

THE
CMO'S
GUIDE
TO
INFLUENCER
MARKETING

mediakix

INFLUENCER MARKETING

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Established in 2011, Mediakix is a leading influencer marketing agency. We strategize, create, execute, and manage high-impact and high-reach sponsorships for brands and advertisers with social media influencers, YouTube channels, blogs, Instagrammers, Snapchatters, Facebook content creators, and emerging social channels. Our clients include: Nordstrom, Blue Apron, Fairmont, Jarden, Sleep Number, Shiseido, The Honest Co., Indiegogo, Hallmark, Postmates, Crocs, Fossil, David Yurman, KeVita, New Amsterdam, Baidu, NatureBox, LG, Birchbox, Hautelook, BarkBox, Ross, Soylent, and many more including several of the world's top media, communications, and PR agencies.

With a network of thousands of social influencers and a reach of millions, our campaigns have been among the highest performing marketing channels for our clients. Mediakix is vertically integrated into the hottest in-demand categories and channels including lifestyle, fashion, beauty, men's, tech, gaming, and more!

Mediakix facilitates every step of the process by creating and building the most impactful influencer marketing campaigns for your brand. From strategizing, to choosing top-performing influencers, to executing campaigns and reporting, Mediakix continually optimizes the entire process in order to ensure the absolute best campaign for driving the highest reach and best engagement.

To see how our influencer marketing campaigns can drive KPI's for your brand, contact us today for a free evaluation with one of our influencer marketing specialists.

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WHAT IS INFLUENCER MARKETING?

CHAPTER

CHAPTER 1: WHAT IS INFLUENCER MARKETING?

WHAT IS INFLUENCER MARKETING & WHY DOES IT WORK?

With the explosive growth of social media have come content creators who have fueled each platform's growth through their content. As a result, these content creators have built large audiences of their own. These are the new media influencers. This emergence has led to a new category of advertising, influencer marketing, where brands leverage these social media influencers, their loyal audiences, and trusted voices to create new advertising opportunities for brands on their publishing channels and personalize a brand's messaging.

Social media influencers are personalities and individuals whose content and voice have garnered audiences and followings on their respective social media publishing channels. Influencer marketing can take the form of paid sponsorships, product placement, and branded content across social media networks and channels. Influencer marketing is one of the fastest growing categories in advertising and is expected to be a \$5B industry within 5 years ([Digiday](#)).

As TV viewership continues to decline, traditional advertising is becoming less effective for reaching increasingly segmented audiences and demographics. This is especially true with younger demographics who now spend significantly more time on social media than watching TV ([Bloomberg](#)). According to a report published on [CNN](#), teens are now spending 9 hours a day on social media sometimes checking social media up to 100 times each day.

The ubiquity of online advertising such as display and pre-roll units has made it increasingly harder for brands to distinguish themselves with display and video ads. Statistics show that up to 80% of audiences skip YouTube ads ([The Next Web](#), [Tubefilter](#)). Additionally, adblocking is a rising trend especially with millennial audiences with nearly 2 out of 3 individuals blocking ads ([eMarketer](#)).

A [Variety poll](#) of teens of the most popular stars showed the astounding rise of social media influencers over traditional celebrities. The top 6 most popular stars for teens are all social media stars, beating out the likes of Bruno Mars and Taylor Swift. 8 of the top 10 biggest stars are social media influencers. This represents a massive transformational shift in media.

Audience engagement and participation is integral to the function of social media. Audiences like, comment, share, and tag their friends constantly while navigating social media platforms. This inherent engagement translates well to advertising through influencers on these social media influencer channels as influencers lending

endorsements to brands can drive significant awareness, engagement, and sales for that brand.

HOW CAN INFLUENCER MARKETING HELP MY BRAND?

Influencer marketing leverages the power of social media influencers to market a brand, product, or service to the influencer's audience (thousands or millions of fans, followers, subscribers). The relevance and relatability of social media influencers ensures that brand sponsorships can resonate with an influencer's audience and therefore, their audiences are more likely to act in response to sponsorships with influencers.

Executed properly, influencer marketing can be one of the most effective forms of advertising for companies to target receptive audiences and powerfully increase awareness and engagement for both branding-based and direct-response initiatives. Strategically marketing with social media influencers can have an immense impact on a business's overall growth and success.

HERE ARE 10 PUBLISHED STATISTICS THAT ILLUSTRATE THE VIABILITY OF INFLUENCER MARKETING FOR BRANDS:

1. Influencer marketing interest has grown over 10x in just the last 1.5 years (as measured by the number of monthly searches on Google for "[influencer marketing](#)").
2. Influencer marketing yields \$9.60 for every \$1 spent, a 40% increase from 2014.
3. 59% of brands will increase influencer marketing budgets in 2016.
4. 84% of marketers will employ an influencer marketing campaign in the coming year.
5. Influencer marketing is the most cost-effective online customer-acquisition channel (tied with email marketing at 22%).
6. 92% of people say they trust word-of-mouth recommendations over ads.
7. 43% of brands deem social media influencers more relevant than most traditional celebrities for advertising, ahead of singers (38%), models (28%), TV actors (25%), and sports stars (22%).
8. 62% of 18-24-year-olds buy products endorsed by YouTube influencers.
9. Top YouTube influencers receive 3X more views and 12X more comments than traditional celebrities on YouTube.
10. Social media apps, networks, and platforms are hitting new levels of user adoption year-upon-year (see users for each of the top social platforms below or our infographic "[How Many People Are On Social Media In 2016?](#)")

Nearly all of the world's largest brands have made influencer marketing an integral part of their annual marketing strategy and budget. Some examples include: Ford, LG, Universal Pictures, Google, Hallmark, Fairmont, Baidu, Turkish Airlines, PayPal, Fossil, Samsung, Sleep Number, and many more.

Influencer marketing's ability to drive success for brands is the primary driver of this trend. Reach on popular social media platforms (Facebook, YouTube, Instagram, Snapchat) has grown explosively in the past 5 years enabling advertisers to reach millions through influencer marketing.

Facebook has over 1.13 billion daily active users and 1.71 billion monthly active users ([Facebook](#)). Users will average 50 minutes daily across the Facebook's social apps (excluding Whatsapp) ([New York Times](#)). Interestingly, people are spending 22 minutes per day on Facebook alone ([eMarketer](#)).

YouTube has over 1 billion users which account for almost one-third of all people on the Internet. ([YouTube](#)). Users will spend an average of 17 minutes a day on the site ([New York Times](#)), however, within mobile, people will spend more than 40 minutes ([YouTube](#)). YouTube, both overall and on mobile alone, reaches more 18-34 and 18-49 year olds than any cable network in the US ([YouTube](#)).

Snapchat is the fastest growing social media app with over 100 million daily users and 10 billion daily video videos. The time that an average user would spend on Snapchat a day is 25-30 minutes ([Bloomberg](#)). Snapchat users now watch 10 billion videos per day, equalling Facebook's daily video views ([Bloomberg](#)).

Instagram has over half a billion users ([Instagram](#)), with 300 million daily active users ([Instagram](#)), and 500 million monthly active users ([Instagram](#)). An average Instagram user will spend 21 minutes on the app per day ([Business Insider](#)).

THE DIFFERENT TYPES OF SOCIAL MEDIA INFLUENCERS



CHAPTER

CHAPTER 2:

THE DIFFERENT TYPES OF SOCIAL MEDIA INFLUENCERS

WHAT IS A SOCIAL MEDIA INFLUENCER?

A social media influencer is someone who has built a sizable following across one or more social media channels (YouTube, Facebook, Snapchat, Instagram, blogs, etc.). An influencer's audience seeks out their content as a source of entertainment, information, and trends. There are as many influencer categories as there are types of content, some of the most popular include including entertainment, fashion, fitness, food, gaming, lifestyle, technology, travel, etc.

Social media influencers are trusted as tastemakers and fans turn to them to be immersed in their lifestyles, interests, product finds, and everyday happenings.

WHAT ARE THE DIFFERENT TYPES OF SOCIAL MEDIA INFLUENCERS?

Social media influencers are categorized by their most popular platform and can also be referred to as digital influencers, content creators, or more platform-specific monikers. The most popular types of social media influencers include the following:

INSTAGRAM

Instagram: Instagram has exploded in growth in the last few years, currently exceeding over 700M users. Collaborating with top Instagram influencers is a viable marketing option for brands as these influencers oftentimes command the attention of hundreds of thousands or millions of followers by sharing well-shot and edited lifestyle photos and videos with their followers.

Instagram Stories launched August 2016 and within 9 months reached 250 million users surpassing Snapchat. Instagram Stories is seeing rapid growth and engagement presenting advertisers with new brand opportunities.



Fashion & Lifestyle Instagrammer
596,000 Followers



Travel & Adventure Instagrammer
1,400,000 Followers



Fashion & Lifestyle Instagrammer
1,200,000 Followers

To learn more, visit:

["Brand Guide: How To Market With Top Instagram Influencers"](#)
["20+ Instagram Case Studies From The World's Top Brands"](#)

For additional resources, see the following:

["The Top Instagram Accounts To Follow For Travel, Food, & More"](#)
["The Biggest, Most Popular Instagram Influencers For 2016"](#)

YOUTUBE

YouTube: YouTube was one of the first influencer channels with YouTubers (or “Creators”) drawing attention from brands as early as 2006. For brands, the reach and engagement of each YouTuber’s audience coupled with the platform’s ability to easily include links makes YouTube influencer marketing campaigns effective for both branding and direct-response initiatives.



Lifestyle & Comedy YouTuber
9,800,000 Subscribers



Tech & Men YouTuber
1,500,000 Subscribers



Men & Lifestyle YouTuber
1,700,000 Subscribers

To learn more, visit:

[“Top YouTube Influencers: A Quick Resources Guide \[Part 1\]”](#)
[“10 Ways To Advertise On YouTube \[Infographic\]”](#)

For additional resources, see the following:

[“The 13 Most Popular Types Of YouTube Videos \[Infographic\]”](#)
[“The Top 10 Richest YouTubers”](#)

SNAPCHAT

Snapchat: Snapchat influencers first arose with the release of the Snapchat Stories feature in 2013. Marketers are now beginning to work with top Snapchat influencers on takeovers, product placements and other creative sponsorships to reach untapped audiences, including the elusive 12-18 year old, and communicate directly with fans in a completely new way. Marketers have leveraged Snapchat in particular for its penetration rate among millennials and Gen Z.



SHONDURAS

Comedy Snapchatter



CYRENE Q

Artist Snapchatter



FROM HEAD TO TOE

Beauty Snapchatter

To learn more about marketing with Snapchat influencers, see our infographics:

["The 9 Ways To Advertise On Snapchat \[Infographic\]"](#)

["How To Do A Snapchat Takeover In 6 Steps \[Infographic\]"](#)

For additional resources, check out the following:

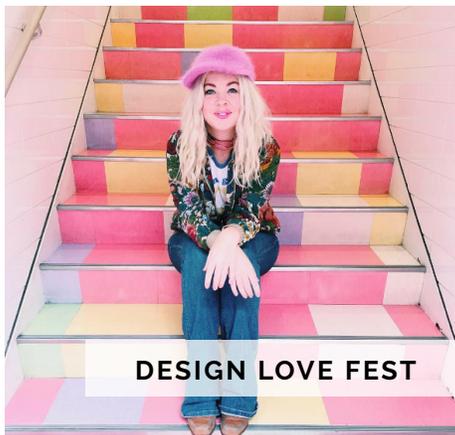
["Understanding Snapchat: Key Terms, Functions, & Features Brands Should Know"](#)

["Snapchat vs. Instagram Stories: Who Wins? \[Infographic\]"](#)

["Is Snapchat Dead As An Influencer Channel?"](#)

BLOGS

Blogs: Blogs were the first influencer marketing channel rising to prominence in early 2000's with brands starting to work with the first category of brand influencers, mommy bloggers not long after. Blogs provide access to an older demographic (25 - 49 yo) and allow for much more turn-key influencer sponsorships because it's a written medium. For brands, partnering with bloggers to create creative sponsored posts not only exposes the sponsoring brand to a blogger's viewership in an authentic and organically-integrated manner, but is also effective at driving sign-ups, website traffic, promotions, and other direct-response based initiatives.



Design & DIY Blogger
2,100,000 Monthly Page Views



Lifestyle & Family Blogger
5,500,000 Monthly Page Views



Lifestyle & Fashion Blogger
2,100,000 Monthly Page Views

To learn more, visit:

["Who Sponsors Blogs? The Biggest Brands Advertising With Bloggers \[Infographic\]"](#)

For additional resources, see the following:

["Crafting The Perfect Influencer Agreement"](#)
["What Is A Lifestyle Blogger?"](#)

FACEBOOK

Facebook: In recent years, influencers from other platforms (YouTube, Instagram, and the now defunct Vine) have built sizable Facebook audiences with Facebook's video and Live video platforms. Since launching their video offerings, Facebook videos have increased nearly 4x across newsfeeds reaching over 8 billion video views in 6 months. Facebook Live videos, watched 3x longer than standard videos, are being used by top influencers and brands to reach and message Facebook's 2 billion users worldwide.



Facebook & Social Media Star
15,800,000 Followers



Facebook & Social Media Star
3,200,000 Followers



Facebook & Social Media Star
12,300,000 Followers

To learn more, visit:

["How Top Brands & Publishers Use Facebook Video & Live Streaming"](#)

For additional resources, check out the following:

["The Top 20 Facebook Stars & Content Creators To Know in 2016"](#)

["The Facebook Video Statistics Everyone Needs To Know"](#)

["The Top 13 Facebook Live Statistics You Should Know"](#)

Musically: Launched in Fall 2014, Musically is a new video app where users can make 15-second music videos with added filters, effects, and subsequently share across social media. Musically, a top downloaded app, presently has 80 million users, a valuation of \$500 million, and is quickly becoming a social media favorite among teens. Certain users (called "musers") have already amassed millions of followers on the social music app and top influencers from all other platforms are quickly adopting Musically too for new, engaging and trending social media content.

EMERGING SOCIAL MEDIA CHANNELS

Since its inception in 2011, Snapchat has quickly become one of the fastest growing social media platforms. With the emergence of Snapchat Stories in Fall 2013, Snapchat evolved from solely a messaging platform to an entertainment and publishing platform. In 2015, brands first started experimenting with Snapchat influencers for branded sponsorships.

In July 2016, Instagram launched Instagram Stories, a direct competitive offering to Snapchat's Stories. Many top social media influencers favor Instagram Stories, choosing to post their Stories content solely on Instagram. Marketers and advertisers also prefer Instagram/Facebook's available marketing metrics and advanced user targeting over Snapchat's.

With the ever-changing nature of social media platforms, we've seen Periscope lose out to Facebook Live and Instagram Live amidst other new players joining the live streaming space. Musical.ly, a new short-video platform, has risen quickly in popularity debuting its own live streaming platform, live.ly, while newcomer Live.me raises \$60 million for its live streaming app.

THE DIFFERENT TYPES OF INFLUENCER MARKETING COMPANIES

3

CHAPTER

CHAPTER 2: THE DIFFERENT TYPES OF INFLUENCER MARKETING COMPANIES

WHAT ARE THE DIFFERENT TYPES OF INFLUENCER MARKETING COMPANIES?

INFLUENCER MARKETING AGENCIES

Influencer Marketing Agencies—agencies dedicated to strategizing and launching successful influencer marketing campaigns for brands with social media influencers.

Examples: Mediakix, Instabrand.

NETWORKS

Networks—multi-channel networks (MCNs), platform-specific networks though primarily refers to YouTube networks. **Examples:** Fullscreen, Maker Studio, Studio71.

INFLUENCER MARKETING PLATFORMS

Influencer Marketing Platforms—online marketplaces where brands can submit campaigns for influencers to evaluate and participate in. Platforms include payment tools. **Examples:** TapInfluence, Izea

INFLUENCER MARKETING TOOLS

Influencer Marketing Tools—software that provides channel data & metrics for one or more social media apps/platforms. **Examples:** OpenSlate, Tubular Labs.

For more information on influencer marketing companies, please see the following resources:

["What Is A YouTube MCN? Definition, Lists, & More"](#)

["What Is An Instagram Influencer Network?"](#)

["The Best Influencer Marketing Tools & Platforms"](#)

WHAT IS AN INFLUENCER MARKETING AGENCY?

For brands interested in launching an influencer marketing campaign, influencer marketing agencies play a vital role in the process by ideating, strategizing, executing, managing, optimizing, and measuring the success of influencer marketing campaigns to the benefit of brands, influencers, and consumers.

Launching an influencer marketing campaign involves many different components from determining target audiences and KPI's to ascertaining the most relevant social media channels to selecting from thousands of influencers to campaign execution, etc. Influencer marketing agencies have a very high degree of specialization, are experts in the field, and understand the nuances of all forms influencer marketing.

Without dedicated internal resources, this process can be overwhelming for brands. Influencer marketing agencies offer managed services to execute some or all of these aspects for clients to help save time, money, and resources. Clients can range from small companies to top global brands to top media and PR agencies.

WHAT DOES AN INFLUENCER MARKETING AGENCY DO?

Influencer marketing agencies partner brands with social media influencers to creatively strategize, execute, and manage marketing campaigns involving paid sponsorships, product placement, and branded content across social media networks and channels.

Influencer marketing agencies typically do not manage talent however maintain healthy, longstanding relationships with social media influencers, their managers, and associated networks. Client-facing influencer marketing agencies are able to orchestrate the best influencer marketing campaigns for brands without the preferential constraints of other influencer marketing entities who exist to service their talent roster.

In addition to a dedicated, client-facing approach, top influencer marketing agencies' experience concepting, launching, and managing hundreds of campaigns provide targeted insight into the best practices, creative strategies, and top performing social media influencers in a variety of categories and target demographics.

THE DIFFERENCE BETWEEN AN INFLUENCER MARKETING AGENCY VS. OTHER AD AGENCIES

Traditionally, brands have worked with media, ad, creative, PR, and digital/social agencies for helping manage their advertising needs. With the growth and importance of influencer marketing, many brands are recognizing influencer marketing as a core, essential marketing channel and thus, allotting annual marketing budgets specifically for influencer marketing. These brands often leverage the expertise of influencer marketing agencies and are adding standalone influencer marketing agencies to their roster of go-to agencies.

In contrast to other agencies, influencer marketing agencies focus solely on executing influencer marketing campaigns and expertly navigating the social media

influencer landscape. Partnering with a dedicated influencer marketing agency ensures brands access to a wealth of industry expertise backed with years of influencer marketing campaign experience.

INFLUENCER MARKETING PLATFORMS VS. INFLUENCER MARKETING AGENCIES

Influencer marketing platforms provide a hub for brands seeking to recruit social media influencers for a campaign. While these platforms create efficiencies in certain aspects of an influencer campaign, they have varied strengths, limitations, and drawbacks. While platforms vary, most provide tools for finding and/or identifying influencers, payment processes, communication, and analytics.

Many influencer marketing platforms launched originally as “offer platforms” (supply-and-demand communities where anyone can post campaign details and solicit participation from interested influencers), but have added to their offerings to include more robust data, analytics, and influencer search and discovery search capabilities.

With both offer and marketplace platforms, influencers must opt into these platforms to participate in campaigns. Medium-size to top influencers typically do not work via platforms because of the high degree of communication and customization for each campaign required that platforms do not allow for. Additionally, brands and clients pay a marketplace fee (up to 20-30% of sponsorship fees) as well as monthly or annual subscription fees to use the marketplace/platform.

Many influencer marketing agencies utilize certain platforms or tools and/or develop internal databases and platforms of their own. While some influencer marketing platforms may provide assistance to brands seeking to develop influencer campaigns, many advertisers opt instead to run and execute campaigns on their own or partner with experienced influencer marketing agencies to create, strategize, execute, and manage campaigns.

For more information, see our resources here:

[“The Best Influencer Marketing Tools, Services, & Platforms”](#)
[“How To Use Influencer Marketing Platforms”](#)

YOUTUBE MCNS VS. YOUTUBE/INFLUENCER MARKETING AGENCIES

YouTube networks (also referred to as multi-channel networks or MCNs) emerged alongside the rise of YouTube content to help YouTube influencers grow their audience, publish content, and secure advertising deals. MCNs typically have

exclusive ad agreements with top YouTube channels and influencers. As such, MCNs have contractual obligations to sell their internal talent/channels to advertisers. This can cause a conflict of interest when working with a brand as the network can be seen as negotiating for itself rather than negotiating on behalf of the brand.

In contrast, influencer marketing agencies strategize and execute campaigns with influencers. They work for the client to achieve the best reach and engagement and negotiate on behalf of the client without obligations to specific influencers. YouTube influencer agencies are able to work with any YouTuber whereas MCNs are limited to the influencers they manage.

HOW TO WORK WITH INFLUENCERS

CHAPTER

CHAPTER 4:

HOW TO WORK WITH INFLUENCERS

The best social media influencers are trusted wholly as tastemakers, and fans incessantly frequent their social media channels to be immersed in their lifestyle and see the latest trends and must-haves. While working with influencers can present brands with many new and viable marketing opportunities, there can be a steep learning curve to brands unfamiliar with the space and the many challenges in creating and setting up processes.

Influencer marketing campaigns are far from turn-key, and there are many different nuanced processes and practices to enable campaigns to succeed. Like the influencers themselves, each campaign initiative can vary in scope, demand, strategy, and execution. As such, successfully working with influencers requires a deep understanding of these best practices in addition to longstanding work experience with a variety of influencers and brands. Here are a few critical processes to note when working with influencers:

THE INFLUENCER MARKETING PROCESS

- I. Influencer Identification
- II. Influencer Outreach
- III. Influencer Agreement
- IV. Influencer Marketing Campaign Best Practices

I. INFLUENCER IDENTIFICATION—CONSIDERATIONS, STRATEGY, & PROCESS

Carefully considering which influencer to work with is tantamount to a successful influencer marketing campaign, as choosing the right social media star can have a substantial effect on the success of a brand's influencer marketing efforts. When working with influencers for campaigns, brands should target influencers whose aesthetic and messaging align with that of the company.

1. Define your target audience
2. Determine your KPIs and budget
3. Determine what platforms
4. Identify your influencers

II. INFLUENCER OUTREACH—4 STEPS TO CREATING A GREAT INFLUENCER OUTREACH STRATEGY

Many social media influencers are inundated daily with dozens of requests from brands in addition to thousands of comments, likes, and messages from fans and followers. Knowing how to successfully contact your selected influencers is a critical

first step in the outreach process. Next, crafting your outreach message properly will help the influencer and/or their management understand the campaign initiative and opportunity at hand.

Due to the recent rise and popularity of influencer marketing, many top influencers now have managers who help handle and field their outreach requests. Working with an experienced and reputable influencer marketing agency helps facilitate this process as these agencies maintain and cultivate longstanding relationships with top influencers and their management.

- 1. Find influencers that fit your brand's messaging and campaign goals**
(as outlined in first step above)
- 2. Reach out to influencer with specific and concise information about working together (budget, brief, etc.)**
- 3. Cultivate a relationship**

III. INFLUENCER AGREEMENT

A well-crafted influencer agreement serves to protect the interests of all parties, define ownership and usage rights of created materials, and clarify campaign expectations.

Outlining campaign expectations and deliverables in a working influencer agreement is the best way to ensure the ensuing partnership is beneficial and well-executed for all parties involved. Influencer agreements can help delineate important elements necessary for successful campaign execution including payment details, third party clearances, photo/image specifications, and proper adherence to Federal Trade Commission (FTC) guidelines.

The prevalence of influencer marketing campaigns improperly executed by high-profile brands and social media influencers has caused the FTC to increasingly monitor branded and sponsored content with influencers in order to ascertain whether or not these campaigns are FTC compliant. Properly drafted influencer agreements are helpful and necessary for not only executing well-performing campaigns but also campaigns that adhere to FTC guidelines.

IV. INFLUENCER MARKETING BEST PRACTICES

We've outlined a few of the best fundamental practices when it comes to creating, executing, and managing influencer marketing campaigns. While these four points will help guide your initial influencer marketing process, realize that every part of process is extremely nuanced and requires a high-level of experience not only working with social media influencers, but also understanding the idiosyncrasies of each social media platform/channel and knowing how to best combine influencers, platforms, and marketing objectives for a successful campaign.

- Define your marketing metrics. Baseline metrics such as CPA and/or CLV from previous marketing initiatives should be taken into consideration when evaluating whether an influencer marketing campaign on specific social media platforms and influencers will be cost effective.
- Understand each social media influencers individual brand and voice by following and engaging with them on social., Review previous brand collaborations and sponsorships prior to working with them on a potential campaign partnership.
- When crafting the campaign, work collaboratively with the social media influencer and allow them to lead with the ideas and creative direction of what may work best with their audience. Content that feels scripted or forced will not go over well with their audience and result in lower views/traffic, lower engagement and/or poor reaction from the audience.
- Be sure to implement tracking measures like tracking links or redemption codes that reflect the marketing metrics and KPIs you desire to monitor.

For more information on best influencer marketing practices, please see the following resources:

Potential Issues, Obstacles, & FTC Considerations With Influencers

Influencer marketing presents brands and marketers with a powerful and effective advertising channel. Because influencer marketing is still such a new and emerging field, there are many areas and processes that are being developed and better elucidated. We've highlighted some challenging areas for brands below.

On Fake Followers, Likes, & Comments:

As more brands realize the benefits of influencer marketing and brand sponsorships become more lucrative for social media influencers, some influencers are purchasing fake followers (or "bots," as these fictitious fans are often called), likes, and comments to skew the perception of how many users will actually see, like, and share their posts. This practice is most common on Instagram.

Because both audience reach and engagement with real-life consumers are crucial to the success of influencer marketing campaigns, working with an influencer who has artificially inflated their visible or "vanity" metrics can result in subpar ROIs and campaign performance. An experienced influencer marketing agency knows how to avoid these types of "influencers."

To learn more about fake followers and how brands can avoid influencers with fake followers, please see our post:

["Why Fake Followers Are A Huge Problem For Brands"](#)
["How To Spot Fake Followers."](#)

On FTC Disclosure Requirements:

As influencer marketing campaigns become more prevalent, the U.S. Federal Trade Commission (FTC) has started to scrutinize influencer marketing initiatives/content much more closely and penalize brands found in violation of advertising regulations.

As stated under Federal Trade Commission (FTC) guidelines, influencer's participating in a sponsorships with brands need to explicitly disclose that content is sponsored by a brand. The FTC provides guidance on disclosure requirements that vary for different types of sponsorships and on different platforms/media. An experienced influencer marketing agency closely monitors any changes in FTC stipulations pertaining to sponsored social media and ensures that influencers comply with the proper guidelines to prevent legal harm to brands.

For more information on FTC guidelines for sponsorships on social media & with influencers, see our resources:

["What Marketers Must Know About Sponsored Posts On Social"](#)
["The 2016 Updated, FTC Endorsement Guidelines \[Infographic\]"](#)

THE DIFFERENT TYPES OF INFLUENCER MARKETING CAMPAIGN TACTICS

5

CHAPTER

CHAPTER 5:

THE DIFFERENT TYPES OF INFLUENCER MARKETING CAMPAIGN TACTICS

To ensure that campaigns are as successful as possible, brands should utilize the tactics that best enable this success. Since there are multiple different platforms/forms of media to work with and several different types of sponsorship, there are many permutations that can be optimized for success.

There are 6 general tactics or categories brands can use when determining an influencer marketing initiative. We've listed these below with recommendations as to when to use each:

1. PRODUCT PLACEMENTS

One of the most popular ways that brands can partner with social media influencers is by developing a product placement campaign, which involves incorporating a company's product or services into content published on the influencer's channel. The influencer will use fun, engaging and informative styles to best showcase a brand or product. Because social media stars have earned the trust of their followers, product placements are an excellent opportunity for brands to gain valuable exposure to millions of engaged consumers who are more likely to buy a product endorsed by their favorite YouTuber, Instagrammer, Viner, or Snapchatter.

2. BRANDED CONTENT

Brands are increasingly partnering with social media influencers to create branded content that is then shared, seeded, and promoted across both brand and influencer channels. As a form of advertising, branded content involves collaborating with influencers to create creative, funny, and/or engaging content that showcases and promotes the brand in line with the brand creative guideline. This often takes the form of a skit, a video series, a short film, a branded segment, etc.

3. CREATIVE INFLUENCER CAMPAIGN

Much like influencer marketing campaigns that revolve around a central theme, creative campaigns give social media stars the freedom to create content that falls within a specific concept or idea. Because this type of campaign allows the digital influencer to interpret themes as best suited to each influencer's audience, creative campaigns are typically well-received, authentic, and well-integrated. As such, creative campaigns often result in increased levels of engagement (in the form of likes, comments, audience participation, and social sharing).

4. THEME/HASHTAG CAMPAIGNS

Focusing each influencer marketing campaign around a central theme or hashtag is a great way for brands to create campaign momentum, build cohesion with other facets of the campaign running on other social media platforms, and encourage consumers to get involved by using a brand's hashtag through user-generated content (UGC). Developing and implementing an influencer marketing campaign around a memorable and unique branded hashtag is one of the best ways brands can facilitate a genuine social conversation, increase brand exposure (especially if the hashtag happens to go viral), and encourage audiences to partake by sharing and tagging their own user-generated content.

5. CONTESTS, GIVEAWAYS, SWEEPSTAKES

Hosting social media contests (e.g. giveaways, sweepstakes, contests, and event activations) can generate buzz about a brand, foster goodwill among consumers, and inspire social media users to take a specific action (i.e. following the brand channel or increasing company exposure by using branded hashtags). By partnering with social media influencers through these types of tactics, brands can leverage the influence and reach of each digital star to drive engagement with the contest or giveaway.

6. CAMPAIGN TO BUILD SOCIAL FOLLOWERS

To build the number of followers on their own social media brand channels, companies often collaborate with social media influencers to expose new audiences to a brand's social media accounts. Takeovers, which involve a social media influencer "taking over" a brand's Snapchat or Instagram account for a set period of time, is one of the most effective ways for businesses to reach thousands or millions of new followers and organically grow their own follower base. As detailed above, giveaways can also be used to build social followers.

MEASURING INFLUENCER MARKETING CAMPAIGNS



CHAPTER

CHAPTER 6: MEASURING INFLUENCER MARKETING CAMPAIGNS

Accurately assessing the outcome and performance of your influencer marketing campaigns begins with a clear set of objectives based on the goals of the campaign. Once these business objectives and goals are clearly defined, determine the measurable metrics or KPI's (e.g. increase of social followers, number of brand mentions or branded hashtags) you'll use to track the success of your campaign.

The following are typical KPIs brands use to determine the success of either branding or direct response-based influencer marketing campaigns:

- Click-through-rate (CTR)
- Sales/Conversions
- Impressions/Reach
- Site visits/Traffic
- Email/Newsletter registrations or sign-ups
- New social media followers
- Social engagement
- Social sharing
- Cost per impression (CPM)
- Average order value
- Cost per acquisition (CPA)
- Customer lifetime value (CLV)

For an in-depth look at each of these metrics and how best to measure influencer marketing campaigns, please see our resources

["How To Measure Influencer Marketing Campaigns"](#)

["4 Steps To Measuring Social Media Influencer Performance."](#)

WHAT LIES AHEAD FOR INFLUENCER MARKETING?

CHAPTER

CHAPTER 7: WHAT LIES AHEAD FOR INFLUENCER MARKETING?

Just in the last year and a half, influencer marketing interest and popularity has skyrocketed ten-fold. In just a few short years, influencer marketing has quickly developed from simple one-off sponsorships and shoutouts on individual social platforms to long term, cross-platform brand collaborations involving several social media influencers that rival the effectiveness of even the best traditional forms of advertising. Brands are allocating increasingly larger segments of their budget and tying influencer initiatives to larger cross channel advertising spends.

The decline of time spent on TV (many key demographics are “cord-cutters” or even “cord-nevers”) coupled with significant time spent on social media and the marked increase of ad blocking usage has precluded many of the traditional TV and digital marketing means. As viewership dwindles across TV and billions of dollars spent on digital ads go unseen, top social media influencer channels and personalities are boasting viewership and subscriber counts that rival or supersede entire TV networks and shows.

The massive magnetic appeal of top social media influencers has given rise to entirely new companies, entities, tools, and services designed to help brands successfully navigate and market in an increasingly digital and social landscape. The developmental nature of social media apps, networks, and channels in addition to the emergence of new features or entire platforms ensures that the influencer marketing space and industry will continuously evolve. It's becoming more and more critical that brands engage with and develop an influencer marketing strategy either independently or through the expertise of an influencer marketing company.

**Contact us today for a free consultation on
how we can leverage influencer marketing to
reach millions and drive ROI for your brand.**

Thank you,
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CEO & Founder
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APPENDIX

(additional resources)

WHITE PAPERS:

[10 Things To Know About Influencer Marketing](#)
[The 2016 CMO's Guide For Influencer Marketing](#)

INFOGRAPHICS:

[The 10-Step Roadmap For Influencer Marketing Campaigns](#)
[Should Brands Pay Influencers? A Paid vs. Unpaid Comparison](#)
[The Biggest Influencer Marketing Statistics For 2016](#)
[The Updated 2016 FTC Social Media Guidelines For Sponsored Posts](#)
[9 Ways To Advertise On Snapchat](#)
[10 Ways To Advertise On YouTube](#)
[13 Most Popular Types Of YouTube Videos](#)
[How To Do A Snapchat Takeover In 6 Steps](#)

CASE STUDIES:

[How Brands Marketed At Coachella 2016](#)
[20+ Instagram Case Studies From The World's Best Brands](#)
[Target's "Cat & Jack" Instagram Campaign](#)
[How Daniel Wellington Dominates Instagram](#)
[Hawaii's #LetHawaiiHappen Tourism Campaign](#)
[How Airlines Are Partnering With Social Media Influencers](#)
[Squarespace](#)
[Audible](#)
[Chloe](#)
[Chanel](#)
[Sonic](#)
[LG](#)
[Samsung](#)