What is Influencer Marketing?

Influencer Marketing is one of the hottest trends in the digital marketing space right now. Brands are beginning to incorporate an Influencer Marketing Strategy with both their traditional and digital marketing campaigns. Influencer Marketing is all about finding people who have influence over your key demographic, and working with them to promote your business or product. The concept behind this marketing strategy is not new, but with bloggers and social media users reaching celebrity level status, brands are moving their strategies online.

Does it Work?

Influencer marketing cuts through all the noise and is delivered to your target audience. Another reason influencer marketing works is that it conveys trust. Influencers become influencers because people trust them. Influencer marketing is a re-boot of word-of-mouth marketing.

How do I get Started?

Identifying and engaging influencers might seem like an easy task, but finding the right influencers can be like trying to find a needle in a haystack. How do you really know who the best influencer is for your brand? And what does your perfect pitch look like in scoring these influencers?

At gShift, we can help you every step along the way of your Influencer Marketing campaign. From the beginning stages of creating a campaign strategy, to building out a roster of potential influencers, engaging with the influencers, then finally executing and reporting on the success of the campaign.

No matter the size of your brand, we would love the opportunity to talk to you on how Influencer Marketing can help you feature your brand with digital influencers, deliver brand messaging, and engage your key audiences.
We take in bits from every conversation, online and offline, to help form opinions and guide our purchasing decisions. Some people hold a higher place of influence so when we are faced with a purchasing decision, we turn to these influencers to guide us. Brands are beginning to pick up on this as a marketing avenue.

If executed properly, an influencer marketing campaign can have a positive and powerful effect on your brand. But in order for all the pieces of the campaign to fall in place, it needs to be executed properly, and the first step is setting it up for success.

The best Influencer campaigns start with a comprehensive strategy that defines your goals, objectives and tactics. The strategy will guide the execution of the campaign and fit in with your overall marketing plan.

In this module, we will help you determine all the elements of the campaign and the exact deliverables that will be required from your influencers. We will help determine which social platforms will work best for your campaign, the types of influencers we should be seeking out, and determining KPIs.

Steps included in the Influencer Strategy Module
1. Kick off meeting to discuss campaign goals and objectives
2. Research target audience and industry trends
3. Develop a comprehensive strategy that outlines campaign tactics
4. Determine the types of influencers required that align will the brand
5. Determine KPIs for the campaign
Developing an Influencer Roster

Roster development is all about helping you get to know your prospective influencers so you can make an informed decision on who will be representing your brand and helping to execute the campaign.

The Influencer Campaign Strategy Module will provide insight in determining the type of prospective influencer that would be the best fit to reach your target audience and represent your brand.

When we are looking at an influencer, we are analyzing their online credibility to ensure they are influential, knowledgeable, and experienced in the topic of the campaign. We analyze all their social profiles to ensure their followers are real people that fit your target demographic as opposed to fake accounts, or followers that they bought.

Once we have identified a roster of influencers that have passed the credibility test, we then package the list up for you in a visual way that will allow you to get to know these influencers and help make an informed decision of who to select as your final list of influencers to represent your brand.

Steps included in the Roster Development Module:

1. Vetting a list of Influencers
   - Gather data on all their social platforms
   - Analyze their online credibility
   - Confirm the demographics of their followers
   - Determining the level of influence
   - Determine how many followers are fake vs. real

2. Final Roster Presentation

   [Image of influencer profile]
   - Location: Philadelphia
   - Gender: Female
   - Categories: Fashion and Lifestyle
   - Top Network: Twitter
   - Total Audience: 2,314
   - Notes: She is in the top 12% of all social influencers. Her posts receive medium engagement. 50% of her followers are females. The average age of her followers is 27 years old. 80% of her following is in US

   Post Examples

   [Images of post examples]
Engage

The only way to secure influencers is by preparing an irresistible pitch that they can’t help but say yes to.

Whether you’re a big fish or small fish, reaching out to influencers should be approached similarly, and more importantly, humbly. Don’t assume that because you’re a small brand that influencers won’t want to work with you, just like you shouldn’t assume that influencers will want to work with you just because you’re a well-established brand. Each can offer different values and both sides have their challenges.

Execute

Once the roster of prospective influencers has been agreed upon, we will then begin to reach out to these influencers and engage with them in discussions regarding the details of the campaign. On average, you can expect to have an approximate 25% response rate from the influencers.

From here we begin the negotiation process and working with the interested influencers to create contractually binding agreements in order to be part of the campaign.

Report

Once we have signed agreements, we begin to execute the various aspects of the campaign with the influencers. We work through content timelines, and determining the posting instructions and process for the influencers so everyone is aware of the workflow for your campaign.

Throughout the process we nurture the relationship with the influencers in an effort to turn these influencers into brand advocates even after the campaign is over.

Both throughout the campaign, and at the end of the campaign, we will present you a report that will provide you with measurable success of the campaign. We can determine who the strongest influencers were, and who provided the best ROI. We will tell you how much engagement the campaign received, and can even tell you how many people took action on your website thanks to the campaign.

Steps included in the Engage & Execute Module:
1. Preparing the pitch
2. Developing campaign brief
3. Connecting with the list of prospective influencers
4. Drafting and sending contracts to interested influencers
Influencer marketing is becoming a critical component of a brand’s marketing mix. But, until now, it’s been difficult to measure the success of influencer marketing and evaluate the efforts of influencers in your overall marketing budget and expected ROI.

With our onsite and offsite tracking, you will be able to gain insights into how all content is performing in search and the impact each channel and influencer is truly having on the campaign.

We can even go so far as to telling you the effectiveness of each influencer so we can make better use of your budget.

This module will allow for you to make precise decisions based on the ROI of your campaign.

Steps included in the Conversion Module

1. Providing feedback on the landing page we are sending people to.
2. Creating kontextURLs for each influencer so we can measure their effectiveness.
3. Providing conversion data in final report.

Interested in Learning More About Influencer Marketing?

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