THE COMPREHENSIVE GUIDE TO
INFLUENCER MARKETING PART II:

INFLUENCER RECRUITING & MANAGEMENT MADE EASY

FORWARD
INFLUENCE

FORWARD INFLUENCE

- We've generated BILLIONS OF IMPRESSIONS for Fortune 500 to Start Up brands. Our QUANTIFIABLE RESULTS coupled with our customer service + process-oriented approach exceeds expectations.
- No campaign or program is too big or small.
- Our diverse network of 10,000+ influencers covers 25+ niches, helping you REACH YOUR PRECISE TARGET DEMOGRAPHIC.

WANT YOUR Influencer Marketing QUESTIONS ANSWERED?

LET'S CHAT

A FEW OF OUR SERVICES

- Ambassador Programs
- Blog Tours
- Conference/Retreat Organization
- Conference Sponsorships
- Contests & Promotions
- House Parties
- Hyper-Local Campaigns
- Press Events
- Ratings & Reviews
- Retail Events
- Shoppable Content Campaigns
- Shopper Marketing Campaigns
- Sponsored Content Campaigns
- Social Media Amplifications (all channels)
- Surveys

HOW INFLUENCERS CAN HELP YOUR BRAND DRIVE HUGE ROI

Influencer Marketing is the fastest-growing customer acquisition platform. According to a study from Convince & Convert, **22 percent** of marketers rank it as their most cost-effective strategy. As a result, businesses are making $6.50 for every dollar spent on it, according to a poll done by Tomoson of marketing professionals. Combine Influencer Marketing with a solid **content strategy** and fuel it with paid media and you'll have a huge marketing win for your brand. The key? Getting the right influencers on board.

With no signs of slowing down, Influencer Marketing will continue to grow along with the number of influencers in the social space. With nearly **3 billion+ monthly active users** on Facebook, **1 billion+ monthly active users** on **Instagram, 1+ billion monthly active users** on TikTok, and **330 million+ monthly active users** on Twitter, the numbers will only continue to increase. Those incredible stats are filled with countless influencers who are ready and willing to represent your brand.

Whether you're a small business or a large corporation, choose influencers to represent your brand who align with your product, service, or cause and fit with your image. Let's face it, genuine content results in higher engagement. You can blindly choose influencers based on their followers. But, to achieve the greatest ROI, be relentless about partnering with influencers who meet your criteria, enjoy high engagement, and have a proven track record for moving the needle on sponsored campaigns. Followers can sometimes get frustrated by seeing influencers promote sponsored content. However, their frustration decreases—or is avoided altogether—if influencers pitch brand's products that fit their vibe—the vibe their followers love.

In this eBook, part 2 in the Comprehensive Guide to Influencer Marketing series, you'll learn how to find and vet influencers, get them to say "Yes!" to participating on your campaigns, get tips for fast and easy negotiating and contracting, and learn best practices for managing them to drive quality results.

> DID YOU KNOW?

Influencer Marketing is the fastest-growing customer acquisition platform. Combine Influencer Marketing with a solid content strategy and fuel it with paid media and you'll have a huge marketing win for your brand. The key? Getting the right influencers on board.

WHY INVEST IN INFLUENCER MARKETING?

Influencer Marketing is the smart marketing choice when it comes to ROI. But don't take our word for it. Check out what these studies show.

88% 88% of consumers say they trust online reviews as much as personal recommendations.
—Bright Local

92% 92% of consumers trust recommendations from "known people" while only 70 percent trust any other form of referral or online review, which includes celebrity endorsements and paid-for quotes from random "happy customers."
—Nielsen

74% 74% of consumers rely on social networks to guide purchase decisions.
—ODM Group

Influencer Marketing is the fastest-growing online marketing channel, crushing other strategies like affiliate marketing, paid search, and display.
—Tomoson

50% Half of Internet users never click on online ads while 35% click on less than five ads a month.
—Infolinks

$6.5 On average, businesses generate $6.50 in revenue for each $1 invested in Influencer Marketing.
—Tomoson

Nielsen: http://www.nielsen.com/us/en/insights/reports/2017/2016-nielsen-social-media-report.html
Bright Local: https://www.brightlocal.com/learn/local-consumer-review-survey-2014/
Tomoson Study: https://blog.tomoson.com/influencer-marketing-study/
Infolinks: http://www.adotas.com/2013/03/study-86-of-consumers-suffer-from-banner-blindness/
ODM Group: https://sproutsocial.com/insights/social-networks-influence-buying-decisions/

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YOUR GOAL SHOULD BE TO CREATE PARTNERSHIPS—NOT TRANSACTIONS—WHERE BOTH BRAND AND INFLUENCER WIN.

SECTION 1

THE SECRET SAUCE TO RESEARCHING & VETTING INFLUENCERS

THE SECRET SAUCE TO RESEARCHING AND VETTING INFLUENCERS

From micro influencers to celebrities, bloggers, Instagrammers, and YouTubers, lining up and managing influencers is often the part of Influencer Marketing that has agencies and brands running scared. If it's not done right, it can be a huge time suck and a financial drain. But, not to worry! We're here to calm your fears and make the process of researching and vetting influencers a success.

4 STEPS TO RESEARCHING, VETTING, AND RECRUITING INFLUENCERS

1. IDENTIFY THE MOST STREAMLINED WAY TO RESEARCH INFLUENCERS FOR YOUR AGENCY OR BRAND.

Influencer research can be timely and cost prohibitive. The first step in researching influencers is to determine which research method(s) you'll use.

You can do one or more of the following:

- If you have an internal influencer network, then research and vet influencers in-house.
- If you do not have an internal influencer network but you have human resource capabilities, then have your team member research and vet influencers.
- Go through an influencer network and have them research and vet the influencers for you. Subscribe to a tool that allows you to use their database to research influencers who meet your criteria.

2. RESEARCH INFLUENCERS.

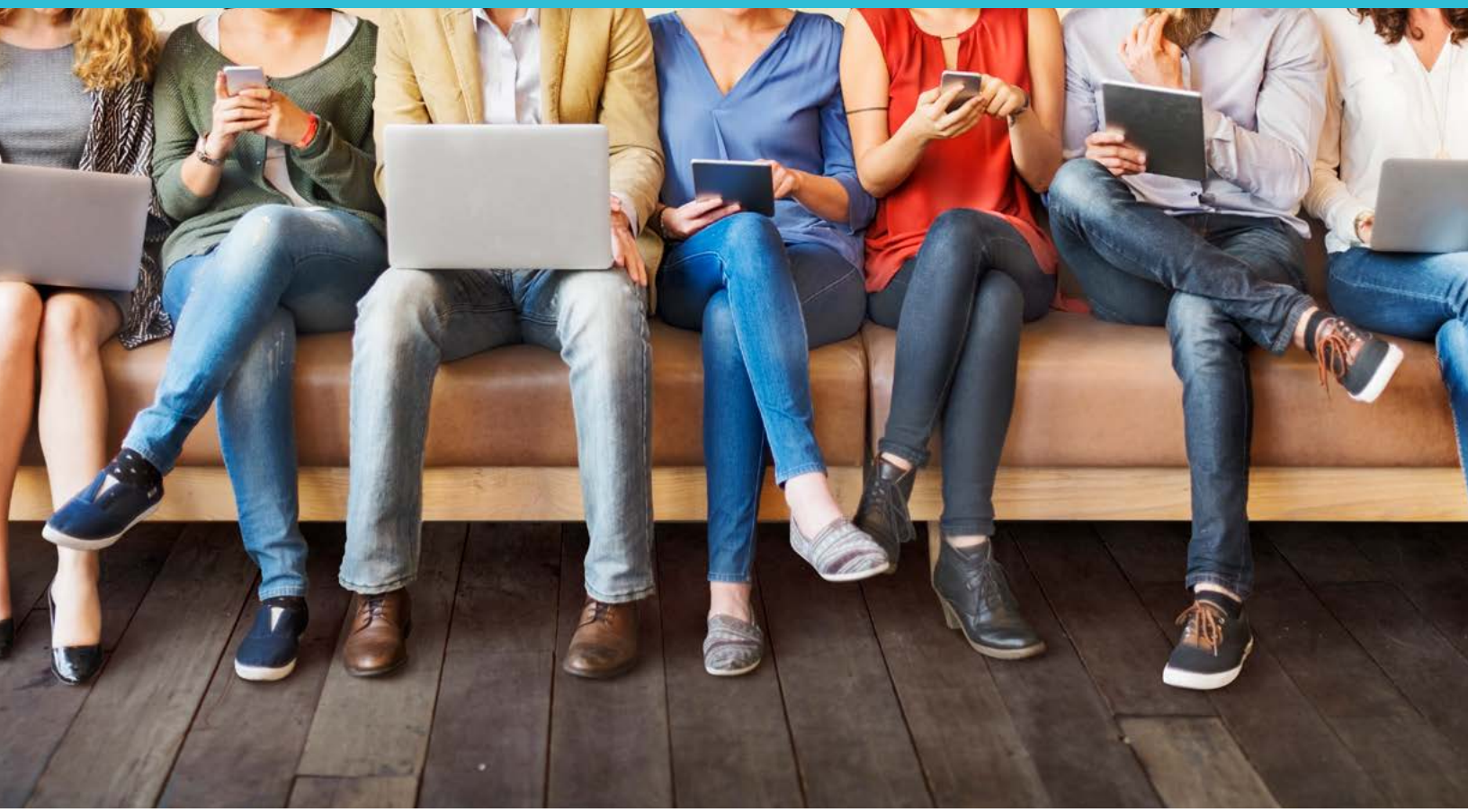
Begin the researching process based on the research method you select.

Here are a few tips to get your researching efforts started:

- If you are researching in house, then detail the specific criteria about your ideal candidates before starting.
- Prioritize the most critical criteria and search for it first.
- If you have a community of influencers or access to relevant communities, then ask the community members if they are a fit or if they know influencers who would be a fit.
- Use a form to streamline the information-gathering process.
- If you are collaborating with an Influencer Marketing network, then provide them with a prioritized list of specific criteria to ensure they provide you just the right options.
- If you use a technology platform, then perform a search based on the prioritized criteria. Most platforms tag influencers based on criteria. Searching specific terms can narrow your search and save you time.
- Regardless of which option you go with, capture your findings in a spreadsheet.

> TIP!

Pinning down specific criteria before researching the perfect social media influencers to drive results on your campaigns is key to identify just the right partners.



3. VET YOUR LIST.

Vetting your list is made simple when you begin the researching and vetting process by identifying and prioritizing specific criteria. Once your research is complete, vet the list in line with your prioritized criteria.

> TIP!

If you don't find the perfect influencers for your campaign after initial research, don't settle. Dive deeper, focusing on your prioritized criteria and you'll be amazed how quickly you'll find the right person/people.

4. ADD ALTERNATES.

Adding alternates to your vetted list makes recruiting quick and easy. Consider adding 5-10 more vetted influencers to your list than the number you need.

NEXT STEPS

Now that you have researched and vetted your ideal candidates and have a prioritized list in place with 5-10 alternates, you are ready to recruit influencers for your campaign.

SECTION 2

HOW TO GET

INFLUENCERS TO SAY "YES!" TO PARTICIPATING IN YOUR CAMPAIGN

HOW TO GET INFLUENCERS TO SAY "YES!" TO PARTICIPATING ON YOUR CAMPAIGN

You might be asking yourself: "I can't even get influencers to respond to my emails. How will I be able to get them to say '"Yes!"' to my campaigns?" Whether you already have connections with influencers, have a proven track record of partnering with them, or if this is your first influencer partnership rodeo, getting a "Yes!" is easier than you think.

4 WAYS TO SUCCESSFULLY SOURCE INFLUENCERS

Before reaching out to influencers, keep these 6 things in mind:

1. LEARN ABOUT INFLUENCERS BEFORE REACHING OUT TO THEM.

Knowing these few things about influencers will help you kick off your relationship on a great note:

- Not all influencers have a background in public relations (PR) and many don't understand the difference between earned and paid media and the nuances of how things should work in PR.
- They are extremely valuable because of their ability to mobilize (physically and/or virtually) their community into action. Recognize and reward that value by offering them fair market compensation for their contribution to your campaign(s).
- Their voice and their creative content is what drives interest in and engagement with your brand's products, services, and/or causes. Allow them creative license and respect their creative direction.
- Their authentic and credible (not canned) recommendations coupled with their reach are what results in ROI for your brand.

> TIP!

Trust influencers to use their voice, reach, and creativity to drive calls to action (read: ROI) for your brand. Avoid trying to change them or reduce their voice to canned content.

2. REACH OUT VIA EMAIL.

A catchy subject line and a short and easily accessible email (e.g., highlighted text to emphasize the key ask, bullet-listed content) is the fastest way to boost your influencer outreach email open rate. Avoid sharing all of the campaign's details in the initial outreach email. Instead, share only basic information with the goal of getting a response.

3. IF AT FIRST YOU DON'T SUCCEED, FOLLOW UP.

Unless you already have a relationship with an influencer, you may need to follow up multiple times to secure your favorite influencers. Also, recognize that some influencers have agents or assistants. So, be prepared to talk with them, which often requires additional time.

4. SHARE PERTINENT DETAILS AT THE OUTSET.

Once an influencer or their agent or assistant responds to your email, share an easily accessible bullet list, including:

- The campaign overview
- Compensation
- Campaign requirements (be as specific as possible)
- Publishing dates

Close the email with a call to action, requesting influencers to let you know if they are interested in joining the campaign.

As with the initial outreach and follow-up emails, keep the content concise and easily accessible.

NEXT STEPS

Now that you have identified influencers who are interested in continuing the campaign conversation, you are ready to chat compensation and move to contract signature.

SECTION 3

THE ART OF FAST & EASY NEGOTIATING & CONTRACTING

THE ART OF FAST AND EASY NEGOTIATING AND CONTRACTING

1. NEGOTIATE TO AGREE ON COMPENSATION.

Rates vary, depending on a campaign's amount of asks, criteria, and requirements and the influencer's reach and status. You can manage compensation in one of the following ways:

- Set rates and find people to work for your established rates.
- Be open to negotiation.
- Identify influencers' rates and engage with those you most want to work with according to their rate.

Set Rates

You can set a rate for a campaign and offer the rate to the influencer(s), determining who is interested in the opportunity.

Once you set a rate and reach out based on that rate, you can vet the list of influencers who agreed to the set rate and requirements to see who is a fit for the campaign and sponsor.

If the posted rate for an opportunity is open-ended, then it is up to the influencer to review the requirements and tell you what their rate will be to complete the assignment.

> TIP!

Determining fair market value can feel like rocket science, but the more you ask around, research, offer rates and get feedback, the more you will know what is and isn't reasonable to offer influencers.

Be Open to Negotiation

Whether you set rates or reach out and inquire about rates, be ready to negotiate since some rates might be higher than anticipated. If the negotiation doesn't result in a "Yes!," don't worry! Your chances are good of finding influencers who meet your specific criteria and will work for your rates. Also, keep in mind that you have 5-10 alternates listed as back ups you can reach out to.

Identify Influencer's Rates at the Outset

Reach out to influencers and collect their rates on an ongoing basis. That way, when a campaign arises, you will quickly know who will do what and for how much.

2. CONTRACT TO FORMALIZE THE RELATIONSHIP.

Once you have your ideal influencer list compiled, have reached out to each person individually and shared the basic details of the campaign, including the requirements, the deadline(s), and the compensation, and have negotiated a rate that is amenable to all parties, send those that said "Yes!" a contract. Formalizing your relationship is key in delivering on your campaign guarantees.

Your influencer contract should be a legally binding contract with standard legalese created for the layperson and prepared by your legal team. Ensure it includes the following:

- The asks (the campaign requirements)
- The deadline(s)
- Brand message points
- Content they MUST and MUST NOT include
- Campaign hashtag(s)
- Creative assets, if required
- Compensation expectations (date by which payment or product can be expected)
- Trackable link(s)
- Social media IDs, if you'd like them to insert them into their social shares
- FTC guidelines with samples, including disclosure statements
- Explanation of ownership and distribution rights
- Any other legalese your legal team requires
- A sample post or other content, if style, tone, or something else is critical

> TIP!

A clear yet comprehensive contract in basic language sets clear expectations from the get go, ensuring you enlist more influencers who meet your requirements with decreased errors in the quality assurance phase. Creating contracts that are difficult to understand (that have too much legalese) are sure to cause misunderstandings and problems down the road.

NEXT STEPS

Now that you have recruited influencers for your campaign, you are ready to move to campaign execution, including influencer management.

SECTION 4

HOW TO

SUCCESSFULLY MANAGE INFLUENCERS

HOW TO SUCCESSFULLY MANAGE INFLUENCERS

Keeping a few things in mind at the outset of and during Influencer Marketing campaigns will lead to stronger relationships, higher quality deliverables, and relationships that extend past your one-off involvement.

5 STEPS YOU MUST FOLLOW TO SUCCESSFULLY MANAGE INFLUENCERS

> TIP!

Remembering that there is no Influencer Marketing campaign without influencers is a critical first step in building long-lasting partnerships.

Following these 5 steps will lead to mutually beneficial partnerships and (hopefully) drive repeat business for all involved.

1. APPROACH INFLUENCERS AS PARTNERS NOT AS TRANSACTIONS.

Your goal should be to create partnerships—not transactions—where both brand and influencer win. Since relationships are two way, this means following basic steps of relationship building. Treating people as important, listening to them, fighting for what's fair for them, and respecting their influence is key in both building and strengthening the relationship. Approaching influencers with an "it's all about my brand and what my brand is demanding" attitude is one-sided and can be a huge turn off. The goal is to build trust. You will get far greater quality and deliverables that exceed what the contract requires if you balance your approach in this way.

2. KEEP COMMUNICATION TO A MINIMUM.

Influencers receive a lot of emails in any given day. Plus, they are working with multiple agencies, brands, and influencer networks all while managing their home, taking care of their

children, and/or working in or outside of the home. Keeping communication to a minimum is key when working with them.

The best way to communicate with influencers is to send them one email or create one hub or landing page that contains all of the information they need to know for the campaign. Sending information in multiple or in different email threads is bound to make requirements and messages slip through the cracks.

Now, don't get us wrong. Be sure to communicate key things: changes to messages, hashtags, links, shipping delays, etc. But, try to keep your request-oriented emails or information to a minimum.

3. KEEP TO THE CONTRACT.

Once you enter into a contract, with an influencer, you are legally bound to that contract as are they. That means that if you or your client changes their mind post contract signature and, let's say, they want more social media promotion, an internal post review, and another round of edits prior to publishing, the influencer does not have to fulfill your requests. Sticking to the contract is the very best way to achieve a campaign's results while creating a mutually beneficial partnership.

4. STREAMLINE TRACKING AND INVOICING.

Streamlining tracking and invoicing ensures you get the information you need in one place and on time and decreases time spent following up. For example, you can contractually require and make compensation dependent on influencers submitting links to their promotional content, invoice information, and their W9 (if applicable).

Check out these ways to track and invoice:

- Manual Options
- Automated Options

MANUAL OPTIONS

Instead of making influencers submit reports or send links via email, simply have them complete a form. This helps you avoid having to search, copy and paste, and gather all information in one document. The form will do that for you.

AUTOMATED OPTIONS

Technology has advanced to where creating, subscribing to, or white labeling a backend system that collects links and invoicing information is no longer impossible, difficult, or cost prohibitive. Determine the key components you are looking for (that you'd like automated) and identify your budget and research options. You'll quickly find myriad choices that will work for you.

> TIP!

Regardless of the automated platforms, all Influencer Marketing campaigns require the human element. Combining manual solutions with tools that enable automation leads to the best results.

5. PREPARE FOR RED FLAGS.

As the old adage goes: "Prevention is the best medicine." This holds true with Influencer Marketing and the issues that may arise during influencer management. The more you prepare for possible red flags, the less time they will consume when they hit. This will help keep campaigns running according to schedule.

The following are potential red flags brands may encounter in Influencer Marketing campaigns, specifically as it relates to influencer management:

- Campaign delays
- Contractual issues
- FTC requirements
- Giveaway requirements
- Influencer approvals
- Influencer criteria
- Link submissions
- Payment issues
- Post review delays
- Product shipment delays
- Publish dates
- Quality of content
- Unexpected life issues

> TIP!

Creating a detailed SOW at the outset of a campaign, spelling out all the campaign requirements, including examples of what to do and not to do in the influencer contract, and clearly communicating while keeping communication to a minimum will give you the greatest likelihood of keeping problems at bay.

6. RESOLVE ISSUES.

As you manage Influencer Marketing campaigns, issues such as the red flags called out above may rear their ugly heads. Be sure to not get derailed and focus on carrying out the tasks as outlined in the project timeline, modifying tasks and items as required. Your goal should be to stay within budget, execute the campaign per the schedule, and deliver in alignment with the criteria included in the scope of work (SOW).

That said, if issues do happen, tackle them with the interest of both the brand and the influencer in mind. Specifically, keep emotion to a minimum and instead, refer to the SOW or to the contract instead of allowing things to get personal. If the client is in the wrong, advise them (or take advisement). If the influencer is in the wrong, kindly help him or her see that and troubleshoot ideas that will lead to a win-win. If you are in the wrong, take accountability and apologize. A simple apology goes a long way in resolving any issues that may have arisen.