

SUCCESS IN INFLUENCER MARKETING:

These six skills will help you succeed in influencer marketing:



- **Creating a strategy:** Success starts with understanding the ways you can use influencers, and carefully planning why and how influencers will help you reach your goals.
- **Writing effective briefs:** Your campaign will evolve with the help of the influencers or agencies you engage. Writing a good brief is essential to setting them up for success.
- **Choosing good partners:** This is often said to be the hardest part of influencer marketing - your ability to find and evaluate potential influencers and agencies is key.
- **Measuring performance:** You may have heard stories of brands throwing away loads of money on ill-planned influencer campaigns. Planning to measure needs to happen upfront.
- **Building relationships:** Influencer marketing is a human-powered form of marketing; the quality of your relationship will directly impact the quality of your results.
- **Protecting your brand:** Influencer marketing requires giving up some control, which can be scary. By giving clear briefs and following legal and ethical guidelines, you reduce your risk.