

Rise of **Influencer** Communications:

Changing the Face of PR and Marketing

CHRISTINE MICHEL CARTER for

PRSA Public
Relations
Society of
America

Agenda

- **The Mother of Black Dragons**
- **Influencers... Whaaaaa???**
STILL???? Why???
- **Where do I find them?**
- **How do I measure these unicorns?**
- **Wonder Woman vs. Bruce Wayne**



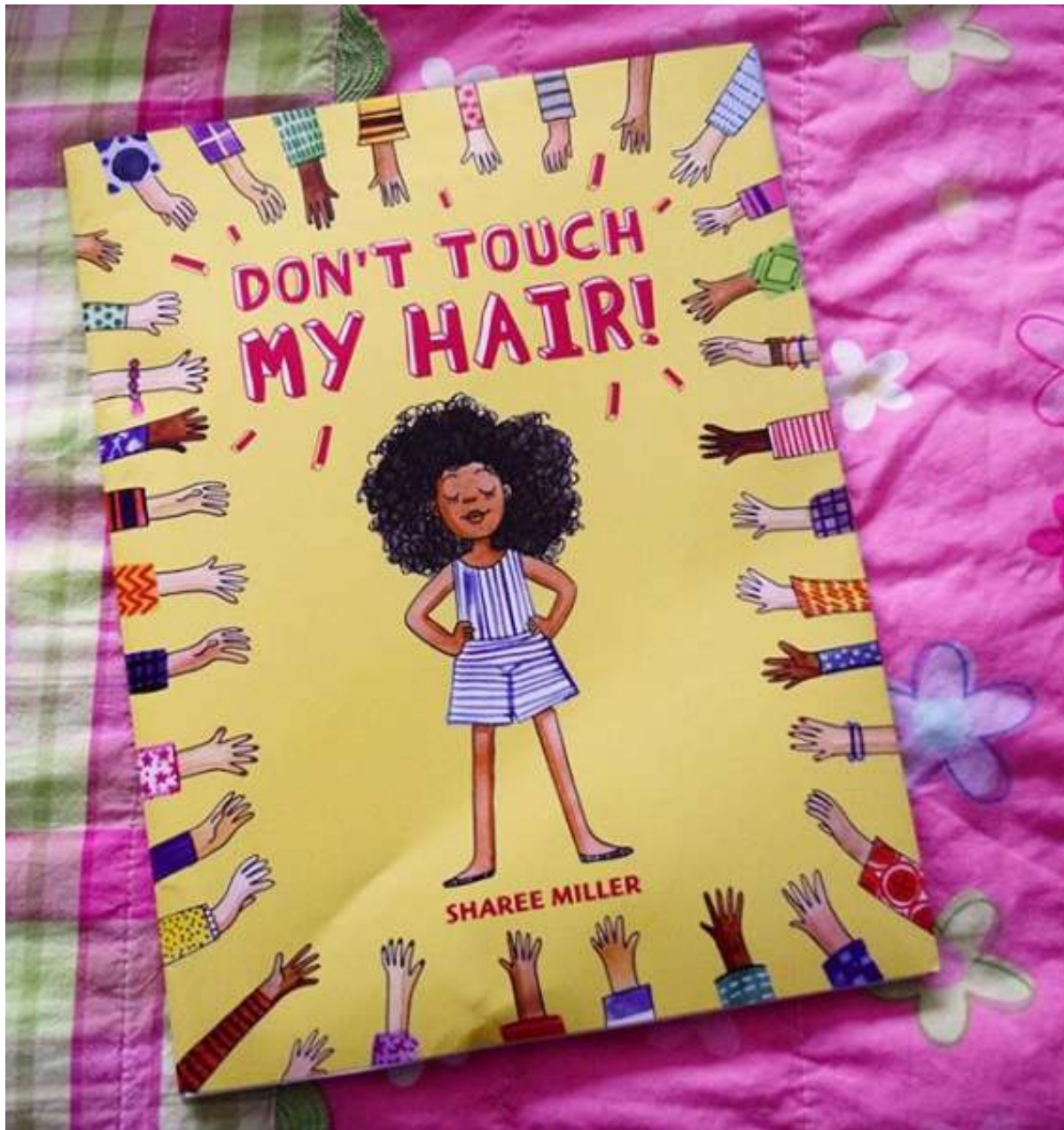
“There is nothing new under the sun, and what once was old is new again. Indeed, 60 years later the Tupperware business model has resurged into a 'digital' house party for the 21st century mom.”

- Forbes, “Millennial Moms: The \$2.4 Trillion Social Media Influencer”



- **46% of millennial moms trust the recommendations of other parents**, compared to 39% of generation X moms.
- These younger moms are happy providing their opinions and recommendations, and are more likely to do so, citing themselves as **key advisors** among their circle of friends.
- **74% of millennial moms report they are sought out more often than other friends as advisors on a wide range of topics, and have an average of 24 close friends** in which to share product recommendations.





cmichelcarter

cmichelcarter Now we were JUST having this conversation. I'm so glad this book arrived. DON'T TOUCH MY HAIR! by @coilyandcute is about Aria (☺ @daynabolden). Everywhere she goes strangers want to touch her hair, but instead of convincing little Black girls that their curls are beautiful this book goes the @dopequeenpheebs / @saintrecords route and shows the importance of personal boundaries and asking for permission. I wanted Maya to read it because it also teaches that it's okay to be told "no" as well. Highly recommended. 📖: @littlebrown

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yoursmilinghygienist I need to get this for my daughter!!

afesaha @lew.hab



1,036 likes

APRIL 10



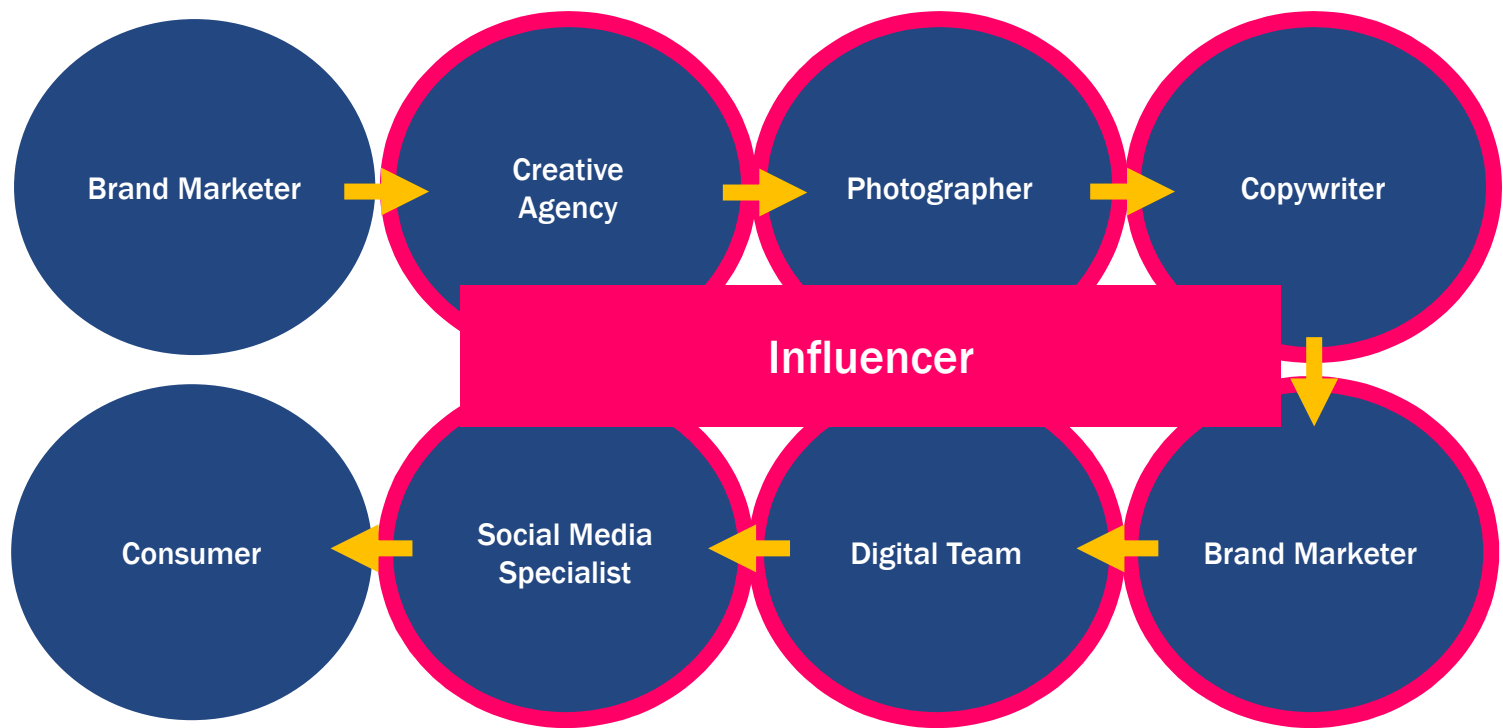
Black moms

Working millennial women

Company Partner: Little Brown & Company

Influencers... Whaaaaa???
STILL???. Why???

51% of marketers
reported that influencer
marketing outperforms
brand-created content





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Where do I find them?



How do I measure these unicorns?



Total # of Likes
+ Comments



Avg. Engagement
Per Post

=

of Posts in
Last 30 Days

Avg. Engagement
Per Post

=

N

of Followers

N x 100

=

P %

Percentage will be
between 0-10%

Micro-Influencer



@cmichelcarter (1.95%)

@beyonce (2.73%)

Wonder Woman vs. Bruce Wayne



Christine M. Carter | Forbes & TIME ...
@cmichelcarter

I hacked some fall recipes on @AldiUSA and showed DC how to throw an epic #Halloween party kids and adults will love! #ALDIlove #ad



Christine Michel Carter, Contributor
Global marketing strategist and mom to two members of #GenerationAlpha. Follow me on Twitter and Instagram (@cmichelcarter).



I Celebrated Black History Month... By Finding Out I Was White

02/25/2017 01:39 pm ET | Updated Apr 25, 2017

A few weeks ago, in celebration of Black History Month, I completed an ancestry composition report through [23andMe](#). I found myself interested in their claim of helping clients find where their DNA came from around the world, since DNA can tell where a person's ancestors lived more than 500 years ago. After completing my home-based saliva collection kit I quickly received my results:

- Sub-Saharan African: 67.2%

