



THE ULTIMATE GUIDE TO INSTAGRAM INFLUENCER MARKETING



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Influencer marketing is now performed by 86% of marketers and achieves an average of 11x ROI. This guide will provide social media managers, agencies, marketers and other executives with actionable steps to build and run a successful influencer marketing program on Instagram from A to Z.

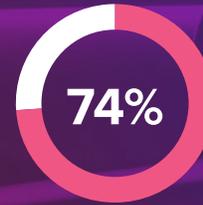
What is influencer marketing?

Influencer marketing consists of partnerships between influential people and brands. Influencers are social media micro-celebrities who create aspirational and highly engaging content in categories ranging from beauty to fashion, travel, food, and lifestyles. Through influencer collaborations, brands are able to widen their reach in targeted markets. In return, influencers gain exposure, free products and/or monetary compensation.

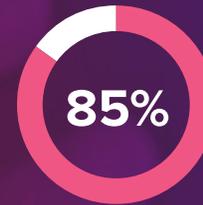
STATS



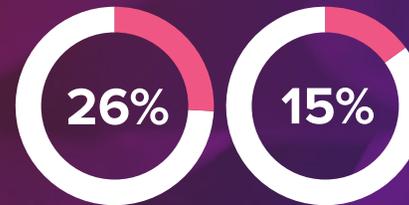
92% of consumers trust recommendations from friends, family, and influencers
— Nielsen



74% of consumers use social media to make purchasing decisions
— Sprout Social



85% of consumers' time on mobile devices is spent on just five apps
— Forrester



26% of desktop and 15% of mobile users use ad-blockers
— IAB



11x the ROI of a standard digital campaign
— Nielsen Catalina

INSTAGRAM FAST FACTS

500 million users

Instagram

500,000 influencers*

ASPIREIQ

40 billion photos shared to date,
95 million per day

Hootsuite

80% of users are outside the U.S.

Hootsuite

Used by 31% of American women, 24% of
American men

Hootsuite

Used by nearly 50% of brands,
slated to surpass Twitter in 2017

Marketer

Why Instagram?

Instagram is the leading photo-sharing app with over 500 million users, and 300,000 users are considered to be influential. Because Instagram is highly visual, it is easy for brands to share content and for audiences to consume information. According to Hubspot, **people remember 10% of what they hear, whereas people remember 65% of what they hear if the same information is paired with an image. Visual content is also 40x more likely to be shared on social media than other forms of content.** Even products that aren't inherently visual themselves have the ability to be transformed into aspirational media through influencer-generated content. For example, influential athletes and fitness gurus share their favorite healthy recipes and workout routines with their audiences. Instagram users interested in improving their fitness follow these influencers and associate any product that they mention with someone they already admire and trust. This trust is then projected onto the product and the brand.

Although more and more B2B companies are turning to influencer marketing to spread brand awareness, consumer brands in the fitness, fashion, beauty and lifestyle industries have historically seen the best results. This is because heavy Instagram users are typically young, social media-savvy consumers who are influenced by aspirational content.

Instagram has become an obvious choice for influencer marketing because it allows brands and influencers to share large amounts of content, and it also offers marketers an easy way to share content with sufficient data and insights with the community for analysis. This is unlike other social media platforms such as Snapchat that make it more difficult to track performance.

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DEFINING INFLUENCER MARKETING OBJECTIVES

There are many ways to market through influencers--having clear marketing objectives as the first step helps brands to determine their initial strategy, which type of influencers they should be collaborating with, and their overall budget. Anything that doesn't align with the initial objectives can be eliminated from your execution plan.

Consider the following questions:

1. What are we trying to accomplish with influencer marketing?
2. How will we measure the campaign's success?
3. What type of influencers do we want to work with?
4. What type of consumer are we planning to target?
5. How will an influencer program complement our other marketing initiatives?

Influencer marketing objectives can be defined as follows:



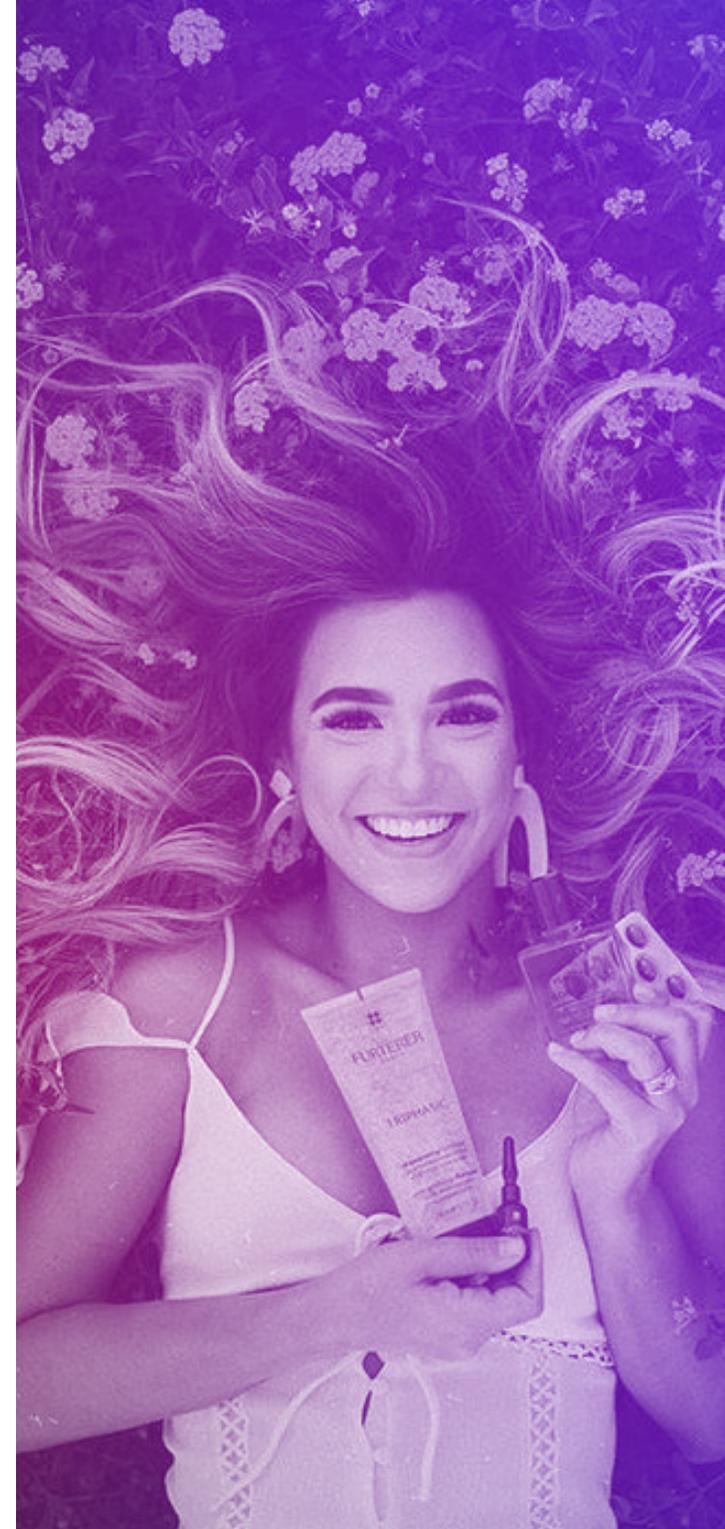
Brand awareness

Expanding brand awareness can positively impact a wide range of marketing initiatives and goals within an organization. Influencer marketing is a significantly less expensive way to spread brand awareness in comparison to traditional forms of marketing because it does not require brands to promote directly, saving brands thousands of dollars in expenses related to professional photoshoots. Instead, brands can reach and build trust with a targeted audience by leveraging the fact that influencers have large, dedicated audiences who trust their recommendations when making purchase decisions.



Follower growth

In a [survey](#), 95% of users aged 18-34 admit to following a brand on social media. Many brands overlook the value of social media followers. However, Instagram followers are probably some of the most engaged consumers, even if they have not yet made a purchase. According to Hootsuite, the top brands on Instagram see a per-follower



engagement rate of 4.21%, which is 58x higher than on Facebook and 120x higher than on Twitter. Because influencers are tastemakers in their respective areas, consumers are more likely to follow a brand if their favorite influencer recommends it.



Web traffic

Consumers today often ignore traditional forms of marketing and advertising such as Internet ads, so it is proving more difficult for marketers to generate website traffic through branded content. Instead, audiences are receptive to authentic content made by people they can relate to. For this reason, influencer-generated content is critical in leading customers to make purchasing decisions. Even if a consumer does not immediately make a purchase or convert after visiting a website, the brand will be at the top of their list for later consideration.



Content

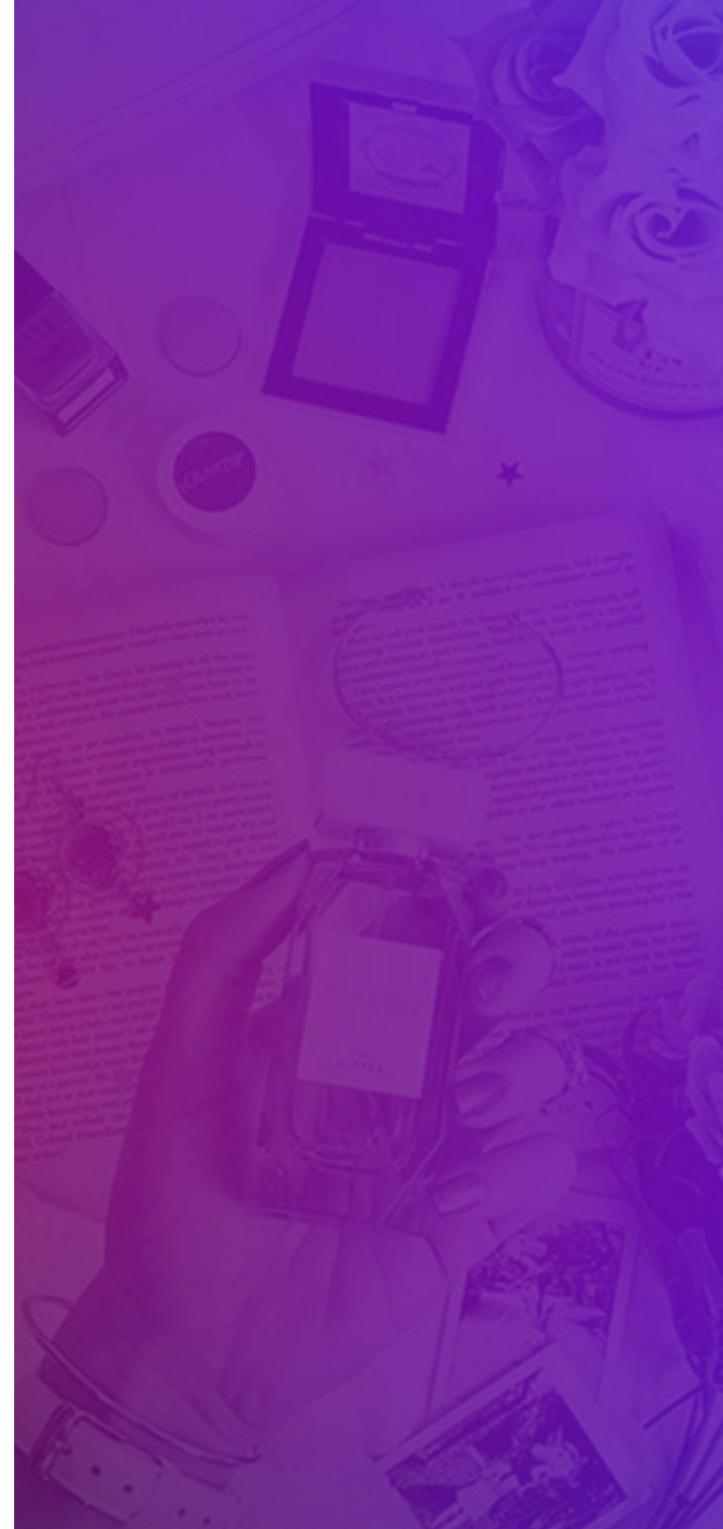
Influencer-generated content on social media earns more than **8x the engagement rate** of branded content. This is why more marketers are turning to influencer marketing to source large amounts of inexpensive, authentic content for both paid and owned channels. Influencer-generated content is more engaging and effective when compared to professional and branded content.



Direct sales

According to a recent study by Twitter, 40% of people admit to buying an item after seeing it used by an influencer on social media. A positive review, or a mention by a trusted influencer has the power to directly lead customers to make a purchase. While increased brand awareness, follower growth, and high quality content will increase sales in the long run, brands utilizing Instagram influencer marketing as a direct sales channel will need to invest in a more focused strategy.

Keep in mind that a brand's objectives can change over time. Brands who define one objective per campaign are in a better position to create a strategy that will help them to meet their organizational goals. If your brand has multiple objectives, create multiple campaigns to achieve each one.



BUILDING AN INFLUENCER MARKETING STRATEGY

Getting the most out of influencer marketing requires brands to adopt a “test and invest” strategy. Brands should test different approaches in order to see which type of influencers, campaigns and audiences generate the best returns. After testing several strategies, reinvest in the influencers, content, or markets that outperformed the rest.

Strategy for Brand Awareness

Use as many micro-influencers as your budget allows

Data shows that micro-influencers, or content creators with under 150k followers, tend to have higher engagement rates and lower costs than macro-influencers or celebrities. Micro-influencers also tend to have more targeted audiences. Working with as many niche micro-influencers in your industry will allow you to widen your reach and promote to audiences who are directly interested in your product.

Consider investing in a small network of celebrities

Celebrities have massive followings, however their audiences are generally not as targeted

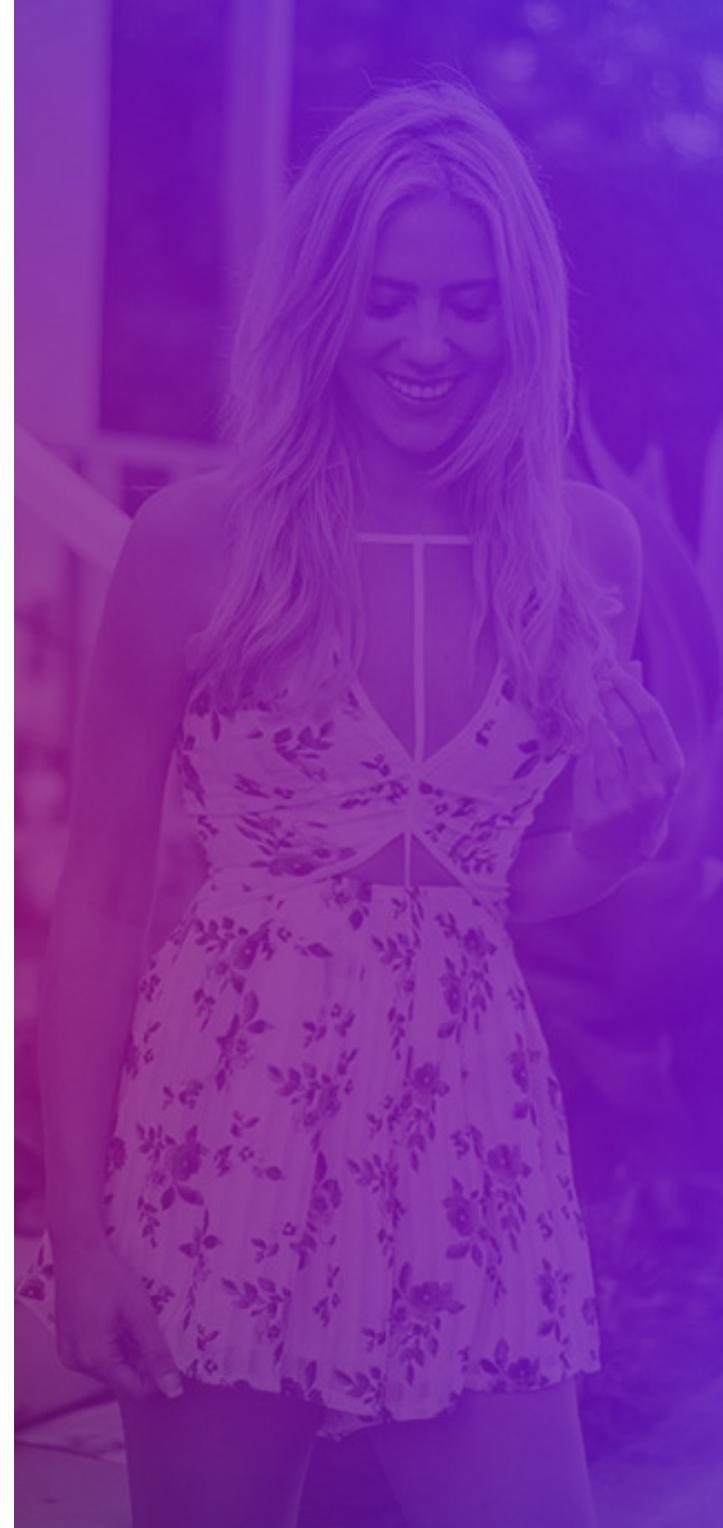
as micro-influencers’. If your brand has a product that has mass appeal, consider investing in a small group of celebrities, athletes, public figures or macro-influencers in order to spread awareness on a massive scale.

Clear messaging and dedicated posts

When working with influencers, ensure that your brand is tagged in their social promotions. When creating campaign terms, ask for dedicated posts, meaning that no other brand can be mentioned in their sponsored content. Also, ensure that the product is clearly shown and at the forefront of all content.

Long-term ambassador program

According to Emarketer, the most effective influencer marketing tactic is to create long-term ambassadorships. This is because when influencers promote a brand over a long period of time, their audience is more likely to become familiar with the brand, increasing their trust in the brand. The more a consumer is exposed to your brand, the more likely they are to remember it when they are ready to make a purchase.



CASE STUDY: LOVESAC

LOVESAC
Designed for Life™ Furniture Co.

Lovesac is a nationwide furniture retailer that specializes in “the most comfortable seat on earth” and “the world’s most adaptable couch.”

GOAL

To spread brand awareness by integrating products into influencers’ content as seamlessly and organically as possible.

STRATEGY

In an effort to increase brand awareness, Lovesac initially partnered with a small group of macro-influencers, including Logan Paul and Shawn Mendes, who have a combined Instagram reach of over 36 million followers. Content featuring Lovesac’s unique and aesthetically pleasing products naturally received high engagement on social media. When they decided to scale up their program, partnerships with big time YouTubers attracted other content creators interested in working with Lovesac. With AspireIQ’s powerful suite of influencer marketing tools, Lovesac was able to efficiently scale up their influencer program and can now work with an additional 30-40 influencers per month.

RESULTS

- **18.5 M** impressions
- **1.1 M** video views
- **\$245k** media value
- **577k+** clicks to website
- **3-4x** ROI



“AspireIQ gives brands awareness of influencers they generally wouldn’t know about. I don’t care how good of a marketer you are, there’s so many influencers out there now [that] to try to search without some type of purpose-built tool is pretty much impossible.”

— Mike Majlak, Marketing Manager at Lovesac



Strategy for Follower Growth

Giveaways

Giveaways are the best way to generate 5-10x more new followers than a normal creator post. As more brands have started to adopt the strategy, more creativity is required to stand out from the crowd. When running a giveaway, partner with influencers to provide their audience with a high value, meaningful prize in return for following your brand's Instagram.

Tips for running a successful giveaway on Instagram:

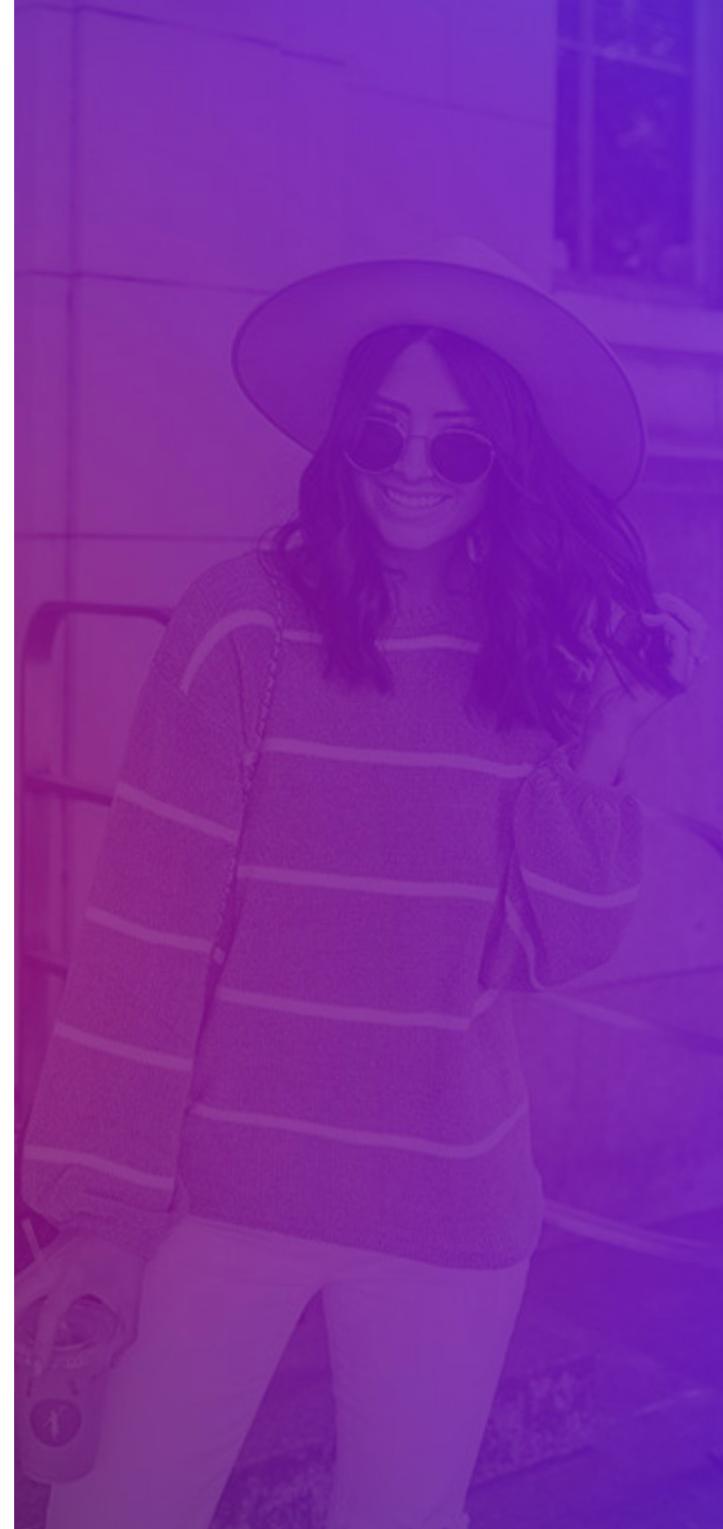
- Giveaways that have a theme tend to outperform simple product giveaways.
- The prize should be a meaningful representation of your brand and be attractive to the audience
- Run the giveaway for 2-3 weeks, staggering when each influencer posts to ensure a steady stream of traffic to your page for the duration of the giveaway.
- Ask for two posts from each influencer, one announcing the giveaway, and a second as a reminder to enter.
- Ask for extra amplification through 2-3 Instagram story posts

Clear calls to action

Ensure that campaign terms for the influencers are extremely specific and concise. In order to compel an audience to follow your brand, the influencers you work with should explain why they partnered with you and why their audience should follow you. (i.e. they support your brand message, they are eager to try out your brand themselves, etc.) Authenticity is key here. Working with influencers who genuinely enjoy your brand will help to make the captions more authentic and their audience will respond better.

Quality over quantity

Work with 10-15 high quality, on-brand influencers to promote your brand. Make sure the influencers in your network have about a 5% engagement rate. Ideally, focus on creators who do not do a large amount of sponsored posts; otherwise, your brand may get lost in an audience that is exposed to too many brands.



CASE STUDY: BROOK AND YORK

brook & york

Brook and York is a custom jewelry retailer that designs and sells pieces made by hand in the USA.

GOAL

To increase brand exposure and increase the number of followers on Instagram

STRATEGY

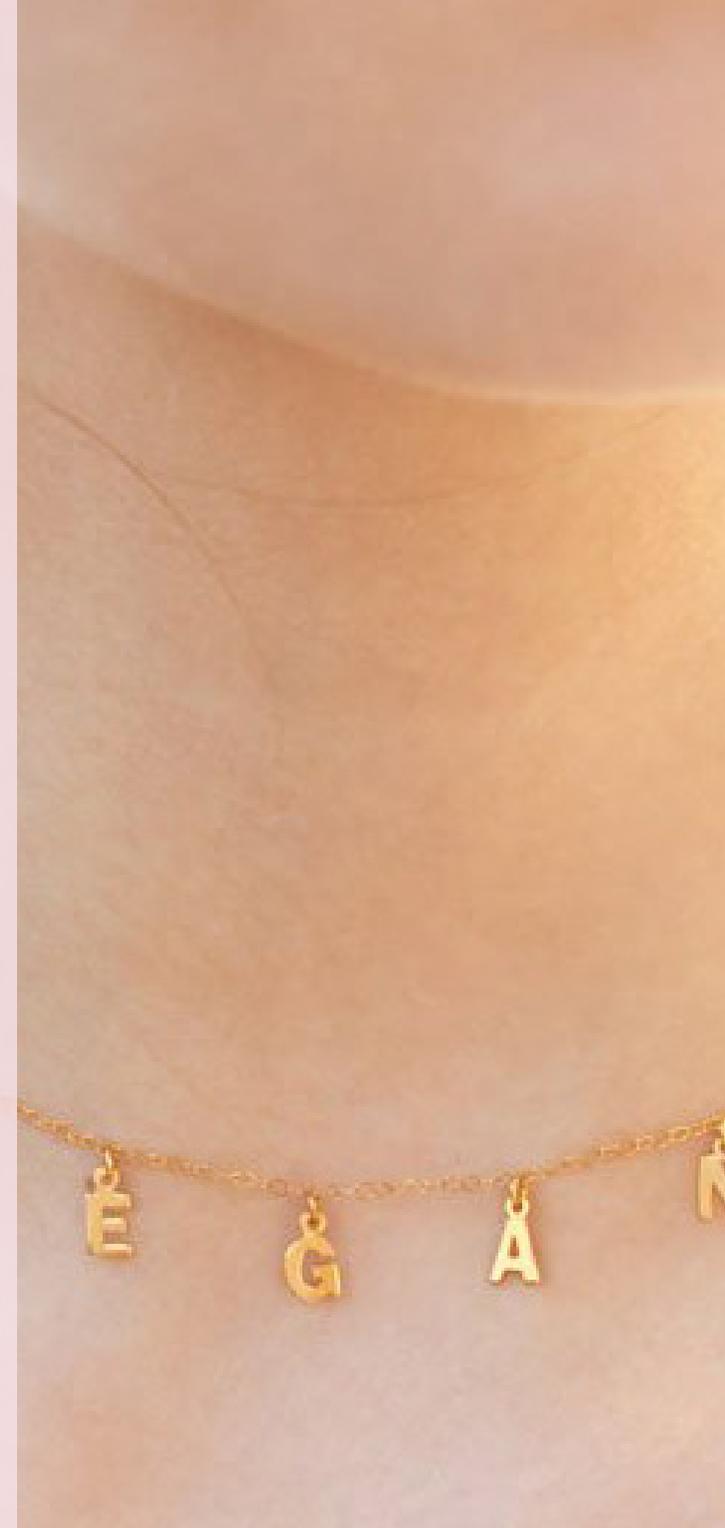
In order to increase their number of followers, Brook and York ran an Instagram giveaway campaign to showcase their jewelry and give away a \$300 Brook and York gift card to one winner. The brand partnered with about a dozen high quality influencers whose audience was highly engaged and interested in fashion and jewelry.

When choosing who to work with, Brook and York considered the influencers' reach and quality of content. However, in order to ensure that consumers entered their giveaway, the amount of engagement the influencer regularly received was the most heavily weighted factor when choosing the influencer roster for this campaign.

After picking a group of micro-influencers, Brook and York provided them with clear directions and calls to action to include in their captions. Users who wanted to enter the giveaway were asked to follow @brookandyork, like the photo on their owned Instagram that promoted the giveaway, and tag one friend.

RESULTS

- Over **1,000** new followers in the first week
- **1.7 M** impressions
- **1500+** comments



Strategy for Driving Web Traffic



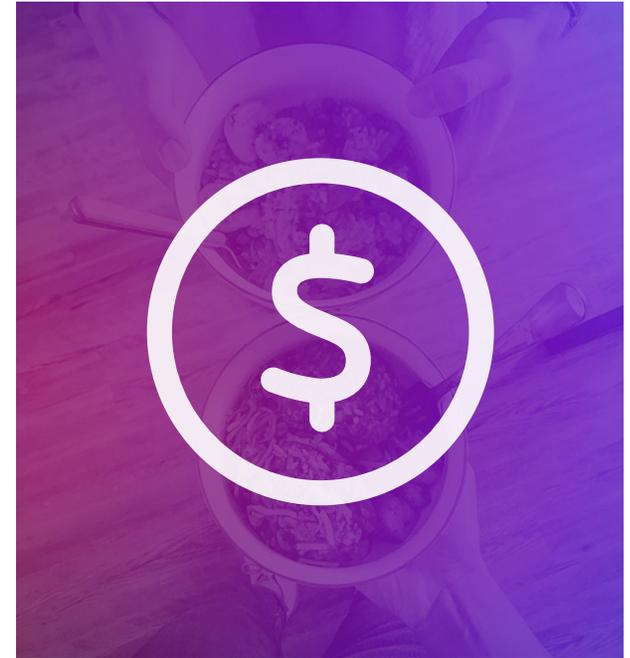
Link in bio

Although Instagram captions do not have the ability to include clickable links, influencers are able to put link in their profile bios. When providing links to influencers, ensure that they are trackable and unique so that you are able to report which influencers have driven the most traffic to your site, and reinvest in what you learn.



Instagram stories

If an influencer is verified or has a business account, they have the ability to add clickable links in their Instagram stories. Stories are short videos or images that disappear after 24 hours. Although they are not permanent, Instagram stories tend to get higher engagement than links placed in bios because they are easily consumed by users and people enjoy watching videos.



Incentives and clear calls to action

Keep in mind that when driving web traffic through Instagram, you are asking users to leave the app. Instagram users are more likely to stop scrolling if there is an incentive. For example, special Instagram-only promotions, free samples, or other exclusive perks should be included in an influencer's caption in order to incentivize users to immediately visit a website.

CASE STUDY: OVATION HAIR



Ovation Hair is a luxury hair care brand that provides customers with high quality, vitamin-rich products that are formulated to stimulate thicker, stronger and longer hair growth.

GOAL

The majority of Ovation's business relies heavily on online sales, so their goal for influencer marketing is to drive potential consumers to the Ovation website.

STRATEGY

Ovation created an influencer landing page that provided consumers with a discount on their products when purchased through the page. For the campaign, Ovation worked with influencers who were on-brand, authentic, had great quality photography, and had a targeted audience who would be interested in luxury hair products.

The brand asked influencers to post Instagram stories in addition to permanent Instagram posts. Influencers were asked to show the product and tag the brand in their Instagram stories. They were also asked to mention that their followers would get a

special discount when they clicked the link in the @ovationhair bio.

After the campaign, the Ovation team compared influencers' engagement rates in addition to how much traffic they drove to the Ovation site. The team also looked at sales data to see how many sales were driven by each influencer. The team used these insights to determine which influencers they should invest in in the future, and which markets generated the most sales. Influencers with a high ROI, lower cost per lead, and high engagement were made a priority for subsequent campaigns.

RESULTS

- Increase from **40** visits to Ovation's website per day to over **2,500** per day
- **40K+** clicks to website
- **160+** posts
- **16.8 M** impressions
- Substantial increase in sales



"We have never seen that much traffic on the influencer web page. Even my shipping department noticed we were selling more cell therapy bottles than usual after our campaign."

— April Bobadilla, Social Media Manager at Ovation Hair



Strategy for Sourcing Content

Invest in high quality influencers

High quality content is well lit, high resolution, and engaging. Many influencers invest in professional quality equipment to ensure that their content is top-notch. However, keep in mind that high quality content is generally more expensive than lower quality content. It is important for brands that are planning on repurposing influencer-generated content in ads, owned websites, print, or other marketing channels to spend extra time and money on researching high quality influencers and evaluating their content to ensure they are a good fit for the brand. In order to eliminate influencers who don't produce the highest quality content, some brands include clauses in their contracts stating that content must be shot with DSLR or other professional quality cameras.

Gain usage rights

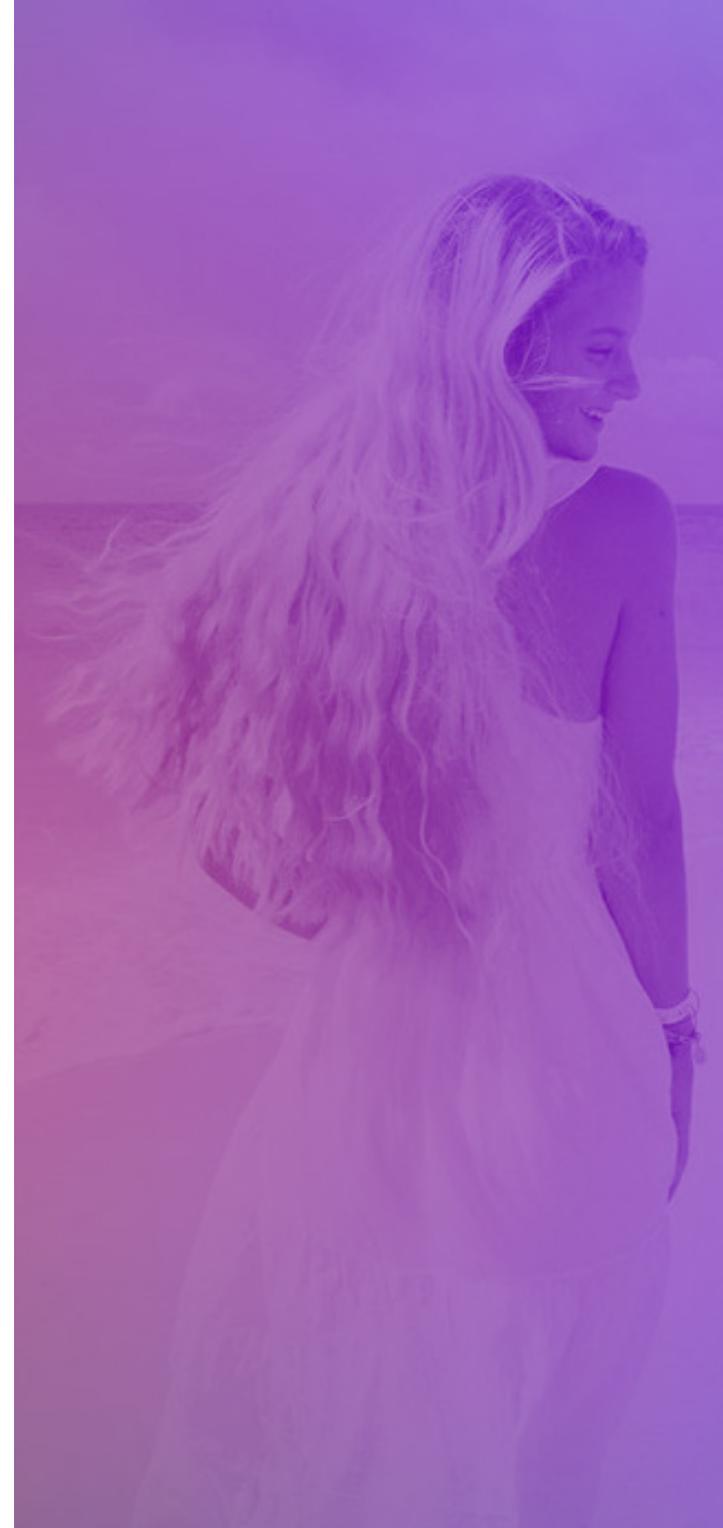
It is important to gain usage rights to all influencer-generated content to avoid any copyright issues when repurposing images in other marketing channels. Some influencers may charge additional fees for the rights to their content.

Ask for additional content

Like professionals, influencers generally take multiple images per collaboration. Ask for the rights to all images from their shoots so that your brand can have access to large amounts of content that is significantly less expensive than a professional shoot.



AspireIQ Manage provides brands with easy-to-use templates that outline detailed campaign terms to influencers before each collaboration.



CASE STUDY: BITSBOX

bitsbox

Bitsbox is a subscription box that teaches kids to code by delivering insanely fun, app-building projects in the mail every month.

GOAL

To source authentic and diverse content for their owned media channels, such as email, their branded website, Pinterest, Pinterest Ads, Facebook Ads, Twitter Ads, and more.

STRATEGY

Organizing professional photo shoots was proving to be too time consuming and expensive, and the logistics involved with sourcing locations and subjects became overwhelming. The Bitsbox team worked with influential mothers aged 35-54 who had an engaged audience of other families looking for great child-focused content.

The Bitsbox team was looking to source influencer content that is high resolution and well lit in order to repurpose content for paid advertisements. The brand made sure to communicate their content expectations before each collaboration. This way, even though Bitsbox outsources their content creation, they still had the ability to control

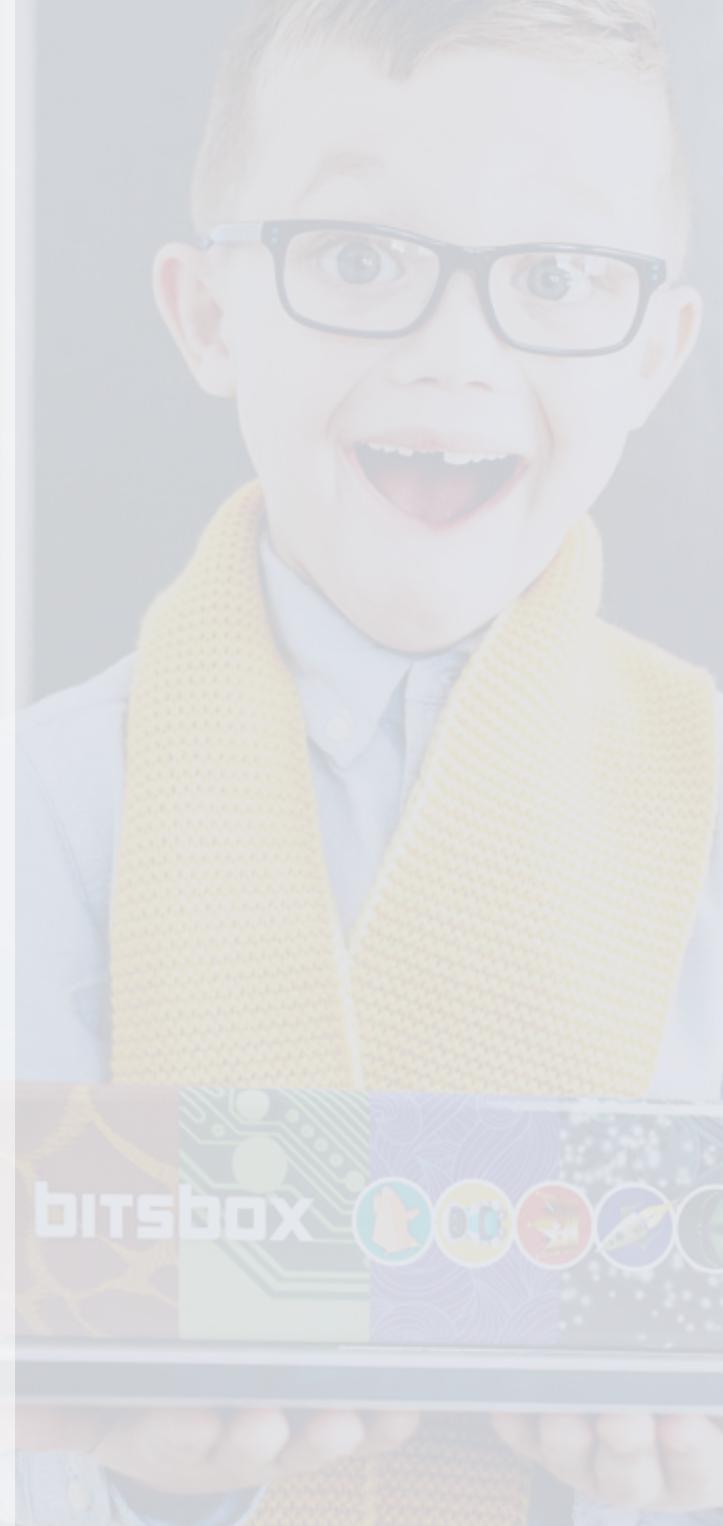
key aspects of content that are important to the brand.

RESULTS

- **300+** high quality repurposable photos
- **116+** posts
- **7.5 M** impressions
- The content they get from influencers is more diverse and better looking than content that they were previously getting from photo shoots.
- Ability to test, determine what's working in their content, and apply what they learn to the next round of content
- Ongoing stream of diverse content

“We were probably getting 20 usable photos every couple of months. Now we’re getting 20 photos a month, but the difference is the 20 we were getting before were all from the same photo shoot. They had the same background and the same kids—there wasn’t any diversity in what people were seeing. With AspireIQ, the images are all on brand...but we have the diversity in the kids and settings.”

— **Alex Ostler, Director of Revenue at Bitsbox**



Strategy for Direct Sales



Coupon codes

Coupon codes are a great way to generate and track direct sales through Instagram. Keep in mind that brands with high value products or a mass appeal have higher success with coupon codes in general. Instagram can be oversaturated with coupon codes from hundreds of brands. In order to avoid being lost in the crowd, be strategic about which influencers your brand gives coupon codes to. Do not provide coupon codes to influencers who post a high ratio of sponsored content. Instead, focus on influencers with high quality content and real, high engagement rates.



Instagram stories

Ask influencers to link your brand's website or product page in their Instagram story. Ensure that the content has a clear call to action that explains why the influencer loves your product. (For more on Instagram stories, see page 7.)



Instagram Ads

Instagram ads allows you to promote content to a large, targeted audience. Influencer-generated content has been proven to perform better than branded content. Putting your money into influencer-generated content that is repurposed on owned social channels allows brands to remain authentic in their advertisements.

The Best Influencer Marketing Strategy

Regardless of your initial marketing objectives, there are some things that all brands should keep in mind when creating an influencer marketing strategy



Authenticity is key

The reason why influencer marketing works is because it is authentic and relatable. Never ask an influencer to do something that is not organic to their personal brand.



Micro-influencers work

Influencers with under 150k followers have high engagement rates and are less expensive than celebrities and macro-influences, making them incredibly valuable.



Test and reinvest

After testing several strategies, reinvest in influencers, content, or markets that complement your initial objectives and produce the best results.



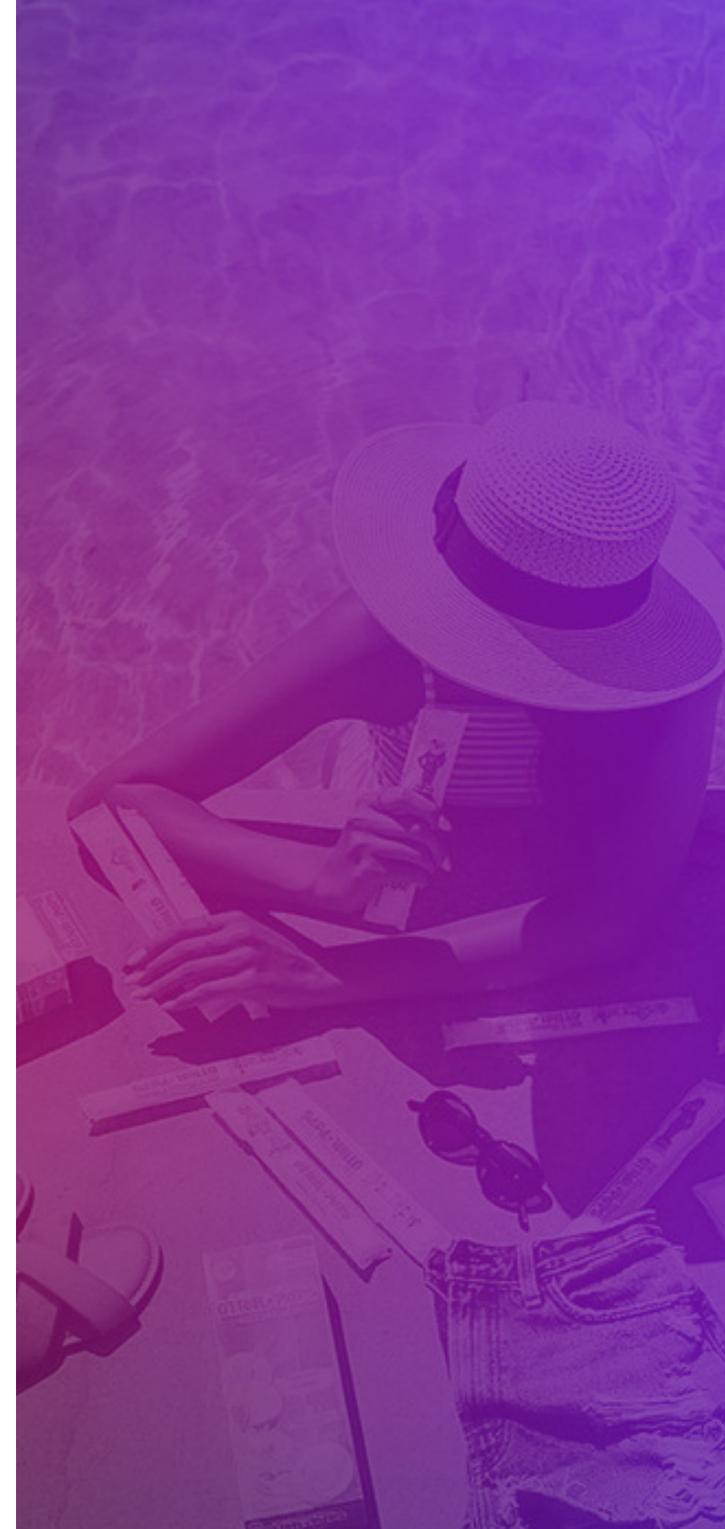
Find the best influencers

Take the time to research the best influencers for your brand. Influencers should be targeted, have an audience that matches your target consumer, and should produce content that matches your brand aesthetic.



Invest in the right tools

Without the right tools, influencer marketing can be time-consuming and produce few results. Research influencer marketing platforms that will allow you to scale your efforts.



CREATING AN INFLUENCER MARKETING CAMPAIGN

Historically, the most successful social media campaigns have a theme. When planning the creative aspect of your campaign, consider the following factors as a starting point:

Product launches

Influencer marketing is a great way to promote new products. Because content is easily shared on Instagram, new products even have the potential to go viral if promoted in a unique way.

Upcoming sales

One of the main reasons consumers follow brands on social media is to keep up-to-date on sales and promotions. Sales incentivize consumers to make purchases.

Events

If your brand has an upcoming event, influencers are a great way to promote and attract a larger audience.

Season

Summer, fall, spring and winter campaigns are easy, relatable campaign themes that perform well. They are ready to make a purchase.

Holidays

Valentine's Day, Mother's Day, Christmas and Black Friday are all consumer-driven holidays that can be used effectively in influencer marketing campaigns.

Target audience

Consider your target audience and their everyday lives when creating the theme for your campaign. For example, if you are targeting mothers, a campaign centered around making the everyday tasks of raising children easier will perform well.

Brand priorities

Does your brand need new content for the month? Have you redesigned your site? Consider immediate brand priorities when planning the campaign call to actions.



Examples of High Performing Campaigns

dyson

#DYSONANIMAL CAMPAIGN:

In this campaign, Dyson asked pet-owning influencers to speak about the functionality of their vacuums when facing the everyday challenge of controlling pet hair in their homes. This campaign speaks to pet owners, who relate to this real-life struggle.



Goal:

Spread awareness of new product, the Dyson Ball Animal 2

Results:

29 Posts
4 Million Impressions
92k Likes

the Bouqs .com

SUMMER GOLDEN HOUR CAMPAIGN

This campaign asked influencers to include the sunset in their content in order to promote the brand's new line of summer themed products and evoke the warm feelings associated with summer nights.



Goal:

Source content for season appropriate Ads of Facebook and Instagram

Results:

20+ pieces of content to promote new line of summer products at launch

Me Undies .com

VALENTINE'S DAY: GET YOUR HEART ON CAMPAIGN

Meundies worked with Instagram couples and groups of friends who shared content featuring the brand's matching Valentines Day themed underwear.



Goal:

Increase engagement during the Valentines day Holiday

Results:

186 posts
40 Million Impressions
1.4M Likes

SOURCING INFLUENCERS

Strong social media campaigns need anywhere from 10 to 20 influencers for the best results. However, according to eMarketer, 75% of marketers agree that the most challenging step in rolling out an influencer marketing strategy is identifying the right group of influencers for each campaign.

Choosing the Perfect Influencer

After assessing thousands of influencer collaborations, we have found that a “test and invest” mentality is the best mindset for brands to have when assembling the influencer roster for their campaigns. If your brand is just starting with influencer marketing, testing out influencers from a few different verticals can be the best way to find your niche.

With both campaign budget and marketing objectives in mind, do some research to find a group of influencers who can help you to meet your goals.

Consider the following questions:

- ✓ Does their personal brand align with your company’s identity?
- ✓ What brands have they worked with previously?

- ✓ What type of content does well on their social channels?
- ✓ What is their target demographic?
- ✓ Take the quality of their content, frequency of posting, and their overall aesthetic into consideration.
- ✓ Would your product fit organically in their feed?

Many brands want to know, who is the perfect influencer? The answer is, there is no universal “perfect” influencer. Each brand will have a different answer. Influencers who will perform the best for your brand are:

- ✓ Influencers who are genuinely a fan of your products
- ✓ Influencers who create content that is already on-brand
- ✓ Micro-influencers who are experts in your category
- ✓ Influencers with an audience who are within your target demographics
- ✓ Influencers who may have worked with competing brands

OVATION CASE STUDY

Ovation hair is committed to diversifying the network of influencers they work with, but they did not have the resources to explore new markets until they partnered with AspireIQ. After seeing that curly-haired women spent a considerable amount of money on hair products, the Ovation team finally had the opportunity to test that market, which was different from the profile of influencers they had used previously. Ovation partnered with curly haired beauty gurus @Thefindguru and @Sayriajade, and the results exceeded expectations by driving around 18k website visits, making the girls “the best performing influencers that Ovation has ever worked with.”



“Now I want a curly haired girl for every campaign. I also want to find that other market that I think will work well for the brand.”

— April Bobadilla, Social Media Manager at Ovation Hair

Ways to Find Influencers

Google - If you are just starting with influencer marketing, a simple Google search can be a good way to start. Several online publications create listicles highlighting the best influencers in several categories. These lists can be useful if you are just getting started, but over time you will repeatedly see the same group of influencers. Additionally, this tends to be a very time consuming and less optimal approach to building an influencer network.

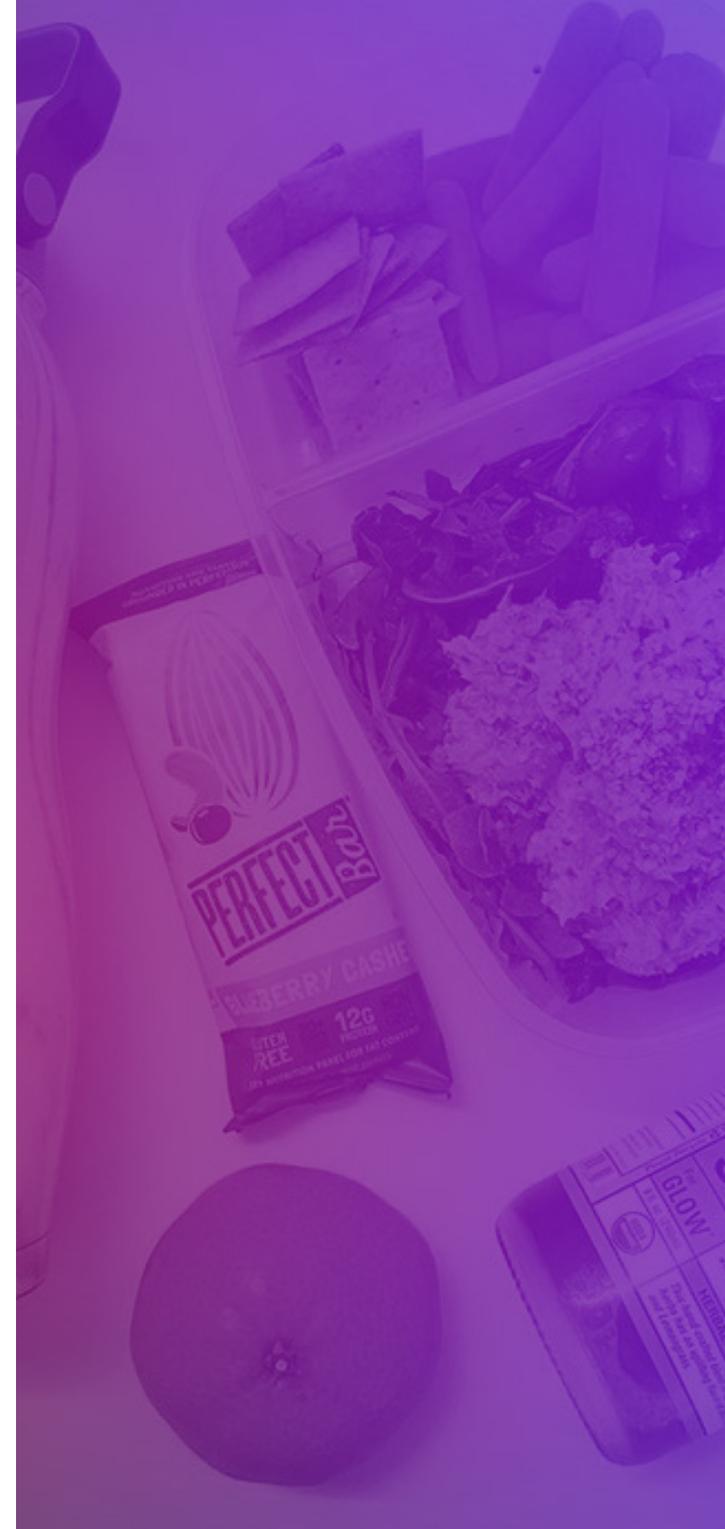
Instagram search - Like Google, searching through Instagram directly can be time consuming and overwhelming. However, it is a good place to start finding influencers. If you're already familiar with a small group of influencers that you like, Instagram will automatically recommend influencers who are similar.

Third party tools - Influencer databases or influencer marketing platforms, like AspireIQ, provide brands with a filterable database of influencers who are willing to work with brands. This is the fastest and most accurate way to find targeted influencers at scale.

Industry related hashtags - Search social media sites with hashtags that are relevant to your industry. I.e. #instatravel, #beautyblogger, #bestofvegan etc. This will produce a list of all of the content that is relevant to your search.

People that reach out to your brand - Some brands are fortunate enough to have a network of influencers reaching out organically for collaboration. If so, this is a great place to start.

Agencies - If you want to outsource the work that goes into finding influencers, and you're willing to potentially risk losing organic relationships, agencies have a network of influencers that they can recommend for your brand.



CONNECTING WITH INFLUENCERS AND NEGOTIATING

Social media manager of Greats, Kristin Sword, stresses that

CREATING A SUCCESSFUL INFLUENCER PROGRAM DEPENDS ON “BUILDING TRUE RELATIONSHIPS AND UNDERSTANDING THAT INFLUENCERS ARE A MARKETING CHANNEL, BUT THEY’RE ALSO PEOPLE.”

Because the influencer marketing industry focuses heavily on relationships, many influencers are more willing to work with brands who make an effort to appeal to the human side of the business.

Some brands find that they reach out to dozens of influencers and do not receive a response. With hundreds of brands looking to work with a small amount of influencers, it’s more critical than ever for brands and influencers of all types and sizes to form mutually beneficial long-term relationships. With careful strategy and planning, any brand can dramatically increase their chances of successfully connecting with influencers.

Forming a Relationship

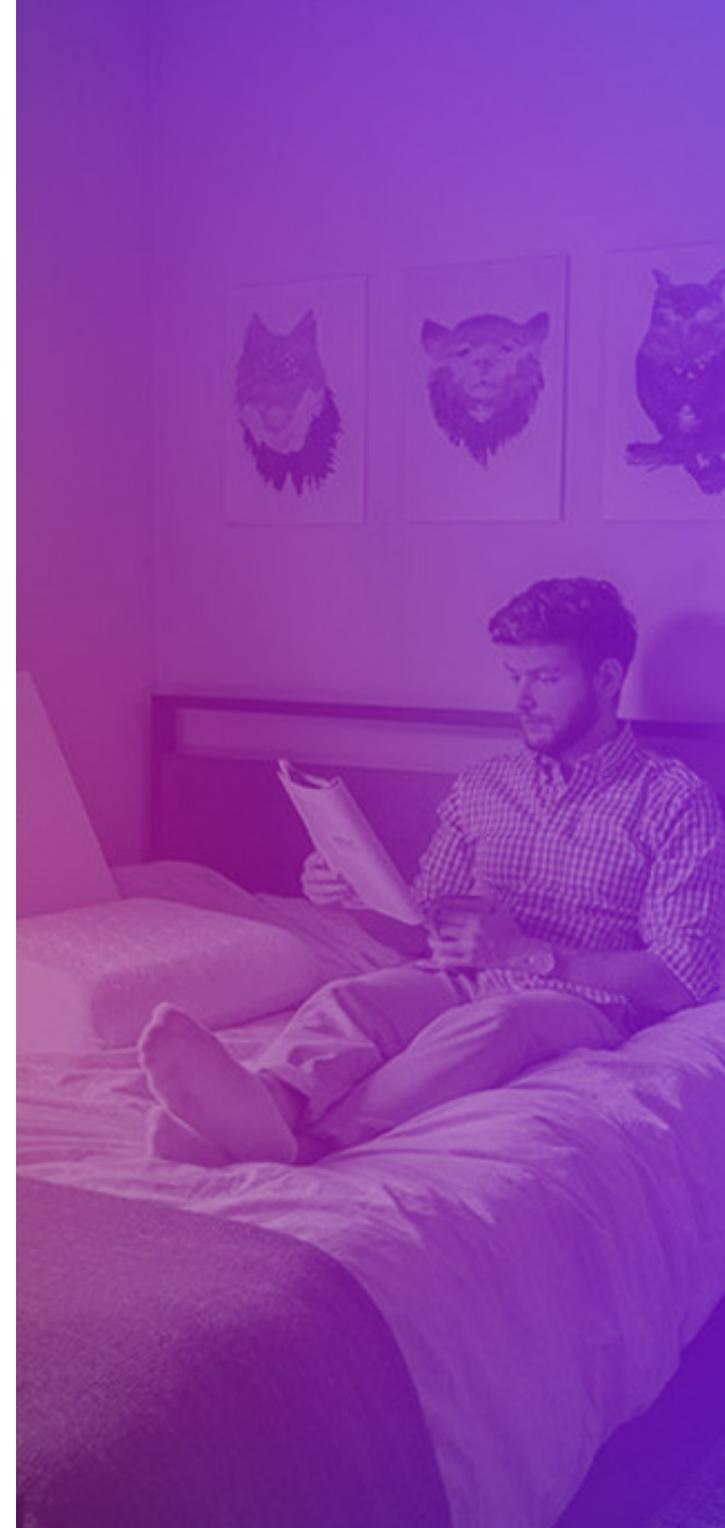
In order to form a relationship with a network of influencers:

1. Follow a group of influencers on social media that align with your brand
2. Mention them when you repost their content.
3. Like, follow and comment on their posts.

Influencers notice brands that interact with them on social media. If they are aware of a brand, they may be more likely to partner with that brand in the future.

After interacting with an influencer, it is time to propose a collaboration. In the initial collaboration proposal:

1. Explain why your brand wants to work with them.
2. Outline your campaign objectives.
3. Clearly define your terms and expectations
4. Disclose what your brand will provide to the influencer.





EXAMPLE EMAIL:

Hi there,

My name is Jesse - nice to e-meet you! I'm a Campaign Manager here at AspireIQ, and I personally love your content and think you would be an amazing fit for a paid collaboration with a popular hair care brand.

For this holiday themed campaign, the brand is looking for a **dedicated Instagram post**, in addition to **one Instagram story**.

Here are some details about the holiday campaign:

- The brand will be sending you their Holiday Set, which includes shampoo, conditioner, hair oil, an intensive repair hair mask, and a wide tooth comb.
- They will also include their hair & scalp treatment, which is their signature product that unlocks thicker, stronger, longer hair!

The brand wants to give you their best-selling product to ensure you love it, then give you the entire set when you're ready to shoot the video. The goal of the video is to show your viewers your new hair routine and the changes you've seen in your hair!

Some important things to know about this campaign are:

- Hair must be real - no extensions
- Usage rights for at least one year (for web and social media purposes)
- There are talking points that must be incorporated throughout the video, including a coupon code

I hope this provides you with enough information. **What is your typical rate for the above type of collaboration?** I'd also love to send you the product if you're interested in trying first. :)

Best,

Jesse Barrett

Campaign Success Associate at AspireIQ

Getting your Collaboration Proposal Noticed

The majority of influencers are approached with collaboration offers by dozens of brands each month. Therefore, the initial collaboration proposals should be appealing and valuable to both parties. When a brand sends a collaboration proposal, they should ensure that it includes value propositions that are equal to what they are asking for in return.

There are multiple things that brands can offer influencers instead of, or in addition to monetary compensation that will increase the chances of your proposal being accepted.

Exposure

The majority of Influencers are trying to build their personal brands. They value exposure and increasing their followers, as well as experience working with brands just as much as monetary compensation. Brands who offer to feature influencer content on their social channels, website, or other advertisements see an increase in accepted proposals if a brand already has a large following.

Free Products

Consider sending influencers free products to test out before a collaboration. Brands should take the time to send items that fit the influencer's personality, style, and needs.

If you do not have the bandwidth to send personalized gifts, consider giving influencers an allowance that they can use towards your brand's merchandise. Not only will this allow influencers to choose products that they will genuinely enjoy, it gives them the chance to explore your website and become familiar with your brand as a whole.

Long-term relationships

The most valuable thing that brands can offer an influencer is a long-term partnership. Multiple posts from the same influencer generate higher ROIs, seem more authentic, and long-term opportunities are attractive to influencers because of the potential for recurring revenue. Some brands make the mistake of offering one-time propositions and see less substantial results and ROI. Instead, position your collaboration proposal as one of many in the future.



Negotiating Pricing

(For more details about negotiating with influencers, download our full ebook, 7 Steps to Negotiating with Influencers)

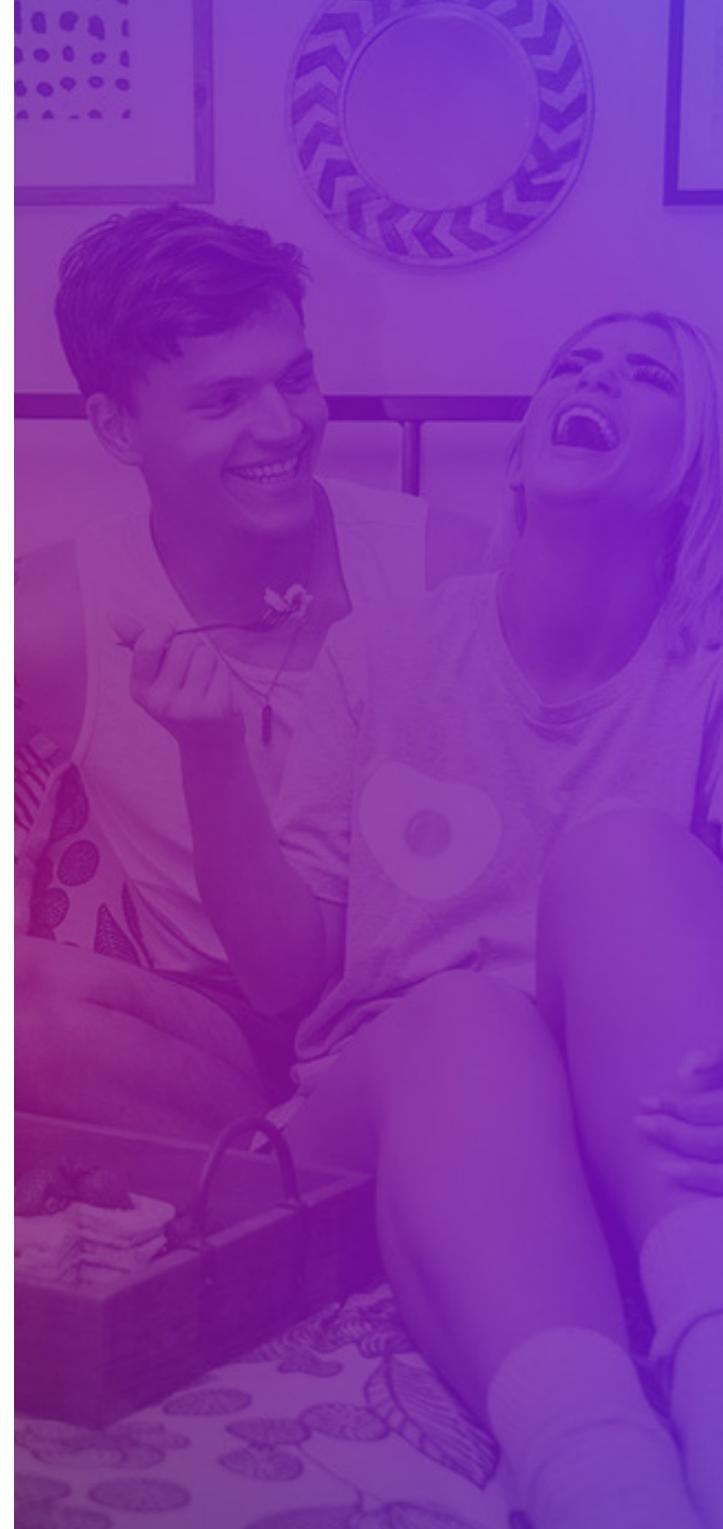
If you think of a collaboration proposal in terms of a job offer, you will understand why it is not uncommon for influencers to negotiate their rate. If your initial collaboration proposal is denied, consider revising the collaboration terms.

Many times, influencers will charge less for these alternatives to dedicated posts:

1. Product mention—Dedicated posts mean that an influencer is asked to post about one product exclusively. Alternatively, influencers generally charge less to mention a product in their video or Instagram picture along with other products.
2. Usage rights to content —A less expensive option is to ask an influencer to post only one piece of content in addition to retaining the rights to additional photos from their shoot, with the intention of repurposing the extra content on owned channels.
3. A Snapchat post or Instagram story collaboration—Both Snapchat and

Instagram stories are casual ways for influencers to engage with their audience. Because this form of content is only live for 24 hours, influencers will generally charge less.

4. Facebook, tweet, or mention in a blog post—Generally, influencers do not have their largest following on Facebook or Twitter. Because of this, they may charge a lower fee to tweet or post a Facebook status about your brand.
5. Giveaways—Influencers generally love giving something back to their followers. Offering to sponsor a giveaway on the influencer's social channels generates brand awareness, and many influencers will charge a lower rate or no fee in exchange for hosting a sponsored giveaway on their channels.



HOW MUCH TO PAY INFLUENCERS

(For more information about pricing, download our full ebook What to Pay for a Sponsored Instagram post)

Revfluence has observed that on average, sponsored posts have a starting cost of \$0.14 per recent average engagement, not including costs associated with gifted products

Keep in mind that the average price per post is based on average engagements, not the follower count. AspireIQ has found that engagement rate, or the number of “likes” compared to reach, or follower count, is a better indicator of audience quality and a creator’s influence. Contrary to what you may expect, there is not always a positive correlation between follower count and sales/ conversions. Thus, a larger audience does not automatically equate to a quality audience.

Although \$0.14 per engagement is the average cost (CPE) of a sponsored Instagram post, according to data pulled from thousands of influencer collaborations on Revfluence, sponsored posts can cost between 8-30 cents per average engagement (ie. “likes” and comments). The variance in price is caused by several factors.

Factors Affecting the Price

Posting requirements

If your brand has strict content guidelines, or posting requirements that are not standard, expect to pay more per collaboration. For example, social amplifications, multiple posts, and exclusivity are generally terms that will require small additional fees.

Celebrity status

Celebrities and influencers with over 1 million followers charge premium rates that have no correlation to their engagement rate. Keep in mind that while macro-influencers are more expensive to work with, they do not necessarily produce higher engagement rates than high quality micro-influencers. The best value influencers (50k-150k followers) are more likely to drive web traffic, sales, and awareness to your brand.

Quality of content

According to data from hundreds of collaborations, 18% of influencers charge over the average Cost per engagement (CPE) of \$0.14. After speaking with dozens of high quality influencers, we have found that those

who take the time to use DSLR cameras and professional lighting and editing tools when creating content are among that 18%. Revfluence has found that low to average quality content has a CPE of \$0.06 -0.14, whereas high quality content has a CPE of \$0.18-0.30.

Value of free products

Many companies do not have the resources to compensate influencers with both free products and content fees. Fortunately, many influencers are willing to work for free or a discounted price for brands they love. The higher the value of the product(s) that you are offering, the more room you have to negotiate the influencer’s price.

MANAGING INFLUENCERS

Managing influencers can be the most complex and time-consuming part of running an influencer program. It is important to stay organized in order to avoid missing opportunities or damaging relationships.

Keeping track of where each influencer is within the collaboration process is crucial to running a smooth process. In-house brands keep track of and manage influencers with homemade solutions like spreadsheets.

While spreadsheets help to keep track of key information and notes, they can be very time-consuming and their manual nature can lead to mistakes-- making it almost impossible to scale up.

Projected Stats for Selected Influencers		Cost	Total Subs	Total Engagement
		\$650	128,500	6,000

Influencer	Followers	Recent Average Likes	Type of Influencer	Rate	Notes	Content Notes	Payment Notes	rights?	Live Content	Tracking Info
Influencer A	86,000	1,770	Fashion	\$200	PAID	2 pieces of add content	Paid after 2nd post is live	X	instagram.com/post	
Influencer B	104,000	4,700	Fashion/Travel	\$500	WAITING FOR CONTENT	1 piece of content	Paid after 1st post	X		
Influencer C	24,500	1,300	Beauty	\$150	PRODUCTS SHIPPED	1 piece of content	Paid after 1st post	X		

(Sample Spreadsheet)

Tip: We suggest that brands working with more than 10 influencers per month investigate tools that will automate the management process as much as possible.

The AspireIQ Manage dashboard allows brands to visualize every step of the collaboration process. AspireIQ updates data automatically so that brands do not have to worry about manually updating their records. This gives you an easy way to see who needs to be paid, what content needs to be reviewed, etc. so that deadlines are always met.

The Collaboration Process



Build relationships

Build relationships with influencers who you think you would like to work with in the near or distant future. This will make it easier to gather a roster of influencers when your campaign is ready.

Send collaboration terms

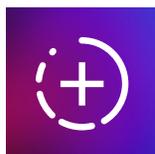
Imagine being offered a job with no job description or salary expectations. After identifying, interacting with, and evaluating a group of influencers, brands should send direct collaboration proposals with clear expectations. This can help to avoid some of the back-and-forth that generally comes with negotiating contracts.

Influencers select products

Depending on whether you are sending free products or not, this is the step where an influencer will select the product that they want to promote.

Product shipment

Keep a record of influencer shipment tracking links in order to set realistic content due dates.



Payment

Generally, influencers are paid after they post content. Send payment within 30 days of posting.

Live content

The influencer posts their content. Make sure to like, comment, and engage with the audience on the post.

Brand reviews content

Allow influencers one or two weeks after they receive the products to create content. Content takes time to produce, and most influencers have pre-scheduled content calendars that include a combination of sponsored posts and their personal images.

Influencer creates content

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Creating Campaign Terms and Contracts

Here is a checklist of the things you should include in your terms

✓ Type of content

- i.e Instagram post, Instagram story, multiple posts, social amplifications (snap, tweet, FB post, etc.)

✓ What they'll get

- Payment, free product(s), and/or commission

✓ What you're looking for

- Keep this short, concise and specific. For example, "We are looking for fashion forward mummies to promote our new strollers."

✓ Eligibility restrictions

- Gender, age, location, follower count, maximum budget, content type (lifestyle, mom, gaming, fashion fitness, etc.)

✓ Content concept

- Things to highlight regarding the product, i.e. the products are all natural, free shipping with every order, etc.

✓ Photo Guidelines

- Things the photo or video needs to include, ie. "The photo or video must be

crisp and clear, and product images must be easily recognizable."

- Exclusivity, ie. "content cannot include any competing brands"
- Can include a clause stating that you have the option to ask for a second photo if you're not satisfied with the first photo

✓ Caption Guidelines

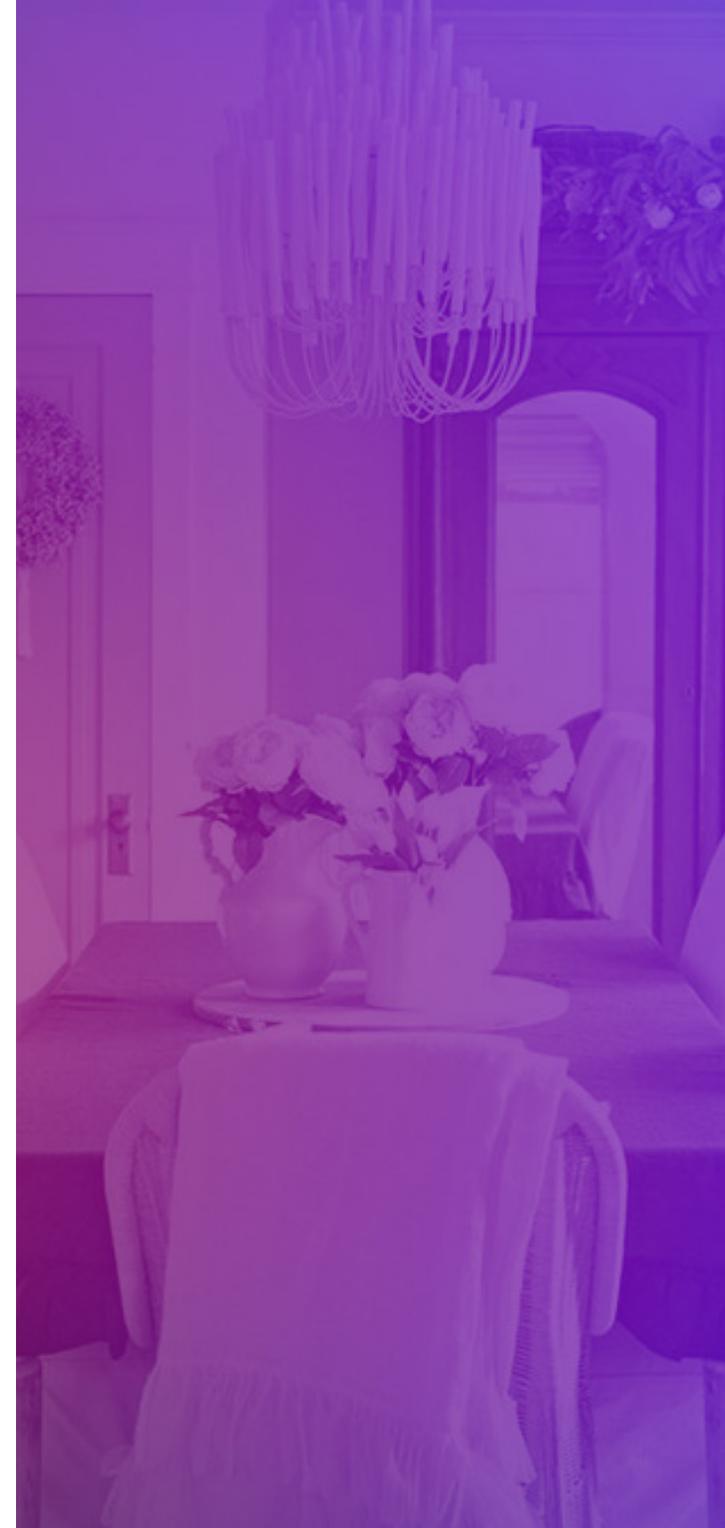
- Talking points, brand hashtags, tag the company, etc.
- FTC Guidelines: please include the following verbiage in the beginning or end of your post: #ad #sponsored etc.

✓ Post Instructions

- Time to post, permanent post, filters (if any), etc.

✓ Other Guidelines

- Usage rights
- When payment will be processed



Management Best Practices

Automate as much as possible

AspireIQ has an auto-message feature that allows brands to send content creators messages that are triggered after certain criteria are met. For example, brands can trigger a message that will be sent one day after an influencer receives product.

Check-in

Check-in with influencers to get updates on their progress, or to keep them updated with any changes in the campaign. This will help to strengthen the overall relationship.

Value relationships

Influencer relationships are not just transactions. Get to know each influencer that you work with in order to build trust and long-term opportunities.

Be empathetic

Remember that influencers are people, many of whom have full-time jobs. Be understanding if things come up in everyday life, and realize that great content takes time to create.

Stick to the contract terms

Use the contract terms to give you a basis

to review the content. If you do not like the content that an influencer provides, but they have honored the collaboration terms, you may be obligated to follow through with payment. This is why it's so important to outline all of your brand's expectations in the initial proposal.

Follow-Up

Don't forget to follow up after collaborations to thank the influencers and let them know how their content performed. This is another way to build long-term relationships.

Report results

Keep track of each influencer's performance so that you can decide who to invest in for future campaigns.



DETERMINING CAMPAIGN ROI

A study last year reported that the average influencer marketing campaign received \$6.85 in earned media value for every dollar spent on paid media.

In today's data-driven world, many brands have struggled to measure the true ROI of influencer marketing. It is important to keep in mind that not every aspect of influencer marketing's value translates directly into monetary conversions. While influencer marketing can and does drive sales, there are multiple touchpoints that consumers come in contact with during their customer journey. Influencer-generated content has the power to push purchasing decisions in a particular direction, yet it is sometimes difficult to track which touchpoint directly leads to conversions. For example, social media "likes" and new social media followers are not assigned a dollar amount, yet they are incredibly valuable when considering the path consumers take when making purchasing decisions. Therefore, brands should not attribute the total value of influencer marketing's ROI to sales. Otherwise, you're shortchanging the value of influencer marketing as a whole. Brands should consider several factors when determining campaign ROI, and the value of influencer marketing in general.

Note: When determining campaign ROI, record the campaign's performance 2-3 weeks after content has been posted.

Brand Awareness

Track the following:

Impressions: Total impressions are the combined reach of your campaign, so this would be the combined sum of all the influencers' follower count.

Engagement: Record how many combined likes, comments, or views the entire campaign generated.

Increase in brand mentions: Record how many times your brand was mentioned by consumers on social media. After your campaign, note any increases.

Follower growth

If your initial marketing objective was to increase your follower count, determining the ROI is pretty simple. If necessary, assign a dollar amount to each follower based on how valuable they are to your organization. Then multiply this number by how many followers were gained throughout your campaign. Divide the amount by how much was spent on influencer fees.

Web traffic

Trackable links: You should have provided influencers with unique, trackable links so that you can see exactly how much traffic was driven to your website.

Correlations

Also keep notes to see if there is any correlation between increase in website traffic and the time of an influencer mentioning your product.

Content

When determining the ROI of outsourced content, determine how much you would have spent on professional photo shoots in comparison to influencer-generated content.

If using content for paid advertisements, do an A/B test to see if influencer content performs better than branded content.

Direct Sales

Use coupon codes and trackable links to see how many sales were driven by each influencer

Also, see if there is any correlation between influencer mentions and increases in sales. Some consumers do not use coupon codes.

INFLUENCER MARKETING DO'S AND DON'TS

DO'S

- ✓ Test and invest in different strategies
- ✓ Create long-term relationships with content creators
- ✓ Choose influencers wisely
- ✓ Take the time to find influencers who are already on-brand
- ✓ Invest in an influencer marketing platform
- ✓ Invest in micro-influencers
- ✓ Create campaign guidelines based on your marketing objectives
- ✓ Follow FTC guidelines
- ✓ Be empathetic to influencers
- ✓ Repurpose influencer-generated content
- ✓ Create and follow a timeline for each step of the collaboration process
- ✓ Follow-up with influencers
- ✓ Understand the full scope and value of influencer marketing

DON'TS

- ✗ Create unrealistic expectations
- ✗ Create strictly transactional relationships
- ✗ Work with influencers just because they have a large following
- ✗ Attempt to run an influencer program without the proper tools in place
- ✗ Spend all your budget on macro-influencers and celebrities
- ✗ Limit influencer creativity
- ✗ Give influencers scripts
- ✗ Ask influencers to do something inauthentic to their personal brand
- ✗ Undervalue the power of influencer-generated content
- ✗ Focus only on vanity metrics such as likes, comments, and followers
- ✗ Attribute all ROI to sales
- ✗ Expect influencers to create free content