



Influencer Marketing Programme 2020/21

Prepared by: Federica Tadiello

Date: September 2020

Influencer Marketing: a cost-effective way for Brand Awareness

BUILD TRUST

Influencers have built credibility with their fans.

By partner with an influencer, you will put your message in front of an actively engaged audience.

ENRICHES THE CONTENT STRATEGY

Sharing influencer content can enrich and differentiate the Company's content strategy

IMPROVES BRAND AWARENESS

Influencer marketing can expand the online positioning and target audience.

“Take me to Malta” influencers event in 2018

- In 2018, Air Malta did an Influencer event to promote 18 new routes and the opening to some new markets.
- In collaboration with Switch-Digital&Brand Agency, we created a tailor made 3 days event for around 20 selected influencers.
- The package was made of free flight tickets (from the new destination airport to Malta and back), guided tour around Malta and Gozo, free meals and accommodation in order to give them an authentic experience of the islands.
- The **results** have been tangible across social media platforms (Instagram above all): 254 mentions about Air Malta, over 1,040 online conversations, 5 million users reached, and a grand total of **211,00 engagements**.



Moving forward

- Due to the success of this event, the Air Malta marketing team would like to do something similar again.
- What we have in mind is not to create a “one-shot” event, but instead creating smaller, replicable actions so that to keep that model and repeat in the future, applying it to different markets and needs each time.
- What we need to create is a modular model, which can be adapted also to the travel regulations and restrictions due to the outbreak of the Covid19.

The Influencer Program model –Targets and goals

Markets:
Belgium
Germany
Netherlands

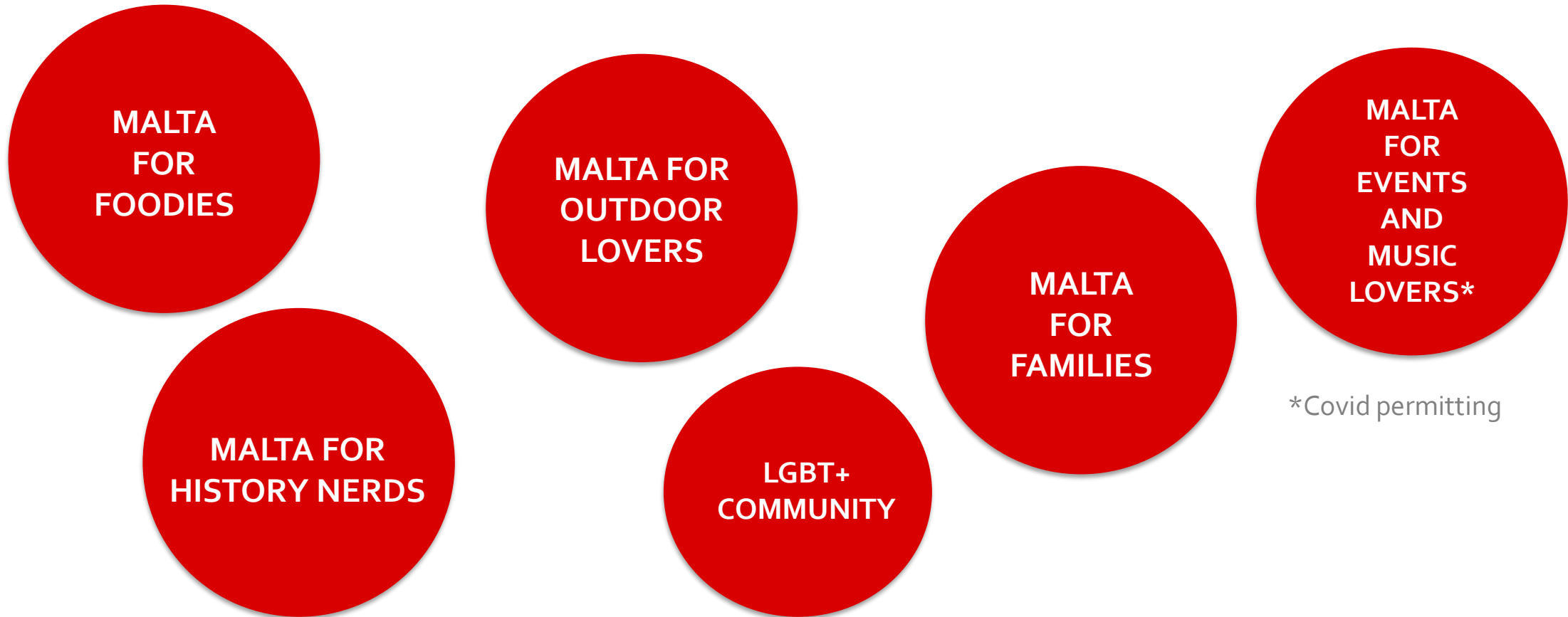
Identifying 3/5
influencers from this
area, inviting them
to Malta for a long
weekend. Ideally all
together.

Period: all year
round.
This would give us
the opportunity to
beat the seasonality
and show different
faces of Malta.

Influencer Marketing Program 2020

Malta: not only beaches and sun

The idea is to show the different faces of Malta, showing it as an ideal destination all year round, not only in summer months, for different kind of people with different interests.



Influencer Marketing Program 2020

Malta: not only beaches and sun

The idea is to make them **EXPERIENCING** these things – by partnership with local businesses, based on their interests.
Reason being the idea would be recruiting not only purely travel influencers, but also **FOOD, SPORTS, LIFESTYLE influencers** and everything can match with what Malta has to offer.



Influencer program Example

Influencer: Food blogger from Berlin, with xx followers on IG and YouTube

Program for 3 days-stay

Departure from Berlin Tegel Airport with a KM flight to Malta

Day 1: transfer from the airport to the hotel. Free time and then visit to a vineyard. Dinner at "xx" Restaurant

Day 2: Guided tour of Valletta. Lunch break at a Wine Bar. Cooking class with a chef on how to cook the octopus.

Day 3: Guided tour of Mdina and visit to a traditional bakery. Dinner at XX Restaurant

Day 4: Transfer to the airport and KM flight back to Berlin.

Deliverables:

- 2 pictures on IG of the Air Malta flights
- 1 story on IG about the flight and Air Malta
- 1 story per day during the stay
- 3 posts on IG about the experience
- 1 "vlog" on YouTube about Malta and Air Malta

Thank you!

