What is Influencer Marketing?

Your Ultimate Influencer Marketing Guide

TALKWALKER.COM
Introduction.

No matter what industry you cover, or what style of marketing you choose, at some point, someone will have considered using a social media influencer marketing strategy to promote your brand.

It’s a fundamental way for your business to interact and integrate with consumers. And according to a Tomoson Report, it’s very profitable too. With businesses making on average $6.50 for every $1 spent on Influencer Marketing.

It really is making a huge impact on business.

In June 2000, ASOS was established as a UK fashion retailer. Today, they sell over 80,000 products around the world.

Their innovative marketing, incorporating influencers such as the ASOS Insiders, has paid off bigtime. They now have over 20 million social media followers, and in the last 12 months received over 1.4 billion product views.

With influencer marketing, the sky’s the limit. But how exactly do you build social influence into your marketing strategy? And what are the pitfalls to avoid?

This ultimate guide will cover everything you need to know about influencer marketing, from campaign concept, right through to completion and analysis.

Detractor Alert!

What’s the opposite of an influencer? A brand detractor. They’re the consumers that want to drive traffic away from, not to, your brand. The information in this guide can also be used to detect and counteract them. Look out for Detractor Alerts for these tips.
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Every time you go online, you’ll interact with influencers. Whether you’re watching a video from your favorite YouTube vlogger, picking up recipes from a chef on Pinterest, or reading the latest Facebook story about your favorite celebrity, you’re engaging with an influencer.

These are the people who are at the forefront of social trends. They could be innovators, who create new ideas, concepts or content, that grabs the attention of social media on a regular basis. Or early adopters. Those that discover trends before anyone else, and invigorate them with their own creativity, spreading them further into the social medium.

Influencers have their finger on the internet’s pulse, and social media users listen to them.

Marketers should also be listening. According to a Marketing Dive study, 41% of marketing professionals have seen more success in influencer campaigns, than traditional advertising. That’s the type of results you want. But what type of influencer do you need?
The 3 Types of Influencers

Generally, when the industry talks about influencers, they categorize them into 3 levels based on their potential reach. For ease, they’ve been ranked the same here as...

The Celebs

These are the biggest players and probably a brand within their own right. They’re TV and movie actors, sports and music stars, and social media masters, with around 1 million plus followers.

The Execs

These are your macro level influencers. Here, you’ll find journalists, bloggers, industry experts and other content creators, with between 10,000 to 1 million followers.

The Everyday

This is the lowest level of social media influencers, but there are more of them than the other two levels combined. With 500 to 10,000 followers, they could be your employees or even vocal customers. You can include your day-to-day consumers in this category too, encouraging them to generate content for you. User-Generated Content can work well for influencer marketing.

Detractor Alert!

Don’t just worry about Celebrity Detractors. Although they have a larger reach, it will be the Everyday Detractors who have more engagement with their audience, and when working together, could have a bigger impact on your brand.

However, reach is only one of the aspects you should consider when defining your potential influencer.
Influencer Aspects

Reach
This is simply how many potential people your influencer talks to, whether that’s followers or subscribers. But a great reach doesn’t always mean a great result.

Imagine standing in a city with a megaphone, and shouting your message at people. Yes, you’re going to reach a lot of people, but you’d engage with them more if you talked to them face to face.

Engagement
This is the flipside to reach. It is how much interaction you gain from your audience. And it is becoming more important than reach when considering influencers.

Engagement comes in two forms. Passive engagement is usually the bare minimum of what a reader can do; clicking a like or retweet button. It doesn’t mean they have actually fully absorbed the content message.

While active engagement is when someone has taken the time to read the content and add to the conversation around it. These are the people who are generating ideas about the message and will more likely engage with it further.

What type of engagement you receive depends on the audience.

Audience
Who is your influencer talking to on a regular basis? Is it a wide audience that has a general interest in what is said, or a smaller, more specific group, who are focused on a niche subject the influencer works in?

This will be key to how far your message travels. A niche audience tends to be more connected within their industry and will help promote the content further. However, it probably won’t escape the social bubble it was created in, and therefore will reach fewer people.

When choosing your social influencer, consider who or what is relevant to your audience.
Recognizability

It’s vital to consider your influencer’s recognizability, especially within their market. Traditionally, you’d imagine an A-list celebrity would be more recognizable. And in a wider market, they probably would be.

But in a more niche market, an industry blogger or speaker may gain more recognition from their audience.

The same can be said for younger markets. YouTube vloggers and the like could actually be more recognizable than your A-listers, and therefore be more relevant.

Creativity

There are two types of influencer, the creator (who innovates trends) and the disseminator (who adopts them).

A creator will be followed for their creativity. Their audience will appreciate their originality, and interact with it in a more in-depth way.

While a disseminator is someone that shares ideas, and you would expect their audience to simply do the same.
Which Type of Influencer is Right for You?

Well, that depends on what you’re expecting from your campaign (there’s more on that later), but it’s worth remembering that increasing your reach, will compromise on your engagement.

Whether you focus on Reach or Engagement will have an impact on your message diffusion.
Why Your Message Diffusion Matters

It’s worth considering how a message travels, to help you decide the type of influencer you want to use. That’s why your potential message diffusion is important.

Imagine your content on a globe. Every time it is shared, it travels a bit further across that map. And a bit further. And a bit further. But, because it’s social media, it can travel in multiple directions at once. A tweet in San Francisco could send your message all across America, while a blog post in London engages it with young mothers, as a Facebook post in Beijing helps it make headlines.

That’s the message diffusion. Your post passing from one media stream again and again, until it saturates the market. You can see more about message diffusion here.

When it comes to influencers, their aspects will impact on how your message diffuses. A larger reach means your content could potentially travel further, while more engagement means it’s more likely to be encouraged on its way by other users.

The influencer’s audience will also make a difference. If they have a strong engagement with a specific market, your message is likely to infuse deeply into that audience, but not much out of it. Yet, if your influencer has a wider audience that engages with different demographics, your message can spread further (though maybe not as densely).
Other Things to Consider

Each influencer type has pros and cons. According to a recent study from Carat, YouTube influencers (Execs) are 4 times more effective than Celebs at driving brand familiarity. Yet Celebs are still better at driving recall (84% vs. 73%).

The celebrity market is also much smaller, so your choice of personality is more limited and more expensive. Your budget will be a key aspect of what type of social media influencer you can work with.
Influencer Marketing Examples

To give you an idea of what can be done with the 3 types of influencer, dotted throughout the guide are Influencer Inspiration cards.

**Diageo and Their Brands Were Trending Over Christmas 2016**

**Brand:** Diageo  
**Industry:** Whisky Distillery  
**Influencer:** Celeb – Nick Offerman  
**Campaign:** How do you make malt whisky relevant to a younger market? You take cult actor Nick Offerman (Parks and Recreation) and place him in front of a fireplace. [For 45 minutes](https://www.youtube.com/watch?v=dQw4w9WgXcQ), the obscure product placement and distinct character style of Offerman meant the video went viral with over 3 million views to date. The campaign gained them 17,000 YouTube subscribers and 840 million media impressions to date.

These influencer marketing examples should give you some idea on how to effectively integrate an influencer into your brand. They include some relevant marketing statistics too, to demonstrate how impactful an influencer marketing strategy can be.

It’d also be beneficial for you to check out some of the influencers currently making an impact on digital marketing.
Social media should be a major aspect of your marketing strategy. It’s the modern-day word of mouth, and consumers are putting more and more trust into it.

According to Hubspot, 71% of consumers are more likely to make a purchase when referred by social media. And 92% would trust an influencer over a brand when making a purchasing decision. Traditional advertising no longer has the clout it used to, and that’s where social media influencers come in.

**Detractor Alert!**

While consumers are more likely to trust a brand based on peer reviews, the inverse is the same. Only 14% would consider using a brand with a 1 or 2 star rating.

An influencer will have an established and engaged following. You can benefit from this in 3 ways…
Product Placement

Many influencers use product reviews or ‘how-tos’ as part of their content. Therefore, their audience is already prepared to hear product placement messages, and will more likely accept the influencer’s opinions of products as fact.

This is perfect if you want to improve your brand engagement or sentiment, though is more suitable for Everyday or Exec level influencers.

Brand Endorsement

Many influencers have built up such a following, that they have almost become a brand in themselves. A brand which has a lot of integrity that their audience trusts. Something that your brand can buy into.

Try this if you want to build a more trusted image of your business as a whole. It’s mainly for the Celeb level influencers.

Content Creation

Often, an influencer has made their career from their content. It’s their originality and creativity that makes them stand out, and their audience follows them for this.

If you want to get creative with your brand and demonstrate your products in a different way, this is what you want. It’s less about promotion, but more about creating original content that the brand’s audience can engage with. It’s this type of content that will often go viral.

You could use this to create new content for your own social media streams, but you’d miss engaging the influencer’s established audience. (Although, you’d expect some cross-promotion from their streams).

The 3 Whats

A simple way to remember this is the 3 ‘Whats’. Your social media influencer campaign will either be about What they Say (Product Placement), What they Mean (Brand Endorsement) or What they Do (Content Creation).
Great. You’ve realized that influencer marketing is right for you.

Now what?

Well, before you jump into finding your influencer, it’s best to consider the two key areas of every marketing campaign. ‘Who are you talking to?’, and ‘What do you want them to do?’
Who is Your Marketing Audience?

You probably have a strong idea already who your brand audience is. But now is the time to dig deeper.

Look at who your audience is interacting with. Check your shares and retweets to see who are your most active sharers. And check who your competition is targeting too.

Influencer marketing is especially effective in attracting younger demographics, so consider this if it’s an area you’d like to reach.

At this stage, it’d be beneficial to set up some free Talkwalker Alerts. Use them to track your brand, your competitors’ brand, some key industry trends, and any social media influencers already on your radar. This’ll give you an idea of who’s talking about you and your industry at any one time.

Detractor Alert!

You also want to know what your detractors are saying too. Talkwalker Alerts can also help track if your brand has received any negative stories. You can then reach out and resolve any issues before they spread online.
What Response are you Expecting?

This is the ultimate goal of your campaign and should underlie every decision you make going forward. Unless you have a clear, tangible expectation, then you won’t know where to direct your influencer, or how to measure whether the campaign was a success.

Create clear, measurable goals that you want to achieve, rather than ambivalent ones. You don’t just want to promote X product. You want 10,000 sales of it. Some vanity metrics like post likes will improve brand awareness, but they won’t make sales. Or help you justify an influencer marketing cost to your boss.
What You Need to Know About Your Potential Influencer

Now you know exactly what you want to achieve, from which audience, you can start defining the influencer that you want to use for your campaign. Here are a few things to consider:

Reach & Engagement

How many people is your influencer reaching? And how much active engagement do they drive? Is your potential audience not just liking, but interacting with the content they’re creating?

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<th>Influencer Name</th>
<th>Number of Posts</th>
<th>Sentiment</th>
<th>Reach</th>
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<th>Engagement</th>
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<td>5K</td>
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<td>11</td>
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<td>3.2%</td>
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When Analyzing Most Influential Authors for ‘Thor Ragnarok’ ©Jedi_Jill Generated Almost the Same Engagement as @ComicBookNOW, Despite Having Significantly Lower Reach
Compatibility

Just because an influencer has a large audience, it doesn’t mean they’ll be an audience susceptible to your brand. How compatible are you really?

Personality

Not all social media influencers are followed for being likable. They could be rebels, pranksters, or controversy creators. Would these traits hinder (or benefit) your campaign?

Sentiment

What do people think of your influencer? Look at the engagement they generate and see if it’s generally positive or negative to the influencer. There are some personalities that people love to hate.
Media Impact

Which media does the influencer post on? Do you want someone more image focused (from Instagram or Pinterest), or more capable of sharing technical stories (Blogger)? Remember, each channel has its own benefits and pitfalls.

Honesty

Some influencers pride themselves on giving very frank reviews. (Hence their increased consumer trust). Would this suit your marketing campaign? Would you want an influencer to discuss your brand’s weaknesses as well as strengths?

Brand Affinity

If your influencer has interacted with your brand before, how informative were they? And how complimentary or critical? Does your potential audience consider them a person to listen to?

Brand Loyalty

Is your influencer loyal to your brand? Ideally, you want to build a long-term relationship, so look at influencers that will engage with your brand frequently. The last thing you want is someone who engages with you one week, and then your competitor the next.
It’s not a complete list, but it can help you get a better understanding of who your influencer will be. Remember, consider your audience at all times.

What Was Trending at the Oscars? Note the Keywords for the Campaign: “YouTubers” & “The Rest”
At this point, you should have a clear picture of what qualities your ideal influencer should have, and a full understanding of how they will impact your current (or future) audience.

But how can you find the influencer you're looking for? The internet is a big place to search, but here are a few ways to find the right influencer for you.
Read the Blogs

The first step would be to do an online search of your topic. Search for your industry, keyword, product, or message, and the word 'blog,' to find the blogs more likely to be clicked on. Then get reading. Look for influential posters, but also who they’re linking to, and who is engaging with them. After a while, you should start to get the feeling who is a creator and who is a disseminator.

Look at the Hashtags

You can also do the same with #hashtags. Search for any you feel might be relevant, to find the most prevalent people talking about them on Twitter, Pinterest, and Instagram. You can also find popular hashtags for any topic with Talkwalker Free Social Search.

Check out the Competition

It’s always worth keeping one eye on what your competitors are doing. Although, you certainly don’t want to copy. Look at who is engaging with their brands on social media, and check out any blogs or articles that link to them.

If they’ve done any influencer campaigns recently, see which professions they worked with. You could either look for people in a similar area or look for someone in an opposing industry, to reach an alternative target market. Link

Up with LinkedIn

LinkedIn is made for networking. So network. Just use a keyword or relevant phrase search as you would in Google, and you should find plenty of people that are engaging with your market.

Search Your Own Social Media Interaction

Who is most engaged with you on social media? Don’t just look at one stream, but see who is interacting with you across multiple networks. And don’t just look for passive likes or shares. Find people that are actively engaging with your content and helping drive it further.
Or, Just Use the Talkwalker Tool to Find Influencers

That is a lot of time-consuming work, and even after all that, you still could be missing out on the perfect influencer for you. So, cheat, and follow the **Simple 3 Step Process for Finding the Perfect Influencer** using Talkwalker. Seriously, it will save you a lot of time. And will give you more confidence that the influencer you’ve chosen is exactly who you need.

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**Detractor Alert!**

Could your ideal influencer be a current detractor? Whilst some detractors are just troublemakers, engaged critics (people that offer intelligent criticism and reasonable resolutions) could be your ideal target. Think, if you can persuade a detractor how awesome your brand is, people will be more trusting of any future reviews they give.
Now we’re cooking.

So far, you’ve found the perfect social media influencer and you know what they’re going to do for your audience. We’re almost at the fun bit: the content creation.

But first, you need to persuade your chosen influencer to work with you.
How to Approach an Influencer

This could be the make or break of your campaign idea. But if you approach your influencer the correct way, then there’s a much better chance of them jumping on board and starting a long-term business relationship with you.

Be Professional

Just because your chosen influencer has a more brash or relaxed persona online, don’t assume they’re the same offline. Approach your social media influencer as you would any other provider; in a professional manner at all times.

Don’t Overreach

It’d be nice to get the likes of Selena Gomez (The 2nd most followed Instagrammer in the world, behind Instagram themselves) in every campaign that you do, but honestly, is your brand big enough for them to react with? Most Celeb influencers will receive pitches every day and can afford to work only with the biggest names. Maybe look more at the Exec influencer level instead.

Like Them First

Samantha Kelly, @Tweetinggoddess, says you should engage initially “either by retweeting one of our tweets or commenting on our tweets...Build a relationship with us first.” Likes, follows, and retweets are an influencer’s lifeblood, so demonstrate you admire their content by engaging with it first. Your relationship should be mutual right from the start, so it’s beneficial for you to make the first move. It might encourage the influencer to organically interact with your brand too.
Everyone Likes Freebies

Another way to encourage organic engagement would be to send the potential influencer some free examples. There’s no guarantee they will react to them online, but it’ll help improve your brand awareness in their mind and promote your future relationship.

Send a Pitch

Now’s the time to actually contact your influencer. Try to find an email, and send them a clear pitch, just like you would a client. After all, you’re selling them your brand. Ensure it’s bespoke to them, and acknowledge them as a professional. Give them a feel of what you’d expect from the campaign, but don’t go into too much depth.

Be Patient

Finally, you wait. Your pitch may be your biggest priority, but it won’t be for your potential influencer. Maybe follow them up after a few weeks, but don’t harass them. Bear in mind, you may have to scrap your initial plan and start again if they say no, or don’t reply.
How to Brief an Influencer

Once your influencer agrees to work with you, it’s time to brief them on the most important elements you want from your campaign. The trick is providing the right amount of information. Don’t bore with too much, but also, don’t miss out any key info. To save time, we’ve provided a free Influencer Brief Template, that’ll ensure you include all your key info. Download yours now, then see below for how to complete it.

Our Company

Provide a summary of your company. Don’t be too detailed, but also don’t assume they know you already. Include your core brand guidelines.

Our Product

Detail the key product(s) you want to discuss. Don’t try to incorporate your entire catalog into one campaign. Focus on the key benefits of the product(s), or negatives you’d like to counteract.

More Details

Include any links, reviews or other product advertising.
What we like
Share any successful campaigns you’ve run in the past. Also, include other campaigns run by competitors, or your chosen influencer, that you enjoyed.

Concept
Share your ideas with your influencer. Don’t give them too many constraints. This is more as inspiration. You want to let your social media influencer to do their job.

Aims
What do you want to achieve? Think back to the goals that you set at the start.

Key Messages
What are the key elements you want your audience to remember? Include any keywords, straplines or #hashtags.

Preferred Outlet
Which social media outlet would you like your campaign run on? Remember the influencer’s established audiences when considering this (i.e. if they are more Twitter-focused, don’t ask them to mainly promote on YouTube).

Posts
Tell your influencer how many branded messages you’re expecting now, not after the campaign. They’ll want to ensure they meet your expectations, so if this is a KPI, let them know.

Conception
How long has the social media influencer got to create the content? Will there be a conception meeting at any point for them to confirm their ideas with you?

Air Date
When do you want the campaign to go live?
Other Media

If this will be part of a multimedia campaign, what other elements will you be producing and when will they go live?

Key Contact

Provide a contact to liaise with the influencer throughout the campaign. Consider any staff holidays or other commitments that may arise.

**Brand:** Nissan

**Industry:** Motor

**Influencer:** Various

**Campaign:** A great example of a company that has fully embraced an influencer marketing strategy. With 4 influencer specialists in-house, they can manage multiple campaigns at once, and achieve better results than traditional campaigns. (This campaign received only 470,000 views, compared to 63 million views of the equivalent video from UNILAD).
How Much Should You Pay Your Influencer?

This is going to come up at some point, so it’s best to cover it now. Sadly, there’s no right or wrong answer.

You can have a look at some of the influencer rate cards available online (Influence.co has a great interactive one for Instagram), to get a better idea of what to pay. It’s down to each individual influencer to decide what payment they want, though you should certainly expect Celebs to be the most expensive, followed by Execs and Everyday.

If the social media influencer requests a payment that’s outside your budget, try negotiating. Or see if they are willing to provide content in exchange for product.
Finally. You’ve put in the hard work, and your influencer is promoting your brand just as you briefed. Now you have the most complicated part of the campaign, but also the most important.

It’s time to analyze your results.
Analyze Right from the Start

Okay. You shouldn’t expect overnight results from your campaign. A social media influencer’s role is making a social impact, ingraining their messages into their audience over time. This will be the same for your brand.

However, if you monitor results right from the beginning, you can see what is working, and amplify it further. This goes back to the message diffusion we discussed earlier.

Use the Talkwalker virality map to see how your campaign message diffuses across the world, as it happens. You can see which blogs, sites, news stories, tweets or posts are sharing your content, and which of those are being shared significantly too.

Watch Your Influencer Campaign Spread - As it Happens

When you find a source that is generating more shares than others, you can help it along the way, either by promoting it yourself or getting your influencer to interact with it. At this point, look for any major disseminators. They could be an influencer for your next campaign.

You can also see how the content travels around the world, and which territories you’re missing. If there’s a key region that’s not being hit, you can either re-strategize with your influencer to see how you can engage with it, or bring more relevant influencers from that area into your campaign.
Post Campaign Tracking

*Remember those campaign goals that you set? This is where you discover if you achieved them. After all, they were the destination you were heading for, so it’s good to see if you’ve reached it.*

We’ve covered social listening strategies for influencer marketing in this free report. If you’ve not read it before, get it now.

Further Reading

Influencer Marketing: 3 Social Listening Strategies For Luxury Brands

Here’s a brief idea of what to cover. Just remember, though you had a specific aim in mind, don’t underestimate the impact you have made elsewhere. Product sales may have been your ultimate goals, but the campaign could have impacted on other areas of your social media too. You can also look at...

Brand Reach

Check all the networks, not just the medium you focused on. Look at page likes, Twitter followers, YouTube subscribers and more, to see if your brand audience has grown across your streams. It’s also worth checking blogs for unique visitors too.

Views

Your audience isn’t just the people that follow you, but the people that follow them as well. Remember, every user could be an Everyday influencer, and if they share a message, it’ll spread even further.

Consider views, reaches, and impressions to see how wide reaching your message got.
Engagement

You’re not just interested in who saw your message, but who interacted with it. Reading is one thing, but engaging is something else. For this, you need to look at Post Likes, Comments, and such like to see how much of your audience is engaging.

Sentiment

Analyzing how your audience feels about a campaign is practically impossible to measure without social data analysis. However, you can get a basic understanding of your brand’s sentiment using the Talkwalker Free Social Search.

Or, if you’d like a more detailed more at what to analyze, check out The Complete Guide to Social Media Analytics.
Now you should have a full understanding of how to use influencers in your marketing strategy. But don’t assume it’s all going to be cookies and rainbows. There’s plenty of blunders you can make along the way.
The Risks…and How to Avoid Them

Remember those campaign goals that you set? This is where you discover if you achieved them. After all, they were the destination you were heading for, so it’s good to see if you’ve reached it.

Influencer Honesty

While the vast majority of influencers are hardworking and dedicated people, like in any other industry, you may come across a few less-honest ones that rely on misleading tactics to drive clicks and traffic.

You can monitor multiple clicks from a source with Click Fraud Detection software. This should help you decide if it’s your social media influencer or their audience that’s clicking with you.

Reliability

Not all influencers are as business-focused as you. They may be good at what they do, but many won’t be used to integrating their work into an outside environment. Therefore, don’t always expect a 9-to-5 mindset as you would from an employee or freelancer.

You can prevent this by thoroughly vetting your influencer right from the start. An agency might help, but see if they’ve worked with brands on a similar scale before.

Also, communication is key to the whole project. Make sure you set deadlines in the briefing stage and liaise with your influencer regularly to ensure they’re hit. A gentle reminder now and then should help keep your project on track.
Negative Impact

Not everything will be smooth sailing. Expect to get at least some negative feedback from your consumers at some point. But as long as you're prepared, it shouldn't have too much impact on your campaign. Though even brands like Pepsi can get unexpected negative results.

If you're not certain what sentiment will arise from an influencer campaign, start off small. Test your ideas with an Everyday influencer, and if it doesn't go well, you will only have reached several thousand consumers at most. If it’s a-okay, you can scale the campaign up.

Again, communication will be key here too. Don’t leave your influencer to tackle issues alone. Make sure they know where to escalate problems if they arise, and then tackle them together.

Almond Breeze Engaged Nearly 34 Thousand People with Recipes in H2 2017
Common Influencer Marketing Mistakes

If you’ve followed this guide so far, you should avoid the more common social media influencer mistakes. But it’s worth keeping an eye out for these...

Not Doing Your Research

Don’t skip out on the initial steps. Know your goal. Know your audience. And know your influencer. The last thing you want is controversy caused by linking the wrong influencer with your brands.

Not Knowing the Law

Now, this is a complicated one. As the influencer market grows, it’s attracting more and more scrutiny from advertising authorities around the world, in the US, UK, and Germany.

Make sure you keep up to date with the latest rules and get your legal team involved in any social media influencer campaigns you engage in.

Most importantly, ensure you enact clarity at all times. The biggest issues have come from consumers feeling misled about the professional relationship between a company and an influencer. Be clear in all your messages that there is a link, and that often means using more than just the #ad.

Using an Influencer to Counteract Bad PR

This is the same as pushing them under a bus. PR issues should only be handled by a professional, as your influencer will not be able to handle the flack. It could cause serious damage to both the influencer’s brand and yours. Simply put, don’t do it.
Criticizing an Influencer

“The worst thing to do is say something negative about (an influencer),” Samantha Kelly, The Tweeting Goddess, says. “We will find out! People are always watching and social media world is actually quite small so I get messages with screenshots all the time.” Think before you post or write anything about an influencer that may be seen as being negative. The last thing you want to do is create a Detractor.

Restricting your Influencer

Remember, you’re not just hiring your influencer for who they are, but for what they do too. Don’t constrain them. Take another look at your brief before you send it over. If it looks as precise as the one you’d write for your own social marketing team, then you’re holding your influencer back. You need to give them everything they need to make the campaign work, and that includes creative freedom.

Detractor Alert!

Don’t let your influencer turn into a detractor. Make sure you nourish the relationship, both during the campaign and afterwards. An influencer who feels cheated or disregarded could cause your brand significant problems.

Not Seeing the Smaller Picture

It’s easy to think that Celebs are your most important social media influencer, but don’t forget that the Everyday influencers have their benefits too. Try to think outside the box, and not only can you make your campaign more impactful, but you may save on your budgeting too. Your Everyday influencers can make a difference, even if they’re only an intern.

What a Difference a Day Makes - #AskEddie Trended on Twitter
Although some people believe influencer marketing is a fad, it looks like it’s going to be around for some time at least. Especially, since recent research from Stanford Graduate School of Education demonstrates students are more susceptible to sponsored content than first thought.

However, there are some changes ahead you need to know.
There Will be More Regulation

As noted earlier, expect further legal regulation from various advertising bodies, as they race to catch up with the influencer trend.

Expect More Exec and Everyday Influencers

Gil Eyal, @gileyal, the founder of HYPR, said “More than 90% of posts are made by influencers with less than 1 million followers. This number was around 60% in the beginning of 2016.” This is worth considering for your future campaigns, with these influencers becoming more effective than ever before.

Improved Authenticity

The industry is changing fast, and so are consumers. As they catch-on to the financial relationship between brands and influencers, they’re becoming more authenticity savvy too. You’ll need to work harder to find the right influencer that integrates believably with your brand.

Rising Costs

As marketers are getting savvier about the benefits of social media influencer marketing, so are the influencers. They’re getting a better idea of the impact they have on your marketing strategies, and therefore, expecting a bigger bite of your budget. The UK has already seen a rise in influencer costs, and you should expect that trend to continue worldwide in the coming years.
Stay ahead of the game, and make your influencer marketing strategy easier with some great marketing tools.
Buzzstream
Can be used to find and manage influencer contacts found through your favorite content sites.

GroupHigh
A powerful search tool, to help you find bloggers from over 15 million blogs worldwide.

ClickCease
For click fraud detection and protection.

Inkybee
Scours the web to find relevant blog content for you.

Contactually
Helps manage your influencer contacts with a smart CRM system.

Discover.ly
A Chrome browser extension that lets you see a content provider’s information from social networks as you browse.

ContactOut
To help you find the contact details of influencers from their social profiles.

IMA
A leading agency for sourcing influencers.

Talkwalker
The #1 social media analytics tool.
Hopefully, this guide helped you understand the social marketing trend that everyone’s talking about.

One last tip. Remember, influencer marketing is really about people. Not just those you are dealing with, but those you are reaching. You need to always consider them in your campaign, so they will consider you. Influencer marketing is not a quick-fix solution, but a long-term strategy to build long-lasting relationships.

Now, go out there and be the next influencer marketing wonder. If you have any questions or some great social media influencer tips of your own, please get in touch. Or, if you’d like to get a free demo on how Talkwalker can help your influencer marketing strategy, just click.
Impact starts here.

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