

The background is a solid blue color with various white and light blue icons scattered throughout, including a smartphone, a laptop, a globe, a person silhouette, a speech bubble, a document, a pencil, and a gear. Three curved, golden arrows with white dots at their ends are positioned on the left side, pointing towards the right.

HOW TO CREATE AN **EFFECTIVE INFLUENCER MARKETING CAMPAIGN**



FOREWORD

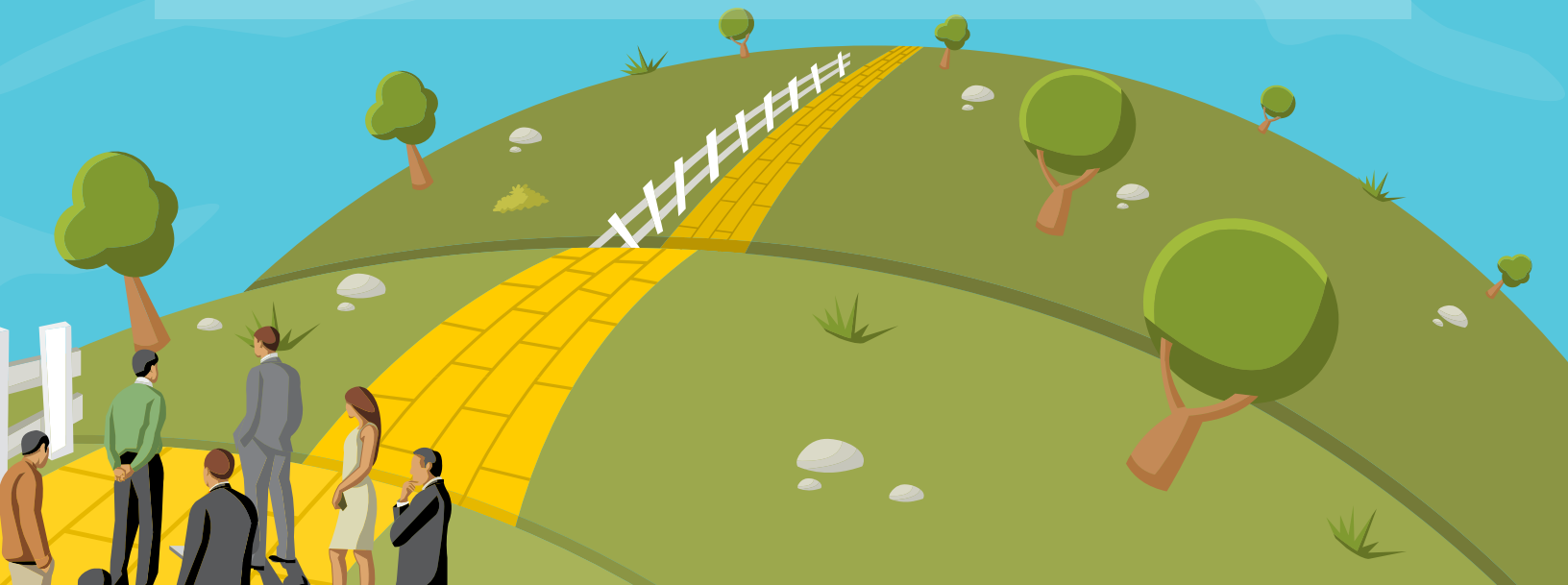
HOW TO CREATE AN EFFECTIVE INFLUENCER MARKETING CAMPAIGN

Over the last few years, there's been a distinct shift to social media marketing for many businesses and brands. U.S. marketing budgets have tripled their social media spend – a stark increase from 3.5% in 2009 to 11.7% for 2017.

Suddenly, we're all met with “banner blindness,” or the unconscious tuning out of ads. Commercials and billboards are white noise; melted into the background, failing to make the same impact as before. As a society, we're now attracted to what relates directly to us, and us only.

This is why influencer marketing has become such a huge buzzword in the industry – for both its power and proven success for brands. In fact, according to influencer marketplace Tomoson, businesses generate an average of \$6.50 for every \$1 spent on influencer marketing.

Why is this? It stems from a simple truth: people buy from people they trust, not from businesses. Let us take you down the influencer marketing yellow brick road, and how it fits into inbound marketing.



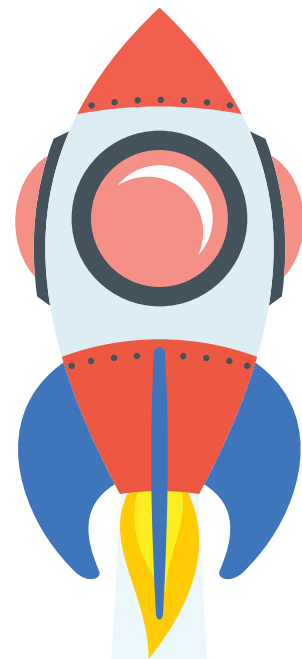
WHAT IS INFLUENCER MARKETING?

In case you're unaware, influencer marketing is the process of aligning your brand with a digital industry leader to help propel your brand's message. This type of marketing blends in with social media and content marketing efforts, since you can have an influencer spread the word of your brand's products/services on your behalf.

Having that association between an influencer and your brand **drives sales and skyrockets brand awareness**. It's an adrenaline shot for your organization – if it's the right fit.

Think Kylie Jenner and Fit Tea, or partnerships you see with popular YouTubers. That subtle "X company sent me this product to try," and the link in the description for a discount code? All influencer marketing campaigns.

The common factor here to success is leveraging the right person to bolster your brand. Let's go into how to map out your goals with an influencer, and the steps involved toward selecting someone!



WAIT, HOW DOES THIS FIT INTO INBOUND MARKETING?

Influencer marketing and inbound marketing work quite nicely together because they augment each other for maximum results. **90% of consumers place trust in peer recommendations** – so pairing this influence with inbound best practices can get your message to millions of people!

90

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STEP ONE: DEFINING YOUR GOALS

Like anything in marketing, you need to have a core purpose and goal as to why you're seeking an influencer. Everyone has the broad goal of more visitors, leads and customers to their website, but this goes deeper than that.

This is about aligning your goals with your brand's image, and what you're trying to relay/accomplish by associating with an influencer.

It's important to understand here that working with an influencer is much like working with an inbound agency – there's a **partnership** involved that doesn't just dissolve after one interaction. You're building a relationship with them, so the more organized you are in what you're trying to accomplish, the better you can serve the influencer and make the engagement mutually beneficial.

With that in mind, list out a few goals, such as more social media followers or brand awareness, and seek to develop SMART goals from those core initiatives.

UNFAMILIAR WITH SMART GOALS?

Fear not! We've written an article about it.

[CHECK IT OUT HERE!](#)

AS SOME PEOPLE SAY: **KNOWLEDGE IS POWER**

You also need to **be very knowledgeable about your audience**, and who you're trying to attract to your brand. From there, you can get a list of topics that speak to your brand's target buyers. Remember how we said people resonate with what's relevant to them, and them only?

If you make a partnership with Taylor Swift, for example, it's important to understand that a bulk of her influence directly links to younger girls and women. If you're a lawn mower company, that may not be the most strategic move (or is it...?). This boils down to intent, and what message you're bringing to the table with help from your influencer.

Keep in mind you may need to tweak these goals once you select an influencer and are aware of their following and reach. Making data-driven decisions is key to calculating success and ROI!



STEP TWO:

FINDING AN INFLUENCER

Much like the goals you've made, you can find your influencer by process of elimination on what you're trying to accomplish. For instance, let's say your core SMART goal is to reach 5,000 Instagram followers in quarter 2 by partnering with an influencer and creating a social media campaign with them.

You obviously wouldn't choose an influencer, then, whose main clout is centered around LinkedIn.



THAT BEING SAID:

THE FOLLOWING ARE SOME OPTIONS WHEN SEARCHING FOR AN INFLUENCER

Using these, along with word of mouth and a Google search can help narrow down your list considerably. Once you've gotten a list of 3-5, you can then see if they have parameters on being approached, and can continue building rapport.



YEP, THERE'S A SOFTWARE FOR THAT!

There are software platforms available to help you recruit influencers, vet them, and provide automation for disclosures.

Check out **tapinfluence** as an example.

SOCIAL MONITORING

What hashtags do your followers find most compelling? By tracking these, you can see who the big players are in the space, and start following them and seeing what they share and circulate. Don't be afraid to engage with them, or like/comment on their posts, either! It can help break the ice and offer an opening for dialogue.



BLOG OUTREACH

You can search for popular blogs, as a **Technorati** report shows 86% of influencers also have a blog. It's a good way to identify their following and audience besides their social platforms.

There are tools you can use to narrow down specific stats on what you're looking for as a business. Influencer **Neil Patel** recommends Inkybee, BuzzSumo, and Traackr as a few to check out.

APPROACHING INFLUENCERS **EFFECTIVELY**

Like any new interaction, the hardest part can be the very first message. We know how important a first impression is, but don't overthink it! Influencers are aware of how valuable they are to brands, but if your messaging is in line with theirs, it's usually an easy segue/conversation.

If you've done your homework and been engaging with them and/or mentioning them in content, it all boils down to agreeing upon how they'll receive payment, and in what ways they'll be broadcasting your brand to the world – without making them look like blatant sellouts.



STEP THREE: CREATING CAMPAIGNS & MEASURING RESULTS

If you've pinpointed your influencer, you can then collaborate with them on how you'll release content and circulate social messages. Are they going to share your blogs, or write about their own experience with your product/service? The real secret to success here is creating quality content that tells a story.

There are a variety of ways you can craft campaigns, but generally, influencers go about it the following ways:

- » Social following campaigns
- » Promotions or giveaways
- » Storytelling/experience campaigns
- » Hashtag campaigns

How these are executed is solely up to the marketer and influencer – the marketer can approve content before it's published, or require a certain number

of posts within a timeframe. By using tracking URLs and monitoring KPIs such as followers and website traffic, you'll be able to measure the success of each posting. And chances are, if you've matched the right person with your brand, the results will be beyond outstanding.



GAUGING INFLUENCER SUCCESS BY PLATFORM

Influencer marketing is still in an **arbitrage** stage, as mentioned by Misha Talavera, the CMO and co-founder of NeoReach. This means, in her words, that “it is an opportunity to make big profits with a small effort.” Facebook is still the most effective social platform overall for influencer marketing – as shown by studies and surveys of influencers themselves – but it all depends on what you’re wanting to tap into/measure.



FACEBOOK is the best overall platform for visibility and leads as shown by a [Mavrck study](#)



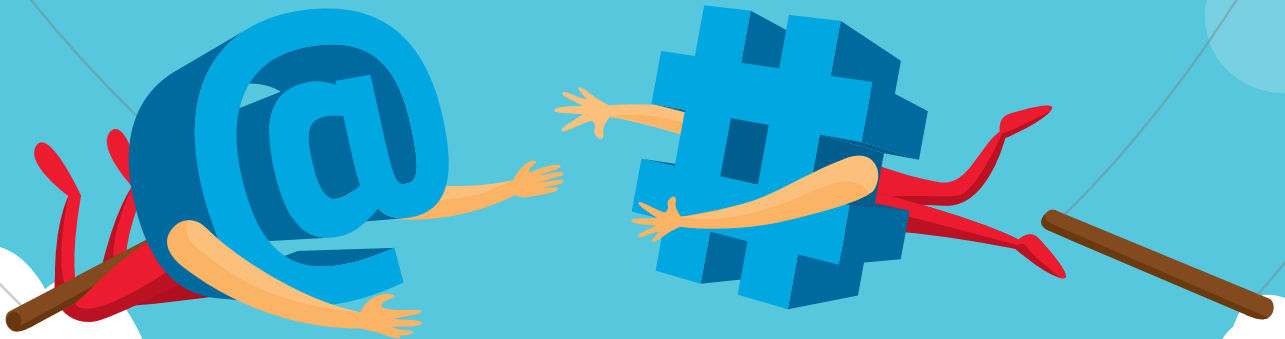
YOUTUBE helps spread your message to a larger audience



INSTAGRAM boosts brand awareness and increases social following



PINTEREST has strong imagery to evoke the “I want that” desire from consumers (so it’s great for B2C)



CHECK THEM OUT: **SEE INFLUENCERS IN ACTION**

The “see it to believe it” adage will always stick around – and for good reason. As a majority of people are visual learners, it pays to see results, and helps jumpstart the brain on how influencers can help your business.

Take a look at some of our favorite influencer posts, and the impact it created for these businesses:



BIRCHBOX & INSTAGRAM



Birchbox is a monthly makeup and beauty box that lets you sample different products to help women decide on what they want – without paying excessive amounts for something they'd end up not liking.

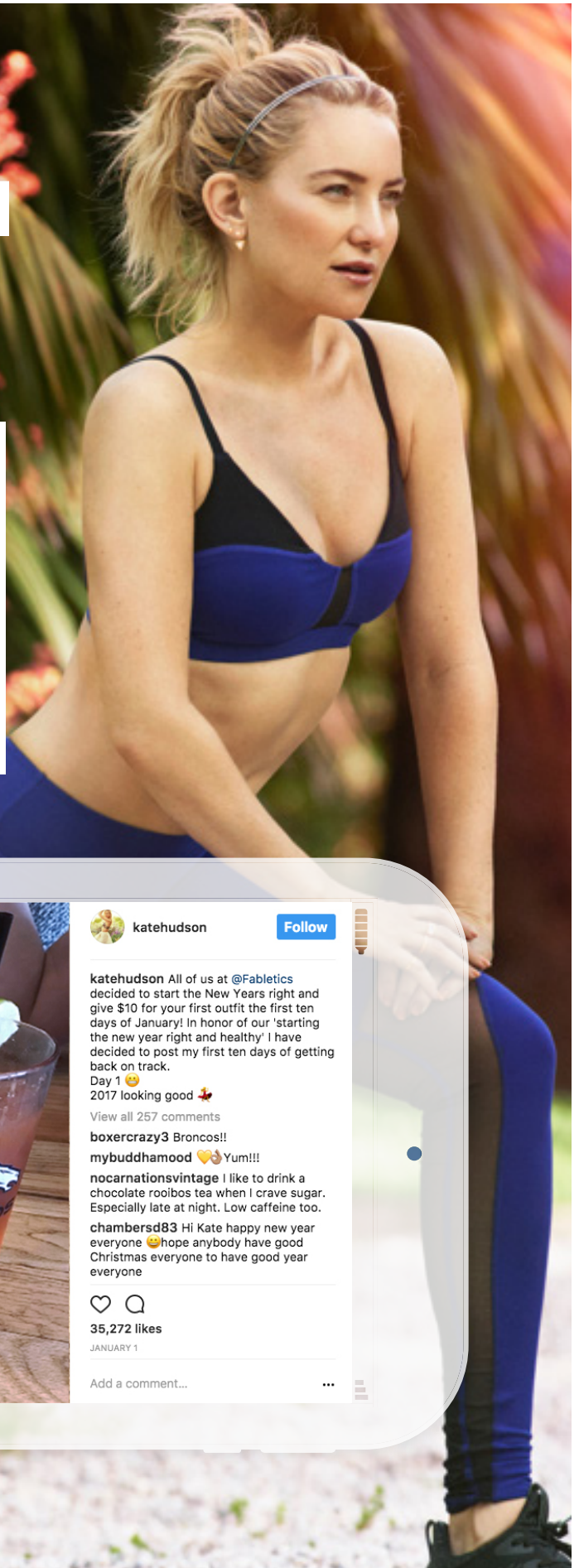
The company does a fantastic job on their Instagram not only for brand consistency, but also for tagging followers, featuring images they like, and regramming on their page. In terms of influencers, they get extra plugs from the companies whose products are in their box!

This post had over 1,000 likes in less than 24 hours!

Source: Instagram.com/nipandfab

KATE HUDSON & FABLETICS

Kate Hudson has a strong association with Fabletics, a fitness clothing company. As an influencer, she's the model on most of their clothing, as well as promoting new collections and a healthy lifestyle. See how this post offers a discount for the New Year:



Source: Instagram.com/katehudson

LEBRON JAMES & NIKE

Even if all of his posts aren't explicitly mentioning Nike, if you go through LeBron's Instagram, he's always subtly (and not so subtly) plugging the shoe company. He's one of the first athletes to ever have a long-term contract with Nike, too.



Source: [Instagram.com/kingjames](https://www.instagram.com/kingjames)

kingjames Follow

kingjames Another Happy #AirMaxDay from my Princess and I. Hey @nike Zhuri said turn her shoes into Air Maxes. 🥰🥰

View all 1,125 comments

tiara.walker.37 3.26 the day this beauty was born... love it!!!

will_franklin5 @wilson_9

wilson_9 @will_franklin5 🔥

rana216 Fresh !

vette_bronco_ @kingjames
<https://www.instagram.com/p/BSc5k48j0Un/>
 january2december Playoff colorway 14s? Black on___?

mattttt_11 Aye man stop playing wit these lil niggas @kingjames otn !!!!

avah_super_girl what are those

279,732 likes

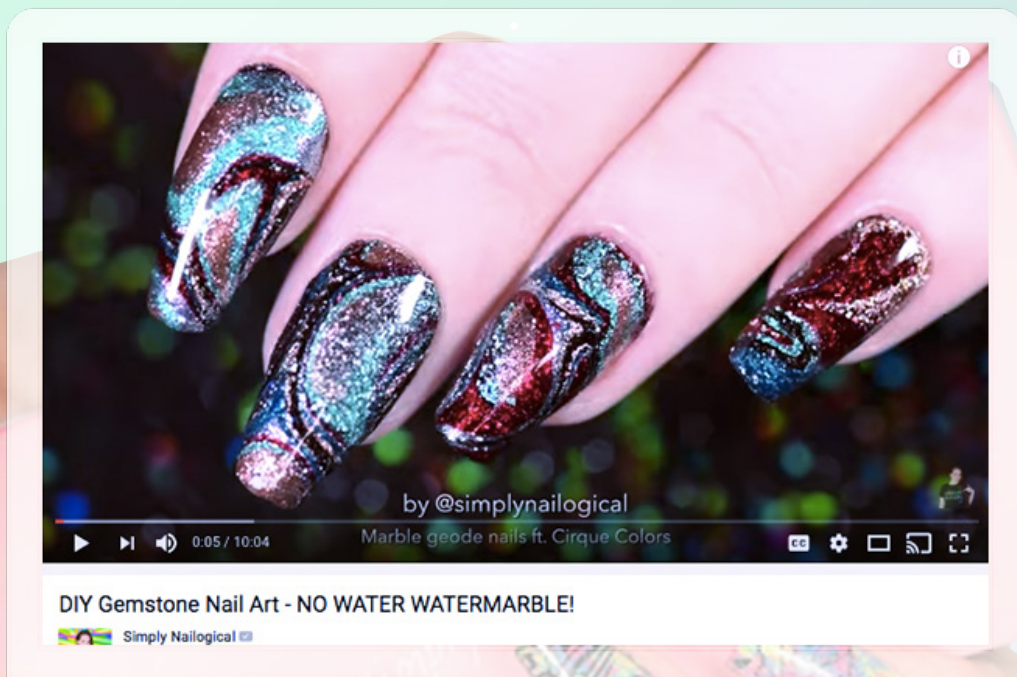
MARCH 26

Add a comment...

SIMPLY NAILOGICAL & YOUTUBE

For a YouTube example, Simplynailogical is a mesh of nail tutorials and comedy – as a result of her clout, she (Cristine) collaborates with nail polish companies and is able to plug them on her channel. With over 3 million subscribers in about 2-3 years, she's gained substantial influence in the beauty and general YouTube community.

Below is an example of one of her videos that's sponsored with a code to receive a discount:



NOW IT'S YOUR TURN. **MAKING INFLUENCER MARKETING WORK FOR YOU!**

There really is a secret concoction and combination of factors needed to make influencer marketing work for your brand. But 2017 is turning out to be a huge year where marketers everywhere are allocating budget to involve influencers in their strategy – up to 86% did last year – will you?

We hope you found this introduction to influencer marketing helpful. This was a top-down view on how to find the right influencer and set goals that align with your organization.

@BLULEADZ

We'd love to hear from you on how you've used influencers to boost your brand awareness and draw more visitors and leads to your website; feel free to tweet at us @bluleadz.