

Áhrif áhrifavalda á áhorfendur

Ánægja. Árangur. Áhugi.



[illegible]

ÁRBÆJARSKÓLI

ÁNÆGJA - ÁHUGI - ÁBYRGÐ - ÁRANGUR



Laufblaðið

Fréttabréf · Árbæjarskóla · 4. árgangur · 3. tölublað · desember 2015









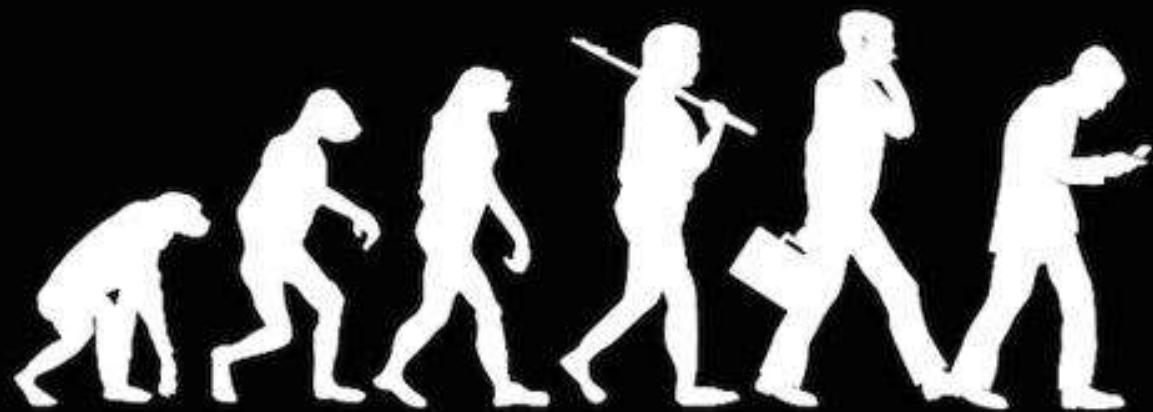
**TRUMP:
"CLOSE THE
INTERNET"**



QUESTION

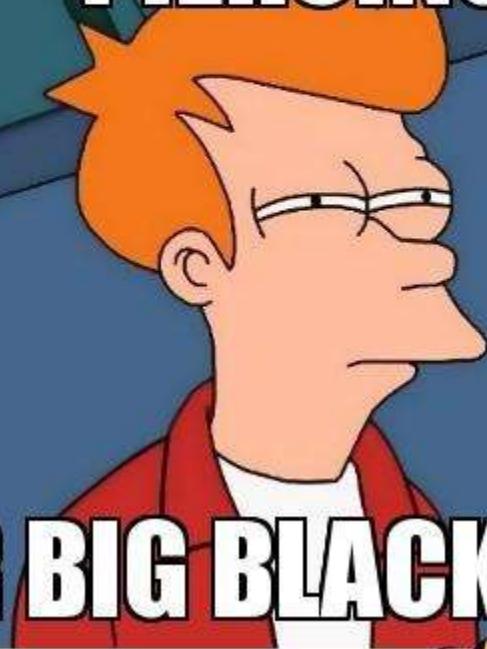
Would Trump close portions of the internet





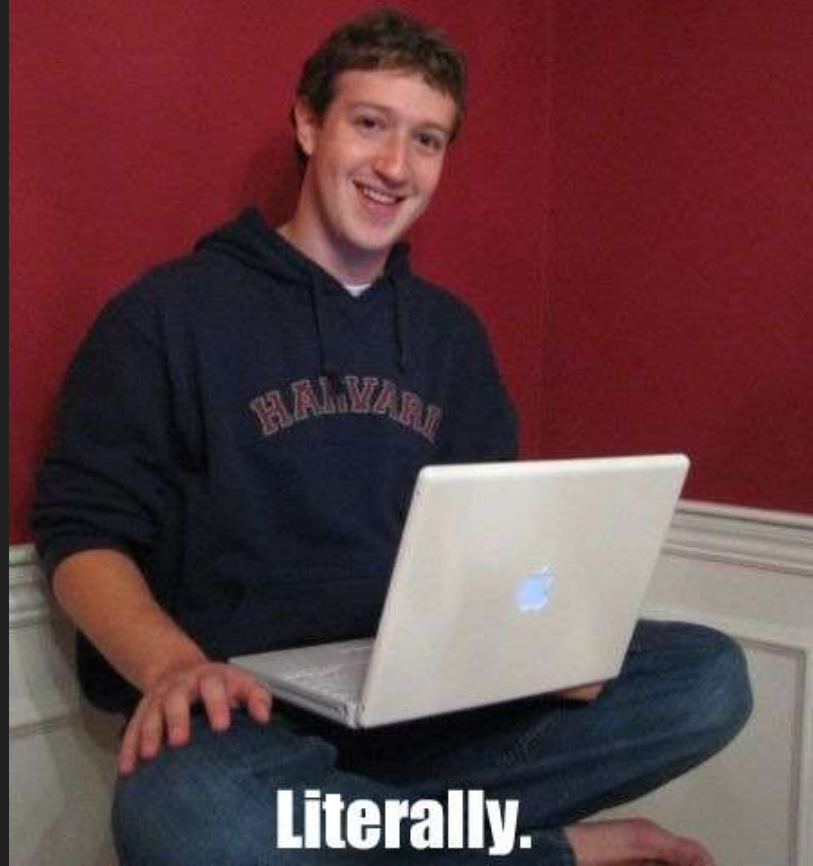
EVOLUTION OF MAN

**NOT SURE IF NOSE
PIERCING**



OR BIG BLACKHEAD

I own you.



Literally.





AFSAKIÐ HLÉ



AFSAKIÐ HLÉ



AFSAKIÐ HLÉ



AFSAKIÐ HLÉ

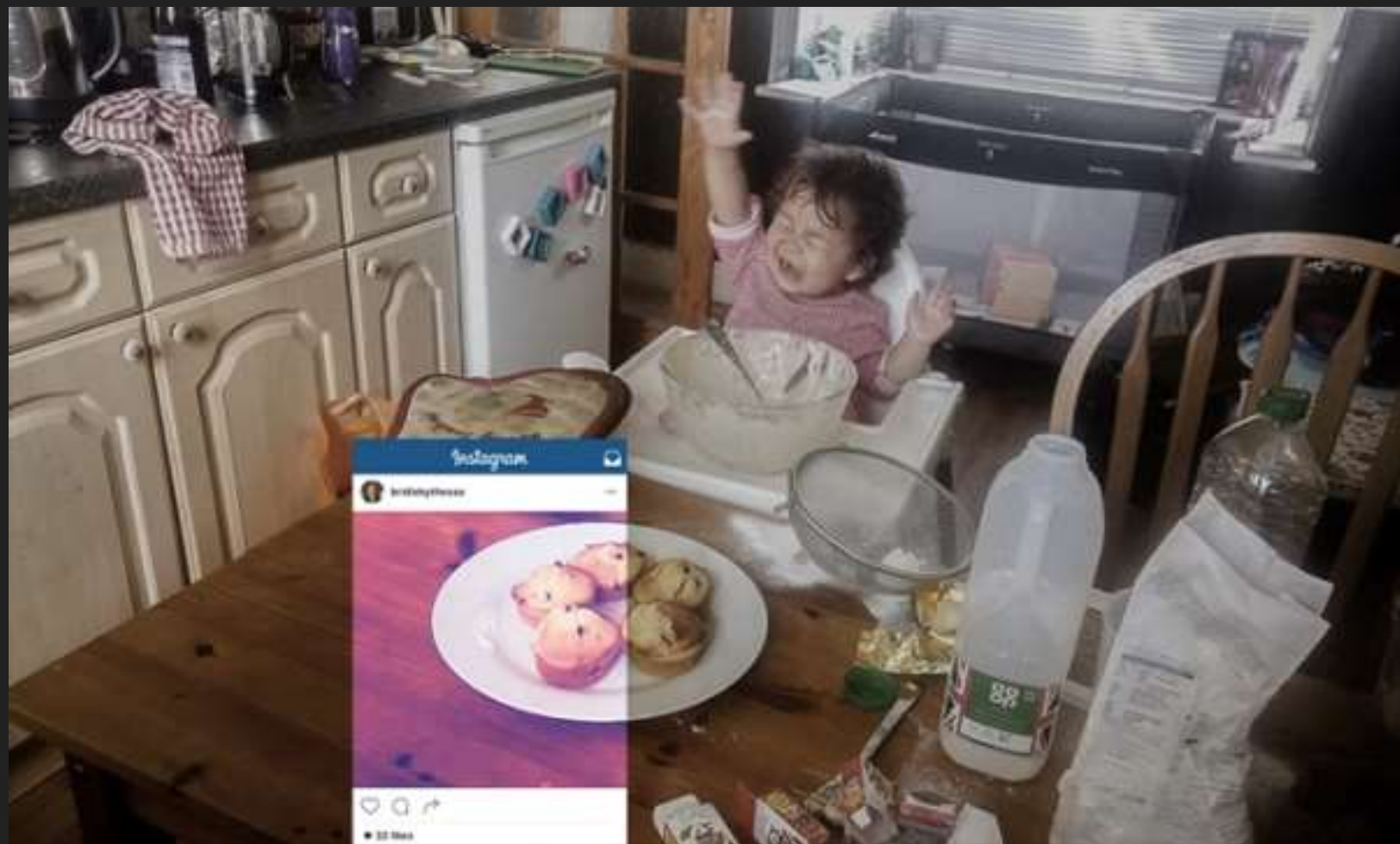


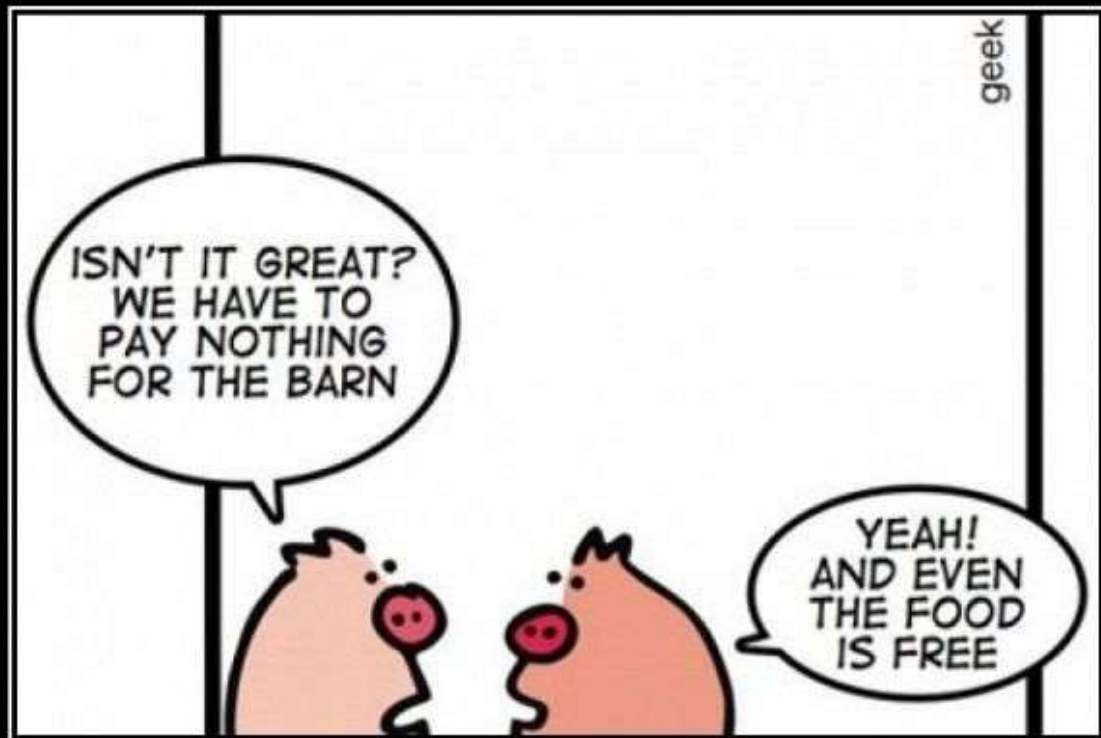
AFSAKIÐ HLÉ



AFSAKIÐ HLÉ







FACEBOOK AND YOU

If you're not paying for it, you're not the customer. You're the product being sold.





















twitler



TESLA



twi

TESLA



CHEVROLET

Ford

TESLA



CHEVROLET

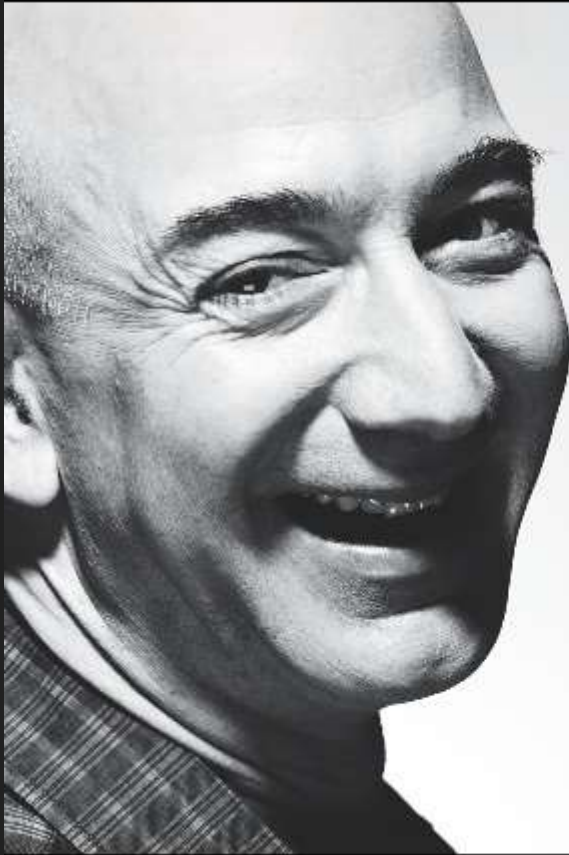
CHRYSLER

TESLA

I,
ME,
MYSELF
A BRAND !!



HOW YOU LOOK + HOW
YOU SPEAK + HOW YOU
ACT = YOUR PERSONAL
BRAND.



“Branding is what people say about you when **you are not in the room.**”

- Jeff Bezos, founder and CEO of Amazon.com.



TERMINATOR

GENISYS

IN THEATRES
07.01.15

ómissandi

gæði

mennskur

markhópur

reglulegur



Elon Musk ✓
@elonmusk



Following

Btw, we are actually working on a charger that automatically moves out from the wall & connects like a solid metal snake. For realz.



RETWEETS

4,388

FAVORITES

4,644



2:27 PM - 31 Dec 2014

© Twitter/Elon Musk













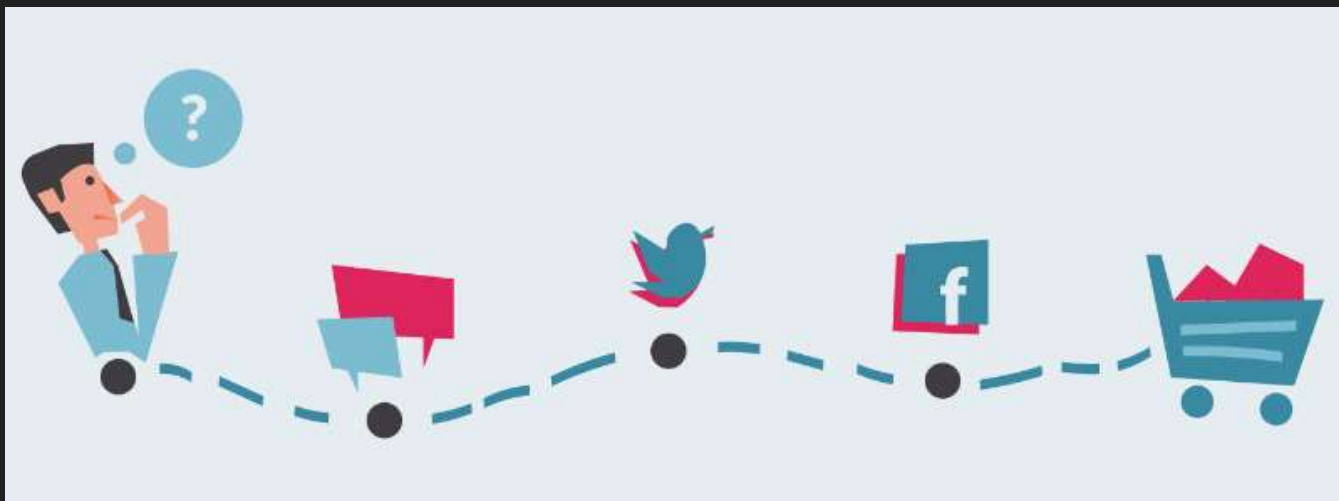


200kg

Personal brand + Product Placement + Word of Mouth + Content Marketing =

Influencer Marketing

(Please Tweet #samfelagsmidlar NOW!)



McKinsey & Company

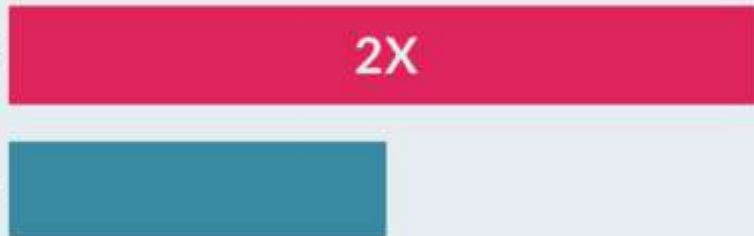
Word of mouth hefur
áhrif á 50%
kaupákvarðana

SALES GENERATED

Consumer-to-
consumer
word-of-mouth

2X

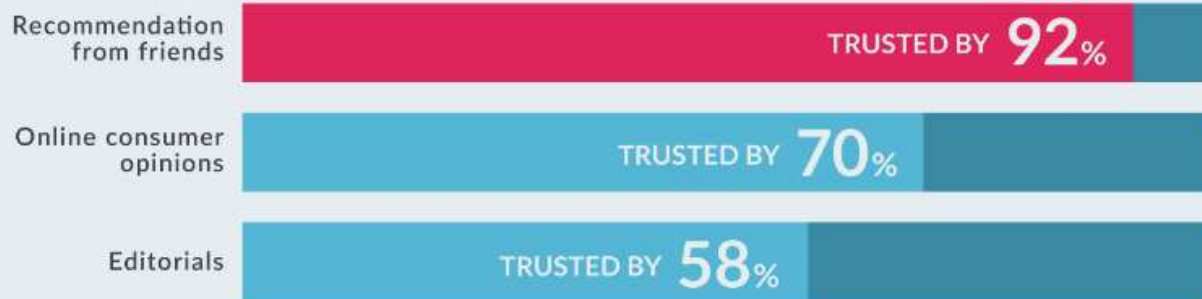
Paid advertising





92% fólks treysta
vinum sínum

TOP 3 TRUSTED SOURCES









HELLO

my name is

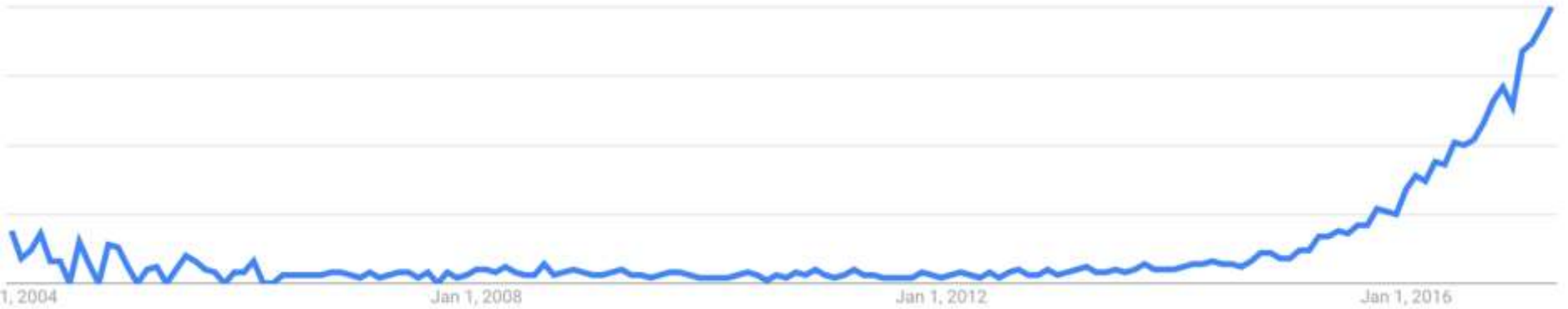
Influencer

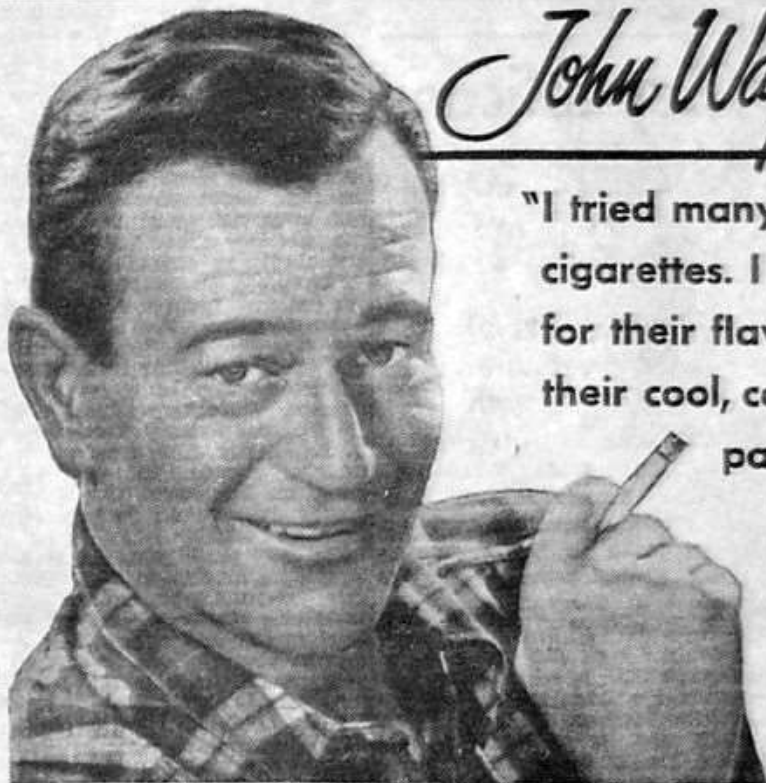
“Einstaklingar sem hafa vald til þess að hafa áhrif á hegðun eða viðhorf annarra vegna stöðu eða sambands sem þeir hafa við þann sem þeir hafa áhrif á.”

Tweet NOW and win
a trip to Hawaii
#samfelagsmidlar



“Influencer marketing”



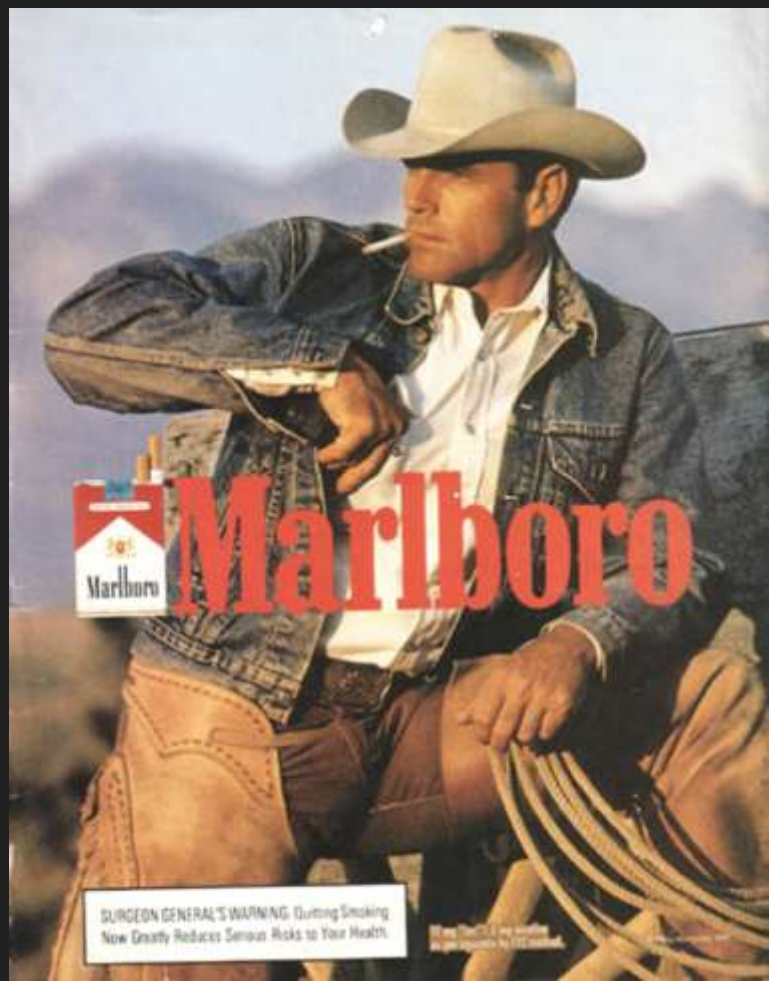


John Wayne says:

"I tried many different
cigarettes. I chose **CAMELS**
for their flavor and for
their cool, cool mildness —
pack after pack!"



**AMERICA'S MOST POPULAR CIGARETTE
BY BILLIONS OF CIGARETTES PER YEAR!**



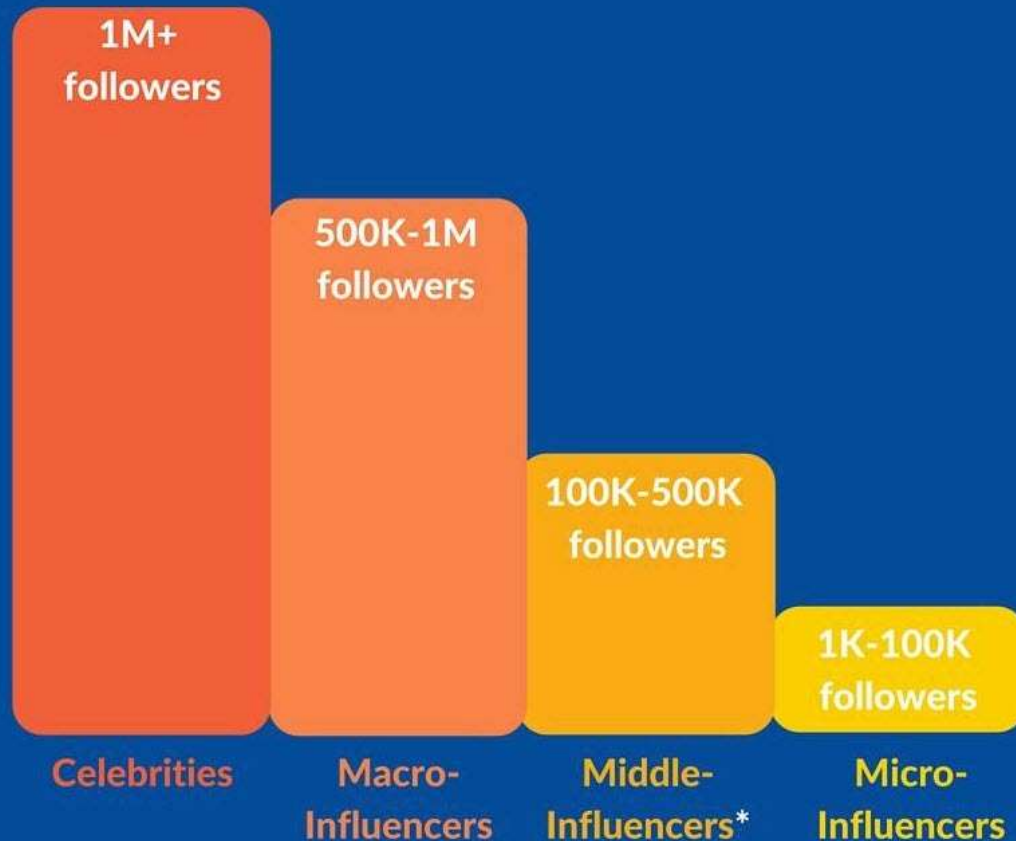
SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

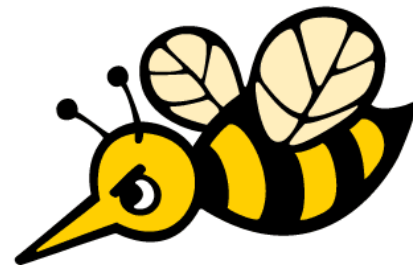
TASTE LIKE CHICKEN





TYPES OF INFLUENCERS





BzzAgent[™]

Framlenging á eigin vörumerki

Sponsar

Óháđir

Bein sala



Be personal. Be relevant. Be specific.

— *Seth Godin* —

AZ QUOTES

8 af 10 horfa á YouTube á aldrinum 18-49 ára

Hefðbundin áhorfslota varir í 40 mínútur á snjalltækjum



300 klukkustundir af nýju efni á hverri mínútu

NET **Tube**



DUDE PERFECT









P4

enerator.net











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Channels

Videos

Creative

FREE WITH PRIME

1121: King of the Kill

The Walking Dead: Season 1

Watch Dogs 2: Twitch Prime Pack

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@EveOnline

Where will @Spamfish and his veteran #EVEOnline guide @laztel start their journey in the universe? Watch live now - [twitch.tv/CCP](https://www.twitch.tv/CCP)



Twitch
@Twitch



Following

Where will @Spamfish and his @EVEOnline guide start their journey into the universe?
[twitch.tv/Spamfish](https://www.twitch.tv/Spamfish) #Ad



Greining

Markmið

Framkvæmd

Mælingar

Ákvarðanir út frá gögnum

Greining

Hvernig geta áhrifavaldar gagnast stefnunni?

Hver er markhópurinn sem þeir eiga að ná til?

Hverjir eru áhrifavaldarnir og hvaða samfélagi tilheyra þeir?

Markmið

Hvað viljum við fá út úr þessu?

Er markmiðið að auka traffík á vef?

Auka áhorf?

Auka fylgjendur?

Framkvæmd

Just do it!

Mælingar

Getur verið erfitt að mæla áhrif og fer eftir hverju og einu tilfelli

Facebook insights, Google Analytics, Google Trends.

Fá gögn frá áhrifavöldunum sjálfum

Skoða comments og spjallborð

Skoða #tög

UTMA

Ákvarðanir út frá gögnum

Skoðað gögnin vel og bæta eða
breyta herferð út frá þeim.



Marketing is no longer about the
stuff that you make, but about the
stories you tell.

— Seth Godin —

AZ QUOTES