The Guide to Influencer Product Gifting: How to Start and Scale
More successful brands are using influencer product gifting to get the word out about their product or service. Why? Because gifting campaigns can help you get the word out about your product while also getting valuable feedback and reusable, user-generated content. Also, since the influencers are posting in exchange for the product, it helps bring authenticity back to your influencer marketing efforts since they aren’t influenced by a high paycheck.

In this guide, we’ll cover all of the aspects that make for a great product gifting campaign and how you can make them scalable for your brand. Once you’re done reading, put your new skills to the test by planning your own influencer product gifting campaign with the worksheet below!
# Table of Contents

- PRODUCTS THAT ARE GOOD CANDIDATES FOR AN INFLUENCER GIFTING CAMPAIGN ................................. 3
- THINGS YOU SHOULD HAVE IN PLACE BEFORE RUNNING A GIFTING CAMPAIGN .................................................. 4
- BENEFITS OF INFLUENCER GIFTING CAMPAIGN .......................................................... 6
- HOW TO GET YOUR INFLUENCER GIFTING CAMPAIGN OFF THE GROUND 8
- HOW TO MEASURE SUCCESS .................................................................................... 10
- PRO-TIPS ........................................................................................................... 11
- SCALING YOUR CAMPAIGNS ........................................................................ 12
- SCALABLE INFLUENCER PRODUCT GIFTING CAMPAIGN PLANNER ........ 13
Products that are Good Candidates for an Influencer Gifting Campaign

Most products can work for influencer product gifting campaigns, but some tend to garner better results and ROI than others. Here are some attributes that we find make brands a good candidate for product gifting:

CONSIDER THE VALUE EXCHANGE
Clearly, product gifting campaigns require one thing: gifted product. But how do you choose a product that will get creators excited to produce content? Think in terms of value exchange.

If you want to get great content, you need to provide a level of value that’s in line with your “ask.” Translation? Expect that the more requirements you tack on, the more value you’ll need to offer in return.

If your ask is high (think: you want videos vs photos, you want them to create something using your product, you want them to use it for 2 weeks before posting), make sure whatever you gift makes the collaboration worth it for the creator. You can accomplish this by sending a big-ticket item, or by bundling multiple lower-priced products together. If that’s not doable, consider trimming down your content requirements.

PRODUCTS THAT ARE EASY TO SHIP
Shipping can be a nightmare depending on what you’re sending, so make it easy on yourself or your influencer marketing team by gifting products that don’t require any extra TLC.

If a product is easily breakable, needs to be kept at a certain temperature or is too large to put in a small box, you should probably choose a different product in your line. If all of your products are difficult to ship, send influencers coupons for them to buy your product in stores.

Note: If you ask creators to commute, make sure you compensate them for the time and money they had to spend to go out and purchase your product. A gift isn’t a gift if it’s not free, right?

PRODUCTS WITH COOL FACTOR
Influencers love showing their followers the next big thing. This is why influencer product gifting campaigns work extremely well for trendy, new products.

If your product has a “cool factor” you can get away with sending a lower-priced item, which is a key
reason why branding is so important.

For example, the Makeup Eraser aims to change how makeup lovers cleanse their skin. With a promise to remove all makeup in 30 seconds or less, that’s definitely something influencers will want to test for themselves (even if the dollar value of the gifted item isn’t extravagant).

**Things You Should Have in Place Before Running a Gifting Campaign**

You might be excited to launch your product gifting campaign, but there are a few things you must have before you pull the trigger. Make sure you’re armed with the following:

**SOCIAL MEDIA ON POINT**
Make sure your social accounts have at least 15 posts that have gone live in the last 6 months so that you look like a real brand. This is especially important if you are just launching your brand. Influencers want to make sure they’re recommending credible brands to their followers, and checking out your social media accounts is the first way they’ll vet you. Plus, your content will help them decide if your brand is something their followers will enjoy.

**MOBILE RESPONSIVE WEBSITE & CHECKOUT PROCESS**
What's the point of running an influencer gifting campaign if your website can’t handle the traffic it’ll bring?

Having a website that is easy to navigate is crucial to keep people on your site and get them to follow through with their purchases. The same goes for your checkout process. When customers are purchasing from you, the steps should be easy to follow and shouldn’t leave them with questions.

Make sure your shipping and returns information is up-to-date, as those are the most common questions people have when ordering online.
SOCIAL MEDIA MANAGER

The work for a product gifting campaign isn’t over once you ship out the products. You’ll definitely need a point person on your team who will interact with the influencers’ posts and answer questions.

You should have someone dedicated to liking and commenting on influencers’ posts to show your brand is excited to see what they think of the product. This makes the influencers feel valued and helps foster better relationships with them.

Commenting on influencers’ posts also allows you to answer any questions their followers might have about your product.
Benefits of Influencer Gifting Campaigns

Here are just a few of the benefits of launching a product gifting campaign:

- **Better for your budget.** Traditional influencer campaigns that feature celebrities or mega influencers can cost thousands. Granted you have time and inventory on hand, gifting campaigns will cost you less than paid collabs. And since you aren’t running out all of your spend on one influencer, you can expect more content from more influencers. Just think of what you could do with all of those photos and videos!

- **You can start gifting ASAP.** Unless you are requiring posts in return, gifting campaigns involve little to no back-and-forth between you and your creators. Sending free products doesn’t require you to negotiate rates or content details (although you can). Still, even if you enter into an agreement with the influencers, you won’t be arguing about rates – by agreeing to a gifting campaign, they’ll be expecting to work for product.

- **Gifted content feels more authentic and less like an ad.** Part of what makes product gifting content so authentic is that if they weren’t happy with the product, they don’t have to post about it. This means that the posts you do get will be coming from creators who tried (and loved) your product. This love will shine through in their content, and their followers will feel it too.

The goals of your campaign will also have a direct influence on the benefits that you achieve. As you structure your campaign, consider what outcomes would produce the most benefit for your brand or product.

Here are a few possible campaign outcomes you can consider aiming for:

**TUTORIALS**
If your product is usable in a short video and would benefit from a tutorial, it would be a great fit for a product gifting campaign. This holds extra truth if your product is entering a new area of the market that consumers may be unsure about. Giving out gifts of your products to influencers and asking for them to demonstrate, or talk about, the “how to” part of your product can make for great content.

**TESTIMONIALS**
If your product would be showcased best after using it for a period of time, giving out your product to
influencers in exchange for their testimony about the results would be best. Consumers need to see it to believe it, so if your product boasts grand results after use, partnering with influencers can help you show you’re not bluffing.

**PRODUCT LAUNCH SUPPORT**

Product launches can be scary new endeavours. Whether it’s your first line, or an addition to your current range of products, creating buzz on social media can help it launch to new heights. By gifting influencers your product before the initial launch, they can help to get their followers excited about the new release.

**PRODUCT FEEDBACK**

Being a successful brand is all about growth and improvement. Getting feedback on your products is the best way to know how they’re received by your target audience, if they’re experiencing any issues with the products, and what they’d like to see from your brand in the future.

Influencer product gifting campaigns are a great way to get your products into the hands of real people in your audience and see what they think.
Don’t be afraid of negative feedback, it’s actually really beneficial. You can use those critiques to make your brand even better and learn from any mistakes.

How to Get Your Influencer Gifting Campaign off the Ground

Now that you know what makes a product a good fit for influencer gifting and what you’ll need to have in place to get started, you can start working on developing the rest of your campaign. Getting a campaign going is all about having a strategy and the tools to make it happen. Here’s how to develop your product gifting game plan:

1. DEFINE A GOAL
As with all campaigns, you should start by identifying your goal. From reaching new audiences to creating loyal consumers, your options for milestones are varied. Take a moment to look at your goals as a brand and match up some of those with the goals of the campaign. This will be a driving force in the rest of your decisions moving forward.

Here are some possible goals to aim for:
- Exposure for your brand or product
- Building relationships with influencers and potential brand ambassadors
- Generating authentic content made by influencers to repurpose
- Expanding your brand’s audience
- Supporting sales for a specific product or line

2. CHOOSE THE RIGHT PRODUCT TO GIFT
Once you have identified your overall brand goal, it’s time to pick the product(s) that you want to gift. Things to consider when picking:
- The cost associated with each product you are sending (and don’t forget to figure in shipping)?
- Is your brand name or logo clearly visible on the product you picked? - If not, I hope your
The goal is not brand exposure.

- Will the influencer have enough product to fully test the results? - This is something to consider for skincare, hair dye, anti-aging, teeth whitening products, etc.
- How photographic is the product?
- When deciding which product would be best to include in your product gifting box, take into account the photos and videos they may generate. If you send out your product with the most simple packaging design, it may generate less creative content than one of your more intricate products.

3. START BUILDING YOUR LIST

Keep in mind that larger influencers may ask for more than just your product as payment, or may only be willing to do one post in exchange for product, as opposed to multiple.

For product gifting campaigns, we recommend working with micro-influencers. Not only do they have better engagement rates than celebrity influencers, they will also be more willing to post content in exchange for your product - which is much more authentic.

As your brand grows, so will your micro-influencers, and working in paid opportunities that benefit the both of you, later on, is always an option.

4. START CONTACTING THE INFLUENCERS

Once you decide on the influencers you want to work with, it’s time to contact them. Keep in mind that around 2/3 of influencers will ignore or reject your offer if you are requiring a post in return. Make sure to contact more influencers than you actually need when going through this step.

While you’re crafting your DMs and emails, don’t forget to give a little insight on your brand story, the product you plan on sending and that you’d like the influencer to post about the gift. Also make sure that a portion of the message is personal to each influencer as your first effort toward building a relationship with them and starting it off on the right foot. Here’s an example of a bad and good DM pitch:

- Bad Pitch: Hi, we sell organic dog treats, would love to send you some, DM us back!
- Good Pitch: Hi Julie! Absolutely love your style and that post with your dog was so cute! We are a new brand that sells organic dog treats, would love to send you some in exchange for posting with your dog, Patches. Let me know if you are interested.

Once the influencers respond you are free to come to an official agreement. Make sure you are allowing for them to remain creative while still giving them direction.
5. SEND THE PRODUCT

After your brand and your influencers reach an agreement, it’s time to send off the product. Feel free to get creative here! Having cute and exciting packaging enhances the unboxing experience for the influencer and might even result in the packaging being included in a post. Boxing, labeling and shipping can take a long time, so recruit your most organized team members for the job.

Here, beauty brand Rouge Vanity personalized each of the gifts they sent out to influencers by hand-writing their names on the packaging. This is a very simple, yet cute way to make your product gifts more special for the influencers receiving them.

How to Measure Success

Once your influencer product gifting campaign is officially running, it’s time to monitor your influencers and their posts. Here’s how to guide your campaign from here:

**MONITORING**

Keep an eye on your influencers’ accounts to monitor the content they post about your product and the engagement they’re getting. When you see a post, make sure to comment on it, like it and see what the influencers’ followers are saying. This shows your influencers that you value the work they put into their content. It’s also crucial to join in on the conversation and show that your brand is involved with your community.

**COLLECT DATA**

Once the influencer posts are up, you’ll want to report on the campaign’s success. Creating a spreadsheet split up by each influencer and linking to each post individually is a great way to keep track of everything.

Here’s what you should include for comprehensive data analysis:

- Number of followers per influencer
- Average number of likes on their posts
• Average number of comments on their posts
• Number of likes on each post involving your brand
• Number of comments on each post involving your brand
• Number of views on video posts and Story posts involving your brand
• Mark which content you would be happy to include on your website, or repost on your feed

Pro-Tips

As you can see, running an influencer product gifting campaign has numerous tiny details to keep track of, so what other small details might you be missing? Well, we’ve run through campaigns time and time again and we’ve had a chance to iron out the kinks for you. Here are some pro-tips to keep in mind:

CREATE A SOCIAL MEDIA POLICY

If you don’t have a social posting policy in place already, make one. It will come in handy.

It’s nice to have one for your in-house content, but it’s even better for content outside of your control. You may think some things go without saying, but take it from us when we say you should state it anyway.

When you start bringing in people who don’t know your brand identity by heart and don’t understand your ideologies, you leave room for misunderstanding on content creation policies. Don’t leave anything unspoken.

Social media policies do the following:

• Provide examples and guidelines for influencers’ posts on verbiage and content preferences.
• Provide legal protection for things like FTC guidelines and sensitive information (new releases, product changes, etc.)
• Provides an outline of expectations for the influencers like goals of the partnership, how you plan to repurpose their content and what kinds of posts you’d like to see from them.

COPYRIGHT RULES

One of the things that can get tricky when you start asking people outside your brand to create content for you is the copyright restrictions included. Of course influencers will always own any content they create. However, if you intend to repurpose their content in the future, you’ll want to establish this before the campaign even begins. Not being able to repost images because the influencer won’t release copyright ownership to you isn’t a great predicament to be in. Photo copyright is just one of the
many legal aspects of influencer marketing to take into account. Click here to read our full influencer marketing legal guide.

CREATE AN INFLUENCER GIFTING NOTE
Including a nice note in your packaged gift to your influencers is a great way to thank them for their posts and efforts. This shows that your brand sees the influencers as more than just marketing tools. Showing that your brand sees them as people will help build lasting relationships.

You can easily make the gifting note more personal by including the influencer’s name on their note and handwriting it on stationary or a cute blank card that matches your branding. Take it to the next level by including a little tidbit that references something unique about the influencer or something they’re known for.

Remember to give them insights into your products as well. Is your product vegan? Can you use it in multiple ways? Does your product have a special history or brand story you want showcased? Keep your influencers in the know so your consumers can be as well. Any facts you include have the potential to be passed on to their audience to help eliminate confusion and increase understanding about your product.

Scaling Your Campaigns

Once you’ve ironed out your process for running your campaign, you generally know how much time you need to dedicate to each piece of the campaign pie. If you are looking into expanding your campaign, or running a larger campaign in the future, you have some big decisions to make about who will take on the burden of the workload.

CREATING AN IN-HOUSE INFLUENCER MARKETING TEAM
Your first option lies in your own resources. If you have the funds, dedicating a portion of your in-house team to being full-time influencer marketing managers will be necessary if you want to scale in a big way. There are some things you’ll need to decide if you want to go this route: How many employees/interns will be dedicated to running influencer campaigns? How many influencers do you want to scale up to? What’s the timeline?

To execute this you’ll need the following:
- An influencer CRM
- Data-driven benchmarks to show this is a smart move for your brand
- Solid relationships with influencers and brand ambassadors
- Data-driven benchmarks to show this is a smart move for your brand
- Solid relationships with influencers and brand ambassadors
- A brand-driven influencer experience strategy
- Training for influencer outreach and relations
- Understanding of legal guidelines regarding influencer marketing

**USE STATUSPHERE**

Sometimes building a team dedicated to influencer marketing isn’t realistic, and that’s okay! Luckily, there are plenty of platforms that offer different levels of help for your brand to utilize. At Statusphere we help you scale your product gifting campaigns, without the added cost of building an in-house team.

Statusphere handles everything from influencer communication to match-making to shipping and reporting! Head to our [website](#) to learn how we can work with your brand, or [contact us](#) to chat with one of our influencer marketing specialists!

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**About Statusphere**

Statusphere is a consumer-to-consumer marketing platform that helps brands get creator content at scale, effortlessly.

We match your brand with creators based on data, ship them monthly curated boxes, and manage the entire collaboration, shipping and reporting processes from start to finish.

Ready to activate hundreds of people posting about your brand with the click of a button?

[Contact us](#) to see how we can help your brand create social proof at scale!
## Scalable Influencer Product Gifting Campaign Planner:

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<th>What kinds of influencers will you be partnering with? (Check all that apply)</th>
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<td>☐ Fashion influencers ☐ Lifestyle influencers</td>
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<td>☐ Food influencers ☐ Other: __________________________</td>
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<th>How many influencers will you be contacting?</th>
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<th>How will you contact influencers?</th>
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<td>☐ DM ☐ Email</td>
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<th>Do you have an influencer outreach pitch template ready to go?</th>
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<td>☐ Yes ☐ No</td>
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<th>Did you provide information about your product?</th>
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<th>Did you specify what kind and how many posts you’d want?</th>
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<th>How many products will you be sending per influencer?</th>
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<th>Will you be sending sample or full size products?</th>
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<td>☐ Sample size ☐ Full size</td>
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<th>What is your timeline for the entire campaign (start to finish)?</th>
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<td>☐ 1 month ☐ 3 months ☐ 2 months ☐ 4+ months</td>
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<td>How will you personalize the influencer gifting note? (Check all that apply)</td>
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<td>□ Handwritten note</td>
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<td>□ Branded stationary</td>
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<td>□ Reference unique things about the influencer</td>
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<th>How will you be packing and shipping gifts?</th>
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<td>□ In-house team</td>
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<td>□ Partnering with Statusphere</td>
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<th>Do you have a designated employee to monitor the campaign?</th>
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<th>What data will you be collecting? (Check all that apply)</th>
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