

The Influencer Marketing Process

EVERYTHING YOU NEED TO RUN A SUCCESSFUL CAMPAIGN

MARKETERS BELIEVE IN INFLUENCER MARKETING

2/3

plan to increase spending in 2019

92%

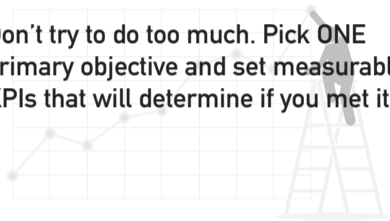
believe it's an effective marketing method

Up to \$100,000

average spend on a single campaign

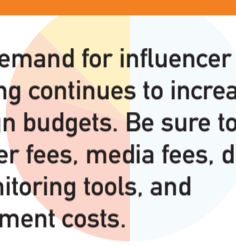
STEP 1: DEFINE SUCCESS

Don't try to do too much. Pick ONE primary objective and set measurable KPIs that will determine if you met it.



STEP 2: SET A BUDGET

As the demand for influencer marketing continues to increase, so do campaign budgets. Be sure to factor in influencer fees, media fees, discovery and monitoring tools, and management costs.



STEP 3: GET THE PLAN ON PAPER

Who is the target audience, what types of influencers reach them, what will influencers do/say, how can you leverage media or other forms of syndication to amplify top performing content, what's your timeline, etc.

STEP 4: FIND THE RIGHT INFLUENCERS

Know your ABCs. Each influencer should meet your pre-set criteria for Audience Fit, Brand Fit, and Content Fit.

[Learn more about the ABC's of Influencer Selection](#)

STEP 5: PAPERWORK

Combine the creative brief, assignment details, brand guardrails, and the terms of agreement into a single document, customized to each influencer. Don't forget to include key requirements like messages that must be hit in content, photo guidance, legal disclaimers, content licensing terms, and FTC compliance expectations.

STEP 6: DO NOT "SET & FORGET"

Develop a system to monitor influencer content as it goes live and check every piece for compliance with a) the assignment, b) FTC compliance, and c) quality engagement.

[Learn how Carusele's cStack™ Algorithm evaluates content performance](#)



STEP 7: AMPLIFY THE BEST OF THE BEST CONTENT

Reach beyond organic audiences by giving the best content a boost. Boosting can be done via a variety of social, digital and even print channels; however, we've found social is often the most efficient and effective.

[Discover four ways to "boost" influencer content and why using the "Handshake" tool is never your best option](#)

STEP 8: MEASURE CAMPAIGN PERFORMANCE

Collect data on views, engagements, clicks, and conversions for every content placement in your campaign. Remember to prioritize the results according to your initial objective, rather than fixating on numbers you're not able to measure.

[Not sure which metrics should matter? Check out our white paper on 25 ways to measure influencer marketing](#)

[Need to bring your reporting up a level? Take our Masterclass on Influencer Metrics for your C-Suite](#)

STEP 9: ANALYZE INDIVIDUAL INFLUENCER PERFORMANCE

Understanding the effectiveness and efficiency of each influencer can provide valuable insights for future campaigns.

[Learn how Carusele's iStack Ranking System helps brands reduce costs and increase influencer performance over time](#)

STEP 10: GET YOUR PARTNERS PAID

Confirm assignments have been completed in full and process payments promptly to ensure your relationships with influencers remain strong. **DON'T FORGET** about them after payment though!

STEP 11: PREPARE FOR END OF YEAR TAX DOCUMENTS

You'll need influencers' documentation for their taxes at the end of each calendar year, even if you only paid them in product, comp'd trips, etc. Anything of value should be considered payment, and therefore income that both you and the influencer need to report.

STEP 12: GET ALL THE BANG FOR YOUR BUCK!

You now have a library of high-quality, pre-tested, and proven creative assets. Use them! You also have a list of influencers who drove real results for your brand. Cultivate those relationships through ongoing social engagement, product previews, event invites, etc.

An award-winning influencer marketing agency, Carusele puts a new spin on traditional influencer marketing. By focusing first on the quality of content, running it through our scoring systems, then amplifying it broadly to reach your exact target audience, Carusele campaigns deliver influential content that has repeatedly driven measurable sales lift and provided invaluable insights to brands.

<https://carusele.com/>

