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HOW ONLINE INFLUENCERS HELP TELL THE WORLD THE STORY OF SPACE

Abstract

Over the years, several space organisations have sought the help of online influencers to tell their story through social media. The latest example of a space organisation seeking social media influencers is the IAFExplorers campaign of the International Astronautical Federation (IAF). The IAF is seeking young super-influencers (those who have over 100,000 social media followers) to attend the Global Space Exploration Conference GLEX 2020.

We have seen successful events using online influencers by the European Southern Observatory (ESO), SAR Galileo, NASA and ESA.

In this paper, we will first describe how influencer marketing works in different industry sectors, finding examples from big-marketing-budget sectors such as sport, food, travel, gaming and fashion. Then, we will analyse the increasing interest from other industries, including high tech, NGOs and government, and of course the space industry.

After this generic marketing analysis, we look into the learnings of influencer marketing campaigns and how this can be best applied within the space sector. We will analyse the results of campaigns from the recent past, both quantitatively and qualitatively, look into the statistics of these campaigns, and also interview the campaign organisers and online influencers who were involved with the campaigns. We will look at the real gains of the campaigns, in relation to the costs and how to measure success. From this, we will derive a list of campaign elements that will work and elements that won't.

In conclusion, we will translate the key success factors into practical tips and best practices for influencer marketing for space organisations. This advice will have the aim to help NGOs, government agencies and commercial space companies. The overall goal is to benefit the organisations, ensuring they get the most from social media influencers whilst avoiding some of the common pitfalls.

In our presentation, we will share the best practices with space marketers and outreach teams with the aim to benefit from the trend of influencer marketing in the most cost-effective way.