

INFLUENCER MARKETING

Who are these influencers everyone goes on about, these days? Well, basically, it's anybody. But why would you want to work with a professional influencer – and what would you have to consider before, during and after the campaign? This checklist helps you plan all this.

"STRATEGY FIRST"

Start by defining some basic ideas and principles. By writing down some essentials, your thoughts and approach will find together in an orderly manner – and more ideas start to unfold. Also, it helps you negotiate with your influencer and manage the process in a professional way. That's sooo crucial!

- Define your **take away message**. To do this, ask yourself this question: After the campaign, what message should stay in people's minds?
- Define your **target audience** (age, gender, market, language, interests etc.).
- Define your **main KPI** – to measure your campaign success.
- Define a **budget**.
Note: this depends on various factors. If you work with an agency, make sure to split up your costs in categories and define them clearly (influencer salary, agency fee, campaign conception, meetings etc.). Also, consider your output: a youtube video is more expensive than a facebook photo. An Instagram photo is more expensive than a tweet and so on. Negotiate the cost for your influencer depending on different measured data. For example, take his effective reach, views, engagement etc. the influencer has generated over the last few months, and set it in proportion. Also, make sure to set a fixed salary, to prevent fraud. Payment per click can lead to the wrong incentive. If you work with an agency, they will take care of the salary negotiations with the influencer.
- Define your **deadline** and make sure to include your influencer campaign in your marketing roadmap. Note: when working with an agency, they will set milestones. If working alone, set those milestones yourself, this helps you control your campaign.
- Define your **channels**.
- Note: Working with an agency, they will advise you which channels to use to reach your target group. When working directly with the influencer, he uses the channels that you list in your briefing.
- Include your **social media guidelines** (Tone of Voice = TOV) and make sure to include it also in your agency/influencer briefing.



"DIY" VS. AGENCY

"Do it yourself": Advantages

- + less expensive
- + direct contact with influencer
- + cost transparency

"Do it yourself": Disadvantages

- time-consuming administration of influencer
- no option B if your influencer doesn't work out
- your money may be spent with no real return, if not well planned
- lack of experience (salaries, fraud, legal, content risk)

Agency Advantages

- + professional influencers, thanks to pre-selection
- + security, should you have any issues with your influencer
- + you get a well designed influencer campaign
- + experience
- + benchmarks
- + up to speed on current developments
- + you are faster, overall

Agency Disadvantages

- more expensive
- you have to find the right agency (avoid black sheep)
Need help finding an agency? Consult my checklist on marketing agencies.

Influencer Agencies

Webstages GmbH, Zurich

www.webstages.ch/

LikeMag Media House, Zurich

mediahouse.likemag.com

GOT YOUR INFLUENCER? GREAT - LET'S BRIEF THEM.

Negotiation

To make sure you get a bigger bang for your buck, put a campaign briefing together. Whether you work with an agency or directly with your influencer, a briefing is needed in both cases – it builds the foundation for further negotiations.



- Influencer and agency briefing template
Need help with your own structured briefing? Check out my influencer briefing template.
- TOV guidelines
Make sure you attach additional guidelines on social media and online behaviour, as well as clear dos and don'ts for representing your brand.

FIND YOUR TYPE!

When thinking about who would be a good influencer, choose your type of influencer first.

5 Influencer Types

1. Brand Ambassador (celebrities who are famous for a talent, a show or the like)
2. Social Media Star (also called "creators", they represent the classical influencer)
3. Opinion Leaders B2B
4. Employees
5. Super Fan

Costs: from low to big budget

1. Employees
2. Super Fan
3. Social Media Influencer
4. Brand Ambassador

5 Influencer Services

1. Digital, print and on camera creation
2. Brand Ambassador
3. Product Placement
4. Speaking Engagements and Appearances
5. Content Creation

SUPER FAN

Approach your peeps: Your influencer doesn't have to be the big shot in the scene. Maybe, you already have a true and loyal fan in your community. Maybe, this person already is talking about your business on social media and in their personal network. Check out possibilities to professionalize it, give this fan an incentive (free products, manufacture tour or the like) and then scale up if it works out well for both of you.



Get in touch

- Meet up
When working with an influencer, it's crucial that they are authentic and trustworthy. Therefore, it's important you meet at least once in person (for example at the kick-off meeting). This way, the influencer gets a first hand impression of the brand.
- Events (Influencer Sponsoring)
Consider including your influencer in certain client or employee events. The influencer becomes more approachable and gains credibility when placing your message online.
- Person of contact
Exchange numbers, so that your influencer can reach you in case of uncertainty.

Stay ahead of the curve

- Close monitoring
Checking your KPIs and reporting on a regular basis is very important. When working with an agency, they will take care of this. How regularly this may happen is part of the briefing.
- Approval Process
Depending on your agency or agreement, you will have an individual approval process in place, where the influencer gets your "go" before posting.

DON'T FORGET POSTPROCESSING!

- Make sure to get the right tools for reporting. I am using [Sprout Social \(LINK\)](#), for example, but there are many more options. Need a tip for this? Chat with me.
- Make the most of the content you have, and create a content journey. Work with teasers, cross postings and paid media support.
- When having a bigger campaign, think about a paragraph in the agreement regulating posting for competitors.
- No-Gos and consequences of contract breach are part of the negotiations, and stated in the Terms and Conditions. Try to keep it short and simple, 2 pages tops. Remember that most influencers are somewhere between the age of 17 and 25.

Good luck with your first influencer! Need any further checklists, listicles or templates? Let me know in my chat – I am very happy to help!

