

SUUNAMUDIJDAD
KUI
TÄNAPÄEVA SIHTKOHATURUNDAJAD

Shardee Rebas



MIKS?

“None of us is as strong as all of
us.”

OWNED SOCIAL

what your brand says and
what people say **TO** you
(on your branded pages)

90%

of the people discussing
brands online do not
follow those brand's
owned pages

PAID SOCIAL

what brands **PAY** for
people to see

80%

of social media
today is paid

PAID ROI

CONTENT
CURATION

INFLUENCER
MARKETING

EARNED SOCIAL

what people say **ABOUT** you
(off your branded pages)

70%

of the social conversations about
your brand take place on earned
media channels

Who are today's influencers?

We break down influencers into five main influencer tiers by the number of Instagram followers:



Mega-influencers & Celebrities

Over 1M followers

They often have a very mixed audience with various topics of interest.

Their relationships with them are more distant compared to other groups of influencers. They have the biggest reach, but the lowest trust.



Macro-influencers

100K-1M followers

They are famous in a local community, you can think of them as a "mini-celebrity." Their content is usually high-quality and is comprised of a certain passion or topic.



Mid-tier influencers

20K-100K followers

Micro-influencers

5K-20K followers

They have more niche audience that is highly engaged with the deeper connection. Micro-influencers present in almost any sector: health and fitness, food, entrepreneurship, fashion, and beauty to name just a few prominent categories.



Nano-influencers

1K-5K followers

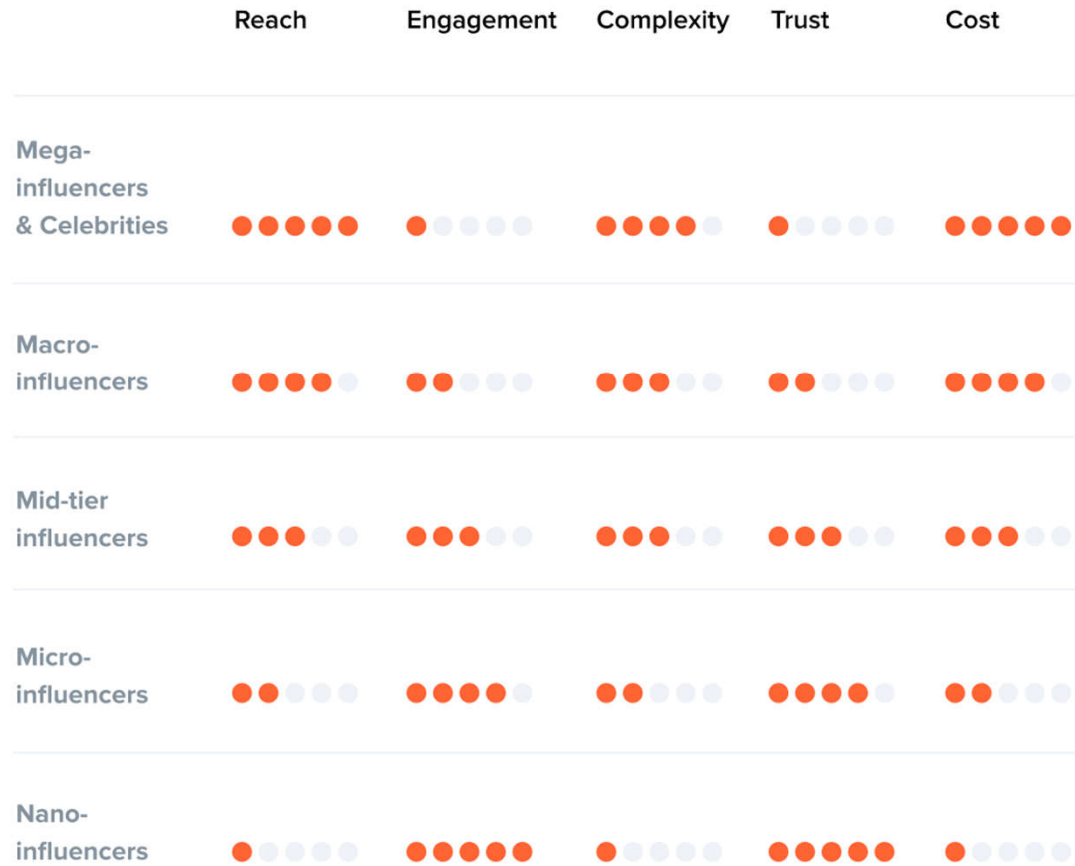
Nano-influencers often cultivate niche communities, and can tap into audiences with specific interests. Because they post to a smaller audience, they may receive more engagement per post.



A. W. Olsen
& PARTNERS



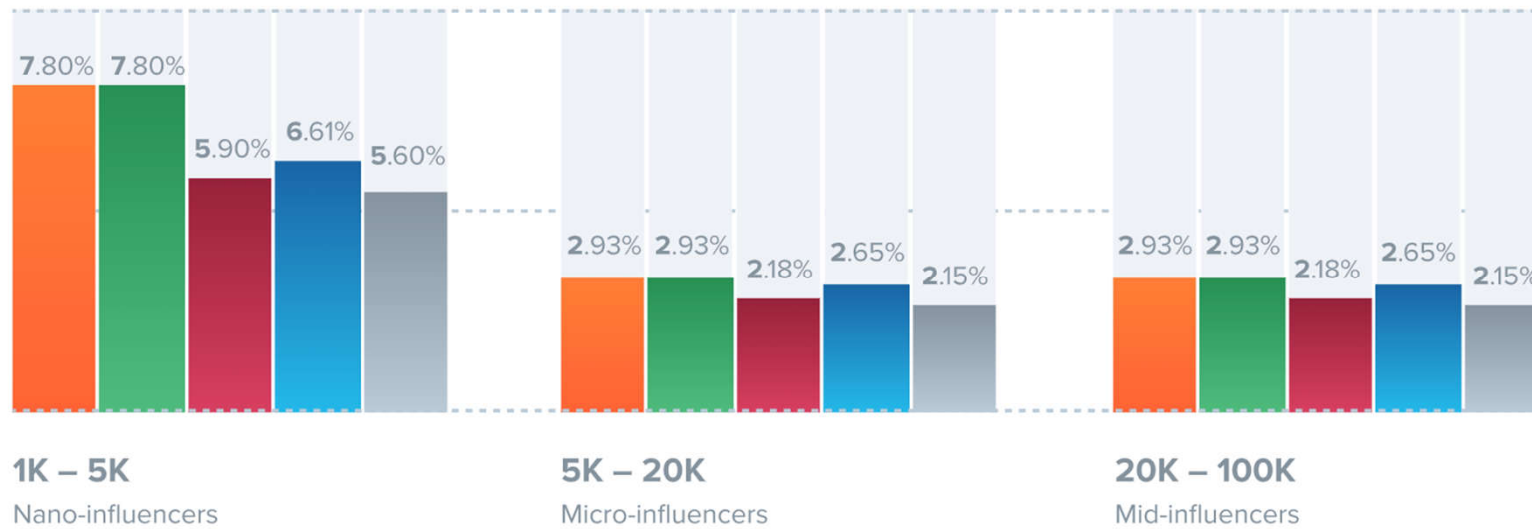
A.O. Olsen
& PARTNERS



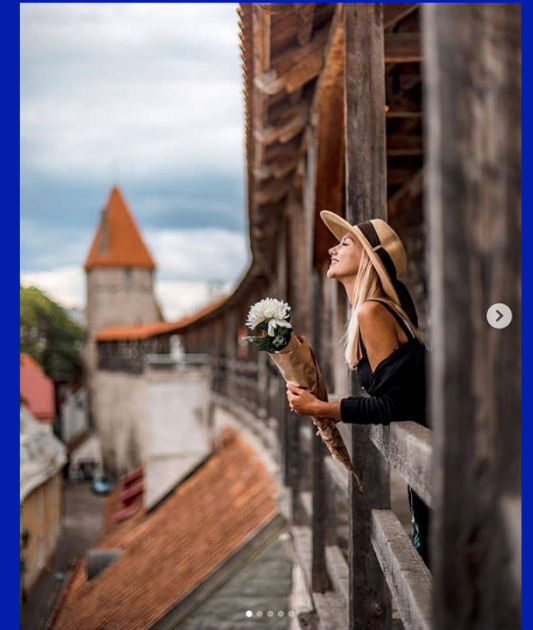
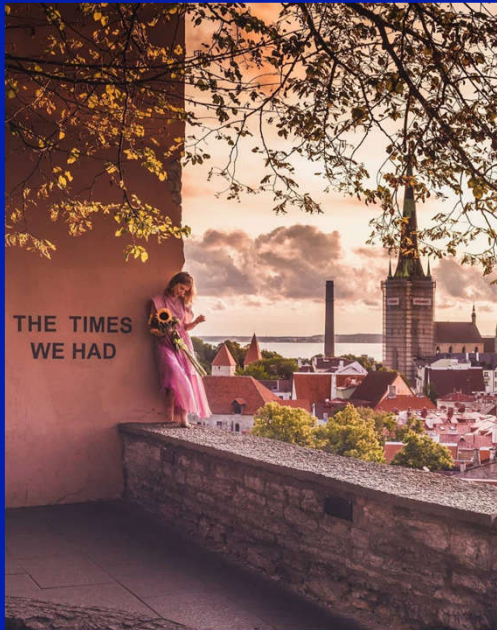


Average Instagram Engagement Rate by Tiers

ER Estonia ER Latvia ER Lithuania the Baltic states ER Worldwide



MULTIMEDIA SISU



@camillamilja



@maiija_armaneva



SEO & BACKLINKS

Wagenküll – peaaegu idüll | - Kuus Sidrunit

kuussidrunit.ee › [wagenkull-peaaegu-idull](#) ▼ [Translate this page](#)

Feb 13, 2019 - Seekord tõmbas mu tähelepanu aga nimi **Wagenküll** ja kui ma ... Otsingute käigus tuli veel välja, et Taagepera lossis elab vaim **Dora** ning ...

Estonian food - Travelettes

<https://www.travelettes.net> › [estonian-food-wild-gourmet](#) ▼

Aug 10, 2015 - I had wanted to spend my birthday outside of the UK this year, so when my boyfriend suggested going to **Estonia** I immediately said YES!

You visited this page on 10/15/19.

24 Hours In Pärnu, The Summer Capital Of Estonia

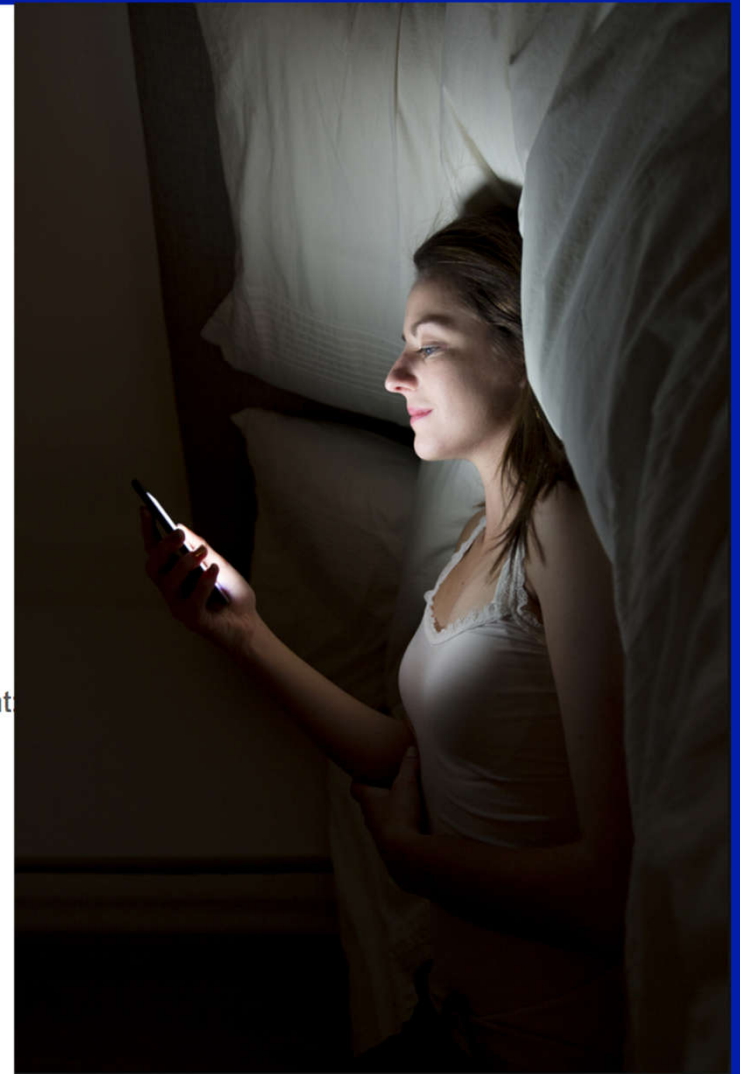
<https://www.camilleinwonderlands.com> › [parnu-estonia-travel-guide](#) ▼

Jul 31, 2015 - **Do** you know what else struck us about **Pärnu**? Its musical and cultural penchant it seemed like every hotel or pub we passed turned into an ...

8 Cool Things To Do in Tallinn, Estonia - Heels In My Backpack

heelsinmybackpack.com › [2018/07/20](#) › [8-cool-things-to-do-tallinn-estonia](#) ▼

8 **Cool Things To Do** in Tallinn, **Estonia**. 20th July 2018. **Estonia's** capital, Tallinn, is such an underrated European city break. It really offers the best of both ...



NÄHTAVUS UUTES KANALITES

Suunamudija kanalite hulgas võib olla selliseid, mida Sa ise aktiivselt üldse ei kasuta (Youtube, Pinterest, Twitter jne)



EUROPE'S HIDDEN GEM: TALLINN GUIDE (Honest Guide)

HONEST GUIDE ✓ 212 tuh vaatamist • 1 aasta eest

One of the greatest city trips of your life is awaiting you. Our guide will help you to enjoy it to the fullest. If you feel ...



NORDIC CAPITALS | FOODIE ADVENTURE! S1 • E8

TALLINN, ESTONIA - OLD TOWN ROOFTOP ADVENTURE

vagabrothers ✓ 191 tuh vaatamist • 4 aasta eest

We explore the old town of Tallinn, Estonia, one of the best preserved medieval cities in Europe and tell ...

Subtiitrid

Kuidas valida just Sulle sobiv suunamudija?

- Kas suunamudija isiksus ja olek sobib kokku Sinu sihtkoha/brändi/ettevõtte väärtustega?
- Kas tema jälgijate päritolu ja profiil vastab Sinu potentsiaalse kliendi profiilile?
- Kas tema fotokeel / kirjutamise stiil (eelnevad koostööd teiste brändidega) meeldivad Sulle?



HypeAuditor

HypeAuditor



Eesmärk

Mõttele läbi, mida Sa tahad saavutada?

Teadlikkuse kasvu?

Uue auditooriumini jõudmist?

Liiklust oma lehele?

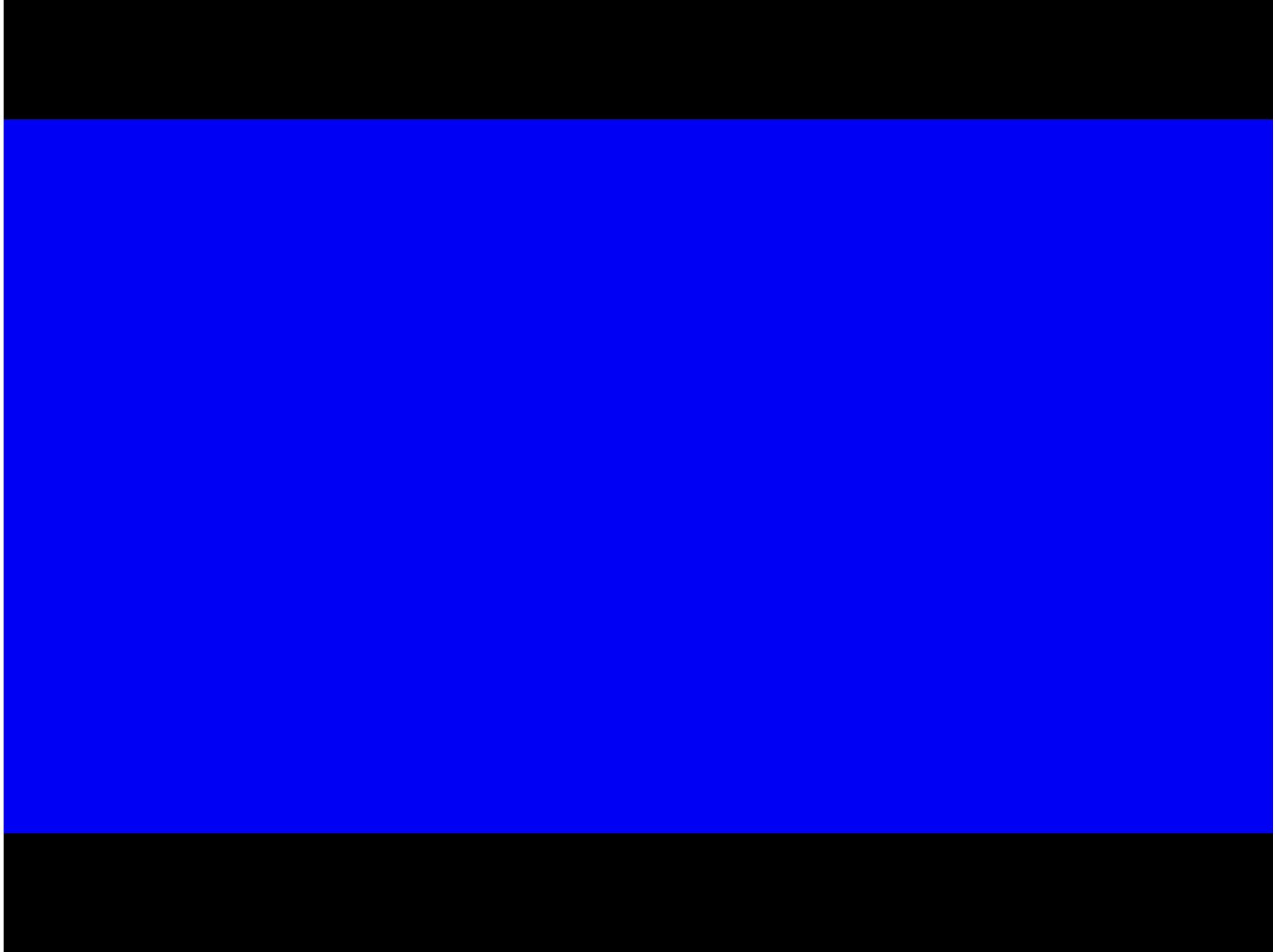
Kvaliteetset sisu,
mida omalt poolt edasi
kasutada ja võimendada?

Müüki?



Leping

- Tehke vastastikused ootused suunamudijaga selgeks (jah, ka tal võivad olla oma ootused Sinule) eelistatult kirjalikus, lepingu vormis
- Mitu postitust, mis kanalites, mis kuupäevaks
- Mismoodi Sinu bränd peaks olema ära märgitud (tag, location tag, link kodulehele, link storys etc) & kas linkidele tulevad juurde UTM-koodid
- Kas Sinu jaoks on mingi teema/objekt/märksõnad, mis peaksid kindlasti olema kajastatud kas visuaalses keeles või arvustusena blogis vms (loomulikult ei saa Sa ette öelda, mida öelda, aga saad suunata, mis võiks olla ausa hinnanguga kajastatud)
- Kas ja mil moel võid omakorda tema toodetud sisu oma kanalites kasutada & kas saad mingi x number arvu pilte ka endale
- Mis on tasu ja millal see välja makstakse





“Koostöö suunamudijaga ei pea
olema üheöösuhe.”

Aitäh!

Küsi musi?

