

HYPR



EBOOK

INFLUENCER MARKETING

TABLE OF CONTENTS

PART 1

Defining an Influencer	3
Faces of Influencers	4
What is Influencer Marketing	5
Why you should use Influencer Marketing	6

PART 2

How to find the right Influencer	8
Your Audience	9

PART 3

Getting in touch with an Influencer	15
-------------------------------------	----

PART 4

Setting Up Your Influencer Campaign	20
-------------------------------------	----

PART 5

Measuring Your Success	24
------------------------	----



PART 1

Thank you for downloading our Influencer Marketing Ebook. In this book you will learn how to setup and run your very own influencer campaign. To get started, we'll be teaching you about influencers and how influencer marketing began.

WHAT DEFINES AN INFLUENCER?

In short, an influencer could be anyone: your friends, your coworkers, that person you follow on Instagram or Twitter, even you are an influencer in some capacity. However, knowing that everyone's an influencer doesn't exactly help you market your business.

To better define an influencer, let's take a look at what an influencer really is:



ACCORDING TO OGILVY THERE ARE MANY FACES OF INFLUENCERS

- ✧ Journalists (*Barbara Walters*)
- ✧ Academics (*Neil DeGrasse Tyson*)
- ✧ Industry Analysts (*Jim Cramer*)
- ✧ Professional Advisors (*Tony Robins*)
- ✧ Celebrities (*Beyonce*)
- ✧ Individual Brand Advocates (*Selena Gomez for Pantene*)

According to Influencer Marketing by Brown & Hayes, an influencer is “a third party who significantly shapes the customer’s purchasing decision.”



According to the Word of Mouth Marketing Association Handbook, an influencer “has a greater than average reach or impact in a relevant marketplace.”

Now that you have a good idea of what an influencer is, let's find out what influencer marketing is as a whole.



WHAT IS INFLUENCER MARKETING?

Influencer marketing isn't something new; companies have been using celebrity endorsements since the dawn of advertising. The difference between influencer marketing 5 years ago and influencer marketing today is that there are many more influencers due to the rise of social media. **HYPR**'s platform has more than 300,000 influencers and that number is growing everyday.

In today's world, influencer marketing is having an

influencer post about your product on social media. This can be a one-off campaign where they post one “ad” or it can be a full campaign where photoshoots, videos and more are involved. Running a full campaign generally turns the influencer into a brand ambassador and we will discuss what type of campaign you should run later on in the Influencer Academy.



By now you should have a good idea of the “who” and “what” factor, but let’s learn the “why” factor.

WHY SHOULD YOU USE INFLUENCER MARKETING?

Simply because it works.

According to Tomoson, influencer marketing generated \$6.50 in revenue for each \$1 spent. That is an incredible ROI for a campaign that is relatively easy to setup. But don’t let the numbers do the talking; let’s look at it from a psychological perspective.

Imagine you are walking down the street and you see a billboard advertising a new type of candy called Green Bites. The billboard highlights it as the most amazing candy in the world. You see the billboard and then continue your day as usual. Now imagine your friend tells you about this amazing new candy Sour Bites. He said it tasted delicious and he recommends that you try it. A few days later, you’re in the mood for some candy and go to the store to buy some. Which candy do you think you’re more likely to buy? Green Bites or Sour Bites?

According to Nielsen, 82% of people used recommendations from someone they know to make a purchase. Extrapolating from that data tells us that you are more likely to buy the Sour Bites. Just that data point alone shows us how important an influencer’s opinion can be in a marketing campaign.

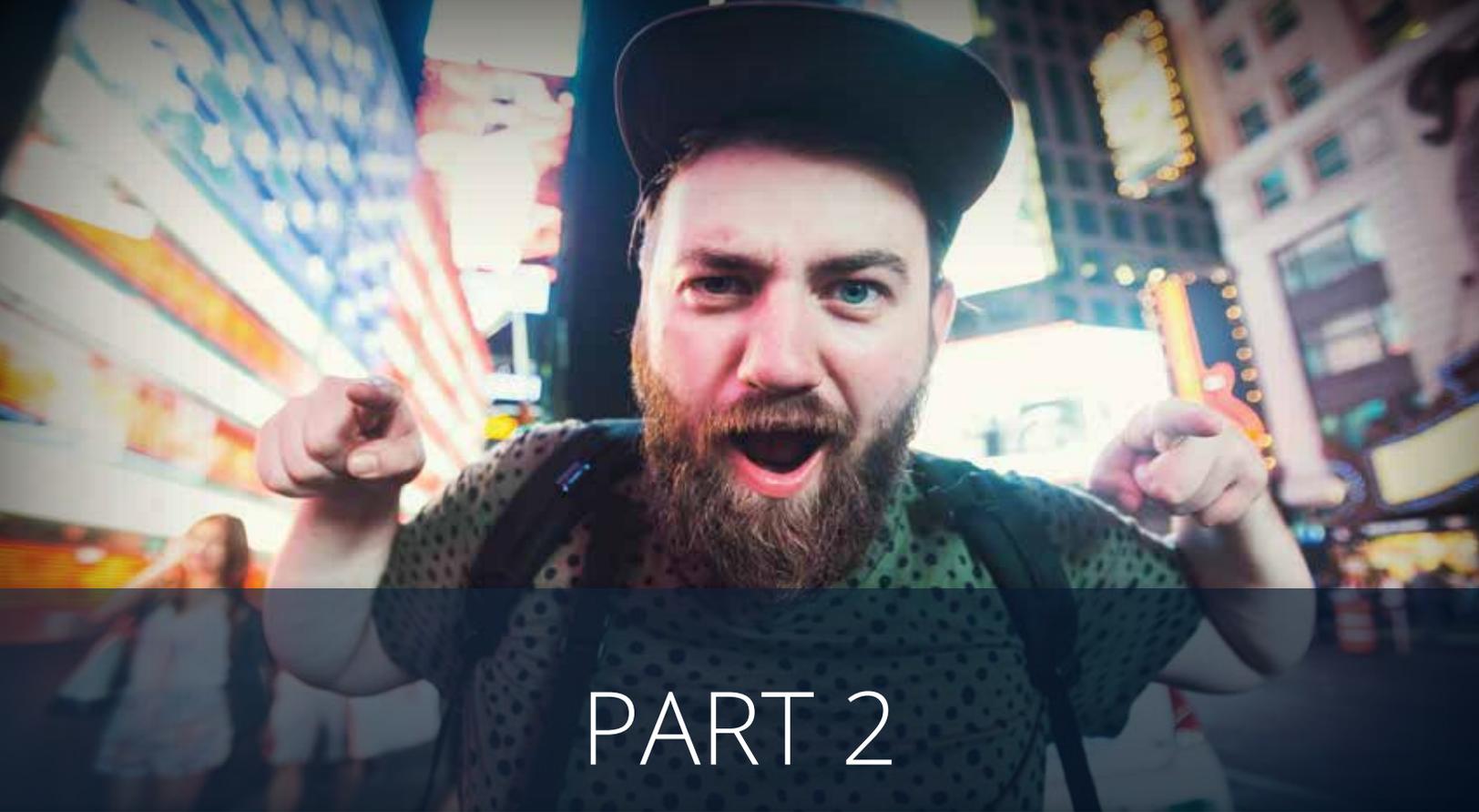
This wraps up our first section.

Our next section will teach you how to find the right influencer!





PART 2



PART 2

In Part 2, we will be discussing how to find the right influencers for your campaign. To give you some background on how people typically choose influencers, they look at follower count and think the bigger the following the bigger impact it will have on a campaign.

This is not the case.

For an influencer campaign to truly work, first you need to know your audience. The following questions will help you define your target demographic and make finding an effective influencer much easier.

- ✎ What age is your target customer?
- ✎ What gender is your target customer?
- ✎ What social media platform does your target customer use the most?
- ✎ What type of interests does your target customer have?
- ✎ What hobbies/jobs are associated with your target customer?
- ✎ What location is your target customer in?





YOUR AUDIENCE

These questions should be easy to answer and will give you a good persona of your audience. We've filled out an example of the questions below. To help better understand this persona, we've given them a face and a name.

- ✧ What age is your target customer? *18 - 34*
- ✧ What gender is your target customer? *Female*
- ✧ What social media platform does your target customer use the most? *Instagram/Pinterest*
- ✧ What type of interests does your target customer have? *Beauty, Makeup*
- ✧ What location is your target customer in? *Nationwide*

Looking at our answers, we have a good profile of what audience the influencer should hit. Our influencer should have a large following on Pinterest or Instagram. Their audience should be composed of females between the ages of 18 - 34 who have an interest in beauty and makeup.



Using that profile, we can now start to look for influencers that match that criteria. The first step in finding the influencer is to login into www.hyprbrands.com. Once you are on the HYPR platform, you can fill out the search filters based on the profile you created before.

SELECT THE AUDIENCE YOU SEEK

Enter Vertical Type a vertical...	Select Age Range All Ages	Select Social Platform All Platforms	Influencer Location Beta All Cities
Select Country All Countries	Select Gender Male & Female	Select Size # of followers	

As you can see, because of the questions you answered, filling this search form out is a breeze. The only part that was left blank was the size of the following. To answer this question you have to know what your budget is. The more followers an influencer has, the more it will cost to advertise with them. You can take a look at the size filters below.

Select Size

of Followers

- # of Followers
- 0-100,000
- 100K - 1M
- 1M - 5M
- Above 5M

Keep in mind that the price of the campaign not only varies with the size of the followers but what type of campaign you are running. A simple post on one platform will cost significantly less than a week's worth of posts on every network.

Once you have figured out your budget and how much you can spend, you can start finding possible influencers to work with. For this example, our budget will be \$5,000 so we will be looking for influencers with followings of less than 100,000. Here is what our final search will look like:

SELECT THE AUDIENCE YOU SEEK

Enter Vertical Beauty	Select Age Range 18-25	Select Social Platform Instagram	Influencer Location Beta All Cities
Select Country All Countries	Select Gender Female	Select Size \$100,000	

HYPR will now bring up a list of possible influencers (if the list comes up blank or is limited, consider broadening your filter selections such as expanded geography, more social platforms, or additional age ranges). It's time to start digging through your list of influencers to find the best match.

Here are three different influencers that came up under beauty: Robin Moses Nail Art, Missy Lynn and The Makeup Chair.

ROBIN MOSES NAIL ART



Let's take a look at why Robin and The Makeup Chair would not be a good fit. Robin matches the demographic but when you take a look at her Instagram account, it is all about nail polish. In this example, we aren't looking to run a campaign about nail polish so that knocks her out of the running.

THE MAKEUP CHAIR



The Makeup Chair has an account similar to Missy Lynn's profile but when you look at their demographics, 25% of their audience is in Ireland. For this example, we want a United States based audience, so The Makeup Chair would not be a good choice for a campaign.



Judging from the stats, the best influencer for a beauty product campaign would be Missy Lynn. It's important to know who your audience is to find the influencer. It is equally important to make sure that influencer aligns with the product you want them to promote.

MISSY LYNN



By now you should have a good understanding of how to find the best influencer for your campaign.

This concludes part two. Please proceed forward to the next section on how to reach out to an influencer to run a campaign.





PART 3



GETTING IN TOUCH

Welcome to part 3 of our ebook. In this section, we will be discussing the best practices for getting in touch with an influencer.

As you can imagine most influencers can be quite busy. Getting their attention can sometimes be difficult, especially if they are a big influencer. When you are trying to get in touch with an influencer, you are going to need their contact information. You can get that information from [HYPR](#) on the influencers profile.

Typically, an influencer will have 1–3 points of contact. They may have a phone number, email or

an agency. If they work with an agency, it is generally very easy to get in touch with them to set up a campaign.

If they provide a phone number, give a quick call followed by an email. We will be going over best practices for reaching out via email below. Email communication with an Influencer has to be short and attention grabbing. Influencers will get a lot of inquiries, so you want your inquiry to stand out.





LET'S START WITH THE HEADLINE

You should always start with an appealing headline in order to attract an influencer's attention. It doesn't mean that you have to be super creative, it just needs to be something that you would have opened if it was sent to you. Make sure to keep it short and personal.

Here are some of the headlines that have worked best for us:

John, we have a client that wants to work with you on an Instagram campaign

(Agency Headline)

Jane, we want to partner with you for a Social Media campaign

(Brand Headline)

Once you have a catchy headline, you can move onto the body of the email.

The content of your email should be short and to the point. Even though you really want to tell your favorite influencer all about yourself and your product, the harsh truth is that he really doesn't care about it. At least at this point.





If you want an influencer to pay attention to your email, tell him immediately what you want from him and what he will get out of working with you. This doesn't mean that you don't need to introduce yourself, but just keep it short. Here is a good example for how the first two lines should read:

"Hi Jane,

My name is John and I'm the Marketing Manager at HYPR. We are looking for influencers for our new Instagram campaign, and we were wondering how much you would charge for a post?"

Talk numbers. The best way to get someone's attention is to talk money. If you already know how much you are willing to spend on his action, tell him. If not, just ask—but please note that in this case, he is the one setting the rules. Here is what an offer should look like:

"Hi Jane,

My name is John and I'm the Marketing Manager at HYPR. We are looking for influencers for our new Instagram campaign, and we were wondering how much you would charge for a post? We have a budget of \$20,000 and we were wondering what can we get for it."



When writing emails to influencers make sure you don't take them for granted. There are countless apps, brands and products out there that have great potential, and many influencers who would love to take part in promoting them. But that doesn't mean that they will do it for free.

Many app developers want influencers to promote their new platform, while in return, offering only an opportunity to be amongst their first users. The same happens with brands, services, and so on. So while your product can certainly be "The Next Big Thing," the influencer just doesn't know that yet. Offer him a payment (usually, influencers won't work for equity) so he will try the product. If he likes it – good for you, now you have an influencer who will most likely promote it without your even asking.

At the end of the day, influencers are regular people, only much busier. When reaching out to influencers, you have to make sure that you keep it personal (as opposed to digital ads or banners—THEY ARE REAL PEOPLE) and that reading your email won't take them more than 30 seconds; because especially with influencers, time is money.

To help you out, here is an exact email we have used to get in touch with an influencer.

Hi,
I hope you are having a great day! I wanted to introduce myself. I am the Business Development Manager at HYPR and I have a client that is interested in working with you. The product is the LG O'led TV. We believe that your audience would be a perfect match for the product. Please find below specs for the upcoming campaign we are working on.
Please find the brief attached.
Please let me know if you have any questions or comments, and please let me know if you would be interested in doing this campaign by Wednesday at 12PM PST.

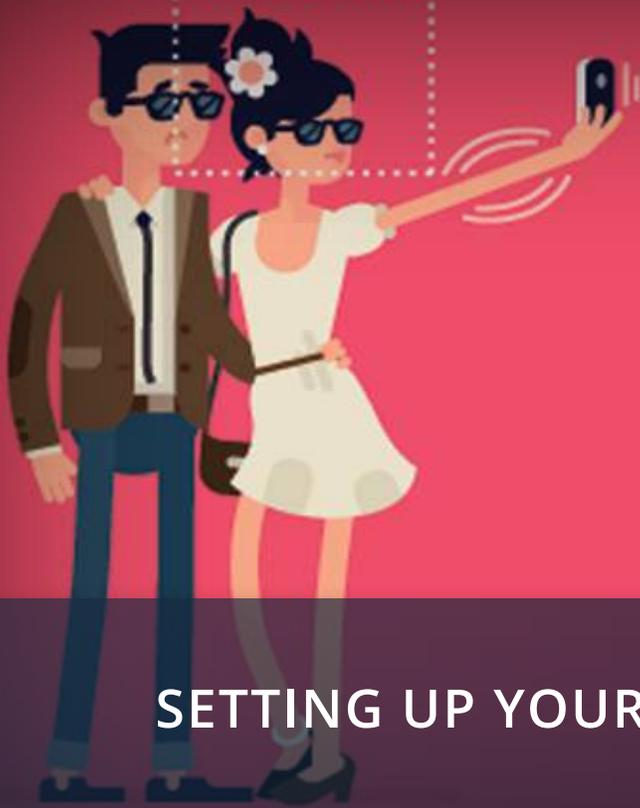
This concludes this section.

Our next section will cover setting up and running a campaign!





PART 4



SETTING UP YOUR INFLUENCER CAMPAIGN

In this section, we will be discussing how to setup your marketing campaign with an influencer.

If you followed our instructions in the last section, you should have gotten in touch with an influencer. Once they reach back out, the planning and preparation can begin. The first thing you want to think about when you are running an influencer campaign is what channel you will be using. This will greatly depend on your influencer and what channel they have the biggest following on.

Here are your main options:

-  Facebook
-  Twitter
-  Instagram
-  Vine
-  Youtube





EACH NETWORK HAS PROS AND CONS

[Facebook](#) is great for exposure and generating traffic through to a website. Facebook also has the ability to host a variety of different content such as videos, pictures and long form posts that make it great for getting creative with your campaign.

[Twitter](#) is perfect for increasing your Brand's awareness and driving traffic to your site. What sets Twitter apart from the other networks is that when your Influencer posts it can be quickly spread across the platform.

[Instagram](#) is perfect for increasing brand awareness and driving more followers to your own account. It is also a great place to do short reviews to increase the idea that your product is the best.

[Vine](#) is like Twitter's video platform and is perfect for short little clips of your product in action. Vine has a smaller user base but a properly executed campaign can still have a huge impact.

[Youtube](#) is great for product reviews and tutorials. Posts on this network can have a lot of virality because they are often spread to the other networks.



Once you have your platform chosen, it's time to pick the format: Photo, Video or Text. Depending on the platform you have chosen, your choice might be limited. You will also have to decide whether you or the influencer will be creating the images or videos. If possible letting the influencer create the content will lead to the best results. They know what works and what doesn't on your platform.

Some Influencers will want you to be hands on and some will prefer you be hands off. Communication in the stage of the campaign is very important. You will want to work closely to figure out what works best for the both of you.

By now you should have the influencer and the content. All you need to do is a schedule a date and time. You should work with your influencer to find out when they have the most reach and take into account their recommendations. This of course can change depending on how many influencers you are working with and if your influencer campaign is part of a much larger marketing campaign.

This concludes the section on setting up influencer marketing campaigns. In the last chapter, we will be discussing how to measure success.





PART 5



MEASURING YOUR SUCCESS

Once you have your campaign set up and ready to launch, you are going to want to keep track of how much exposure your campaign generates. This can be a challenging area to navigate as some of the social media platforms aren't ideal for reporting this type of campaign.

The first thing you are going to want to do is create unique tracking links. These links should only be used by the influencer in posts. You may want to create different tracking links if the influencer is using multiple platforms so you can determine which platform had the most impact.

After you have set up tracking links, you are going to want to establish social listening for your product. The following tools are perfect for monitoring activity during a campaign:

 **Mention**

 **Hootsuite**

If you are selling a product, you may also want to use a unique coupon code as another way to keep track of sales coming from your influencer.

After you have your tracking and listening software, you are ready to launch the campaign. When your campaign is running, you will want to keep an eye on your google analytics account and see where traffic is coming from. You should get a bump in traffic from the social networks, but in some cases we have seen organic/direct traffic jump up as well. You can typically attribute that to people googling the product after they see it online.

Once the campaign is over, it's time to measure success. The first thing you are going to want to look at is the reach. Depending on the networks, the influencer will be able to tell you the exact reach of the post. When it comes to Instagram, your reach will most likely be as big as the following the influencer has. The other areas you are going to want to track are:

-  **Comments**
-  **Shares**
-  **Likes (*if applicable*)**
-  **Views (*on videos*)**

You can add these up to get your Total Earned Impressions. Once you have your total earned impressions, you can divide by your cost to get your CPI which will be incredibly important so you can benchmark future campaigns. If you were selling a product, you can add up all the sales and divide by the influencer cost as well to see your ROI.

That concludes our book on how to properly run influencer campaigns. If you have any questions, feel free to send us a message!



HYPR

HYPR is revolutionizing influencer marketing by providing clients with in depth audience demographics of social influencers. This enables marketers, for the first time to effectively target their desired demographics, while using the ever powerful voice of influencers, lowering costs and making influencer marketing a science. Our targeting capabilities empower us to create the first real Programmatic Influencer Network for niche influencers at scale. Marketers will be able to engage their target audience by hiring any number of influencers, from 1 to thousands, at a click of a very special button.



Sign up for your free trial at hyprbrands.com