TAKE3

GUIDE TO KOLS

Understand KOLs and how to use them in marketing

WHAT ARE KOLS?

KOL stands for Key Opinion Leader. These individuals have a significant following of people who value their opinions and expertise. Often, their audience is willing to invest based on the KOL's recommendations.

The main difference between influencers and KOLs is that KOLs have a more niche audience, and are generally valued as experts within that niche.

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SOURCING KOLS: WHERE TO FIND THEM

X: Ideal for quick engagement and news. It's where you'll first hear about significant events.

LinkedIn: Great for B2B space

Telegram: Great for discussions and community building, especially for trading groups focused on altcoins, and other cryptocurrencies.

YouTube: Offers in-depth analysis, reviews, and tutorials essential for educating and engaging potential investors.

Discord: Known for fostering community engagement and direct interaction with project teams.

Industry conferences: Events like Consensus and Token2049 are key places to connect with KOLs.

HOW TO USE KOLS IN MARKETING

- Social media takeovers
- Live X AMAs
- Guest blogs
- Video content series

BUILDING A KOL CAMPAIGN

1. Define your objectives

Set campaign goals before beginning outreach. Do you want more sales? Greater brand awareness? Next, lay the groundwork with influencers who have a highly engaged audience size most similar to your own target audience. Like any influencer engagement, due diligence is a must, including ensuring their content complies with all legal requirements.

2. Determine your budget

When determining your campaign budget, be mindful that more notable KOLs generally come with higher costs. Price varies from $500 to $50,000+ per campaign.

3. Map out deliverables

Focus on delivering value on your chosen content medium e.g. blog, interactive live space or stream or video content.
While KOLs are great for brand exposure, excessive promotion can lead to scepticism among your audience, so keep content controlled and highly engaging.

4. Monitor and measure impact throughout the campaign

Track key metrics such as reach, engagement, and conversion rates. Analyse the data to gain insights into what resonates with your audience, refine your strategies, and optimise your campaign's effectiveness.

THE KOL ENGAGEMENT PROCESS

IDENTIFICATION — OUTREACH — COLLABORATION — MEASUREMENT

MEASURING KOL CAMPAIGN SUCCESS

Follower/Subscriber growth: Monitor the increase in followers or subscribers because of your influencer collaborations.

Engagement: Measure likes, comments, shares, and click-throughs (see below).

Reach and impressions: Assess brand exposure through total views and unique visitor counts.

Click-through rates: Measure the effectiveness of influencer content in actually driving traffic to your website/ landing page.

Conversions and ROI: Calculate actions taken (e.g., sign-ups or purchases) against the total campaign investment to determine profitability.

TRENDS IN WEB3 INFLUENCER MARKETING

Rise of micro-influencers: Smaller influencers with specialised expertise in particular crypto niches are becoming more influential.

Dominance of video content: Video and live streaming content are becoming increasingly popular. This trend suggests a shift towards more video-based influencer collaborations that provide interactive and engaging experiences.

Focus on long-term partnerships: Brands are moving away from one-off collaborations, favouring long-term partnerships with influencers.

Novel AR/VR and AI experiences: Advanced technologies like AR, VR, and AI are expected to transform how audiences engage with crypto content.

Looking to leverage KOLs to reach your business goals? Reach out to our team today and book a free discovery call to supercharge your Web3 presence today.

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