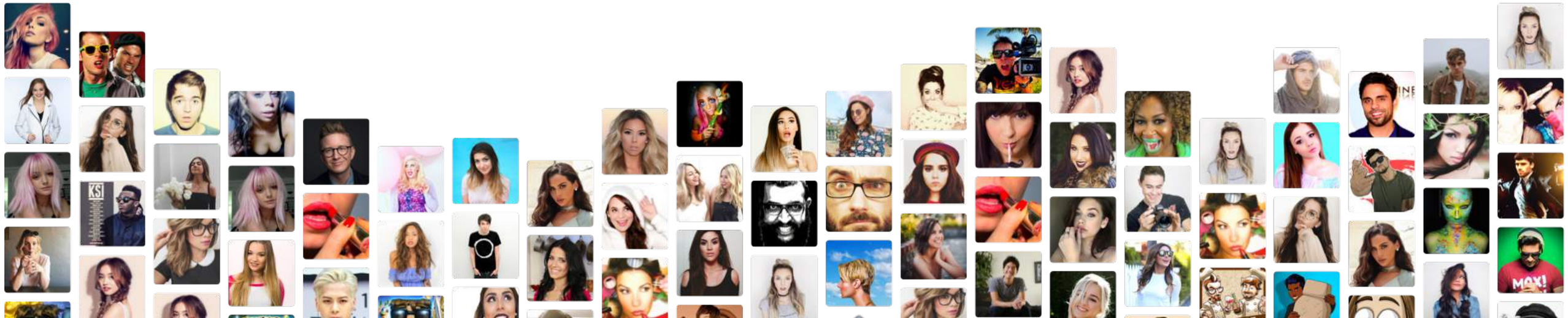
How Fanclub PR took control of their influencer marketing campaigns with Peg

2018





The Fanclub PR team

Supercharging an influencer offering

We sat down with Fanclub PR, a Public Relations agency known for being one of the first in the UK to integrate social media influencers into client campaigns after recognising that these new channels pose a significant opportunity for earned media. We had a goal to pinpoint all of their issues within the influencer industry and demonstrate how Peg helped fuel part of their winning solution.

The London-based team were already renowned experts in the PR industry when they started to add influencer marketing to their mix. They wanted to continue expanding on their excellence by helping clients devise in-depth influencer strategies and campaigns. In accordance with their high standards, Fanclub PR knew that if they were going to do influencer marketing right, there would be a lot of ground work to be done.

THE RUNDOWN

“There’s a lot of time invested into pitches, and this can involve waiting for multiple parties to respond with information which can be tedious and just a waste of time.

We do this with the hopes that pitches will be won or that creators will even get back to you, but with Peg, we just don’t have to worry about that anymore.”

- Megan Linehan,
Account Executive @ Fanclub PR

Fanclub PR wanted to become influencer marketing specialists in the PR world and take the reigns of end to end influencer management for their roster of highly reputable clients. After winning several awards for their expertise and having worked in this space since 2012, they are recognised as one of the UK’s leading agencies for influencer marketing.

In the past year alone, they have helped brands collaborate on over 20 paid partnerships and ambassador programmes, and engaged hundreds more through their ‘earned’ influencer relations campaigns. They understood that adding influencer marketing to their repertoire would not only supercharge their toolkit but bring on even more highly sought-after clients for their boutique firm.

They needed to do this in a way that was efficient, intelligent and easy to implement across all of their campaigns and pitches. Their main difficulties were with influencer search, ROI reporting and campaign authenticity, to name a few, but Fanclub PR is able to overcome these challenges with Peg.



CHALLENGE # 1

“Potential clients needed to be able to do the following when it comes to influencer strategies: (i) assess risk, (ii) understand engagement rates, (iii) review historical data and (iv) forecast potential outcomes.

Influencer Marketing is still considered the wild, wild west and these were only a few of the precautions we needed to be aware of before going into pitch, not to mention the amount of reporting and data to be delivered during and after campaigns.

Peg’s easy-to-use platform was able to fuel our ambitions to become experts in the space.”

- Fanclub PR

A desire to become influencer marketing experts, ASAP.

Fanclub PR wanted to prove and measure ROI for influencer marketing and share their findings both internally and to their clients to win more business.

In the process of growing their influencer marketing knowledge and offering, they found that they were losing an incredible amount of time to manually find the right influencers for campaigns, before the pitches had even started.

CHALLENGE # 2

“We know that whilst we’ve helped many of our clients invest in the value of earned media that influencers offer, it’s still a landscape that is constantly changing and there is an ongoing responsibility for us to show the continued opportunities and potential impact of influencer marketing.

Peg provides our clients the credible data that demonstrates how we can successfully reach target audiences with authentic content - which above the line and traditional media can’t always do.”

- Fanclub PR

A need to convince their clients to utilise influencers.

The team knew that perhaps not all of their clients and prospects would buy into the use of an influencer strategy without proof that it would work.

The ease of Peg’s software made this a massive opportunity for them and allowed the team to continuously remain leaders in the space.

CHALLENGE # 3

“If we did not have Peg, we would have lost a significant amount of time building these campaigns and our influencer expertise. When you get into working with the more niche creators where less knowledge is available, not having the platform would have been a nightmare.

That being said, you absolutely must invest in your own toolkit to really nail the ownership of influencer marketing campaigns, but with Peg, it’s just one click and a lot of it is all done.

Without Peg, this can be a very granular process. There’s a lot of different elements to think about and a lot of people to talk to and you definitely can’t dedicate enough time to this without the best tools.”

- Emily Barnes,
Account Manager @ Fanclub PR

Executing high-quality influencer campaigns at scale.

Once the team started running influencer campaigns, they couldn’t ignore this unique opportunity and new avenue to reach the target audiences of their clients.

On the other hand, having to manage multiple campaigns without specifically-designed technology was just too inefficient for their team. They needed a solution to handle even the tiniest of details.



CHALLENGE # 4

“Though we might traditionally want to associate the labour of reporting to after a campaign has ended, insights and previous campaign knowledge needs to be readily at hand for over tens of thousands of influencers and we can’t possibly keep up with this ad hoc.

This is where Peg has come through for us time and time again. A major part of our ambitions is for influencer marketing to fit seamlessly within multi-channel campaigns for clients. Utilising the data that Peg provides helps us choose the right influencers who can fit in with wider objectives and ambitions time and time again.”

- Fanclub PR

Build successful campaign knowledge and seamlessly repeat.

With each campaign and new client to work with, the team was able build on their unique knowledge and growing expertise around influencers and the industry.

A crucial part of this repeatable success was not just the ability to streamline their work, but also to maintain their own influencer IP. This promoted knowledge sharing across the team and improved overall productivity.

Peg

THANK YOU

For more information, please contact us at hello@peg.co
or visit peg.co and request a demo.

