



How to Give your Sales a Kick with

# Influencer Marketing



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A Complete Guide for E-Commerce

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E-commerce  
**nation**

**REECH**

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# Introduction



Today's population is constantly exposed to rising numbers of advertisements. This rise provokes a natural rejection of all publicity, which is quickly becoming less and less effective, especially among younger generations.

Generation Y has a particular relationship with the digital world. They have grown up with internet and new technologies are a big part of their everyday lives.

From this relationship they have developed new ways of communicating: they communicate and purchase on social networks via mobile devices, something that previous generations were shy to adopt. This generation expects communication to be immediate while entertaining and unique at the same time.

In this ecosystem, influencers built communities around curated slice-of-life content in their particular niches. These influencers fostered real relationships with their respective communities; these relationships were akin to celebrities who interacted in real time with their communities.

This is where influencer marketing enters the game. This marketing strategy allows brands to use the help of influencers (with communities that are relevant to their target markets) to promote their products or services.

*Influencers have so much power that they can either build or crash a brand's reputation in seconds!*

Influencer marketing is the new form of word-of-mouth. All marketers know the power of a good review provided from one individual to another.

By leveraging this word-of-mouth power with the size and influence of an influencer's community, this method of marketing can be effective while subtle.

In this e-book you will learn not only how to implement your own influencer marketing campaign, but also how to collaborate with influencers to create powerful content that will reach your target audience.

# How Influencer Marketing holds up against other Digital Channels

Social media influencers and bloggers can encourage an important part of the population to either like or dislike something:

90% of Consumers trust **Peer Reviews** from their social circles vs 33% who trust regular ads.

In fact, 75% of millennials are frequent readers of social media reviews (mostly videos) and use them in their purchase decision.

Nearly half of customers are discovering new products on social media. These same customers are likely to use services like Adblock to block adverts. Digital ads are falling at a staggering rate and it doesn't seem to be slowing.

So how do you get your ads in front of customers who systematically block them?

**43% of customers have discovered a product on social media.**

On the other side of the screen, 62% of brands and agencies used influencer marketing campaigns in 2016 to complement their traditional marketing strategy.

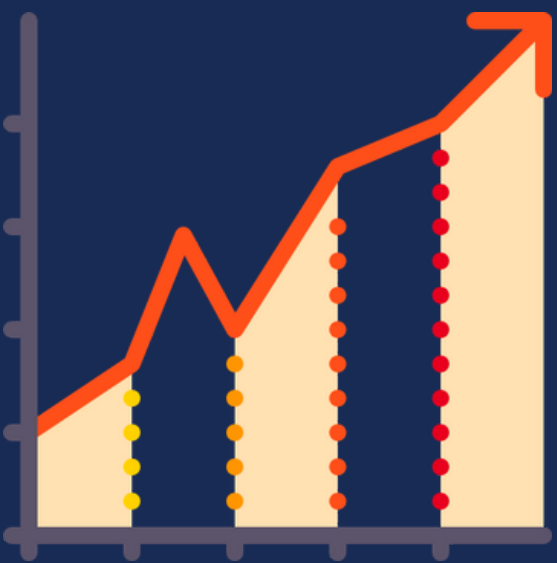
3/4 of these brands and agencies consider influencer marketing effective for finding new customers and reinforcing customer loyalty. 88% of marketers said that those partnerships have a real impact on improving brand awareness, and 93% estimate that it can definitely help new brands build their reputations online.



# How Influencer Marketing Holds up against other Digital Channels: ROI

When evaluating the success of any campaign, the first thing you would probably measure is the monetary return on investment. If implemented correctly, influencer marketing can have a great ROI: the average ROI for an influencer marketing campaign is a bit more than \$10 for every \$1 invested, according to e-Marketer. In fact, influencer and email marketing are the top two types of campaigns that are most cost-effective digital customer acquisition channels according to marketers.

In order to monitor the number of sales, you can use affiliate links in your strategy, so that you can track which sales have been generated directly from participating influencers. You will also be able to monitor the number of clicks to your online store and the average order value. We'll touch more on this later.



Which complementary ROI you decide to calculate will then highly depend on the objectives you want to achieve. Of course, increasing sales is usually the number one priority when it comes to return on investment, but an effective influencer marketing campaign can also be a great way to:



Penetrate new markets



Increase brand popularity, visibility, & credibility

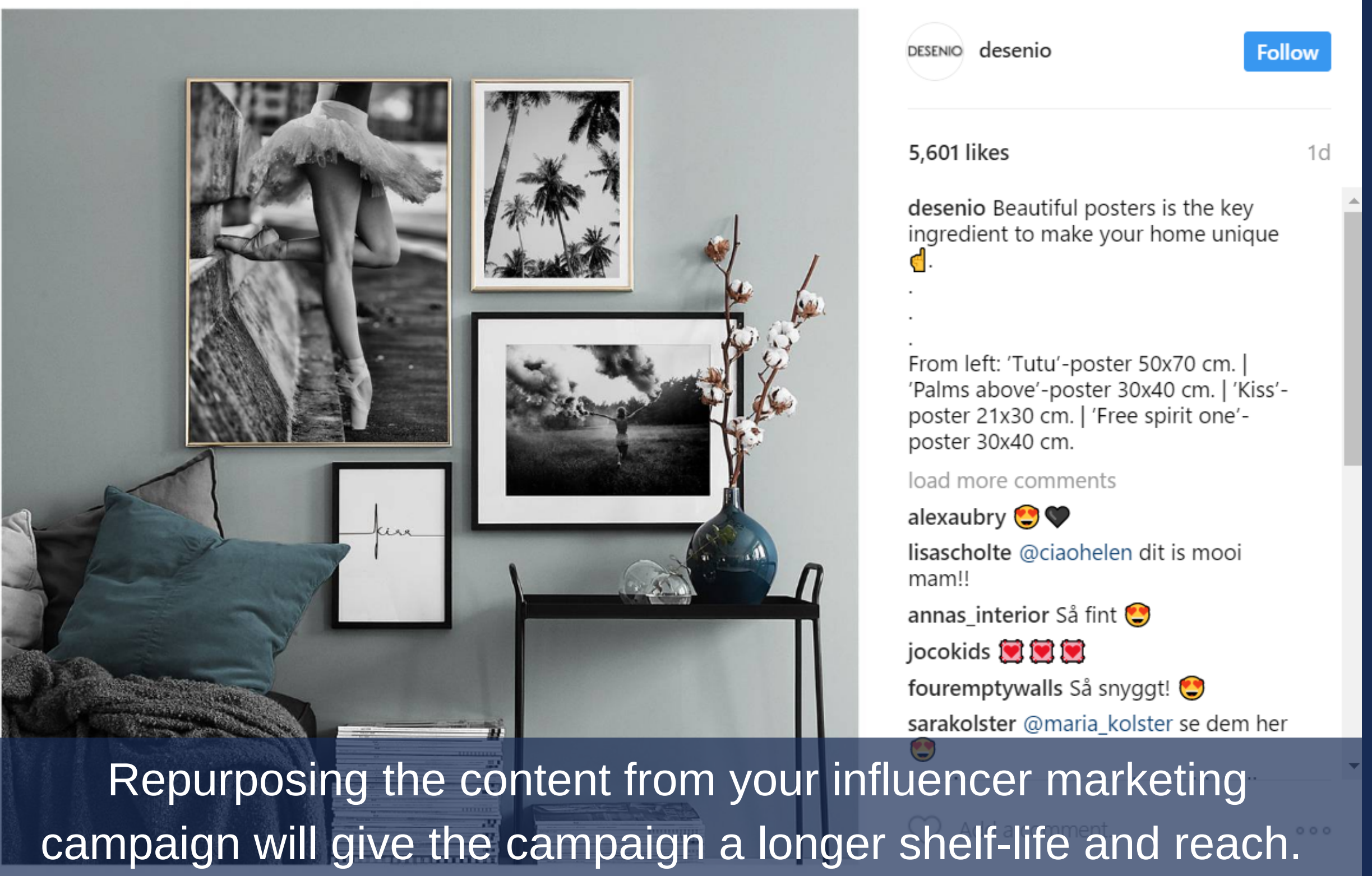


Bring more traffic to your site



Create valuable content & increase your site value

# How Influencer Marketing Holds up against other Digital Channels: ROI



If your objective is to increase your visibility, then the ROI to consider is the number of new potential customers who have discovered your brand directly from the campaign. If engagement is your goal, then you need to measure the cost-per-engagement (CPE).

These metrics are more of a long-term measurement because engagement (represented by each pin, like, share, and so on) will allow you to monitor the way consumers really feel about your brand.

If what you want is content generation, it can be much more cost-effective to give the task to an influencer, rather than paying for a whole photo shoot for example. Plus the content will be shared to thousands of potential customers, making the content itself a great ROI for your brand. Using this content in your email communication will also allow you to get a higher rate of engagement.



# How to plan your Influencer Marketing Campaign



## 1 Define your Influencer Campaign Goals

Influencer marketing is great for a plethora of different goals. Whether you're looking for brand awareness or revenue, influencers have the power to sell without selling. But in order for your campaign to be successful, you need to set objectives for what you want to achieve.

Figure out what is measurable: are you going for engagement, visibility, or are you shooting for actual sales? Put a plan into action based on what you can and plan to measure.

Once you have a clear understanding of your goals for the campaign, you can begin to define your strategy for attaining these goals. With this strategy, you need to define what platform you want to attack and what kind of influencer would be best for your campaign. Are you going to go for a visual campaign or are your goals more aligned to a video or blog campaign? Understanding which platforms will work best for your campaign goals is crucial to each step of the process. We'll get more into this a bit later.



# How to Plan your Influencer Marketing Campaign

## 2 Study the Competition

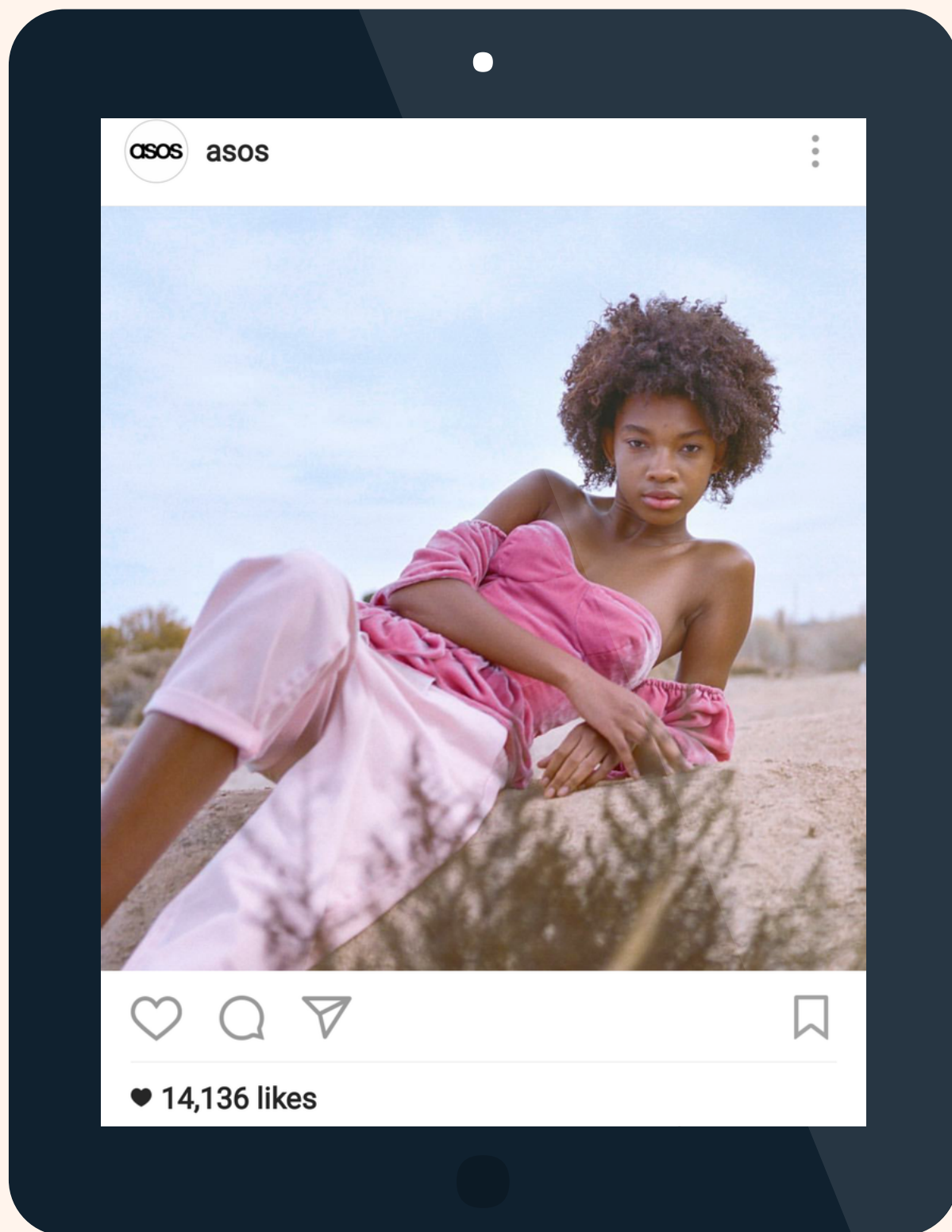
Influencer marketing is developing quickly and can be found across many different channels. There are plenty of past successful (and failed) campaign examples out there, so take some time to explore them in detail. You obviously need to be different than your competition in order to stand out, but you can still observe the influencer marketing campaigns that have had great results and use them for inspiration.

The universal rule? What worked for them might work for me too.





# How to Plan your Influencer Marketing Campaign



For example, if you are a fashion brand, you definitely want to have a look at the influencer marketing campaign designed by ASOS called “ASOS Insiders.” The world-wide fashion retailer repurposes user-generated content and built an ambassador program that fashion influencers must apply to for participation.

You want your campaign to engage people, so proposing participation from the outside via user generated content is a great idea. Or you can ask the influencers of your choice to participate in your marketing decision process, since they are going to be a part of it and already know their own audience's preferences.

Every brand has its own goal: you need to determine yours and then observe what others do. There's always the possibility of consulting influencer marketing solutions, which will help you with the definition of the right strategy to adopt that will work best for your business and goals.

# How to Plan your Influencer Marketing Campaign

## 3 How to Create an Audience Persona

One of the first things to do when launching an effective influencer marketing campaign is defining your audience persona.

Defining an audience persona means that you need to gather criteria that represent your typical customer. This typically includes basic demographic data like gender, age, income, employment, location, education, and etc. These criteria can be anything you think would be relevant depending on your niche.



You can start with accessible tools like social networks, and if you can afford it, feel free to create surveys through email campaigns or even create focus groups.

The more you will know about your audience, the more accurate your influencer marketing campaign will be, and your brand will be able to earn their trust. The audience persona definition stage will help you visualize the audience of your potential influencer partner, and what their needs are.

You will then be able to make your choice among the numerous influencers and define your communication strategy.



# How to Choose the best Influencer for your Campaign



Who are Influencers?



We consider someone an influencer in their field once they have more than 1000 followers on any one social network.

## Demographics:

50%



19-30 years old

38%



> 30 years old

10%



> 40 years old

## Top Domains



Lifestyle



Beauty



Fashion

## Top Platforms



Instagram



Facebook



Blogs



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# How to Choose the best Influencer

## 1 How to find Influencers for your Target Audience

Finding the perfect influencer can be tricky.

You can definitely do it on your own if you have the time and the patience. Start by using hashtags on Twitter or Instagram that are related to your field and see which accounts post frequently on these keywords. From there, you can look into each of these top accounts to check their follower base and rate of engagement.



### What to look for:

- Hashtags based on your business, for example if you sell home improvement items, try #DIY
- Narrow down your list of potential partners by those who have significant audiences and who post regularly
- Use social analytics tools (like Klout) to check their ranking and ratio. For example, you'll want to look at their **engagement vs. followers** ratio.



## How to Choose the best Influencer

There are also platforms specifically dedicated to doing this work for you. They typically connect companies and influencers that correspond well to each other. These platforms are excellent for those who need to get their campaigns going quickly, and want to make absolutely sure that they're in contact with the perfect influencer for their campaign goals.

However, getting the right influencers for your company isn't just about the biggest following or whether or not the price is right:



*The best influencer relationship is genuine, meaning that the influencer feels pride in representing your company and will be more sincere in recommending you to his or her community.*

# How to Choose the best Influencer

## 2 Which Influencer best fits your brand image?

When determining which influencer will work with your brand, don't forget to choose someone that shares the same values. Sharing the same values is important as the influencer is more likely to transmit the right message to the audience. As values are not something you can detect at a glance, it can take time to determine the values of a potential influencer partner. A great way to figure out what kind of values your influencer holds is to look through their post history:

- **How do they interact with their followers?**
- **How do they handle negative feedback and trolls?**
- **What does their post history look like (note: check every platform, not just the one you want to use)?**
- **Does their image coincide with your brand and company?**



These are important questions to ask yourself to better understand your campaign goals. Getting the right influencer isn't just about getting your product in front of the largest number of eyes, but also about building a brand image with these audiences.

**Be sure to check your influencer's history online.  
The absolute last thing you want out of this  
campaign is a PR disaster.**

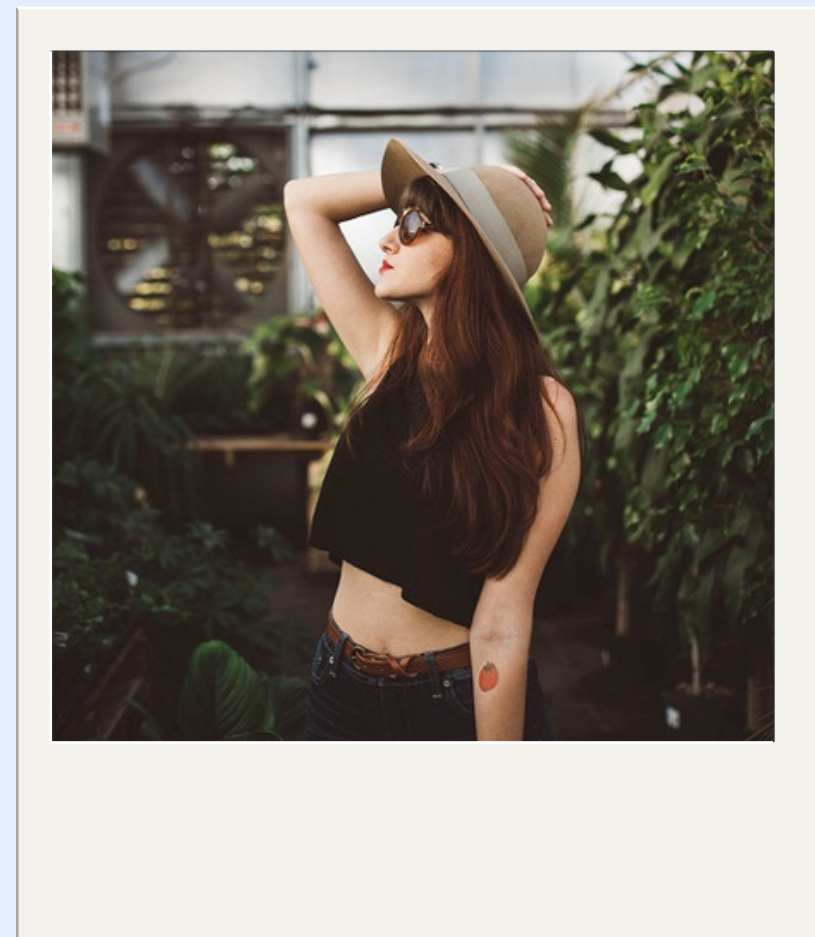


# How to Choose the best Influencer

## 3 Why Bigger Reach isn't Necessarily Better Reach

*Are Star Influencers really what I need?*

When starting your influencer marketing campaign, your main objectives are to increase your visibility and audience, and you want it to happen quickly. Chances are you will first think about partnering with the biggest and the best influencers to get maximum reach. That's a completely natural thought process- after all, you want the most visibility as humanly possible, right?



However, this may not be the best way to think about it. Going for the star influencer isn't necessarily the most efficient strategy. Considering that 50% of star influencers' followers are inactive (meaning they haven't published at all, or at least not the last 45 days), your message might not be shared the way you would have expected from someone with hundreds of thousands of followers.



The most important aspect of your influencer marketing campaign isn't necessarily the number of followers that your influencer has, but the quality of those followers. If someone has 100K followers, and 50% of those followers are inactive, or worse, bots, your campaign will go nowhere.

# How to Choose the best Influencer

## *Why choose a Power-Middle Influencer?*



A "Power Middle" influencer has less than 150K Followers

Studies show that power-middle influencers are more engaged (only 35% of their followers are inactive, vs 50% of star influencers)



Power-middle influencers tend to be followed by other power-middle influencers who will also share your content with their audiences

There can be a better price to engagement ratio in for your budget



Regardless of whether or not you want to go for the influencer that has the biggest audience and reach, or several smaller power-middle influencers for budgeting, the size of the influencer's audience is not necessarily the most important aspect to consider.



# How to Choose the best Influencer

## 4 6 Criteria you should check before selecting an influencer



### 1. Social Media Presence

What is the social presence of your influencer? How do they conduct themselves with their followers?



### 2. Review Accuracy

It's important to see what kind of reviews they leave and whether or not they're honest. A genuine review is better than a glowing one.



### 3. Community Size

While community size may not be the only thing to consider, it's certainly a huge factor in choosing the right influencer.



### 4. Publishing Consistency

Especially for certain platforms, consistency is everything. Someone who posts sporadically won't have the same level of engagement.



### 5. Media Popularity

How does your influencer's work translate to other platforms? Do others recognize that they are an influencer?



### 6. Engagement Rate

Most importantly, how much engagement does your influencer have and is it proportional to the size of their following?

# How to Choose the best Influencer

## 5 What Influencers are in your Target Market?

When choosing an influencer for your campaign, finding the best one for your target market is crucial for success. Not all platforms are created equally, and understanding where your target spends the most time will help you find your influencer.

Millennials are real aficionados of visual content like photos and videos. Chances are, the most successful platforms you will want to target will be Instagram or Youtube. Snapchat will be more appropriate for the 16-25 year old segment.

Each channel can be used depending on the goal of your campaign. Understanding where your audience spends their time and what type of content works best on those channels will help you decide which will be best for your campaign.

Sorting by network type:



Blogs are great for contributing to visibility with well-established SEO and search ranking. This works especially well in the B2B market.



Pinterest works really well for content that is tutorial based in nature. This channel combines the DIY Youtube aspect with Instagram's aesthetic.



There's no denying the power of a great video- which is shown to foster engagement. Youtube is great for DIY content and reaching millennials.



Instagram's forte is centered around visual content. Eye-popping gorgeous photos & videos are perfect for this network, which is great for millennials.



Snapchat is most popular with 16-25 year-olds for their rapid photo and video chats. This should be used periodically for event communication.

# How to Choose the best Influencer

## 6 How to get in touch with Influencers

### *Direct Messaging*

**There's always the direct approach:** you contact the influencer on the platform that they've mastered. However, understand that if someone is one of the biggest fashion Instagram influencers in the world, they're probably inundated with messages and requests.



Most of the time, you will be able to contact them directly with a private message, though they may not be able to respond. Influencers usually receive quite a few offers: about 1 to 3 offers per week on average. In fact, only 26% of influencers respond to every offer, which can be discouraging.



Typically, influencers will be on a few different platforms, even if they are specialized on one or two social networks. If you don't get a response to your first message, try reaching out on other channels. Twitter works particularly well for this, as it's more direct and immediate.

### *Influencer Marketing Solutions*

If that fails, there are always **influencer marketing platforms** that will help you connect with influencers directly and take much of the legwork out of the process. You will be able to send them a simple message, make an offer for a paid partnership that the individual can accept or decline, and you can ask for a quote for the amount that they charge for their services.

In order to avoid wasting your time, influencers that don't answer to propositions (whether it is a positive or negative answer) are set aside. Sometimes, you might get contacted by influencers themselves if they think that they might be the right influencer for your campaign.



# How to Collaborate with your **Influencers** Effectively

Several criteria matter when trying to convince the influencer of your choice to join your campaign. The key factor is the interest that your influencer will have for your product and brand values.

Though if you've done your homework, you should already be targeting only the influencers who are most likely to fit in with your brand image and values. .

**Working with an influencer that **believes in your brand** is the best way to get genuine content for your campaign.**

You need to realize that you have to draw in your influencer during the contact phase. More than just sharing values with your brand, the potential influencer has to be convinced by the product itself.

Because recommending bad quality products will impact their credibility and can affect their reputation. Influencers on all platforms care about their communities and want to provide them with quality recommendations.

# How to **Collaborate** Effectively

## 1 Create an Aesthetic Brief

Once your partnership is settled, you will need to express your desire through a brief that you will share with your influencers. In this document, you will gather all the information he or she needs to know about your brand, products, and services.



- Define the results you want to achieve (increase consumer loyalty, reach new customers, etc)



- Define the game plan, or the actions you want the influencer to do (post mention or tweet, full reviews, product placement, etc)



- Define the aesthetic that you'd like (it's important to choose an influencer who's aesthetic look goes well with your brand)

Whether you decide to send a buzzkit (the product to be reviewed), a sponsored blog or social media post, or subtle product placement (mostly through Youtube), you need to understand that you have to give the influencers some creative freedom concerning their work.

Of course you can still ask to check the content before it goes online, but if the content is completely different than what they normally produce (what their audience likes), it may not resonate the way you want it to.

**Remember, defining what you want before you contact your influencer is key. Detailing the plan with the influencer once they've agreed to be a part of your campaign will help keep it within your goals.**

# How to Collaborate Effectively

## 2 Set up a time frame & agree on output frequency

The partnership you are about to set up is limited in time. You need to determine the length of your collaboration, for example whether it is a one-time or a year-round contract. If your strategy is to build brand reputation, a long-term influencer partnership can be the best bet. If you want to launch a new product or service, then a simple review can be enough. It all depends of your objectives.

We recommend you don't try to micro-manage your influencers, but you still need to clearly define your expectations in term of output frequency. Chances are, your new partner already knows how its community reacts and can participate in the final decision as well.



It's also important to note that frequency is going to vary depending on the channel you target for your campaign.

### Ideal Frequency by Channel



**Twitter Frequency:**  
Several posts per day

The average lifetime of a tweet is only a few minutes, so you can afford to post more frequently.



**Facebook Frequency:**  
1-2 posts per day

Facebook's algorithm will penalize you for posting too often, so less is more in this case.



**Youtube Frequency:**  
1-4 posts per month

Youtube has the slowest frequency (mainly due to the work needed to make a quality video).



**Instagram Frequency:**  
Consistent

While there is no perfect frequency for Instagram, it needs to be consistent.

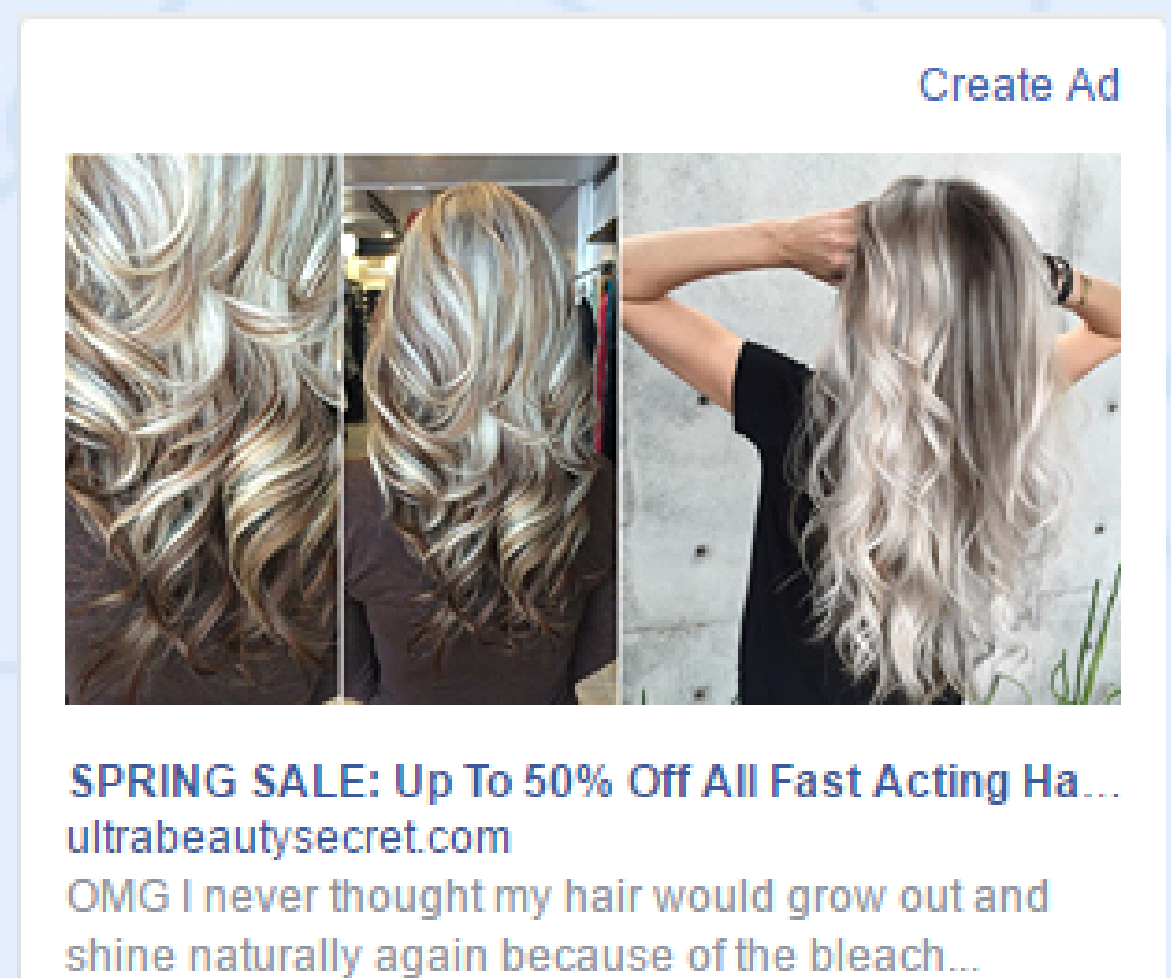


# How to Collaborate Effectively

## 3 Agree on Content Usage

Like in any contract, you will have to come to an agreement concerning content use and who will own the copyright over the created content. Because the influencer is the content creator, the influencer might want to keep the rights over what will be released.

But on the other hand, you will need to be able to reuse this content however you want and as many times as you want for your marketing strategy. Negotiate this with your influencer partner and they might be willing to allow you to use the content for a predetermined length of time. We highly suggest you insert a clause to your contract that will allow you to duplicate the content as you want.



### Different ways to repurpose your Influencer content:

- Posting the content on your company site or blog
- Tweeting and sharing the content on other platforms
- Including the content in your email campaigns
- Creating sponsored posts across other platforms or sponsoring the influencer's post
- Including the images in your company LookBook and various other supports

Repurposing your content means your campaign will live longer and have even more impact. It's important to negotiate this with your influencer to get maximum results from your investment.

# How to Collaborate Effectively

## 4 Decide on compensation



Different sorts of content will bring varying levels of compensation. You won't pay influencers the same amount for the production of a simple text as you would for the creation of a video. It's important to understand that the work that is needed to create the content will influence the compensation you need to provide.

But there are no standards, so there is a bit of guess work in terms of what kind of budget to offer influencers for different platforms. The best way is to **build a relationship with your chosen influencer and to negotiate a price or compensation that will work out for both of you** to avoid dumping too much of your budget too quickly.

As long as you have something to offer in return, you can start an influencer marketing campaign. This doesn't necessarily have to be monetary- there are several different partnership types and ways of compensation that you can use for influencer marketing.



# How to Collaborate Effectively

## Different types of Compensation

One of the more difficult challenges in influencer marketing is figuring out exactly how you will compensate your influencer for the time they spend creating content for your campaign. However, compensation is not always a flat check, and can be done in a variety of ways:

### Free Products



You don't need to have a lot of money to work with influencers. For example, if you're confident in your product and you just want a review, you can typically just offer free products to your influencer for a win-win agreement. However, you need to be prepared for an honest response.

### Affiliate Links



Another way of creating a win-win partnership is by implementing affiliation links with discount codes. Your influencers will promote your product and will be paid depending on the number of sales they drove from their content. As an added bonus, you pay the influencer for their performance and how well your campaign does.

Note: Affiliate links only work for 15-30 days and won't provide long-term information. If you want to track the sales long-term, use a customized promo code for each influencer as they will stay active as long as you need them to be.

### Cash payment



87% of influencers don't do it as a full-time job, but with their growing communities, they might ask for more than just free products and simple rewards. Even though star influencers earn thousands per post, the average mid-sized influencer earns under \$500.

Influencer platforms often take a lot of the guess-work out of this, as they typically have algorithms that will determine pricing standards based on the type of campaign you're doing and the reach your influencer has.



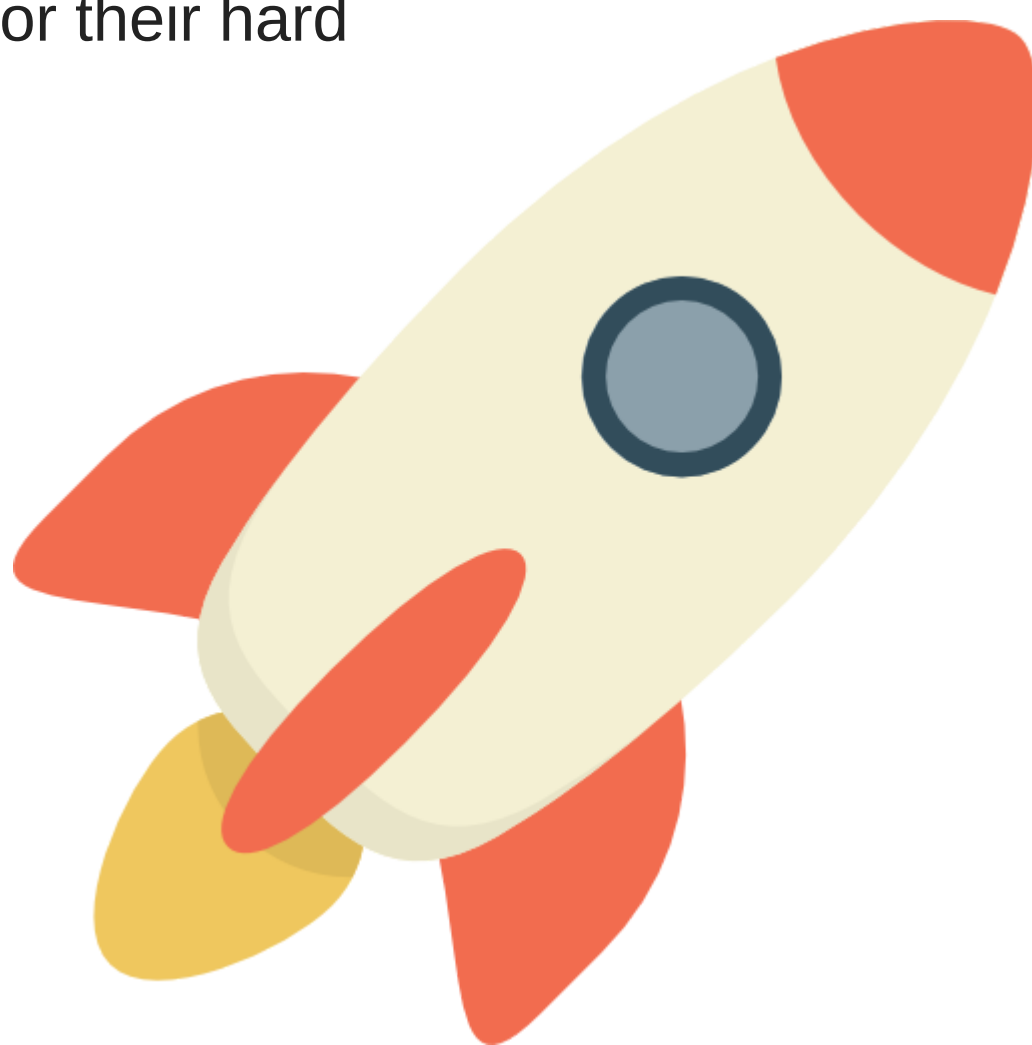
# Conclusion

Your brand storytelling and e-reputation are at the heart of your influencer marketing campaign. When selecting influencers, you want them to correspond 100% to your brand and its values.

Choosing the right influencers is crucial and the selection process can take time to be effective. There is no minimum budget to start a partnership with an influencer as long as you have something to offer in return for their hard work.

Just like word of mouth, people tend to believe what other people tell them. This is why influencer marketing ROI is so high and much more efficient than traditional advertisement.

So don't wait too long before starting your own campaign because it's a safe bet that your competition is likely already using it!



# About REECH



Reech is an influencer marketing solution that makes influencer marketing easier than ever. From finding the perfect influencer for your product to figuring out how to transform your existing customers into brand ambassadors and create quality content, Reech builds your influencer marketing campaign to its full potential.

With its team of experts in the industry, and its proprietary and innovative technology, Reech will allow you to communicate your values through influencers. Whether you want to gain new customers and brand awareness, launch a new product, promote an event, or increase your conversion rate, Reech will help you identify and animate the best influencers efficiently and flexibly. With Reech, your influencer marketing campaign will be guided by experts with a defined process.

Access to over **8000 Influencers**  
across all networks and in every sphere of business:



**61M** visitors to  
influencer blogs



**35M** Instagram  
subscribers



**63M** Fans on  
Facebook pages



**19M** Youtube  
subscribers



**6M** Pinterest  
subscribers



**24M** Twitter  
followers



**1M** Snapchat  
subscribers

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# Contact



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## Sources

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