do we do this?” This eBook will show you how. I urge you to read this Ebook from beginning to end: not only do you save the time and money I spent creating it, but you also save months and years of wasted time, because you won’t be making the mistakes others have made, you will be contacting the right people, the right way from the beginning. There is no trial and error.

I constantly have to remind my members and subscribers that association should not be an option. It should be part of every company’s marketing plan. In today’s world celebrities and influencers dominate social media, news headlines, TV channels and people’s conversations.

Celebrities and influencers dominate every aspect of the media. We want to know what they eat and wear, and where they party, holiday and shop. This interest isn’t just about adults - teenagers and even children have become obsessed with celebrities too.



Top celebrities (and influencers) get approached by hundreds of people and companies weekly, wanting their support to endorse their product, support their charity or attend a high profile event. This means that being able to successfully communicate with the celebrity of your choice is crucial.

Now I am guessing for a lot of you this may not be your first attempt at reaching out to celebrities and influencers. You may have tried it and failed in the past, and that’s not your fault. It’s hard to get hold of the right people without the resources, and it’s also hard to know the best way to approach them.

My goal today is to show you how this new opportunity we are about to present to you will grow your brand or service ultimately raise the profile of it and help you reach all your targets and goals, for those of you that are new to this and maybe have just set up on your own a small business.

For the more experienced people with a budget, you’ll be shown how to target thousands of celebrities quickly and easily, how to measure growth trends and how to find the perfect celebrity or influencer for your brand.

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Covid19 has had a huge impact on businesses, however influencer marketing is one thing that seems relatively un-affected, in fact unsurprisingly Social media usage among consumers has seen a marked increase throughout the Covid-19 pandemic. According to data from [Connect with Influencers](#), social media engagement has increased by 67% over normal usage rates. The use of video platforms is also increasing, and we are seeing influencers and celebrities utilising platforms like Instagram Live to entertain and connect with their audiences. Just in March, TikTok saw 6.2 million downloads, a 27% increase compared to February. This has been emphasised with influencers pivoting their content too, from Joe Wicks hosting daily PE classes and Jamie Oliver launching a new show dedicated to utilising store cupboard essentials to Olivia Bowen donating 100% profits of her new fashion range to charity. Here are 10 reasons [Influencer Marketing is thriving more than ever](#).

Four years ago, the average person needed to see an advert six times before they responded to it, that number has now risen to an average of 16 exposures, because of this the world of marketing, advertising and media has undergone an enormous power shift in recent years, driven by consumers' demand for more authenticity from brands. The rise of [digital influencers](#) and [celebrity influencers](#) has gone through the roof. One of the main drivers of influencer marketing is the fragmentation of consumer attention but also we are no longer just interested in watching television, our attention is spread across various digital channels, with a major focus on social networks. Other huge platforms such as YouTube and Instagram are currently seeing a lot of the influencer marketing spend but platforms like Pinterest and Instagram are also on the rise every day.

With the emergence of this new type of marketing, technology is being developed to improve the effect and reach of influencers. Existing [influencer platforms](#) are becoming more sophisticated in matching



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brands to influencers. People come to our site for influencers' insights now almost as much as celebrities. As well as providing the influencers' contact details, users are now equally interested in the demographic data which allows companies to determine the influencers that are right for their brand. You might think a set influencer is perfectly suited to your business, but actually what is key is how relevant their audience is to you, so, providing the user with clear data on the interests of the audience, their location, their spending habits and social status is of equal importance.

According to a recent poll on [Tomoson blog](#), 59% of marketers are planning to increase

their influencer marketing budgets over the next 12 months. They've found that businesses are also making \$6.50 for every \$1 they spend on influencer marketing and that influencer marketing was also rated

as the fastest-growing online customer-acquisition channel, beating organic search, paid search and even email marketing. Interestingly, affiliate marketing performed worst in this category with just 5% of businesses counting it as their fastest-growing channel, with the top 13% earning \$20 or more. A resounding 70% are earning \$2 or more, with the rest either breaking even or failing to generate a return on investment.

Why listen to us?

I remember the day I first decided to contact celebrities 16 years ago. I didn't have a clue how to go about doing it; I was an under paid graduate working for a venue in South Kensington. It was an amazing venue, but it was a small team and they couldn't afford to hire an expensive PR company, so it was really difficult to get any press coverage .



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It was a very glamorous venue and so really required celebrities and influencers to be going there. At the time social media was not around, and so venues' success was all attributed to the people that were going to these places. So I decided to reach out to celebrities to invite them to our venue. It took me an entire week to find the contact details for various celebrities; Leonardo Di Caprio was one of them, and after a week of trying to track him down, I nearly gave up a few times. I even made 6 or 7 embarrassing calls to the wrong managers. Eventually we managed to track down the number for Leo's manager and we fired off a very carefully worded email inviting him to dine at our restaurant. As his birthday was coming up, we offered him a pre birthday dinner with his friends. It was worth the persistence as it made front page news on a lot of the entertainment papers. The restaurant was packed for the next 7 or 8 weeks and there was a surge of visitors and enquiries for the following 6 months.

The press on the back of it was staggering, and we received a front page feature in a number of national papers, all for the cost of a dinner. On one occasion we invited Puff Diddy to the restaurant. His manager wrote back saying he would only come to the venue if we met a string of demands, such as magnums of crystal, a number of body guards and even a maybach car with blacked out windows for him and all his friends. Even though Puff Diddy never ended up attending, that story reached the press and it ended up getting more coverage than the celebrities that had dined. The story the papers ran with the next day was headlined 'He's taking the P Diddy' and got everyone intrigued and talking about the venue. We contacted a few other celebrities in the same way after this, each time targeting celebrities and influencers who were in town or having upcoming birthdays. The restaurant quickly become associated as the celebrity and influencer joint it always dreamed of. I realised this was a pretty good strategy, and one we needed to continually pursue.

The problem was overall less than one in 30 invitations would get a response and, in cases, it was taking a week to track down the correct details for the manager or agent. It became so time consuming that we nearly looked at a different strategy, and at one point we stopped doing it which literally killed the venues' revenues. I then started attending loads of showbiz events and spoke to lots of celebrities' agents and managers, and gradually created my own little black book of contacts.

Since setting up The Handbook 15 years ago, I have had the privilege of securing numerous celebrities for high profile events, brands, and services. Every day I witness the sheer transformation of brands through endorsement. One brand in



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particular that used The Handbook witnessed a 20% uplift in sales instantly, following a commercial with a top model. Another clothing line sold out their dress once they used our platform to gift to Kate Middleton.

The cool thing is, it didn't just work for me, it works for all kinds of people. For example, one of our clients, Navid Salliman who runs the marketing for a menswear brand Claudio Lugli, was seeking celebrity support and was struggling to get it. So we suggested using our platform for celebrity and influencer gifting. Using the information on our platform, he created a list of people he wanted to target and sent out a load of their men's shirts. Following this, he had the likes of 'Conor McGregor, Amir Khan, Louis Theroux and Alan Carr and some of the awesome influencers in the world of TV now supporting them'. This is one of many cases, and every day we get emails from users telling us the power of celebrity and how it has transformed things for them.



Juicy Couture is another great example of a brand that grew from nothing. They set up the company with \$200 and grew it into a multi million pound business with the likes of [Madonna](#) and Paris Hilton frequently wearing their products. The owners Gela and Pamela turned it into a multi million pound business, and the growth was largely down to celebrity gifting and sending out personalised gifts. They sent out a personalised hoodie to [Madonna](#) and it went all around the world, so they then sent them to Cameron Diaz with 'Cameron' on, and one to Drew Barrymore with 'Mrs Green' on, as she was married to 'Tom Green' at the time. Any time someone got married the business women sent them personalised tracksuits.

Brands and retailers are turning towards influencers as major marketing channels. Influencers are the golden

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children of marketing strategies right now. Influencers including then 15-year-old Loren Gray (23.9 million Instagram followers), 16-year-old Nia Sioux (5.8 million Instagram followers) and 13-year-old Jacob Martin (309,000 Instagram followers) began raving on their social media platforms about a new clothing collection they designed for Target. Part of Target's children's apparel line Art Class, which is designed for kids by kids, the new fall collection features clothes inspired by six influencers who were involved with the design of the clothes but also played a big role in its marketing strategy. Each of the six influencers used Instagram to tell his or her audience how much they had enjoyed working with Target to create the awesome and very unique designs. The result were staggering, resulting in loads of traction and awareness of the brand. The collaboration is part of a trend that's seen brands revamp their influencer strategies.

Another great example of a brand that successfully grew through [influencer gifting](#) is the watch brand Daniel Wellington, they took what resources they did have (around \$30k) and focused on micro-influencers. They understood way back in 2010, when Instagram was in its infancy as a social media platform, that they were far better off utilising their financial means to reach out to smaller micro-influencers rather than big celebrities. The rationale was simple, the total reach of using multiple micro-influencers was similar to that of one A list celebrity and the asking price but a fraction of their more famous counterparts. Daniel Wellington offered influencers a free watch in exchange for a post on their Instagram accounts. They asked the influencers that they worked with to include their own unique code to offer their followers 15% off, this enabled influencers to offer not only additional value to potential consumers but also allowed them to make money through tracked sales. A win-win on both fronts.

Other examples of brands working with influencers is water brand Fiji who has begun working with Instagram influencers such as Danielle Bernstein of @WeWoreWhat to create sponsored posts about Fiji Water. These promotions help consumers see Fiji in a different light. For most consumable goods, half of brand awareness comes from seeing other people consume it, it becomes more relatable. In this way, Fiji's campaign has helped place their product in front of the eyes of a much more targeted audience.

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Why do celebrities and influencers help sell products?

Well, there are a number of factors involved. Firstly, there is the credibility issue, since customers are more likely to attribute credibility to a company they trust. We feel celebrities would not be endorsing a product that is no good, as they need to protect their name. We feel if it's good enough for them, it's good enough for us.

Secondly we have faith in the names of these people. We are invested in them; we follow them; we talk about them; we watch their every move.

Thirdly, this isn't always a conscious decision, it's often a sub conscious one.

Fourthly, obviously their incredible influence and reach, besides their often enormous following, is a key criterion for a brand as is it enables them to reach a much wider audience thanks to published pictures, tweets, shares and Facebook and Instagram likes.

What is influencer marketing and how does it compare to celebrity endorsement?



Digital influence is the ability to create an effect, change opinions and behaviours, and drive hopefully measurable outcomes online. Digital influence is largely a phenomenon of social networking. The everyday internet user is subject to a barrage of noise and content. Many digital influencers are famous for just being themselves, documenting their lives as normal people. In a sense being famous for not being famous. Or at least this is what it looks like on the surface. Wrong! Nobody is an overnight success, they just weren't famous before. It takes years to create a successful brand and following. Unlike traditional celebrities, they may not have a team of people behind the face that makes it all happen.

So what is the main difference between a digital influencer and celebrity or even celebrity influencers?

Celebrities don't necessarily have to be experts in the type of products they're promoting. You may see pop stars like [Justin Bieber](#) promoting Calvin Klein underwear, or [Selena Gomez](#) promoting Adidas Neo. They aren't fashion designers, and have no involvement in developing those products, but their endorsements still work because they have mass appeal. Millions of fans look up to them and may be willing to try anything they endorse.

However influencer marketing works mainly because the influencer has a certain expertise in the type of products they're promoting. For example beauty vloggers like [Lisa Eldridge](#) will often be seen promoting a new line of beauty products, or fashion bloggers like Aimee Song (Song of Style) promoting a new fashion line. Their endorsements are considered trustworthy and relevant because they're considered experts in their respective niches. Influencers will also often be seen using the products and giving demonstrations

What is influencer marketing and how does it compare to celebrity endorsement?

with them, as Eldridge does in her make up tutorials, but this sort of promotion rarely happens with celebrity endorsement.

Another notable difference between celebrities and influencers is the level of engagement, the influencer engages much more with their audience and followers than a celebrity may. Often when an influencer is promoting a product they engage with their audience in a two way communication process about the product, using comments and responding to questions their followers have asked, this is generally something a celebrity rarely does. However, the celebrity endorsement in general is often far more memorable; we all remember, for example, which celebrities are the faces of certain brands, like when [Jennifer Aniston](#) was the face of L'oreal or [Beyonce](#) as the champion of Pepsi.

Another key difference between celebrities and influencers is that influencers are content creators, but when celebrity endorsements are arranged between brands and marketing agencies, the marketing agency will generally come up with an idea and storyline for promoting the product.



Most influencers are experts in their respective field and participate in creating the promotional content and can even control the message. Brands may give them a few guidelines on what they need from the campaign, leaving the influencer in charge of the voice and tone of the content. However this means the brand often has less power and control than when everything is carefully planned between the brand and the agent, as happens with celebrity endorsements.

It's generally accepted that a digital influencer is someone who is famous purely for their social brand, whereas a celebrity is famous for something more than just being famous. But a

successful influencer can bridge the gap and break the celebrity boundary simply on the merit of the brand they have built. So in many ways digital influencers are now subset within the celebrity bracket.

This muddled divide between digital influencers and celebrities is attracting big brands, who are actively taking advantage of it. This is clear in areas such as product placement, digital influencers were among the top brand endorsers of 2016, and the numbers are rising. Brands are branching out beyond traditional celebrities.

What is influencer marketing and how does it compare to celebrity endorsement?



Digital influencers are a force for building meaningful relationships with consumers, especially a younger demographic. However choosing the correct brand ambassador is a calculated process, individuals are analysed and scrutinised as to why they would make the most relevant, and lucrative, ambassador. They must be a perfect fit for a particular brand and if not then brands risk ruining their reputation.

Brands need to consider if a potential ambassador is likely to actually appreciate the product, the endorsement will be ten times more effective if the influencer personally supports the product. People aren't stupid and can usually tell when someone is just being paid to say something or is genuinely excited about what they are promoting. The happier an influencer is to represent the product or brand the more successful the endorsement will be. Don't ask Connor Macgregor to endorse your new Jojoba and Honeysuckle anti-aging eye cream. He won't care about it, and nor will his followers.

It's important to note, too, that it's not just who the influencer or celebrity is, but who their followers are that will guarantee the success of an effective campaign. Here influencers have the advantage of familiarity, as their audience tends to connect on a personal level, while celebrities trade on their iconic status. Either way, according to recent research in the US, influencer campaigns earn, on average, \$6.85 for every dollar invested.

What is influencer marketing and how does it compare to celebrity endorsement?

Here's our list of the top ten celebrities and social influencers right now. With this data you can clearly see that the more followers an individual has on Instagram the more they can charge for a sponsored post:

1. [Cristiano Ronaldo](#) – 561 million followers – \$975,000 per post
2. [Selena Gomez](#) – 399 million followers – \$950,000 per post
3. [Kylie Jenner](#) – 381 million followers – \$950,000 per post
4. [Kim Kardashian](#) – 348 million followers – \$900,000 per post
5. [Kendall Jenner](#) – 279 million followers – \$370,000 per post
6. [Huda Kattan](#) – 52.3 million followers – \$40,000 per post
7. [Cameron Dallas](#) – 25.5 million followers – \$18,000 per post
8. [Jen Selter](#) – 11.3 million followers – \$15,000 per post
9. [Zoella](#) – 9.2 million followers – \$14,000 per post
10. [Nash Grier](#) – 13.2 million followers – \$13,000 per post



What is influencer marketing and how does it compare to celebrity endorsement?

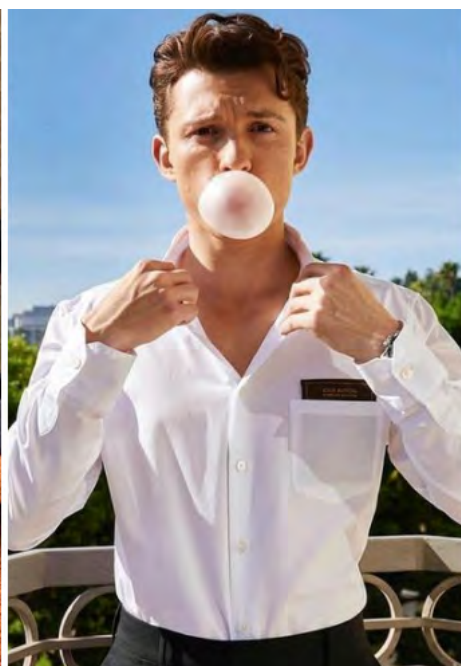
Although other influencers worth knowing include:

[Zach King](#), [Jake Paul](#), [Jay Alvarez](#), [Michelle Lewin](#), [Kayla Itsines](#), [Murad Osmann](#), [Emily Skye](#), [Julie Sarinana](#), [Joe Wicks](#)

But if you're feeling overwhelmed, don't worry. You don't need huge budgets to get a celebrity or digital influencer to support and endorse your product. Getting a celebrity on your side can cost as little as 15 minutes of your time sending a carefully worded email to the right contact. My platform provides email template examples for emails that sell and get you the response you're after. We also numerous guides, tips and webinars on getting celebrities and influencers working with you .

It is important to build a relationship with the celebrity, and like any successful relationship, you must woo your amour to score. An affordable way of getting celebrities and influencers to endorse your brand and promote your products is gifting. With our directory, you can bypass the complicated avenues that cost you time and money and get straight through to the agents and individuals that can make things happen. When something is personalised it's unique, and often means far more to the celebrity or influencer, if you can create a connection or emote feelings and a positive vibe between your product and your celebrity they are far more likely to promote your product or service.

As ever, first impressions count, so take the time to understand the person you're approaching, the manner in which you communicate with them will set the tone for the business partnership. Honesty matters when discussing what you are offering and what you expect in return, though do not immediately go on the attack but rather try and create a long-lasting, mutually beneficial partnership.



Top tips for contacting celebrities and influencers

As you all know, brands and services are aware of the sheer power of celebrity endorsement and are scurrying to associate themselves with the right names, quite simply because it works. It allows brands to charge a premium price or significantly higher prices for their product, through celebrity and influencer association as it creates a buzz around the product or service. Restaurants and venues work in exactly the same way. Sexy Fish for example had a string of celebrities at its launch, such as Rita Ora, Matthew Williamson and Kate Moss, and the restaurant has been highly sought after ever since.

Luckily there are celebrities and influencers that fit in with every budget and pretty much any purpose. If you're not linking your business to celebrities and influencers, you're ignoring the most significant trend in marketing, advertising and social media of all time.

How to find the perfect celebrity or influencer for your brand or service

Which celebrities and influencers do you want to work with? First thing is first, put together a list of talent that you think will add value to your brand or service and also more importantly be a great fit! This seems so obvious but so many people don't give this enough thought.

Choose celebrities and influencers that best suit what you need. Do they share the same values and interests? Would they be suitable in regards to the audience you are targeting? Do they avoid the spotlight? Do they have a personal connection to your cause? What appeals to you personally should play very little part in your decision making.

All of these points should play a part in which celebrity you select. The Handbook has a really useful search facility so you can search celebrities by category such as BAFTA winners, reality TV stars etc. You can also search by digital influence, social following and popularity on The Handbook site itself. Email or ring the correct representative with a clear, concise and well thought-out case, stating how you would like the celebrity to get involved with your offering.



Top tips for contacting celebrities and influencers



If you are looking to book a celebrity for a personal appearance or an event, state the budget that you have and the dates that you would like the celebrity to attend. Many representatives absolutely will not approach their clients about a project unless it is definite, with solid dates and times. Please don't be vague these people are so busy.

Gifting, it's all about the customized gift

With the rise of social media, brands can get their products in front of celebrities and influencers through gifting, producing a great response at little expense. Gifting products in exchange for mentions digitally, whether that be an Instagram post or a mention on Facebook, is a hugely popular way for influencers and brands to collaborate. Take photo printing app Lalalab; they generated 4,500 social posts and reached 70 million people in just one year. How? Because they gifted their products to influencers.

We wanted to make influencer marketing SUPER simple, and for users to be able to reach influencers SUPER easily, therefore we have created an incredible tool which allows brands to email out to thousands of celebrities and influencers in seconds. Here's how it works:

1. You write an email campaign, this is an email about your product and why the celebrity or influencer will love it
2. You select a group to target e.g. beauty influencers (our platform provides all of the contacts for this group and you can refine within a group like beauty influencers that live in London who have 50k-500k followers)
3. You hit send and it reaches all of these influencers. Yes, you get to reach thousands of influencers in seconds, what's clever is our platform inserts the influencer name, and allows you to insert the brand name, so each email appears personalised.
4. You can also create your own lists and then email all the contacts on them
5. You get responses directly from the influencers and can choose who you work with

You can also search by audience insight and get a detailed breakdown by category for [celebrities and influencers audience](#), this is key as if you want to work with a particular celebrity or influencer you need to know that their audience is relevant to you. In simple terms if you are a travel company you need to see what percentage of your celebrity or influencers audience is interested in travel.

Here's where it all [happens](#).

If you want to get great response rates then here are few things to help you on your way:

1) Check their social media feeds and get to know the celebrity and influencer

Get to know the celebrity or influencer that you are



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interested in gifting to, that way you can send the right products that they will love and will be relevant to them. As well as what they like, look at what their problems are and how your brand can solve them. When Estée Lauder first started out she gifted celebrities – the company is now worth billions, with [Kendall Jenner](#) the current face of it. Other smaller brands, such as Rodial, gifted to [Kylie Jenner](#) and she then Instagrammed the product to her millions of followers, and sales went through the roof, from just the cost of one product. Click here to view her recent [campaigns](#).

We've just launched a really [unique tool](#) where you can compare the social following of different celebrities, in the form of growth charts, so you can see which celebrities have risen the most that week in terms of following. You can also compare celebrities in terms of social rank and brand influence.

Influencers now represent new opportunities for brands to reach consumers through channels that they trust. The attitudes of consumers have changed. However, the celebrity pull is also still strong and represents some of the most memorable campaigns and adverts. I believe both areas need to be explored, there is no set rule as to which is more effective, as they both do different things and will create different results amongst different businesses. The key is in identifying the correct ambassadors and endorsers for your business.

2) Look at their social media following

Our platform allows you to compare the social following of different celebrities, in the form of growth charts, so you can see which celebrities have risen the most that week in terms of following. You can also compare celebrities in terms of social rank and brand influence. In the case of Daniel Price and Jonny Sitton, whose business [My1stYears.com](#) specialises in gift hampers for babies, this means those influencers who have recently had children. They chose to approach [Dannii Minogue](#), to whom they sent a hamper after the birth of her son Ethan. The e-commerce site has since secured £5 million by growing its celebrity clientele, with the likes of Dannii, [Binky Felstead](#) and [Elton John](#).



Daniel and Jonny's business was itself in extreme infancy. Dannii loved the product and endorsed the brand. 'Dannii Minogue was great', says Daniel, 'She loved the gift, talked about it, even uploading photos'. After sending a hamper to [Beyoncé](#) and [Jay Z](#) after the birth of their baby girl, Blue Ivy, Jonny and Daniel were invited onto The Alan Titchmarsh Show to discuss their products – PR that money just couldn't buy.

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In terms of endorsement, the products impressed Elton John when their hamper full of personalised goodies was chosen to be gifted to him and his partner [David Furnish](#) by Heart FM, when their son Zachary arrived. The contents included a teddy bear embroidered with 'Tiny Dancer'. Elton's subsequent enthusiastic reaction to the hamper was captured and has proved especially valuable to the company. As always, make sure you approach the right celebrity or influencer on social media – the worst thing you can do is to try and link with celebrities just because of who they are, and try to get a celebrity that is totally inappropriate for your brand. Endorsement can also be gained via social media. Many celebrities and influencers will tweet about a product or service to their followers – for a price. While this is still likely to cost thousands of pounds, it is more affordable than a traditional advertising campaign.

3) Ask for something small

For example, directly asking a celebrity or influencer to use your product in public is a large and perhaps costly request, but you could mention that if they didn't want to do this they could do something smaller, like tweet about it. Gifting to influencers allows brands to provide what consumers crave which is authenticity and trust. If you can get them to comply with this small request, they may be more likely to follow up a larger request at a later date.

4) Gift celebrities and influencers via mail

Start-up fashion watch company RumbaTime mass mailed their watches to style-conscious celebs and influencers, making them \$1 million in sales in their first year. Celebrities like [Snoop Dogg](#) and [Jaime Pressly](#) were snapped in the brightly coloured wrist candy.

5) Consider targeting micro-influencers

You don't have to aim for the influencers with the most followers. Micro-influencers can be people with between 5k and 100k followers, and they tend to accept free products over payments. Another advantage is that they're more likely to engage with loyal audiences as opposed to the audiences that huge celebrities with millions of followers might have. Whilst reach is great, it's actually the engagement that is often the most relevant.

What is a macro influencer vs micro influencer

In simple terms, a macro influencer has a large global following, whilst a micro influencer holds a smaller,



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often local following. Normally a micro influencer is anyone who has between 10,000 and 500,000 followers on their social media channels, and a macro influencer is anyone with figures greater than these.

However, the key thing to consider is not the numbers but the level of engagement. Micro-influencers can be found in almost any sector, [our platform](#) categorises these influencers into focused groups, such as beauty, fashion, health etc.

How can micro influencers help brands? Micro influencers spend all of their time building up their following and not necessarily much time monetising on that following, therefore not only do they generally put in a lot of work to ensure they offer the brands as much value as possible but they also have a highly engaged audience who trust them and are not used to being constantly sold to by them. Often the larger the following is the lower the engagement rate is, therefore brands can benefit from hiring a group of micro influencers, or a combination of micro-influencers and celebrities to raise the ROI of a campaign.



6) Make sure your letter or package stands out

It must look professional. Perception is everything – send it with a little gift if needs be. Also, express delivery makes it look like you really wanted to get your product to them. Be direct and brief in your approach.

7) Find out when a celebrity or influencer's birthday is

I urge you to try it and I'm confident you will have success. We also list all celebrity birthdays on [The Handbook](#), so try timing in gifts around this, and see the results for yourself. Send a nice personalised card with the gift, and follow up too, to see if they liked it. Small details go a long way.

8) Send photos of other celebrities and influencers using the product

If this isn't possible, include a professional photo of yourself as this helps build rapport. It's a small step that could make a big difference. Including this, 'social proof' is one way to distinguish your request from similar ones the influencer might receive.

Gifting, it's all about the customized gift



Whilst you're waiting for one celebrity or influencer to get back to you, contact others. The more celebrities and influencers you write to, the better your chance of an outcome. If you have not heard back, you can always follow up. Additionally, the more tweets or direct messages you send, the more likely you are to get noticed. Persevere, but don't be annoying.

9) Customise your product for a celebrity or influencer

Celebrities and influencers are more likely to wear a product if it is customised – it may take longer but you will reap the rewards. For example, ClaireaBella gifted bags to [Charlotte Crosby](#) from Geordie Shore and Binky from Made in Chelsea.

Then there's Burberry; the renowned company credited 8% rise in sales to £895 customised ponchos loved by A-list celebrities. They sold out of their ponchos from the autumn/winter 2015 collection, after celebrities including [Alexa Chung](#), [Sarah Jessica Parker](#) and [Sienna Miller](#), (and many more), were seen wearing them.

10) Create a niche product

Some of you may feel you're a real expert in skin products or dating or weight loss. But the money is not in the submarket. To make your product stand out and get noticed you might want to consider choosing a niche. What can you offer people that is special and different? The goal is to carve out a unique spot. People often jump into an existing niche, and if they are the fifth or sixth person in that niche then the waters are already muddy. I suggest you choose your own new niche product. Carve out your new spot and offer them something really different that no one else is likely to have given them or spoken to them about.

Gifting, it's all about the customized gift



11) Give people a NEW opportunity

When you look at every successful leader out there, they offer their followers new ways and new opportunities, if you are selling anything don't sell improved offers they are harder to sell, instead, sell new opportunities because people will get excited about them. Improvement offers are associated with pain, someone may have tried weight loss, or internet dating before, it didn't work, so an improvement offer is associated with that same pain and difficulty, it reminds them of previous bad decisions, whereas new opportunity is a new discovery something that will be more likely shared, and as it's new there is more chance people will share it, as they will believe it gives them an increase in status.

12) Create belief and sell the transformation

Everything comes down to one thing- belief. Belief creates the customer, belief creates the results. To be successful in business you must persuade people to believe in what you are doing, and a great way to do this is through the art of honesty and storytelling, don't be afraid to share with your audience. You don't have to be perfect, be real and they will identify with you and want you to succeed. I always tell my sales team don't sell people the features, sell the transformation. For example, if you own a clothing brand and are selling a pair of leggings don't talk about the colour, the fabric or the texture, talk about how this product will transform your butt like nothing has ever done before!

Gifting, it's all about the customized gift

13) Find your niche and market yourself differently

Don't gift the same products that everyone is likely to be gifting or go after the same market as everyone else, and don't market in the same way as everyone else, if you do this you'll only ever get marginal competitive advantage if you are better than them. Find your niche e.g. if your area of expertise is nutrition don't just be another nutritionist but hone in on an area that you may specialise in, for example nutrition for fertility or create a nutrition plan for those with skin problems. Then become the number one expert in your field at this and think outside of the box, market your business differently, don't be the same.

14) Approach a celebrity or influencer in person

This can be a tricky one and may sound scary- the last thing you want is to be taken away by security! So, be respectful and know your boundaries! Just being photographed with a celebrity or influencer can do wonders for your reputation even if it's not directly related to the product. Find out where [celebrities and influencers](#) will be appearing, for example club nights, book signings or charity events. It is possible to find out where celebrities and influencers may be from The Handbook 'What's On' page, [here](#). Alternatively, invite the celebrity to stop by your operation and pick out clothes they like for example. Whilst this might be tricky to do, if they do end up coming you can use this method to yield a long-term business relationship with the celebrity or influencer.

15) Product placement at gifting suites or product placement at high profile events

These gifting suites are often organised by PR or gifting companies and you will have a 'booth' at the event or place your products in attendee gift bags. These often require hefty fees (thousands of pounds) to participate and anyone who walks into the gifting suite can pick up a free sample of your product. This means you can often get a photo of a celebrity or an influencer holding or using your product, but the disadvantage is that you don't have control over who that is. The advantage is that the celebrity is "working", so they'll be in a mood to interact with others, so you'll be more likely to receive results when approaching them than if they were dropping the kids off at school, say.

While celebrity gifting can be great for PR, not all products are suited for this. In order for your efforts to pay off, here are the types of products that work:



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- ▶ Apparel (clothing, jewellery, etc.) that the celebrity can be photographed wearing
- ▶ Beauty Products
- ▶ Handbags
- ▶ Footwear
- ▶ Perfumes
- ▶ High End Liqueurs
- ▶ National chains dealing in spas, massage, manicures and beauty treatments
- ▶ Children's items, like toys and clothes
- ▶ Baby products, like strollers and carrier



In honour of the [Golden Globe Awards](#) on 8th January, BGK and The Secret Room Events held their annual gift lounges in honour of the nominees and presenters. Accessories included watches by Jiusko USA, sunglasses by Drew Barrymore's Flower Eyewear and vegan shoes by Guilty Soles. LifeCell Skin Care handed out their anti-ageing products while Barbar Hair tools debuted its new mini cordless at-iron that comes with a USB port for easy, on-the-go charging. Tweezerman International presented guests with his and her gift sets including slant tweezers, eyelash curlers, shaving brushes and nail clippers. [Celebs and influencers](#) could also get their brows shaped on the spot.

Additionally, get your product into goody bags, such as [The Glamour Woman of the Year Awards](#). More often than not, if you provide products, you get

invitations to attend the event. You can view all high-profile [events in our diary](#). Celebrities are treated to gifting suites and swag on a regular basis. During Oscars week for example they have events such as the Red Carpet Gift Lounge, Jewellery Suite, Pre-Oscar Gifting Suite and more. Whilst getting your product into the Oscars goody bag is probably the end goal when it comes to advertising your product, getting your gift into goody bags at celebrity-attended events is a recommended way forward. The celebrities can then snap photos holding your products and you can post them to your social media, or ask if they will.

What's the cost and lead time?

To get your product at a gift suite or event there's a range in cost, anywhere from £500-£3000 per each gift bag item or basket. If you want to appear inside the gift suites where you can have a booth display and a

Gifting, it's all about the customized gift

representative on hand to interact with the celebrities the cost can run anywhere from £5,000 and up. The cost of main sponsorship is considerably higher at around £50,000 and up.

When is the best time to get in touch with vendors?

If you're interested in say the Academy Awards, then March is a good time to start getting in touch with vendors. The Golden Globes takes place in January, and most of these spots are sold out by the Summer time.

Why is it worth getting my product in gift bags?

Having your items selected can really boost business in the following ways:

- ▶ *The chance of a high-profile celebrity or influencer being photographed using or wearing the product*
- ▶ *Have celebrities becoming future customers*
- ▶ *Posting on social media relating to your product at the event*
- ▶ *Mentions in media releases*
- ▶ *Mentions in the press that your product was selected to be in the gift bag*
- ▶ *Opportunity for celebrity spokesman or endorsement and to engage the celebrity with our products you may have e.g. you could include a note with your product such as 'We would love to introduce you to the other lines in our collection, please do drop me an email and we would love to send you some more products.'*

What sort of events work?

There are loads of different events that would work, [our events section](#) has a ton of great awards, all which generally have gifting. Key events include [BAFTAS](#), [Emmy awards](#), [Grammy awards](#), [Actors Guild Awards](#), [Toronto Film Festival](#) and [the Oscars](#). Don't do just one event and then give up if you don't get the exposure you want. The better the product and the more suited it is to the event the greater the chance that you will get the response you are after.

What sort of products work in goodie bags?

If you want to get free PR, then your product should have a novelty factor that piques press interest, for example the Vampire Breast Lift® cream in the



Gifting, it's all about the customized gift

bags of Oscar attendees is a case in point. Admittedly, it's dive cult to come up with a bizarre plastic surgery procedure at home. However, you can always take a common household object and sell it at a 2,000% mark-up. This year's goodie bag also included a roll of \$275 luxury loo paper. Past Grammy gift bags for example have contained products and experiences such as A set of silk faux mink lashes from Inception of Beauty, Private mixology class from [Liquor Lab](#) in New York City, Old Spice Red grooming products, Color changing lipstick from [Blush & Whimsy](#), Pinhole gum rejuvenation treatment by Dr. John Chao and a ton more.



17) Consider gifting your products to celebrity assistants

Sometimes taking the indirect route can work – contact the celebrity's assistant. It's the assistant who is likely to write back via email etc – these people are the gate keepers and the celebrity communicates with them every day. Some celebrities even end up in personal relationships with their assistant, for example, [Kristen Stewart](#) and her assistant Alicia Cargile.

Grab their attention; this is usually the rest thing the celebrity and agent will read. It's important to get them interested and get them out of their current environment or activity. For example:

Hi Sarah,

I am Elly Stancliffe, founder of The Handbook and I want to officially welcome you to my world. About 10 years ago, I started my first online business and this hobby became my obsession and business.

Relate it to them early on

Who/position: Who are you? Introduce yourself very briefly. Show/tell why they should they listen to you.

What: What do you have? Introduce your product or offer briefly. It's important not to just go on about the opportunity; show how you deliver value.

Why: Why do you need it? Explain the benefits of your offer and ideally relate it to them.

I read your great interview in xxx on xxx and I've got a question for you

I've got this great face cream that's going to really radiate your skin

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I read your interview in [xxx] magazine, where you said you have dry skin, or you don't wear make-up. If you're struggling with 'dry skin' then I would love you to try this because I think it will help.

18. Ask for something small – If you like it let me know and I would love to keep sending you more.

The process is about sending a great product that's going to add great value to someone. So instead of screaming for attention, you attract attention by giving value before there is a hint of asking for anything in return. Life gives to the givers and takes from the takers. Giving something is a whole lot easier than trying to pay for promotion, throughout this entire sequence you're layering in all the mental triggers. Since you're sending a free gift, you will hit the reciprocity trigger and by showing your knowledge of the topic and your position, therefore, you hit the authority trigger. The more you reach out to them, the trust will become stronger between you and that person resulting in more feedback and hopefully their thank you's will help build a community and endorsement.

Instagram remains the preferred platform that influencers will use to mention products . Recent WFA studies showed that all 34 multinational marketers in its study used Instagram for influencer marketing. Facebook followed at 85%, then youtube 67% , followed by snapchat and twitter at 44% and 33% . Predictions for 2020 are that Instagram will remain the preferred platform, but TikTok will also start to take some of their market share.

19) Offer the celebrity or influencer a discount with your product

Influencers won't want to market your products to their audience if they're really expensive, and they will also want your audience to feel that they've got a great deal through following them, therefore as well as gifting to them, offer a discount to their members when they mention the product , thus making the offer as appealing to the audience as possible. Not only will the influencer get a better response from the post but you'll generate a lot more potential customers

20) Run a competition

Whilst sending a gift , you could also consider running a competition, we run competitions the whole time on The Handbook and they are always seriously popular, you can use this exact



Gifting, it's all about the customized gift



same principle, get in touch with influencers and offer a giveaway of your product to their followers, and then get them to announce the winner to their followers, not only do competitions create great hype, but it's an amazing way of getting influencers to align themselves with your brand, get your product seen by their followers, and reach loads of people for nominal output, hopefully you will also reach loads of new customers, who haven't won the product, but you know they are interested in the product, and so you could follow up with an offer to them. We do this on The Handbook and it works amazingly well.

It's an automatic win for all:

- ▶ The influencer gets to please his/her audience by giving away something for free
- ▶ You get seen by the influencer's audience
- ▶ Your product or brand gets the awareness it deserves without having to pay big collaboration fees

Once all the gifts have been sent out and the celebrities and influencers you are targeting have posted, keep that relationship going, and they are more likely to mention you again, thank them for posting

same principle, get in touch with influencers and offer a giveaway of your product to their followers, and then get them to announce the winner to their followers, not only do competitions create great hype, but it's an amazing way of getting influencers to align themselves with your brand, get your product seen by their followers, and reach loads of people for nominal output, hopefully you will also reach loads of new customers, who haven't won the product, but you know they are interested in the product, and so you could follow up with an offer to them. We do this on The Handbook and it works amazingly well.

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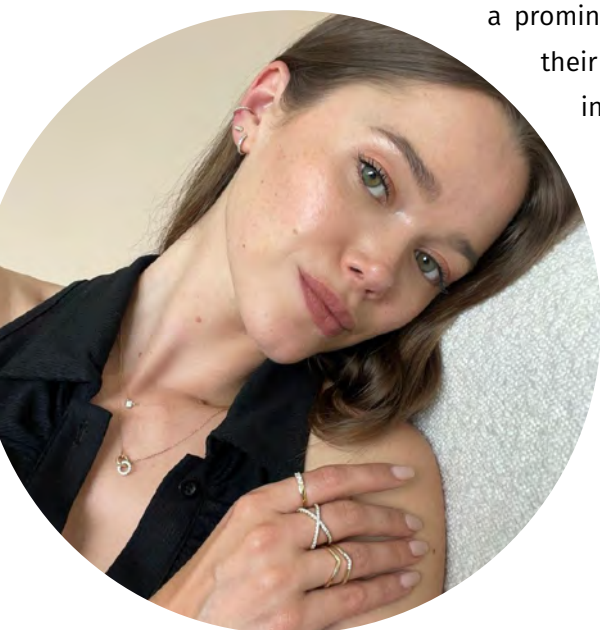
Once all the gifts have been sent out and the celebrities and influencers you are targeting have posted, keep that relationship going, and they are more likely to mention you again, thank them for posting the piece, and consider sending something else, or when you have a new product tell them about it, which will make them want to continue working with you past a one-off campaign. Bare in mind, as your business and your brand grows, so will the micro-influencers that you've been reaching out to.

21. Make your product relevant to the current climate

Since the outbreak of COVID-19 and the governmental lockdown enforcements, we've seen a huge rise in social media usage, with [reports showing at least a 20 percent increase](#) in app and mobile usage, and this has of course increased the interactivity and engagement on social posts.

With the nation primarily working from home and staying indoors to align with social distancing regulations, the increase in social media activity is hardly surprising. Social media has always been a prominent tool for businesses and brands to market themselves and get their products seen but this increase in usage has also seen a huge rise in influencer engagement too. While we're all stuck at home, we've seen influencers having to pivot their content to coincide with current climate and engagement has skyrocketed. Using social media and influencers huge social following can help you to draw traction to your brand. Send influencers something relevant to lockdown or that their readers may enjoy which is relevant to new restrictions.

Grow your business today via Influencer gifting! [click here.](#)



How to write emails and letters that sell

Grab their attention; this is usually the first thing the celebrity and agent will read. It's important to get them interested and get them out of their current environment or activity. For example:

Hi Sarah,

I am Elly Stancliffe, founder of The Handbook and I want to officially welcome you to my world. About 10 years ago, I started my first online business and this hobby became my obsession and business.

Relate it to them early on

I read your great interview in xxx on xxx and I've got a question for you

Who/position: Who are you? Introduce yourself very briefly. Show/tell why they should listen to you.

What: What do you have? Introduce your product or offer briefly. It's important not to just go on about the opportunity; show how you deliver value.

I've got this great face cream that's going to really radiate your skin

Why: Why do you need it? Explain the benefits of your offer and ideally relate it to them.

I read your interview in [xxx] magazine, where you said you have dry skin, or you don't wear make-up. If you're struggling with 'dry skin' then I would love you to try this because I think it will help.

I read your interview in xxx magazine, where you said you have dry skin, or you don't wear make-up, If you're struggling with 'dry skin' then I would love you to try this because it will help ...

How to write emails and letters that sell



Call to action: Ask for something small – If you like it let me know and I would love to keep sending you more.

The process is about sending a great product that's going to add great value to someone. So instead of screaming for attention, you attract attention by giving value before there is a hint of asking for anything in return. Life gives to the givers and takes from the takers. Giving something as a whole is a lot easier than trying to pay for promotion, throughout this entire sequence you're layering in all the mental triggers. Since you're sending a free gift, you will hit the reciprocity trigger and by showing your knowledge of the topic and your position,

therefore you hit the authority trigger. The more you reach out to them, the trust will become stronger between you and that person resulting in more feedback and hopefully their thank you's will help build a community and endorsement.

Consider Company Equity Share

If you're just starting out and have very limited funds at the moment but really need a high level of celebrity or influencer endorsement to elevate your brand to the next level, another option to consider is giving the celebrity an equity stake in your company. This option really only works when the conditions are absolutely right; for example, you need to be sure that the celebrity is committed to maintaining their support of your brand over the long haul and won't just stop pushing your product after a while.

You also have to be confident that the celebrity you're asking to endorse your product has staying power. The last thing you want to do is give equity to a celebrity who will fade from the public eye in less than a year but will continue to take a cut of your company's profits long after their value as an endorser is gone. If all the conditions line up perfectly and you have tried gifting without success, equity can be a great way to secure a long-term celebrity endorsement, but you need to be absolutely certain that the deal works for both parties in the long-term before offering it.

How to write emails and letters that sell

Consider Revenue Share

If you've tried some of the other suggestions and perhaps have not had much luck, or if you want to guarantee high levels of celebrity endorsement, then consider revenue sharing. This is a great way to secure a celebrity endorsement without putting down more money up-front than you can comfortably afford to spend. Revenue sharing simply involved partnering with a celebrity or influencer who will represent your brand in the public eye; in return, the celebrity or influencer will receive a percentage of your sales. Unlike equity, however, the celebrity or influencer does not have an ownership stake in your company.

If you target up and coming celebrities and influencers, you will likely be able to offer far less share in your business. However celebrities and influencers will still only work with products they like and many will still often want some sort of up-front payment for their work. But if you have enough money to cover that up-front fee, revenue sharing can be a good (and creative) way to secure a celebrity endorsement with limited upfront cost to you.

Giving the Celebrity or Influencer Merchandise/Gifting

If none of these options appear feasible because, for example, you've invested all of your money into your business, you don't have enough money to cover a one-off payment, you don't want to give up any equity in your company, or the celebrity won't agree to any revenue sharing deal without an up-front fee (which you can't afford), luckily, you can always turn to the one thing you have plenty of: your product.

Offering free merchandise is a great way to get your brand's name out there without incurring costs you can't afford.

We've talked a lot about gifting, many clothing companies will send free merchandise to celebrities and influencers in the hopes that they will be photographed wearing the clothes; if the brand is really lucky, the celebrity will be so happy with the new clothes that they'll post about them on social media for free. For example, Juicy Couture believes their exponential growth is all down to celebrity gifting. Juicy Couture knew Cameron Diaz loved the colour blue so they sent her all of their new pieces in blue which she was frequently spotted out and about in.

How to get a celebrity attending your event

If you are looking to raise the profile of your event and to generate press, then you may want to consider reaching out to various celebrities and invite them to attend your event. Although they are often accused of just trying to boost their profile, we are in a celebrity-obsessed culture and getting someone famous to attend your event can do wonders for your brand or charity. Jane Cooper of Unicef UK said, 'Celebrities have a unique ability to reach millions of people, many of whom may not be interested in an event otherwise'. Here are some of the most important things to remember when trying to get a celebrity to attend your event.

Work out your budget

Money talks. The budget is one of the most important aspects after finding the right celebrity. If it is a charity event, celebrities may do it for free as it might be something dear to their heart. Bear in mind they will still be loaded with requests so don't be offended if they turn you down. Prices can range anywhere from £500 for a reality TV star to £500,000 for a private Justin Timberlake concert. If you have a little extra in your budget consider adding in extras. These can just be small things like flowers, sweet treats or beauty products.



Ask for something small

If you've tried asking for the bigger things and are not getting anywhere, approach those celebrities again and ask for something else. Asking a celebrity to attend an event, even if it is a non-profit charity event, may be a large request for them. But you could mention that if they didn't want to attend they could do something smaller – like tweet about it.

Find out if your celebrity supports your charity

If a celebrity supports your charity or cause, they are more likely to attend because they have already demonstrated that they care about

How to get a celebrity attending your event

it. For example, Angelina Jolie often attends events for Great Ormond Street Hospital or for charities relating to children in general. For a list of full celebrities and the charities they work with, [click here](#).

Book a car for the celebrity or influencer



This truly is one the best tips in this book, hence I am mentioning it for a second time - but it really does work. If you don't have the budget to pay for a celebrity to attend an event, send them a smart invitation with a follow up call and book them a car; if you book a car for a celebrity, not only are they more likely to attend as it's all made easy for them, and they feel important, but you can also have control of the time they are arriving and they are far more likely to show up.

Have a velvet rope

If you've ever been to a popular nightclub or club with a velvet rope, you'll know the feeling of exclusivity when the bouncer opens the rope to you. This allows places to charge higher prices, and once people get through the rope they spend more money. It also attracts a much higher level of clientele. We all remember Studio 54 during its heyday, one man died trying to sneak in through the vent.

Have your own photographer

Make sure you have your own photographer so you have control of the pictures yourself and get them to send over the pictures as soon as possible so you can send them to the press, and control them as you like.

Perfect planning

Celebrity agents are very busy people and will not approach their clients about a potential booking unless there is a good chance it will go ahead, therefore make sure you have an idea of dates, timings and budget. Without this, you will put the agent off getting the celebrity involved with your event from the beginning. If you have chosen someone who is not free to attend your event, ask the celebrity agent or manager if they are able to make alternative suggestions. There may be other celebrities they have on their books looking to raise their profiles that are available and keen to attend your event free of charge. If you can present them with a list of tangible reasons why they should attend and how they can benefit, such as:

How to get a celebrity attending your event

- a) The charity element and helping a great cause
- b) There will be press there and the celebrity is looking to raise their profile
- c) You can promote the celebrity on your website or through your brand.



How to get a celebrity supporting your charity

The majority of celebrities consider charity work to be essential to their personal brand. Commentators have gone as far as to suggest that they are in it for purely selfish interests. The press coverage Angelina Jolie receives for visiting third world countries is extremely beneficial to her profile. That's not to say charities don't reap the rewards either – financially and otherwise. Numerous charities manage to generate huge publicity and much needed funds through the support of celebrity involvement, often taking the charity to a whole new level and providing support that they would otherwise not have benefited from.



Carefully choose the celebrity or influencer for your charity

As with choosing the right celebrity or influencer for your brand, choosing the right one for your charity is equally important. Choosing the wrong celebrity or influencer can be very detrimental. Choose someone that is likely to have a personal interest in supporting your charity and also reflects the charities values. For a full roster of celebrities and influencers that could support your charity, [click here](#).

There are also a number of different types of celebrities and influencers, so reach out to a range of people, from A-listers to hometown heroes. Often, a lot of people and charities will attempt to pitch to the obvious celebrities who are heavily involved with charities such as Angelina Jolie, Adele, Leonardo DiCaprio or Lady Gaga. You'll most probably find that you will have more luck with celebrities that are less obvious and perhaps even up and coming, as they will have been less approached. They may also be more available to

How to get a celebrity supporting your charity

help out and deal with an enquiry, plus it will give them benefits in the long-term of raising their profile. Therefore, try a range of different celebrities of different talents, interests, looks and levels of fame. Never discount any celebrity that is trying to help you and could add value.

Engage with celebrities on social media as well as via our platform

Don't be afraid to engage with your chosen celebrity on social media. The manager or agent may not have the same interests as the celebrity and so may be less likely to pass on the information. Try and find someone with whom you have shared interests and tag them in the message. This can work particularly well for reality show stars such as Made in Chelsea's Ollie Locke.

Keep your options open!

Make a list of three or four celebrities that you would like to consider, in case your first option isn't available. Additionally, don't be afraid to make a backup – especially if you are a small charity. Celebrities get invited everywhere and may pull out at any moment. Take it far... but not too far! You don't want to double book anyone.



Correct research is key

This is certainly a tip which seems really obvious, but you would be surprised how many people don't follow it. 'Do Your Research' means think very carefully about the celebrity you wish to get involved and whether they are actually likely to support your cause. For example, if you have a charity that supports malaria, look out for any celebrities travelling to Africa that you could approach about issues that they may encounter.

One of the most effective ways to get in touch with celebrities is to either ring their agent, publicist or manager or to email them. When doing this you need to have a clear idea of the goals of your charity; why should this specific celebrity support your charity and why they are a suitable ambassador? If you get a negative response from their representative, then you could always ask them if they have another specific celebrity in their books that maybe interested in supporting your charity.

Tips for effective celebrity social media endorsement

We all took a collective gasp when Kylie Jenner astonishingly achieved over half a million Instagram likes on a sponsored post, in which she was advertising a diet product. She has gone on to achieve this feat several times, truly showing the power of celebrities and influencers endorsing your brand on their personal social media. However, dealing with celebs and influencers in this way can be a minefield and it's important to know what you're doing.

Get your facts right

Coming across a picture of a celebrity or influencer using your product might result in pound signs lighting up your eyes, but you have to be cautious. This is not necessarily a free endorsement and using these photos without approval from the star's team can be problematic. This is because reposting the images could lead to copyright infringement and suggesting that a celebrity or influencer is actively endorsing your product when they are not can lead to a hefty law suit! If you really want to highlight that someone has used your product, it is best to post a link to the original source and be certain that you are not suggesting that their use of the product is part of a paid deal.

Make the most of unofficial endorsements

On the other side of things, a random seal of approval for your brand from a celebrity or influencer is a great way to get your name out there for free! It is wise to monitor social media for any celebrity interactions with your brand and engage with them (for example, if they've tweeted how much they love your moisturiser, retweet it and reply to them!). Again, just make sure that you're not exploiting the celebrity or influencer's participation or implying that this was a paid interaction.

You might be asked to remove content

If you are posting about celebrities or influencers on social media, you may occasionally receive requests from them or their team to remove this content. In general, it is best to listen to these requests and remove the tweet or photo, as this means there is no way things can get ugly (or even end up in court!). Plus, they'll see that you are an accommodating brand and this might open the door to a partnership in the future.

Remember, people are watching

It is important to remember that no matter how big or small your brand may be, it is likely that the people you're writing about are watching you. Several celebrity teams include staff whose job is to monitor internet coverage about them and with handy features, such as Google alerts - this is easier now than ever. Even if you're just sending a single tweet about a celeb or influencer, remember that they could see it. Ideally, you should seek

Tips for effective celebrity social media endorsement

permission – get in contact with their team and check that your planned content isn't libellous. It's better to be safe than sorry!

Analyse the level of commitment

Make sure to name the specific expectations you have for a celebrity or influencer endorsement in the contract. Analyse the commitments that the celebrity or influencer already has before sealing the deal, as you don't want a celeb that is stretched too thin. Otherwise, they are most likely to do the bare minimum and be less enthusiastic about any requests. Perhaps encourage loyalty to your brand by providing the celebrity or influencer with support in regards to their own business ventures.

Engage in an open discussion

Consumers tend not to notice brands very quickly, which is why celebrity and influencer endorsements are so appealing. Celebrities can trigger immense attention to your brand, as fans take note of what they are advocating. Discuss with the celebrity different ways in which they might be about to integrate your product into their lifestyle. Try to be creative about opportunities in which they can seamlessly incorporate your product into appearances, competitions and interactions with fans.

Prepare for the worst

Celebrities and influencers are human and fall short of perfection every now and then. Because of this, it is important to ask yourself how your brand would be affected if the worst happened and your celebrity fell off their pedestal. More importantly, make sure it does not become a habit. Check regularly to confirm that your celebrity's values still line up with your brand. If their values fall short, consumers may begin to believe that your company does as well.

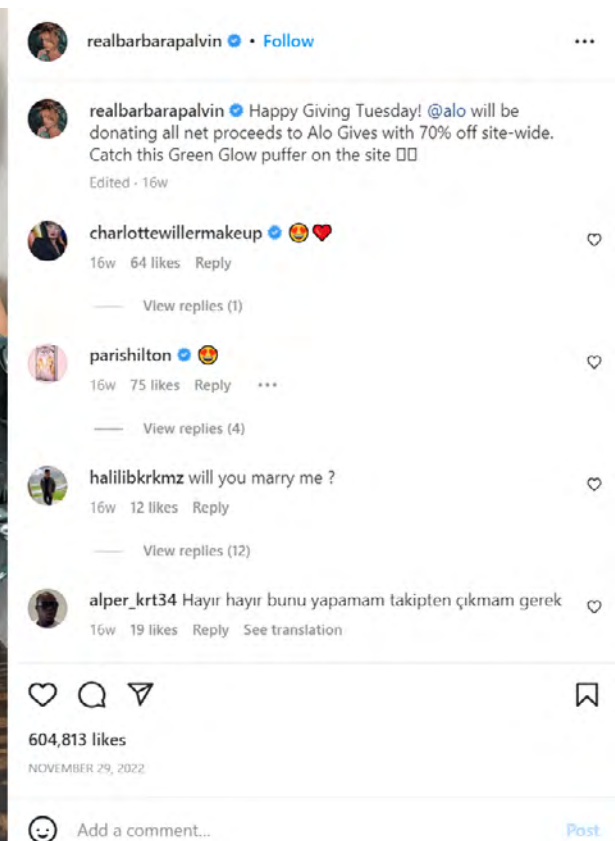
Piggyback on their social media

It's probably fair to say that every single celebrity out there has at least one social media channel that they endorse their own brand from – and possibly yours as well. However, make sure that their social media sites align with the tone of your brand and that their headline numbers are accurate. Evidence suggests that many social media celebrity followers and friends are fake or haven't actively engaged in a long time. Try to track your celebrity or influencer's media exposure before signing a deal.

Tips for effective celebrity social media endorsement

Give your brand the opportunity to build

Whether it's through ongoing use of the same celebrity or different celebs and influencers for the same brand, brands that have most successfully leveraged celebrity ambassadors have made sure that each person has a clear understanding of the role they play and how the association can take your brand to the next level. Start with a plan and ensure you build extension options or a longer view on timing in your talent contracts, so there are no surprises on either side.



Influencer Trends for 2023



With social media becoming such a prominent part of our daily lives, it's no surprise we've seen a significant rise in influencer marketing in recent years, and it's set to continue to increase in 2021. Influencer and Celebrity association should not be an option. It should be part of every company's marketing plan. In today's world [celebrities and influencers](#) dominate social media, news headlines, TV channels and people's conversations, with influencers and celebrities gracing the web and getting a stronger online presence than ever through their social media following. Using social media as their online currency, brands can be made or broken through as little as a tweet or a social media post. Here are tips on [how to contact celebrities and influencers](#).

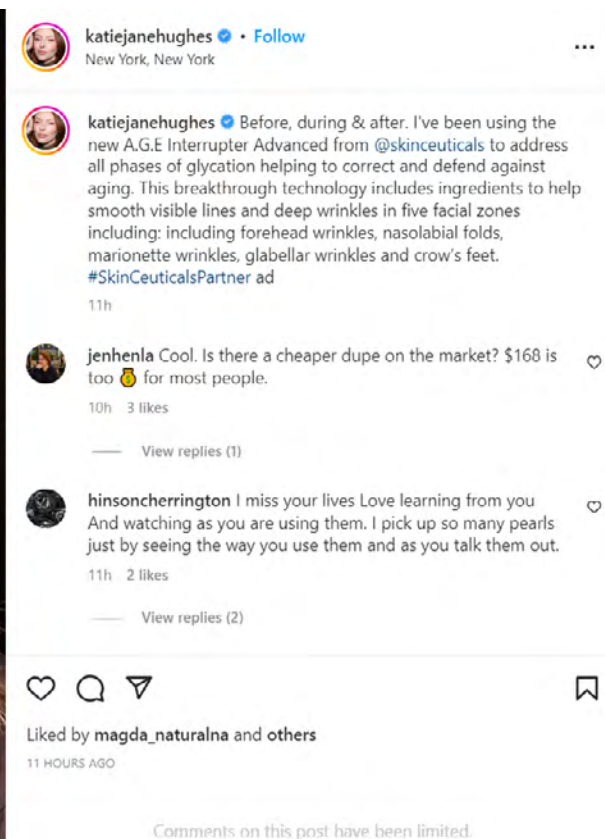
To help you get ahead of the curve, we've put together 24 influencer marketing trends you should know for 2023.

I) An Increase In The Use Of Audience Insights

First things first, it's hugely important to understand what audience insights are and how they work. Audience Insights allow brands and marketers to view information, demographics, audience engagement, and learn how to target audiences for the optimal result. Elly Stancliffe, CEO of The Handbook, commented "Through our site we've seen a huge increase in brands coming to our site and searching for influencers depending on their audience engagement and insights."

With the emergence of this new type of marketing, technology has been developed by The Handbook's [Celebrity and Influencer Platform](#) to improve the effectiveness and reach of influencers. The Handbook is incredibly sophisticated

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in matching brands to influencers, and also in using advanced technology and algorithms to [match brands and celebrities](#) and to give detailed audience insights including audience interests, size, engagement rate and social activity. People come to our site for influencers' insights now almost as much as celebrities. As well as providing the influencers' contact details, users are now equally interested in the demographic data which allows companies to determine the influencers that are right for their brand. You might think a set influencer is perfectly suited to your business, but actually what is key is how relevant their audience is to you, so, providing the user with clear data on the interests of the audience, their location, their spending habits and social status is of equal importance.

It isn't just brands and marketers who are looking into audience insights either. [Influencers](#) are spending more time examining their own audience insights and are looking more closely at brands that fit with their ideals and audience. Influencers interested in finding out about their competitors and which brands they should be working with, take a look at our [Influencer Marketing Platform](#) for more information.

2) Instagram Will Continue To Shine As The Favoured Influencer Platform

With reports showing that the Instagram industry is now at least worth a staggering [38.5 billion dollars](#) and that it's still dramatically rising, there's no denying Instagram will continue to strive as the most successful social media platform for influencer marketing and that it will remain the leading platform to showcase brand partnerships with

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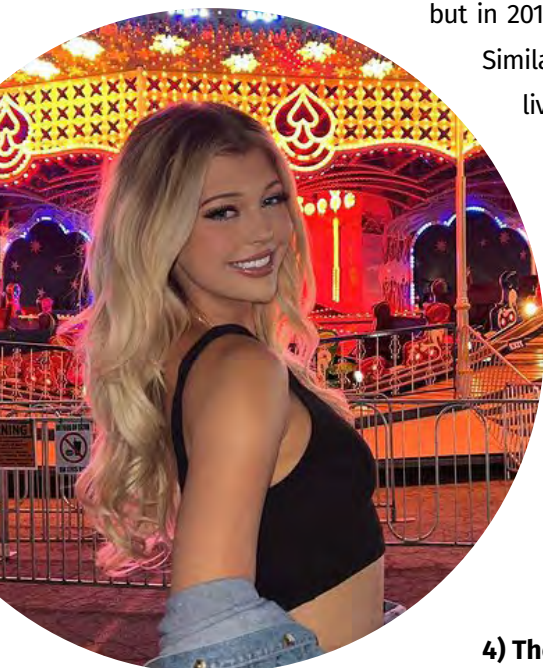
[influencers and micro-influencers](#). Since launching in 2010, its rapid growth is showing no sign of slowing down anytime soon with this year's data showing the platform to have over [500M daily users](#). It's still by far the greatest platform to showcase partnerships between brands and influencers.

2) Branching Into New Social Media Platforms

Of course, Instagram, Facebook, Twitter and YouTube will be ever prevalent in the coming years, but in 2019 we started to see the rise of a couple of new social networking platforms.

Similar to YouTube at first glance, Twitch is a platform that allows influencers to live stream videos. The overall aim appears to be helping to bring a sense of community among its audiences and users. Like any social platform, it's a great place to venture into influencer marketing for brands and express your values in a more community-focused sense.

A small social network called Supernova that launched in 2020 is very similar to Instagram where users can share photographs and videos and interact with followers. Supernova claims to be a site that gives back. The company pledged to donate 60% of its advertising revenue to user-chosen global charities. Supernova aims to be a kinder and more inclusive community for users and could be the next big thing for influencers looking to give back.



4) The Rise Of TikTok

While Instagram remains the most prevalent social media platform, there is no discounting the power of TikTok. In 2019 we saw the rise of the new social media platform, and it is certainly here to stay and has become its own platform which allows brands to work with influencers.

When scrolling on their mobile phones, users are ultimately searching for bite-size content that's easy to watch, consume and accessible to share with friends, and that's exactly where TikTok comes in. The video-sharing platform's popularity has increased astronomically since its inception and it's an incredibly easy way for brands to showcase their brands values and message in a simple matter of seconds. Huge brands and organisations have seen their hashtags used by millions of individuals and influencers, like the International Federation of Red Cross and Red Crescent Societies' [#ForClimate](#) hashtag, helping to draw attention surrounding climate change issues.

5) Understanding Brand Awareness Is Integral For Targeting Influencers

This one seems obvious but brands and marketers are still continuing to get it wrong. With [The Handbook's Celebrity and Influencer platform](#), brands and marketers can easily search celebrities with regards to their interests and social media presence, whether it's their passion for food and drink, or their health and

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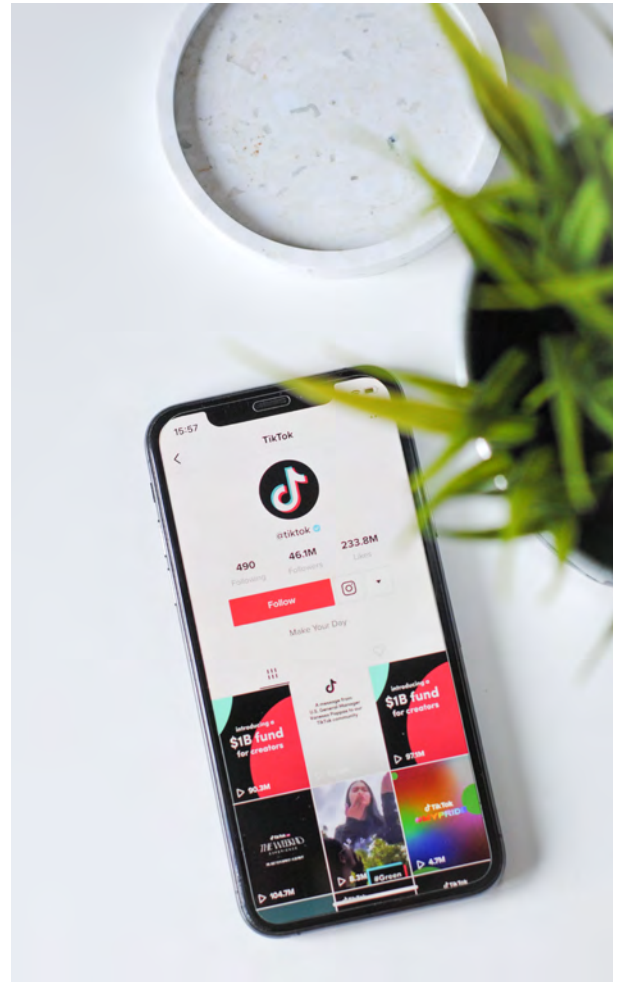
wellbeing influences. Through this, brands can understand which influencers are best fit to their brand values and identity.

6) Understanding Brand Loyalty

Following on from understanding brand awareness, it's important to learn the ins and outs of brand loyalty and authenticity, a key influencer marketing trend for this year. Researching the right influencer or micro-celebrity for your brand is hugely important in communicating your brand values through the content being produced. It's also hugely important for those consuming the advertising. Consumers are quick-witted and know when a partnership isn't genuine so it's integral to understand what both you as a brand and the influencer want from the partnership, and to choose wisely when sourcing and building these partnerships.

7) Influencer Platforms Will Be The Main Tool For Running Brand Campaigns

Influencer platforms help to encourage the engagement in influencer marketing. [The Handbook's Celebrity and Influencer platform](#) provides an easy tool for brands and marketers to find the right influencers that will help elevate their brand values, as well as helping brands to understand individual influencers and their audience engagements and relationships.



8) Increase In Video Content And Mobile Accessible Channels For Marketing

Audiences engage with influencers largely through their mobile phones and social media, and it's becoming more and more popular for influencers to create video content and podcasts. These channels form a new way of storytelling and help to engage on a deeper level with audiences, and it's said that these channels will become a new way to encourage influencer marketing, whether that's through sponsorships, partnerships or [celebrity gifting](#).

9) CGI Influencers Will Become More Popular

Believe it or not, there's a new type of influencer on the rise and they're in the form of CGI influencers (computer generated influencers). While it might sound a little strange, and back in [2018 Time Magazine](#)

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named [@lilmiquela](#) as one of the most influential people on the internet. Which is also a little strange because after all, she's just a digital figure. Either way, her engagement rate is through the roof and both herself and other CGI influencers are on the rise and it's opening up new possibilities in terms of marketing and brand partnerships.

10) Public Relations Set To Drive Influencer Marketing Strategies

The role of public relations will increase and help drive those managing influencers to meet the reality and expectations of potential brands and clients looking to promote and work with influencers via social media. They're also hugely important in helping to establish and reaffirm the brand's reputation, helping to promote an ideal portrayal of their client on social media sites.

11) The increase Of Influencers Over Celebrities In Smaller Influencer Marketing Campaigns

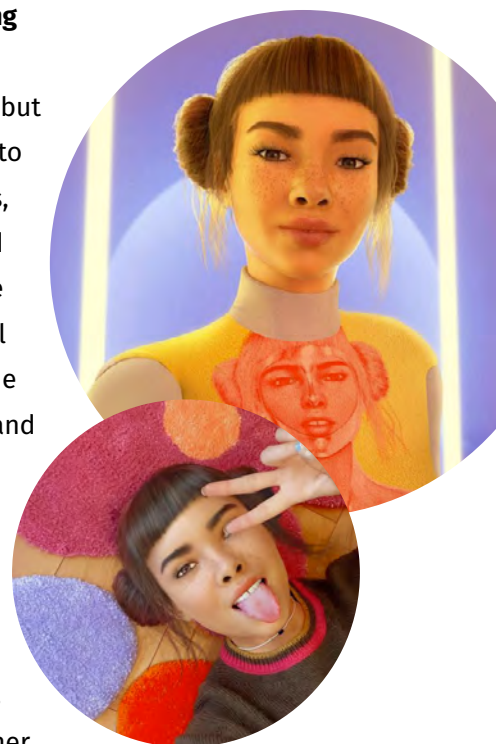
The line between a celebrity and an influencer is continually being blurred, but when it comes to [influencer marketing campaigns](#) it's important to know who to target. While a celebrity like Kylie Jenner may have over 150 million followers, brands pay thousands of pounds in the hope of getting just a standard Instagram post. So if you're starting out in influencer marketing, targeting these bigger celebrities is slightly ambitious and not always worthwhile. In 2023, we'll start to see brands targeting micro-influencers with a smaller following, but one that's authentic and dedicated, as it's more beneficial in terms of marketing and budget. Here are [tips on how to contact celebrities and influencers](#).

12) The Rise Of The Micro-Influencer

Of course, there's no denying major celebrities are still held up on a pedestal and hugely beneficial for major brands and collaborations, but those starting on the influencer marketing path shouldn't shy away from micro-celebrities and micro-influencers either. In a lot of cases, micro-influencers have a higher response and engagement rate than macro influencers and major celebrities, as well as the cost of working with the individual being considerably lower as both the brand and influencer are trying to gain more traction to their personal brands. 2023 will see a rise in brands and marketers volumising on this trend. Smaller brands attempt to target influencers via influencer gifting which is on the up.

13) Increased Emphasis On Diversity And Inclusion

Diversity and inclusion are extremely important in our society and should be just as important to influencer marketing. Many influencer agencies are now devoted to increasing the representation of POC. The company [SHADE](#) noticed a lack of diversity in the influencer world and works solely to ensure creators of color find work



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doing and using the things they love.

14) Employees Are Being Encouraged To Become Influencers

Another influencer marketing trend we didn't see coming was the introduction of businesses encouraging their employees to become influencers, and it's become an easy way for brands to promote their brand values and products. The employees will already understand the brands values, ideals and practices so it's an authentic way to promote these to audiences on social media. Brands such as Modcloth and Macys.com are great examples of this. Modcloth has a series under the #modclothsquad hashtag in which staff model their products and it ultimately allows their consumers to see a 'real' view of what their product range looks like. Meanwhile, Macys.com has employees have self-promoted themselves as influencers or brand ambassadors in order to promote the brand.

15) In-store Influencers Return

As the effects of Covid19 wind-down, consumers are beginning to shop in stores again. Over [60-70% of shoppers prefer to shop both in and out of stores](#). Due to this uprise in in-person shopping, many brands are beginning to train their employees on specific products to increase their knowledge and help them give in store customers better recommendations.



16) The Rise Of Pet Influencers

[The influencer space](#) is huge, and [pet influencers](#) are becoming big business (yes, really!), our four-legged friends aren't just cute to look at in the local park – they have taken over our social media feeds too. Becoming a pet influencer can be a lucrative business, as brands have noticed that pet-focused social media accounts gain a lot of traction for their feel-good nature, and have decided to use this cuteness to their advantage. Globally, the pet economy has never been higher. According to the American Pet Products Association, there are over 90.5 million households in the United States that own pets, and 3.2 million pet owners in the United Kingdom. What began as pet owners posting cute videos of their animals has evolved into a chance for big brands and creators to break into a new market. Creators who are able to blend their passion for animals and social media have turned their beloved cats, dogs or even foxes into social media icons, rivalling the earning power and reach of some leading human creators. Because of this, fashion and

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beauty brands are now taking the opportunity to appeal to highly engaged consumers who want to dress and pamper their pets in a way that expresses their style and needs.

17) Brands And Influencers Will Begin To Work Together On Longer Partnerships

2019 saw a rise in this with many YouTubers and influencers working with brands largely on a partnership basis, rather than a campaign-by-campaign system. YouTubers like Estée Lalonde and Helen Anderson are other prime examples of this, as they've been building these stronger connections and partnerships. Audience engagement exiles rather than diminish as influencers can begin to layer in their authenticity and brand identity more easily. It's also a lot less hassle in the long run for brands and marketers as they can channel their energy into creating authentic brand values through the longer-term marketing.

18) Advancements In AI And Augmented Reality

Over the last few years, we've seen a huge increase in AI and AR advancements and in 2023, this is an influencer marketing trend to watch. These advancements allow brands to understand their customers more thoroughly through the buying process and can target them more effectively.

19) The Use Of Advocates

Only a few brands are already enforcing a customer advocate system, but it's likely that this customer system will increase in the following months. While it's great to work with influencers and celebrities who can help



promote products and brands on viral scales, a few brands have delved out and have started using their customers as a way of promoting products. Customers largely know about the products and brands on a more in-depth scale and, while they may not have huge followings or even social engagements, having customer advocates helps to create an online presence surrounding the brands identity and will ultimately help promote their products.

20) A Merging Of Content Marketing And Social Media Marketing

Many companies and brands are starting to delve away from the content marketing side of things and have begun largely focusing on social media marketing. Using both of these can help drive the campaign and impact of the engagement and outcome further. Content marketing will, of course, still exist but throughout 2020, we'll see that it's being intertwined through promotion on social media accounts to

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help increase the overall reach.

21) Driving Organic Engagement

Following on from these longer brand-to-influencer partnerships, these help to drive organic engagement from influencers' pages to brands' websites and profiles too. Many brands themselves are starting to pivot their focus to help combat the effects of the housing crisis.

Beauty influencers are adapting their content to become more budget-friendly. Many influencers are now recommending dupe products and cheaper versions of expensive products. A great way to get your product and brand seen is through [influencer gifting](#). Many high-street brands such as Rimmel London, Revolution Beauty, Maybelline and L'Oreal have a high consumer reach on creator and influencer-led platforms like TikTok. A quality brand that won't break the bank to look out for is [Umberto Giannini](#). Their bestselling [scalp scrub](#) is perfect for anyone with troublesome dandruff. Many consumers are looking for good quality products at a low price and it's a great opportunity to start using influencers to help promote them.

22) GEO Targeting Is Set To Rise

Local targeting works great for brands and businesses looking to promote their services on a smaller, more local scale. By geo-tagging in posts and stories, it naturally brings local audiences to the post without you having to do any extra work and helps your brand target the right audiences..



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23) Stronger Regulations In Influencer Marketing

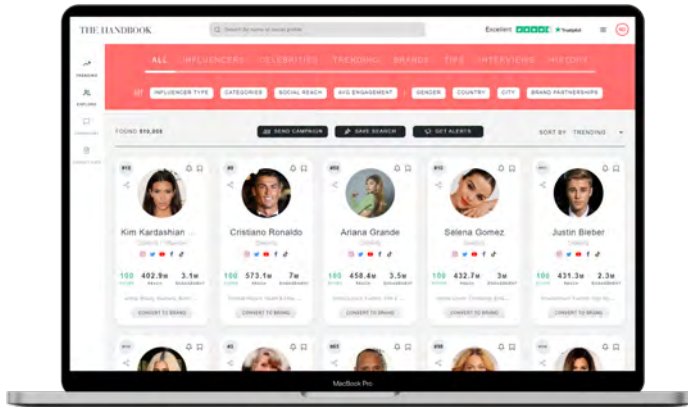
Following the social media endorsements issued by the government in early 2019, it was made clear that influencers, bloggers, vloggers and celebrities must state whether a product, brand or service is endorsed or linked in a particular way. Which is why influencers nowadays have to quote if the product or brand is gifted or gifting, or if it's on a sponsored partnership. These regulations are set to increase and must be implemented thoroughly in the future, so it's important to [research the ins and outs of influencer marketing](#) here.

24) Authenticity Over Perfection

Being authentic on social media is one of the most effective ways to build a digital community, and it's become a growing influencer marketing trend too. Creators are shifting away from the perfectly curated feed aesthetic, and choosing to share less filtered and more in-the-moment photos of their lives. Take [Emily Mariko](#) whose simple videos frequently get millions of views, they are perfectly imperfect!

The Handbook tools for helping you with your celebrity engagement

Here's how we can help you:

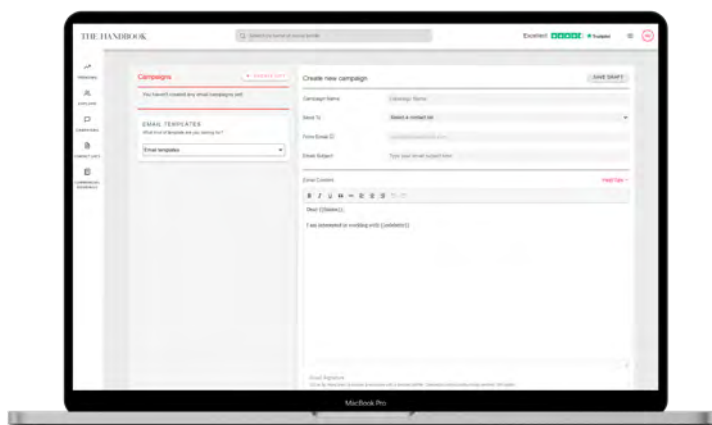
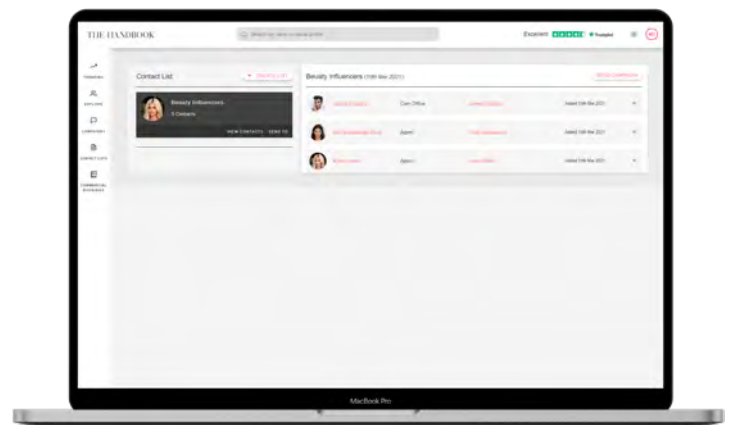


Intelligent Search Platform

- ▶ Quickly and easily contact any celebrity and search 62,000 celebrity contact details
- ▶ Sort celebrities by popularity or social reach
- ▶ Search by profession, age, gender, nationality and more
- ▶ Intelligence platform with multiple search categories to refine your search
- ▶ View upcoming events celebrities are attending
- ▶ View charities the celebrities support and who else supports them

Create Bespoke Contact Lists for Campaigns

- ▶ Create bespoke lists of celebrities you wish to target
- ▶ Pin and email all contacts in one go
- ▶ Unlimited contact lists
- ▶ Pin and store your own contact lists for future campaigns
- ▶ Download an excel document of pinned contacts
- ▶ Unlimited contacts per campaign



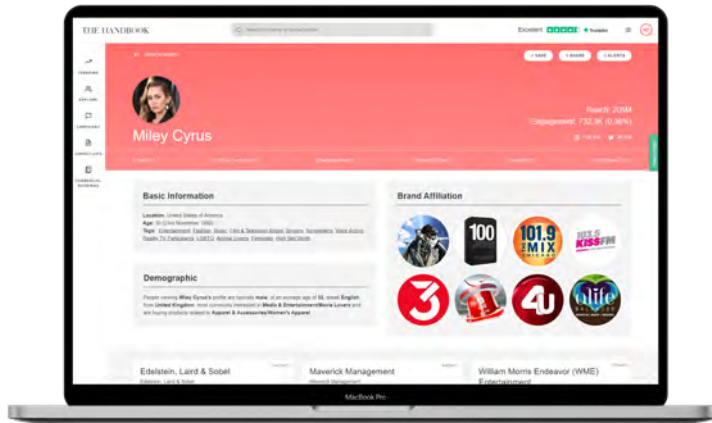
Send Bespoke Campaigns and Reach

Thousands of Prospects in Seconds!

- ▶ Send your campaigns to all your tagged celebrities in one go, allowing you to reach hundreds of prospects in seconds.
- ▶ Unique coding allows emails to be personalised, grabbing the prospective contact's name and name of celebrity they represent
- ▶ Select groups of contacts and send your message out to all of them e.g. TV presenters, BAFTA winners, UHNW's etc

The Handbook tools for helping you with your celebrity engagement

Here's how we can help you:

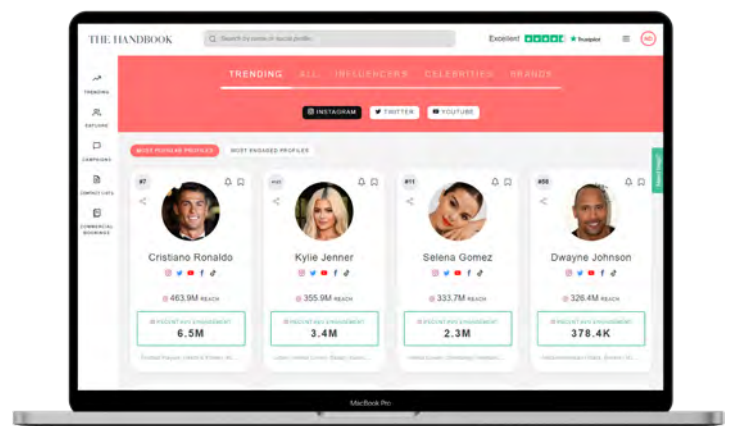


Influencer's contacts and audience insights

- ▶ Search for digital influencer by category e.g. fashion, lifestyle, food and much more
- ▶ Find demographic insight on the influencers audience
- ▶ Un-limited influencer searches
- ▶ Brands influencers are involved with
- ▶ Find the closest friends of an influencer
- ▶ Filter network by influence leave, category, gender, location and more

What's On and Who's in Town

- ▶ Daily updates with celebrities in town, who is available for interviews and which events they are attending
- ▶ Directly links to celebrity contact details
- ▶ Over 7,500 annual high profile events
- ▶ Weekly email with all the events for the forthcoming week
- ▶ Full details for showbiz events, celebrity events, launches, press days and much more





Proven Secrets to celebrity endorsement, master the art from Elly Stancliffe , CEO The Handbook and voted the world's No 1 Celebrity Fixer in the Spears 500.

What's next?

I really encourage you to try the suggestions in this book. The various concepts I've laid out took me over 10 years to discover and I wish I'd had something like this when I got started. I hope that instead of feeling overwhelmed you're excited to get started reaching out to celebrities, which will become a really incredible vehicle for growth in your business. If you need help doing this please do email me elly@thehandbook.com, and we can help suggest the correct celebrities to grow your brand and even make contact with them on your behalf. We have extremely close relationships with agents and managers, so can always negotiate the best rates on your behalf. For those that are serious about exponential growth from celebrity endorsement, I also encourage you to try our recently launched Handbook PRO which allows you to reach thousands of celebrities about their brand very quickly through targeted campaigns.

Thanks for spending this time with me. I hope you'll realise that there are quick ways to get the endorsement you are after , and you can have faith in the fact that you are reaching out to the right people using proven techniques that work.

Talk soon

Elly x

P.S you're just one contact away from exponential growth

A handwritten signature in red ink that reads "Elly Stancliffe". The signature is stylized and fluid.

Elly Stancliffe, Author