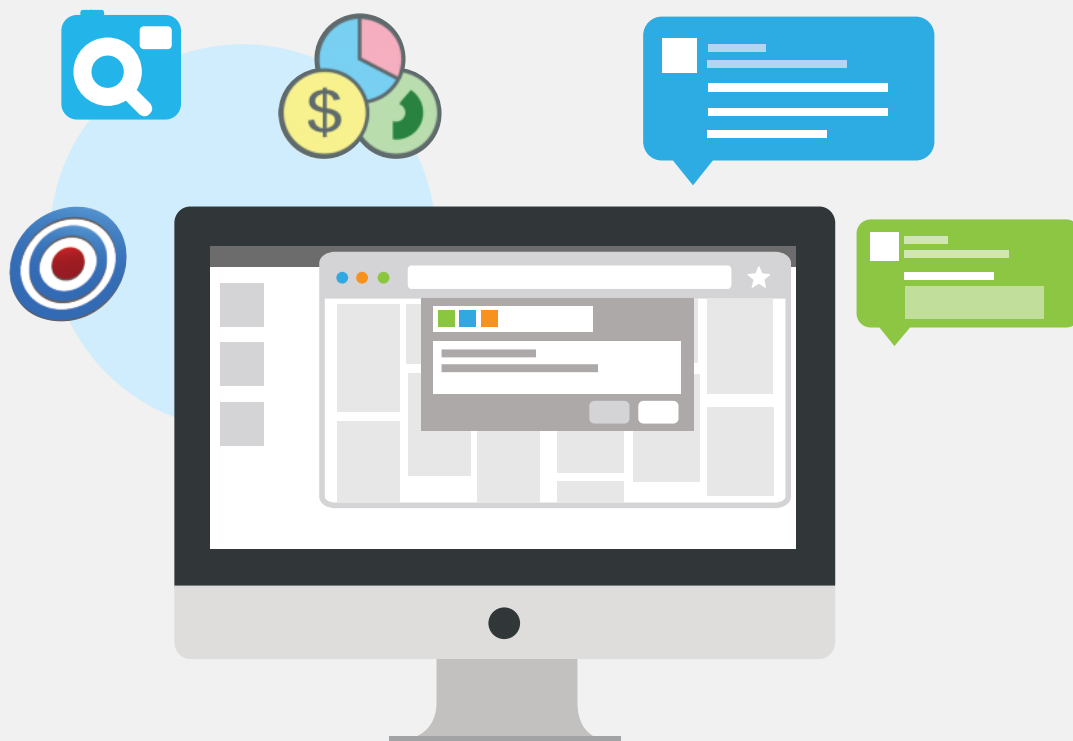


GUIDE

Influencer Marketing 101:

3 steps to creating a successful influencer campaign



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According to eMarketer, 84% of marketers expect to launch at least one campaign involving an influencer in the next 12 months. Marketers who have already launched influencer campaigns are impressed with the results: 81% said influencer partnerships were an effective tactic.¹

In this guide, you'll discover how to build a successful influencer marketing strategy from start to finish.

- **The #1 mistake to avoid in your strategy**—you'll learn why you need to focus on the customer, instead of looking for popular social media accounts.
- **Tactics from the field**—you'll learn best practices we've learned from our customers (and tips based on Hootsuite's successful Global Ambassador Program).
- **Specific actions and templates**—everything you need to build and measure your influencer strategy.

The #1 mistake most influencer strategies make

Influence is about trust and changing purchase behavior. When evaluating influencers, it's tempting to focus on reach and popularity. But a better path is to evaluate influencers based on their ability to **influence how a customer makes a purchase decision**.

Often, niche influencers can drive more qualified traffic than popular accounts. For example, a Tweet by Oprah might help more people think of New Zealand as a travel destination for their upcoming vacation.

But an Instagram account from a local influencer could drive more revenue when it comes to people selecting your New Zealand resort over another in a similar price category.

Prep Work: complete your Influencer Strategy Template

Before we move onto the three steps, it's important to map out your customer's perspective. As Danny Brown and Sam Fiorella show in their classic book *Influence Marketing*, the key to a successful influencer strategy is to "focus on the customer, not the influencer."²

- Begin by mapping how a customer discovers and buys from your brand. Use the template provided below.
- Next, analyze who influences your customer in each stage of their buying journey. You'll see the true influencers who have built the necessary trust and relevance to drive action from your audience.
- The benefit of starting with the customer's perspective is that you now know who they trust to navigate purchase decisions. When building a list of potential influencers to partner with, focus your strategy on the blogs and social accounts that have the ability to sway your audience's buying behavior.

Your Influencer Strategy Template

Use this template to map your buyer's purchase journey and uncover the best influencers to include in your strategy.

[Open your Influencer Strategy Template](#)

Step #1: Identify Influencers

After you've completed your [Influencer Strategy Template](#), you'll have a good idea of where your customers turn to make purchase decisions. The next step is to identify influencers to partner with.

1. Build a list of potential influencers

Use Followerwonk (it's free) to search for influencers in your market. [Go to Followerwonk](#) and use the "search bios" tab. For example, a search for "skateboards" returned Tony Hawk, Ryan Sheckler, and Shaun White.

The screenshot shows the Followerwonk 'Search Bios' interface. At the top, there are tabs: 'Search Bios', 'Compare Users', 'Analyze', 'Track Followers', and 'Sort Followers'. The 'Search Bios' tab is active. Below the tabs, there's a search bar with the text 'skateboards' and a 'Do it' button. To the right, there are examples of search results: 'authors, journalists, mad scientists, actresses, recruiters, strategy, PPC, most followers'. Below the search bar, there's a section titled 'Twitter users with "skateboards" in their profiles'. It shows a list of results with columns for 'tweets', 'following', 'followers', 'days old', and 'Social Authority'. The results are sorted by relevance.

	tweets	following	followers	days old	Social Authority
Tony Hawk @tonyhawk San Diego & world at large professional skateboarder, dad, videogame character, ceo, kid chauffeur, global hopsotchier, food glutton & public skatepark defender. I'm old; get over it.	10,586	10,896	4,115,649	2,435	76
Ryan Sheckler @RyanSheckler San Clemente, CA Professional Skateboarder	2,957	291	2,703,985	2,392	76
Shaun White @shaunwhite Snowboarder/Skateboarder	1,359	33	1,489,297	2,567	72

2. Go beyond popularity with filters

Click on "more options" for useful filters such as location, the number of followers, and a minimal number of Tweets. Tony Hawk is popular; but he's also expensive. Narrow down by city and find other interesting results such as skateboard shops, clothing brands, and community leaders.

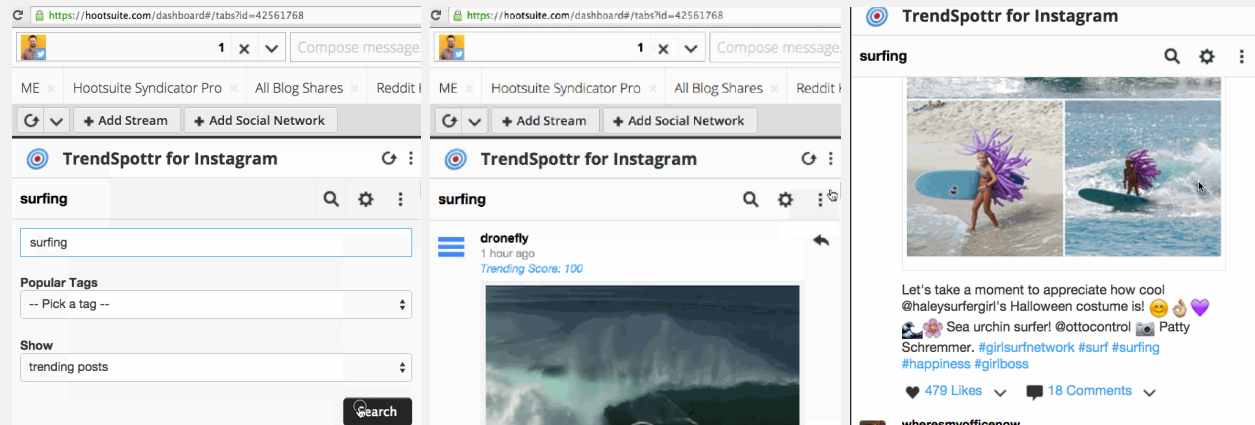
The screenshot shows the Followerwonk search results for 'skateboards' with filters applied. It shows a list of results with columns for 'tweets', 'following', 'followers', and 'days old'. The results are sorted by relevance.

	tweets	following	followers	days old
Robin Shimmin @Robin_Shimmin London 25/LDN/SKATEBOARDS/F1 DESIGNER. Made an app called Dojo to make London awesome again. Check it out: http://t.co/7EwncNzME	99	4,612	13,158	717
RMSKATE @rmskateltd London Skate Clothing Company. Quality clothing as well as skateboarding.	3,438	4,064	5,170	1,371
Electronic Zone @electroniczone London, UK Online home of intelligent gadgets like mirror tvs, electric skateboards, solar backpacks - quirky but useful.	3,431	3,510	2,937	2,489
SkateMafia x TGOD @TrukTweet New Orleans/East London I'm a skateboarder, a Paul Rodriguez incarnate. Eric Koston is a legend. Taylor Gang 05/11/13, Wiz Khalifa, Juicy J, Chevy Woods, Lola Monroe, Berner, Tuki Carter	1,520	2,911	2,386	1,043
Kristina Connors @Kris_Connors UK, London Play guitar, I like to walk with friends, to skateboard. I am very cheerful and positive girl. Live and just enjoy life.	182	2,491	2,218	754

3. Use Trendspotttr to find relevant influencers

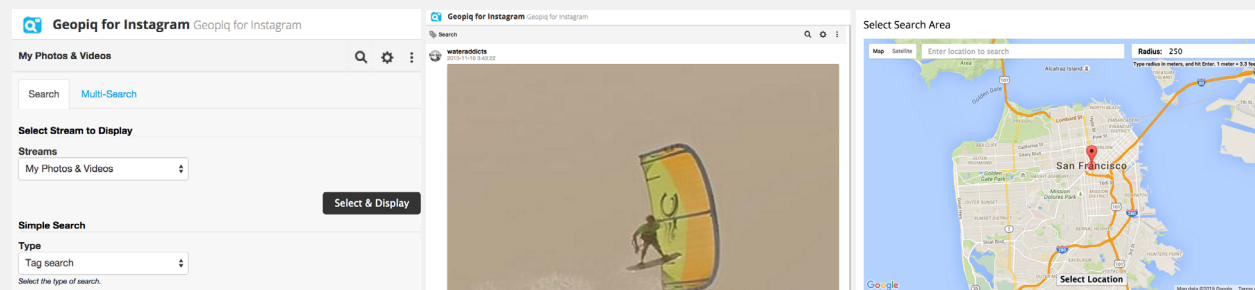
TrendSpotttr for Instagram is an app that integrates with Hootsuite. You can find trending photos, videos, and influencers for different topics. Use it to search for potential content partnerships—such as a small surfboard brand with a massive Instagram following.

- [Open the TrendSpotttr for Instagram app](#) in Hootsuite.
- Connect your Instagram account.
- Then use the search bar to locate trending content and influential accounts. Explore both trending posts and hashtags.



4. Find local influencers with Geopiq for Instagram

[Geopiq for Instagram](#) integrates with Hootsuite. The app shows your users that are posting in your local area. You can monitor for location, hashtag, or combine search terms for advanced listening.



5. Build a list in Hootsuite

[Demographics Pro for Twitter](#) integrates with Hootsuite. Once you've found potential influencers to partner with, consolidate all their social posts with Hootsuite. You can then analyze what content they share and whether they'd be a good fit for your brand.

Click "Add Stream." Then "Lists." And then "Create New List."

Next, add the @handles of the influencers you want to follow.

The screenshot shows the Hootsuite interface with the 'Lists' tab selected. On the left, under 'Select Profile:', the user 'jamesmulvey' is selected. Below this, there are options to 'Use existing list' or 'Create a new list'. Under 'My Lists', there are four lists: 'Influencers (private)', 'Industry Network (private)', 'D (private)', and 'D (private)'. On the right, the 'Edit Influencers' modal is open, showing a search bar with '@SurfGirlMag' entered and an 'Add' button. Below the search bar, it says 'Remove users' and 'No users in this list yet. Drag Twitter users into the column to add them into Influencers'. A 'Done' button is at the bottom right of the modal.

6. Analyze the influencer's audience

Go to Hootsuite and open [Demographics Pro for Twitter](#). With this app, you can analyze whether the influencer's audience is the right fit for your brand. You'll see interesting data such as age, income, location, professions of followers, and what their followers talk about on social media.

Audience Profile of @mattdrchs Twitter followers

The screenshot shows the 'Audience Profile of @mattdrchs Twitter followers' in the Hootsuite interface. It is divided into three main sections: 'AUDIENCE STATS', 'AUDIENCE LOCATION', and 'BRAND AFFINITIES'.
AUDIENCE STATS:

- 56.1% are male
- 89.1% are married
- 50.1% are parents
- 36.4 yrs average age
- \$61.2k/yr. avg. income

AUDIENCE LOCATION:

An international audience, with top cities:

- Vancouver (24.8%)
- Victoria (15.2%)
- Calgary (4.8%)
- Toronto (4.4%)
- New York (3.5%)
- San Francisco (2.2%)

BRAND AFFINITIES:

@mattdrchs's followers are comparatively mature (a median age of 36.4), typically married with very high income. The account has a notable audience concentration in Vancouver.

Professionally, @mattdrchs's followers work as senior managers, consultants, entrepreneurs, teachers and web developers. The account has an exceptionally high concentration of sales/marketing managers (within the top 10% of all Twitter accounts in this respect).

In their spare time they particularly enjoy yoga, wine, beer, cooking and political news. @mattdrchs followers are charitably generous, very environmentally aware and particularly health conscious. Sports enjoyed significantly more than Twitter norm include golf, hockey and cycling.

As consumers they are affluent and active, with spending focused most strongly on travel, health/fitness and fashion/beauty. Their strongest brand affinities include Titleist, Taylor Made Golf, Callaway Golf, Cobra Golf and MEC.

On social media they talk most often about sport, business and TV/film. Strong influences for this audience include HootSuite, Rory McIlroy, Bubba Watson, Gary Vaynerchuk and Ian Poulter.

BRAND AFFINITIES (Logos): Starbucks, WestJet, Titleist, FAST COMPANY, Oreo, hootsuite, TD, Oreo, nest, RBC, Ogilvy, LinkedIn, THRIFTY FOODS, paycom, AIR CANADA, ALDO, airbnb, Callaway, THE VANGUARD, sidshare, SILVERPOP.

HASHTAGS USED:

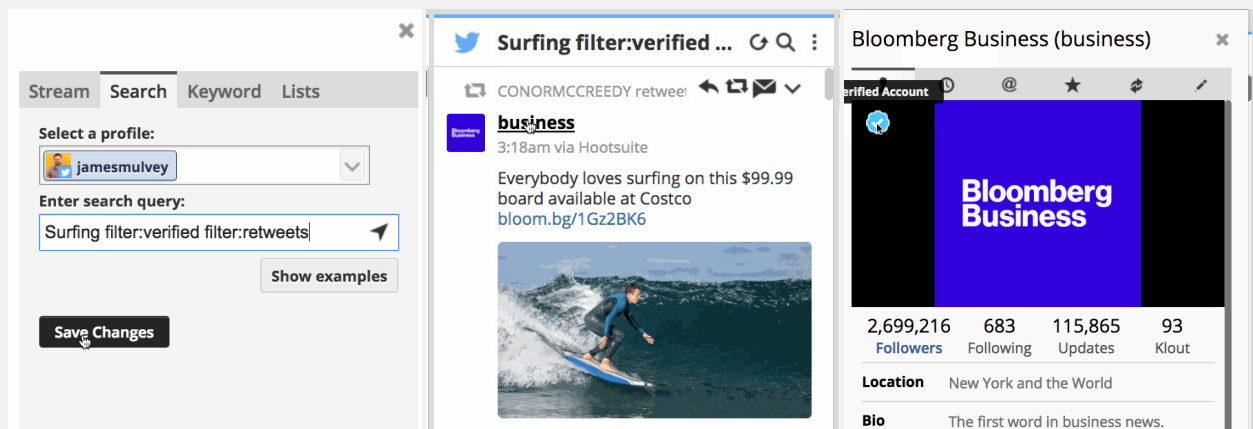
- #marketing #Twitter #tech
- #golf #blogging #Millennials
- #bcpoli #MadMen #girlpower
- #SXSW #leadfromwithin
- #SharkTank #diversity

7. Track popular content in your niche with this filter

Here's a cool filter to use in Hootsuite's search streams: [Surfing filter:verified filter:retweets](#).

With this Hootsuite filter, you'll only see retweets from verified Twitter accounts (meaning they have large followings). This helps you see what type of brand content resonates with influencers.

- Create a Hootsuite search stream.
- Replace “surfing” with the keyword you want to track. Make sure you enter the filter exactly as follows: [Surfing filter:verified filter:retweets](#).
- Now, you'll only see retweets from verified accounts, revealing the content that resonates with your influencers and audience.



8. Determine a brand match

The final step is to create a shortlist of influencers to contact. Analyze their content and online presence. Do your values match? Would they be a good long-term partner for your brand?



More tools to help your business

With [Hootsuite's App Ecosystem](#), you'll find 200+ business applications and integrations to help you do more with social media. Add popular integrations (such as Salesforce, Marketo, Mailchimp, and Zendesk) to your Hootsuite dashboard. Or find other helpful apps and extensions—such as [Hootsuite Campaigns](#), which makes it easy to create social media sweepstakes, contests, and galleries.

- [TrendSpotttr](#) for Instagram is an app that integrates with Hootsuite.
- [Geopiq](#) integrates with Hootsuite.
- [Demographics Pro](#) for Twitter integrates with Hootsuite.

Step #2: Partner With Influencers

You've found the influencers you want to partner with. Now, you'll need to get on their social radar. Here's how to conduct effective outreach.



1. Get on their social radar

First, build rapport with your influencer by sharing something they've created on Facebook, Google+, Instagram, or Twitter. Next, direct message them and ask for an email address.

You can also try these Google searches to find email addresses:

- [name] + email (or) email address
- [name] + contact (or) contact information (or) contact me
- site:companywebsite.com + [name] + email
- site:companywebsite.com + [name] + contact



2. Build a community of influencers and advocates

With a community-focused brand, influencers are motivated by intrinsic factors such as a desire for exclusivity, industry recognition, and insider perks. [We've written about this topic here.](#) While it's hard work, this is the best long-term strategy.

Examples of successful influencer communities:

- [Yelp Elite Squad](#)
- [Moz's Top Member Community](#)
- [Hootsuite's Global Ambassador Program](#)



3. Send an email with a specific request

A common mistake is to reach out to influencers with vague requests. For example, "do you want to partner in the future?" or "we're big fans and think we could work together."

Instead, make a specific request that offers mutual value. Here are a few examples:

- We're looking for a retail influencer to present on a webinar with us—we'll split the leads generated from the webinar.
- We have a new product—would you create a YouTube video to promote it? We'll pay you.
- Our audiences share similar interests. Would you be interested in partnering on co-branded content? We'll promote you to our audience.

Step #3: Measure Your ROI

If six months down the road, your boss is going to ask you how much revenue influencers drove, make sure you aren't tracking engagement rate as your KPI. Here are a few simple ways to measure your ROI.



1. Begin with one metric

The best way to simplify measurement is by tracking one metric.

Be clear about the purpose of your influencer strategy.

- Is this brand awareness? Then track traffic sent to your site or new follower growth. Even with brand awareness campaigns, always ask the influencer to drive some type of action from their audience. For example, the influencer can ask their audience to subscribe to your YouTube channel or join an email list for special promotions.
- Is this evaluation? Then measure how influencers are advocating for your brand. Track things such as number of new reviews written by influencers, endorsements on Facebook and Instagram, and mentions in buyer's manuals or key blog posts that help shape buying decisions (such as the "3 top camera lenses every new photographer needs").
- Is this conversion? Then measure the specific conversions (sales, downloads, leads). We've given details on the following page for ways to track conversions.



2. Translate social metrics into dollars and cents

[Use LiftMetrix to easily calculate the ROI](#) of your social media activity. It's simple to set and meet ROI goals. If you use Hootsuite, you can track your best performing social content and track the ROI of different pieces of content.



3. Simplify measurement with custom landing pages

A good way to simplify measurement is to use custom landing pages. For example, let's say you partnered with three influencers to promote a new product. Create a landing page for influencer. Then ask them to send their social traffic to that landing page. With landing pages for each influencer, it's much easier to measure their ROI in Google Analytics.



4. Track campaigns with UTM Parameters

UTM Parameters allow you to track what social media activity drives revenue in Google Analytics.

1. First, [create a unique link with Google's URL builder](#). Give this URL to your influencer to share (Example: www.nike.com/new-moon-shoes.com?utm_source=Instagram&utm_medium=Social&utm_campaign=Influencer123).
2. When the influencer's audience clicks on this special URL, you'll be able to track the ROI of the traffic they generate.
3. To see the revenue your influencer drives, go to Google Analytics. Click on "Acquisitions" and then "Campaigns."
4. Find your campaign—for example, "Influencer123." You can then analyze conversions and compare results driven by different influencers.



5. Share Facebook's Pixel with influencers

Similar to UTM parameters, you can track conversions with your Facebook Pixel. If you create a Facebook Pixel for each influencer, you can see the exact conversions their campaigns drive. [Follow the steps in this article](#) to create a Facebook Pixel.

Next Steps

Find out how Hootsuite can help you build, manage, and measure your influencer marketing campaigns. Request your custom demo of Hootsuite and you'll discover:

- How to pinpoint influencers by location, topic, and social network
- How to measure the ROI of your influencer strategy with Hootsuite Analytics
- How to amplify your influencer campaign with social contests, social ads, and employee advocacy

End Notes

1. eMarketer. "Marketers Pair Up with Influencers—and It Works." 2015. <http://www.emarketer.com/Article/Marketers-Pair-Up-with-Influencersand-Works/1012709>
2. Brown, D. and Fiorella S. Influence Marketing: How to Create, Manage, and Measure Brand Influencers in Social Media Marketing. 2013. <http://www.amazon.com/Influence-Marketing-Measure-Influencers-Biz-Tech/dp/0789751046>



Request a Demo

Did this guide help you?

We have a short 5-question survey [here](#).