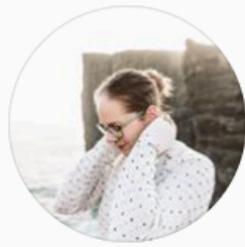


Influencer Marketing

presented by



LD VNM



ladyvenom

Edit Profile



2,371 posts

273k followers

1,667 following

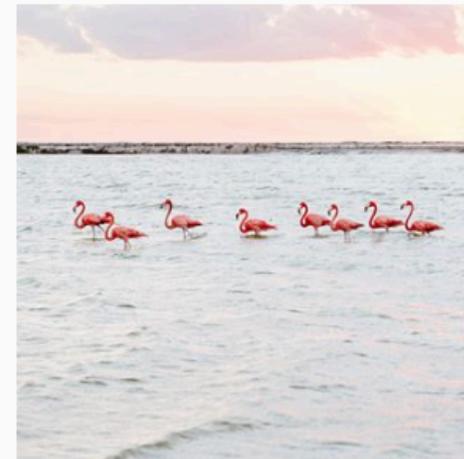
Travel Blog | Vienna, Austria ■ Marion Vicenta Payr | thetravelblog.at

■ office@ladyvenom.at ❤️ Check my new blogpost:

thetravelblog.at/first-trip-without-glasses

POSTS

SAVED



INFLUENCER MARKETING / PERSONAL

HOW I GOT 270.000 INSTAGRAM FOLLOWERS

by ladyvenom

Auch bei mir wirkt
Influencer Marketing.

A dramatic landscape of a rugged, rocky coastline. A prominent, sharp cliff face rises from the sea, with waves crashing against its base. The sky is overcast and grey, and the water is a deep, dark blue. In the background, another island or headland is visible across the water.

Färöer Inseln

18 Inseln,



50.000 Einwohner,



70.000 Schafe,



150.000 Follower!



visitfaroeislands

Follow

1,302 posts

150k followers

238 following

Visit Faroe Islands Unspoiled, Unexplored, Unbelievable. Share your journey
[#faroeislands](#) www.visitfaroeislands.com



55 Influencer

(2016)



24% Nächtigungsplus

(2013-2016)



25% Passagierplus

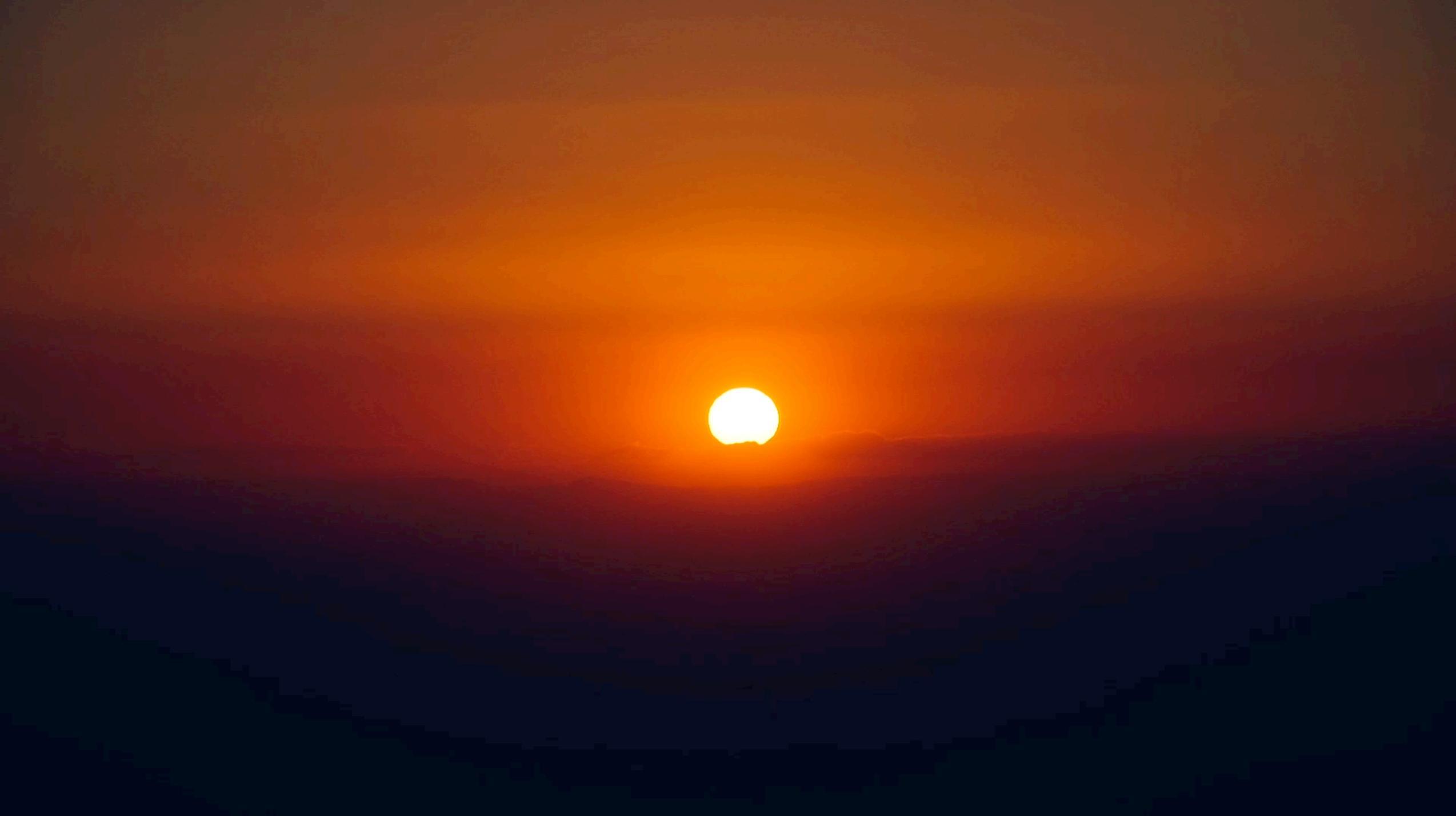
(Mai 2017 vs. Mai 2016)



Kampagnenbeispiele

Canon





Learning:

Product Placements

können funktionieren.

Wenn die Zielgruppe passt.

ŠKODA

#MadeForAustria



19 Instagramer...



40+ Influencer Posts...



anasbarros
T-Center St.Marz

1,903 likes

anasbarros My 3rd and last entry for the @skodaat challenge - this is my #madeforaustria moment from an architectural point of view. This was shot at the T-Center, designed by Günther Domenig.

You have only one more week to participate in this challenge. Tag your own Austria moments until the 30th of November with the hashtags #madeforaustria and #skodaat for a chance to win a brand new Sony a1venn Great!

anasbarros @alvenn ah! Thank you! 🙏

hirozzz Ohhh shit

onuryukeel Superb 🙌

anasbarros @onuryukeel the 🙌

krisikulakova Soooooo super 🙌

anasbarros @krisikulakova the 🙌



zeppaio
Hallstatt, Austria

7,985 likes

zeppaio In Austria everybody lives in the mountains and next to a lake... No, just kidding - that's just another cliché! It has way more facets; show us what you think is truly Austrian with #madeforaustria and #skodaat for a chance to win a Sony a7S II and a premium Zeiss lens worth over 4000 euros. I'm stoked to see what you came up with! For more infos check @skodaat.



linahp

6,838 likes

linahp Austria is very classical, they said, well yes, but not always 😊 Here one of my favorite modern corners in Vienna with big windows and brick walls. And a quick reminder: there is still time to enter the SKODA contest where you can win a Sony Alpha 7R2 and a private Photography Workshop 🙌 For more details head over to @skodaat and don't forget to use #madeforaustria #skodaat for your entries. Oh, and happy Sunday morning! 🙌

view all 76 comments

mandrinslay Stunning photo! Have a lovely day 🙌

rosamerc 🙌

lilywily @stoonhskoun54 🙌

robertadeviate 🙌 🙌 🙌

sweetiemma so lovely dear enjoy and have a wonderful day 🙌 🙌 🙌

ladyvenom
Stahlwelt

948 likes

ladyvenom Austria, the country of music art - is also a country of technological advancements, architecture and science.

We got to experience a part of this diversity of Austria during our Instawalk with @skodaat last week at @stahlwelt.

Show us your personal Austria photos with #madeforaustria and #skodaat for a chance to win a Sony a7S II and a premium Zeiss lens worth over 4000 euros. I'm excited to see what you think is truly Austrian - beyond the clichés.

@skodaat ad

ladyvenom @palomaparrot ihr Schatten ist dann irgendwo hinter mir 🙌🙌🙌

lolaandivyr love it! 🙌

visitaustria toller Kontrast! 🙌

oligib78 Wow 🙌



zeppaio
Salzkammergut

6,370 likes

zeppaio This is Austria! People running on mountains 24/7, catching the sunrise at the summit or even staying up there overnight... But there's more than these clichés, right?! Show us MORE and tag your personal Austria pictures with #madeforaustria and #skodaat to win a Sony a7S II and a premium Zeiss lens worth over 4000 euros. You can take part until 30th of November! More Infos @skodaat.

#discoveraustria #visitaustria #wanderlust #discover_vacations #travelingplanet #beautifuldestinations #earth_deluxe #earthfocus #earthpix #fantastic_earth #exploringtheglobe #exploringglobe #folkscenery #folkvibe #folkgood #folkvibe #folkcreative #tourtheplanet #lifefolkstagram #travelink #discover_authentic_shots



manpod
Stahlwelt

2,085 likes

manpod Ballerinas belong to the stage? Not at all!

Share your idea about Austria and win a Sony a7S II and a premium Zeiss lense. For more information head over to @skodaat. Special thanks to @voestalpine @stahlwelt for making this happen.

#madeforaustria #skodaat

manpod #streetdreamsmag #uncalculated #shoot2kill #allshots_ #killverygram #thecreatorclass #igersoftheday #agameoftones #artofvisuals #allshots #photooftheday #shotaward #instagood #vscocam #featuremeinstagood #igmasters #visualsoflife #exploreeverything #explore #lifefoadventure #lowlightleague #visualsgang #justgoshoot #exklusiv_shot #bestofvsc #way2ill #mixtures #diewocheaufinstagram #lowlightleague theinstanic 🙌

larsbetharistota Nica 🙌



berriesandp

2,126 likes

berriesandpassion 🙌🙌🙌
Brenn, ein Stück Sachertorte geht einfach immer 🙌 Was ist für dich typisch Österreichisch? Mach noch bis 30.11 beim #madeforaustria Gewinnspiel mit und gewinne eine Systemkamera inkl. privaten Fotoworkshop 🙌 Mehr Infos findet ihr bei @skodaat 🙌 #vienna #sachertorte #skodaat #ad

beigerenegade Yum! 🙌

cindyyy_s 🙌🙌🙌

nimmersatt.co Mmh, so ein Stück hätte ich jetzt auch gerne! Die selbst zu backen ist garnicht so einfach :/

annakunzz Nomnom!

xprincess_jullax Awww lecker 🙌

elisa_m1990 Mhhh lecker 🙌🙌

berriesandpassion @fabiola victoria_ Most 🙌🙌🙌



dortundhler
Nationalpark Neu...

820 likes

dortundhler The Austrian can't live without the mountains. Without the thin air, the Alpine lakes and the ski slopes. Well, but some like it a little bit more flat and 'down-to-earth' 🙌

But what's your idea of Austria? Show @skodaat your idea of Austria and tag your shot with #MadeForAustria till the 30th of November for the chance to win a Sony a7S II! What are you waiting for? Head over to @skodaat for more information! #MadeForAustria #SkodaAT #ad

dortundhler #RH-Pasturum #emmovement #fwhpsupernatural #MeshPics #diewocheaufinstagram #watchthisinstagood #igmasters #artofvisuals #aov #shotoftheday #spiegelonline #spon_reise #beautifuldestinations #TheWeekOnInstagram #forbestvegluide #guardiantravelsnaps #visitaustria #discoveraustria #igersaustria #at_nature #at_nature

Über 2.300 Einreichungen!

#madeforaustria

2,354 posts

TOP POSTS



Learning:

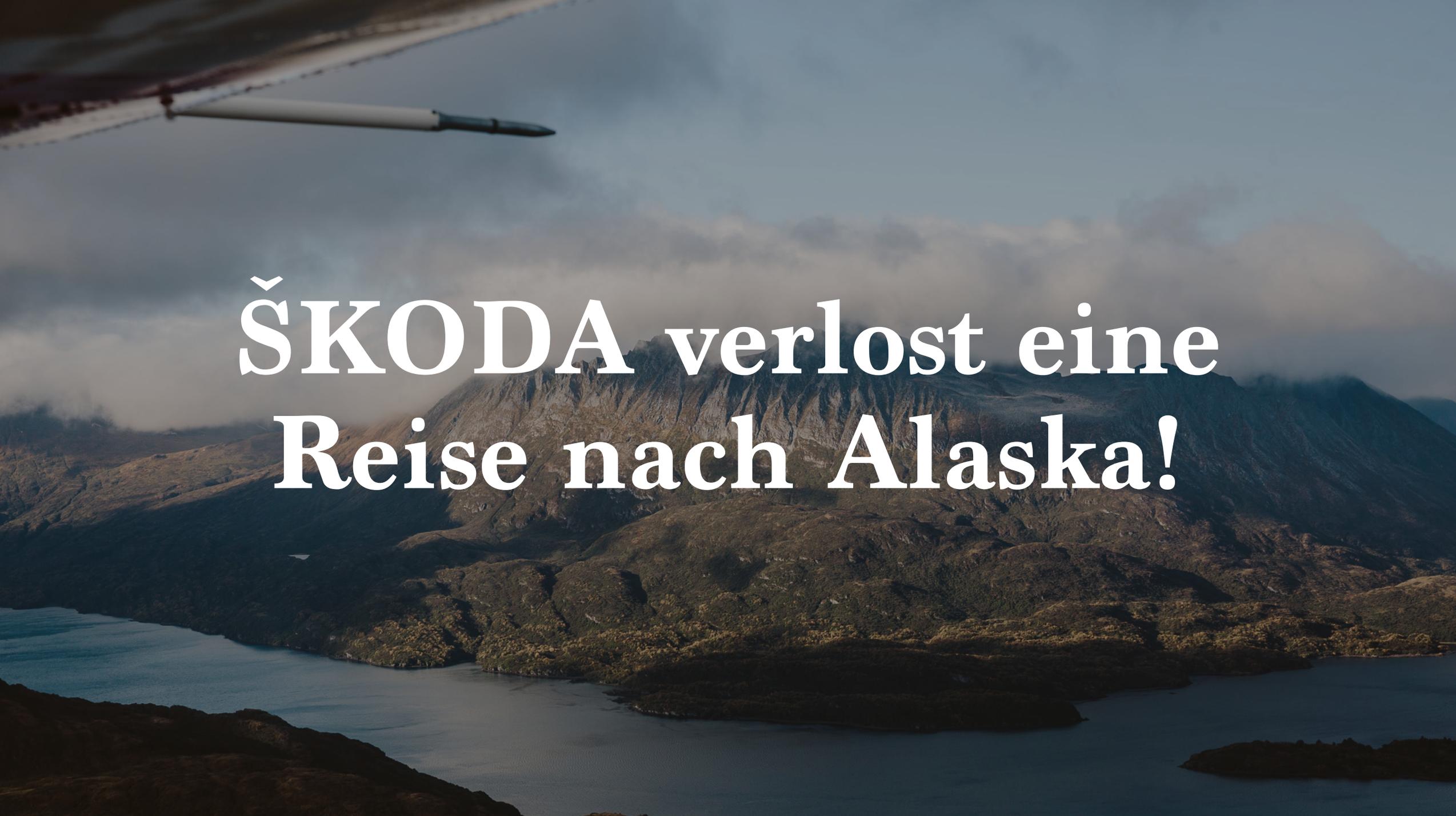
**Community-Aktivierung
funktioniert.**

Mit richtiger Incentivierung.

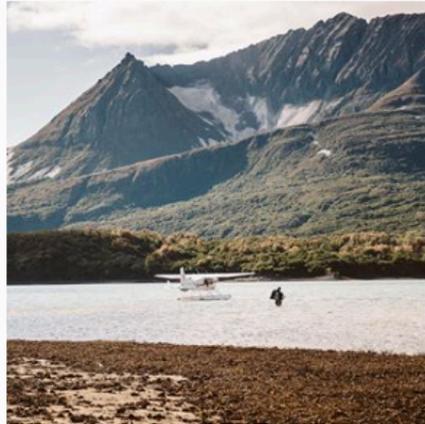
A person in a white long-sleeved shirt and dark pants is standing on a grassy ridge, aiming a bow. The background features a vast, hazy mountain range under a clear sky. On the right side of the image, a large, dark, angular structure, possibly a piece of art or a building, is partially visible. The overall mood is serene and focused.

#StartTheArrow

Kaaraq + Roq = KAROQ



**ŠKODA verlost eine
Reise nach Alaska!**



**“Nur” 800
Teilnehmer**

Learning 1:

**Reisen sind ein schwieriger
Gewinnspielpreis.**

Learning 2:

Mehr ist mehr. Breitere

Streuung = wirksamer.

Learning 3:
**Micro Influencer
aktivieren stärker.**

Trends 2017

- Micro Influencer ✓
- Mehr Agenturen, mehr Player ✓
- Professionalisierung ✓
- Mehr Pay to Play ✓
- Qualität setzt sich durch 

Trends 2018



Trend 1

Influencer =

Content Creator.

A photograph of a desk setup. On the left, a large white planter holds a tall plant with large green leaves. In front of it is a smaller grey planter with a succulent. A laptop is open on the desk, displaying a botanical illustration. To the right of the laptop are several other potted plants, including a pothos and a cactus. A green desk lamp is positioned on the right side of the desk. The background is a plain white wall.

@bellaflo



bellaflora

Following



299 posts

1,610 followers

328 following

bellaflora Offizielles bellaflora Profil. Teile deine #bellafloraAT Fotos mit uns für die Chance auf ein Feature 🍀 Mehr grüne Inspirationen findet ihr hier: www.bellaflora.at



Trend 2

Influencer als Berater.

A man with short, light-colored hair and round glasses is looking upwards with a slight smile. He is wearing a blue denim jacket over a red shirt. He is pointing his right index finger upwards. The background is a bright blue sky with some green foliage on the right. In the foreground, there are several tall, thin blades of grass and a cluster of red and orange flowers on the left. A white text overlay is centered over the man's face.

@thomasbrezina



thomasbrezina 

Following



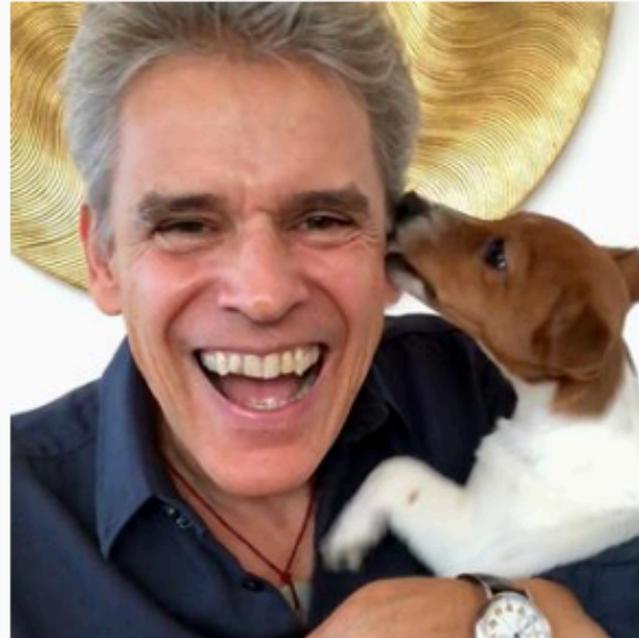
152 posts

38.2k followers

39 following

Thomas Brezina  Storyteller und Leben-Genießer in Wien and London.  Mein Motto: man muss im Leben mit allem rechnen, besonders mit dem Schönen  Auf ins Abenteuer!

knickerbockerbande4immer.at



Trend 3

Influencer Marketing

Automatisierung.

Trend 4

**Influencer Marketing =
Influencer Relations.**



Fragen?



[@ladyvenom](#)



office@ladyvenom.at



www.thetravelblog.at

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