

social tribQ

GET STARTED BUILDING YOUR

# INFLUENCER MARKETING

# A QUICK CHECKLIST TO GET YOU STARTED

You're ready to run an influencer program, you just need to know the right steps to get started. We've got you covered with this down and dirty guide getting started guide for your influencer marketing program.





**90%**

Of global consumers trust earned media such as peer recommendations over banner ads.

*\*Nielsen, 2018.*



**70%**

Brand advocates are seventy-percent more likely to be seen as a good source of information by people around them.

# UNDERSTANDING INFLUENCE

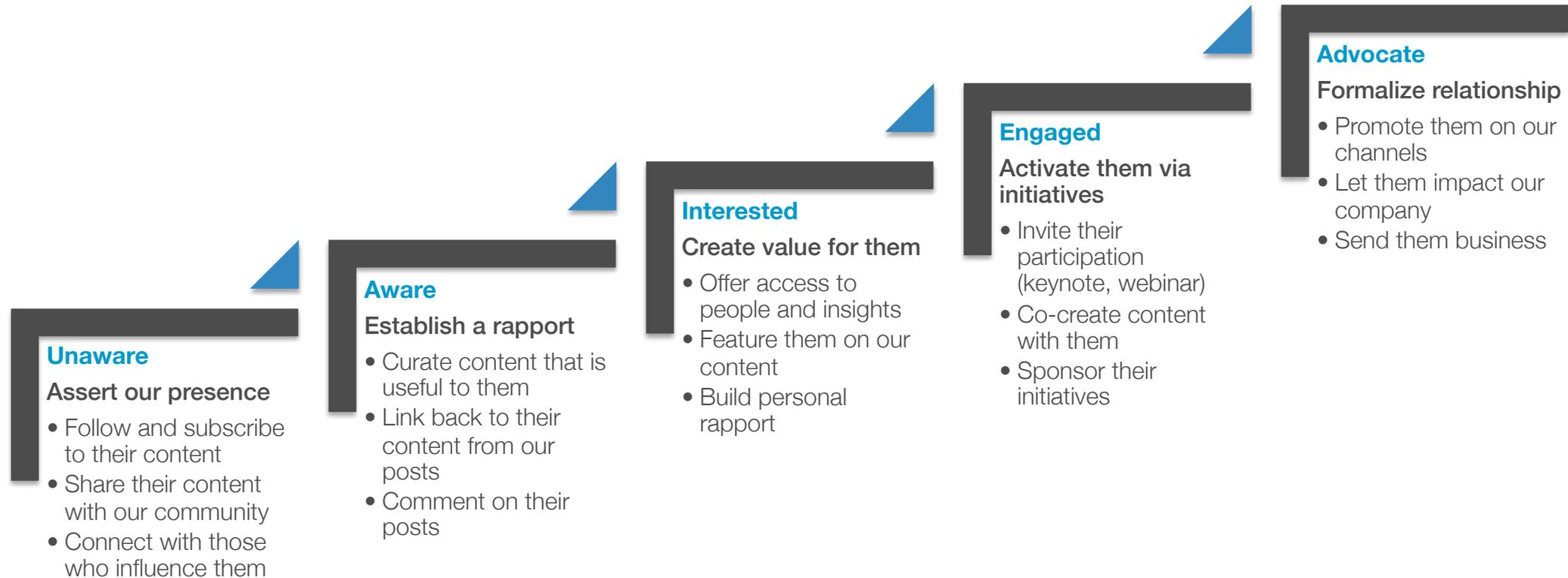
Influencer marketing not a new concept – celebrity endorsements have been around as long as advertising.

Since the introduction of social media, however, the channels we use to influence buyers has shifted pretty dramatically. The types of influencers has evolved from celebrities to popular bloggers, authors, speakers, YouTube channel owners, etc.



# THE INFLUENCER JOURNEY

Cultivating relationships with influencers is a process – creating an engagement funnel that deepens your relationship with influencers over time is key to success.



# A ROADMAP TO SUCCESS

✓	<b>ALIGN WITH YOUR BUSINESS OBJECTIVES</b>	Before diving into your influencer marketing campaign, identify what is you want to achieve from the campaign. Understanding where you want to go, will help set-up what tactics will get you there.
	<b>DEFINE YOUR INFLUENCER MARKETING GOALS</b>	What is your brand's story and the final takeaway you want audiences to receive? Your influencer will provide their unique voice, help guide the right message and their right ask.
	<b>UNDERSTAND WHAT YOU PERFORMANCE METRICS</b>	Measuring the success of partnerships are an important part of long-term success. Set-up expectations of reporting structure from the on-set, with a firm grasp on what marketing KPIs align with your business goals.
	<b>FIND THE RIGHT INFLUENCERS</b>	Understanding what goals you want to accomplish, begin to build a database of influencers. Are they organic or paid? Do they support events? Do you have current advocates you can tap into?
	<b>CULTIVATE A RELATIONSHIP</b>	As you partner with influencers, you will want to make sure you are following and engaging with their content. Two-way conversations and sharing will seed and amplify your partnerships once activated.
	<b>CURATE CONTENT AND EXECUTE YOUR CAMPAIGN</b>	Remember to coordinate and track content from influencers, including: quality and quantity of content, deadlines, messaging, legal/FTC considerations, etc.
	<b>MEASURE, REFINE, REPEAT</b>	Revisit the goals of your campaigns, and analyze how content and influencers have helped perform against your objectives. Which content is performing the best? What are audiences resonating the most with?

It's important to build buy-in with key stakeholders and you do that by helping them understand how influencers can help them accomplish their objectives.

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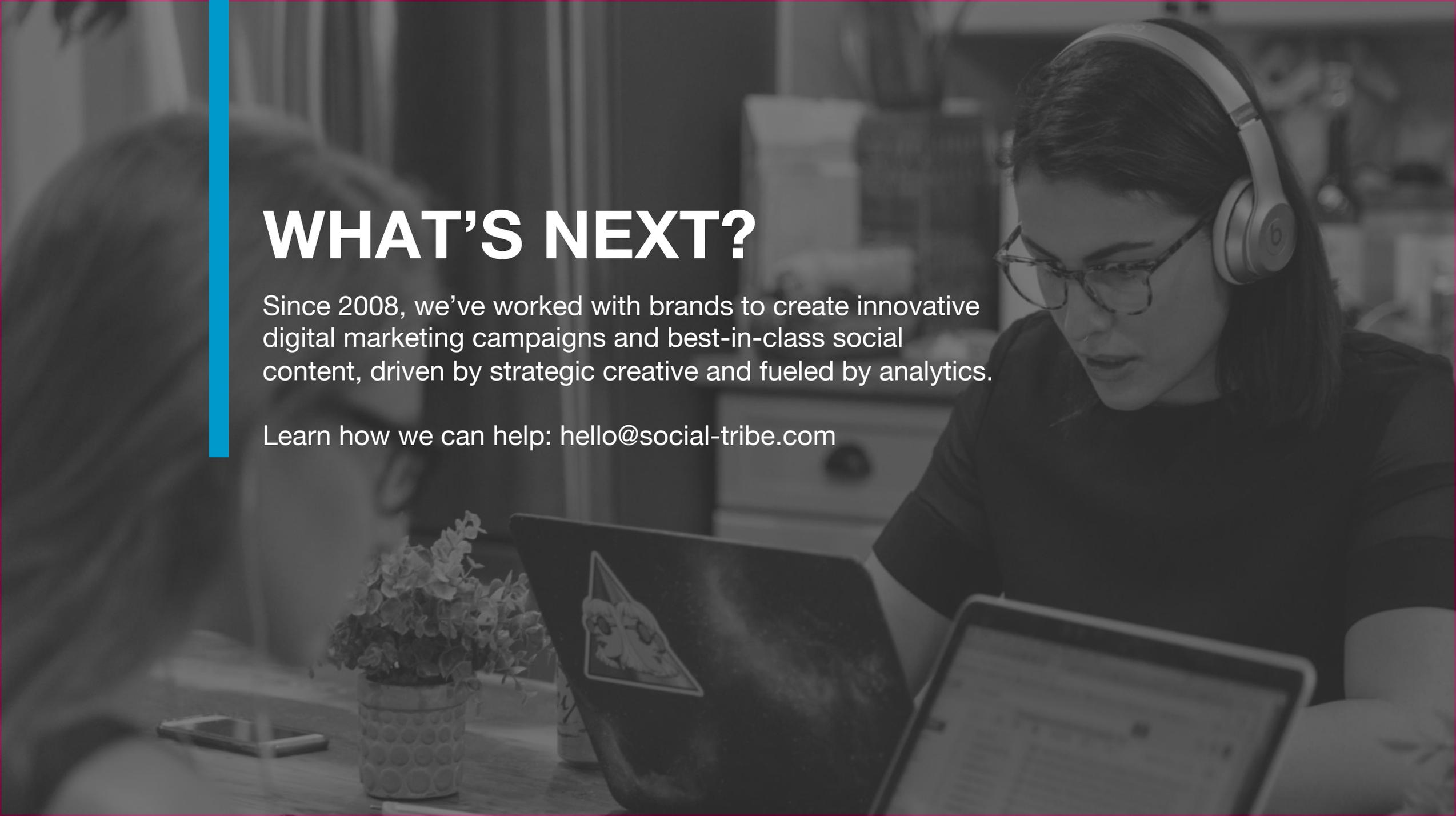
*Megan Conley*  
*CEO & Founder of Social Tribe*

# WHAT DOES THIS ALL MEAN FOR SUCCESSFUL BUSINESSES?

Social influencers have a community of established relationships based on trusted, credibility and authority. Their loyalty is earned – not bought. When leveraged correctly, these influencers can become powerful evangelists for your brand, not only giving their personal endorsement but also influencing the perceptions and opinions of the people in their community.

For most successful brands, cultivating relationships with these influencers is no accident. To take a social media program to the next level, brands will have to take a much more prescriptive approach to discovering, nurturing and catalyzing these influencers to act on behalf of your brand.

The next step is to develop a game plan, and we can help with that.

A woman with dark hair, wearing glasses and large headphones, is focused on her work. She is sitting at a desk with a laptop and a tablet. The background shows a blurred office environment with shelves and other people. A vertical blue bar is on the left side of the image.

# WHAT'S NEXT?

Since 2008, we've worked with brands to create innovative digital marketing campaigns and best-in-class social content, driven by strategic creative and fueled by analytics.

Learn how we can help: [hello@social-tribe.com](mailto:hello@social-tribe.com)