



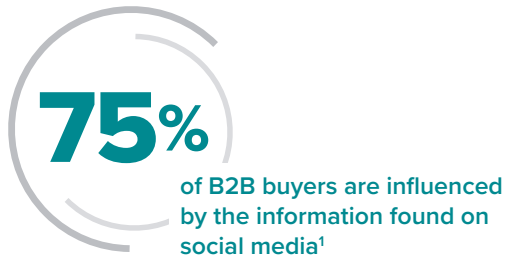
THE LITTLE
clear
GUIDE TO
SOCIAL MEDIA
INFLUENCER
MARKETING

Under the influence – making the most of relationships

Social media influencer marketing is an extremely powerful approach for strengthening the perception of a brand. It's relatively new and best practice is still evolving, so strategic planning is required in order to reap the rewards.

Our popular Little Clear Guides break down the basics providing bite-sized information focusing on topical trends within the industry.

Here's our latest: The Little Clear Guide to Social Media Influencer Marketing.



¹Trackr.com

SECTION 1

Social media influencer marketing – the low down

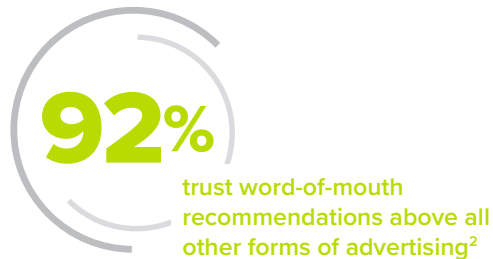


What is social media influencer marketing?

It is a form of marketing communications where focus is placed on targeting influential people, rather than a whole market.

The goal is for these ‘influencers’ to use and promote a brand’s products or services by communicating about them to their followers on social media. An influencer’s reach could be anything from 2,000 followers to several million people!

Influencers are individuals who are respected within their industry. They have spent time building their own brand and cultivating an audience who trust and are loyal to them. They are empowered to guide an audience towards loving or leaving a brand.



²Niesel

Generally, influencers will only choose a brand to promote that they have some affinity with, enabling them to make honest and true recommendations to their followers.

Influencer marketing is most effective when there is a genuine relationship between influencer and brand. This allows the audience to understand and have confidence that the influencer is recommending a brand that they truly believe in.



How could influencer marketing benefit your brand?

Influencers have the ability to unlock a larger following for a brand, increase credibility and ultimately bring in more sales, new leads and conversions.

- We're in an era where buyers are obsessed with reviews, ratings and word-of-mouth recommendations – influencers are powerful at increasing trust and encouraging purchases.
- The influencer's audience allows for better targeting and relevance, in ways that outbound marketing and traditional advertising don't.
- Opinions from expert influencers make word-of-mouth advertising even more impactful, as content is published to an engaged and loyal audience.
- Influencers provide social proof, a psychological phenomenon where people adopt the actions of others in an attempt to reflect 'correct' behaviour.

SECTION 2

Making it happen



Selecting a best-fit influencer

Look for the ideal, best-fit influencer by evaluating a number of factors:

- **REACH**

Consider the influencer's ability to deliver to a large number of people.

Check out their following to see if there are other influencers within their circle. There could be a valuable multiplier effect if the second influencer promotes the original content.



- **RELEVANCE**

It's important not to focus solely on the number of followers an influencer has, but to consider the equally important aspect of relevance.

Work with influencers who create content relevant to your industry and carry contextual credibility – their audience trusts them based on their perceived knowledge and expertise.

- **ENGAGEMENT**

Consider how consistent they are with messages and how much engagement they receive on their content.

And finally, don't ignore the micro-influencers – those with 2,000 - 20,000 followers. They may have a small following, but their engagement and reach could be just as effective, especially if they or their audience are particularly relevant to your business.

Setting a clear goal, defining your audience and measuring success

A focused and clear goal is the key to designing and executing a strong campaign. Do you want to gain more followers through the campaign? Do you want to drive a certain amount of traffic to your website or landing page? Whatever the goal, make sure you define it in detail, and be sure it is aligned to your wider business objectives.

You must also define and understand your audience. It is essential to know who it is you are targeting through your influencers.

Once you have a clear goal in place and you know who you are targeting, you can plan key performance metrics to measure the success of your campaign. Examples include reach, engagement and cost per engagement.



Campaign approaches

Make sure you are executing campaigns that fit your goal.

Campaigns may include:

Brand reviews – ask influencers to conduct a simple brand review. This will educate and inform your audience while winning their trust.

Product reviews – similar to a brand review, consider activity designed around influencer content that features your product, such as...

Unboxing – the influencer creates a video showing the arrival and opening (unboxing) of a new product – it's a really engaging way of introducing and testing a new product, often shown through stories...



Stories – such as Instagram or Facebook stories, where the influencer captures a series of videos or stills that appear at the top of the followers’ news feed. Stories are particularly good for showing live activities or events.



Take over – where the influencer runs your brand’s social media account for the day. This draws followers to your brand, helps gain new followers and engages current followers with new content from a fresh viewpoint.





SECTION 3

Some important legal considerations

Disclosures

It is currently acceptable to pay influencers either in cash or other forms, such as vouchers or free products. However, if you are compensating the influencer, the relationship must be disclosed clearly and fully to avoid breaching the Committee of Advertising Practice (CAP) code. Remember, if you pay, you have to say!

An easy way to achieve this is for your influencer to include a clear identifier, such as #Ad, #AD or #Advert on their post, simply including a brand @mention and/or brand URL is not enough.

If the influencer provides additional value by posting extra content linking to the brand, they still need to include an identifier, as the influencer is not acting as a consumer, but rather there is a relationship with commercial intent.

Disclosures should always be written in unambiguous language and should be easy to see.



Creating a contract

Best practice is to create a clear contract at the beginning of an influencer relationship to establish terms and conditions, even when monetary compensation is not part of the exchange.

Here are some points to consider:

- Agree clear start and end dates for specific paid activities, for example, specify the minimum time-frame a post must be live on an influencer's social media page or account.
- Outline the scope of work with deliverables, for example, one 50 word post or one 500 - 900 word blog post.
- Agree who owns the content and how it can be used.
- Determine whether you will need to review content before it is published.
- Consider who has creative control and ensure both agree.
- Agree which channels you expect the influencer to promote their content on and how often.
- And of course have your legal advisors check the contract!

Unlock your brand's untapped potential

Social media influencer marketing can help to unlock your brand's untapped potential and, when done well, it has the power to increase credibility and ultimately bring in more sales.



For expert advice and guidance about creating a campaign with social media influencers, get in touch with Clear B2B on thinking@clearb2b.com

Sign up for more!

We hope you've enjoyed our Little Clear Guide. If you'd like to receive more handy tips and industry insights around the world of B2B marketing sign up to our updates.

What makes an award-winning social campaign?

Our recent B2B social media campaign for Bosch won several awards, including gold status at the International B2B Marketing Awards. But more importantly it's been highly effective. Find out why the judges were so impressed.

Contact us for a copy of our award-winning work:

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