



# 9 Questions to Answer **BEFORE** Launching an Influencer Marketing Campaign

# #1 What Do You Want to Accomplish?

The first step in any influencer campaign is to set some goals. Influencer campaigns NEED specific goals, but most brands skip over that part. Common campaign goals include:

Newsletter sign-ups

Website traffic

Product launch

Improve SEO

Test your messaging

Explain a product

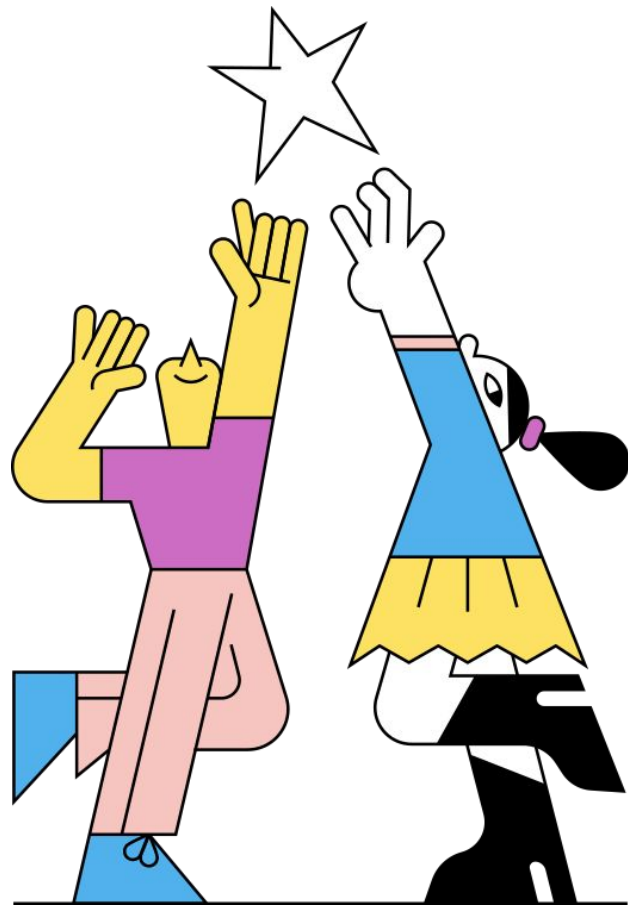
Get app downloads

Promote a sale

Generate qualified leads

Marketing assets

Reaching your goals is what determines whether your influencer campaign was successful.



## #2 Who are you targeting?

When you know the outcomes you want your campaign to produce, the next step is figuring out who you want to reach. The simplest way to do this is by developing buyer personas. That means...

- ❑ Identifying your ideal buyers by knowing who they are
- ❑ And understanding their motives and what makes them buy

Figure out which kinds of influencers speak best to these people



### #3 Which platform will be most effective for your campaign?

A lot of brands miss this one. Not every piece of content belongs in an Instagram feed.

Figure out whether your product will be most effective as an image or set of images, or maybe your product warrants a scripted talk-through of its benefits. That would work better on a podcast. Is it better-suited for video or will an illustration work best?

Answering these questions will help you figure out which platform(s) to use.



## #4 How are you going to find the influencers?

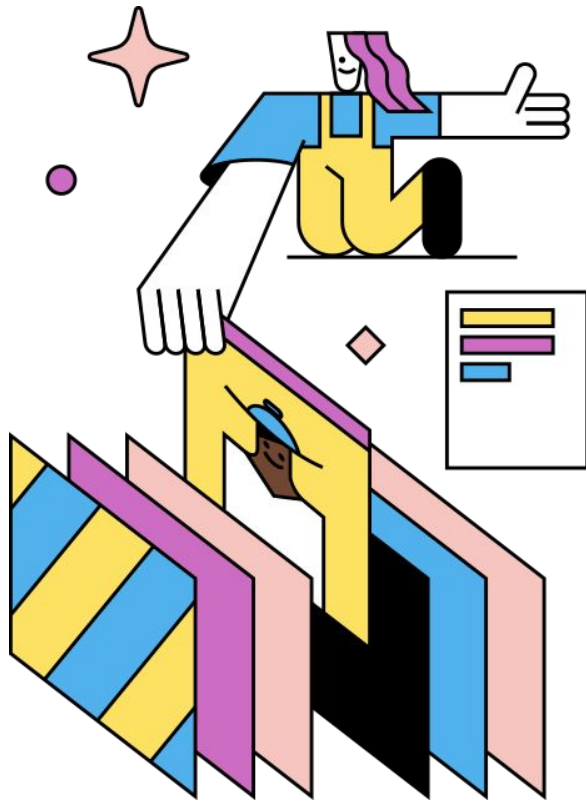
You can streamline or complicate the influencer selection process just based on how you're sourcing influencer candidates. The most effective method is to use an influencer platform to pull the profiles of a ton of different creators at once, then use campaign criteria filters to narrow your pool. Why? Because...

**Influencer Networks** limit accessible influencer profiles to show only those curated by an agency or marketing team, but based on what criteria?

**Casting Calls** invite influencers to apply to your campaign, but you have no control over who actually sees and responds to the invite.

**Cold Outreach** takes good, old-fashioned hard work, but again, you're limited by the number of creators you and your team can actually reach. Time-consuming.

**Influencer Agents** have their own roster of influencers that they represent, and that's who they'll pitch to you whether or not the influencer is a good fit for your campaign.

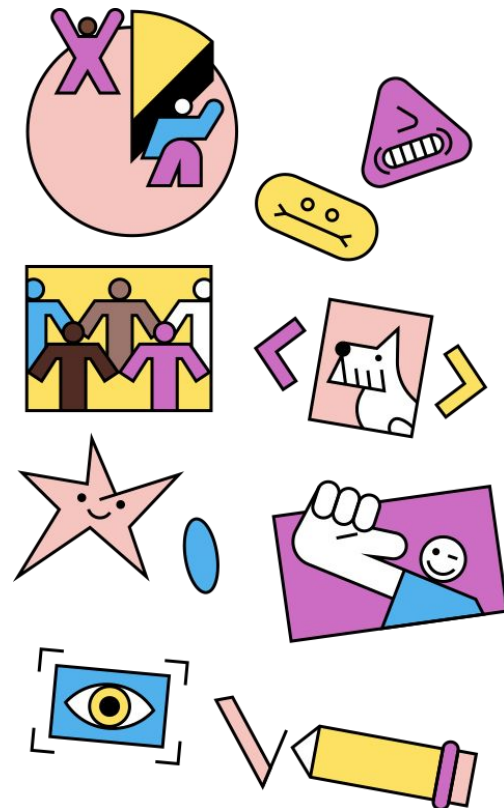


## #5 How are you going to vet the influencers?

When you figure out how to find them, how will you determine who is good?

Here's a hint: you choose your influencers based on whether they can help you accomplish specific goals for your campaign. Influencer selection criteria can include:

- ☐ Demographics
- ☐ Fraud Detection (fake followers)
- ☐ Audience demographics
- ☐ Area of influence (fashion, pets, family, travel, finance, etc)
- ☐ Content style
- ☐ Content quality
- ☐ Brand affinities
- ☐ Performance of previous #sponcon



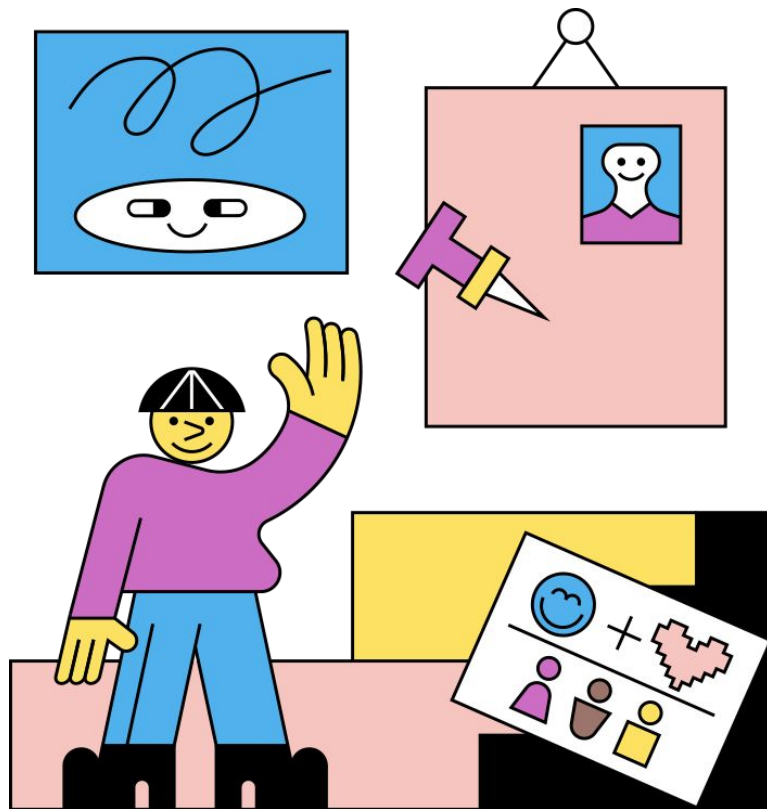
## #6 How much will your #sponcon cost?

This is where experience and relationships become a really big deal because your team needs to know what to say, what to ask for, and how to negotiate influencer pay.

Do you already have a formula in place that calculates a competitive rate for your influencers? Is that formula applied to ALL of your influencers?

Do you have a pretty good idea of how much influencers charge for different types of work so that you can negotiate a different rate if necessary?

What happens if an influencer doesn't deliver? Doesn't meet requirements? Delivers more than needed?

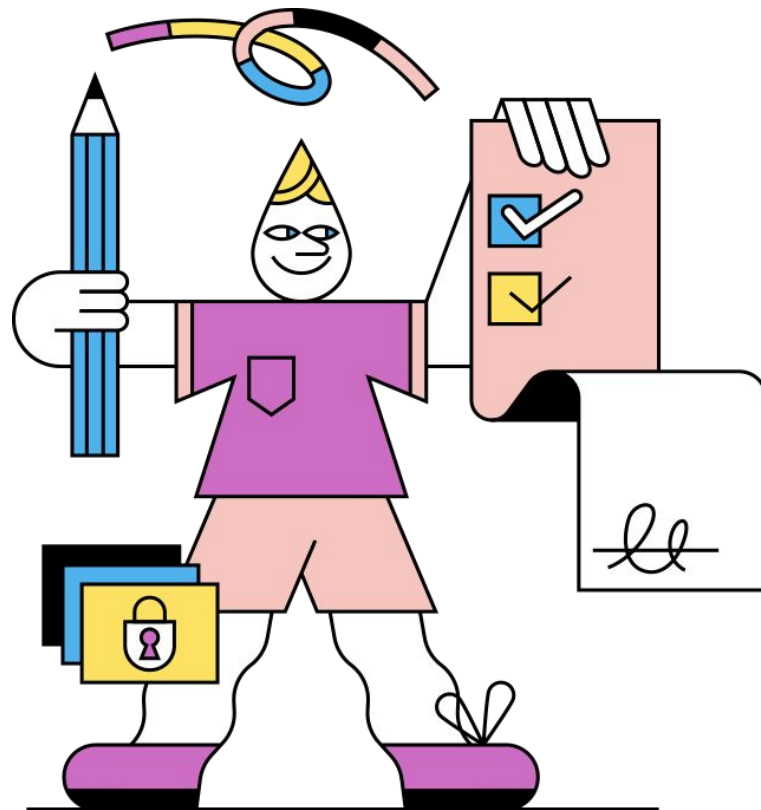


## #7 Who owns your sponsored content?

Do you know that the U.S. Copyright law protects the rights of social media influencers and automatically gives them exclusive rights to the content they create for your brand?

Uh... yeah.

Brands should have clauses in their influencer contracts that outline precisely which of the exclusive rights influencers retain and which brands gain over campaign content. Super important because user-generated and influencer-generated content get 8X more engagement than branded content does on its own.

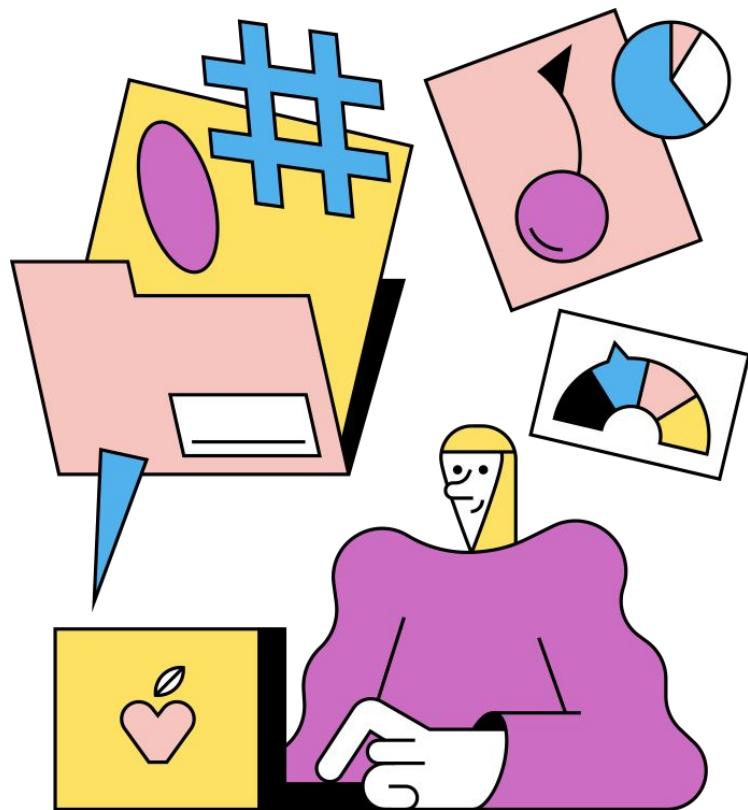




## #8 How will you monitor and track ROI?

Unless you're a new company, rebranding, or launching a new product, you are probably more interested in a campaign that converts than a brand awareness campaign. So, collecting and reporting will be an important part of your influencer campaign. You need to decide:

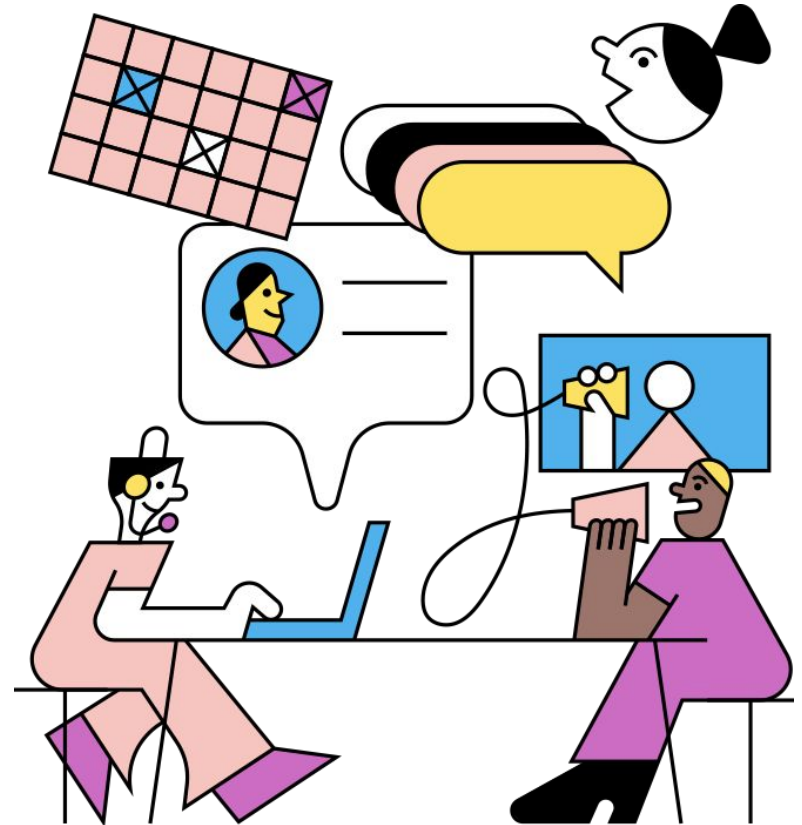
- ❑ How you're going to aggregate the metrics from your influencer campaign
- ❑ What you're measuring your outcomes against



## #9 Who Is Managing the Influencers?

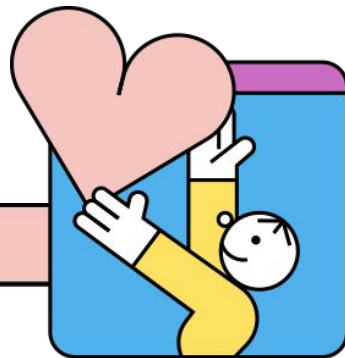
Managing the logistics of an influencer campaign can be tough. You need to have a designated person or team in place to do things like review contracts, ship products, correspond with influencers, review content for FTC-compliance... the list goes on.

- ❑ Finally - who is going to do all of these things?
- ❑ Do you have an internal team?
- ❑ Do you need an agency?
- ❑ Do you want your agency to also help run paid digital along side your influencer marketing?





# We are The Shelf



The Shelf is an influencer marketing agency that creates full-funnel influencer campaigns to help brands leverage touchpoints at every stage of the purchase process. The Shelf partners brands with Instagram, TikTok, and YouTube storytellers for campaigns customized to boost the ROI of an overarching paid digital marketing strategy.



Schedule your 30-minute strategy session by emailing us at [sales@theshelf.com](mailto:sales@theshelf.com), or go to <https://marketing.theshelf.com/launch-an-influencer-campaign>