

The IZEA logo is a white, stylized, blocky font with a slight shadow, set against a dark blue, rounded square background. The letters are thick and have a modern, geometric feel.

IZEA

INFLUENCER MARKETING CAMPAIGNS FOR BRANDS & AGENCIES

Your guide to getting your Influencer
Marketing campaign up and running.



CONTENT / INFLUENCE / SCALE



INTRO TO INFLUENCER MARKETING CAMPAIGNS

More than half of all marketers in the US have some past-year experience with influencer marketing, according to the 2017 State of the Creator Economy study (SOCE). Influencer marketing budgets are getting bigger and bigger. The SOCE found that two-thirds of marketers had a stand-alone budget for influencer marketing, and that one-third had a budget of more than \$500,000.

If you're got the money for influencer marketing and your company is itching to go forward with it, what's the next step? You need to put together a campaign to actually put influencer marketing into action.

Not sure where to start when it comes to putting together a campaign? We're here to help. We've put together this guide to influencer marketing campaigns so you know what to do to get one up and running.

MARKETING CAMPAIGN BASICS

"Entrepreneur" defines a marketing campaign as:

A specific, defined series of activities used in marketing a new or changed product or service, or in using new marketing channels and methods.

A great marketing campaign can be all it takes to turn a product into a success. The key is having a campaign that is actually great, not one that's been thrown together haphazardly.

Step 1

Step one to putting together a successful campaign is

coming up with goals or objectives. Ideally, the goals you set will be SMART ones, meaning they are specific, measurable, achievable, relevant, and time limited.

"To have sales of \$1 million someday" isn't a SMART goal. "To expand customer base by 10 percent and increase sales by \$100,000 by the end of the month" is. It's specific. You can measure it. It has a time limit. It is relevant to your company. And it's something that your brand can ultimately achieve.

Step 2

Step two is to come up with a budget. How much can your company spend on the campaign? Your budget will affect the type of tactics you end up using for the campaign. For example, TV and radio advertisements are usually considerably more expensive than online banner ads. Likewise, working with a hugely popular influencer is going to cost a brand more than working with a micro-influencer or even a handful of micro-influencers.

It helps to have a general idea of what things cost before you set your budget. For example, the SOCE found that there is often a huge gap in the perceived price of influencer marketing and content marketing. In the case of influencer marketing, the typical marketer expected to pay fees that were between 3 and 13 times more than what the average influencer was charging.

To set an accurate and realistic budget, it helps to ask around a bit first. Find out what the typical influencer charges for a sponsored photo or Facebook post, then use that information when putting together your budget.

Step 3

The third step when putting together a marketing campaign is deciding what tactics you'll use. Are you going to put together a campaign that only uses influencers? Or will your campaign use influencers on social media, have some sort of TV commercial, and maybe produce a few print ads?

THERE'S OFTEN A DIRECT CONNECTION BETWEEN FOLLOWER SIZE AND ENGAGEMENT RATE.

When picking the tactics you'll use, it helps to think of where your audience is likely to be. For example, if you're targeting a younger crowd, between the ages of 18 and 49, the best place to find your audience is on social media. Pew Research Center's Social Media Update for 2016 found that 86 percent of 18- to 29-year-olds use at least one social network. About 80 percent of 30- to 49-year-olds are on social media as well.

Meanwhile, fewer and fewer people are tuning into TV ads. Even people who do watch "live TV" and can't fast-forward through commercial breaks are finding something else to do while the ads run. Facebook reported that visits to the site typically spike during commercial breaks.

Social media's dramatic jump in popularity and the fact that people visit social media sites often throughout the day, even when doing other tasks (like watching TV) suggest that influencer marketing is an ideal tactic for brands to use.

INFLUENCER MARKETING CAMPAIGNS 101

Influencer marketing relies on using well-known people or leaders in a particular niche to spread the word about a product or brand. An influencer marketing campaign is the plan of action.

When putting together an influencer marketing campaign, you want to set goals and objectives just as you would for any other campaign. You also want

to have a budget and figure out what is the best way to reach your audience. Ideally, your influencer marketing campaign will align or coordinate with your brand's other campaigns, such as a content marketing campaign or a more traditional advertising campaign.

One thing that is essential to understand is that an influencer marketing campaign isn't the same thing as a social media marketing campaign. Yes, influencer marketing takes place on social media. Yes, without social media, there'd be no influencer marketing. But social media marketing is a much bigger basket, involving concepts such as paid advertisements or promoted posts on Facebook, Twitter, and the like.

Influencer marketing campaigns are also occasionally confused with word-of-mouth campaigns. Researchers like to point to the fact that word-of-mouth advertising can influence up to half of all buying decisions when they make the case for influencer marketing. But a word-of-mouth campaign can be something like having a friend tell another friend about a product in exchange for a coupon, or having a relative recommend something to a family member — no social media or big following needed.

To sum it up, influencer marketing campaigns include elements of word-of-mouth campaigns and social media marketing campaigns, but they aren't the be-all, end-all of either type of marketing.

TOP 5 BENEFITS OF INFLUENCER MARKETING CAMPAIGNS

Still not convinced that an influencer marketing campaign is worth your time or the effort involved? There are plenty of benefits to putting one together:

It's effective

We mentioned above how word-of-mouth recommendations play a role in up to half of all purchase decisions. The effectiveness of influencer marketing goes beyond that, though.

- Two-thirds of consumers trust the opinions of others posted online (Nielsen).
- Nearly half of all Twitter users turn to recommendations from influencers on the platform (Twitter/Annalect).
- Marketers familiar with influencer marketing

COMPONENTS OF AN INFLUENCER MARKETING CAMPAIGN



Think of putting together an influencer marketing campaign like assembling the ingredients for a stew or soup. If one or more key ingredient is missing, the soup is going to taste weird. The same is true of influencer marketing. If your campaign is missing one or more key components, it won't work quite the way you had hoped.

Here are the crucial components of an influencer marketing campaign:



Audience

Who are you trying to target with your campaign? Knowing the answer to this question will help you determine which platforms to use, what type of content to produce, and what type of influencers to work with.



Call to action

Your campaign should inspire people to act. For that to happen, you need a clear call to action in the content or posts. You don't want people to look at an influencer's sponsored post on your brand's sneakers and think "nice sneakers," then have that be the end of it. Instead, you want them to find out more about the shoes, or even buy the sneakers.



Platform(s)

Facebook is the most widely used social media platform, according to Pew. But working with influencers on other sites, like Twitter or Instagram, might make sense for your brand based on who your audience is.



Promotion

Don't put all the weight of the campaign on your influencers' shoulders. You should promote it on your brand's social media profiles, on your website, and pretty much anywhere you can.



Influencers

You can't have an influencer marketing campaign without influencers. We'll go into more detail about picking the right influencers and where to find them later on.



Measurement

Are people buying X because of your campaign? You need to have some way to measure results. That could include giving each influencer a special discount code to share with followers or tracking the number of click-throughs you get from sponsored posts.



Content

Even if you've hired influencers to create the content for you, someone from your team should review it before it goes live to make sure it's in line with your campaign goals or your company's message. Depending on the scope of your campaign, you might be producing content yourself for the influencers to share.

rated it as the second most effective form of marketing (SOCE).

- US consumers rated influencer marketing as being as effective or more effective than all other forms of marketing (SOCE).

It's affordable

Budgets might be booming for influencer marketing campaigns, but there's enough flexibility in the influencer marketing area for it to be an affordable option for brands and agencies of all sizes.

Just take a look at the average price charged for various influencer marketing services, according to the SOCE:

- Sponsored Facebook update: \$46
- Sponsored photo: \$62
- Sponsored video: \$228
- Sponsored tweet: \$32
- Sponsored pin: \$48
- Sponsored blog post: \$238

It's adaptable

Another great thing about an influencer marketing campaign is that you can adapt it to suit your brand's needs, goals, and budget. If you can't afford a Kardashian, you can go with a less expensive but still influential fashion blogger. If you can't afford a fashion blogger, you can try connecting with a micro-influencer.

Your campaign can be multi-pronged and take place across several social media platforms, using 5, 10, or even more influencers. If your goals or budget are smaller, you can stick with a single platform and maybe work with just one or two influencers.

People trust influencers

Why work with influencers? Because people trust them.

For example, teenagers are more likely to subscribe to the videos of influencers on YouTube than they are the video channels of traditional celebrities (like pop stars Taylor Swift and Katy Perry). "Variety's" annual survey of teenaged users of the video site found that 8 out of the top 10 most followed channels belonged to influencers, not celebrities.

The survey from "Variety" wasn't the only one to suggest that influencers are more trustworthy

INFLUENCER MARKETING CAMPAIGNS DONE RIGHT



Sometimes, it can help to learn from the successes of others when you're putting together a campaign. Take a look at a few excellent influencer marketing campaigns:

Glossier

Glossier, a direct-to-consumer makeup and cosmetics brand, was started by a blogger/influencer, so it's not that much of a surprise that the brand has put together a great influencer marketing campaign.

The brand relies largely on the influence of its fans for sales, and that reliance has paid off. Fast Company named the brand to its list of the 50 most innovative companies for 2017. Glossier has regularly exceeded its sales expectations, and it was anticipated that sales would be up by 600 percent by the end of 2016.

In an interview with Quartz, Emily Weiss, the blogger-turned-brand-founder, stated that the company believes that "every woman is an influencer." The brand created a referral program, and picked 11 of its most influential fans to head up the initiative. Every influencer in the program gets a landing page on Glossier's website, complete with product recommendations and a video intro.

than others. A study from Oracle noted that the two least trusted forms of advertising were those that came from celebrity endorsers or athletes. Celeb endorsements resonated with just 12 percent of people, while endorsements from athletes resonated with just 8 percent of people.

Meanwhile, Twitter found that recommendations from influencers were trusted nearly as much as recommendations from friends on the site.

It helps your brand forge long-term partnerships

One last benefit of putting together an influencer marketing campaign is that it gives your brand a chance to develop long-lasting relationships and ongoing partnerships with influential people. If all goes well, one campaign can lead to another, which can help your brand grow, and can increase the clout of your influencer.

If things don't go as planned, or if your connection with the influencer isn't as fruitful as anticipated, it's relatively easy to start over with a new influencer.

HOW TO PARTNER WITH INFLUENCERS

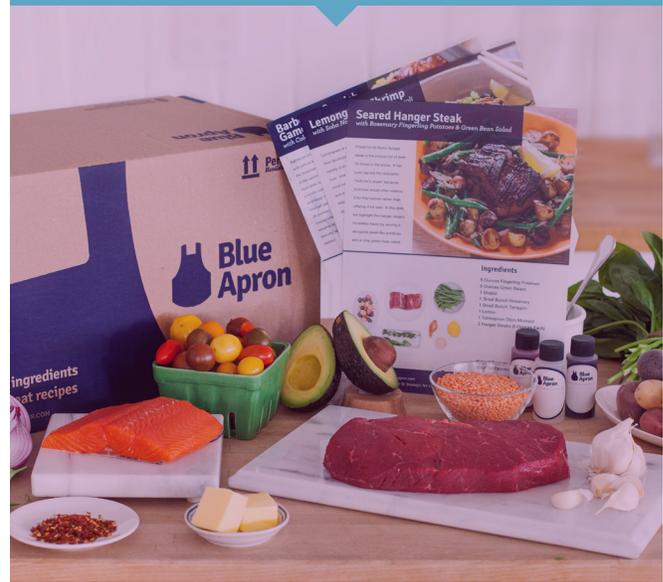
Since you can't have an influencer marketing campaign without influencers, a key step in putting one together is finding people to work with your brand. Partnering with influencers is itself a multi-step process.

First, you have to decide the type of influencer you want to work with. Do you want a mommy blogger, a video game vlogger, a fashionista with a following on Instagram, or something else entirely? The ideal influencer for your brand depends on your niche and target audience.

Next, you want to think about the size of the influencer's following and how engaged he or she is with followers. A huge following can seem preferable, but that isn't always the case. It's better to look at an influencer's reach or engagement levels when deciding if a person is a good fit for your brand.

Finally, you want to initiate contact with the influencer. Send a pitch and see if he or she is interested. You have several options for getting in touch with influencers, from sending an email or direct message to reaching out through an influencer marketplace.

INFLUENCER MARKETING CAMPAIGNS DONE RIGHT



Blue Apron

Blue Apron is a meal delivery service that provides kits full of the exact ingredients people will need to prepare a recipe, measured out and ready to go. The brand taps into people's love of food and desire to cook more at home, while also acknowledging that many people are too busy to research meals or shop for ingredients.

The brand had pretty impressive growth (500 percent) during its first few years, delivering five million meals per month in 2015, according to Inc. A good amount of that growth was directly connected to Blue Apron's use of bloggers and influencers to promote its meal kits.

Blue Apron got bloggers such as Brownie Bites, Love Taza, and Fannetastic Food to try out and write up reviews of their kits. They also offered the bloggers discount codes and special offers to share with their readers. The offers were time sensitive, encouraging people to act quickly. For example, Fannetastic Food offer two free meals to the first 100 people to click through her link.

Blue Apron also provides a good example of an influencer marketing campaign that has evolved over time, or as people's interests have changed. While it worked with bloggers successfully in 2015, in 2017, its focus is on sponsoring podcasts.

MACRO VS MICRO: WHICH TYPE OF INFLUENCER IS RIGHT FOR YOU?

A lot of attention has been given to micro-influencers lately, especially in comparison to so-called macro-influencers. While there's no exact definition of a micro-influencer, you can generally assume one to be any person with less than 100,000 followers.

Micro-influencers offer some advantages over big-name influencers for brands large and small. For one thing, they tend to cost a lot less than the Jenners and Kardashians of the world.

For another, they tend to have better rates of engagement with followers than big-name influencers. According to AdWeek, the smaller the follower count, the more engaged those followers tend to be. People with fewer than 1,000 followers often have engagement (likes and comments) rates around 15 percent. The rate falls to 2.4 percent for people with more than 100,000 followers.

Micro-influencers also tend to be more focused in terms of what they post about. A celebrity influencer is likely to post about an outfit one day, a soda the next, and a special diet pill the day after that. While it's likely that the post about soda will appeal to some of that person's followers, and the post about diet pills to others, it's unlikely that those posts will appeal to everyone.

Meanwhile, a micro-influencer might exclusively post about subjects like beverages or dogs. It's likely the people following him or her will be really into those subjects as well, and will be happy to engage with a post, sponsored or not, on those topics.

SOFTWARE VS. DIY FOR CONNECTING WITH INFLUENCERS

Some brands prefer to take a DIY approach to working with influencers and putting together a campaign. Doing things yourself has a few benefits, but can also lead to a lot of stress and headache.

For example, if you take the DIY approach, you have to find influencers. That can be easier said than done. One option is to search for relevant

INFLUENCER MARKETING CAMPAIGNS DONE RIGHT



Leesa

Although it seems unlikely, one niche that has had considerable success with online sales and influencer marketing is the luxury mattress industry. Leesa is a good case in point.

The brand had to fight an uphill battle when it came to gaining consumers' trust. It offers a 100-day return window, letting people ship back their mattresses if they aren't happy. But still, people are going to be hesitant about investing in a mattress they can't touch or lie on first.

Enter influencer marketing. The brand's campaign aimed to reach customers in the market for a new mattress, particularly younger women who could be described as the "DIY type." To reach that demographic, Leesa sent a group of influential bloggers free mattresses in exchange for an honest review. The brand also partnered with a few influencers on YouTube to produce video reviews.

The results of the campaign were pretty good. The reviews led to 100,000 clicks through to the mattress' website. Even better, 400 people ended up purchasing one of Leesa's mattresses after reading or watching an influencer's review.

posts and people using hashtags or keywords.

You might get a lot of results from a search, but how do you filter them?

Once you do find someone who seems like a good fit based on subject matter, engagement rates, and follower count, you still have to reach out to him or her to gauge interest. That influencer might be working with another brand (a competitor of yours), or he or she might have no interest in actually being an influencer. Some very popular people on social media refuse to do sponsorships because they don't want to dilute their brands or messages.

Using an influencer marketing platform or software to find influencers is often a lot easier. You're given access to a large network of influencers, and can

search through the network with keywords, looking for people who meet your criteria.

Once you do find an influencer or two who seems like a good match, you can use the platform for pretty much every other aspect of the campaign, from negotiating prices to creating the content, from measuring responses to paying the influencers.

Sometimes, getting help, whether in the form of useful software or managed support, can make all the difference between an influencer marketing campaign that succeeds and one that doesn't get off the ground. IZEA offers a range of influencer marketing services, including influencer marketing strategists and web-based software, for brands and agencies of all sizes.



RESOURCES

<https://izea.com/resources/the-2017-state-of-the-creator-economy/>

<https://www.entrepreneur.com/encyclopedia/marketing-campaign>

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