



Fictional Influencer campaign for Ducati's new e-bike

Elettro Rosso

According to a Statista study (2022), 62% of motorcyclists under 40 are interested in electric motorcycles, and 58% see sustainability as an essential factor in their vehicle choice.

That is why the iconic motorcycle brand Ducati has decided to launch an electric motorcycle.

Motorcyclists are very active on social media; they upload their own videos and pictures from adventures, and they also follow Influencers, who therefore become one of the most critical players in Ducati's campaign. This is how I plan, implement and analyse an influencer marketing campaign for Svenska Ducati.

Planning

General Objectives

- Increase awareness of Ducati's electric motorcycle Elettro Rosso
- Create engagement and interest even before launch
- To position Ducati as a leading player in sustainable engine technology and attract environmentally conscious consumers
- Drive traffic to Ducati's website and Ducati's dealers in Sweden

Specific/measurable objectives:

- Generate half a million views on social media within the first month of the campaign
- Get 8% of the influencers' followers to interact with the campaign content
- Drive 20,000 visits to Ducati's official website



Target group

If you look at the Swedish Road Traffic Register, there were 334,685 motorcycles in traffic owned by 264,009 people in 2022, meaning that 21% of Swedish motorcycle owners have more than one motorcycle. This opens up a growing target group interested in an environmentally friendly alternative, such as a commuter bike.

Elettro Rosso is for men and women aged 25–45 in urban environments who are interested in sustainability, innovation, and new technology, and who have access to charging infrastructure, as well as for those who want to avoid car tolls and take into account environmental zones in big cities where electric vehicles are rewarded with lower tax and/or parking fees.

Demographic:

- **Age:** 25-50 years old, both male and female
- **Income:** Middle to high-income earners who can afford premium motorcycles
- **Education:** College-educated
- **Geographic location:** Metropolitan areas

Behavioral:

- **Purchasing behaviour:** Regular motorcycle owners and buyers are often active in motorcycle associations or clubs.
- **Usage:** Frequent riders, both for pleasure and transportation. Looking for products that improve the quality of life and make everyday life easier.

Influencers

After reviewing past collaborations, looking at comments on posts, like-ratio, and feedback on previous company campaigns to assess credibility and audience reaction, I have come up with the following four Influencers:

Jenny Jonsson (@jenny_riders)

Reach: 150k followers on Instagram

Engagement: Average 6%

Credibility: Known for writing about motorcycles and sustainability.

Rationale: Her focus on sustainable transportation is a perfect fit with Ducati's Eletto Rosso.

Linus Lindqvist (@linus_on_two_wheels)

Reach: 200k followers on YouTube

Engagement: 5% average on videos

Credibility: Recommends electric vehicles

Rationale: Linus' video format reaches a broad audience and provides in-depth information.



Sara Karlsson (@sara.the.green.biker)

Reach 80k followers on Instagram

Engagement: 7%

Credibility: Often shares information about more environmentally friendly alternatives in the motorcycle world

Rationale: Sara's focus on the environment makes her an excellent ambassador for Eletto Rosso

Anton Eriksson (@anton_rides)

Reach: 120k followers on TikTok

Engagement: 8%

Credibility: Known for fast action and adrenaline-filled clips with a focus on motorcycle performance.

Rationale: Anton's young target group is perfect for attracting new, curious customers from a generation that places greater urgency on environmental issues.

Content plan

- **Content:** Video reviews, images, and "the daily life with an e-bike" content with Elletro Rosso.
- **Platforms:** Instagram, YouTube, and TikTok.
- **Posting frequency:**
 - **Jenny:** 3 posts/week on Instagram
 - **Linus:** 2 videos/week on YouTube
 - **Sara:** 3 posts/week on Instagram
 - **Anton:** 4 short films/week on TikTok

Campaign Strategy

Owned Channels

- **Ducati's own website:** Create a campaign page with information about the electric motorcycle.
- **Social media:** Use Instagram and Facebook to change the company's message and engage followers.



Acquired Channels

- **PR Articles:** Work with motorcycle magazines to get articles written about the new model.
- **Independent Blogs:** Reach out to motorcycle niches and get them to review the motorcycle.

Paid Channels

- **Influencer Collaborations:** Pay micro- and macro-influencers to create content and share their experiences with the motorcycle.
- **Social Media Advertising:** Use targeted advertising to reach a broader audience on platforms like Instagram, Facebook, and TikTok.

Analysis

Measuring Success

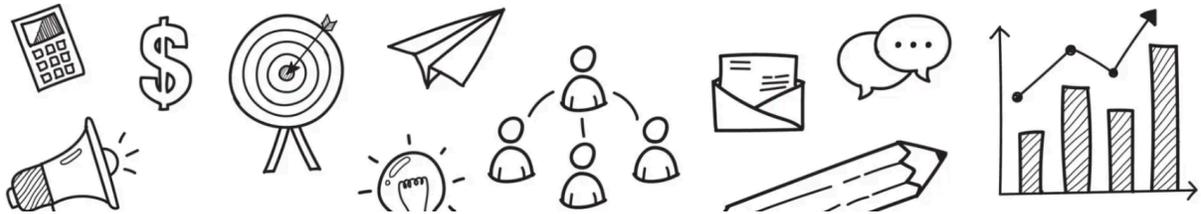
KPIs:

- **Reach:** The number of people who saw the campaign content.
- **Engagement:** Likes, comments, and shares.
- **Website traffic:** Increase in visitors to the campaign website.

Results Analysis

Once the campaign is complete, I will analyse the KPIs to evaluate success:

- If reach was high but engagement was low, the target audience may not have felt sufficiently connected to the content.
- High website traffic but low sales may suggest that the campaign was effective in attracting interest, but that more focus on conversion is necessary.



Conclusions and Recommendations

Conclusions

- The target audience must have a sense of authenticity and relevance to engage.
- Using multiple channels together builds a stronger campaign.

Recommendations

- Continue partnerships with successful influencers.
- Don't forget that the target audience itself will become nano-influencers.
- Test different types of content to see what resonates best.