

Five Types of Influencer Marketing Companies



	Influencer Databases	Influencer CRM Tools	Influencer Marketplaces	Influencer Talent Agencies	Influencer Marketing Agencies
Cost	\$	\$-\$\$	\$\$-\$\$\$	\$\$-\$\$\$	\$\$\$-\$\$\$\$
Burden on Brand	Self-Serve	Self-Serve	Self-Serve; Some offer fully-managed services for an additional cost	Brand will do most of the heavy lifting (strategy, negotiations, brief creation, monitoring, reporting); Agent simply serves as "go-between" with influencers	Full-service
Business Model	Brands pay for access to a self-service tool that surfaces accounts online with larger than average followings that discuss certain topics often	Brands pay for access to a self-service software that let's them track and store information about the relationships they've built with influencers.	Brands pay for access to a self-serve database of influencers who have opted-in to hear about collaboration opportunities. Influencers are usually required to connect their accounts, giving brand users access to more data for campaign planning and campaign performance monitoring. Light CRM functionality is often included.	A spin on traditional talent agencies, these agencies represent a set roster of influencers. Some may be exclusively represented by the agency. They will "pitch" influencers to brands and take a cut (usually 20% or more), while serving as the go-between, keeping brands at arms length with the influencers.	A traditional agency model, which may offer set packages or a cost + service fee model. These agencies typically manage influencer programs from end-to-end, including presentation-ready strategies and reporting. They rely on the brand simply for traditional marketing inputs like objectives and key messages.
Search and Discover New Influencers	Able to surface "millions of influencers" by scraping the web for content		Yes, typically a limited database of influencers who have opted in	No, agency will typically require a brief and will offer up specific influencers on their roster in return	No, agency will typically recommend specific, pre-vetted influencers to align with campaign brief
Fully Vetted Database		Created by the user	Maybe	Likely, most are selective about who they represent	Maybe, depends on the process agency uses to discover and recommend influencers to the brand
Access to Past Performance and Audience Data	If available, it's not likely accurate	If available, would require user input and data would be limited to user	Yes	Yes, but limited to the sales materials and data collected on campaigns managed by the agency	Maybe, depends on type software agency users to discover influencers on the brand's behalf
Access to Estimated and Benchmarked Costs	If available, it's not likely accurate		Yes	Yes, agency will have a media kit for each influencer	Maybe, depends on type software agency users to discover influencers on the brand's behalf
Communication with Influencers		Typically the most advanced interface offered for tracking communication and workflow for campaigns	Maybe, if a CRM layer is incorporated	All communication flows through agency POC	All communication flows through agency POC
Pay Influencers		Maybe; likely an additional cost / processing fee	Likely for a fee on top of the influencer's payment	Yes, via agency	Yes, via agency
Basic Content Monitoring		Unlikely, unless a listening tool is incorporated	Yes, may require influencers or brands to drop in links unless a listening tool is incorporated	Agency will often provide links as content goes live	Agency will often provide links as content goes live
Brief and FTC Compliance Monitoring		Unlikely	Maybe, FTC only	Maybe	Yes
Paid Amplification of Influencer Content			Maybe, targeting, placement and ad unit capabilities are likely limited	Maybe, for an additional fee agency may manage this for the brand	Maybe, depends on agency capabilities and strength of relationships with influencers
Post-level and Campaign-level Analytics			Yes	Maybe	Yes
Campaign-Performance Benchmarking			Maybe	Unlikely as any benchmarking would likely be limited to agency's own work within their roster of influencers	Maybe, depends on type software agency users to discover influencers on the brand's behalf