



VTO Influencer Plan

Influencer Overview

Influencer Marketing has emerged from a variety of recent practices and studies that involve popular users of social media platforms. This form of marketing focus is placed on specific key individuals who have the ability to get info out to the target market because of a larger social following. Influencers are those that have influence over potential buyers. Thus, marketing can be designed around influencers in an effort to reach a traditional target market.

Target Audience

The following are samples of targets for influencer marketing. These are fictional characters that are a representation of consumers who would be successfully influenced and would potentially attend the Texas Valero Open.

Examples:

Becca Jameson (@bjameson74) 84 Followers



Mother of 3 children, ages 4, 8, and 12. Stay at home mother who takes care of the kids while her husband works long hours at his firm. She engages with “mom blogs” and other accounts that follow events and fun activities around San Antonio. Money is not an issue for her, but she enjoys finding deals on fun entertainment for herself and her kids on the weekends.

Treyvon McLean (@McGlovin) 900 followers



Treyvon has heard of Tiger Woods but still thinks golf is a little boring and slow paced. He has a pretty decent following on social media with his posts averaging around 300 likes. Treyvon is a trendy fellow and follows people like Swae Lee and Wiz Khalifa for fashion inspiration. He is also into photography, making music, and good food. He follows local foodie accounts to keep up to date with all the fresh new food spots in town.

Hunter Lee (@hunterfishin) 420 Followers



Fresh out of college, Hunter works at Rackspace in San Antonio. When he can get out of the office, he enjoys western dancing and going out to his ranch to hunt, fish, or drink with his buddies. On the weekends, he likes to sample local country music at his favorite venues and social joints around San Antonio. He engages with social media accounts that promote country music or venues in order to know what is happening in the music scene. He really enjoys the experience of seeing a small country music act at private venues with his friends, and Instagram allows him to keep track of them all.

Sample Candidates

The following are examples of “ideal” influencers to employ for marketing campaigns. These fictional characters show examples of who to look for when acquiring influencers.

Examples:

Dustin Smith (SA Country - @hillcountrysound) 94,000 Followers

Dustin visits local venues and small country music concerts, and he reviews BBQ and beer at the local clubs/bars in San Antonio. He will usually post a video or picture when he’s at one of these events. This can be anything from him singing along with the music to posting a simple pic of his food or drinks. He takes the user on his journey at the event to the extent that they feel as though they are there sharing the experience without physically being at the venue. Because these concerts and venues are local, or not very well known, Dustin makes these users feel as though they are part of an exclusive club if they attend or follow. Users, in turn, will tell their friends, “ Hey, I saw Dustin at this place or that place and it looked really fun. He has 94,000 followers so if he attended the event then it must be a good time.” By posting about his experience, Dustin has just indirectly increased the brand awareness for the concert or venue he attended as the posts and interactions based on the posts then trickle down between his followers and their followers as well.

Kendra Crosby (Local Eats - @210bites) 120,000 Followers

Kendra tries new restaurants and bars around town. Because she focuses on diverse crowds and types of food, she has a broad audience. Influencing for food is fairly simple. People want a place that has a balance between quantity and quality. Kendra is the one who has the scoop on these kinds of places. By posting a picture of what she ordered with a filter of her location, she has just influenced. When people are in the area, they will go to these places for good food. They will also go for the slight chance that they get to see Kendra.

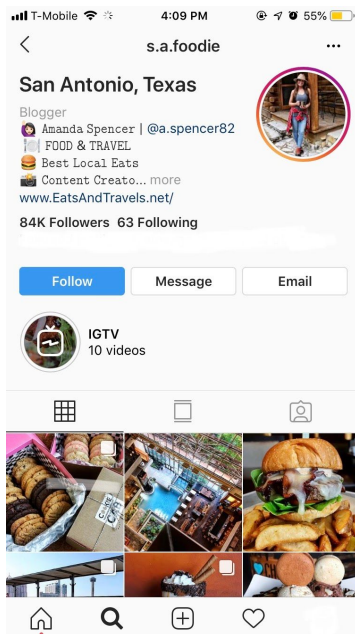
Susie Carr (Mom Blog - @texasmomma) 240,000 followers

Susie writes a mom blog that follows local events/discounts for mothers trying to entertain their kids. Ideally, events Susie promotes are for multiple ages and varies in type of event. Because the number of things that moms can do with their kids is limited, this makes Susie a high commodity since she finds the hidden gems from around San Antonio. She is the voice for all the moms looking for things to do with their kids within a reasonable budget. The places she posts about that meet these conditions are very popular because her words carry a lot of weight.

VTO Target Influencers

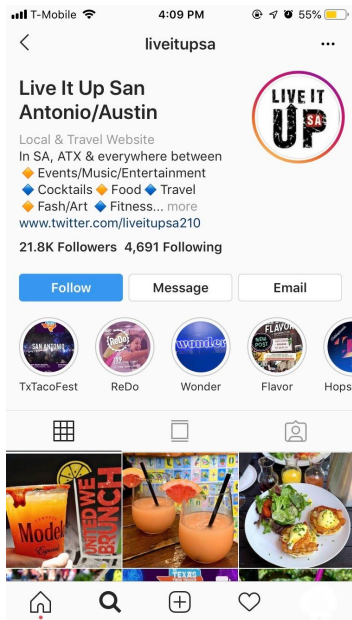
Enclosed are three targets that would be great fits for the VTO Influencer program. These influencers, who are all from the area, have accumulated a following for their respective niche on Instagram. Where they provide value to the VTO is through attracting non-traditional golf fans to the tournament. Because golf is not the prime motivator, many of these influencers will be going after the food, music, or tourism side of the tournament. While these are examples, they would all be a great fit and have peers in the influencer business who could fulfill similar roles.

Amanda Spencer (SA Foodie - @s.a.foodie) 80,200 Followers



- **Contact:** Via email located in profile
- **Why she would be perfect for the VTO:** Food is a major part of the VTO and it will be important to showcase the unique dining experience at the TPC San Antonio
- **What she will receive:** Free entry to the event, food vouchers, and entry to hospitality tents

Live It Up San Antonio/Austin (@liveitupsa) 21,600 Followers



- **Contact:** Via email located in profile
- **Why they would be perfect for the VTO:** This would be perfect for the VTO to utilize because this page focuses on the cool things there are to do in San Antonio. It hits everything that VTO wants to emphasize; food, fun, and diversity.
- **What they will receive:** Free entry to the event, food vouchers, entry to concert, as well as backstage passes

Alamo City Moms Blog (@alamocitymoms) 14,000 Followers



- **Contact:** Via email located in profile or direct message through instagram
- **Why they would be perfect for the VTO:** Their content is based on finding affordable entertainment for children, and the VTO fits their objectives since it is a weekend opportunity with free admission for children 12 and under.
- **What they will receive:** Tournament passes, food vouchers

Sample Communication:

The following is a draft of our sample communication letter that could be sent to each potential influencer. This targeted email approaches the influencer with acknowledgment of their credibility and social following while showcasing the benefits the VTO can provide them through collaboration.

Valero Texas Open Influencer Team



TPC San Antonio
23808 Resort Pkwy, San Antonio, TX, 78261
(210) 491-5800

27 February 2019

Dear [Insert Influencer Name],

We are reaching out to you on behalf of everyone here at the Valero Texas Open. We recognize that you are one of the most trusted names on social media within south Texas.

For this reason, we would like to partner with you during the 2019 Texas Valero Open in order to attract non-traditional golf fans to our tournament. We believe that your outreach in combination with our event will benefit both our parties.

If you are interested, please contact us at (210) 491-5800.

We look forward to hearing back from you soon!

Warm regards,
Valero Texas Open Influencer Team