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The YouTube Influencer Marketing Roadmap

Nine Simple Steps for Creator Collaboration Success

Brand generated content is out and Influencer Marketing is in. According to the <u>2017 Internet Trends</u> report from KPCB, user-generated content yields generate 6.9x higher engagement on Facebook and Instagram. Follow these steps as a template to build your roadmap for Influencer Marketing success.

Identify Social Media Channels

There is no one-size-fits-all channel that works for every brand. Use native analytics platforms like Facebook Insights or Twitter Analytics to determine what channels and kinds of content resonate with your brand.

Draw up audience personas: what does your ideal customer do? Where do they shop? How do they consume their media?



Most of the time, the best approach to finding Influencers is to discover them yourself. Some platforms allow users to browse already vetted Influencers.

Browse our Discovery tools and filter Influencers by industry, age demographic, reviews, and more. When you find an influencer, review previous collaborations they've done and take care to ensure their voice is something you



Review Content

you go live with the c

Determine Metrics For Success

The first and most important question you need to address in your plan is simple: how will you determine the Return on your Investment?

Typical KPIs that most brands like to keep in mind are audience reach, overall engagement, impressions, or conversions.



Prepare A Brief

Creators want know the brands they are working with care about their product and promoting it in creative ways. Make that transparent in your proposal. Be very specific on what kind of Influencer you're looking for.

Be clear about requirements in your brief, but don't make them too restrictive. You want to give the influencer you're working with enough room to shine with their creativity.



Depending on what KPIs you're looking for, the rates will be different. Most of the times, Creators will have their own rate cards to determine how much it costs for sponsored posts.

However, if you need to negotiate, use our

2017 Influencer Benchmarks to give you an idea on how other campaigns on Grapevine have been performing, but ultimately its up to you and the Influencer to come to a decision.

that the creator you've partnered with hit all the relevant talking points and especially adheres to the latest FTC Guidelines.

Over communicate with the Influencer you're work-ing with to set realistic goals and deadlines. The more communicative you are, the easier the collaboration will be.



The collaboration isn't over once you've hit the publish button. Your video isn't just a video: it's a campaign. Commit extra resources to promotion such as additional paid ads and supporting blog posts.

Pay attention to your CTAs (Calls-to-Action) within the video and make sure people keep clicking it. Adjust the copy and CTA every few days to keep testing.

<u>lur</u>l **Publish and Optimize**

Congratulations on publishing your collaboration! The real power behind user generated influencer content is long-tail value.

Unlike a sponsored brand post on Facebook or LinkedIn, it might take up to a month for you to see value from your content. Start planning your collaborations early!



If you've followed these tips right, then you've created a winning collaboration. Don't hesitate to lean on the creator again for future campaigns.

The influencer behind your successful initatives is now a part of your story, and they've cultivated an audience that already trusts your brand.

Get Started With Influencer Marketing Today!

Grapevine connects advertisers with over 135,000 social media influencers to create sponsored content that increases brand awareness and generates positive ROI.

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