



# 10 Things To Know about Influencer Marketing

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A White Paper Series

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mediakix

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[www.mediakix.com](http://www.mediakix.com)

Established in 2011, Mediakix is the leading influencer marketing agency. We create and build high impact and high reach sponsorships for brands and advertisers with influencers, YouTube channels, blogs, Instagrammers, and social channels. Our clients include: Birchbox, Blue Apron, David Yurman, Indiegogo, NatureBox, Nordstrom, Oyster Books, Participant Media, and many more. With a network of thousands of social influencers and a reach of millions, our campaigns have been among the highest performing marketing channels for our clients. Mediakix is vertically integrated into the hottest in-demand categories and channels including lifestyle, fashion, beauty, men's, tech, gaming, and more!

Mediakix facilitates every step of the process by creating and building the most impactful influencer marketing campaigns for your brand. From strategizing, to choosing top influencers, to executing campaigns and reporting, Mediakix continually optimizes the entire process in order to ensure the absolute best campaign for driving the highest reach and best engagement.

To see how influencer marketing can drive KPI's for your brand, contact us today for a free evaluation with one of our influencer marketing specialists.

# KNOW YOUR AUDIENCE, CONSUMER & THEIR INTERESTS.

*A great influencer marketing campaign starts with knowing the channels where your consumer lives online.*

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Influencers typically build their audiences around different content interests, channels, and categories.

*These influencer interests or content categories are great places to begin finding and targeting your ideal consumers.*

For instance, if you're looking to target guys age 18 to 34, then YouTube channels centered around *the latest tech reviews, gaming, and gear* are great places to find this particular audience.

Similarly, if your brand is looking for females age 18-34, fashion blogs and *popular YouTube beauty channels* provide some of the best places online to market your product or service.

# SET CAMPAIGN OBJECTIVES & KPIs.

*Before you start an influencer campaign, define your Key Performance Indicators (KPIs). This largely helps to determine which influencers and channels are the best to select.*

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At a high level, brands have two overall marketing goals of either *branding or direct response and in some cases, a combination of both*. With outright branding campaigns, reach and increased brand awareness are the primary goals. YouTube, high-reach blogs, and Instagram are the prime channels. If your campaign is response-based, then YouTube and blogs are the recommended channels -- it's much more difficult to include links to measure conversion within influencer channels like Instagram.

*Influencer campaigns can achieve other intermediary goals: driving sign-ups or engaging new social followers for an owned brand, service, product-launch, or live event.*

It's important to research, understand, and be realistic about influencer marketing campaign goals, click through, and engagement. *Build a forecast model with KPIs based off of influencer marketing case study data*. Solicit feedback from other like brands and successful agencies in the influencer space to find out best YouTuber channels or proven industry practices.

# EVALUATE THE RIGHT INFLUENCER MEDIA & CHANNELS.

*Once you've determined your KPIs, review and evaluate the influencer channels that can best achieve your objectives.*

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Each channel offers its own unique strengths and weaknesses. *If your primary objective emphasizes massive reach, YouTube is optimal* -- top channels can receive over 1M views per video (top YouTubers usually also have high social reach on their other adjoining platforms), but cost per impression (CPMs) can be high. Due to the higher CPMs, certain YouTube channels and categories may not be the best option if your main objective is to drive outright ROI.

*Each channel offers its own unique strengths and weaknesses.*

Though blogs may not have the same reach as YouTube (nor allow for as much creative content capability as video), blogs do allow for a wider demographic targeting. Blogs can also provide multiple inbound links right to your brand's site or product landing page. Instagram offer great reach for lower cost. *Both Vine and Snapchat are emerging influencer channels (with very few other advertisers) for brands looking to pioneer new creative ways of reaching millennial audiences.* Presently, Instagram, Vine, and Snapchat do not allow for tracking links making it harder to measure the direct impact of your campaign through those channels.

# 4 ALLOCATE YOUR CAMPAIGN BUDGET.

*With each channel, budget usually correlates to reach. Influencers quote rates based off of their total reach, current market rates, and advertiser interest.*

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Top Youtube influencers can command rates in excess of six figures for a single sponsored video. These digital influencers have millions of followers and die hard, proactive consumer audiences.

*However, you don't need 6-figure budgets to drive effective campaigns.*

By researching lower to mid-level reach channels, you can find great opportunities across YouTube, blogs, and Instagram to build a successful, custom campaign budgeted as low as a few thousand dollars. Below that budget level, you are oftentimes working with *influencers who may not have sufficient reach to create an impactful campaign or do not elicit a positive ROI.*

By combining a firm understanding of your customer's lifetime value (CLV) and *discerning an influencer's proven reach, you can best allocate your budget spend per channel.* A subscription-based brand with high CLV can plan for a higher budget spend to take advantage of the best opportunities.

# RESEARCH THE RIGHT INFLUENCERS FOR YOUR BRAND.

*Once you've determined your KPIs and budget, it's time to find the most relevant influencers to work with.*

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There are many powerful tools available for researching and finding influencers. *Most of the best tools are paid, however there are some excellent free tools (like SocialBlade and Google search) that require a good amount of manual digging.*

*Carefully review each influencer's content to make sure there's an ideal alignment with your brand. Check to see which products they promote and link to within their channel.*

Blogs and YouTube both offer native discovery options either through a blogger's blogroll (similar blogs followed by an individual blogger -- often in similar content categories), or you can browse through a specific YouTube channel's "related channels" box. The latter often surfaces additional channel options with similar categories and reach.

*Lastly, be realistic about the size and scope of the influencers you are looking to partner with.* If you're an upstart fashion brand, don't expect celebrity blogger partnerships at a fraction of their quoted rate.

# REACH OUT TO YOUR INFLUENCERS.

*Once you've built a list of possible influencers to help market your brand, it's time to start reaching out.*

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Although most influencers publish their contact information directly on their channel or within their social platform bio, more and more of the bigger influencers have agents, managers, or are *part of a collective agency or platform*. *Brand inquiries and influencer marketing campaigns are fielded through these intermediaries.*

Don't be discouraged if you can't always build a direct relationship with an influencer. Working with managers, networks, and agencies bring a new level of professionalism and by standardizing industry practices.

*By standardizing contracts and agreements, work flows are greatly streamlined and expectations are better aligned for both brand and influencer marketing sponsorships.* Once contracts are set in place, expect to offer free product or service to the influencers.

As you are reviewing each influencer and gathering quotes, it's critical to ask for recent examples of their branded content and sponsorships. Recent works help you assess exactly what will be delivered to you. *The best influencers create exceptional branded content.*



# COMMUNICATE EXPECTATIONS & GOALS.

*Create a brand brief in advance and outline all of your campaign expectations and goals.*

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To ensure a successful influencer marketing campaign, the influencer must have a complete understanding of what you are seeking to achieve. *Influencers will oftentimes have invaluable feedback, insights, and recommendations that will help market your brand.* It's important to be open-minded. They understand their audience best and almost always know how to best market your brand to their audience effectively and authentically.

*The best sponsorships happen when the influencer can offer a true and authentic endorsement of your brand. Scripted product reviews and endorsements can easily elicit a negative reaction from your target audience.*

When the influencer is given creative reign to profile your brand in an organic fashion, it can resonate much better with their audience and in turn drive a significantly higher level of engagement.

Instead of creating content that's solely about your brand (e.g. a product or service review), *strive to create great content alignment between your brand and the influencer* which will drive higher views, shares, and engagement by the audience boosting your brand's total exposure.

# DETERMINE HOW TO TRACK GOALS & CONVERSIONS.

*Tracking methods, software, and code must all be set up before your influencer campaign goes live.*

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*There are a variety of ways to keep track of your campaign metrics, goals, and conversions, but they must all be set up well in advance. With Google Analytics, most digital marketers will create custom UTM codes to track specific traffic sources and conversions. Another way to track goals and conversions is to offer codes and/or a dedicated landing page for each influencer. With YouTube, use bit.ly links in the video description box for an uncluttered way to track your CTRs.*

*For brand amplification campaigns, using unique hashtags can allow you to directly track the impact your brand is making in digital, social conversations.*

Make sure you specify your brand or company's social media handle (e.g. @mediakix for Instagram, @mediakix for Twitter, facebook.com/mediakix) or any other hashtags you'd like the influencer to reference and include within the campaign.

# TRACK YOUR CAMPAIGN'S SUCCESS & PERFORMANCE.

*Use your analytics to track and assess your campaign.*

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For onsite traffic, review your Google analytics for clicks, visits, sales, and engagement (average time spent, page views, page visits, bounce rates, etc.). If it's relevant to your brand or campaign, track email registrations, sign-ups, or opt-ins attributed to each influencer's channel. Other important metrics to monitor include new social followers, and user-generated content (UGC, if relevant).

*For social media engagement, look for sentiment in comments, brand and hashtag mentions.*

By accurately monitoring the metrics of your campaign, *you can quickly determine which channels performed best.* The data you gather will better help you choose influencer channels, platforms, content delivery, and optimize future campaigns.

# ENGAGE & CONNECT SOCIALLY.

*Optimize your campaign by leveraging your influencer's social reach to engage and connect with your new audience.*

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By nature, influencer campaigns are social. Expect the audience to connect, tweet, and share your content. Make sure to monitor and engage to maximize the conversational opportunities.

Share the content and reply to followers and comments. Ask to reuse, share, or repackage the influencer's content on your blog, social media channels, and company newsletter.

**Contact us today for a free consultation on how we can leverage influencer marketing to reach millions and drive ROI for your brand.**

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