

# Planning a Successful Influencer Marketing Campaign.

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Uncomplicated  
Skin Care for Men®





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TODAY'S DISCUSSION

# Planning a Successful Influencer Marketing Campaign.

- Setting the Stage & Planning
- Finding the right influencers
- Outreach best practices & contracts
- Campaign execution & management

Q&A

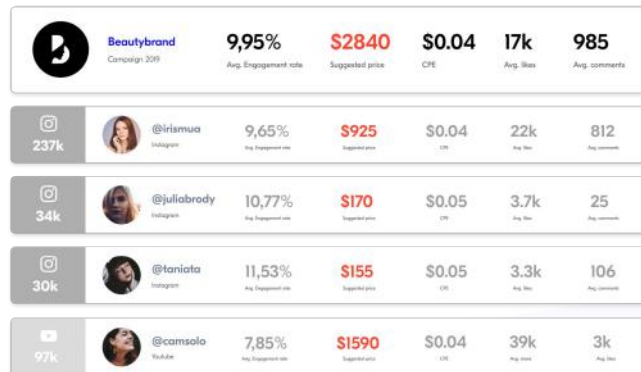
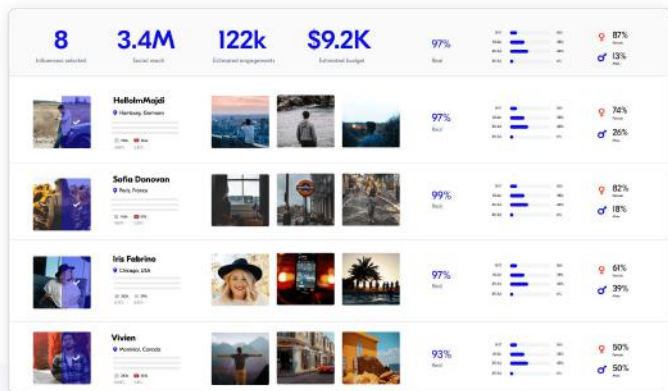
WHO WE ARE

**Developing smarter technology  
to decode influencer marketing.**



UPFLUENCE

# Global Influencer Marketing Leader



2013 founded

5 offices

23,000+ users

45 industries



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## MEET OUR GUEST

# Tiege Hanley.



- Tiege Hanley makes it easy for **guys to start and maintain their skin care routine** to stay looking and feeling their best by making it simple, affordable, and effective.
- **Co-founded by YouTuber and two time Shark Tank-alumni**, Aaron Marino. He's primarily known as Alpha M on social media.
- **Influencer Marketing** is truly in Tiege Hanley's DNA.



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Setting the stage and  
planning for success.

1

## CAMPAIGN PLANNING

# Start with a plan!



**Goals &  
KPIs**

**Target  
Audience**

**Budget**

**Value  
Proposition**

Make these decisions up-front to save time later on.



# Align your KPIs with your goals.



## CAMPAIGN GOALS

### KPIs

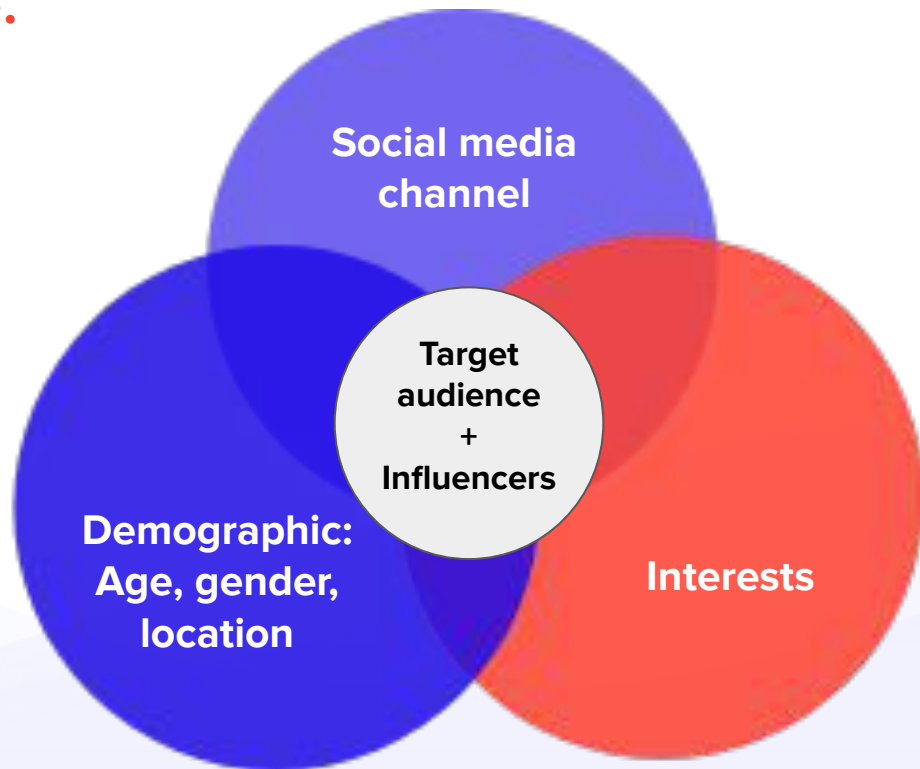
Awareness	Engagement	Conversion	Loyalty
Impressions	Likes	Event participation	Brand sentiment
Views	Comments	Sales	Repeat purchases
Google search	Shares	Subscriptions	Shares
Social media followers	Brand mentions	Downloads	Referrals

## CAMPAIGN PLANNING

# Choose your target audience.



Make sure that your **influencers'** **social channels**, **demographic** and **interests align** with those of your **target audience**.



# How much should you spend?



## CAMPAIGN BUDGET

- Compliance fees
- Labor fees
- Tools & software
- Influencer compensation

## VALUE PROPOSITION

Offer value for your influencer and their audience! Give **incentives** and **compensation** such as:

- Product samples & prize giveaway
- VIP brand benefits
- Performance based fee
- Revenue sharing

# A Personal Connection



Assure the influencer that's working with you is a great opportunity for both of you.



**Show that you value  
their skills, creativity  
and professionalism.**



**Explain why they fit  
the campaign.**



**Highlight how your  
brand aligns with their  
content niche.**

## CAMPAIGN PLANNING

# Your Value Proposition



**Influencer partnerships are an investment, not a transactional partnership.**

It's important to understand what your influencers are looking for in a collaboration.

**Financial Reward.**

**Exclusive Content.**

**Brand Association.**

**Membership.**

**VIP/Experiences.**

## CAMPAIGN PLANNING

# Timeline.





**Finding and partnering  
with the right influencers.**

**2**

## FINDING THE RIGHT INFLUENCERS

# Which social platforms to choose?



Find the platforms where your **target audience and your industry niche intersect!**

### Industry overview

Where are the most important conversations happening online?

What content-type corresponds the best with your campaign goals?

### Leverage insight

Use knowledge about your target audience (age range, gender, interests, values) to concentrate influencer activities where they'll be most effective.

### Experiment

Experiment with a combination of channels and formats because social media trends change rapidly!



FINDING THE RIGHT INFLUENCERS

# Understanding Compensation



**Getting compensation wrong  
can weaken partnerships and  
damage ROI.**

Your aim should be to give fair compensation for your influencers' efforts and nurture long-term collaborations, without overspending!

**Product Sampling.**

**Performance Based.**

**One-Off Fee.**

**Revenue Sharing.**

## FINDING THE RIGHT INFLUENCERS

# The importance of content



## Let Creators Create

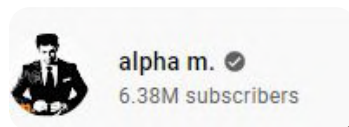
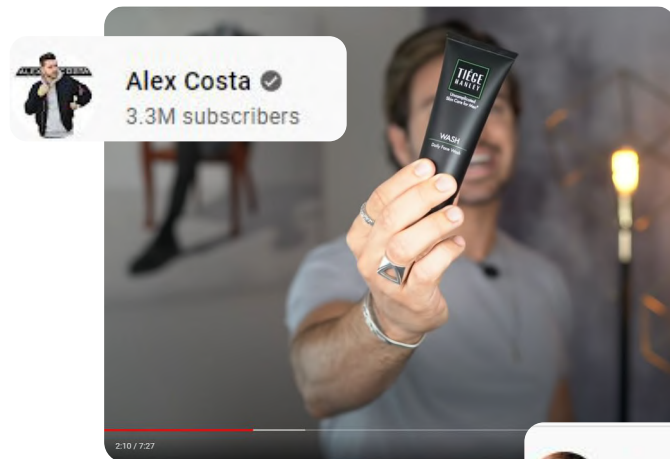
There is a fine line between providing structure/guidance and forcing them to do something they don't want to do.

## Follow The Data

Collect campaign performance data, analyze it, and provide feedback to influencers.

## Develop Connection Between Content & Product

It's your job to make sure the influencer knows how to sell & connect your product.



## FINDING THE RIGHT INFLUENCERS

# Brand safety and influencers



**Working with influencers gives marketers and brands more control over the placement of their sponsored content.**

Brands have the ability to vet and hand-select influencers, leaving less up to algorithmic and programmatic chance.

- Influencer selection process
- Content review and approval
- Whitelisting influencer content
- Team up with an agency!



**Outreach best practices  
and contracts.**

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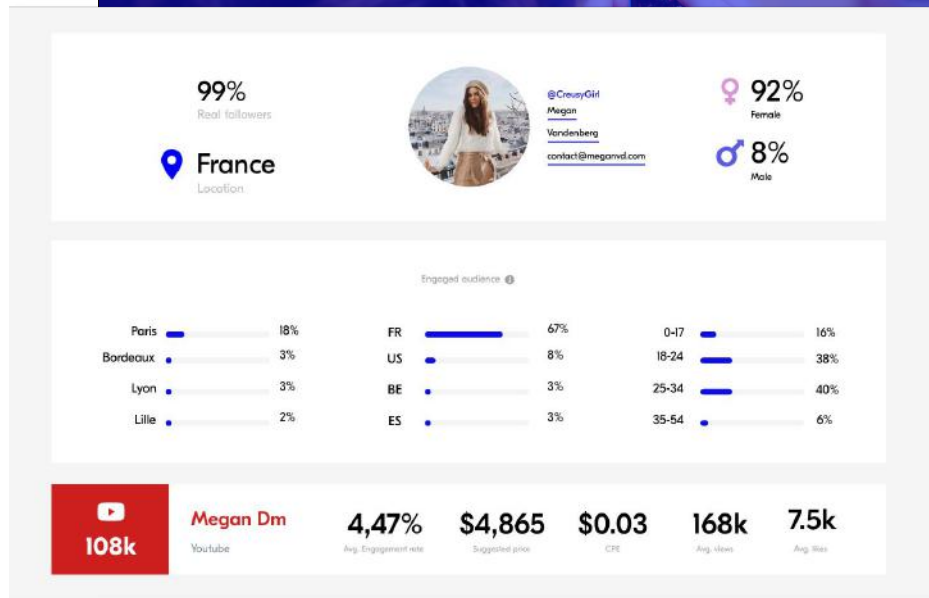
## OUTREACH

# How to contact influencers?



Most influencers will have their contact details in their **social profile**.

To save time, contact influencers **at scale** with Upfluence!






## OUTREACH




# Manual vs. Automated Outreach



### MANUAL

-  Time consuming
-  Resource-heavy
-  Difficult to track

### AUTOMATED

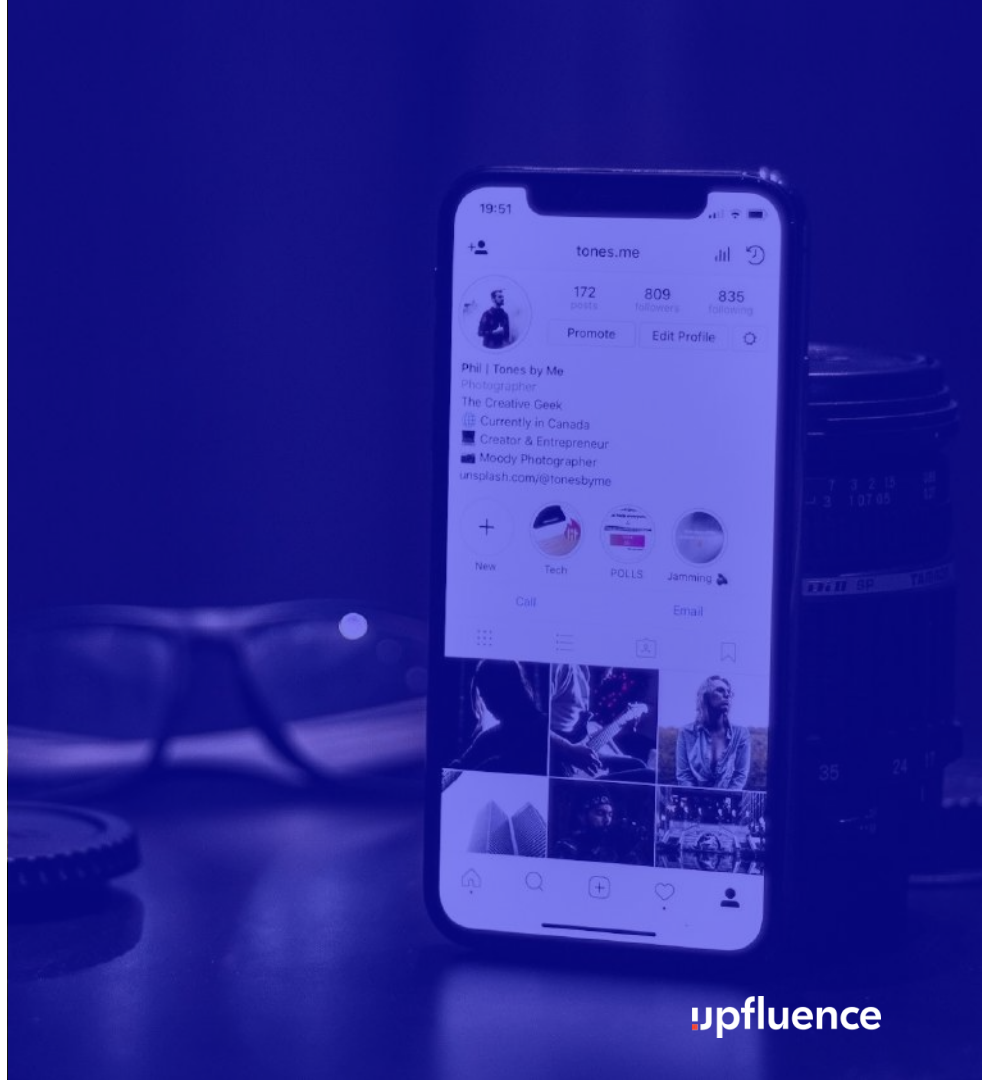
-  Contact influencers in bulk
-  Easily add in personalized fields
-  Track open and response rate

## OUTREACH

# The Tiege Hanley Approach



- Use manual reach out when appropriate
- Communicate campaign goals
- Build trust and rapport
- There's plenty of fish in the sea
- Know how to spot red flags



## OUTREACH

# Outreach best practices.



## Reach out to 10x the influencers you need

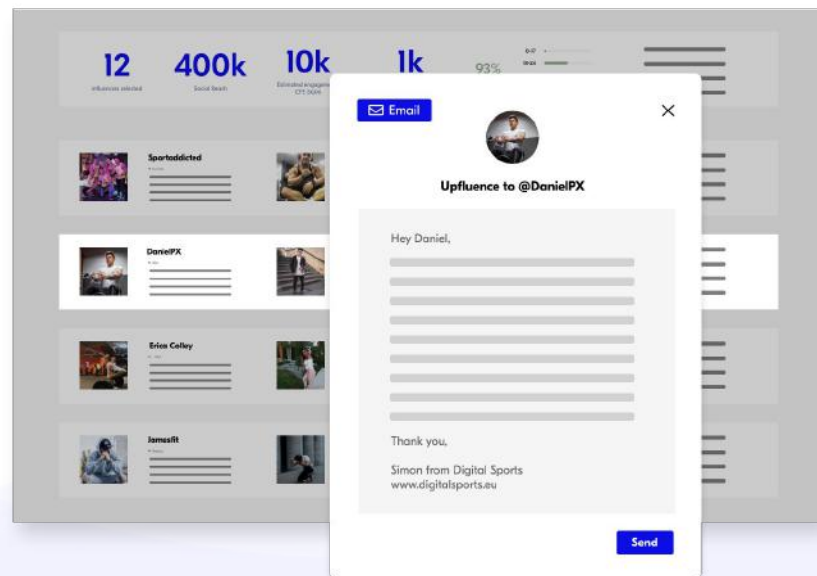
Creators are highly solicited, especially for holiday campaigns. Reach out to a large number to secure the amount you actually need.

## Do your research!

Personalize outreach as much as possible by referencing specific content and campaigns they've worked on.

## Know your value proposition

Be clear on the compensation you can offer, don't wait for the influencers to set a price!





## OUTREACH

# Influencer contracts.



## Why have one?

- Both parties are clear on **expectations**
- **Payment** terms are agreed
- Clause for **cancellation** or poor performance
- Address questions of **confidentiality**, **exclusivity** and **compliance**.

## What's included?

- Campaign **outline & timeline**
- **Content approval** clause
- **Terms and conditions**
- **Payment terms**
- **Content repurposing** clause

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Campaign execution and  
management.

4



## CAMPAIGN MANAGEMENT

# Content creation.



To get the most from your influencers, make sure they're **aligned** with your **brand values & expectations**.

**Share dos and don'ts.**

**Offer creative flexibility.**

**Make sure they know the product inside-out.**

# How to create an influencer brief



1

**Company bio**

2

**Campaign summary**

3

**Goals**

4

**Messaging & CTA**

5

**Content guidelines**

6

**Payment terms**

## CAMPAIGN MANAGEMENT

Once the campaign is live, how do you measure success?



## CAMPAIGN MANAGEMENT

# Tracking sales.



**UTM links** and **promo codes** are two effective ways to track the number of sales generated by your influencers during the campaign.



### UTM (Tracked Link)

Create a unique tracked link for each influencer to be able to measure the number of clicks and conversions in real-time.



### Personalized Promo Codes

Track the usage of each influencer's promo code to understand who are generating the most sales.

## CAMPAIGN MANAGEMENT

# Measuring success.



For awareness-raising campaigns, focus on **content performance** and **growth**.



### Earned Media Value

This measures **all the interactions and engagements** (likes, comments shares etc) on media shared by influencers.



### Community Growth

Calculate how many additional fans, followers and subscribers you have accumulated during the campaign.



### Qualitative analysis

Use textual analysis to see the level of positive brand sentiment.





## CAMPAIGN MANAGEMENT

# Was it successful?



### > Did the influencers meet your goals?

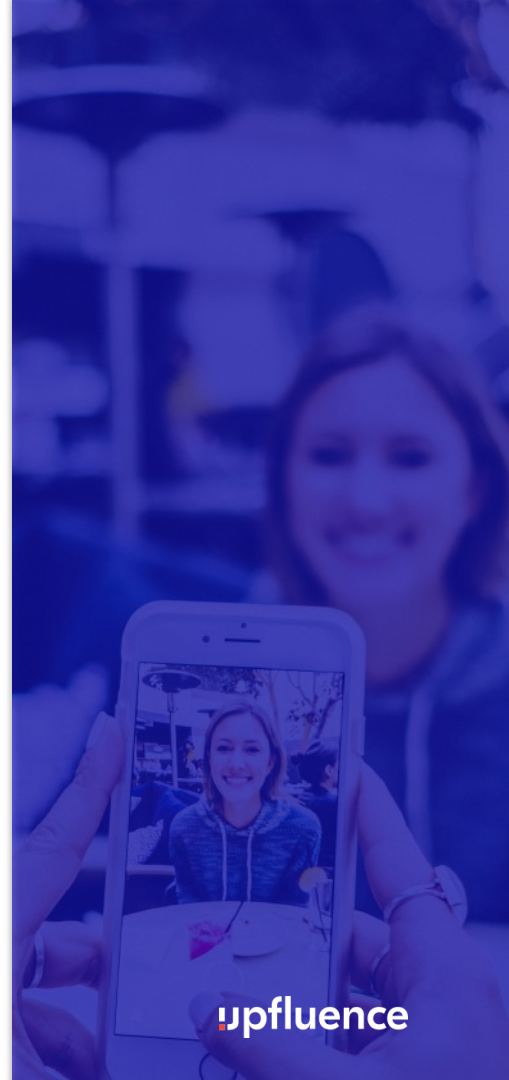
Look back at the KPIs you chose at the start of the campaign to see how your influencers performed.

### > Do you have a positive ROI?

Based on the value generated from your campaign, whether that be sales or earned media value, did you get back more than you put in?

### > Have you identified long-term partners?

Build on the success of your campaign by nurturing relationships with your top-performing influencers for future campaigns.





# Q&A

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# Book a complimentary consultation with an Upfluence expert!

Book Your Call



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