

THE COMPLETE GUIDE TO INFLUENCER MARKETING

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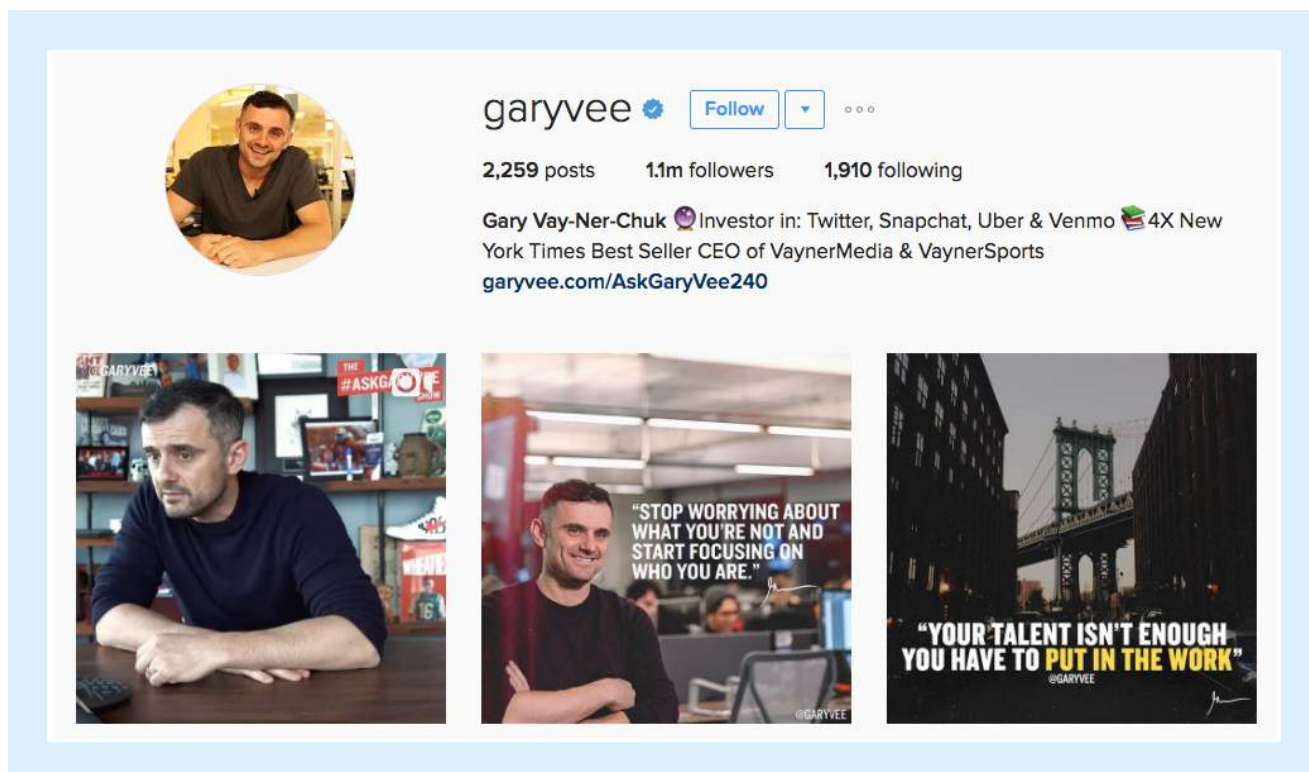
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Social Media Influencer Campaigns have been on the rise and projected to increase in the coming years. According to the 2016 Influencer Marketing Report released by Chute, more than 60% of all marketing professionals have admitted to use social media influencers as part of their marketing strategies for social in 2016. Influencer marketing is highly valuable for small businesses and brands. Research from Twitter has revealed that 49% of consumers seek purchase direction from social media influencers. This rising influence versus word-of-mouth marketing from friends and families has accelerated spending for the most coveted individuals with so much reach potential.



The image shows a screenshot of Gary Vayner-Chuk's Twitter profile. The profile picture is a circular headshot of Gary smiling. The name is 'garyvee' with a verified badge. There are 'Follow', a dropdown menu, and three dots. Below the name, it says '2,259 posts', '1.1m followers', and '1,910 following'. The bio reads: 'Gary Vay-Ner-Chuk 🧑‍💻 Investor in: Twitter, Snapchat, Uber & Venmo 📖 4X New York Times Best Seller CEO of VaynerMedia & VaynerSports' and includes the link 'garyvee.com/AskGaryVee240'. Below the bio are three images: 1) Gary sitting at a desk in an office setting. 2) Gary with arms crossed and a quote: 'STOP WORRYING ABOUT WHAT YOU'RE NOT AND START FOCUSING ON WHO YOU ARE.' 3) A night view of a city street with a bridge and a quote: 'YOUR TALENT ISN'T ENOUGH YOU HAVE TO PUT IN THE WORK'.

Despite the positive feedback, why does your brand need to invest in influencers? Customers who buy products trust third-party recommenders better than advertising. It's more personal and more down-to-earth. Think of the influencer as an expert or friend who would tell you what the benefits of a product are and why they buy it. An influencer brings with them their audience and the network those audiences can reach. **Influencer marketing is becoming one of the most effective ways of bringing your brand to a personal level who consumers can trust.** Influencer marketing creates user generated content for your brand, honest recommendations that people can believe and incremental reach to a niche audience. With all these great reasons to pursue influencer marketing, where should you begin? How do you start pursuing it for your brand? Influencer marketing can be done in the following steps:



1. Identifying The Appropriate Influencer.

2. Building Relationships with Influencer.

3. Working with Influencers For Your Social Media Strategy.



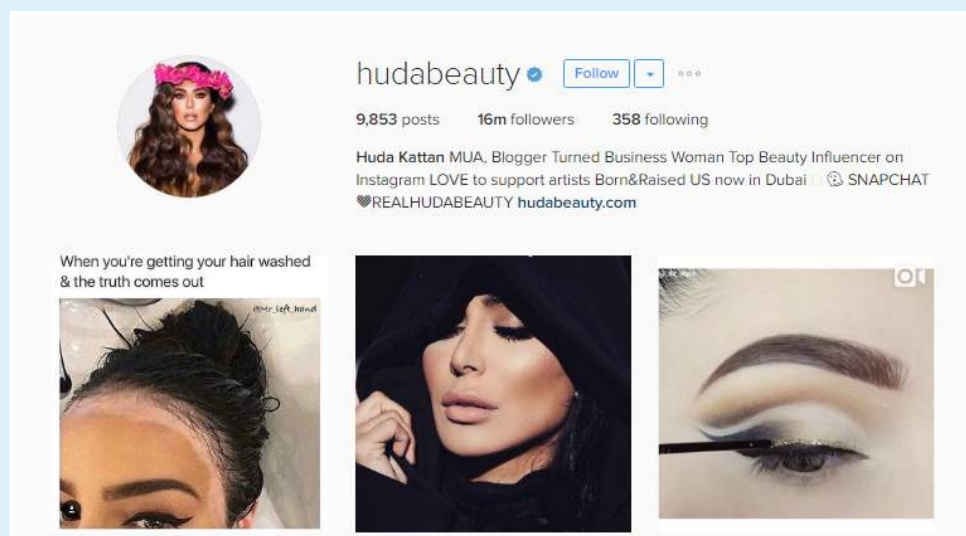
What are social media influencers? Simply put, they are individuals who exercise influence over other people through social media. Take it away from celebrity endorsements who promote products on television and print media. Now, regular people have become sort of digital celebrities with large reach among specific niche audiences. Brands who don't have strong social media presence often rely on influencers to bring their products/services to large groups of people. There are so many types of influencers for certain areas. There could be fashion trendsetters, makeup experts, food critics, YouTube creators etc. You name an area, there is an influencer available. Influencers can be advocates – those who promote your brand or product/service unofficially in a positive or negative way without any sort of compensation. They can also be ambassadors – they are compensated to represent your brand. Given these, influencers can be classified based on the following criteria:

Category - Fashion, technology, business etc.

Medium – YouTube Vlogger, Instagram model etc.

Audience – Moms, young working professionals, college students etc.

Type of Influencer – They can be analysts, experts, critics, trendsetters, celebrities, creators etc.



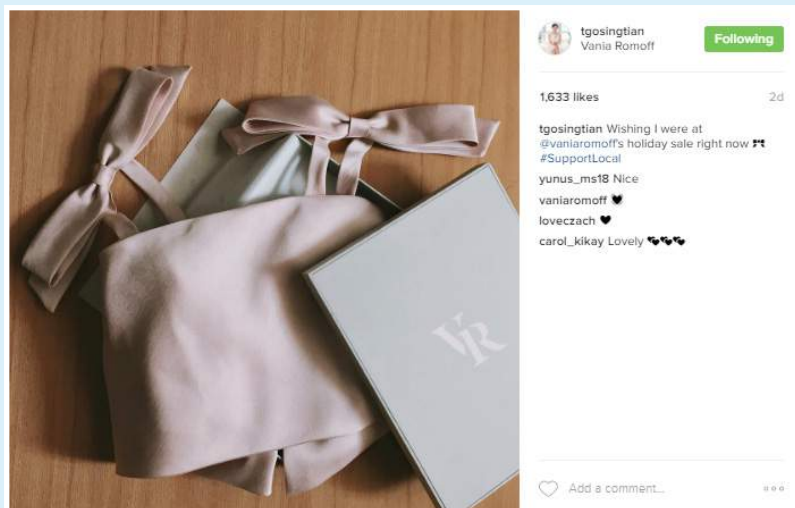
Use this criteria to create a database of influencers that you will can tap into. Be general in gathering information with regards to influencers. The more you have, the better options of narrowing it down and deciding on who is the best choice. Now that you have a criteria, the next step is to look for them. Use Social Listening/Monitoring. Look for those who mention your brand and use it. Identify blog posts, social media posts, photos, videos etc. that advocates may have posted about you. This will help you build credibility as these are the people who really like your brand. To do this, research specific hashtags that you believe target influencers may be using and search for them online. Think about topics or caption ideas that influencers would write about, the type of content they would share, keywords or hashtags they would use. After looking for these influencers and classifying them through the criteria, the next step is identify which one is the appropriate person for the brand. There are three main points to consider for this:

After making your pick with influencers, it is time to establish a great working relationship with the influencer. Reach out through the content they have already created and conversations they have started. Build rapport with the influencer. The starting point with any influencer is to acknowledge their contributions to your brand if they are an advocate. Treat them as your brand partners. To communicate with them, encourage the idea of turning them to brand ambassadors. Involve them and request their take on a product/service. Make them feel special. Also, influencers need to be compensated in a certain way. It can be financial or non-financial but the point is to make them feel important and rewarded for promoting your brand:

Financial – You can pay influencers per reach in terms of audience or per ad space or per product. It will depend on your arrangement with the influencer. Be wary though. Paid influencers should be overtly recognized in the social media posts.

Product Giveaways/discount – Offering products or services as good as cash can be of great help to the influencer. They will appreciate these products and even post them on their social media sites.

Commissions – You can give influencers a cut for every sale that they have contributed to you directly or indirectly.



Now that you have influencers under your wing, how do they fit into your social media strategy? Here are some best practices to maximize influencers in social media:

1

Encourage them to create content.

Your goal is get influencers to create as much content possible to build the credentials of your business. It could be anything from a branded tweet, Instagram post etc.

Collaborate. Make videos, posts and other content materials that you guys can create together. Make how to videos, interview sessions etc. Use your influencer's reach power to better create content that his/her audience will love.

3

2

Create conversations with them.

Invite them to PR events, launch activities, product features etc. Make them part of your brand story. Have them feature these high caliber events with other influencers as well.

Amplify their messages. Start amplifying what they are posting to your own pages as well. Tag, mention or comment on the content they posting and make sure they feel that you are connecting with them.

4



Profile picture of davidguison, La Boqueria Mer... Following

3,907 likes 1w

davidguison My everyday breakfast in Barcelona. Good thing the La Boqueria market is only a 2-minute walk from my #SmartAirbnb!

...
All Smart subscribers get P1,200 off for a minimum booking of P4,500. You guys just need to redeem your unique discount code by texting SMARTAirbnb to 2855, book at Airbnb.com and input the code upon booking! Easy as pie 🍷

kayletumbagahan @davidguison kala ko po ice cream, hingin ko isa... 🍷🍷🍷

lancedeocampo Bro naalala ko yung ramen burger sa smorgasburg 🍷 A for effort tayo para sa perfect shot!!

bloggers_boyfriend so yum
chrisburtallan Delicious!!! Enjoy.

1. Relevance. Is this individual relevant to your product/service? Does he/she represent the image of your brand? Does his/her tonality reflect the message you want your consumers to hear?

2. Reach. How big is his/her following? Is the audience you are trying to reach influenced by this individual? Does this person appeal to the target audience? How does he/she resonate?

3. Level of engagement. How can this person influence? What specific call-to-action can this influencer give to your audience? What value can this influencer create?

