

Track 1:

Henric Smolak

Country Director at Azerion (SE)

Become a Corpfluencer – What Corporations Can Learn From Influencers



Time: 11:15 - 11:45



NATIVE
ADVERTISING
DAYS 24



BECOME A CORPFLUENCER

AND BREAK THROUGH THE NOISE

I USED TO HATE BANNERS



Agility and Experimentation

Engagement and Interaction

Peer Influence

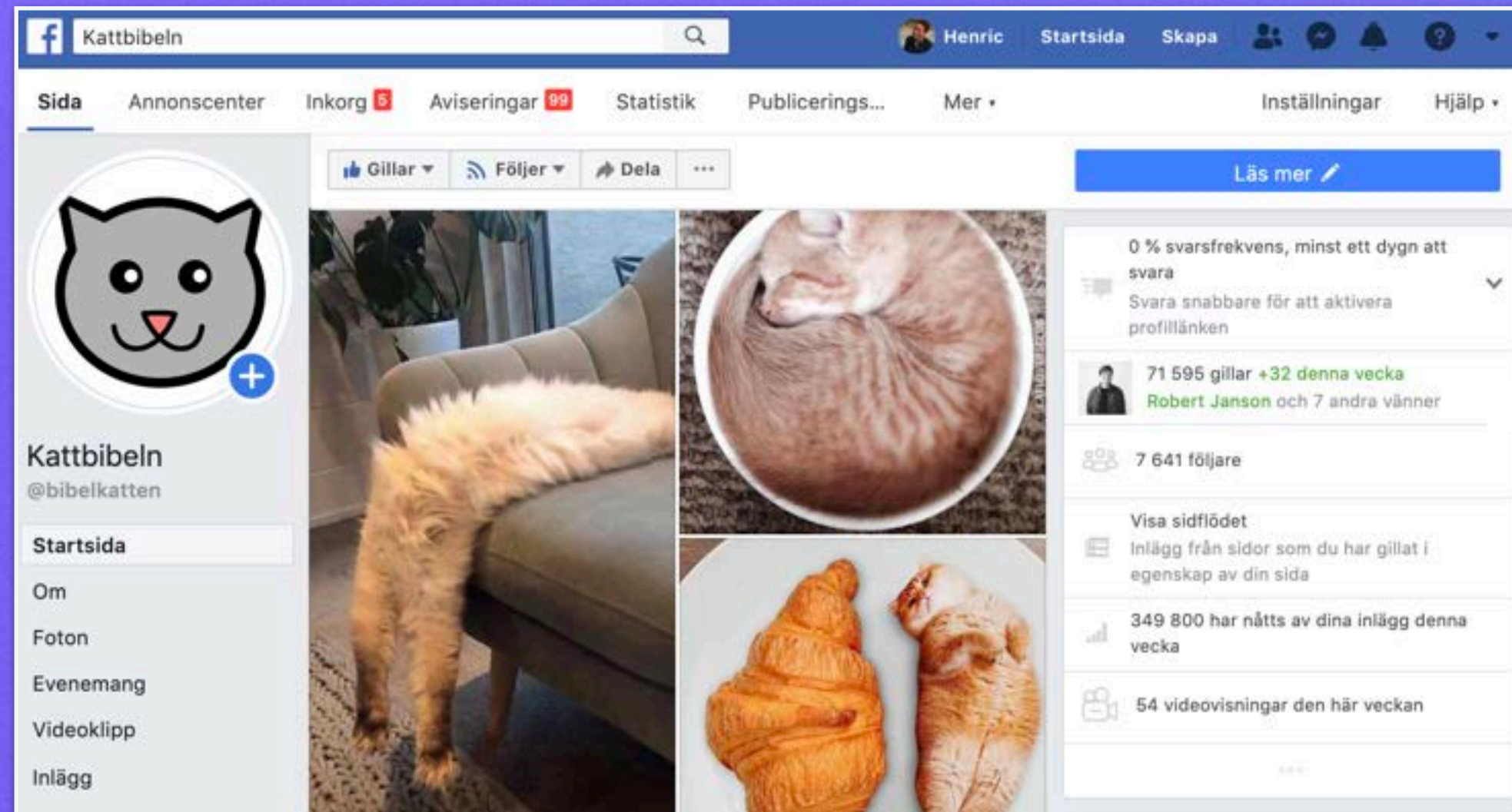
A 15Y OLD WITH A SMARTPHONE

Trends and Pop Culture

Natural Understanding of Platforms

Creative Content

THE POWER OF A COMMUNITY



200K+ CAT LOVERS

MY COMMUNITIES



30K+ LISTENERS

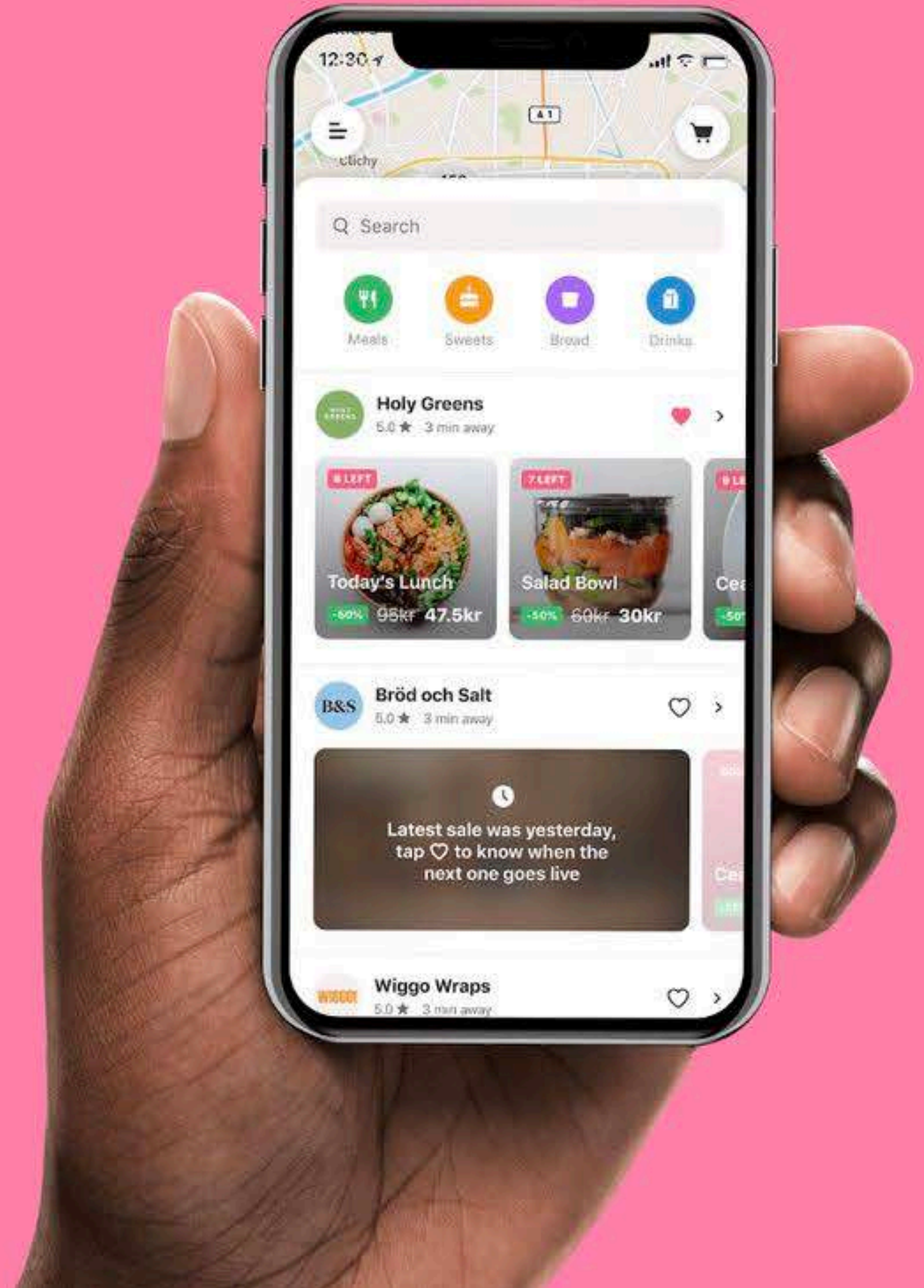


200K SOLD PIZZAS



Next. Level. Digital. Entertainment. Media.

THE ZERO FOOD WASTE GENERATION

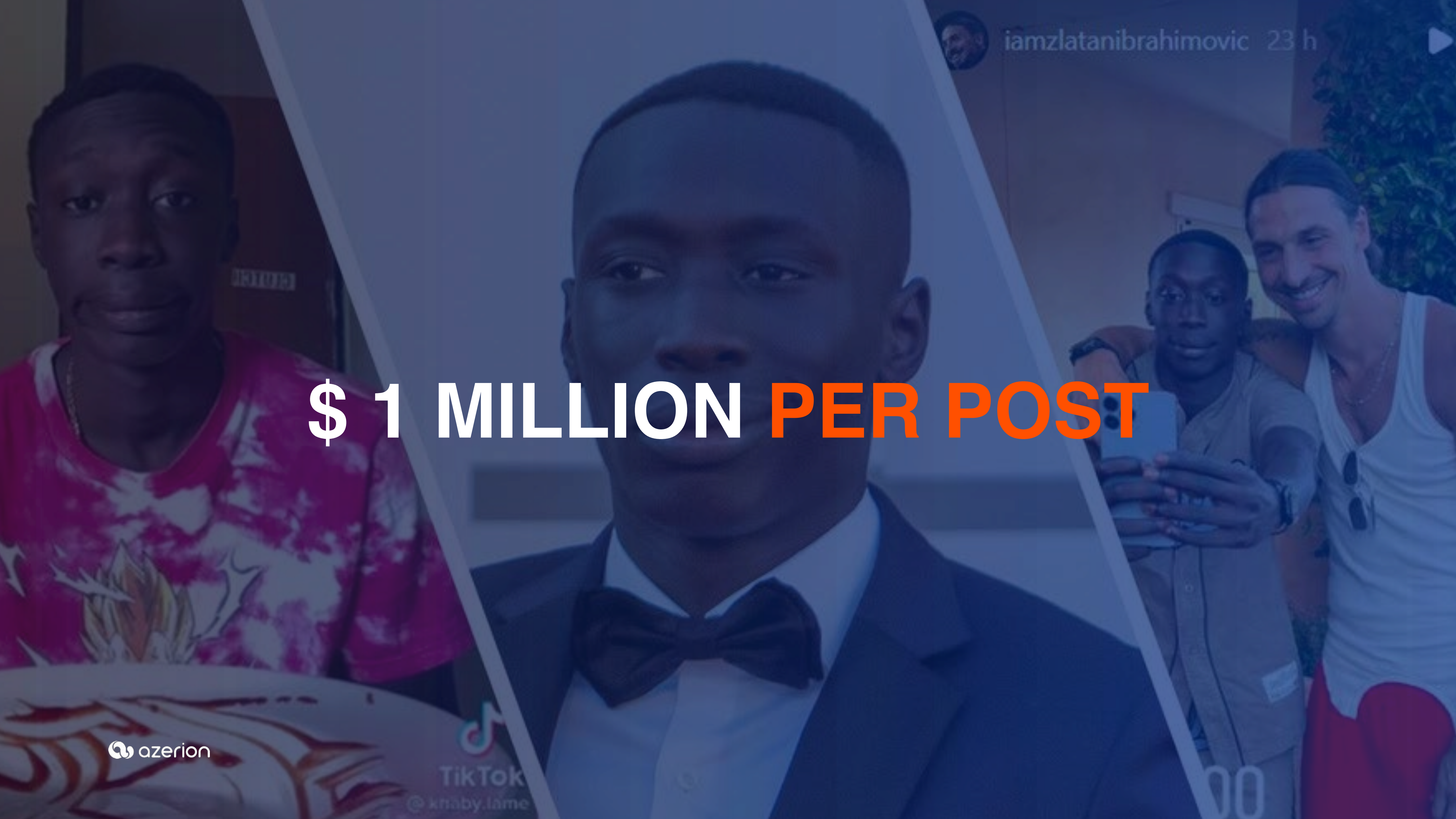




iamzlatanibrahimovic 23 h

TikTok
© knaby.lame

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\$ 1 MILLION PER POST



Bloomberg

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Pursuits
Food & Drinks

Logan Paul and KSI's Prime Drinks Are Set to Surpass \$1.2 Billion in Sales

CORPFLUENCER

a corporation with the ability to influence potential buyers of a product or service through content marketing

**”BUT WE ARE A COMPANY
— NOT AN INFLUENCER”**



let's try Swedish Candy

1-26



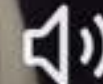
where to eat in NYC:
Bon Bon

2023-9-28



waiting 1 hour for the viral
swedish candy store in
NYC 🍬

Me and Grace just went
to the Swedish candy
store,



3-3



Bon bon review



come with me to the cutest
Swedish sweet shop in the
Upper East Side

3-10



Swedish Candy
Sunday Review

1-29



Swedish candy
review 🍬



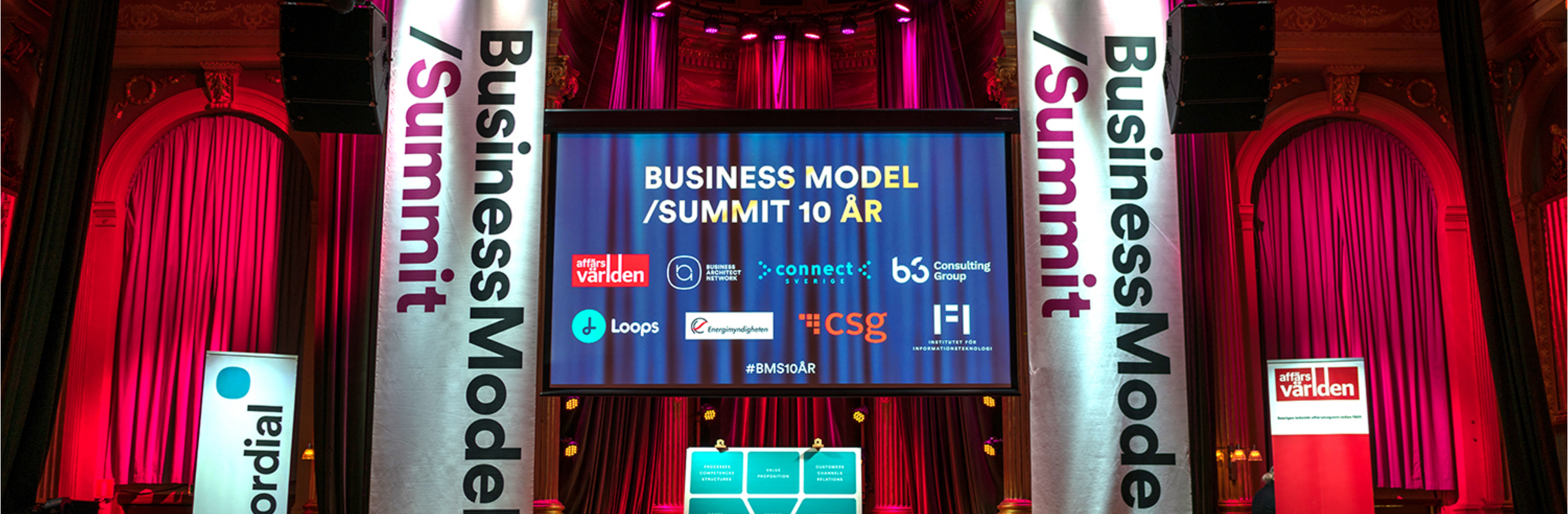
**BON BON
SWEDISH CANDY
TASTE TEST**

1-13

Bon Bon

A SWEDISH CANDY co.

BUT WHAT ABOUT B2B?



Cordial Business Model Summit

AUTHENTIC ENGAGEMENT BUILDS COMMUNITIES
NOT INSTANT SALES

A large warehouse filled with rows of gold bars on metal shelving units. The bars are stacked high and organized in neat rows, extending into the distance. The lighting is dim, with a blue tint, and the overall atmosphere is one of a secure, high-value storage facility. The text "ATTENTION IS THE NEW GOLD" is overlaid on the image in white and orange.

ATTENTION IS THE NEW GOLD



MOVING FROM PUSH TO PULL

MOVE THE NEEDLE

ENGAGEMENT MARKETING

INDEPENDENT OF FORMAT

A group of cross-country skiers is running through a large, inflatable archway featuring the Red Bull logo. The archway is blue with two red bulls facing each other. The skiers are wearing dark winter gear and bibs with numbers. The background is a snowy, mountainous landscape.

FIVE THINGS TODO TO BECOME A CORPFLUENCER?

*It's like milk
but made
for humans.*

1. UNDERSTAND YOUR AUDIENCE

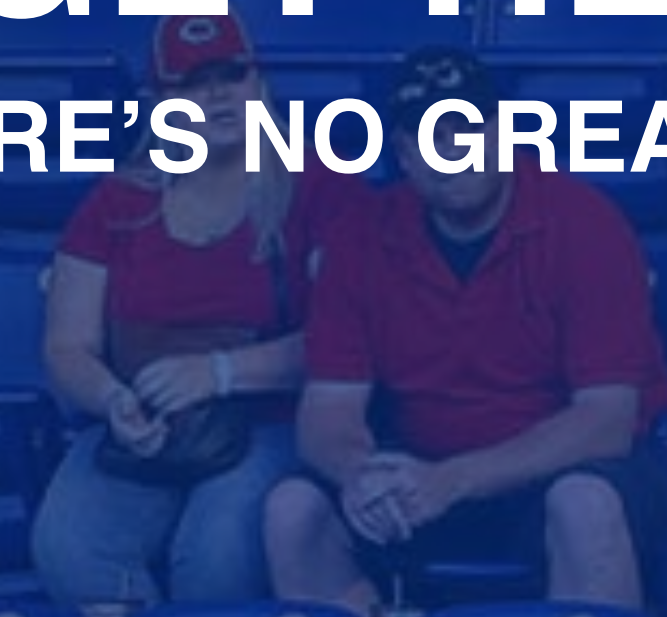
DEAR TO THINK **OUTSIDE IN** NOT INSIDE OUT

A man is sitting at a desk in a room, working on a laptop. On the wall behind him is a whiteboard with 'amazon.com' written on it. The image has a blue tint and a dark overlay.

2. **START SMALL, THINK BIG AND BE CONTINUOUS** **THE ENTREPRENEURIAL MINDSET**

3. COMMUNICATE, DISTRIBUTE AND GET HEARD

WITHOUT GREAT AUDIENCES THERE'S NO GREAT POETS



A person is bungee jumping over a lake in a mountainous area. The person is wearing a white tank top, red shorts, and red shoes. They are in a horizontal position, with their arms outstretched. The background shows a dense forest of evergreen trees and a small building on a hillside. The image has a blue tint.

4. GET TO KNOW YOUR CUSTOMER

FOCUS ON ADDING VALUE

A man in a grey suit stands at the front of a room, presenting to a group of four seated men. Behind him are three flipcharts on easels, each displaying a different food item under the heading "Fast The HENZ". The first flipchart shows a stack of fried chicken, the second shows a burger, and the third shows a burger with a red sauce. The room is dimly lit with a blue tint, and there are framed pictures on the wall and a lamp on a table to the left.

**5. DEAR TO BE CREATIVE & THINK LONG-TERM
STAND YOUR GROUND**

**”MAKE YOUR AUDIENCE THINK, MAKE THEM
LAUGH, INSPIRE THEM, TEACH THEM
SOMETHING NEW, AND THEY WILL REMEMBER
YOU WHEN THE TIMES COME TO BUY”**

**A PARTNER THAT CAN
HELP YOU NAVIGATE IN
A FRAGMENTED DIGITAL
MEDIA LANDSCAPE**



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