

# The CMO's Guide to Influencer Marketing



# About Mediakix

Established in 2011, Mediakix is a leading influencer marketing agency. We create, execute, and manage high-impact sponsorships for brands with social media influencers, including YouTubers, Instagrammers, bloggers, Twitch broadcasters, Facebook creators, and emerging social channels.

With a network of thousands of social influencers and a reach of millions, our campaigns have been among the highest-performing marketing channels for clients.

To see how our influencer marketing campaigns can drive ROI for your brand, contact us today for a free evaluation with an experienced influencer marketing specialist.

[LEARN MORE](#)



## OUR CLIENTS

Tropicana

UBER



sleep  number

OLD NAVY

Fairmont

Kenneth Cole  
NEW YORK



NORDSTROM

ExxonMobil



[www.mediakix.com](http://www.mediakix.com)

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# 1

## What Is Influencer Marketing?

- Defining Influencer Marketing
- Why Does It Work?
- Top Influencer Channels



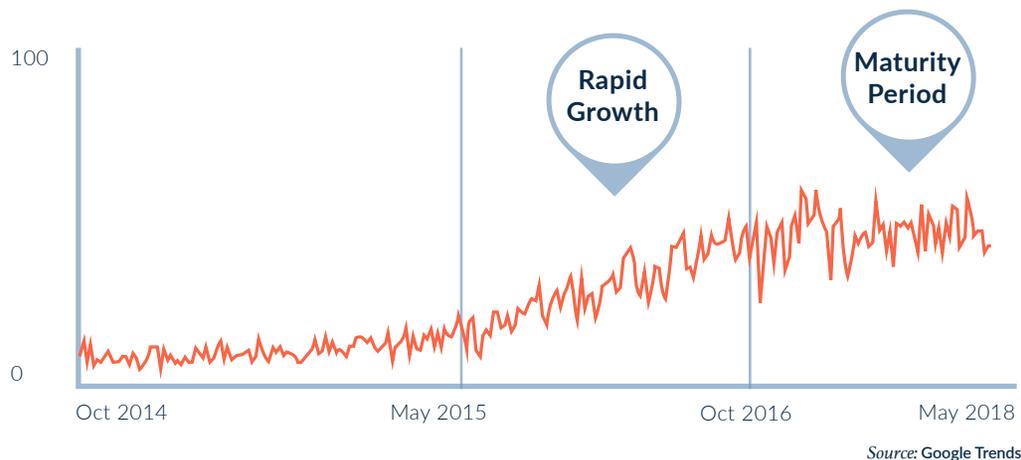
# What Is Influencer Marketing?



**Influencer marketing** is the practice of partnering with people who have influence with your potential customers. These **influencers** have built a loyal following on social media through online content creation, and will collaborate with brands to help them generate awareness about their product or service. Over the last several years, influencer marketing has evolved from an ancillary marketing tactic to a multi-billion dollar industry.

## INFLUENCER MARKETING INTEREST

Searches for influencer marketing increased dramatically in 2015, but have flattened out in recent years as the concept achieved broader awareness.



By 2020 influencer marketing spend will be

**\$5-10** billion



Source: [Mediakix](#)



**86%**

86% marketers use influencer marketing.

**92%**

92% of that group find it useful.

Source: [Search Engine People](#)



**65%**

65% of companies plan to spend more on influencer marketing.

Source: [WFA](#)



## Why Does It Work?

Influencer marketing works because influencers have built loyalty and trust with their audience. They act as ambassadors to a particular group of people, and help brands connect with audiences in a more authentic way.

### 1. TRADITIONAL ADVERTISING IS STRUGGLING

Traditional **outbound marketing** involves promoting through banner ads, TV commercials, direct mail, video pre-roll ads, etc. Marketers still invest in this approach, but it works less and less, especially with younger audiences.

The last several years saw a dramatic increase in **inbound marketing** efforts, which are focused on **earning** audience interest through useful content, newsletters, organic search traffic, and social media.



# 80%

80% of audiences skip YouTube ads.

Source: [Tubefilter](#)



# 2/3

2/3 of Millennials block ads.

Source: [eMarketer](#)

## 2. SOCIAL MEDIA IS KING

Consumers today seek inspiration, set goals, connect with friends, and live their lives through social media. They spend more time on social media than watching television ([Bloomberg](#)), and they trust social media influencers more than traditional celebrities.



People spend over 5 years of their life on social media.

Source: [Mediakix](#)



92% of consumers trust influencers more than ads or celebrities.

Source: [Forbes](#)

17x

Teens find YouTube stars 17X more engaging than celebrities.

Source: [Variety](#)



## TOP SOCIAL CHANNELS

You probably already know the top social media networks out there, many of which have powerful influencers to partner with.

While user count is important, user engagement is perhaps even more relevant in an era with limited consumer attention spans. These days, people tend to spend a lot more time consuming online video. We'll discuss this trend more later on.



### PRO TIP

Keep an eye on Instagram Stories, which has over 400 million daily active users.

	ACTIVE USERS	DAILY TIME SPENT
	1.47 billion	35 mins
	1 billion	40 mins
	1 billion	15 mins
	188 million	25 mins
	15 million	95 mins

Source: [Mediakix](#)

## CASE STUDIES: BRANDS LEADING THE WAY



How Nike Reaches Millions



Fast Food Ads With Top Instagrammers



How Uber Partners With Top Influencers



American Express Influencer Partnerships



Nordstrom Markets Its Anniversary Sale



Coachella Activations You Can't Miss



# 2

## Different Types of Social Media Influencers

- What Is a Social Media Influencer?
- Nano, Micro and Macro-Influencers
- Types of Social Media Influencers
- Emerging and Declining Channels



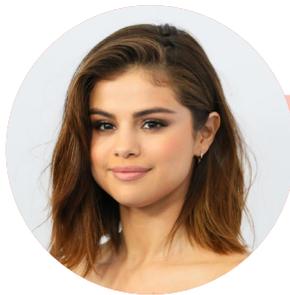
# What Is A Social Media Influencer?

A **social media influencer** is someone who has built a sizable following across one or more social media channels (YouTube, Facebook, Instagram, Snapchat, Twitch, blogs, etc.).

An influencer's audience consumes their content as a source of entertainment, information, and inspiration. Some influencers invite their fans into their personal interests, travels, discoveries, struggles, and everyday lives. This breeds a deep level of intimacy with their followers.

## CELEBRITIES VS. SOCIAL MEDIA INFLUENCERS

What's the difference between celebrity sponsorships (with actors, singers, athletes, etc.) and marketing with influencers who built a following exclusively through online content? Click to learn more about the pros and cons of [celebrity endorsements vs. influencer marketing](#).



**SELENA GOMEZ**

 20M subscribers

 144M followers

VS



**LELE PONS**

 12M subscribers

 29.4M followers

Some of the most popular influencer categories include:



ENTERTAINMENT



GAMING



LIFESTYLE



FOOD



FASHION & BEAUTY



FITNESS



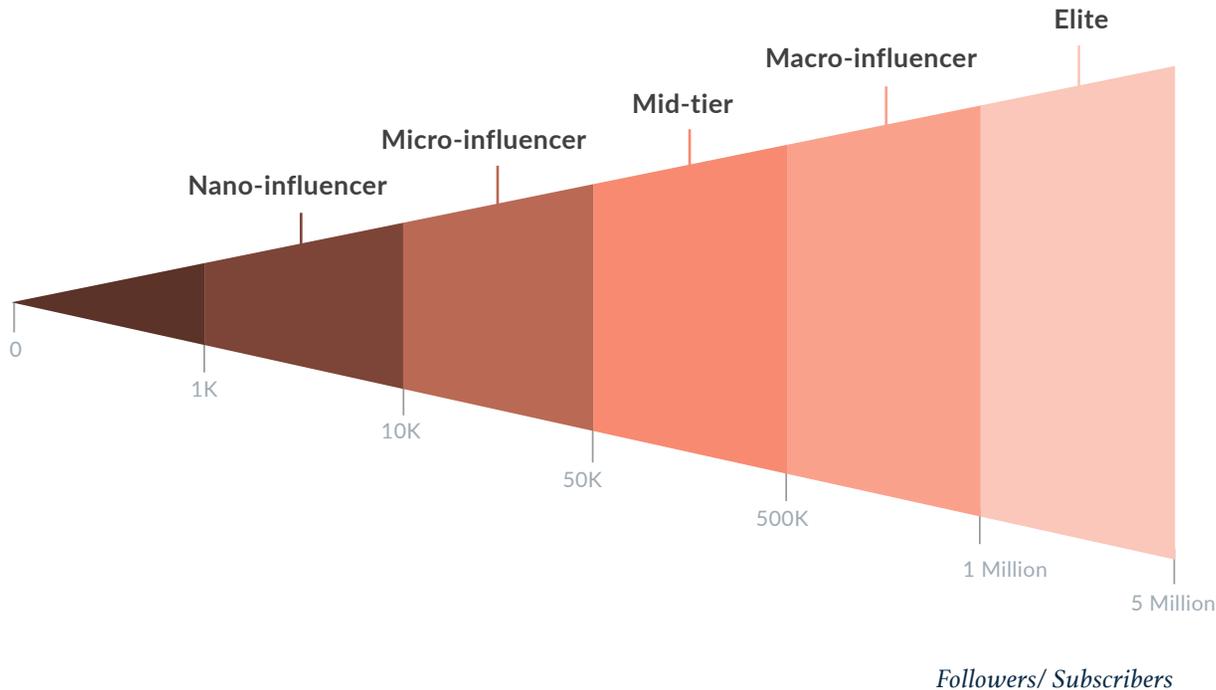
TECHNOLOGY



TRAVEL

## NANO, MICRO AND MACRO-INFLUENCERS

While the definition differs based on channel, opinion, and context, generally influencer tiers are broken out like this:



“

**DID YOU KNOW?** 

Micro-influencers are generally assumed to have higher engagement, but Mediakix found only a 0.1% difference in engagement rates between micro- and macro-influencers. See the [full infographic here](#).

## PROS AND CONS OF USING MICRO-INFLUENCERS

### PROS

**Niche audience**  
Micro-influencers often cultivate niche communities, and can tap into audiences with specific interests.

**Lower price tag**  
Micro-influencers generally come with a lower price tag per post.

**Higher relative engagement**  
Because they post to a smaller audience, they may receive more engagement per post.

### CONS

**Lower reach**  
They may tout higher relative engagement, but micro-influencers reach much fewer people.

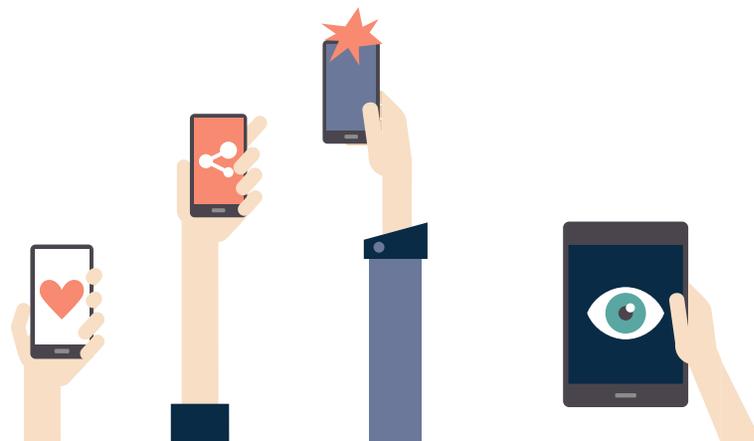
**More to manage**  
Brands often need to work with many micro-influencers, leaving room for complications.

**Less brand lift**  
Micro-influencers can't drive as much awareness. One macro-influencer can provide larger impact at scale.

# The Different Types of Social Media Influencers

Most influencers are categorized by their most popular social platform, although today many of them diversify across channels. For example, here are **some examples** of Instagram stars who expanded their presence to YouTube. This multi-channel approach gives both the influencer and the brand sponsoring them a chance to promote across multiple channels.

That being said, each channel has its own set of unique influencers, users, and content format. Let's take a look at the most popular types of social media influencers across each.



# INSTAGRAM

Instagram has exploded in growth in the last few years, and in June 2018 they exceeded 1 billion users. This information was announced in tandem with the **launch of IGTV** (Instagram TV), which along with Instagram Stories represents a concerted push into the video space.

Collaborating with top Instagram influencers is a great way to position your product or service in a visually-striking or highly personalized way. Instagram has a high concentration of **Millennial users**, and strong usage among Gen Z and Gen X age groups. It attracts influencers in fashion and beauty, travel and hospitality, lifestyle, design, fitness, food, and more.



**KC STAUFFER**

*Family*  
4M Followers



**JACK MORRIS**

*Travel & Adventure*  
2.8M Followers



**EMILY SKYE**

*Fitness & Health*  
2.4M Followers



## Quick Start Guide:

- [Brand Guide: How To Market With Top Instagram Influencers](#)
- [30+ Instagram Case Studies From Top Brands](#)

## Learn More About Instagram Video:

- [Is Instagram the New Youtube?](#)
- [9 Instagram Stories Stats You Can't Ignore](#)

# YOUTUBE

YouTube was one of the earliest influencer channels, with YouTubers (“**Creators**”) drawing attention from brands as early as 2006. YouTube is the largest video platform in the world, and offers a lot of creative freedom to showcase products, services, and experiences in a long-form video format. YouTube is used by a wide range of audiences, especially people aged 18-34.

That, coupled with the ability to easily embed links makes YouTube influencer marketing campaigns effective for both branding and direct response campaigns. That said, the video medium is no longer unique to YouTube, which is facing growing competition from both Twitch and Instagram.



**RCL BEAUTY 101**

*Beauty & Comedy*  
13.7M Subscribers



**AUSTIN EVANS**

*Technology*  
3.4M Subscribers



**ALPHAM**

*Men & Lifestyle*  
4.5M Subscribers

## Quick Start Guide:

- [5 Different Types of YouTube Marketing Campaigns](#)
- [11 Ways To Advertise on YouTube \[Infographic\]](#)

## Video Streaming Competitors:

- [Twitch vs. YouTube: Behind YouTube's Plan to Win Over](#)
- [Instagrammers vs. YouTubers: Which is Best for Your Brand?](#)



# BLOGS

Blogs became the very first influencer marketing channel when food, lifestyle, and mommy bloggers began to partner with brands in the early 2000s. Blogs generally provide access to an older demographic (25-49 year olds) and allow for more in-depth, personalized storytelling.

For brands, partnering with bloggers can drive brand awareness, sign-ups, website traffic, promotions, and other direct-response KPIs. Successful sponsored blogs also have the unique advantage of building organic traffic over time, meaning a single blog post could lead to ongoing returns over several years.



## A BEAUTIFUL MESS

*Design & DIY*

906,600 monthly visits



## CUP OF JO

*Lifestyle & Family*

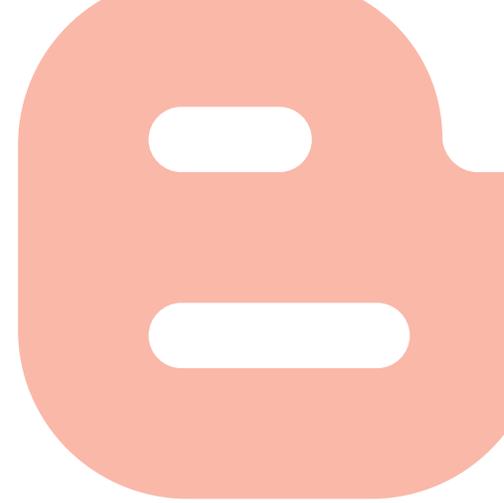
1.3M monthly visits



## SKINNY TASTE

*Food & Recipes*

3.7M monthly visits



### Quick Start Guide:

- [What Is a Lifestyle Blogger?](#)
- [Working With Bloggers to Promote Your Business](#)

### Outreach Tactics:

- [A Comprehensive Guide to Blogger Outreach](#)
- [Crafting the Perfect Influencer Agreement](#)

# FACEBOOK

With over 2.2 billion users and **8 billion** daily video views, Facebook has the largest global reach of any channel. Traditionally, Facebook fell behind other social networks in fostering an influencer community. More recently, however, Facebook doubled down with a **Creator App** for influencers and a proprietary **Brand Collab Manager** for companies who want to partner with creators.

Facebook Live videos, watched 3x longer than standard videos, are used by top influencers and brands to reach Facebook's global audience. While many influencers use Facebook as a secondary channel for livestreaming to their fans, others have built their primary following on Facebook.



**HOLDERNESS FAMILY**

*Family*  
1.6M Followers



**LAURA CLERY**

*Comedy*  
3.8M Followers



**JON PAUL PIQUES**

*Comedy & Gaming*  
9M Followers

## Quick Start Guide:

- [Behind Facebook's Video First Growth Strategy](#)
- [Facebook Native Ads vs. Marketing With Influencers](#)
- [Facebook Stories vs. Instagram Stories](#)

## Facebook Video Case Studies:

- [How Top Brands Use Facebook Video & Livestreaming](#)
- [How JC Penney, Best Fiends & Saks Use Facebook Live Influencers](#)

# TWITCH

Twitch launched as a livestreaming platform in 2011, and has gained rapid traction amongst gamers. The majority of their over **15 million** viewers are **aged 18-34**, and spend an average of 95 minutes per day on Twitch – over double the time spent on any other social channel.

A slew of brands have begun experimenting with Twitch sponsorships, hoping to tap into this engagement. Influencer sponsorships have largely been led by gaming companies, but brands like Coca-Cola, Old Spice, South Park Studios and KFC have started experimenting with Twitch as well. Twitch is emerging very quickly, and represents a powerful new channel for brands to reach highly engaged audiences in innovative ways.



**NINJA**

11.9M followers



**KITTYPLAYS**

956,000 followers



**DRDISRESPECT**

2.9M followers

## Quick Start Guide:

- [What Is Twitch? A Brand Guide for Marketers](#)
- [Case Study: Brands Working With Twitch Influencers](#)

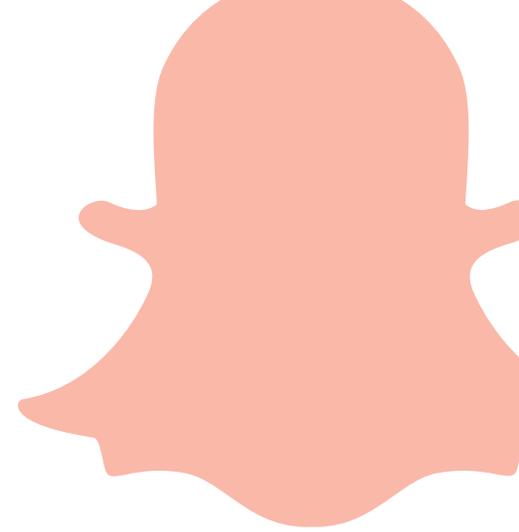
## Video Streaming Competitors:

- [Twitch vs. YouTube: Which Is Best for Influencer Marketing?](#)
- [Caffeine TV vs. Twitch: Video Livestream Showdown](#)

# SNAPCHAT

Snapchat influencers first arose with the release of Snapchat Stories in 2013. Marketers started working with top Snapchat influencers on takeovers, product placements, and other creative sponsorships to reach teen audiences.

More recently, however, Snapchat has struggled amidst competitors, stagnated user growth, and nervous investors. While its future remains in the balance, Snapchat may offer some brands a channel to diversify campaigns, but is likely not the ideal medium to plan a long-term influencer marketing strategy.



**TURBANCHINO**

*Art & Comedy*



**CYRENE Q**

*Visual Artist*



**FROM HEAD TO TOE**

*Beauty & Fashion*

## Quick Start Guide:

- [The 9 Ways to Advertise on Snapchat \[Infographic\]](#)
- [Understanding Snapchat: Key Terms, Functions, & Features Brands Should Know](#)

## Understanding Snapchat's Struggles:

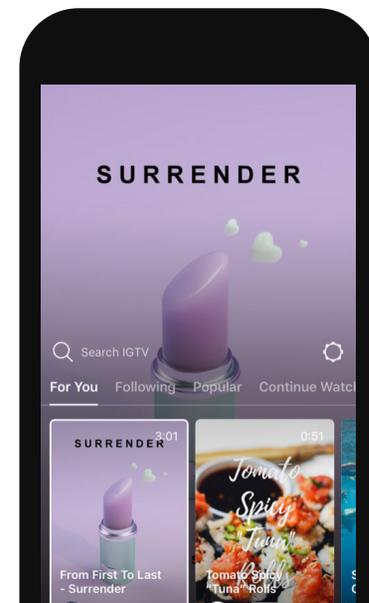
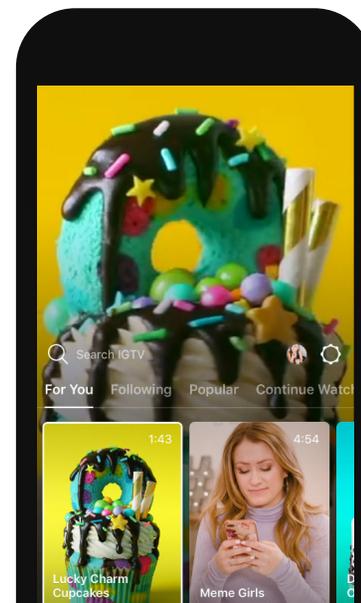
- [Snapchat vs. Instagram Stories: Who Wins? \[Infographic\]](#)
- [Is Snapchat Dead as an Influencer Channel?](#)



# Instagram Pushes Into Video With Stories and IGTV

Instagram has made a dedicated effort to break into video in the past several years, and it appears to be paying off. On July 2016, Instagram launched Instagram Stories, which has a over 400,000 million daily users today. On June 2018, Instagram launched IGTV, which allows creators to upload fullscreen, vertical videos up to one-hour in length.

This represents a bold effort to compete with YouTube, and a bet on vertical video as the future of video consumption. For influencers, IGTV offers a new opportunity to engage with existing audiences and attract new followers. IGTV's longer format also offers a new opportunity for brands to get creative with narrative-style influencer content on Instagram.



# Snapchat's Declining User Base

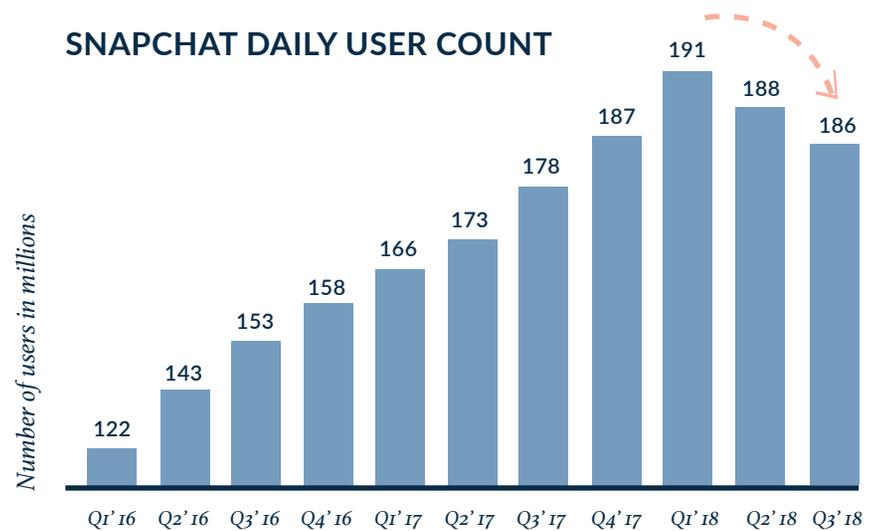
Where Instagram has flourished, Snapchat has struggled. By 2018 Instagram Stories attracted over **twice as many daily** users as Snapchat's Stories. Snapchat also struggled with several functionality issues.

Users had a hard time finding their favorite influencers with Snapchat's limited discovery capabilities, and influencers didn't get much information about their engagement analytics (a huge problem for brand monetization).

This, compounded with an **unpopular redesign** and a **disparaging tweet** by Kylie Jenner, sent Snapchat in a tailspin from which it has struggled to recover. In the second quarter of 2018 Snapchat actually lost users, a troubling trend.



SNAPCHAT DAILY USER COUNT





# 3

## Different Types of Influencer Marketing Companies

- What Are the Different Types of Influencer Marketing Companies?
- What Is an Influencer Marketing Agency?
- Pros and Cons of Influencer Platforms
- Whatever Happened to MCNs?



# What Are the Different Types of Influencer Marketing Companies?



## Influencer Marketing AGENCIES

Agencies strategize and launch successful influencer marketing campaigns for brands, in partnership with social media influencers.



## Influencer Marketing PLATFORMS

Platforms leverage online databases, networks, or marketplaces for brands to search, identify, and request sponsorship with specific influencers — and compensate them in-platform.



## Influencer Marketing TOOLS

There are various forms of software that provide channel data and campaign analytics for one or more social media apps and platforms.



## Influencer NETWORKS

Originally referred to as multi-channel networks (MCNs), networks and media distribution companies provide services and production support to creators (largely on YouTube) and brands.



# What is an Influencer Marketing Agency?

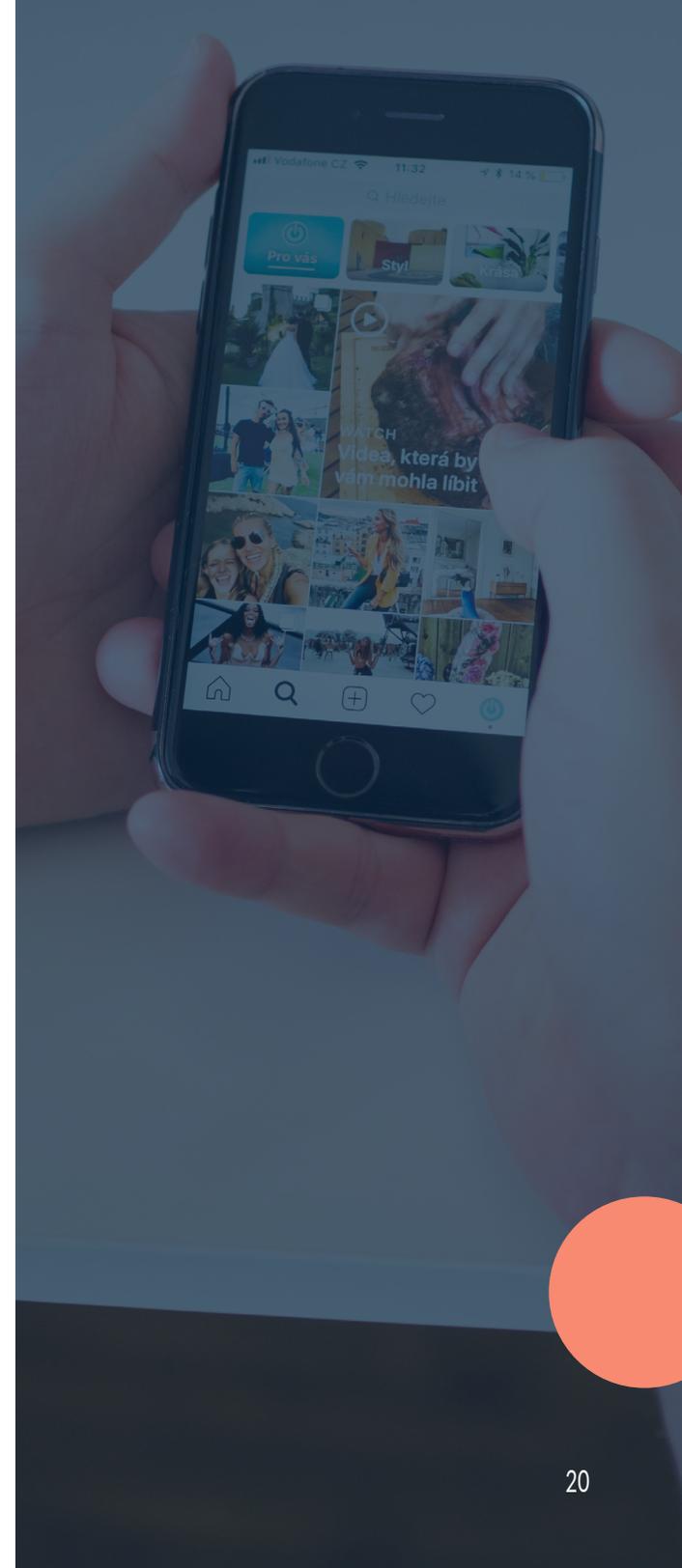
Influencer marketing agencies partner with social media influencers to creatively plan and execute paid sponsorships, product placement, and branded content on behalf of their client.

To launch a successful influencer marketing campaign, marketers must:

- *Identify key target audience(s)*
- *Define clear KPIs (key performance indicators)*
- *Determine the right social media channels*
- *Select from thousands of influencers*
- *Build, execute, and optimize several multi-channel campaigns*

Without dedicated internal resources, this process can be overwhelming for many brands. After managing hundreds of campaigns, agencies have developed insights on the best practices, unique creative strategies, and top influencers who can reach different industries and demographics.

Influencer marketing agencies typically do not manage talent but maintain healthy, long-standing relationships with social media influencers, their managers, and associated networks. Unlike companies who represent influencer talent directly, marketing agencies can act in the brand's best interest first.



# Influencer Marketing Agencies vs. Other Ad Agencies

Many brands work with media, advertising, creative, PR, and digital agencies to help manage their advertising needs. With the growth and importance of influencer marketing, many of these agencies have expanded their offerings to provide influencer marketing services.

In contrast to other agencies, influencer marketing agencies focus solely on executing influencer campaigns. The world of influencer marketing is in constant flux, and this specialization helps influencer marketing agencies get ahead of trends, develop best practices, and identify the best social platforms and talent to meet the goals of a given campaign.





# Pros and Cons of Influencer Platforms

Influencer marketing platforms provide a hub for brands to find and recruit social media influencers for a campaign. While platforms vary, most allow marketers to filter influencers by category, location, follower count, and social media platform, and manage campaigns directly through the tool.

## PROS

### Ease of Use and Scalability

Platforms allow for simple search and selection of influencers, and quick review of their content for campaigns. Campaigns can be initiated and managed fairly easily.

### Lower Cost

While they do charge fees, platforms can sometimes provide a lower barrier to entry in terms of cost compared to a hands-on agency.

### Reporting

Platforms have built-in reporting features, allowing brands to review results through a dashboard as a campaign unfolds.

## CONS

### Limited Choice

Macro-influencers (who provide greater reach) typically work with a manager and are not accessible through platforms.

### No Assurance of Best Practices

Platforms are generally not able to ensure the submission of quality content, or adherence to FTC rules.

### Time Intensive

Influencer marketing requires hands-on collaboration, management, and optimization, which is time intensive.

### Fees

Platforms charge roughly 10-15% of your total campaign spend in fees.



## FOR MORE INFO

- [Influencer Marketing Platforms vs. Agencies](#)
- [4 Disadvantages of Influencer Platforms](#)
- [What Is an Influencer Database?](#)



# Whatever Happened to MCNs?

YouTube networks (also referred to as multi-channel networks or MCNs) emerged alongside YouTube to help influencers grow their audience, publish content, and secure advertising deals. Around 2016, however, it became clear that the business model of splitting ad revenue between the creators, the MCN, and YouTube was flawed.

Networks like [AwesomenessTV](#) were able to innovate by creating original, branded content in-house, rather than just managing disparate influencer channels. However, the direction of most YouTube MCNs simply didn't make sense in an increasingly multi-channel social media ecosystem.

Today, many former MCNs have evolved into media and production companies, and doubled down on creating value for both influencers and brands. But none of them call themselves "MCNs."





# 4

## How to Work With Influencers

- Finding the Perfect Influencer
- Influencer Agreements
- FTC Disclosure Guidelines



# The Influencer Marketing Process

The best social media influencers are trusted as tastemakers. They start cultural trends, shape the latest must-have products, and embody lifestyles that fans seek to emulate.

Working with influencers can offer powerful new ways for brands to reach audiences, but there are many nuances to a successful influencer partnership. Working with influencers can be more resource-intensive than traditional digital marketing channels, like PPC or social media advertising.

Here are a few critical steps to note when working with influencers:



*Influencer Identification*



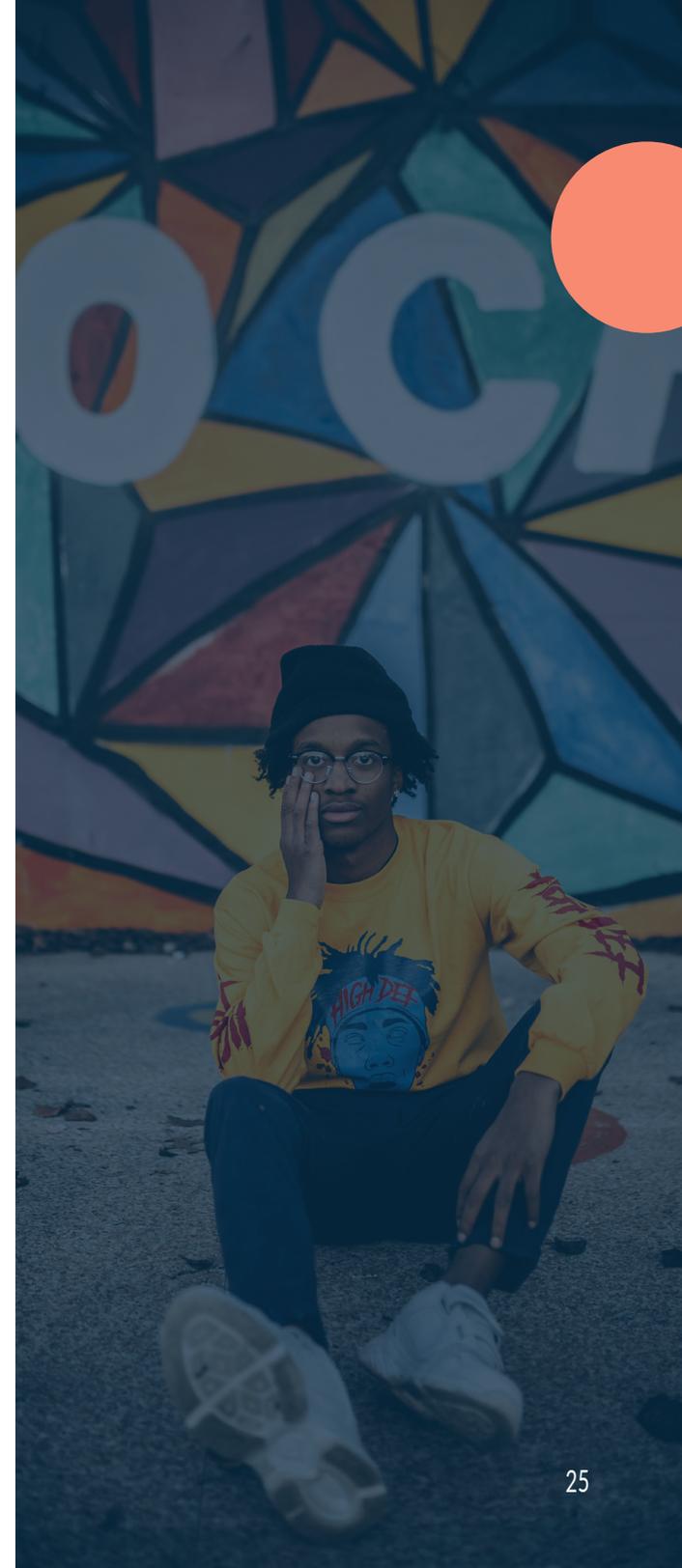
*Influencer Outreach*



*Influencer Agreement*



*Influencer Marketing Best Practices*





## INFLUENCER IDENTIFICATION

Influencers are the foundation of your campaign, and selecting the right creators is a crucial decision. Here are some key steps:

### 1 DEFINE YOUR TARGET AUDIENCE

*Identify target demographics, life stage, and interests. This can help narrow down the categories, social media channels, and influencers you want to leverage.*

### 2 DETERMINE YOUR BUDGET

*Sizing up your budget will help you determine if you can achieve the wide reach of a macro-influencer, or will only be working with a small set of micro-influencers.*

### 3 IDENTIFY YOUR KPIS

*Whether you want to achieve brand awareness, more clicks, or conversions, specific influencers and social media channels will be best for achieving your goals.*

### 4 DECIDE ON SOCIAL PLATFORMS

*Different social channels will be ideal depending on your KPIs and target audience. For example, a hotel brand might sponsor a travel Instagrammer, while a gaming company might focus on Twitch and YouTube livestreaming gamers.*

### 5 IDENTIFY YOUR INFLUENCERS

*Based on these and many other factors, narrow down your influencers. You can research influencers using ranking tools like [SocialBlade](#), influencer platforms, or manual search. You should look for influencers whose aesthetic, messaging, and passions align with your brand.*



#### PRO TIP

Learn more about influencer [pricing and costs here.](#)



## INFLUENCER OUTREACH

Most social media influencers are inundated with requests from brands, in addition to thousands of comments and likes from fans. Crafting a clear outreach message is essential to help the influencer quickly understand the opportunity.

Many top influencers have managers fielding their outreach requests. Working with a reputable influencer marketing agency helps facilitate this process as these agencies cultivate long-standing relationships with top influencers and their management.

If you'd like to try cold outreach, here are a couple tips:

### **1** ENGAGE WITH THEM

*Before reaching out to an influencer, follow them on their various social media channels. Show sustained interest in their work by liking and commenting on their posts.*

### **2** REACH OUT TO THE INFLUENCER

*Contact the influencer or their manager with specific and concise information about working together (the **campaign brief**, the budget, etc.). Ask the influencer about their own goals, and see if you can help achieve them through this campaign (for example partnering with another influencer, traveling to a new place, or pulling off an exciting new stunt).*

### **3** CULTIVATE A RELATIONSHIP

*Build rapport with the influencer before the campaign begins. The more they resonate with you and your brand, the smoother the creative process will be.*



#### PRO TIP

Click here for [a more in-depth guide to influencer outreach.](#)



## INFLUENCER AGREEMENT

A well-crafted influencer agreement serves to protect the interests of all parties, define ownership, and clarify expectations.

Here are a few critical items to include:

### 1 CLEAR DEADLINES

*Define the duration of the campaign, deadlines for sponsored content to be created, and the dates sponsored content should be shared.*

### 2 OWNERSHIP CLAUSE

*Document whether the influencer or the brand owns sponsored content after a campaign goes live, and who has usage rights.*

### 3 SPECIFIC CAMPAIGN DELIVERABLES

*Spell out the specific talking points the influencer must meet, and the format of those talking points (verbally within a YouTube video, written in an Instagram post caption, etc.)*

### 4 EXCLUSIVITY CLAUSE

*Outline a time period for exclusivity and clearly list competitors the influencer is barred from working with in that time frame. Your sponsored post probably won't have the same impact if the influencer partners with your direct competitor the week after your campaign.*

### 5 FTC DISCLOSURE GUIDELINES

*Clearly outline the disclosure expectations in order to meet FTC guidelines. Include exact verbiage an influencer must include, such as “sponsored by” or “paid partnership with.”*

### 6 STANDARD CONTRACT CLAUSES

*Don't forget standard clauses, such as non-disparagement clause, indemnification clause, and a termination clause should they become necessary.*



#### PRO TIP

For more detailed guidelines on FTC disclosure, skip to the end of the chapter.

## INFLUENCER MARKETING BEST PRACTICES

Before we dive into best practices, it's important to underscore that executing a successful influencer marketing campaign will require significant time and resources. You will likely experience a long trial-and-error learning period before you determine how to best combine influencers and social platforms to meet your marketing objectives.

With that in mind, here are a few of the best practices when it comes to creating, implementing, and managing influencer marketing campaigns:

- **UNDERSTAND THE INFLUENCER'S INDIVIDUAL BRAND AND VOICE**

*Spend time looking through their content, engagement, and overall aesthetic. Review their previous brand collaborations and sponsorships, and identify campaigns that align with the kind of engagement you'd like to achieve.*

- **HELP THE INFLUENCER CLEARLY UNDERSTAND YOUR BUSINESS**

*The influencer should clearly understand the company and the goals of your campaign. What is your company's mission? Your brand style? What aspects of your product, service or brand can they connect to personally?*

- **WORK COLLABORATIVELY WITH THE SOCIAL MEDIA INFLUENCER**

*Allow them to lead with ideas and creative direction of what will work best with their audience. Content that feels scripted or forced will not go over well with their audience and usually results in lower views and lower engagement.*

- **IMPLEMENT TRACKING MEASURES**

*Use trackable links or redemption codes, so you can monitor the KPIs of the campaign, such as traffic, downloads, sign-ups, or purchases. Learn more about tracking success in Chapter 6.*



### Sound overwhelming?

Agencies like Mediakix bring unparalleled industry expertise and impact for brands looking to invest in influencer marketing.

[Click Here to Learn More](#)

## LOOKING OUT FOR FAKE FOLLOWERS

As the popularity of influencer marketing has increased, so have concerns over fake followers. Some influencers, most typically on Instagram, inflate their numbers by purchasing fake followers (or “bots”), and fake engagement.

An influencer marketing agency will help you avoid these “influencers,” but if you’re operating alone, here are red flags to look for:

- **MORE FOLLOWERS, LESS CONTENT**

*With the exception of a sudden rise to fame, most influencers with a lot of followers should have a lot of content — hundreds, if not thousands of posts spaced out over several years.*

- **UNCHANGING ENGAGEMENT RATES**

*Count the number of likes and comments on multiple posts, and note if you tally very similar engagement levels. Real Instagram influencers will have a varied engagement on each post.*

- **QUESTIONABLE FOLLOWERS**

*Quickly click through to 10 or 20 followers at random. If you see a lot of accounts with very few followers, almost no posts, or non-human profile photos, these accounts may be fake.*

- **HIGH FOLLOWING-TO-FOLLOWER RATIO**

*Most influencers follow roughly 1-5% of their total follower count, so note if they are following a large base of people (or this number fluctuates dramatically). This could suggest that they follow a lot of users at once, wait for them to return the follow, and promptly unfollow them.*

- **SHORT, GENERIC COMMENTS**

*One of the best ways to identify fake Instagram followers is to read through the comments yourself. If you see a lot of repeated phrases, replies in a foreign language, or vague exclamations like “Love it!” this may be a sign of purchased engagement.*

- **VIDEO AND STORIES METRICS**

*Influencer videos should have a strong view count relative to their followers. Ask the influencer to send a screenshot of their Instagram Story metrics, to ensure the opens are high.*



### FOR MORE INFO

- [Spotlight: How Fake Influencers Can Deceive Brands](#)
- [Demand for Fake Instagram Followers Up 71%](#)



# FTC Disclosure Guidelines

The Federal Trade Commission (FTC) has increasingly monitored sponsored content over the years in order to ensure they are compliant. Today, the FTC offers a number of guidelines that brands can follow to convey a reasonable degree of transparency to consumers.

Based on our experience developing sponsored social media content for global brands, we've identified what we believe to be the most important FTC endorsement rules for disclosure. You can read a helpful summary for top social channels on the next page, or see [the full disclosure guidelines here](#).



# FTC Disclosure by Channel

## DOs

## DON'Ts



YOUTUBE

- Disclosure must be verbal, can include written.
- Use words or phrases that are clear and unambiguous, such as “Sponsored by...”, “Paid Advertisement,” or “Sponsored Advertising Content.”
- Include sponsorship information above the “show more” button in the description box.
- For both verbal and written disclosures, disclosure should be close to the beginning video.
- For written disclosures, must remain on screen long enough to be read and understood.

- Use ambiguous phrases like “Thanks to...” Disclosure should be clear and straightforward.
- Attempt to hide written disclosure at the bottom of the video description.
- Make written disclosures too brief to be read or make them the same color as the background.
- Fail to include written and/or verbal disclosure within the video itself.



INSTAGRAM

- Place disclosure at the beginning of the description and before the “more” button.
- Use the hashtag #sponsored, #ad, or #paid to disclose partnership.
- Use the phrase “Sponsored by...” and tag the sponsoring brand in the post description.

- Bury disclosure among many other hashtags.
- Put disclosure at the very end of the post description.
- Use #sp, #spon, #collab, #ambassador or other hashtags that don't clearly convey sponsorship.
- Use the phrase “Partnering with...” or “Collaborating with...”



FACEBOOK

- Disclose sponsorship at the beginning of the post's description.
- If using hashtags, use #sponsored, #ad, or #paid.
- If sponsored Facebook content is a video, disclose sponsorship either verbally or in writing.
- Tag the sponsoring brand.

- Use phrases or hashtags that are unclear or ambiguous, such as #sp, #spon, #collaboration, “Thanks to...” or “Video made possible by...”
- If sponsored content is a video, fail to include sponsorship within the video itself.
- Rely on built-in branded content only.

# 5

## Different Types of Influencer Marketing Campaign Tactics

- Product Placements
- Branded and Sponsored Content
- Influencer Marketing Tactics





## Types of Influencer Campaigns

Separating influencer marketing campaigns into buckets is tricky. As both brands and influencers strive for more subtle, authentic sponsorships, the line is blurring between exact campaign “types.” However, knowing general categories can help marketers understand the different approaches that they can employ in their next campaign.

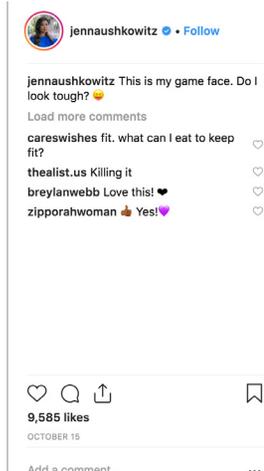
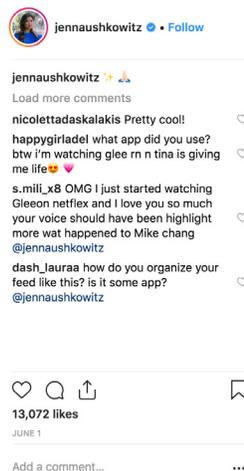
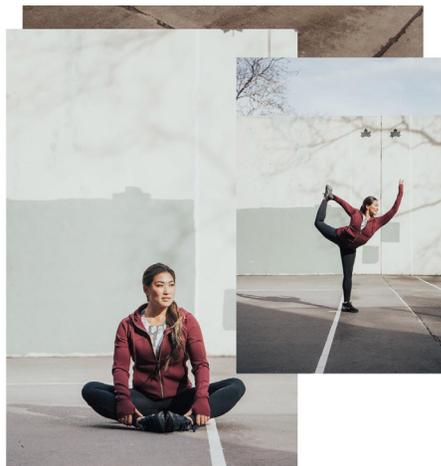


# 1. PRODUCT PLACEMENT

Product placement is a classic marketing tactic, and can be employed by brands looking for a more subtle approach to influencer marketing. In this approach, a product is subtly placed in an influencer's post, without direct mention of the product or brand in the description.

## JENNA USHKOWITZ FITNESS PROMOTIONS

In these Instagram posts, influencer Jenna Ushkowitz sports athletic clothing from both Lululemon and Under Armour. She tags the companies' Instagram accounts, but doesn't mention them in the description or promote their products.



## 2. SPONSORED CONTENT

Sponsored content broadly refers to influencer content which was produced in partnership with a sponsoring brand. The heavy-handedness of the “sell” will vary. The influencer might just give the brand a quick “shoutout,” or they might integrate a product deeply into the content. Here are a couple specific examples.

### INTEGRATED SPONSORSHIP

In this **blog post**, health, food, and home lifestyle blogger Janae talks about her weekly dinner ritual, and walks through her experience cooking a family meal with Blue Apron. The Blue Apron menus and ingredients are clearly integrated throughout her post, and she links to Blue Apron at the end.



### “BROUGHT TO YOU BY”

This refers to influencer content which is “brought to you by,” or “sponsored by” a brand. For example, Lynda sponsored **this episode** of a popular music parody series by YouTuber Jackfilms. In the middle of the video, Jack pauses to mention that “today’s music video was brought to you by Lynda.com,” then returns to his normal programming.



# Six Influencer Marketing Tactics

Now that you understand the different campaign “types,” here are some more specific tactics marketers employ when executing these campaigns.

## 1. UNBOXING

In this popular content format, an influencer will unpack a product from its packaging and show viewers its contents. For example, in [this video](#) Alexandra Airene opens a box from subscription beauty service FabFitFun and walks through each of the items inside. This tactic is most common on YouTube, but can be done on Instagram Stories, IGTV, or Facebook as well.

## 2. THEME OR HASHTAG CAMPAIGN

This tactic revolves around promoting a larger theme or hashtag across social media, and is often driven by multiple influencers. For example, Chiquita bananas encouraged people to draw faces on their bananas and tag #dressmychiquita, and amplified the campaign with influencers like [Marcus Dobre](#) and [Ellie Cham](#).

## 3. PRODUCT EXCLUSIVE OR PRE-RELEASE

This approach generally coincides with an unboxing, and is particularly common for highly anticipated technology products. For example, [in this video](#) Sara Dietschy demonstrates and reviews new iPhone Xr and Xs a week before they were released.





#### 4. SHOUTOUT

A “shoutout” refers to your brand receiving thanks or “props” from the social influencer. For example, in [this video](#) Devin Graham (devinsupertramp) parachuted off a desert cliff from a custom slip-and-slide, and added a “SUPER thanks to Subaru for making this dream project a reality!” in the video description. This approach can be applied on any channel.



#### 5. GIVEAWAYS AND CONTESTS

Giveaways are another classic tactic for drumming up excitement about a product or service. Partnering with influencers, like Arhaus did in [this furniture giveaway](#) with The Every Girl blog, can enable brands to widen the reach of their contest and generate more desire for their products.

#### 6. DISCOUNT CODE OR CONVERSIONS

When showcasing a product or service, influencers can also provide a discount code to their followers – like PewDiePie does during [this video](#) where he offers 10% off Loot Crate. This approach enables the brand to track conversions and ensures that they are measuring the ROI of their sponsored posts.



# 6

## Measuring Influencer Marketing Campaigns

- Brand Awareness vs. Direct Response
- Measuring Return on Investment
- Setting up Tracking



# Brand Awareness vs. Direct Response

Once you've defined clear campaign objectives, you can select the right KPIs (key performance indicators) to measure whether you've achieved the desired impact.

At a high level, most marketers have two broad goals: brand awareness and direct response. In some cases, it's a combination of both. Here are some of the most common metrics for each:

## 65%

of marketers face a challenge with measuring campaign ROI

Source: [Econsultancy](#)

## BRAND AWARENESS KPIs

Branding campaigns focus on expanding awareness of a brand and generating buzz around their product or service. Brand awareness KPIs include:

- **Reach** (e.g. views, impressions)
- **Social engagement** (e.g. likes, shares, comments, follows, mentions)
- **Media mentions** (e.g. mentions, links from press)
- **Website traffic** (e.g. traffic from search, direct traffic, traffic from press)

## DIRECT RESPONSE KPIs

Direct response campaigns aim to drive a specific, immediate user action. These conversion-based KPIs include:

- **Registrations**
- **Email signups**
- **App downloads**
- **Account creation**
- **Purchases**
- **Link clicks**



### 💡 PRO TIP

For direct response campaigns, try to focus on a single KPI. If an influencer tells fans to download your app, buy your product, **and** register for your newsletter in a single video, the lack of a clear call-to-action will make them less likely to take action.

# Measuring Brand Awareness ROI

There are three different types of metrics you can use to measure the impact of an influencer campaign on overall brand awareness:

## 1. REACH

**Impressions** - Post reach refers to the total number of post impressions or views. On Instagram, Facebook, and YouTube videos, views are displayed. On standard Instagram and Facebook posts, views must be estimated.

## 2. SOCIAL SENTIMENT

**Comments** - Comments in which users tag friends, include positive emojis, or voice intentions to purchase are all meaningful forms of positive social sentiment.

**Likes vs. dislikes** - The like vs. dislike ratio of a post (as opposed to the total number of likes) is indicative of overall social sentiment. The dislike feature is available on select platforms including Facebook and YouTube.

## 3. ENGAGEMENT RATE

**Likes and favorites** - A well-liked photo or video not only carries weight for other users, but also factors positively into some social platforms' algorithms, increasing the post's visibility.

**Comments** - Viewers who reply to a post are showing extra interest and willingness to interact. This speaks to the popularity of the post, and the willingness of followers to continue a conversation around it.

**Shares, hashtags, and mentions** - When a user shares a post, it's generally a sign of endorsement. Users integrating hashtags into their own post indicate some kind of social alignment or brand affinity. Each of these actions helps to expose the brand to audiences outside the reach of the original post.



### PRO TIP

Free tools like **socialmention** enable you to sort the number of positive, neutral, and negative mentions of your brand by date.



# Measuring Direct Response ROI

Direct response KPIs are focused on whether or not people perform a specific action. Here are a few examples of metrics which help you measure this conversion-based ROI:

## CLICK-THROUGH

“Click-through” or click-through rate (CTR) describes the number of times consumers click on a link in a promotional post. These links can lead to a product page, landing page or another target destination.

## SALES

Perhaps the most coveted conversion is a purchase. Purchases can be further analyzed by price point, new vs. existing customers, and average order value (for example, did one influencer drive fewer total clicks, but a higher average order value than others?).

## DOWNLOADS

Downloads are a digital product exchange between a brand and its customers. These transactions include the downloads of software, apps, and eBooks.

## SIGNUPS

Signups create a direct relationship between brands and potential new customers. People might subscribe to a newsletter, become a member, or create an account.

## COST-PER-ACQUISITION (CPA)

The cost of the acquisition measures the average cost to acquire a new customer based on influencer payment, production costs, platform or agency fees, etc.

## CUSTOMER LIFETIME VALUE (CLV)

Most marketing teams calculate ROI right after the campaign, but it’s also important to measure customer value over time. You may find that customers referred from influencer content (or another marketing channel) spend more money with you in their lifetime.



### 💡 PRO TIP

Click here to learn more about [Influencer Marketing ROI](#).

“

### 💡 PRO TIP

Make sure you spell out your brand's social media handle (e.g. @mediakix) or any hashtags you'd like the influencer to include in their sponsored post.

# Setting Up Tracking

Before your campaign launches, determine how you will track KPIs (such as traffic, downloads, signups, mentions, or transactions) that you assigned to your campaign. Some methods for tracking include:

## GOOGLE ANALYTICS

This analytics platform enables you to record traffic sources and measure specific conversions using custom UTM codes.

## DISCOUNT OR REDEMPTION PROMO CODES

Creating unique promo codes for every influencer enables your brand to track how many conversions each influencer is responsible for.

## DEDICATED LANDING PAGES

Building landing pages for a specific influencer offers insights into who visited and converted on that page, and also allows you to tailor unique messaging to their audience.

## TRACKABLE LINKS

Shortened links, like bit.ly links, can be strategically placed in sponsored content to track click-through rates (CTR), referring channel, country, and more.

## HASHTAGS

Assigning unique hashtags for your campaign allow you to directly track the impact your brand has across digital and social media.

## CONVERSION PIXELS

Placing a conversion pixel on your website helps you to identify people who visited your site within 30 days of seeing (but not clicking) a sponsored blog advertisement. Up to **40% of visits** via influencers are not tracked because they don't come from direct click-throughs.



# 7

## What's Next for Influencer Marketing?

- Industry Consolidation
- Live Video & Stories
- Emerging Social Platforms
- Automation & AI



# What's Next for Influencer Marketing?

As influencer marketing spending sky-rockets towards **\$5-10 billion**, there is no question that the industry will continue to grow. More creators, more channels, and more sponsored advertising. The question is, what will that future look like?

## INDUSTRY CONSOLIDATION

Signs point to a rapidly maturing industry, as top companies consolidate through a series of acquisitions. No doubt this trend will continue, as agencies, networks, and platforms continue to merge and form a handful of top players.

## LIVE VIDEO & STORIES

Nearly half of today's livestreaming audience is watching more live video than a year ago, according to eMarketer. Live streaming is the backbone of platforms like Twitch, and has emerged as a prominent feature of established social media networks like Instagram and Facebook. This indicates increasing consumer demand for this raw, unedited, "moment-driven" video format, which helps followers feel more personally connected to the day-to-day lives of influencers.

## EMERGING SOCIAL PLATFORMS

The social media landscape will inevitably evolve as platforms like Twitch battle with YouTube for the loyalty of livestreamers, Instagram continues to eclipse Snapchat with Stories, pushing further into video with IGTV. Meanwhile, smaller emerging platforms like Vero will likely continue to crop up and vie for influencer attention.



47%

47% of livestreaming viewers are streaming more live video than a year ago.

Source: eMarketer



## MORE CREATOR & BRAND SUPPORT

Between Twitch's new affiliate and merchandise integrations, Facebook's Creator App, and Youtube's promise of additional creator features, it appears major social platforms will remain in a heated battle to attract and retain influencers. Meanwhile, more platforms, agencies, and tools will undoubtedly aim to help brands partner with these influencers more successfully.

## MORE SOCIAL PRODUCT DISCOVERY

More consumers today are using social media newsfeeds for product discovery. Search is still the top channel where shoppers conduct product research, but social media is quickly catching up. GlobalWebIndex found that 28% of global internet users turned to social media during their online product research, a number that has jumped every year for the last several years.

## AUTOMATION VS. PERSONALIZED APPROACH

Given the challenges of scaling individual influencer campaigns, there is growing interest in using artificial intelligence (AI) to help brands work with influencers. A number of platforms have emerged to provide this offering, but as mentioned in AdWeek, "there is concern that these emerging companies focus too heavily on platform automation and not heavily enough on what makes influencer marketing successful in the first place—authentic relationships between real people."

Even if AI helps optimize company-to-influencer matchmaking, a human touch will always be required to drive the creative narrative and maintain strong relationships with the influencers. To solve this, some brands have decided to bring their influencer marketing in-house. Others have decided to supplement or fully outsource their influencer marketing to an agency who can handle the nuances of campaign management. No matter what the approach, there will remain a strong need for a creative, human-based approach for the foreseeable future.



92%



92% of consumers trust recommendations from a person over an advertisement.

Source: Mediakix

# Ready to Get Started?

Since 2011, Mediakix has been a trusted partner to clients like Uber, Facebook, Blue Apron, Nordstrom, Hallmark, LG, and Universal. We drive high-impact results powered by years of experience and strong influencer relationships.

Find out how we can create a custom campaign to reach *your* goals.

LET'S TALK





[www.mediakix.com](http://www.mediakix.com)

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