

The Comprehensive Guide to Influencer Marketing



About Us

Hi there!
We're Mom It Forward.
Nice to meet you!

Want to Connect
Your Brand to Our
Influencer Network?

Want to Get Your
Products in the
Hands of Bloggers?

Contact Us and See How
We Can Turbo Charge
Your Social Media Efforts!

jyl@momitforward.com



we connect

**Your
brand**

who spread

**Your
message**

to our

network
of
10,000
social media
influencers

like
**social
wildfire**

Our Services

- Ambassador Programs
- Blog Tours
- Conferences & Retreats
- Corporate Events
- Live Events
- Press Junkets
- Social Media Management
- Spokesperson & Media Opportunities
- Sponsored Posts
- Surveys & Focus Groups
- Twitter Parties

www.momitforwardmedia.com



What Is Influencer Marketing?

Influencer marketing is when a brand promotes its products, services, and/or causes through social media movers and shakers. These influencers do what they do best: influence by getting the word out via sometimes subtle and at other times, in your face promotions to their followers who then share, click, visit, and/or purchase. So, how does that play out?

Let's say Instagram influencer X posts a selfie wearing the latest must-have fall trends. She comments on her day, her dog, and then tags the brand or drops a link to the shoes her followers are eyeing. They immediately feel in the know and trust her recommendation. Click. Purchase. Cha ching! The brand made a sale. The influencer likely got paid to promote the shoes or gets an affiliate commission for clicks on her link. And her followers are now just as in style as she is. Everyone's happy!

Instead of mass blasting a large group and hoping the advertising messages goes to the right consumers and resonates with them, brands are heading straight to the source—influencers who have sway with their target demographic. What's great? The cost is often lower than that of traditional advertising with more tremendous return on investment (ROI).

>Did You Know?

Mom It Forward has hosted more than 500 Twitter Parties for Fortune 500 brands, generating an average of 20MM impressions per event or more than 10 BILLION impressions!





Like

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 percent 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/>



Table of Contents

6 SECTION 1:
**6 Things You Must Do
Before Developing an
Influencer Marketing Plan**

11 SECTION 2:
**4 Steps to Creating an
Influencer Marketing
Strategy**

15 SECTION 3:
**How to Create Results-
Driven Influencer
Marketing Campaigns**

20 SECTION 4:
**6 Influencer Marketing
Campaign Management
Best Practices**

SECTION 1:

6 Things You Must Do Before Developing an Influencer Marketing Plan





6 Things You Must Do Before Developing an Influencer Marketing Plan

Whether you have a solid influencer marketing strategy in place, want to improve your current plan, or are looking to create your very first one, prepare before developing an influencer marketing plan using these pre-planning steps now so you can enjoy influencer marketing campaigns that deliver results later.

Pre-Planning Steps to Develop an Influencer Marketing Plan

The more prepared you are, the more solid your influencer marketing strategy will be. Follow these 6 steps to put yourself in the perfect position to strategize.

1. Get clarity on your company's goals.

Before setting objectives, communicate with and get buy in from senior leadership on your company's core business goals.

>Tip!

Getting clarity on goals can take time and may raise differing opinions among leadership. Hold firm about reaching consensus before moving to strategy, campaign development, or execution. Having patience at the outset will save you time down the road.

2. Perform a competitive analysis.

Look at what other brands are doing in influencer marketing (both direct and indirect competitors and brands in and outside of your industry) and ask yourself:

- What brands are getting it right when it comes to influencer marketing?
- What, specifically, are they doing?
- What brands are not getting it right? Why?
- Which of their campaigns are going viral or otherwise producing results that are in line with my company's goals?
- What about these campaigns is impacting positive results?
- What can I learn from my competitors?
- What can my brand do that the competition isn't currently doing or doing well?



3. Set a benchmark.

Knowing where you're currently at with your influencer marketing plans and execution will help you know where to go. Most importantly, you'll be able to identify key metrics at the outset so you can measure your progress. When setting a benchmark, ask yourself:

- What are the objectives, key results, and tactics in our current plan?
- What results are we achieving on each individual goal?
- What results are we achieving on each individual campaign?
- Are the results of our goals leading our company closer to accomplishing goals?
- Are the results of our campaigns helping us meet our departmental goals?
- What is working?
- What isn't working?
- What do we need to continue doing the same?
- What do we need to change?

Common areas to benchmark in influencer marketing include:

- Awareness (impressions, opens, views)
- Conversion (sales, sign ups, subscriptions)
- Engagement (clicks, comments, likes, regrams/pins/tweets, shares)
- Loyalty (referrals, reviews, testimonials)
- Quality (photography, video, writing)

4. Establish a campaign and influencer success algorithm.

Based on what is and isn't working, determine a success algorithm. The success algorithm could include the following:

- Identifying influencer criteria—qualities, characteristics, skills, and key performance indicators about influencers and their readers/followers that make them an ideal partner (e.g., age, bi-lingual, community leadership among and engagement with his/her followers, gender, ethnicity, geographic location, media expertise, niche, notable mentions, photography expertise, professionalism/qualities, rate, spokesperson capabilities, website aesthetic, writing quality, etc.)
- Campaign criteria—key performance indicators or other criteria that has a proven track record, when implemented, of leading to successful, results-driven campaigns (e.g., takes place during specific times of year, does not exceed a specific budget amount, requires certain lead time, follows quality expectations, streamlined process, etc.)

> Tip!

Identifying campaign and influencer success algorithms upfront helps you when you enter the campaign creation and influencer marketing campaign management phases.

5. Identify your resources.

Before you can set your budget, you need to understand your resource needs and cost, both internal and external and human and tech-based. Here is a list of some of the items to consider when identifying your resources:

- Identify your internal team members' availability and capacity (e.g., anyone that can donate time to influencer marketing-related tasks, including all full-time salaried resources, part-time folks, interns, etc.) by asking yourself:
 - How many hours does each person have available to work on influencer marketing?
 - What is the total budget for those people?
 - What tasks can we manage internally?
 - What tasks do we not have the capacity, expertise, or budget to handle internally that we may need to outsource?
- Research external vendors (e.g., agencies, contractors, influencer networks, etc.) that you could add to your team and ask yourself:
 - What is the cost and benefits of outsourcing tasks to external human resources?
- Determine external resources (e.g., tech platforms, metrics tools, etc.) needed to meet your goals and ask yourself:
 - What tech platforms are available and what is their cost?
 - What is the cost benefit analysis of subscribing to each platform/tool?

> Tip!

List resource needs, cost, and pros and cons of your research in a spreadsheet. The spreadsheet will come in handy when you determine your budget.



6. Streamline your processes.

Reviewing and refining or creating new processes, especially if you can streamline, merge, or offload tasks, can actually save you money by reducing hiring and purchasing, especially at the outset. When reviewing your processes, ask yourself:

- What daily, weekly, monthly, quarterly, and annual tasks is each human resource performing?
- In order of priority, how critical is each task? If we were to get rid of a specific task, how would it impact our team's ability to deliver on our goals?
- Delete any tasks that are not critical.
- For those tasks that are left, which tasks meet which goals?
- If tasks remain that are not driving results, consider dropping them or delegating them to another team (if by doing so, it'd help that team accomplish its goals).
- What is involved with all the critical tasks?
 - What is the step-by-step process for each task?
 - How much time does each task take to perform?
 - What is the priority of each task (which should be performed first, second, third, etc.)?
 - Is the right person or people assigned/performing the right tasks?

> Tip!

Matching tasks with expertise helps you maximize efficiencies and budget.

Next Steps

With your pre-work done, you are ready to move onto strategy.

SECTION 2:

4 Steps to Creating an Influencer Marketing Strategy





4 Steps to Creating an Influencer Marketing Strategy

When it comes to influencer marketing, have you ever been tempted to skip right over the planning phase and start brainstorming your next sure-to-go-viral campaign? If you have, then you are not alone. Talking tactics is a much sexier albeit distracting first step than, say, waiting around to come to consensus on goals and budget.

What sets apart one brand from the next when it comes to influencer marketing is its ability to develop quality content (e.g., articles, social media posts, videos, etc.) that drives measurable results. And that requires planning. So, not skipping the critical first step and, instead, creating a solid influencer marketing strategy is the key to developing campaigns that have the best chance of moving the needle for your business. A viral video AND ROI? Now, that's a win-win!

[Read more about how influencer marketing strategy is a cost effective marketing solution that delivers terrific ROI for your brand in this report.](#)

Whether you are about to start planning for the upcoming fiscal year or just want to ensure your current plan stands the best chance of meeting measurable goals, these 4 steps will help you create an influencer marketing strategy that will drive real results.

1. Set influencer marketing strategy goals and key results.

Identify three broad influencer marketing focused goals that will help move the needle on the core goals of your business. Here are a few examples:

- Raise awareness.
- Increase consideration.
- Drive conversion.





Next, determine measurable results for each goal. Popular influencer marketing results include:

- Ad clicks and/or impressions
- Affiliate sales
- Awareness (e.g., impressions, views)
- Creative assets (e.g. professional photographs, blog posts, videos, etc.)
- Coupon downloads
- Earned media
- eNewsletter subscriptions
- eNewsletter click-through and/or open rates
- Engagement (e.g., comments, likes, shares, and regrams/repins/retweets)
- Giveaway entries
- Increased social media following
- Loyalty program or other service sign ups
- Sales
- SEO (e.g., ranking high on search engines, getting backlinks, etc.)
- Third-party site reviews (e.g., Amazon, Walmart, etc.)
- User-generated content

Finally, create actionable, time-sensitive, and measurable goals. For example:

- Increase awareness of pet-friendly travel content on blogs and YouTube from 1.2MM to 3MM impressions and views by December 31, 2018.
- Increase eNewsletter subscriptions from 2,000 to 10,000 subscribers per month by December 31, 2018.
- Drive 20% more user-generated content on blogs, YouTube, and across social media, including on third-party review sites like TripAdvisor by December 31, 2018.

> Tip!

Setting campaign benchmarks is key in helping you establish measurable goals. Knowing where you are at (e.g., that you are currently getting 2,000 subscribers per month to your eNewsletter), helps you set realistic goals and measure against them.

2. Determine your budget.

Determining an influencer marketing budget varies from company to company. The Small Business Administration recommends that companies spend, on average, 7-8% of its gross revenue on advertising if they are doing less than \$5MM in sales. Influencer marketing would likely be a smaller percentage than that.

[Click here](#) to learn what The Small Business Administration recommends for start-ups, small, and larger business advertising and marketing budgets.

[Read this article that shares a calculation based on sales to help you determine your ad budget.](#)

> Tip!

The more you tie your goals to measurable results that improve your company's bottom line (creating campaigns that pay for themselves and then some), the more you can justify dedicating a bigger budget to your influencer marketing efforts.

3. Develop a timeline.

Create a high-level timeline for your year-long strategy, highlighting:

- Key promotional times of the year (e.g., spring break, holiday)
- Potential campaign(s) that will support each season

4. Create a reporting structure.

Successful influencer marketing strategies include regular accountability. Weekly meetings to report out on goals ensure you leave yourself and your team time to celebrate wins and/or to identify red flags early in the campaign or year and modify as necessary to get back on course.

Reporting meetings vary based on the location of your team, whether you are a small or a large group, how short or spread out the timeline is, and more. Create a format that works for your group (e.g., in-person meeting, video conferencing, phone conference call, etc.). Keep your meetings short and report out on your goals.



Next Steps

Now that you set goals and results, developed a budget and high-level timeline, and created the format for and planned weekly reporting meetings, you are ready for the fun stuff—creating and managing campaigns.

SECTION 3:

How to Create Results-Driven Influencer Marketing Campaigns





How to Create Results-Driven Influencer Marketing Campaigns

Crafting campaigns may get your creative juices flowing, but without focusing on results for your next sure-to-be-award-winning campaign, you're not likely to improve your company's bottom line. So, how can you maximize creativity while adhering to strategy and following a process?

5 Critical Components in Creating Results-Driven Influencer Marketing Campaigns

These five steps give you a basic framework that, if worked within, will give you a great likelihood of creating campaigns that achieve measurable goals. The good news? Many steps allow for flexibility and creativity in brainstorming the perfect ideas to meet your objectives.

> Tip!

Look at these five steps (this framework) as a blank canvas—a tool to help you achieve your goals. At the same time, think of them as a blank slate on which to showcase your best and most creative work.

1. Create campaign goals.

At the outset of each campaign, answer the questions: “What will success look like on this campaign? How will we measure it?”

Let's say you are working on a campaign to promote pet-friendly travel. The “Fido Flies to Finland” campaign is focused on traveling on planes with furry friends. In line with our model, you'd add a measurable success statement as follows:

“Drive 700K impressions across five social media channels and 1MM video views on YouTube to the Fido Flies to Finland campaign.”

Combine that statement with the previous goal and it looks like this:

“Increase awareness of pet-friendly travel content on blogs and YouTube from 1.2MM to 3MM impressions and views by December 31, 2018. Specifically, drive 700K impressions across five social media channels and 1MM video views on YouTube to the Fido Flies to Finland campaign.”



2. Choose campaign tactics.

After drilling down your goals, you are ready to brainstorm tactics. Here is a list of common influencer marketing tactics:

- Affiliate marketing
- Ambassador programs
- Blog posts
- Conference and/or retreat sponsorship
- Creative assets for marketing purposes (rights to professional photography or videos, content, etc.)
- Demos (cooking demos, DIY workshops, photography classes, etc.)
- Display advertising
- eNewsletter campaigns (dedicated blasts or features in weekly or monthly publications)
- Live events (in home, at corporate headquarters, on location, etc.)
- Facebook Live broadcasts
- Live stories (Facebook, Instagram, Snapchat)
- Podcasts
- Ratings and reviews on a brand's website
- Recipes
- Satellite media tours or other spokesperson opportunities
- Social media campaigns (one or a combination of targeted or amplification campaigns on Facebook, Google+, Instagram, Pinterest, Snapchat, Twitter, and/or YouTube, etc.)
- Twitter Parties
- Videos

> Tip!

Once you have identified your success statements and tactics, refer back to your campaign and/or influencer algorithm or success criteria. Couple all of that with your creativity and voila! You're well on your way to developing an award-winning campaign, or at a minimum, one that drives measurable results and improves your company's bottom line. What's not to love about that?

3. Identify campaign, consumer, and influencer criteria.

Identifying campaign criteria includes answers to these questions:

- What is the makeup of the consumer we are trying to reach through influencer marketing?
 - Age
 - Education level
 - Ethnic background
 - Gender
 - Geographic location
 - Household income
 - Marital status
 - Parental status (has children or not and what ages)
 - Primary language spoken
 - Spending or other habits
 - Other
- What tactics, including platforms and content type, most reach this demographic?
- What are best practices when targeting this demographic through influencer marketing?
- What are tactics to steer clear of?
- What influencer criteria would best reach this demographic if different than the list above?
- What campaign criteria needs to be considered?

4. Determine campaign assets.

Based on your goals, tactics, and criteria, ask yourself these questions to determine whether you should develop campaign assets:

- Do you want influencers to share our content or produce their own?
- If we want influencers to share our content, what do we need to develop or provide (e.g., a brand hashtag, display advertising, a GIF, large amounts of copy, short messaging points, a trackable link, photography, product, video, etc.)?
- What resources and budget does the creative asset development require?





5. Create a Scope of Work.

Create and provide each internal and/or external team member (not the influencers) with a Scope of Work (SOW), spelling out the details of the campaign, including:

- The campaign's objective and company goal(s) it will meet
- The anticipated measurable results
- The budget
- The inclusions (Be as specific as possible when spelling out the campaign inclusions, including details for all campaign activations.)
- Brief overview of the brand messaging
- Details (e.g., how influencers will be compensated, special instructions, etc.)
- What will be included in the wrap-up report and when it will be delivered
- Campaign timeline

> Tip!

Frontloading by including as much agreed-upon detail as possible in the SOW will lead to a more streamlined execution phase and less rework.

Next Steps

Now that you have created a campaign using these 6 steps, it's time to manage it.

SECTION 4:

6 Influencer Marketing Campaign Management Best Practices





6 Influencer Marketing Campaign Management Best Practices

When managing an influencer marketing campaign, knowing and following the dos and don'ts can be the difference between achieving a winning campaign or not.

Follow These 6 Steps to Enjoy Successful Influencer Marketing Campaign Management

Certain aspects of an influencer marketing campaign are essential for executing a memorable (for all the good reasons) campaign, including these 6 steps.

1. Develop a timeline.

As opposed to an influencer marketing strategy timeline, campaign timelines, which can be shared in the SOW, are more project-based and should include each campaign's tasks, resources, deadlines, and a place to update each task's progress. If a campaign is larger in size or more complex, consider adding dependencies and assigning milestones.

Things to ask yourself when creating a campaign timeline include:

- Who needs to be involved in the project scheduling development and/or buy in before we kick off the campaign?
- What project scheduling tool will work best for our team?
- What lead time does each task require?
- Are there critical tasks that require longer lead times that we need to be aware of at the outset (e.g., legal reviews, creative asset development, influencer vetting/sourcing, metrics report development, advanced influencer post or video reviews, etc.)?
- How much time, if any, do we need to add for administrative tasks (e.g., team meetings, troubleshooting, expense reports, email, etc.)?
- Should we add in a buffer (to give us additional time in case we hit delays)? If so, how long? How many?

> Tip!

Build time in weekly for team meetings to report out on campaign goals.



2. Research and vet influencers.

The SOW should spell out the specific influencer criteria for the campaign. The next step is to research influencers who meet that criteria. You can do this in one of several ways:

- 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 that meet your criteria. The tools often require you to research and vet, but you go through their network instead of random searches on popular search engines, etc.



3. Execute the campaign according to the SOW.

From here on out, carry out the tasks as outlined in the project timeline, modifying tasks and items as required but with the goal to stay within budget and on time, as well as deliver in alignment with the criteria included in the scope of work.



4. Track results.

Depending on your budget and manpower, you can either manually track statistics or use a stats tracking program. By manually tracking stats, creating a spreadsheet will make your managerial life easier. (Google Sheets are a nice option, especially for collaboration.) The benefits? A spreadsheet will help you and your team organize links, sponsored post activity, and sponsored promotional activity.

> Tip!

If this type of stats tracking is of interest to you, then be sure to research your options, talk to representatives from the various companies, make a pros and cons list, identify which tools work within your budget, and select the option that is right for you

A lot of programs offer automatic stats tracking have come onto the market since influencer marketing entered the space. Companies like DashThis!, NUVI, Radian6, Simply Measured, Twingly, and more offer a variety of programs, services, and dashboards to help you track influencer and campaign activity.

5. Report out weekly.

Hold weekly campaign team meetings to go over the campaign's goal(s) and to determine whether progress on the campaign is on target to help you reach the goals. While all criteria should have been set in the scope of work phase, modify your timeline or tactics as necessary to deliver the best results possible.



6. Create a wrap-up report at the campaign's conclusion.

Be sure to collect and review all statistics associated with the campaign. You can track metrics in a spreadsheet for easy calculations. The following data is important to collect when compiling a stats report for an influencer marketing campaign:

- Participating Influencer's Reach
 - Total number of influencers
 - *Each blogger's Unique Visitors per Month (UVMs) or "users"
 - *Each blogger's Pageviews
 - Each influencer's social media following (e.g, followers on Facebook, Google+, Instagram, Pinterest, Tumblr, Twitter, Vimeo, YouTube, etc.)
- Campaign Reach
 - Total number of and links to blog, social media, and video posts
 - Total number of giveaway entries (if applicable)
 - *Total pageviews that the sponsored blog post(s) received
 - *Total number of blog, social media, and video views
 - Total hashtag usage

- Campaign Engagement
 - Total number and screenshots of blog, social media, and video post comments
 - Total number of social media and video likes
 - Total number of blog, social media, and video shares (e.g, pins, regrams, retweets, and shares)
 - Total number of social media favorites
- Campaign Impressions
 - The number of times each participant shares on social media x the number of his/her followers reflects = total impression for that platform
- Campaign Feedback
 - *Campaign feedback from influencers
 - Campaign feedback from influencers' readers and followers found in the comment section

** The items marked with an asterisk are stats that might need to be collected directly from the influencers (depending on the stat tracking service you use).*

** If you have a group of people who are sharing on social media (let's say they are tweeting), the sum of the individual impressions from each participant reflects the Total Impressions.*

Of course, the stats report will depend on how comprehensive you want to get when it comes time to review the results of the campaign. The more stats you can collect upfront and throughout the process, the easier it will be to compile a comprehensive report at the end of the campaign.

