



THE COMPLETE

Influencer Marketing Workbook

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Find the Right Influencer

What should you look for when selecting influencers? The answer lies in figuring out contextual relevance, reach and resonance. Identify the right voice and set your brand on the path toward a successful influencer campaign.

Complete this worksheet with categories and metrics specific to your industry and goals. Then, use this as a guide for evaluating influencer candidates.

1 RELEVANCE

The influencer is a snug contextual fit to your business, and the content shared by the influencer reaches a relevant audience.

To gauge whether the influencer is relevant to your given industry and brand, answer the following questions:

1. Is the influencer an expert in one of the following categories? (Must have at least one checked.)

- _____
- _____
- _____
- _____
- _____
- _____

2. Is the influencer well-spoken in one of the following categories? (Must have at least one checked.)

- _____
- _____
- _____
- _____
- _____
- _____

3. Is the influencer _____ based (country/state/city)? [If applicable]

- yes no

2 REACH

Reach means the influencer's social following is substantial in quantity. Think of this as the "size of the influencer's megaphone."

While having a contextual fit is important, the influencer's audience size matters just as much. Reach can be gauged by the following metrics:

1. Social reach:

- Does the influencer have more than _____ Twitter followers?
- Does the influencer have more than _____ LinkedIn connections?

2. Website research:

- Does the influencer's primary website have more than _____ unique visitors per month?

3 RESONANCE

Resonance relates to how people interact with an influencer's content. It can be measured through online and real-world activities and metrics. Resonance can be gauged by:

1. Real-world accomplishments:

- Is the influencer a speaker at industry events?
 yes no
- Is the influencer a published author?
 yes no
- Does the influencer hold a special degree, honor or award?
 yes no

2. Social clout:

- Does the influencer have a Klout score of _____ or more?
- Do people socially share the influencer's content on relevant social channels?
 yes no

REMEMBER THE THREE Rs!

And you will be sure to find the perfect influencer for your vertical and brand.



Define the Influencer Relationship

Use this document as a worksheet to better understand the process of defining an influencer relationship. It will help you answer: “How does influencer content work within my overall strategy?”

HOW SHOULD YOU LEVERAGE INFLUENCERS?

How do you know what type of content to create with an influencer? Complete this checklist and get a better picture of how to best use an influencer for your brand.

- What type of content are you lacking?
- What are your content goals?
- Do you struggle with content creation or content amplification?
- What are your high-level organizational goals when it comes to content marketing?

After you answer these questions, you should have a better idea of how to best use an influencer.

Follow these three tips:

1. Pick topics that complement both parties.
2. Plan in advance: Approval processes take more time than you think.
3. Define a quantitative goal for content production. Set equal expectations.

TYPES OF CONTENT TO PRODUCE

Here are some key areas where influencers could contribute content:

- Blog posts
- Interviews
- Video interview
- Multi-author posts
- Product or website endorsements
- Studies
- Infographics
- ebooks
- Social chats

CONTENT AMPLIFICATION IDEAS

Ask the influencer to share your brand's content on:

- Twitter
- Facebook
- YouTube
- Vine
- Instagram
- Google+
- SlideShare

ESTABLISHING A RELATIONSHIP

Before you reach out to an influencer, develop the relationship first. Show that you are vested in your relationship and that you are exclusively interested in working with them. To nurture the relationship, you can:

- Repost their social messages
- Endorse them on LinkedIn
- Introduce them to someone of value to them
- Advertise on their site
- Feature them on a list post
- Chime in on their Google On Air sessions, Twitter Chats, or webinars
- Introduce yourself before making an “ask”
- Meet them in person



Payment and Goal Setting

PAYING INFLUENCERS

There are multiple ways you can reward influencers for their partnership, whether it is through actual payment or non-monetary incentives.

Option 1: Pay Them

According to Technorati, two-thirds of bloggers in the US received up to \$10,000 for contributing toward outreach campaigns in 2012. Payment should boil down to:

1. What do you want them to do?
2. What's the size of their audience?
3. What's their level of influence?

Set a baseline for your budget and establish tiers based on reach and contextual fit. If you are on board with paying your influencers, have a pre-defined budget cap.

An example:

- 10,000 target audience = \$X per blog
- 15,000 target audience = \$X per blog
- 20,000 target audience = \$X per blog

Influencers are sometimes upfront about what they charge. They may get frequent offers to speak, guest post, or collaborate with brands and have predefined rates. Negotiate based on your budget.

Option 2: Bartering

Depending on your campaign and the influencer, product/service trades and sponsorship opportunities can be alternative ways of providing value back to the influencer.

Consider:

- Service trades (give them access to some of your services for free)
- Website real estate (ads)
- PR promotion (include them on press materials: give them a link or product mention)

- Event promotion
- Promotional materials (include their name/company name in printed brand materials)

Option 3: Intrinsically Reward Them

To build a relationship with influencers through “earned” tactics, educate them on the possible non-monetary benefits, such as:

- Reaching a new community through engagement with your brand
- Gaining publishing power
- Capitalizing on your “X” daily/weekly/monthly website visitors
- Doing good by spreading knowledge to a wider community

IDENTIFYING GOALS FOR YOUR INFLUENCER MARKETING

Here are three areas commonly used to measure the effectiveness of influencer marketing:

1. Brand awareness

How many people viewed the content because of the influencer?

- **How to measure:** Brand mentions
- **Tools to measure:** Social listening tools such as:
 - [SocialMention](#)
 - [Trackur](#)

Steps to measure: Set a baseline for your current metrics. Compare the same metrics over a period of time. Month over month is a good starting point. Next, establish percentage growth goals specific to your influencer content.

Use social listening tools such as SocialMention and Trackur to view:

- **Strength:** The likelihood your brand is being talked about on social media
- **Sentiment:** Ratio of positive to negative brand mentions
- **Passion:** Measures the likelihood your content will be shared on social repeatedly
- **Reach:** Measures the range of influence

Note: It is hard to separate brand mentions from influencer-specific brand mentions, so the best thing you can do is compare month-over-month brand-mention data.

2. Engagement

How is the influencer increasing community-wide consumption and sharing?

- **How to measure:** Blog comments, social shares on page, time on page
- **Tools to measure:**
 - **Blog comments:** Disqus.com
 - **Social shares:** Who Shared My Link or Share Count
 - **Time on page:** Google Analytics

Steps to measure: Compare the influencer to non-influencer content by identifying the total blog comments, social shares, and time on page. These numbers validate that your engagement has improved with influencer participation.

- **Blog comments:** Measure engagement within each piece of content by the number of comments, as well as if other influential people comment and engage with it. A comment system like Disqus allows commenters to login with their social profiles.
- **Social shares:** Compare aggregate number of social shares per piece of content using Who Shared My Link or Share Count.
- **Time on page:** Compare time spent on page between influencer and non-influencer generated content using Google Analytics.

3. Lead generation

How is the influencer helping to convert people into valuable leads?

- **How to measure:** Visit depth and newsletter signups
- **Tools to measure:**
 - **Visit depth:** Google Analytics
 - **Assisted conversions:** Google Analytics

Steps to measure:

- **Visit depth:** Log into Google Analytics and go to Behavior < Behavior Flow. From there, track the visitor path from the landing page all the way through the second and third interactions.
- **Newsletter signups:** Tie your goal (newsletter signups) to goal completion location through Google Analytics. Look for Conversions < Goal Overview. Look at goal completion pages for a good indication of how influencer content assisted your newsletter conversions.



Maximize the Influencer Relationship

Here are some specific tactics you can use to maximize your relationship with influencers:

1 COMMUNITY FORUMS AND RESOURCES GUIDE

Post evergreen content on general social community forums, resource guides, and business-focused online communities. Here are some of our favorites:

- Quora
- Small Business Brief
- Higher Education Resource Pages
- Reddit
- BizSugar.com
- LinkedIn
- SMBCEO
- AllTop.com
- Best-of Guides

2 REPURPOSE

Turn short-form content into an ebook, white paper or compilation post. Here's how:

1. Group editorially thematic content or best-of content. We recommend eight to 12 articles per guide.
2. Repackage by adding a table of contents, intro and conclusion.
3. Add visuals that were previously not included in the articles. This could include charts, infographics, images and screenshots.
4. Make sure to add copy that creates logical transitions between posts.
5. Put the ebook behind a lead generation form to capture email addresses.
6. Feature that lead form prominently throughout your blog, on sidebars or even within text.
7. Notify the influencers featured in the ebook or white paper and ask them to socialize the link. Track the links via Google Custom URL Builder
8. Amplify the content through social, influencer relationships, email, and even paid channels like PPC and paid social.

3 KEEP THEM ENGAGED

- Ask for more than one contribution. Establish a contribution schedule that includes multiple contributions.
- Ask your influencers to co-create content with someone on your team. Get them bought into your product or service by being a part of the “family.”
- Ask influencers to share your content on their social platforms not just right after you post, but weeks/months after. Keep the communication flowing.