

A woman is shown from the chest up, holding a black smartphone with both hands. She is wearing a light-colored shirt with thin vertical stripes. The image is overlaid with a semi-transparent pink filter. The title text is in white, bold, uppercase letters. A horizontal white line is positioned below the title.

# 10 THINGS TO MEASURE AND CONSIDER WHEN WORKING WITH INFLUENCERS

HUDSON LEE

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**CLICK ABOVE AND SKIP TO A SPECIFIC SECTION!**

Whether it's a free event, a paid promotion, or a product giveaway, one of the first obstacles that businesses will have to overcome is budget. If there is a budget but very little time, working with one of the many influencer agencies might be the right move for the campaign. However, if there is no budget-perhaps you're giving away a free ticket to an event-you'll likely have to find a work-around to find the solution.

There are two key things to note when wrangling a budget and negotiating with influencers. Many will include GST in their overall price so if you're working with a strict budget, let them know that you cannot exceed the amount quoted. The second noteworthy budget item is the deliverables; we usually like to provide an itemized list of the asks from the client for the influencer and let them price it out from there. That way, we all know what we are expected to bring to the table.



## PRO TIP:

If you're trying to get a higher budget for the event, consider other costs that can be covered by having an influencer. Continue reading to find out the added value an influencer can bring.

# SPHERE OF INFLUENCE

## #02

As probably one of the single most difficult things to quantify with influencer marketing, assessing a tastemakers' sphere of influence is difficult without some seriously powerful tools. However, with some simple equations, business owners and marketers can calculate their engagement rate. And with some work, we can ensure that the influencer hasn't bought a majority of their followers, checking their following list on Instagram is relatively easy to do, and 99% of bots are even easier to spot. Although one or two suspected bots shouldn't scare you off, if the influencer seems to have disproportionately low or inconsistent levels of engagement, this could be a red flag.



### PRO TIP:

Ask for media kits and compare their statistics. Look for analytics and an audience profile; the top influencers know their numbers.

# INFLUENCER VS. ADVERTISING

## #03

What does it cost for professional-level videography and photography of your business' products or services? The answer is a lot. And not just monetarily either. The time it can take to source a professional filmmaker or photographer can add up, let alone the time it can take to get through post-production.

Influencer campaigns can help eliminate this. Most of the time, influencers have additional skills like photography, event planning or videography, or they have a specific team that they trust to shoot their content. And most importantly, the influencer knows what will capture the attention of their audience and what types of content will help mobilize them.

By negotiating an exclusive rights to use their images or video for your company in the contract, then you have not only saved yourself the cost and hassle of sourcing a camera person yourself, but also increased your chance of bringing in paying customers to your business.





An influencer's audience is essential. As mentioned, they are the authority, and they know what will work and resonate with their audience.

For example, if a car dealership is looking to build exposure for their fleet of vehicles, they might not seem to work with a lifestyle influencer. But, if that influencer has an audience of predominantly business people and trade workers, then perhaps it makes sense for them to build awareness with that specific influencer. Just because they are known for a particular vertical, doesn't mean they cannot help with the right campaign.



### PRO TIP:

Keep your plans flexible early on. Share your ideas and ask the influencer about their audience and what will engage them. Then restructure your plan with that information in mind for maximum campaign effectiveness.

# COLLECT MEDIA KITS AND COMPARE

## #05

When pitching influencers ahead of a campaign, one of the first things that a brand will receive—or should be proactive in asking for—is a media kit.

A good media kit will not just be aesthetically stunning, it should contain vital information such as the influencers' audience demographics, who they have partnered with previously, and some high-level statistics on click-through rates and average audience follow through—preferably with real life case studies or examples.

Beyond just the statistics, the best media kits have ways to explain the options available to brands on how they can partner with the influencer and the subjects that are of interest to the influencer and their audience.

Finally, the influencer media kit should contain their baseline fees for working with brands. Understanding their baseline fees sheds light on the influencer's basic expectation when it comes to remuneration. It allows a brand to reflect on what is of the highest cost and adjust their proposal to the influencer, increasing the chance of an accepted pitch.



# DO YOU WORK WELL TOGETHER?

## #06

The adage “you have to kiss many frogs to meet your prince (or princess)” is quite apt and applicable to influencer marketing.

The Jelly Marketing team has met with hundreds of influencers, some that were perfect for the campaign, but many were not. It’s not a slight on the influencers who didn’t make the grade. It just wasn’t the right campaign for their audience.

Very rarely is it a case of not “gelling” with the tastemaker. But, it does happen. In one such meeting, the influencer came to the meeting and demanded to know our roster of clients before we had even exchanged pleasantries. Not a good start, especially if we were looking to work with this authority on a regular basis.

### PRO TIP:

Meet over a coffee to discuss your goals with influencers that you’d like to work with and see if you can work with them. Often with influencers a good partnership is based on a good relationship. We’ll discuss later how having that connection will allow you to get past their agent too.





# CONFLICTING BRAND PROMOTION

#07

There's not a lot worse than a collaboration between a brand and an influencer that is not a natural fit. The content won't resonate well with the audience, and it can look negatively upon both the influencers, and the brand's image.

For example, Lexus recently ran the Lexus Masterclass event with some of Vancouver's top influencers. The tour took the voices of authority to some of the hottest spots in the Lower Mainland, including a helicopter tour and The Liberty Distillery. Unfortunately, Lexus had forgotten that it probably shouldn't be promoting driving while under the influence, with many influencers proudly displaying themselves consuming and then getting behind the wheel to drive to their next location.

## PRO TIP:

Think about the big picture and ensure that all aspects of your campaign are not sending the wrong message to viewers and potential customers.



# MICRO-INFLUENCERS VS. MACRO-INFLUENCERS

## #08

Choosing whether to collaborate with a handful of micro influencers or one of the larger influencers ultimately depends on the campaign. For example, if the goal was to increase public awareness of a stress-reducing service, it would make more sense to specifically target influencers who lead stress-filled lives. In this case, a brand would likely see more return on investment targeting Mommy Bloggers and business influencers.

But, if the goal was to pitch a new protein bar, it would likely make more sense to target celebrity-level influencers in the personal health and fitness sector. In Vancouver, that would be the likes of Dai Manuel, Cam Lee Yoga, or The Quad Father.

### PROS AND CONS OF A MICRO-INFLUENCER

#### PROS

- They are normal people and are more relatable to their audience
- Generally, micro-influencers have more affordable rates
- Can be easier to work with directly

#### CONS

- Have limited time because they are usually working themselves
- Can be willing to say yes to things that aren't as good of a fit for others
- Micro-influencers have a limited reach

### PROS AND CONS OF A MACRO-INFLUENCER

#### PROS

- Adds credibility to a brand
- Can cast a wide net
- Has a "cool" factor

#### CONS

- Hiring a celebrity influencer will cost more
- The dream influencer could be contractually held by a non-compete clause
- Less creative control
- Audiences can be global and not location-specific
- Engagement rates can be less than micro-influencers

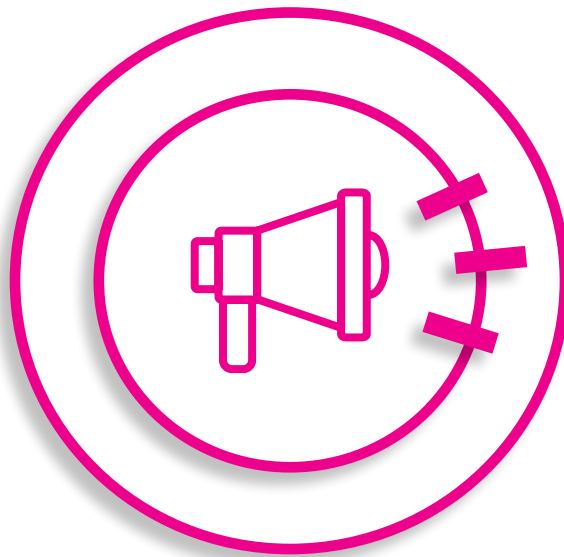
# INDIVIDUAL PITCH VS. INFLUENCER AGENCY

#09

Ultimately, deciding whether to use an influencer agency, like Sociable Society, or pitching individual influencers will be determined by money as almost all influencer agencies require payment for their clients.

If you're looking for a CONTRA deal or are hosting an influencer event that is not paid, an agency will likely reject your request outright, although occasionally the agent will forward on a request directly to the influencer if it seems that you have a pre-existing relationship with the person you want to collaborate with.

However, if you're looking to pay an influencer to cover your service, product, or event, influencer agencies can provide a number of benefits.



# LENGTH OF CAMPAIGN

# #10

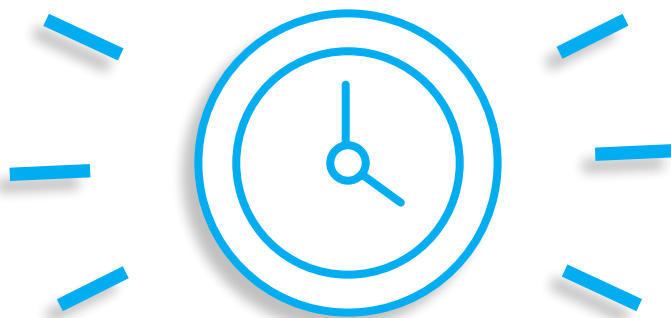
Influencer marketing is all about building relationships. Not just the influencer to consumer relationship, but also your brand's relationship with the influencer.

Try to think long-term when determining the influencer or influencers that you want to work with. Building in a regular campaign, whether it is annually, bi-annually, or even monthly, allows the audience to learn more about your brand while adding credibility to your collaboration by showing that the campaign isn't just an attempt at swooping in and taking advantage of the influencer's audience.

For the Health and Wellness industry, a continuous bi-monthly influencer campaign makes sense as they are a great way to continually remain in the public's eye-while not dominating your entire budget-so that you can diversify the range of tactics that your annual marketing budget goes towards.

From professional content to extending a brand's audience reach, there are many benefits to influencer marketing. And when you work out the additional headaches a collaboration can cure, it's clear that working with an authoritative voice is more cost-effective. Allowing you to ensure that your brand is reaping the maximum return on investment possible.

For more information on how influencer collaborations can help with your marketing goals, contact the Jelly Marketing team.



# APPENDIX – PR TOOLS AND SERVICES



## INFLUENCER MARKETING HUB

Their Instagram Money Calculator allows you to calculate your estimated earnings from your Instagram account if you believe you are an influencer. Based on your engagement and number of followers, influencers can determine their earnings potential.



## TRAACKR

Traackr powers influencer marketing programs for global brands across the globe. From discovery to management and measurement to insights, their platform enables organizations to optimize, scale and coordinate strategic influencer marketing programs.



## CISION

Cision is a media database that helps Public Relations Professionals connect with the right media. Influencers can leverage incoming opportunities by ensuring their blog is featured on Cision's platform.



## KLEAR

An influencer search engine, Klear helps brands find influencers in any category and location in the world across Instagram, Twitter, Youtube and Blogs with using their Influencer Marketing Software.

# APPENDIX – PR TOOLS AND SERVICES



## #PAID

The #Paid platform is where “creators” (not influencers) connect with brands to engage with audiences in a meaningful way.



## HYPEAUDITOR

The platform is a fraud-detection system for Instagram. The platform analyzes Instagram accounts for fake followers and likes to help brands protect themselves from fraudulent accounts.



## GROUPTHIGH

GroupHigh is an essential marketing tool for any content-minded marketer looking to build relationships with influencers. The platform helps marketers find blogs, influencers, content, and build reports.



## SHOP AND SHOUT

A marketplace that connects micro-influencers with brands, Shop and Shout simplifies the exchange for social exposure, simple.



## THE SOCIABLE SOCIETY

A progressive influencer agency, The Sociable Society works with influencers across North America to bridge the gap for brands looking to connect with influencers.



# ABOUT THE AUTHOR

## HUDSON LEE

ACCOUNT MANAGER  
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Hudson's rich background in the world of social media management and public relations has enabled her to build winning partnerships with local and national influencers to help brands reach new audiences. Through working with brands like The Joseph Richard Group and Grimm's Fine Foods, Hudson develops Influencer Marketing campaigns that build brand credibility and notoriety, while ultimately working to drive sales and increase brand recognition.

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