

Influencer Marketing 101: A Tip Sheet for PR Pros

Are we on the verge of the golden age of influencer marketing? Considering the industry is estimated to be worth of \$15 billion dollars by 2022, all (dollar) signs point to “yes.” We’ve compiled some tips, facts and stats that you can use to build momentum as you ride the growing wave of influencer marketing — or even if you’re just getting involved (don’t worry, it’s not too late to hop on).



Know your influencer type

As the influencer marketing industry continues to grow, more and more subcategories of influencers are being defined. While celebrity influencers with millions of followers continue to be used in marketing campaigns, brands are turning to micro and even nanoinfluencers to reach more targeted, niche audiences.



Use influencer marketing tools, apps and agencies

As the influencer marketing industry grows, knowing how to take advantage of it or where to begin can quickly get overwhelming. Fortunately there are now a slew of companies, agencies and apps that simplify the process of finding the right influencers to connect with, creating effective campaigns around them and measuring the results of your efforts.



Figure out what type of influencer is right for your brand or a particular campaign

A macro influencer (100k-500k followers) may have a larger following and higher quality content, but their engagement rate is likely lower than a micro-influencer (5k-100k followers). Nanoinfluencers (sub 5k following) obviously have a much smaller following than the aforementioned groups, but can be used very effectively for targeting specific audiences.



Plan your influencer marketing campaigns the same way you would any marketing campaign

You have a content calendar. You plan out and publish your social media posts with a digital tool. Your event marketing is scheduled months in advance. Take this same approach with influencer marketing. Plan different influencer campaigns at appropriate times of the year or company milestones (think holidays, product launches, partnership announcements, or pop culture events like the Oscars or Super Bowl).



Set goals for what you want out of your influencer marketing campaigns and initiatives

Are you trying to create more brand awareness? Are you looking to drive sales? The more clearly you can define your goals, the more you can hone in on the influencer type and strategy that is right for your organization.



Pitching influencers has become an important facet of influencer marketing

How you connect with the influencers you want to work with and pitch them on a partnership is going to set the stage for the whole relationship. More and more marketing organizations are turning to databases and pitching tools similar to those seen in media to pitch influencers.



Decide how you are going to measure ROI from an influencer marketing campaign

Be specific about what you want to accomplish from an influencer campaign. For most marketing organizations, driving sales is the top goal of current influencer campaigns. Hitting other important goals, such as creating brand awareness and developing customer loyalty, can be the result of a successful influencer campaign as well (even though these metrics can be difficult to measure).



The general public is relying more and more on influencers to make purchasing decisions

Increasingly, the general public is looking to influencers when it comes to making their purchasing decisions. In many cases, influencers have just as much (or more) sway on buying decisions as friends and family. A photography influencer with a loyal audience, for example, is going to have a big impact on driving sales when a major camera company taps them to do a review for a new release.



Content demand is increasing and bringing influencer demand along with it

The demand for content continues to rise as more of our world plugs in to the digital space. This surge in demand for content and entertainment sees influencers in a good situation. With so many channels and creative approaches to connecting with audiences, brands are taking notice and formulating influencer strategies of their own.



Fostering long-term relationships with influencers is an effective strategy

While enlisting the services of an influencer for one campaign can yield good results, more and more credibility is being lent to finding influencers who are a fan of your brand and working with them in an “always-on” capacity. Think of these influencers as ambassadors of your brand who showcase your products year-round.



Track the metrics of your Influencer campaigns

Whether your goal is as straightforward as direct sales or something broader, have a system in place for tracking the metrics of any given influencer marketing campaign. Use a software tool to look at the impressions, engagement, and clicks that your influencers are generating through their efforts.



Be aware of the [FTC's influencer marketing guidelines](#)

According to Influencer Marketing Hub “only 14% of influencers were compliant with FTC guidelines.” As the industry continues to skyrocket, expect the FTC to crack down more on the influencers and brands that ignore the requirements set forth.



Vet your influencers ahead of time

Make sure the influencers you choose to represent your brand align with your brand's mission and values. A good influencer platform can erase the headache of trying to find and vet influencers organically. Make sure the terms of the partnership with the influencer are straightforward and contractually sound.

