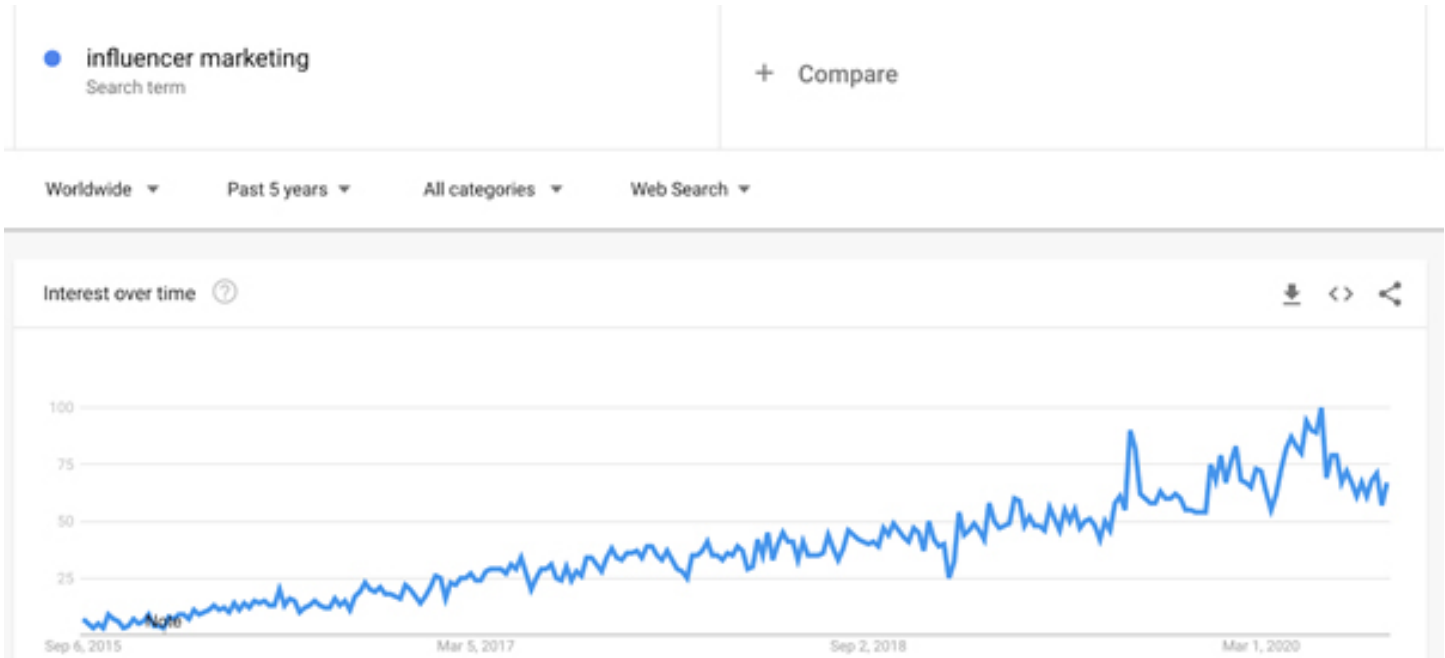


FROM WORKING WITH INFLUENCERS TO INFLUENCER MARKETING:

YOUR GUIDE TO AN INTENTIONAL AND RESULTS-DRIVEN APPROACH

In the past three years, Google searches for “influencer marketing” have grown 1500% and 380 new platforms and influencer-focused agencies were created just in 2019, according to Influencer Marketing Hub.¹



Influencer marketing is a hot topic yet brands are still struggling with the fundamentals:

- How do I pick the right influencers to get the most value?
- How do I know it's working?

Despite thousands of articles on the topic, businesses continue to not find the right fit, or answers, or approach. What will help is to ask these questions instead of the ones above:

¹ Influencer Marketing Hub



“How do I build a program working with influencers to achieve goal x, y, z?”

It appears that we spend an inordinate amount of time evaluating influencers (whether we seek them or they come to us) as if that in itself would be enough to get us results. You see, you could pick a true influencer, but if they are influential on TikTok but your goal is website traffic, their influence may not be that useful to you.

You’ll want a program, not an influencer or two. A program has goals, has a formal direction, an approach, and solid alignment between goals and the steps you’ll take to get there. We want to help you graduate from “working with influencers” to “doing influencer marketing.” Because those are two very different things.

So we wrote an ebook and put together a toolkit [The Intentional Influencer Marketing Toolkit](#). We documented the process and packaged it up for others to use.

In this article, I summarize some of the main points in the Toolkit. You will learn about the stages, actions, checklists, documents, emails and whatever else is needed for a successful influencer marketing program.

So let’s get started!

WHAT IS AN INFLUENCER?

Technically **an influencer is someone who can affect others’ thoughts, opinions and behaviors.**

Robert Cialdini is one of the better-known writers on the psychology of influence, which he associates with persuasion. According to Wikipedia, he introduced **six principles of influence: “reciprocity, commitment and consistency, social proof, authority, liking, scarcity. In 2016 he proposed a seventh principle, the unity principle (the more we identify ourselves with others, the more we are influenced by these others.)”**

Theoretically, social influencers are already applying those principles and as a result their audiences reward them with their following and attention.

According to other stats collected by the Influencer Marketing Hub:



- For every \$1 spent on influencer marketing, the average earned value is estimated to be \$5.78.
- According to a survey of 4000, B2C brands and agencies are happy with the results and continue on with influencer work.
- 4 out of 5 survey respondents dedicated a budget to influencers in 2020.
- Many brands believe that the quality of customers or leads that come from influencer marketing are higher compared to other forms of marketing.

Decision-makers understand the factors that influence consumer behavior, but social media influencers are just one of many such factors. And without being able to easily quantify the value of influencer marketing, there's a lot of uncertainty and hesitance.

A lot of uncertainty and hesitance could be resolved with something that's the backbone of marketing - proper strategic planning and analysis.

HOW TO TACKLE AN INFLUENCER MARKETING CAMPAIGN

1. PLANNING

Working with an influencer and influencer marketing are two different things. Influencer marketing, just like any marketing takes planning.

Most companies start by looking for influencers on one channel, these days most commonly Instagram or TikTok. Or are approached by an influencer and then try to decide what to do next.

We need to break that habit. Your influencer marketing campaign's success depends on starting with the following steps:

1. Get very clear on your goals and what success will look like to you, because they will inform the channels you'll use, the type of influencer and what you will collaborate with your influencer on
2. Choose the social channels that will support your goals
3. Find people who have a certain level of influence on your chosen social network

Only then should you start your discussions with influencers.



2. HOW TO FIND THE RIGHT INFLUENCERS FOR YOUR BRAND

How do you choose who to partner with when there's really no good measure for influence and new influencers and channels pop up overnight?

We developed a checklist that's available to those who purchase our Toolkit. You can create your own, but there should be very clear criteria, so you don't waste your time and money.

Here are a few things to look into:

4. Start small - a few existing fans and micro-influencers can at times do more for a brand than large influencers.
5. Focus on engagement - the ratio of likes and comments, divided by that account's number of followers. Over 5% is an indication that people are actually paying attention to this account.
6. Scan their content for authenticity

3. INFLUENCER OUTREACH

You can't launch a successful influencer campaign if no one will respond to (or even open) your emails. How you talk to influencers can make a huge difference. So give your outreach emails or DMs extra attention. Personalize your messages, show that you've been paying attention to their content, and say what you love about it.

In the toolkit, we included the best subject lines to boost open rates, a replicable template that can be easily customized over and over again, plus some quick dos and don'ts.

4. NEGOTIATING TERMS

You are the driver of your own campaign. But influencers too are seeking value. A successful partnership will take having clear expectations.

Oftentimes we see brands get an offer from influencers that says - I will do an Instagram post, a mention on Facebook and two tweets for \$400. That may seem like a good deal. But what if the Tweets have no value to you?



The most successful campaigns are collaborations. Discuss your actual needs (you should have figured them out in step 1 of planning), what is realistic, and what would be fun for both parties.

In the toolkit, we will guide you through negotiation considerations.

5. THE OFFICIAL CONTRACT

Technically speaking, an email with an agreement to exchange goods or services for payment *is* a contract. But having a document that outlines specific deliverables, due dates, and payment terms will add an extra level of accountability for all parties. Make sure you do cover all expectations, including image usage rights for example.

If you need extra help with one, in [the toolkit](#) we included a contract template. *Disclaimer: This is just a basic starting point. We're not lawyers!*

6. INFLUENCER AND RESULTS TRACKING

We've worked with hundreds of influencers and learned how important it is to have a good tracking system in place. An easy place to start is a spreadsheet. Organize contact information and the most important metrics all in one place so you can keep track of who you've contacted, what channels they'll be using, their stats and results. Here are some items to include:

- Influencer contact info
- Links to their social account
- Metrics (whichever are relevant by channel)
- Links to the outcome of the engagement
- Results

You guessed it, there's a template for a simple tracking method we use included in the toolkit.

7. BRANDING GUIDELINES AND REFERENCE SHEET

Make sure to create a quick guide with the essential elements to give your influencers so they can have an easier time producing great content for you. You want everyone to be on the same page about your brand and values. Trust us,



many brands forget to include details that would make the influencer collaboration more impactful. And the easier it is for the influencer to find your brand materials, the more time they will have to produce great content to support you.

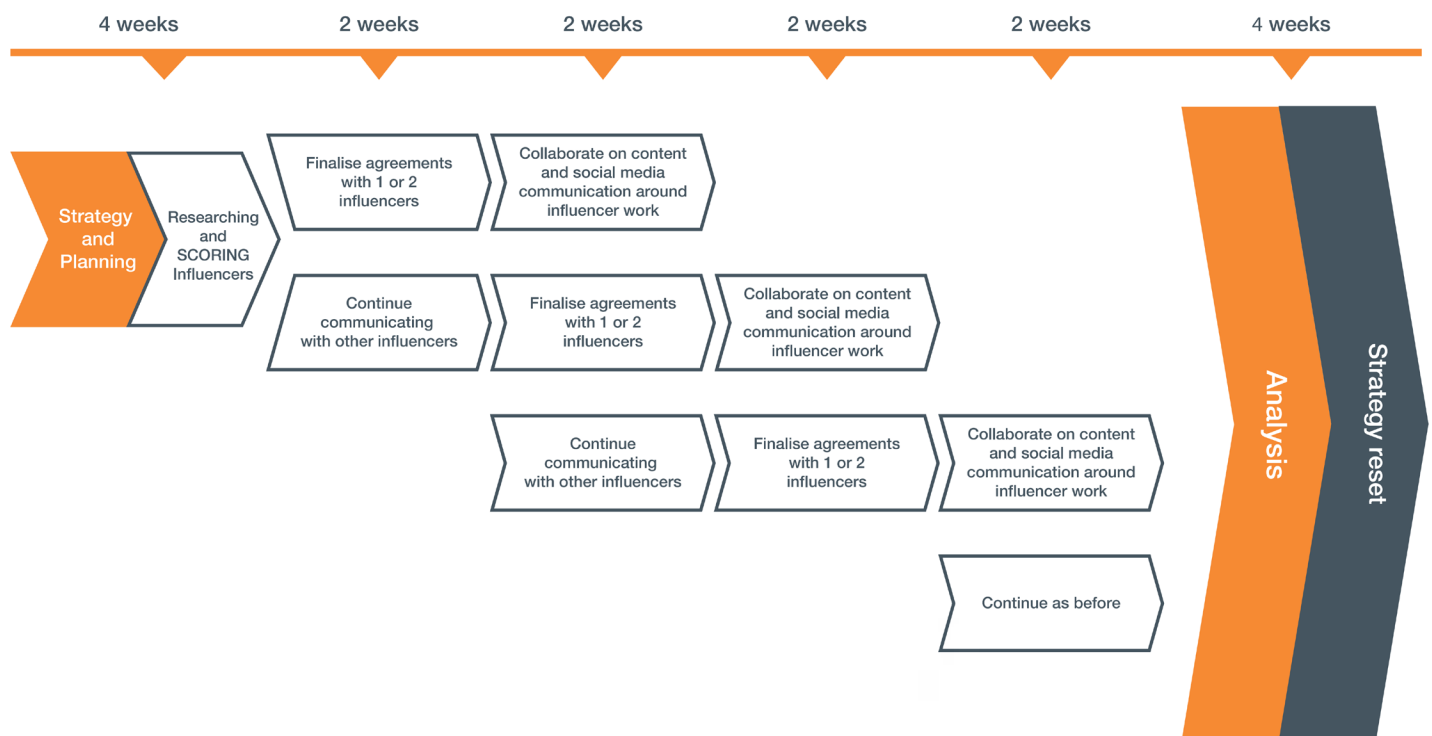
8. COMMUNICATION AND ANALYSIS

The campaign doesn't end when the influencer posts about you. It's very important that you:

- Participate in their efforts, by sharing their posts/content, engaging with their posts and with those who comment or share
- Support the influencers outside of their work with you, to build a long-term partnership
- Communicate with them about results - what are they seeing? What are the numbers?

A strong program will have a life to it. It will work in stages and the results will build up over time. Do not look for grand results from individual contributors. Evaluate the collective results periodically.

When we put it all together, your campaign will look like this:



This is just skimming the surface but should give you a good starting point in building your campaign.

If you need extra guidance, [the full Toolkit is a click away](#).

One of my life-guiding mantras has been that an idea is only as good as it's well-executed. Strategy is very important but without getting the work done, strategy becomes a wasted resource.

Which is why I set off to bring highly practical solutions to marketing decision-makers, to plan and execute your digital marketing and in this particular case, your influencer marketing campaign. From setting realistic goals to choosing channels and influencers, negotiating deals, and measuring results, I hope you'll feel empowered to do influencer marketing better than your competitors.



- Mana Ionescu, Founder and CEO of Lightspan Digital

