WORD OF MICE

We spread the word

Mariska Kesteloo (founder)
mariska@wordofmice.com
(+32) 474 216 945

Social Media Influencing is booming, yet the MICE sector has fallen behind online.

In this digital age of personal networks, advertising has shifted to online dialogue to reach potential clients. A post by the right person on the right channel can spark a conversation that makes all the difference.

It is only a matter of time before social media influencing explodes onto the scene as it did with other industries, so let's seize the opportunity to tell your story with a unique global online campaign in a new and exciting way.

Our **team of Social Media Influencers** is ready to spread the word and campaign for your service or product. We will guide and assist you in finding the right online influencer with the reach, relevance and resonance you need.

Stand out from the crowd and highlight your unique selling points to the **right audience**.

Creativity, collaboration, sustainability are core to our organization.

Now is the time to partner up with Word of MICE and give your **region**, **city**, **convention bureau**, **hotel** or **venue** an online boost.

Word of MICE
can help you:

- increase brand awareness
- identify the right target audience
- discover new markets and clients
- measure and increase ROI
- stay ahead of the competition

Word of Mice knows that **people trust other people, not ads**.

We boost your business by having the right influencer spread the word about your product, brand or service.

Traditional online advertising	Word of Mice influencer advertising
confidence in online advertising is declining	78% of people put faith in peer recommendations*
only 26%-33% of consumers trust online ads*	followers trust the influencer's opinion
online sponsored content, video ads & banners are **one-way traffic**	influencers build meaningful relationships and start a **conversation** about your brand
26% (desktop) and 15% (mobile) users always use online **ad-blockers****	people **seek out and engage** with branded messages of influencers

We only use those **types of influencers** that are relevant for the MICE sector.

- **LinkedIn experts**: most powerful channel for B2B influencing
- **popular Youtubers**: video is the most compelling medium
- **bloggers**: nearly 1 in 2 people use blogs for initial product investigation, 43% use blogs for inspiration***
- **high potential Facebook groups**: great targeting tool
- **Instagram influencer**: best choice for visual storytelling

*source: Nielsen Global Trust in Advertising Survey, Q1 2015, Region: Europe
** source: Interactive Advertising Bureau; Ad Blocking: Who Blocks Ads, Why and How to Win Them Back, June 2016
***source: Research Now Group, Inc, June 2014

How does it work?

1. **Identify needs**

analyzing the target audience you want to reach, preferred channel, timeframe, desired outcomes,...

2. **Scouting & Selection**

casting a wide net and searching our database for beloved personalities and thought leaders of today's social media platforms based on the requirements of the customer

3. **Briefing**

WOM sits down with both customer and influencer(s) to align and coordinate the creative content and brand communication

4. **Planning**

WOM proposes a plan of influencer communication and strategy

5. **Marketing**

influencer broadcasts branded communication through his or her channel while WOM follows up closely

During the entire process we will constantly keep you up to date, delivering insights into the influencer's performance during every phase.

6. **Final report**

after the branded influencer communication comes to an end, a final assessment is shared with all available figures