

Handbook Influencer
Marketing – Basic



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PARTNERS IN WEB & DIGITAL

Influencer Marketing





Influencers

Who they are?

Influencers are people who have a **presence and credibility** on social platforms.

They usually have a recurring theme or topic such as Maternity, sports, food, travel, fashion, etc.

For brands, partnering with influencers on social media is a great marketing strategy as they can communicate with the masses (followers) who usually share **common interests**.

The leading social media platform for collaborations with influencers is Instagram, but it can be others like Facebook, Youtube, or, in recent years, TikTok.





How influencer marketing works?

Influencer marketing works as follows:

Imagine that your brand wants to promote a product or service. Your objective can be diverse: awareness, increased sales, or brand presence.

To do so, you will choose influencers who share your brand's interests. The **objectives** of the collaboration will be **specified**, including the type of content that the influencer will publish on their social media platforms (video, image, Stories, Reels, etc.) and on what date and time it will be published. Everything is carefully detailed.

Influencer marketing is paid, therefore, you will have to approve the content that the influencer has made before it goes live.

Depending on the number of followers the influencer has, the reach can be very high, so it is essential that the content is on target and aligned with your brand's values and objectives.





Influencers categories

There are many types of influencers. They can be measured depending on the number of **followers**, the community that participates in their posts, their **engagement** in their publications, the **topics** they talk about, etc. The primary differentiator, and what most of them base their rates on, is the number of followers.



Nano Influencer



2K and 5K followers

They do not have much trading power but already have a community that follows them regularly.

These profiles are more accessible because they don't have as many advertising offers, and with 10 or 12, the brands can match the reach using one with more followers.



Micro Influencers



5K-100K followers

They are not celebrities, but their opinions are highly valued. They are the users who have achieved and consolidated the professionalisation of the sector and are turning to be an "influencer" in a profession. They have also become the favorites of brands due to their naturalness and authority in the eyes of their followers



Macro-Influencer



100K-500K followers

They have managed to position themselves as specialists in something very specific.

This group is mostly made up of people who make their living as bloggers, vloggers, and specialists in: nutrition, fitness, fashion, fashion, and similars.



Mega Influencer



500K or more followers

People who already had exposure and certain visibility in other media in which they have had diffusion and therefore were already somewhat famous or known before entering Instagram, so this network is just an extension of their fame.





How to choose an influencer?

You must remember that not all influencers fit with your brand or your digital strategy. Therefore, you must know how to identify those whose values, style, tone and personality are most similar to your brand.

The key is ensuring a precise match between the influencer and your brand. In addition, depending on your objectives and budget, you will choose some influencers or others. Research how to take advantage of the influencer's skills to avoid asking for things that don't fit their way of communicating.

You must consider the following factors when selecting an influencer:

- Their ability to generate opinions and reactions from users when talking about a specific topic.
- Their potential audience size on a given topic.
- Their level of participation in the topic in question. The influencer's involvement in the conversation is essential to ensure its success.
- Do they post sponsored content every day? The important thing about an influencer is their connection with their audience, not that they are always promoting products.



User Generated Content

User-generated content (UGC) is original, brand-specific content created by customers and published on social media. It can be in different formats, such as images, videos, reviews, or podcasts.

One example of good UGC is Calvin Klein. Users create content using their clothes with the hashtag #MYCALVINS.

The brand offers to upload some of the photos to its website and when the consumer is a fan of the brand they are encouraged to create content to appear on the brand's platforms.



Customers

Well-worded posts on social media. Popular unboxing videos on TikTok, photos talking about a product, either because the brand has asked them to or because they have decided to share content about their brand organically.

Brand Loyalists

Loyalists, advocates, or fans. They're typically the group that's most enthusiastic about your business. Since loyalists are so passionate about the brand, this audience segment is ripe to reach out to and ask for specific UGC content.



Options for work with Influencers

There are several options depending on your brand's budget, the type of influencers you are looking for, and the time you want to dedicate to it.

1. Do it yourself.

If you have basic knowledge of marketing and social media, know your brand's niche. You can search and analyse influencer social media profiles that fit your company, you can contact the influencers by email if they have one or by private message.

It is one of the cheapest options. Look for influencers with the same interests as your brand, contact them or their managers and send them the product.

Prepare a package for each of them with attractive packaging and a card explaining the product's function.

See if any of them (for free and selflessly) publishes a video or image on their profile. The benefit is that you only have to pay for shipping and the product. The disadvantage is that we risk being overlooked.





Options for work with Influencers

2. Influencer Payment Platforms

As influencer marketing becomes more professional, there are now many paid platforms that make it easier to find influencers.

They function similarly to a search engine **with filters** such as the number of followers, interests, location, engagement, interaction per post, etc.

For example, the platform **Affable** has a monthly subscription with which you can do the following: find influencers, manage influencers, measure POI and Pay influencers.

In addition to the monthly subscription you have to manage the influencer contact, briefing, supervision, approval, and budget.

These tools are very easy to use, but it won't suit every business's budget - the price plans ranges from US\$600 to US\$6000 USD per month.





Options for work with Influencers

3. Microinfluencers

There are also many platforms to work with micro-influencers. The price varies depending on how specific you want to be. You select the audience segments you want to reach, and the tool suggests profiles and audience sizes.

Social Cat is a paid micro-influencer platform. The collaborating influencers do not charge any money, so the only cost is the shipping and the cost of the product.

All you have to do is make an agreement with the influencer and send them the product so they can create your branded content.

Benefits:

- Community engagement
- Niche targeting
- More affordable prices
- Authenticity and enthusiasm





Steps to creating an influencer marketing strategy

#1

Determine your goals

Set a simple objective, such as reaching the right audience and not selling non-stop.

#2

Get to know the audience

An effective influencer marketing strategy requires you to speak to the right people using the right tools, and the right influencers.

#3

Consider the three R's

Relevance
Reach
Resonance

#4

Do your research

Get to know the influencers you want to work with. Do they have sponsored content? Do they make videos or just photos? Is the content natural?

#5

Collaborate with your influencer

Let the influencer have the freedom to create. It's a good idea to provide some guidelines about what you're looking for, of course. But don't expect to stage-manage the entire campaign.

#6

Measure your results

Measure the results of the campaign. Analyse the reach, engagement and increase in followers of your social media profiles



You've likely found this page because influencer marketing interests you.

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Contact us to find out if influencer marketing is the right strategy for you.

Let's connect!