

# Russian Influencer Marketing Report

An international industry review by East-West Digital News

*East-West Digital News is preparing an international report on digital influencer marketing in Russia and the related opportunities for local and international brands. The first of its kind, this report is being prepared with participation from leading influencers, brands, marketers, agencies and marketplaces. Scheduled for release in Q1 2019, it will be made available for free to a wide array of digital marketing communities.*

## Content structure

Part	Content
<b>Market overview</b>	Background: The Russian Internet and social media scene; the digital advertising market
	The digital influencer market: Structure, channels, and numbers
	Trend analysis by segments (beauty, fashion, food, travel, lifestyle etc.)
	Market players: - Influencers - Most active brands - Agencies, producing centers and marketplaces
	Legal constraints
<b>Case studies</b>	Profile of a top influencer
	Profile of a niche influencer
	A local brand
	A global brand
	Examples of successful and failed campaigns
<b>Practical recommendations</b>	Tips and pitfalls of influencer marketing in Russia: Influencer discovery; relationship management; campaign management; tracking / measuring / analytics (KPIs); checklists

### **Format:**

- Around 30 pages
- Published in English language
- PDF

### **Distribution:**

- A copy of the report will be sent by personal email to the top 100 brands working in Russia.
- A dedicated PR campaign will target the top 20 global e-marketing media (eMarketer, Digiday, MarketingLand, Inc., Adweek, etc.) with a Russian version for Russian digital media like Adindex, Cossa, Sostav.ru, VC.ru
- Industry associations (IAB) and chambers of commerce (French, Germany etc.) will be approached for potential distribution of the report among their members
- Publications of excerpts of the report via EWDN.COM + download from the site, promotion via EWDN newsletters, potential publication via some EWDN syndication partners

### **How to participate in this report:**

For editorial suggestions (interview, data, cases...), please contact lead researcher Adrien Henni [editor@ewdn.com](mailto:editor@ewdn.com)

For advertising and sponsorship options, click through this link:  
[http://www.ewdn.com/files/russian\\_influencer\\_mkg\\_pricing.pdf](http://www.ewdn.com/files/russian_influencer_mkg_pricing.pdf)

### **About East-West Digital News**

East-West Digital News ([www.ewdn.com](http://www.ewdn.com)) is an internationally oriented news and research agency dedicated to the Russian digital and e-commerce industries.

- Online news <http://www.ewdn.com>
- Industry events (e.g. <http://edays2014.ewdn.com>, [www.fashionday.tech](http://www.fashionday.tech) ... )
- Industry reports <http://www.ewdn.com/reports/>

EWDN has syndication and cooperation agreements with leading industry publications (e.g. InternetRetailer.com, ThePaypers.com, CrunchBase...). Research programs have been led in partnership with global consultancies such as EY, PwC, and others.

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