

8 September 2022, St.Gallen

# Research Workshop «Influencer Marketing and Social Media Management»

**Requested Speakers:** Steven Epprecht (@steveneprecht), Elvira Legrand (@elvirailegrand), Christoph Kastenholz or Lara Daniel (Pulse Advertising GmbH), Björn Wenzel (Lucky Shareman), Simona Elisa Giarolo (Douglas), Lisa Löffler (Glattzentrum)

**Academic Speakers:** Prof. Dr. Thomas Rudolph (University of St.Gallen)

The worldwide market for influencer marketing is expected to grow to \$13.8 billion by 2021, from \$9.7 billion in 2020 and \$1.7 billion in 2016. 89% of marketers worldwide say influencer marketing is comparable or better than other marketing channels, and 75% will allocate an extra budget for campaigns with influencers in the coming year. The retailer Douglas showed with its influencer campaign "#doitforyou" how Influencer Marketing could significantly boost sales. Together with three beauty and lifestyle influencers, Douglas launched a limited influencer collection, which led to 60% more online orders on International Women's Day than a year earlier. Influencer Marketing creates immense opportunities for retailers by enabling them to increase brand awareness, reach new and specific audiences, and generate sales and conversions. However, there's no one-size-fits-all approach to making Influencer Marketing work, but with the correct planning and research, just about every business can benefit.

In this research workshop, we want to look at how influencer campaigns work for your company by developing specific recommendations for retailers. Among other things, we address the following questions:

- What is Influencer Marketing, how does it fit into the marketing mix, and how relevant is it for retailers?
- What are the challenges and opportunities for retailers using Influencer Marketing?
- What is essential in designing Influencer Marketing strategies, and what should retailers keep in mind from a customer, influencer and agency perspective?
- How much does Influencer Marketing cost, and how do we measure the success of influencer campaigns?

The ideal participants are managers with responsibilities in online and social media marketing, communications and E-Commerce.

## Date

Thursday, 8 September 2022, 08:30-16:30

## Language

This Research Workshop is held in English.

## Location

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## Registration

Please register for all Research Workshops via e-mail at [handelsmanagement@unisg.ch](mailto:handelsmanagement@unisg.ch).

*Subject to change. Participants are going to receive the final programme prior to the workshop.*