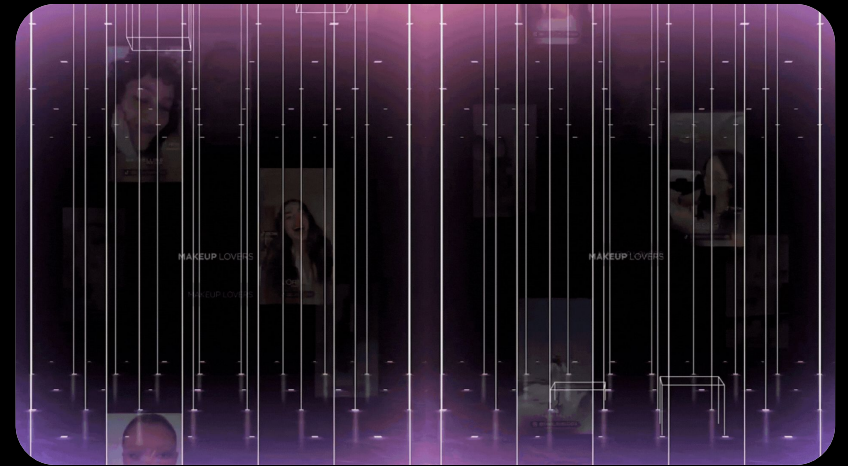


INFLUENCER MARKETING L'OREAL

FEB 2025



1 GREEK MARKET LANDSCAPE
**BEAUTY MARKET IS
BOOMING**

300

BRANDS

3K

CREATORS

76K

PIECES OF CONTENT

20M

EUROS

I FULL FUNNEL ADVOCACY

FROM AWARENESS TO LOYALTY

SOV



SOE



PROS



LINK



SOM

AWARENESS



CONSIDERATION

PURCHASE

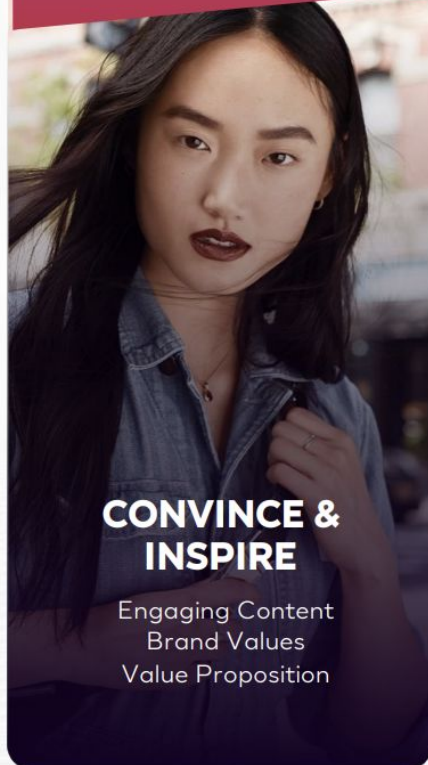


LOYALTY



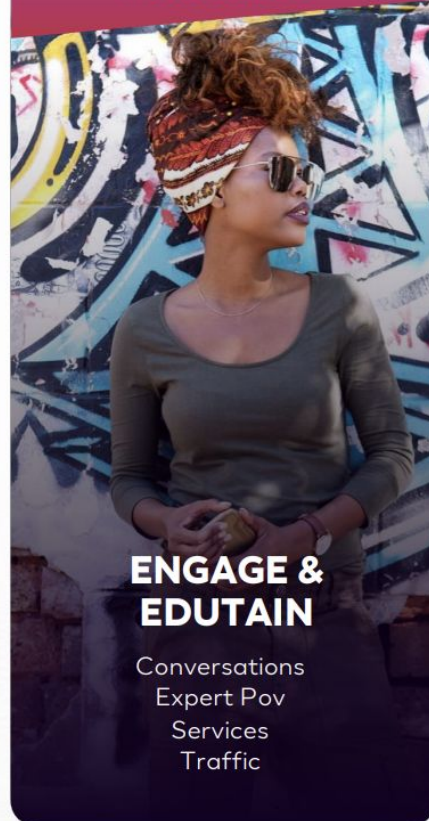
RECRUIT

Social Search
Awareness



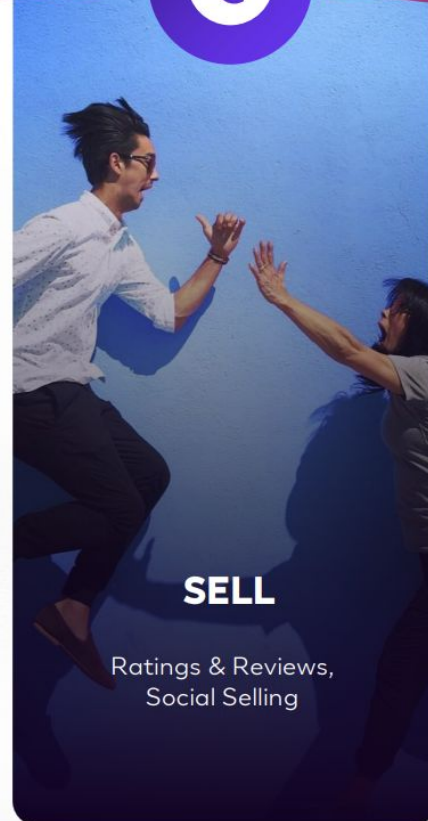
CONVINCE & INSPIRE

Engaging Content
Brand Values
Value Proposition



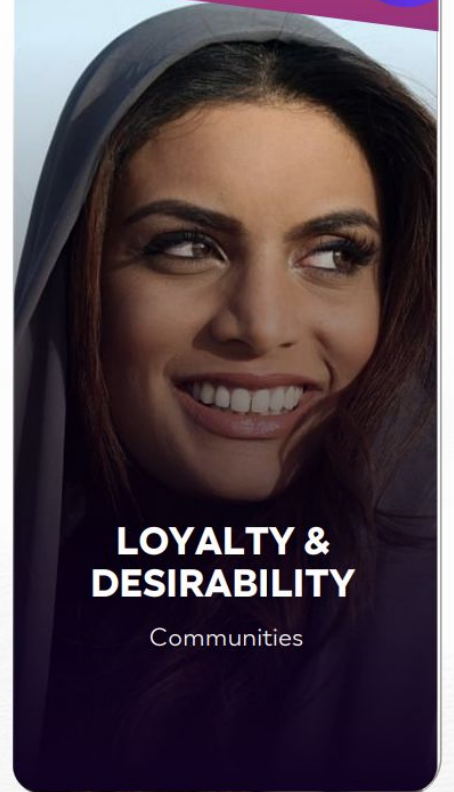
ENGAGE & EDUTAIN

Conversations
Expert Pov
Services
Traffic



SELL

Ratings & Reviews,
Social Selling



LOYALTY & DESIRABILITY

Communities

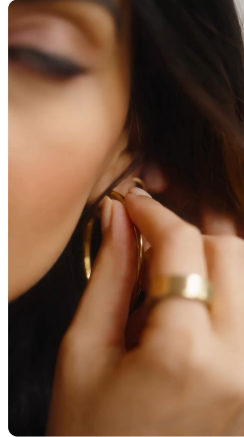
I STRENGTHENING THE L'ORÉAL LEADERSHIP

BALANCING OUR PERFORMANCE BY TIER

VIP

75% VIEWS & ENGAGEMENT IN BEAUTY

VALUABLE RELATIONSHIPS
BOOST TOP ORGANIC CONTENT
ENSURE CREATIVE FREEDOM



L'ORÉAL

**HIGH PAID
DEPENDENCE**

TOP

MACRO

MID

MICRO

NANO

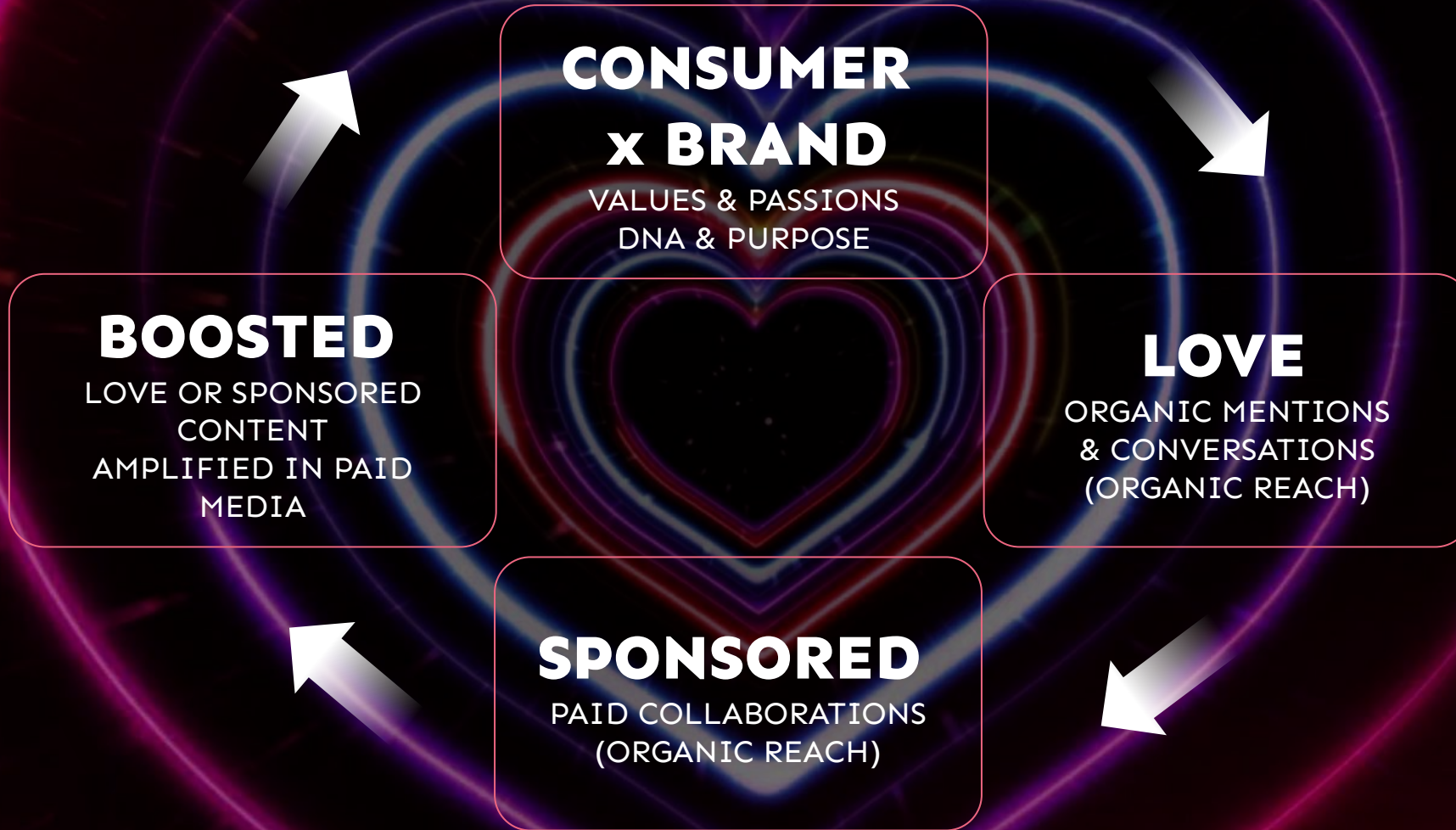
66% CREATORS & MENTIONS IN BEAUTY
EXPAND CREATOR NETWORK
NURTURE ORGANIC ADVOCATES



LOWEST SHARE OF MENTIONS

LOWEST SHARE OF ENGAGEMENTS

I STRENGTHENING THE L'ORÉAL LEADERSHIP
ALL YOU NEED IS LOVE & BRAND



I SELECTING PROCESS

**ADVOCATES ARE PEOPLE WHO CONVEY THE POWER OF OUR BRANDS,
AND OUR BRANDS ARE THE MOST VALUABLE ASSET WE HAVE**



INTEGRITY

RESPECT

COURAGE

TRANSPARENCY

IMPORTANCE OF INSIGHTS IN THE SELECTION PROCESS

RELATIONSHIP BUILDING

Data-driven insights are the foundation of strong influencer relationships and mutually beneficial partnerships.

REDUCING REPUTATIONAL RISK

Insights into influencer behaviors are essential for navigating the complexities and protecting brand reputation.

AUTHENTIC CONTENT CREATION

Influencer insights fuel authentic content creation, resonating deeply with target audiences.

MEASURING SUCCESS

Objective measurement of success relies on the power of insightful data analysis.

WHAT WE ARE MEASURING

NUMERICAL KPIs

ER, # Followers, % followers in the local market...

BRAND ALIGNMENT

Ensure creator's values and ethics align with brand's mission and vision.

CONTENT QUALITY

Evaluate the professionalism, creativity, and originality of content to ensure it aligns with brand image.



OTHER BRAND COLLABORATIONS

ER

SOB

SOV

AUDIENCE

FOLLOWERS

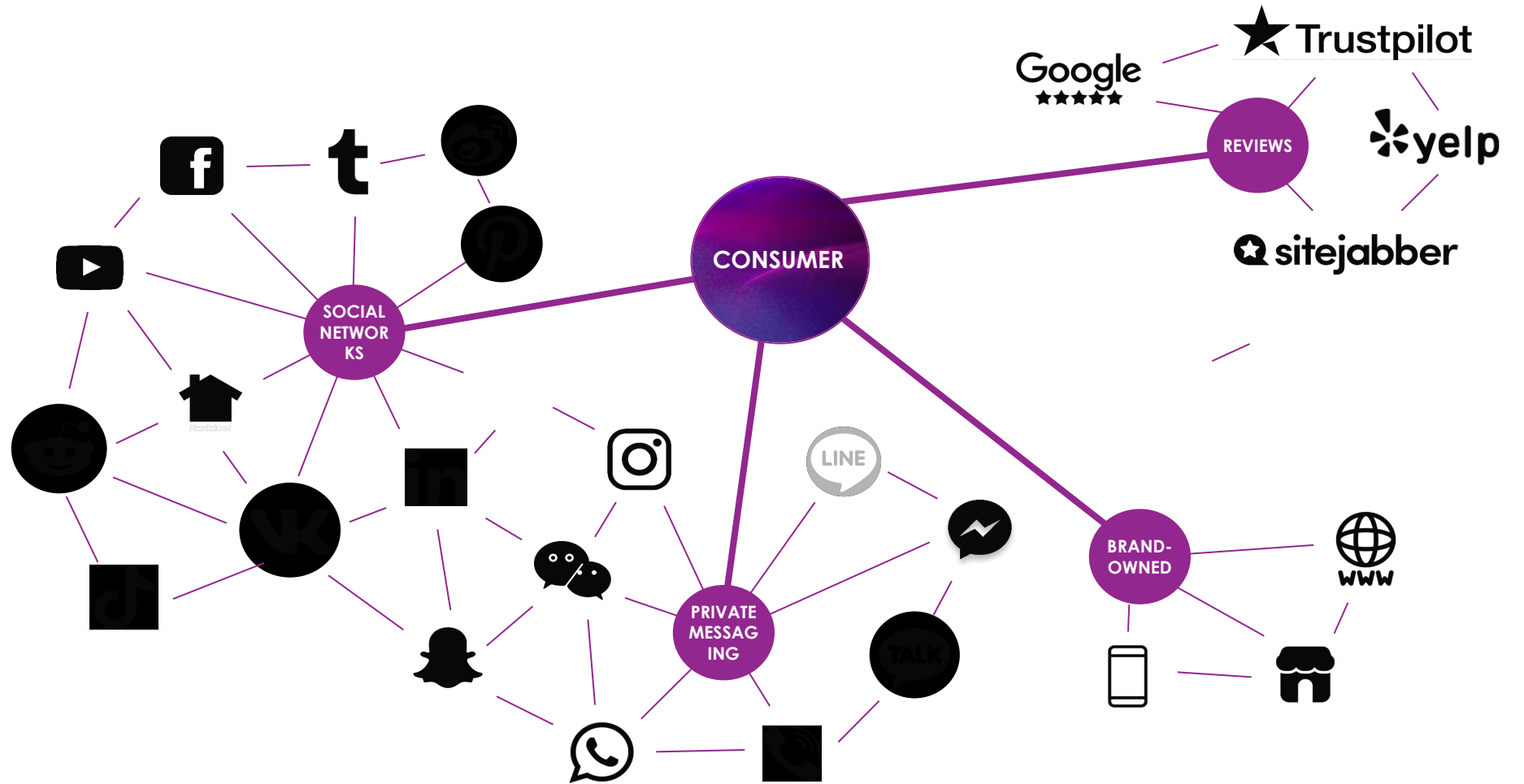
SENTIMENT

I CONSUMERS INTERACT EVERYDAY

CONSUMERS ARE THE FUTURE OF INFLUENCER MARKETING

+ 5,6%
Social Media
Users in Jan24 vs
Jan23
(5 billion users)

7.2
is the average
number of social
platforms used
each month





THANK YOU

SOPHIA REGOUKOU