



# your guide

## TO INFLUENCER MARKETING



### WHAT IS INFLUENCER MARKETING?

An influencer is someone who inspires others to take interest or action. Influencer marketing is a collaboration between a brand and an influencer on social media. These partnerships are designed to build and increase awareness, engagement, donations, membership and more. Successful influencer marketing campaigns require solid planning and a deep understanding of your target audience and marketing objectives.

### NOW IS THE TIME TO WORK WITH INFLUENCERS.

- Consumers regularly buy and engage with brands through social media platforms, and so do donors.
- Brands seek and attain customer attention by producing appealing and entertaining digital content.
- Staying ahead of digital changes and trends is vital to avoid being left behind.
- Creative and media are becoming one. Telling the right story, in the right place, to the right people.
- Face-to-face fundraising continues to scale back as work-from-home is here to stay.
- Consumers require multiple touchpoints with a brand to convert. User-generated content amplified by performance marketing, delivers the best of both strategies.



# your campaign

## INFLUENCER CHECKLIST

### SET YOUR BUDGET



Behind every successful influencer marketing campaign is a well-planned budget.

Influencer fees vary drastically and are based on the type of influencer, their reach and engagement, the platform used, type of content requested, usage rights and more.

Identify how much you want to set aside for influencer fees and an agency fee, should you choose to have help with managing your campaign from start to finish.

### DEFINE YOUR GOALS

An influencer marketing campaign can be a great way to establish brand identity and get a feel for how your customers perceive your brand.

- Build brand awareness and strengthen brand image?
- Increase social engagement and interactions?
- Improve conversions?
- Gain customer insight and data?



Need to clarify your goals? We can help!

### IDENTIFY YOUR AUDIENCE



Properly identifying and segmenting your audience can determine the effectiveness and success of an influencer campaign.

Depending on your organization's target personas or ideal donor, group target audiences by demographics, psychographics or preferred channel.

We can help determine the right audience to achieve your goals.

# OUTLINE YOUR CAMPAIGN



Streamline your influencer marketing by creating a standard outline and process for relationships and campaigns.

Clearly outline the following:

- Strategy to get the most out of your campaign
- Campaign objectives
- Call to action
- Expectations
- Guidelines
- Platform type and deliverables

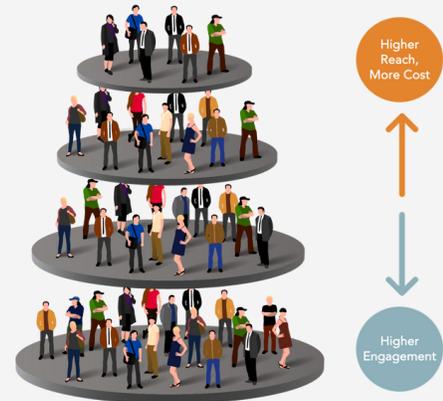
# FIND YOUR INFLUENCERS

Types of Influencers:

- Nano: 1K-10K followers
- Micro: 1K-100K followers
- Macro: 100K-1M followers
- Mega/Celebrities: 1M-5M followers

Considerations:

- Does the influencer audience match your target audience for the campaign?
- Is the influencer content consistent with your brand and goals?
- Are the influencer engagement rates consistent with campaign KPIs?



# PUBLISH CONTENT



Once you've found your ideal influencers, and created compelling content, all that's left to do is promote your new partnership and generate some buzz. Publishing time!

Reshare influencer content on your own social media channels during the campaign and including repurposing user-generated content (UGC) within your overall digital strategy.

# TRACK YOUR SUCCESS

Measuring the effectiveness of influencer marketing needs close analysis and data gathering.

It's critical to track the performance of a client and influencer partnership to understand the return on investment. Dive into metrics such as web traffic, engagement, conversions, or any other metrics important to success of the campaign.



## Reach & Awareness

Track impression data that collects demographic, age, & gender data.



## Audience Growth

New names & data collected through social media & email list tracking.



## Engagement

Track likes, shares, clicks, comments, views, & more.



## Conversions

Track new gifts, email signups, Bitly links, & more



# contact us

WE CAN HELP YOU GET STARTED TODAY!

## GIVEfluentia<sup>SM</sup>



There is a lot to consider when building an influencer marketing campaign to find your next generation of donors.

Our team powered by the GIVEfluentia platform provides a turnkey service from concept to measurement. Contact us today to learn more.



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# YOUR MISSION. OUR PURPOSE.