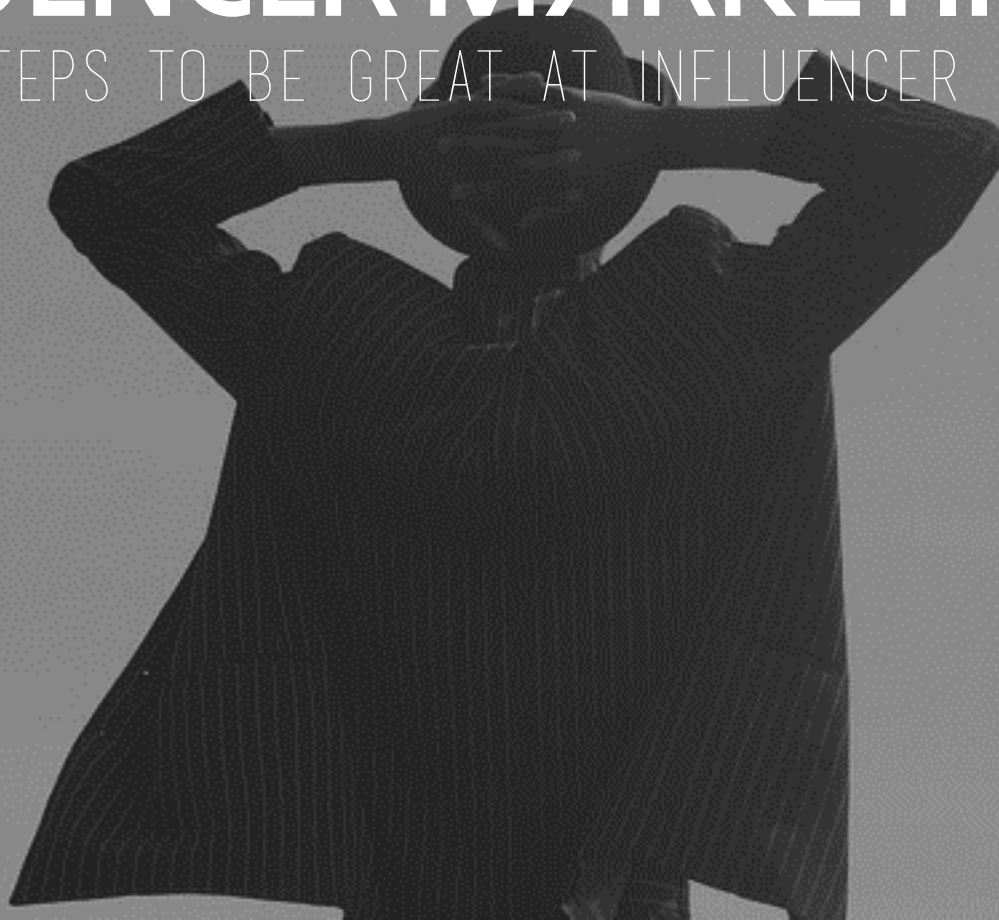


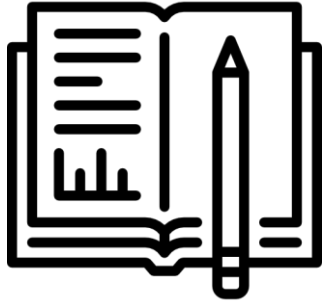


HOW CAN YOU BE SUCCESSFUL AT INFLUENCER MARKETING?

7 STEPS TO BE GREAT AT INFLUENCER MARKETING



STEP ONE



DO YOUR HOMEWORK





If you are using an agency, a multi-channel network, or doing it yourself, it doesn't matter unless you do your homework first.



Identify your Target Audience

Do research on the kind of audience you are looking for either Age, Gender, Demographics, Interest, Language, ...etc.



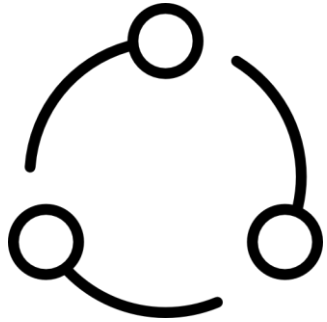
Identify The Content Your Audience Respond To

After having specific targeted audience be sure to do research on the kinds of content they are interested in.



Where Will Your Target Audience Frequently Be On

Research on with social media platform they are most frequently on :
Facebook, Twitter, LinkedIn



**RESEARCH SOCIAL MEDIA
INFLUENCERS**

HERE ARE A FEW WAYS TO HELP FIND SOME INFLUENCERS

AGENCY

An agency is expensive but quality assured



INTERACTIVE PLATFORM

Affordable with good analytics but can be hard the first time if you are not use to the platform



OWN RESEARCH

Time consuming and don't know where to start.



STEP THREE



UNDERSTAND YOUR INFLUENCER



FIGURE OUT WHAT IS BEST FOR THE CONTENT



Build and maintain a good rapport with your influencer



Take time to find out more about your influencer



Get to know what motivates your influencers



Influencers top motivation varies, either from Authenticity, Brand Fit, Money , Good Press , ...etc.

STEP FOUR



DEFINE YOUR METRIX

Take time to measure whether or not your campaign was a hit or not

What gets measured gets managed!





SET EXPECTATIONS



List out what you wish to accomplish with your campaign



Find what you want to do most, whether its Drive Sales, Increase Traffic or to Create Brand Awareness? It's best to only have one goal.



How would you like the person to engage with a post you made. Because there will be people who retweets but will not like it and/or people who like it but will not comment on it.

STEP SIX



**DETERMINE WHERE THE
CONTENT WILL COME FROM**



FIGURE OUT WHAT IS BEST FOR THE CONTENT



Giving the influencer an outline of what should be in the content and let them do what they want with it



Inform them the kind of messages, the tone that you want to get across and the kinds of requirements they will be needing like links or hashtags they could use.



Don't forget to allow them to have freedom with what they do because authenticity is both important for the influencer and audience.



**DON'T FORGET ABOUT
RULES**

DO NOT FORGET ABOUT COMPLIANCE WITH NATIONAL AND INTERNATIONAL LAWS.



Check with the local authorities -
For example - Advertising Standards Authority of Singapore
(ASAS) in Singapore

Rules are there to make sure everything happens in an honest way

THE END

