

**Influencer kits:**  
**thinking about**  
**the box**



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## Key points

There's something magical about opening a box. It creates drama and mystery. It recalls childhood Christmases. And if the box looks enticing, then that excitement is magnified.

So, it's no wonder that influencers command huge audiences for their unboxing videos, where they open up and explore a brand's products on social media.

Influencer boxes – also known as influencer or seeding kits – are eye-catching packages of curated products that brands send out to social media content creators they work with or want to work with. Getting these boxes right is both an art and a science.

At Linney, we've got the know-how and the flair to make sure your kits create the buzz on social media that you need. Our ebook explores the world of influencer marketing, explaining how a well-designed box can advocate for your brand and – ultimately – drive sales and brand loyalty.





## Size of the market:



# \$1.52 billion

Number the influencer market is expected to grow to by 2027 in the UK.

Statista



# 57.1 million

Number of active social media users in the UK as of January 2023.

Statista



# 10.28%

Annual growth rate (CAGR 2023 – 2027) expected from ad spend, resulting in a projected market volume of US\$1.52bn by 2027.

Statista





## Value to brands:

“People do not buy goods and services. They buy relations, stories and magic.”

Seth Godin |  
Entrepreneur and marketing guru



Globally, businesses are making **\$5.20** for every \$1 they spend on influencer marketing.

Shopify 2022



**49%**

of consumers depend on influencer recommendations.

Digital Marketing Institute



**19%**

of people in the UK who follow/frequently view influencer content bought a product or service after seeing a personality/celebrity promote it in the three months to November 2021.

**UK Social Media: Influencers Market Report 2022 | Mintel**



# Working with influencers

*Influencers have revolutionised the world of marketing. So, it's not a question of if you should work with influencers. It's how.*

Influencers offer huge reach, a relatable style and attention-grabbing content. They combine the star power and high production values of celebrity endorsements with the relatability and authenticity of recommendations from friends and family.



## So how do you choose which influencer to work with?

If you don't have the know-how or resource inhouse, agencies have sprung up to help brands find the best fit for them. Many software platforms also have tools to help you choose an influencer who offers you a connection with the right audience.

### They can help with the essentials such as:

- Choosing the size of influencer and the best platform to suit your audience and objectives.
- Checking their authenticity. Always ask for screenshots of data from all platforms and make sure you do your homework on them and their hashtags. The cost of fake followers on Instagram is estimated at £600m globally!
- Mapping to look-alikes: finding influencers with audiences whose age, gender and interests are a fit for your brand.
- Agreeing expected outcomes. Some influencers may excel at content creation and help brands convert; others are better at video, or are seen as thought leaders.
- Negotiating rates and contracts. Collaboration is becoming a much more formal affair, with rate cards and formal contracts often agreed, so that brands and influencers are clear about goals and objectives.
- Setting a clear brief and objectives. You need to communicate your expectations on your content programme, the frequency of posts and timelines, and how you will communicate with each other.
- Building a fruitful collaboration that works for both your brand and the influencer.
- Analysing outcomes: see [Chapter 5](#) for more about ROI.



### In terms of content, visuals are everything

Social media platforms are brimming with content, so your products need to stand out. Creatively designed boxes that relay brand messaging will help your goods make an instant and lasting visual impact.

Some 61% of people say they are likely to trust recommendations from a friend, family member or influencer, against 38% who trust recommendations from a brand on social media ([Matter Survey 2020](#)).

Influencers value that trust, and avoid posting content that looks like a fake ad – especially since the [Fyre Festival fiasco](#) has made them and their followers more cautious.

**Caution:** While most partnerships are mutually beneficial, influencers are human and make human mistakes! Always have a crisis plan to deal with any fallout if your influencer attracts negative publicity.

## Size of influencers



**Mega:** Famous with a diverse audience. Have a huge reach.



**Macro:** 100,000 to 1 million followers. The most variable category, these influencers often became famous through the internet.



**Micro:** 1,000 to 100,000 followers. Perfect for a specific niche.



**Nano:** Up to 1,000 followers. Everyday people with an influence in their community. Seen as the most authentic influencers.

**NB:** Always ask about their engagement rates, as these are actually more important than follower numbers. Micro and nano influencers have higher engagement rates. Of course, if you just want your product to reach as many people as possible, a macro influencer or celebrity might be the right choice. It depends on your objectives.





97% of marketers regard Instagram as the main influencer channel – but TikTok has the highest influencer engagement rate.

**Shopify 2022**



TikTok was named the world’s fastest-growing brand in 2022, up 215%

**Brand Finance Global 500 | 2022 Report**

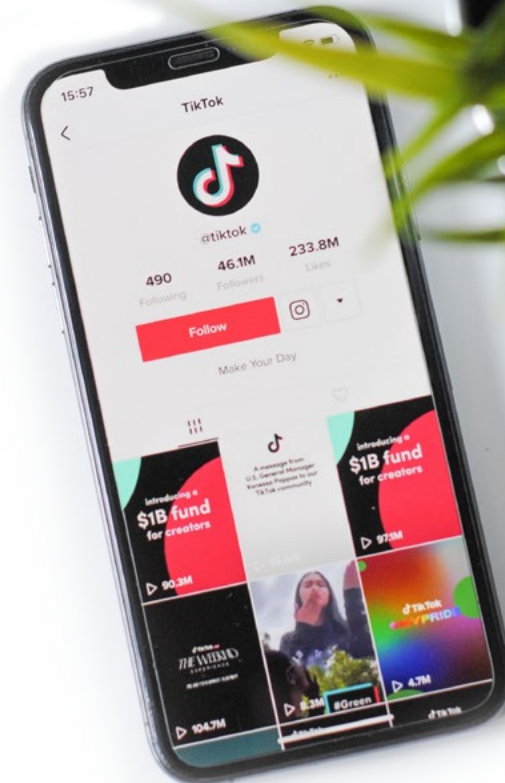


Instagram’s biggest user group is aged 25–35, followed by those aged 18–24.



TikTok’s biggest user group is aged 18–24, followed by those aged 13–17.

**The State of Influencer Marketing 2022 | Benchmark Report**



	Active users, monthly	Female %	Male %
Facebook	2.93 bn	54	46
YouTube	2.6 bn	46.1	53.9
Instagram	1.44 bn	51	49
TikTok	1 bn	57	43
Snapchat	557 m	54.4	44.6
Pinterest	433 m	70	30

“Influencers will be as much of an asset in the years to come as they are now, because these people – who at their core are everyday people – have formed a connection with an audience that’s outside of the realm that brands can traditionally reach with product-focused marketing.”

**Amy Gilbert | The Social Element**

# All about aesthetics – and ethics

*Influencers need inspiration for content. And you need a way to launch or promote your product. It's a match made in social media heaven.*

That's where influencer boxes come in.

You have just a few seconds to make a splash on social media before followers scroll past. By investing in an impressive, bespoke box, you are giving influencers the prop they need to create a box-opening drama!

You're tapping into the unboxing phenomenon that has racked up millions of views on YouTube, Instagram and TikTok – but in a targeted, strategic way.

- **Think storytelling.** Influencers want to create narratives: can your box be a starring character in their tale?
- **Think shape and size:** Most influencer videos are shot in portrait. How will your box be framed in this format?

- **Think curation.** What products will your box contain, and how will you display them inside the package? It's standard to include more products for a bigger influencer.
- **Think followers.** Could you add something to the box that gives something to an influencer's viewers, such as a discount code?
- **Think brand messaging.** Will you include an info leaflet, or can you print all the details on the box itself? Don't forget your web address, QR code, hashtag and other online engagement messaging.
- **Think green.** Your box should be reusable or at least recyclable. Bonus points for intriguing sustainable materials that are a talking point in themselves – and avoid special finishes that cannot be recycled.
- **Think insight.** How will you evaluate the success of your boxes and your influencer marketing campaign? We've outlined this in [Chapter 5](#).
- **Think customisation.** The more customised your gift, the more likely it is to be shared. Personalise notes or the content of the box itself to their preferences and needs. Foster long-term partnerships with gifts for special events and life milestones.
- Finally, no matter how wild and creative your box, don't forget the basics: it needs to be easy to open and get your products to the final destination in pristine condition, ready to be shown off!





Unboxing videos are playing a significant role in customers' pre-purchase research, with viewers being 64–85% more likely to make a purchase after watching a product video.

**“Can product videos increase conversion rates?” | Neil Patel**

*“When is a box more than a box? When it sparks excitement, tells a story, and brings audiences and brands closer together.”*

**Packaging lead, Linney**

## Case study: ModaModa Pro-Change Shampoo influencer boxes 2022

*To stand out in a crowded market, it sometimes pays to dive deep. And that's what South Korean haircare brand ModaModa has done with its submarine-shaped influencer boxes for its Pro-Change Darkening Shampoo.*

The product claims to be the world's first to harness the natural enzymatic browning that occurs in seaweed (and other vegetable matter), creating a shampoo that darkens grey hair over the course of a few weeks. It's marketed as a hassle-free, healthy, non-synthetic alternative to hair dye.

The product slogan is "Browning from the Sea". So, what better way to explore this oceanic colouring effect – and create a splash on social media – than with a submarine?

The main boxes are yellow on the exterior, matching the product bottle colour (and lending a nod to The Beatles). There's a holographic version too for the complementary blonde product range, which can be used on any hair colour.

Domed portholes allow glimpses of the internal seaweed theme, and there's even a cute little periscope.

Open up the submarine and you'll see seaweed icons against a blue underwater graphic. The icons emphasise that the main active ingredient is seaweed, and highlight the product's nature friendliness.

Nestled inside the box is a bottle of the shampoo itself. ModaModa warns that it takes several weeks of use for it to have the desired darkening effect – but the impact of the influencer boxes is instant.

Produced in small quantities, these boxes were sent to reporters and influencers and given as gifts at launch events. They're bold, quirky and memorable – perfect for making waves on social media.





# Getting a return on your investment

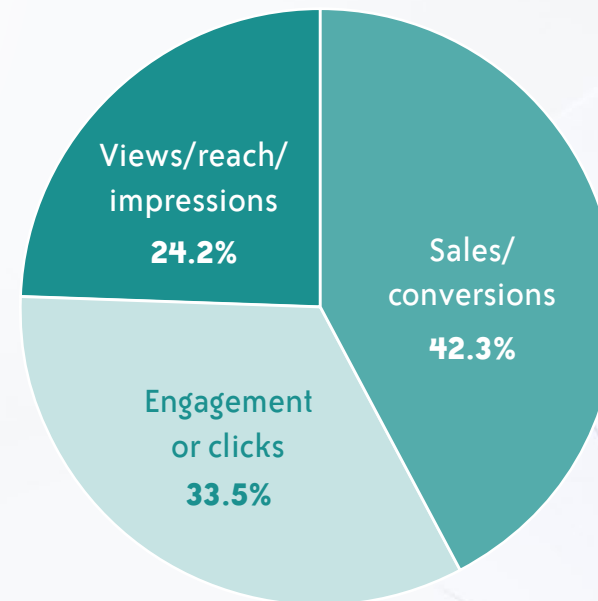
*Your influencer boxes are a crucial element to your campaign. It's vital that you monitor and analyse the social media impact of your brand's influencer marketing.*

**1. Set smart targets.** At the start of your campaign, you should set goals that are:

- **Specific:** they state exactly what you need to do
- **Measurable:** they determine what success will look like
- **Achievable:** they are realistic, given your product and your resources
- **Relevant:** they align with your brand's long-term objectives
- **Time bound:** they can be achieved by a certain date
- **Fed back:** how will you communicate with each other and measure success?

**2. Choose your measurement tools.** Platforms such as Traackr and Brandwatch are designed to monitor and evaluate influencer marketing. They enable you to track online conversations about your brand and use data to shape your social media strategy. If you choose to use an agency, it will have access to these platforms, if you don't have the required budget.

**Brands measure influencer marketing by:**



**The State of Influencer Marketing 2022 | Benchmark Report**

**3. Consider what to measure.** Once you've decided on your "smart" targets and have your campaign aims in mind, then it's time to drill down on what metrics are going to really show your campaign's ROI.

- **Likes and video views** are the simplest metrics, helping you identify your top-performing content.
- **Interactions** such as **comments, saves and pins** demonstrate deeper engagement with your audience.
- **Brand mentions** can be tracked by Traackr and Brandwatch (see point 2).
- **Click-throughs** drive traffic to your website, boosting ecommerce (see point 4) or bookings for hotels and restaurants, for example.
- **Shares** highlight brand engagement and referrals.
- **Audience** growth shows how your reach is increasing.
- **Purchases** can increasingly be made on social media platforms, bypassing your ecommerce website and giving you direct conversions for your campaign.

**4. Decide how to measure success.** Are you aiming to increase your reach or make sales?

- Make sure your website is set up to integrate with and analyse your social media campaigns. Google Analytics enables you to measure engagement and referrals across your website and apps.
- Discount codes or referral links can help you track sales made on your website.
- Google Tag Manager lets you configure and deploy tags to track downloads, click-throughs, promotions and much more.

**5. Apply lessons learned from your data.** You can identify what works for your brand, such as:

- Time of day to post
- Which platforms and influencers achieve the highest ROI
- Most receptive audience demographic
- Best performing content

And don't forget to simply ask your influencers for their honest feedback about your boxes. After all, that authentic human touch is what influencer marketing is all about.





## Conclusion: How can Linney help your brand?

*Influencers are now an established part of the marketing mix – and one that your brand cannot afford to ignore.*

Making an influencer collaboration work for your brand requires a good deal of thought, research, clarity and creativity. That's where we can help.

We're a creative omnichannel marketing agency, working with top retail brands on their influencer campaigns. Our team of influencer experts will help you reach new audiences, drive sales and grow your brand following.

### **We offer full-service influencer marketing solutions:**

- Insight-led influencer sourcing
- Creative influencer box design
- Sustainable box production
- Reliable order fulfilment
- Campaign insights and analytics

To discuss your influencer marketing campaign, contact us today.  
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