

THE END-TO-END GUIDE TO

Social Influencer Marketing





Welcome

Welcome to *The End-to-End Guide to Influencer Marketing*—a handbook for marketers looking to launch or improve their [influencer marketing](#) strategy. In this end-to-end manual, we've compiled some of the industry's best practices to help you build stronger, more effective relationships with your most passionate customers.

This guide will help you to make the case for influencer marketing and will give you step-by-step instructions on implementing, managing, and measuring an effective program.

Keep reading to learn more; we're here to help no matter how much knowledge you have on the topic.

STEP 1

Make The Case For An Influencer Marketing Program

DEFINITION

[Influencer Marketing](#)

A marketing practice that identifies and leverages individuals with influence over potential buyers.

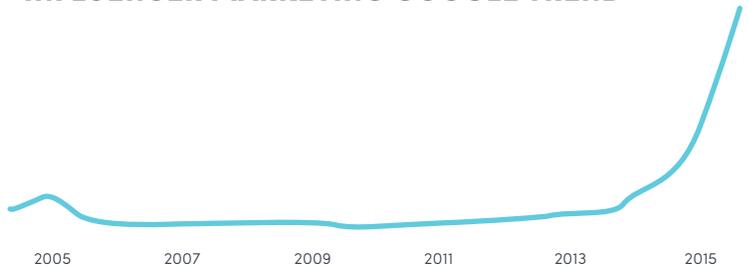
Brand influencers are storytellers for the digital age. They have built followings with their ability to tell stories that resonate with their audiences. By partnering with brand influencers, brands can leverage influencers' storytelling expertise to achieve business goals.

If you're looking to increase your influencer marketing efforts, you're in good company. The vast majority (84%) of marketing professionals are expected to launch at least one social influencer campaign in the next 12 months.

Why are brands investing in influencer marketing programs? Social media influencers positively affect brand trust, engagement, retention, and sales.

Here's a Google Trends chart that represents search interest for the term 'influencer marketing' over the last 10 years. Needless to say, it's time to bring brand influencers into your marketing mix if you haven't already.

"INFLUENCER MARKETING GOOGLE TREND



"You should consider influencer marketing as an inbound marketing strategy-- it is a bonafide marketing channel. Working with social media influencers is an investment that will help your brand see long-term returns across your entire business."

STEVE MCGARRY

DIRECTOR OF INFLUENCER MARKETING @ BOOSTINSIDER



92% of consumers

trust online content created by their peers above all other forms of advertising.

Nielsen, 2012.

Brands make

\$6.50 for each \$1 spent

on influencer marketing.

Tomoson, 2015.

Customers acquired via influencers

37% higher retention rate

than customers acquired through other channels.

McKinsey, 2011.

STEP 2

Identify The Goals Of Your Influencer Marketing Program

The first step to a successful influencer marketing program is to outline how the program will help you to meet your overarching business goals. Don't let your influencer program operate in a silo; it needs to move the needle on larger brand goals!

Typically, successful influencer marketing programs aim to build collaborative relationships with relevant brand influencers and facilitate the co-creation and promotion of brand content. But these are not the only reasons why marketers leverage influencers.

INFLUENCERS' ENGAGEMENT USE CASES



State of Influencer Engagement 2015, Augure

Other sub-goals to consider when aligning your influencer program's objectives with those of your business are the following:

CONTENT PROMOTION

- Increase brand's social media reach
- Increase brand's social media engagement
- Increase brand's social media following

PRODUCT LAUNCH

- Expand the online conversation around your brand and generate more word-of-mouth marketing
- Build trust by offering social proof of your products

CONTENT CREATION

- Spend fewer resources on scaling content creation

SALES

- Drive online conversions
- Inspire larger average order value
- Increase website traffic from social media

“Think about your brand's customer journey. Ask yourself how influencer marketing might help you to achieve your goals at each stage. If you're new to influencer marketing, start with mapping 2-3 KPIs per stage.”

JACOB WARWICK

DIGITAL MARKETING CONSULTANT @ THINKWARWICK



STEP 3

Determine What You Need For A Successful Influencer Marketing Program

Once you've solidified the goals of your influencer marketing program, you will need to get a sense of your in-house capabilities. A few questions to consider:

- What is your team's capacity for implementing and managing an influencer marketing program?
- Which team member(s) will identify brand influencers, conduct outreach, and measure the program's results?

Here are the most common job titles that manage influencer marketing programs in-house:

SOCIAL MEDIA COORDINATOR / MANAGER
DIGITAL MARKETING SPECIALIST / MANAGER
COMMUNITY MANAGER
MARKETING MANAGER

- How much time can said team member(s) allocate to managing and reporting on the influencer marketing program?

The average estimate for how much time it takes to manage an influencer marketing program post the initial set-up is 5-7 hours per week.

- What social media marketing tools do you currently use? What tools will you need to invest in to be successful?

TOP RECOMMENDED INFLUENCER MARKETING TOOLS



Centralized platform to discover, manage, and measure influencer relationships across social media.



Influencer marketplace where brands and influencers can meet and negotiate contracts.



A data driven creator platform for Instagram, Snapchat, Facebook, Vine, Twitter and Periscope.



Search engine for brand influencers to bookw social media posts for your brand.

“Brands should start with a clear objective for their influencer marketing and use it to guide their technology platform selection. The 5 key capabilities you should look for in an influencer marketing technology is the ability to Discover, Connect, Engage, Recruit/Pay (influencers) and Measure (success) via the platform.”

MIA DAND

CEO @ LIGHTHOUSE3.COM, THOUGHT LEADER, AUTHOR OF “THE CMO’S GUIDE TO INFLUENCER TECHNOLOGY” REPORT



STEP 4

Allocate A Budget For Your Influencer Marketing Program

Now that you've taken a good look at your team's capabilities, you'll need to set a budget for your influencer marketing program. Depending on the number and the clout of your influencers and how many social media channels you want to be present on, prices will vary.

To help give you an idea of how much working with influencers actually costs, here is a basic cost structure for an influencer marketing program according to Greylock Partners.

Conduct a cost-benefit analysis to decide whether an influencer marketing program is right for your brand at this time and decide at what scale it should operate.



\$0.04 to \$0.15 cost per video view. Niche channels such as family, moms, tech and fitness may be on the higher end with rates of \$0.08 to \$0.15 per view.



Cost per thousand impressions around \$10 to \$12.

Influencers with 25k to 100k followers

- Produce between 500 to 5k likes per post
- Produce between 20 to 100 comments per post
- Cost: \$50 to \$150 per post

Influencers with 100k to 500k followers

- Produce between 5k and 25k likes per post
- Produce between 50 to 200 comments per post
- Cost: \$100 to \$400 per post

Influencers with 500k to 1,000,000 followers

- Produce between 15k and 30k likes per post
- Produce between 100 and 500 comments

STEP 5

Define Your Brand Influencers

The number one challenge that marketers cite when rolling out an influencer marketing strategy is identifying the right influencers for their brand.

Let's start with the basics. What is a brand influencer?

Brand influencers are social media users who have an established credibility and audience. These are users who can persuade others by virtue of their trustworthiness and authenticity.

$$\text{INFLUENCE} = \begin{array}{l} \text{AUDIENCE REACH} \\ \text{(# of followers)} \\ \times \\ \text{BRAND AFFINITY} \\ \text{(expertise and credibility)} \\ \times \\ \text{STRENGTH OF RELATIONSHIP} \\ \text{WITH FOLLOWERS} \end{array}$$

In order to find your brand's most impactful social media influencers, you will need to take into account the following.

1. Your influencer must have a large and engaged audience
2. Your influencer's audience must be relevant to your customers
3. Your influencer must appear to be authentic
4. Your influencer must be active on social media and post frequently
5. Your influencer's tone and style must match those of your brand

! WATCH OUT

Fake followers: If your influencer has thousands of followers but only a few likes and comments on each photo, he or she probably isn't a real influencer. Another way to assess this is by looking at sudden spikes in follower counts and strange comments that may have been written by bots.

"Don't confuse size with influence. The key to a successful influencer program is to uncover and align with those people who have the trust and respect of their audiences--not just those with the most followers. The former are true influencers. The latter are what my friend Lee Odden calls "brandividuals.""

ANN HANDLEY

**FOUNDER OF CLICKZ DIGITAL AND CHIEF CONTENT OFFICER @
MARKETINGPROFS**



STEP 6

Find Your Brand Influencers

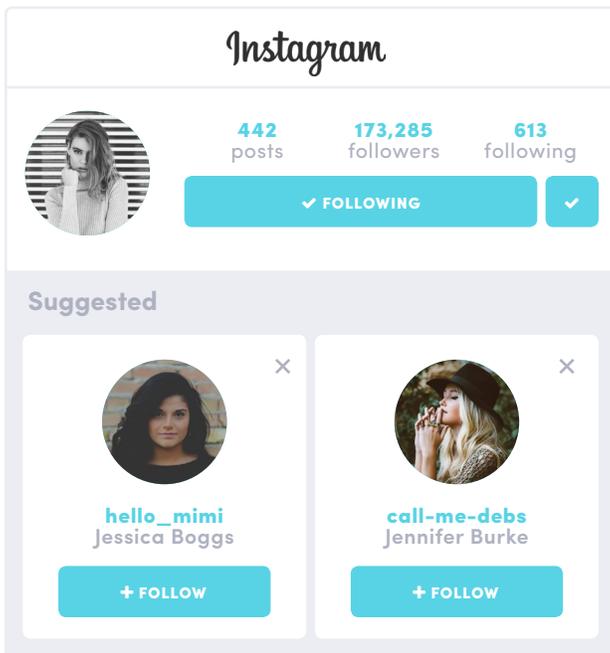
So, how do you find these brand influencers? Start by identifying who is already posting about your brand online.

CONDUCT A HASHTAG SEARCH

Search your brand hashtag on social networks to see who is already posting about your brand. You can also look up relevant keywords into social media search bars to find influencers who post about your industry.

ASK FOR RECOMMENDATIONS

Influencers know other influencers. Once you find a brand influencer that resonates with your target audience, ask him or her to recommend others with similar followings. Some social media networks will even give you recommendations of their own.



USE A FREE SOCIAL MEDIA TOOL

There are many free tools that can help you to identify influencers across social media. For example, Pixlee's [free instagram analytics reports](#) allows you to track your brand hashtag across Instagram, identify brand influencers, and monitor the conversation about your brand.

“You don’t need to partner with the top influencer in your industry. Instead, partner with a few up and coming tastemakers. Newer to the scene influencers are cost effective: they are less in demand and have the bandwidth to impact your target audience. Partnering with smaller-scale influencers allows your brand to build relationships with them as they raise their own profiles.”

BRIAN HONIGMAN

SOCIAL MEDIA CONSULTANT @ HONIGMAN MEDIA



STEP 7

Connect With Your Brand Influencers

Now that you've identified a list of potential brand influencers, you will need to develop these partnerships. To ensure a strong start to these relationships, here are three tips.

1. REACH OUT DIRECTLY

Brands often rely on the agencies that they work with to drive communication with influencers. However, 79% of social influencers would rather that brands reach out to them directly. While it's tempting to template-ize your outreach, it's best to personalize each pitch.

2. GET TO KNOW THEM

Take the time to get know your brand influencers so that you can better understand their following and what they are looking for out of a partnership. Part of the outreach process is proving to the influencer that your opportunity is relevant to their audience.

3. DON'T LOSE TRACK

Create a spreadsheet to help you record your influencers' information. Use a consistent method to keep track of your influencers' contact information and to avoid future awkward mistakes. The majority of the time, you will be able to find your influencer's contact information on their profile.

Here is an example of an Excel spreadsheet that you can use to log your brand influencers' key information:

First name	Last name	Instagram	Email	Phone	Address	City	State	Country	Zip	Notes	Twitter	Facebook	Pinterest	Website

You might be asking yourself, how many influencers should I partner with? The answer is: As many as your in-house capabilities allow! Like with most things, quality is more important than quantity. For efficiency purposes, most emerging brands lean towards partnering with 5-10 strong influencers as a starting point.

“Before reaching out, understand everything that you can about your influencer. Going through this analog exercise will help you to better align your brand with your influencer's and will result in a win-win for both parties. Influencer marketing is most successful when it's a marriage, not a one-night stand.”

NEAL SCHAFFER

FOUNDER OF MAXIMIZE YOUR SOCIAL AND THE SOCIAL TOOLS SUMMIT

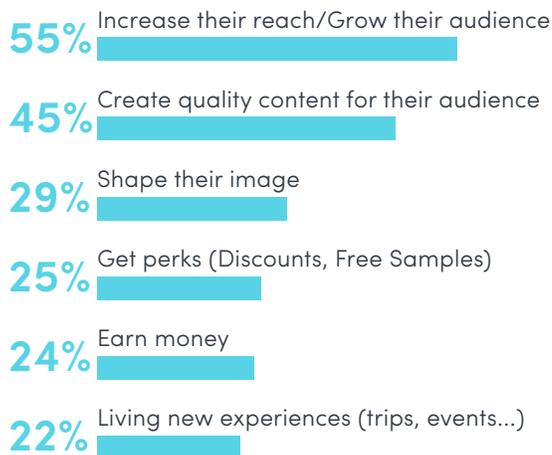


STEP 8

Reward And Incentivize Your Brand Influencers

Marketers falsely assume that all brand influencers want to be incentivized with money. However, when it comes to influencers' motivations, several factors actually outweigh cash rewards.

INFLUENCERS' MOTIVATIONS



State of Influencer Engagement 2015, Augure

There are many different ways to incentivize people-- and influencers are no different. If you have a small influencer marketing budget, this is your chance to get creative and to figure out what other perks that you can offer will motivate your influencers.

“While traditional incentives are monetary payment or branded products, brands can cultivate influencer relationships through unique experiences and perks. For example, Tissot, the official timekeeper of Tour de France, sponsored influencers to attend the event and share their experience on social media.”

ADELYN ZHOU
FOUNDER AND CEO OF ALIGHT LABS



STEP 9

Contract With Your Brand Influencers

Establish Terms and Agreements immediately once you start working with an influencer.

While these will completely depend on the size and scale of your brand, here are some Terms and Agreements to consider when drafting your influencer contracts.

Terms and Agreements

- Determine how frequently you will connect with your influencers
- Decide if the influencer gets to pick the products or if you will mail the influencer the products to create content with
- Stipulate that your influencer use only the hashtag(s) that you agree on
- Make sure that your influencer abides by your brand's style guidelines
- Ensure that your influencer responds to all comments on submitted photos
- Ask that your influencer maintain posts for a certain number of days before they can delete it, should they choose to do so.
- Decide on posting times and posting frequency
- Determine if other brands are allowed to be mentioned in the same photo alongside your brand



INFLUENCER SIGNATURE

DATE

PRINTED NAME



BRAND SIGNATURE

DATE

PRINTED NAME

STEP 10

Measure The Results Of Your Influencer Marketing Program

Once your influencer marketing program is up and running, you'll want to assess if it has helped you to meet your business goals. Think back to the goals you defined in Step 2. Have you made progress on these metrics? What business insights have you learned? Here are a few KPIs to help you measure the success of each of your goals.

CONTENT PROMOTION

"Influencer marketing's cost per engagement is \$X. This was X% cheaper than our other marketing channels."

- Engagement: number of likes + comments
- Engagement Rate: likes + comments divided by followers
- Branded Content Reach: number of followers of the influencer + number of followers of those who engaged with the content
- Overall increase in brand handle's number of followers

PRODUCT LAUNCH

"By engaging with influencers, we were able to generate X amount of reach and awareness on social media for new product."

- Number of brand handle and hashtag mentions
- Increased website traffic from social media channels
- Online conversion rate from social media channels

CONTENT CREATION

"Working with influencers helped us to create X more visual content that performed X% better than our brand content."

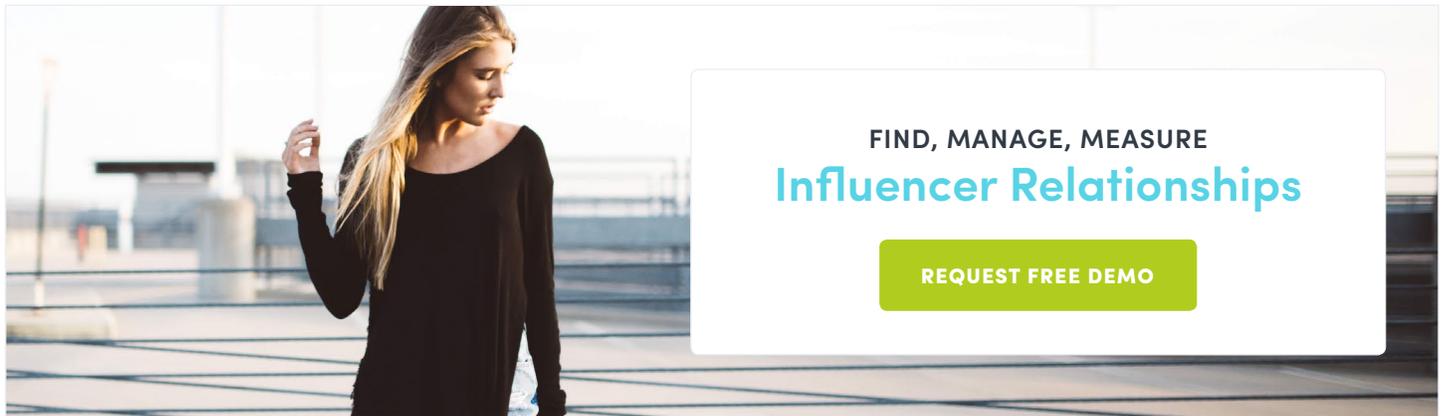
- Number of brand posts submitted by brand influencers
- Comparison of your branded content's engagement rate vs. your influencer's average engagement rate

SALES

"Our influencer marketing program has directly driven more than \$X in sales for our company."

- Online conversions from brand influencer photos
- Sell-through rate on products featured by influencers
- Influencers ranked by revenue generated for brand

About Pixlee



Powered by the belief that customer stories are the most powerful way to articulate the value of a product or service, Pixlee helps brands market and sell with real customer photos and videos.

The company works with more than 150 brands such as Kenneth Cole, Gaiam, Levi Strauss and Kimpton Hotels & Restaurants to develop a more authentic marketing experience and create stronger relationships with their most passionate customers.

If you want to learn more about Pixlee can help you with influencer marketing, Request a Demo today to speak to one of our specialists.

Pixlee's visual marketing platform curates customer-generated content in real-time, manages permission rights and easily integrates the content directly into multi-channel browsing and shopping experiences.

The company's approach has proven to impact sales profoundly: Shoppers that engage with Pixlee-managed content on a brand's website are, on average, 2x more likely to make a purchase.

Pixlee is headquartered in San Francisco with offices in New York and Toronto.

[Request a demo today.](#)

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