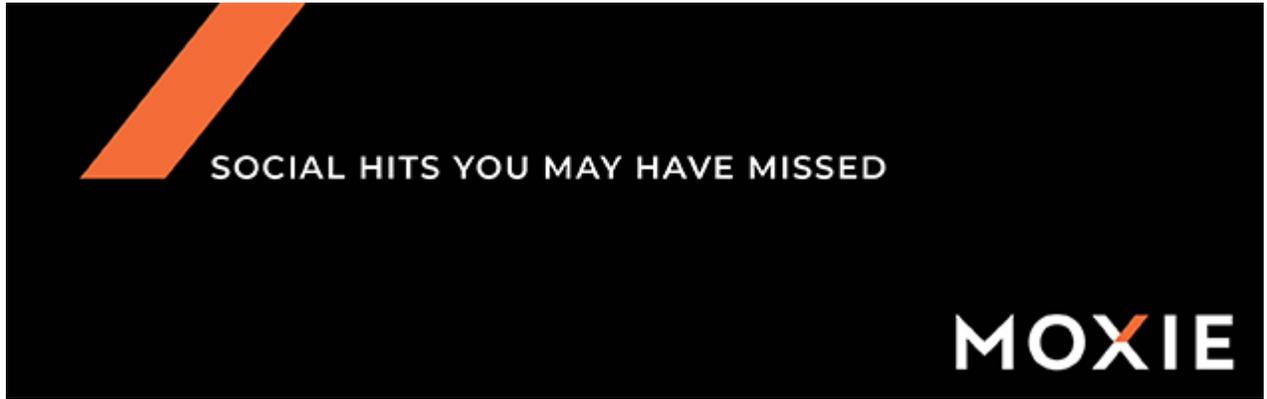


Subject: Social Hits Laura May Have Missed | 3.20.19

Date: Wednesday, March 20, 2019 at 14:10:15 Eastern Daylight Time

From: Moxie

To: Laura Branch



THINK

Stats and facts to get you thinking



Brands Are Spending More on Microinfluencers Than Big Celebs

When it comes to influencers, micro is the new macro. Marketers are [spending less on big celebrities](#) and more on microinfluencers (those with less than 30,000 social media followers).

We've talked before about the power of microinfluencers to reach niche audiences, and it appears that brands across the board are quite literally buying into that idea. According to [a survey](#), U.S. marketers are willing to spend up to \$32,000 to work with a microinfluencer on a campaign, versus \$39,000 to work with a celebrity influencer with more than 500,000 followers.

Social media users are also breaking out their wallets for influencers; 88 percent of consumers have been inspired to purchase based on what they saw from an influencer, 81 percent made a purchase by clicking a link shared by an influencer and 66 percent trust product recommendations as long as an influencer is transparent about their relationship to the brand.

MAKE

Platform updates that drive ingenuity



Snapchat Gaming Platform in the Works

Snap Inc. is [reportedly planning](#) to release its own gaming platform. [According to reports](#), the mobile game platform will work within the existing Snapchat app. As we've previously noted in *Social Hits*, Snapchat has been appealing to its young audience already with in-app augmented reality experiences and games in the Lens Carousel, so the dedicated gaming platform shouldn't come as a surprise.

Stay tuned as we await the launch, which is set to happen next month. We'll be curious to see if and how this addition might help the platform's slowing user growth.



Facebook Gives Relevance Score the Boot and Introduces Three New Metrics

[Facebook recently announced](#) the replacement of its old relevance score, the one-number score measuring how relevant an ad was to the audience reached, with three "[more granular ad relevance diagnostics metrics](#)."

The changes are reportedly aimed at more accurately measuring how people use the platform. For instance, many users might not scroll through their news feeds, but instead engage with specific private groups or pages. Facebook describes the new metrics, which include quality ranking,

engagement rate ranking and conversion rate ranking, in a recent [blog post](#).

MOVE

Innovations that move brands forward



The SXSW Quick Hits

The force that is SXSW just tore through Austin, and we've been parsing through the news to find some key themes and interesting nuggets — plus some agency humble-brags — from the annual event.

- **Beauty:** As we noticed at CES, beauty brands are rolling out innovations at lightning speed, and the [trend continued](#) at SXSW. [Lush debuted](#) a visual search app and “digital packaging” and [L'Oréal announced a partnership](#) with microbial genomics company uBiome. Similarly, several brands announced [self-care initiatives](#) at the festival.
- **CBD:** [CBD brands took to Austin](#) to educate consumers about the everyday uses of CBD products. Attendees could sip on CBD-infused cocktails or explore CBD from a [wellness perspective](#) through products like cooling creams or sleep aids. Those more business-minded attendees could sign up for a “Cannabusiness” track and choose from 44 sessions that were more business- and marketing-focused with CBD industry leaders.
- **AR/VR:** Perhaps more mainstream than beauty or CBD, but still interesting, were the augmented reality (AR) and virtual reality (VR) innovations at the festival this year. [Accenture Interactive](#) showcased several retail applications at the conference: an AR visualizer for DuPont's Corian bathroom counters and a try-before-you-buy AR tool for Kendra Scott earrings. [Bose also showcased updates](#) to its AR platform for headphones and its Bose Frames, including some exciting technology for the visually impaired.
- **Gaming:** While SXSW might be more widely known for music, people are also coming to Austin in droves for the [SXSW Gaming Festival](#). Festival-goers travel from all over the country to play computer games, arcade games, board games — the list goes on. Brands are taking note of the gaming world, but they have to tread carefully and authentically to be accepted into the community. Arby's (an #agencyclient) has done just that, after realizing a few years ago that its audience was largely made up of gamers. Our very own Moxie team represented Arby's in a SXSW [panel](#) discussing its work on social media.

MOXIE

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