Strategic Blueprint:
Amplify Your Content Marketing With Influencers

Presented by TapInfluence
The influencer marketplace and SaaS platform used by brands to rapidly scale their social presence, amplify online conversations, and generate authentic buzz around their products.
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ABOUT TAPINFLUENCE

TapInfluence is a rapidly-growing software company full of talented people focused on one thing—making it easy for marketers to connect with their consumers in a meaningful, authentic way.

Offering:

**Identify**
Find topic-specific influencers who are trusted by your target audience.

**Activate**
Mobilize influencers to create peer-trusted content that attracts and engages your target consumers.

**Distribute**
Amplify social content at scale across the web on blogs, Facebook, Twitter, Pinterest, and more.

**Measure**
Track the performance, engagement, and ROI of a program.

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ABOUT THE AUTHORS

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Rustin has been working with influencers for 15 years, starting with the pre-internet “online” content communities of dialup button boards. Now he’s surrounded by 100,000 influencers in the TapInfluence Marketplace. He originally presented these top strategies as a keynote at the Content Marketing World conference in 2013.

Debbie Pelzmann
“The Content Person” at TapInfluence
Debbie’s appreciation for authentic, socially-driven content marketing began when she wrote and distributed newsletters for her first business—The Greenthumb Greenhouse—at age nine. (“Greetings, Greenthumbs! … We sweep our greenhouse every week!”). She still practices “keep it real” writing as much as possible, and she no longer gardens because all that stuff just dies, anyway.
PART 1: CONTENT MARKETING “UNDER THE INFLUENCE”
WHAT IS INFLUENCER MARKETING?

The title of this book offers a big hint about where influencer marketing fits within marketing as a whole. Before we dive into the how of influencer marketing, let’s recap the what of content marketing— influencer marketing’s proud parent, and something you probably already know a thing or two about:

As told by Joe Pulizzi, Content Marketing oracle:

“Content marketing is the marketing and business process for creating and distributing valuable and compelling content to attract, acquire, and engage a clearly defined and understood target audience—with the objective of driving profitable customer action.”

-Source: Epic Content Marketing
Alrighty, so if content marketing is the ongoing creation and distribution of compelling, valuable content that inspires business and loyalty, influencer marketing executes on that. Through influencer marketing, content reaches the eyes, minds, and hearts of a brand’s potential customers by harnessing the creative talents of content publishers who make up the most powerful distribution channel online. What magical distribution channel is that? INFLUENCERS.

We know you saw that coming, but humor us. We only get to do this every day.

INFLUENCER MARKETING JIVES WITH CONTENT MARKETING

Influencer marketing doesn’t just jive well with content marketing. It IS content marketing, and it is perhaps the most powerful piece of the pie. Content marketing values high-quality content, distributed to those who are most likely to care about it and therefore find value in the brand itself.
Influencer marketing is content marketing on steroids, tying together:

- external content production (by the influencers);
- built-in distribution to a micro-targeted audience (again, by the influencers); and
- a halo effect (aka the “influencer stamp of approval”) that comes from truly trust-based relationships.

Notice that the common thread throughout each of those is the influencer. It’s not the marketing team or agencies or brand strategists working up a sweat to come up with dozens or even hundreds of unique pieces of content, then pushing them into pipelines with the hopes some of it will resonate. The influencers do it all, and they do so to magnificent effect.

As for the content itself, take a look at why influencer marketing remains part of content marketing, but isn’t really synonymous with it:

The influencers do it all, and they do so to magnificent effect.
# Influencer Marketing In The Context of Content Marketing

<table>
<thead>
<tr>
<th></th>
<th>Traditional Content Marketing</th>
<th>Influencer Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content crafted by ...</strong></td>
<td>... anyone. Content is typically created inhouse by the brand or is outsourced to agencies or freelancers.</td>
<td>... independent publishers (the influencers themselves), and NOT by the brand—although a brand can offer guidance, events, contests, or other context for the influencer to use in the creation of content.</td>
</tr>
</tbody>
</table>
| **Content spreads by ...** | Paid Mediums  
Owned Channels  
Word of mouth/Click of mouse | Influencer Audience (Word of mouth/Click of mouse)  
Owned Channels  
Influencers provide an initial boom in content exposure. Each piece of content can expect to see a minimum standard return on viewer/readership. |
| **Amount of content** | Few pieces | Many pieces |
| **Price per story** | ~$200 | ~$250 (includes distribution) |
| **Targeting** | Broad | Narrow |
| **Voice of content ...** | ... is often that of the brand itself, but may come from anyone.  
Can be authentic (i.e. a guest post by someone not part of the brand), or educational, informational, or otherwise valuable content that is branded advertisement. | ... is that of the influencer.  
Voice is authentic and unique to each influencer. |
| **Quality of content ...** | High | High |
| **Variability of content per campaign ...** | Low-to-high.  
Content such as eBooks, infographics, and case studies may be distributed and housed in a multitude of ways, but the content itself is static and singular. Blog posts by news sites or brand advocates have high variability in tone, voice, and messaging. | Every piece of content in an influencer marketing campaign is unique to the influencer who produced it.  
"Micro-targeted content"  
Authentic voice is king, as those following an influencer expect to be spoken to in that specific influencer's way. |
SPONSORED CONTENT TAKES THE LEAD

Sponsored content has grown from the discordant hipster to full-on mainstream rockstar. Some might call it marketing sell-out, but it’s simply not so. Branded content is advertising with authenticity and creative ingenuity. Furthermore, if approached well, it respects and believes in the influencer as a professional who has earned his or her role as a brand in and of itself, deserving of partnership, exposure, and cold, hard cash.

Here’s some really big news:

In 2013, for the first time ever, sponsored/branded content surpassed advertising networks as the number one way in which revenue is generated from blogging.

| Source: Zig Marketing | N = 120 |

Clearly, influencer marketing is catching on. Now it’s a matter of keeping up. Are you ready?
THE STATE OF CONTENT MARKETING

Marketing spend on content-related efforts continues to rise, but a good deal of it ends up going toward distribution. Uffda.

Introducing influencer marketing lessens that load significantly. Remember those key perks of engaging with influencers? Production, distribution, and influence are theirs to bear—t-h-e-i-r-s—and they actually want to bear it! Why? Because it's what they do. (Ahem, marketers. You should be jumping for joy about now ...)

So, how can influencer marketing live as part of a content marketing program? It’s a good question, but after all we’ve just gone over, maybe it's not the way to look at it. Try this instead: How can a content marketing program live without influencer marketing?

The Answer: Not nearly as well as it does with it.
PART 2:
8 KEY STRATEGIES FOR BRINGING INFLUENCER MARKETING INTO THE CONTENT MARKETING FOLD

We've covered the basics of influencer marketing, and now it's time to get into the meat of it: How, exactly, do you get started? What are some of the best practices for making your attempts at influencer marketing skyrocket to success?

In Part II, we're diving in. Keep these key strategies close-at-hand in your planning and execution stages, and you'll be overwhelmed with the payoff (overwhelmed here is a good thing!).
1. THINK SCALE FROM THE BEGINNING

The ROI of a scaled campaign with fitting influencers will outperform a single or small influencer outreach significantly, and brands are catching on. We’ll echo digital strategist Marcy Massura (from a 2013 interview): “The urge from clients is large-scale influence programs ... and the results can be astounding.”

Sourced from actual influencer marketing data from programs hosted on the TapInfluence platform.

It’s one thing to understand the principle of scaled efforts, but the devil is in the details here. The real key is in how you scale.

Marcy also made a very apt analogy regarding the current standard leap most brands fail to make when they have a go at scaled influencer marketing:

“Trying to harness the power of influence is a bit like trying to hug water. It sounds doable until you actually try it.”

source: http://www.business2community.com/expertinterviews/5lessonsinfluencermarketingbrandtransparency0637007#pCfGufDt1hmAmVe4.99
Hugging water sounds hard. In truth, influencer marketing, particularly scaling it, definitely can be. Companies like TapInfluence built platforms that help you scale influencer marketing with minimal set-up, automated aggregation and tracking of all of clicks, shares, and commentary, and even the ability to manage, post, and engage throughout the span of a program.

If full-solution software isn't an option for you, we won't sugar-coat it here: building the framework for a scaled influencer campaign on your own is not easy. But with practiced diligence, attentiveness, and very careful planning, many brands and agencies have successfully executed influencer campaigns, pulling from various tools like spreadsheets, influencer databases (Traackr), social tracking apps (Klout), and managed alerts (Mention, HootSuite) that can help you follow along with conversations and keep you aware of each influencer's progress.

If you are going it alone, you should prepare yourself for the outpouring of feedback you’ll receive. It can quickly overwhelm any marketer, so having all of your “collection buckets” set up and in place before a program begins is essential.

For example …
Say you run a contest with a gift card reward. You’ll need to make sure you have a system in place to collect all the winner names in an organized way, and quickly get those gift cards to them.

Or …
Something goes wrong. If a few influencers don't post within the agreed-upon time period, or at all, due to illness, emergency, or any other reason, how will you know? What will be the terms of your contract with each influencer regarding all of the “ifs”?

In scaled influencer marketing, the small tasks (like sending out a reward to a contest winner) become big tasks, and the likelihood for something going wrong is, well, likely. Take the time to cover your bases and then some so you and your team can field the more unexpected events (like the box of product shipped out to contest winners not containing any product—something we’ve dealt with over here!).
2. FIND THE RIGHT INFLUENCERS

In 2009, EDS launched a commercial about the brazen, gallant men of the west who specialize in herding ... cats.

It was an amazing commercial. Now, I wouldn't make the leap in comparing your prospective customers to cattle (or wild short-hairs), but what hopefully won't bring in scathing commentary is likening the influencers you choose to work with to these ... catboys.

The influencers who have the most loyal audience—an audience most likely to trust their opinions—are specialized in the topics they write about, and the tone in which they communicate speaks directly to a specific niche. It’s not just about finding a random “mommy blogger” to review your state-of-the-art 4-in-1 pacifier-thermometer-heart monitor-battery charger. Perhaps a male tech blogger who happens to have a 6-month-old and writes to a demographic of 28-to-35-year-olds (lots of new parents!) who are into high-tech devices of all sorts would be a more impactful influencer for you.

Ask yourself what your target market likes to read. Then find influencers wherever that market spends its time online.
“Don’t base an influence marketing strategy on the influencer. Base it on the customer. Meaning, if you care about your customer and look for those they value, you’ll naturally find those who influence their decisions.”

- Sam Fiorella, Co-author of Influence Marketing: How to Create, Manage, and Measure Brand Influencers in Social Media Marketing.

Where To Find Them

Your first instinct might bring you to Google, where you’ll certainly find a lot of bloggers, influential ones included. But vetting individuals who pop up in search results is time-consuming and generally unfruitful. You won’t be able to measure the many factors that go into gauging not only someone’s baseline metrics around viewership, audience composition, and community engagement, but you also won’t have any idea who is missing from your search results, and that might be the biggest loss of all.

A database is an option that will do the filtering and fitting for you, such as GroupHigh or BlogDash. These are databases rich with bloggers, indexing them by the millions every day. Moreover, you can search and filter them by location, industry, keyword, and more, and some offer metrics like page rank and social statistics.

The TapInfluence marketplace is an end-to-end platform that vets influencers prior to bringing them in using dozens of filterable values. Marketers or agencies then build and launch assignments, preview posts before they go live, follow along with reader engagement and program progress, and calculate ROI on a program using tracked metrics on engagement, shares, likes, and more.

Having clearly laid out data to utilize when building successive influencer programs yields enormously successful influencer campaigns that target more precisely and result in higher conversions each and every time.
3. OFFER A COMPELLING VALUE EXCHANGE

As a rule of thumb, consider influencers to be professional writers who expect to receive something of value in exchange for their work (not unlike you and me!). Some will accept payment in the form of a product, or early or special access to a service, event, or opportunity. If they are cool with it, so should you be. But while a swag bag and product has some value, it doesn’t pay for a Friday night movie (unless that bag happens to have ticket vouchers).

Have a look at the range of rates for Review posts from the TapInfluence platform. Different types of content often have different associated costs, all of which are helpful to familiarize yourself with before planning an assignment. If your marketing budget is tight and you don’t think you’ll be able to run an influencer marketing program, do a little digging—events, giveaways, and reviews may be less pricey forms of content!

Marketers commonly make the mistake of equating giant audience size to giant cost and the highest returns or conversions. That’s often not the case, believe it or not, and the asking price of an influencer’s content should reflect it. In addition to their baseline unique monthly visits, an influencer’s rate should depend on their level of sway with readers, the nature of their audience (highly-specialized is harder to hone), the quality of and level of skill required for their work, and their location, among other factors.

Crafting content that converts viewers into customers for a brand, yet still maintains or exceeds the expected level of value, style, and entertainment to a readership, is not an easy task, particularly within the confines of a branded assignment.
3 Tips For Influencer Happy-Making

Incentivize Influencers To Create The Best Content They Can For Your Brand

1. **Give Them Time**: Let them know what the assignment is weeks, not days, in advance. Pencil in time for a first draft review a few days before launch so you can communicate any missed expectations, or help correct any reference errors.

2. **Respect Their Voice**: Influencers got where they are because of it. If you try to direct it into something that isn’t authentic to them, you risk hurting their brand, the potential value your brand could gain from their voice, and your relationship with them for future engagements. You are not their editor, so don’t go heavy on the critique, if you critique it at all. More on that to come.

3. **Make It Win-Win**: While cash is often king, influencers may also find value in other opportunities like experiences, product, or a combination of cash plus one of those. Whichever it is, communicating the value of what you’re offering fosters a stronger relationship. But before you copy/paste your product specs and market value into an email, take a step back and first define what would actually be valuable to them. Taking the time to do so lets them know you value their work and your relationship with them.

**Events, Experiences, or Products as Payment:**
Consider your offering in the context of an influencer’s lifestyle. Influencers are passionate about specific things. That’s why they write about them. So a value exchange needs to bring it full circle: They are adding value to you by writing about their experience with your brand. Are you adding value to their lifestyle through what you’re willing to give in exchange?
Examples of (subjectively!) valuable lifestyle-based value exchanges:

- A fashion blogger gets tickets to a top name runway show during Fashion Week (Step it up with access to the after-party or a pair of designer shoes.)

- A mom blogger with an 8-month old gets a high-end car seat (Caveat! Product exchanges like this can be tricky. Say the blogger has a 6-year-old. She may be a mom, but her interest in a car seat may not be high. A car seat’s value is in part due to its potential use for years to come—value that is considerably decreased to a mother with an older child.)

- A travel blogger is offered the chance to experience something unique in a location they want to visit. (Bonus! They get to bring a spouse/buddy.)

If an influencer is cash-only: Be careful about exposing sticker shock you may feel initially. If they’re really good and they fit your market well, but you feel the price is high, simply ask for some information on why they charge what they do. They may have insight you hadn’t considered, and you might see the cost as justified after a quick communication. Don’t be surprised if an influencer walks away if you offer something lower. By-and-large, cash-only opportunities aren’t a negotiation game. Lowballing in particular is a great way to squash any chance for a lasting relationship.

4. CRAFT A COMPELLING ASSIGNMENT

The holy grail of a compelling assignment combines engaging content with branding. It’s easy to do either/or, but not always simple to put them both together. As you design an assignment, ask yourself this: If I were this reader and I read these posts, would I share them?

Let’s look at an example of a great, compelling assignment by Biscoff.

The Campaign: Biscoff held a voting contest on their Facebook page calling for a photo and description of your favorite ways to use their Biscoff spread product. Anyone could look through the submissions and vote on a winner, and a vote also entered the submitter into a sweepstakes.

Enter Influencer Marketing: To amplify the contest, Biscoff worked with nearly 100 bloggers known for creating delicious kitchen concoctions. The influencers were asked to create a recipe using the product and drive readers to the contest on Facebook where they would find additional Biscoff inspiration and participate in the voting and submitting of recipes themselves.
Here is one of the influencer posts.

The influencer here, Stephanie Au of LifeTastesLikeFood.com, created a recipe that was darn good of its own accord (we've yet to hear any complaints), but she also cooked up a beautiful post to house and distribute it.

What's great about this post:

- High-quality photography
- Product featured in the background, title, and linked-to within the post
- Branding is prominent without being irritating
- Brand product is key to the value of the post
I encourage you to keep this post and others like it in mind as you brainstorm assignment ideas.

Try the following exercise that I call “Look At All The Things!” (creativity isn't always a strongpoint). The output will be a table matrix of what works where, and why, and is guaranteed (not officially) to get your brain train a-chuggin’ with educated inspiration for your brand's foray into influencer marketing. Way better than cobbling together guesswork, right?

**EXERCISE: LOOK AT ALL THE THINGS!**

1. In a spreadsheet or table, compile a list of items you and those in your social circles have shared, liked, or bookmarked. Make note of the elements that stand out in each of them. Preferably use a table you can filter and rearrange so you can view the data in different ways.

2. Create table columns categorizing the post by type (food, beauty, DIY, home improvement, industry-related, etc), title, author, and sponsoring brand (if any).

3. For each piece of content, answer the following questions (include each as a line item in your table)

   - How is the brand called out? Did it bother you, was it almost unnoticeable, or something in the middle?
   - Did the author's voice remain consistent with his/her other posts? If not, how did that affect how the post sat with you as a reader?
   - If the author's voice remained “their own,” did it have any negative impact on your perception of the brand they talked about?
   - What did you like most about the post? Was it the visuals, or the concept, or the content itself?

Once you're done, play around with filtering the columns and move the data around to see what sort of posts did what well by type. You'll have a more practiced sense of what comprises good sponsored content, and using that going into preparing your own influencer marketing strategies will immediately garner you better results.
5. DON’T NANNY EVERY POST

As marketers or brand strategists, we’re so often required to create *perfect* content. To nitpick each and every word for its potential impact to the campaign. To harp on the tiny things, because hey, this is our BRAND we’re putting out there. If it isn’t shiny and lovely, or just the right balance of bold and charismatic, we could quickly collapse into end-of-times.

It's an understandable standard. We've seen some pretty hefty falls from grace because of ad campaigns that aren't well thought-out, or that are thrown together without a double-check (triple-check!) on the wording, imagery, and the context in which it will be absorbed.

**That last part, context, is exactly why we need to look at influencer content differently.**

Unlike traditional paid marketing, and even many forms of content marketing, the context of your brand’s presence alongside influencers is totally different. Digital social communication, like its real-life counterpart, face-to-face conversation (who does that anymore?), is casual. It can be sporadic or carefully considered, funny or serious, and full of slang and grammatical shortcuts. It’s the difference between being talked to and talked at. Among today’s social influencers, can you guess how many have built communities using styles of communication traditional of paid advertising?

Your influencers are bringing you to their hometown to meet the family, so kick back a bit and let them show you how it’s done ‘round their parts. The process can be nearly on auto-pilot if you’ve provided them with a clearly laid out, compelling assignment, and vetted them as a responsible human being and fit for your brand.

I stated it earlier, but it’s worth repeating: Influencers got where they are because of their unique voice, tone, and style of communicating. If you try to direct them toward something that isn’t authentic to them, your brand will actually suffer. Hell hath no fury like an audience force-fed content that isn’t fitting of its environment, culture, and wants. You also risk hurting the influencer’s brand, and your relationship with them for future engagements.

Whether or not your agreement includes previewing content prior to its going live, do not think of yourself as their editor, and instead encourage editorial independence. If there is a blatant error or misrepresentation within the post, first of all, relax, and remember they don’t know your brand quite as closely as you do. Then, kindly ask them to make the correction. Influencers are usually happy to make a correction after a post is live.
Aside from that, influencers will, should, drop you like you’re hot if you hover too closely. Note that we are not talking about content quality with regards to whether or not an influencer adhered to the assignment they accepted. That is a separate thing, although the lines can become blurred when it comes to creative liberties taken with assignment requirements. Right now, we’re talking about you as a non-editor, and the authentic voice of each influencer creating your content.

6. KEEP IT LEGIT AND TRANSPARENT

1. Federal Trade Commission (FTC) Disclosure Guide:
Sara Hawkins of socialmediaexaminer.com wrote a wonderfully clear rundown on updates made in March of 2013 to the .com Disclosures guide, the first and only updates made since the guide’s initial publishing in 2000 (“WOW,” right?).

Here we’ll note a few items that are particularly pertinent to influencer marketing:

- The Disclosures guide isn’t law, but rather guidelines and “rules” for conducting online advertising. Confusingly, consistent noncompliance can trigger an FTC investigation of brand or agency practices.

- Influencer posts should include a disclosure. The hows and whys can be found within the .com Disclosures guide.

- While the disclosure appears on the influencer’s site and post, it’s generally the responsibility of the brand or advertiser to make sure it’s there.

2. Consumer Protection Laws: As with any other marketing program, you should be familiar with Consumer Protection laws (actual laws with this one!). They apply to influencer marketing, too.

3. Links should be no-follow: While not a law, use of no follow links is a best practice that’s safer and less likely to deem you as “spammy.”

For an excellent explanation of nofollow and follow links, read Megan Marrs's post Follow Links vs. No Follow Links: Should You Care? on The WordStream Blog.
7. REUSE THE CONTENT

Remember the Biscoff example from earlier? Stephanie’s recipe for Biscoff Apple Crisp did a great job of garnering the attention of her regular readers, and spiraled out to others from their shares, likes, and pins. Beyond that, what gave a super-boost to the post was Biscoff’s re-use of it.

Biscoff did simple but effective things to expand the impact of influencer posts. They shared individual influencer posts on their own social platforms, using photos from each and calling out “tidbits” of information along the way to differentiate one recipe or story from the others. They congratulated the winner and curated his recipe on the Biscoff website and Facebook page. At the time of this book publication, Biscoff very smartly still posts a steady stream of delicious recipes that came as a result of their Biscoff Spread Challenge influencer program.

All of this resulted in positive brand consideration and preference, because Biscoff was building its presence as providers of useful, actionable content, not just making another announcement of food on grocery shelves.
“Working with Biscoff was a really exciting experience ... I was able to connect with the brand, create a unique Biscoff Spread recipe, and share it with all my readers. Also, with the help of this particular program, my highest monthly page views of the year occurred in July (the month I posted my Biscoff recipe)!”

- Stephanie Au, LifeTastesLikeFood.com

Tip: It is not a given that you own the content influencers create. Including that into your agreement with them is a good idea, and something we do at TapInfluence. Influencers are typically happy to sign ownership over to you with a license to the content for themselves. It’s win-win; Your reuse of content they create can be a boon to the continued growth of their readership.
8. HOW DO YOU MEASURE A “LIKE”?

A Sashay Into Social Valuations

Ahhh, ROI: The sneaky phantom of digital social engagement.

In a minute, we’ll get into some numbers you can play with to calculate an approximate ROI on influencer marketing efforts. But first, let’s give some context to what you’re measuring.

Influencer Marketing: Where The Territory Comes With The Territory

Influencer content views and engagements aren’t your run-of-the-mill CPC ad campaign metrics. Remember, an influencer’s “territory” comes with the territory, so to speak. Meaning you pay the influencer a chunk sum (or that compelling value exchange we talked about earlier) for the content alone, and not by the number of people who check it out.

High-quality, long-form content living within the content stream of an influencer’s blog, YouTube channel, or other media platform is valuable to a brand based on the personal context and endorsement delivered by the influencer, as well as the brand’s ability to own and re-purpose that content across owned assets.

Say you work with an influencer with 56,950 unique monthly visits (that’s the average for influencers in the TapInfluence Marketplace at the time of publish). She agrees that $250 is a compelling value exchange for the assignment requirements, so she writes and posts a piece of authentic, one-of-a-kind branded content with a readership that goes to her for their daily/weekly/hourly ingestion of content they find valuable.

When brands work with agencies or other media partners to create similar pieces of branded content, it can run up hundreds of dollars in no time at all, and that’s without the access to a viewing audience. As a baseline, consider the cost per engagement models, which run about $1-2 per engagement.
So … which one wins?

Reaching an influencer’s audience adds value to the content because it is highly targeted and leverages the trust the reader has with the content’s source.

But we know you’re a metric-hound, and we understand. We know it’s not enough to say “a lot of people saw this; it’s gotta be good.”

So let’s do like miners, and keep on digging.

**Yes, You Can Compute Your ROI**

Don’t measure vanity metrics. Metrics like total readership and total followers aren’t great indicators of how well your content will do with an influencer, even if they seem to be a great fit in other respects.

What else should you measure?

**Actual Readership + Actual Views**

Engagement indicators include things like clicks to links within the post, shares, likes, and comments. These indicate readers who actually viewed the content and spent time thinking about it to the point they were compelled to take an action.

When a reader engages with branded content, they are showing affinity for the brand and becoming a hand-raiser by adding to the conversation around the content, clicking to learn more about the brand, or providing a social endorsement.

Social sharing is an even greater form of engagement because it delivers additional earned media with the credibility factor of a peer endorsement. This social sharing, whether on Facebook, Twitter, Pinterest, or Instagram, has value.

You can determine what that value is for your brand, and then calculate accordingly. At TapInfluence, we call this your Earned Media Value.

*Tip: Build a spreadsheet listing several potential baseline metrics for engagement, and use them to calculate your returns based on a campaign’s numbers.*
Make It Always On

Remember that influencer content lives on and continues to gain in value, particularly if you curate and re-use it in new, creative ways. That ROI you just calculated doesn't stay the same, and will continue to rise as you drive your re-use efforts. Measure early and often so you can gauge the effect of a single influencer's impact over time.

Welp, that's about it. Except it's really not; There's a whole lot more to influencer marketing, and if this book has done anything, we hope it has helped you understand how influencers can and should be a part of your content marketing efforts.

It's certainly possible to make your brand known just by being really loud. But, the steady rippling of authentic conversations and experience earned by influencer trust and creativity is a different kind of amplification—one that brings its customers right into the fold, providing them with compelling and fun opportunities to interact with you. That's the ultimate in brand engagement, and it is influencers who will take you right to it.
THANK YOU FOR READING

Want To Learn More About Influencer Marketing Or TapInfluence?

Visit www.tapinfluence.com for more great resources on influencer marketing.

For a personalized demo of TapInfluence's Influencer Marketing platform, give us a call at (720) 358-2564.