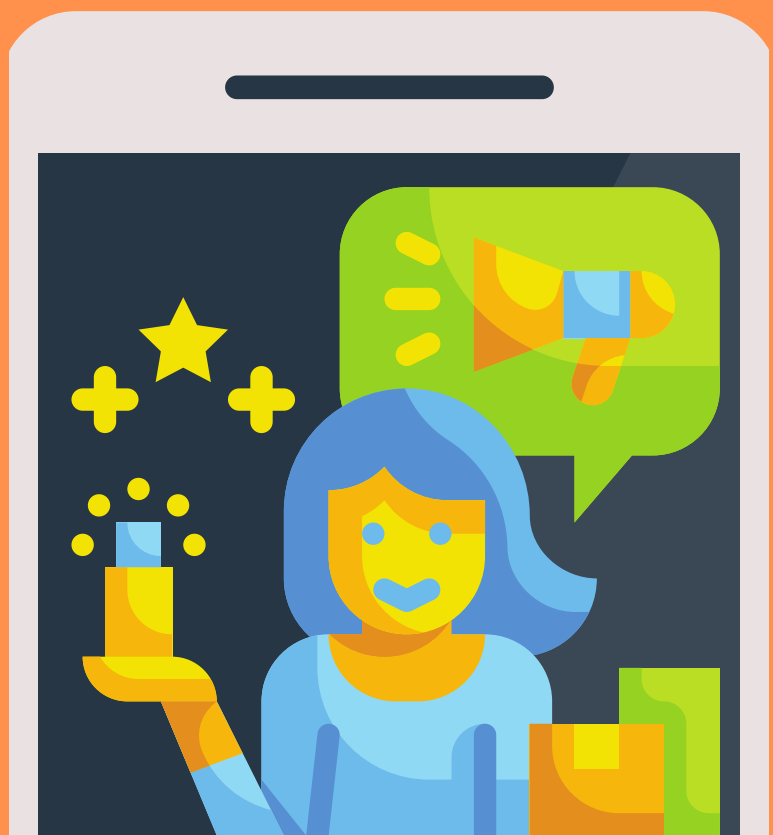


# Influencer Marketing Guide

**Tips & Tricks for  
Incorporating Influencers into  
Your Marketing Campaigns**



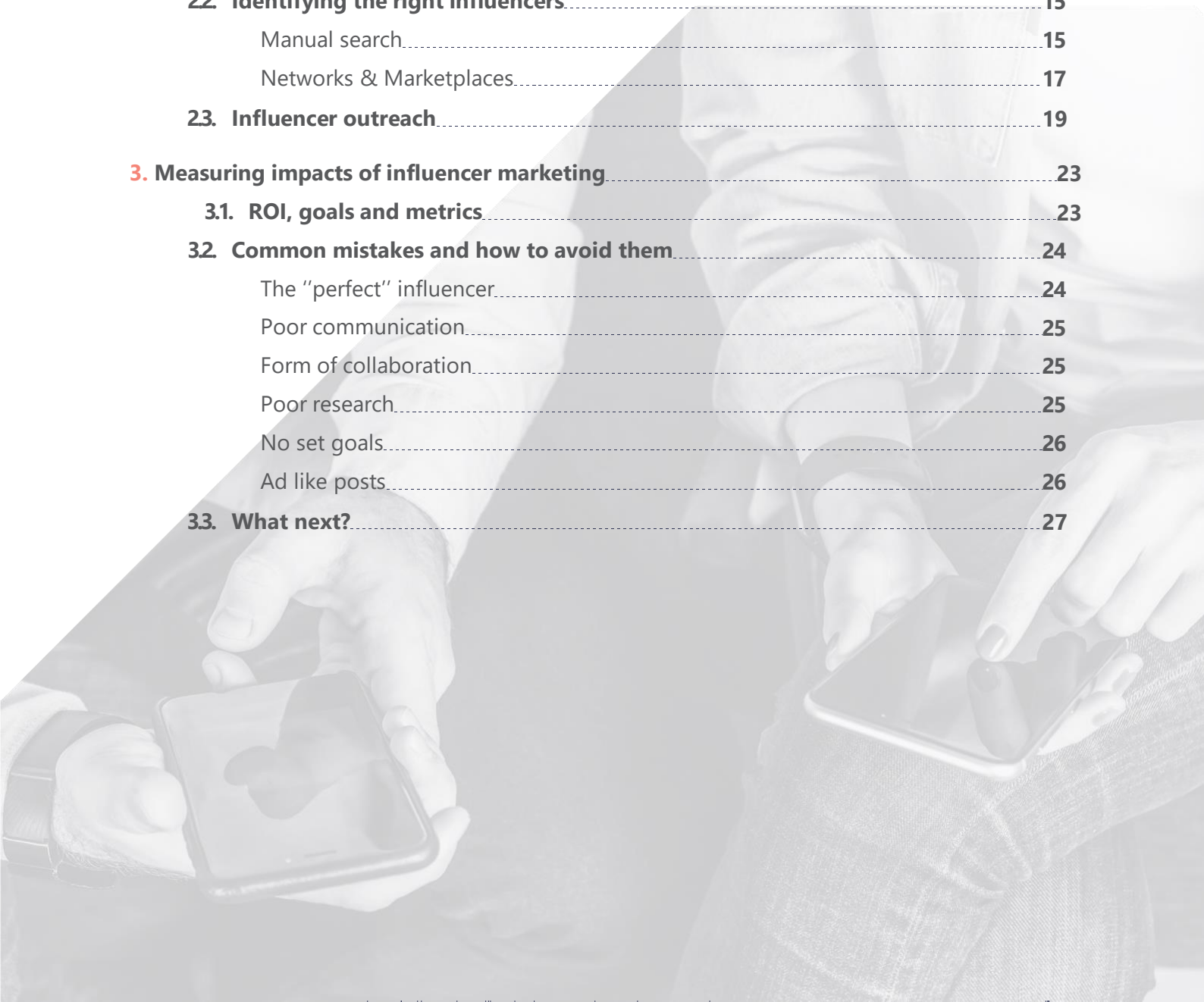
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# 1

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## INTRODUCTION



# 1. INTRODUCTION

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## 1.1. WHAT IS INFLUENCER MARKETING?

For a couple of years now, people have been obsessed with the term “influencer.” Even though it’s not a new thing, and it existed long before social media, it’s still quite a hot topic and an alarming buzzword in the marketing community. Some hate it, while others enjoy in the **perks influencers bring to their business**. Whatever side you’re on, you should definitely know at least the basics, especially if you’re working in digital marketing.

Collaborating with **influencers can provide an excellent return** for those who engage in it **if they do it properly**. Most social media influencers these days are making the most profit from **Instagram** and **YouTube**, but depending on a niche of your business, you can work with influencers on Facebook, Twitter, LinkedIn, Snapchat, etc.

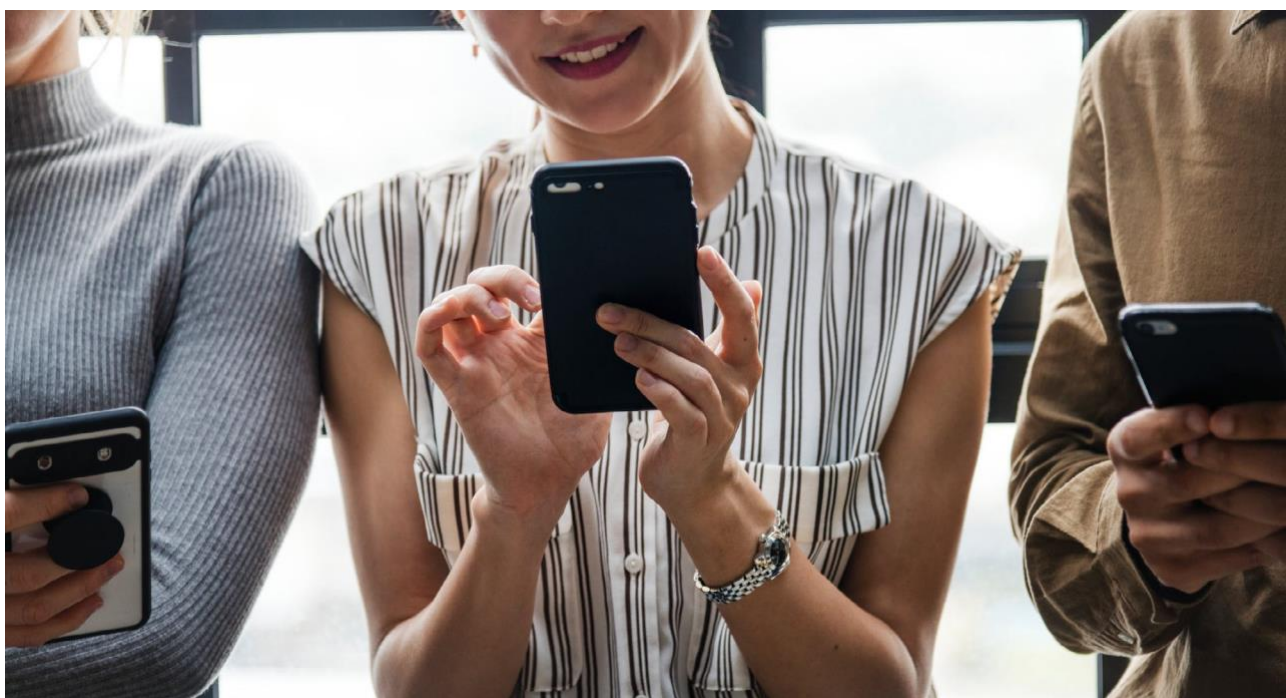
### So what is influencer marketing in its core?

Well, as its name implies, **it’s a type of marketing where the focus is placed on influential individuals who spread the word about your brand or product to their online community** through their blog and/or social media channels. **The key is to identify the right individuals** who can **create awareness of your brand** and **influence your potential customers**. Influencers have the power to affect the decisions of their community because they believe their judgment, like to hear their opinion on things they care about and are generally following them because they enjoy their content. It’s crucial that content, whether it is sponsored or not, resonates with their base of followers.

For example: if influencer’s niche is **fashion** and **beauty** related, it’s pretty logical to assume people follow them because they want to see content related to these topics on influencer’s channels. With that in mind, there’s no point in contacting that particular influencer to promote your product if your product is, for the sake of the argument, **accounting software**. On the other hand, if you work for a skincare company and are

looking for influencers whose online base of followers could be interested in your skincare line, then reaching out to this influencer would be a way to go.

It's also essential to pay attention to details such as **engagement rate** and **size of followers**. Don't forget some topics attract more people just because they are **more mainstream**. I think it's safe to say it's easier to find influencers whose focus is on beauty and fashion than those who could promote your company if your core business is, for example, constructing and managing energy infrastructures.



Influencer marketing existed long before the marketing community coined the term – basically, it grew out of **celebrity marketing**. Actors, models, professional athletes, TV hosts, and many others have promoted brands and products for years. Whether it was on TV, radio commercials, billboards, various events, regular people liked to hear what their favorite celebrities consume so they could follow in their footsteps. Finding the right “face of the brand” was often considered a key point for sales teams around the globe. The right celebrity could boost sales of their product overnight.

Then, social media happened, and suddenly, **regular people started creating content** which resonated with other regular people, and they gained their trust. Their communities grew, and with more followers, their influence grew. Instagram basically



replaced glossy magazines and brands started to notice it. It wasn't long before they reached out to bloggers, social media folks with notable number of followers or subscribers – and so **the term influencer became a household term.**

This is especially important for brands who target millennials and gen Z. Younger generations who grew up with the internet have different habits of consuming information than their parents or grandparents.



In fact, **over one third of the young adults** who engage with digital influencers **trust them**, [according to new research by Fullscreen](#). Even more importantly, millennials hate traditional marketing, but [they don't mind ads from influencers](#). So what would you do as a company owner whose prime target audience are Instagram-obsessed millennials? Would you invest in media buying campaign on TV or billboards? Or would you be smart, find a couple of influencers your customers follow and establish a collaboration with them?

## 1.2. DO YOU NEED INFLUENCER MARKETING IN YOUR STRATEGY?

The answer is ***no***, **not everyone needs to engage in activities revolving around influencer marketing**. Like I previously stated, there are some niches that have paved their way into influencer marketing and are therefore expected to be seen on Instagram, YouTube etc. Let me break it down to you like this. Some major niches that are common when working with influencers are:

1. Fashion/Beauty/Lifestyle
2. Travel
3. Health/Fitness
4. Food
5. Interior design/DIY
6. Parenting
7. Gaming
8. Sports
9. Business/Tech
10. Gardening

As you might have noticed, ***most of these*** are lightweight, soft topics. It's something people do in their free time, it's connected to their hobbies, helps them relax, escape their daily life, and it incorporates into their lifestyle. **Most people use social media to stay in touch with their family and friends**, to keep up with the news and current affairs, but also **as a form of escapism** because the world can be a scary place.

That's where influencers step in: they offer you a variety of beautifully curated content you can connect with, that inspires you and is inviting you to engage with them. When an influencers share their vlog from their recent trip, their online community is excited to see what they were doing, how much fun they had, the food they ate, the hotel they stayed in and clothes they were wearing.

Why? Well, for various different reasons. Some need travel inspiration for their next vacation. Some just want to watch something at the end of the day to keep their mind of work-related stress. Some watch simply because they like the personality of this

person. Others because they love trying out exotic foods and are searching for recipe ideas from that vlog.

The one thing that is mutual to all these people is that **they chose voluntarily to follow that person** on his or her social media channels and consume their content that way. For whatever reason, they chose that person which means **they want to be informed of them**, they believe them and **this person can influence them**. It's not influencer who chooses its community, it's the other way around. But when you have the power to influence someone, then you also have a responsibility towards them.



**Influencers are quite selective of brands they work with.** Not all of them, but serious ones who are professional at what they do. They want them, their followers and brands to profit from collaborations, and they will **never choose to work with a company they don't believe in**. A serious influencer will decline an offer for paid partnership with a company whose products won't be relatable to its online community. For example, there's no point in gaming influencers posting content with gardening tools on their social media because they know it's not something their followers want to see, it's not relatable to them, and they would lose their credibility.



A lot of companies only look at the number of followers when choosing influencers to work with, but there's more to it, and I'll explain that later in the following chapters. For now, just remember you don't have to invest into influencer marketing if there aren't any influencers your target audience follows or who could be a good fit for your products. Remember that one example from before: try to think of influencers who would want to promote **accounting software** to their followers. Not so easy as trying to convince influencers to promote new lipstick, right?

## 1.3. TYPES OF INFLUENCERS

When it comes to influencer marketing, there are several types.

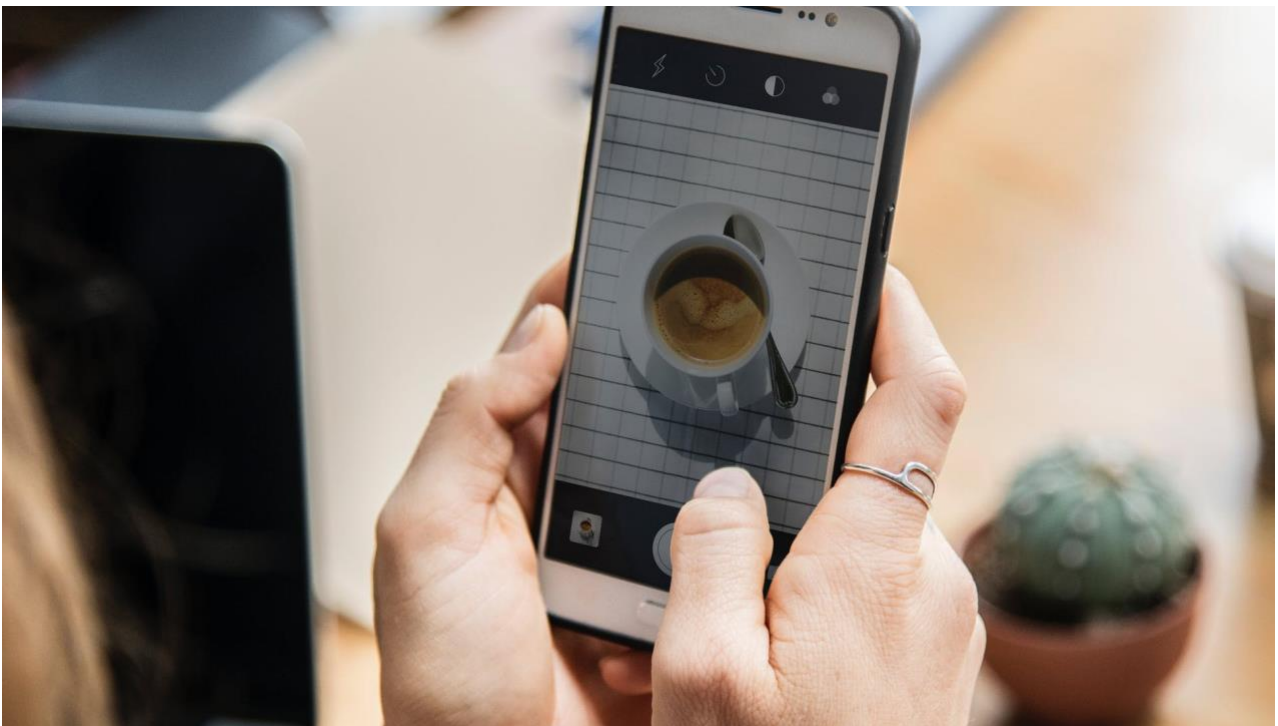
- Micro influencers
- Macro influencers
- Celebrity influencers

### Micro influencers

There isn't a unified definition of what is considered to be a "micro influencer." Some like to call them **niche influencers**, while others are more focused on a total number of followers. Basically, **they don't have a massive online community**, only a few thousand followers, but **they make up for that in engagement** and connection with them. Usually, there are between 5,000 and 10,000 followers who follow them because they are specialized in a certain field which automatically means **they accumulated a community of other enthusiasts** which is more likely to result in greater engagement.

Imagine this. You are a company selling premium, luxury coffee brewing machines. Obviously, it's not something very mainstream that everybody could afford or have at their home. You are aiming at local coffee shops and their owners, at coffee enthusiasts, even hip millennials from upper-middle class. Finding a couple of coffee- niche influencers would be top-notch for your marketing campaign. Obviously, that shouldn't be the only thing you do regarding your marketing, but adding that element to your strategy could really help you out.

Finding a few coffee-niche influencers who regularly post about coffee, take great photos of their daily brews and post them on Instagram, blog about different coffee types they've tried, recommend specialized coffee shops to their followers who prefer something other than Starbucks or Yakun, is something that your products could fit in. You could choose to go with some lifestyle influencer and spend all your budget for influencer marketing on a one-time collaboration with that person, or you could arrange a couple of months' worth of collaboration with a few coffee-niche influencers who will spread awareness of your product to the right community of people who are also your target audience.



Note that micro influencers are more affordable because of a list of things: first and foremost because brands aren't willing to pay the same price for someone with 10,000 followers as for 100,000 followers. More followers usually means better reach, so brands take that into account when considering who to work with. Even though it shouldn't be a decisive element when choosing influencers for your marketing strategy, it's still an important factor.

## Macro influencers

Macro influencers are considered those who built a name for themselves and are “internet famous.” It means that they usually have over 10k followers, but that number can be even higher depending on the market. For example, someone with 50k followers can be considered a macro influencer in Singapore because there’s only so many people who can be interested in their content, but having 50k followers in America is not that much, especially considering the number of people living there, but also around the world.

Working with macro influencers means that you have to pay them a lot more than to micro influencers. Obviously, it gives you great benefits such as visibility and awareness due to a larger base of followers.



Developing a great relationship with these influencers and agreeing on long-term collaborations will help you out even more. One time gig when you launch a new product will only boost your sales for a while and create short-term awareness, so if you want your target audience to constantly come back to you, work on building a quality

relationship with your influencers. That way, they'll want to work with you again in the future, they'll use your products even when you don't sponsor their content, they'll talk about it to their friends, and **word of mouth** is still a **quite strong mechanism** for gaining new customers and users.

### Celebrity influencers

There are **two types of celebrity influencers**: actual celebrities who use their social media channels to post content in collaboration with brand AND influencers who became so big and influential that eventually, people stopped thinking of them as influencers and started considering them as celebrities. Some of the best examples of the later are Yoyokulala and Mongabong. Yoyo started out as a fashion blogger but by 2015 Yoyo, Yoyo was selected to be the advertising spokesperson of L'Officiel Singapore Magazine in recognition of her Instagram following and content, she was given the opportunity to attend and document various fashion shows all around the world on behalf of the magazine. Since then, she has worked on Instagram advertorials in partnership with high-end brands like Bulgari, Mont Blanc, Tiffany & Co., a and SK-II.





Mongabong is another blogger who accumulated an army of followers on her social media channels and, just like Yoyo. Mongchin started blogging in 2013 as a hobby. Mongchin started her YouTube channel in 2013. Her most viewed videotitled "FENTY BEAUTY REVĠEW, UNBOXĠNG + (CLOSED) GĠVEAWAY + First impressions",gained more than 635,000 views. She also worked with notable companies such as Clinique, L'Oreal, Dyson, Urban Revivo and Cebu Pacific Airways.



If you choose to work with celebrity influencers in your campaign, just be prepared to pay a fair amount of money. It doesn't matter whether you're working with celebrity influencers who are, first and foremost, **celebrities** or if you are working with influencers who became celebrities – **your budget** for hiring this person for a marketing campaign **needs to be hefty**.



# 2

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## GETTING STARTED

## 2. GETTING STARTED

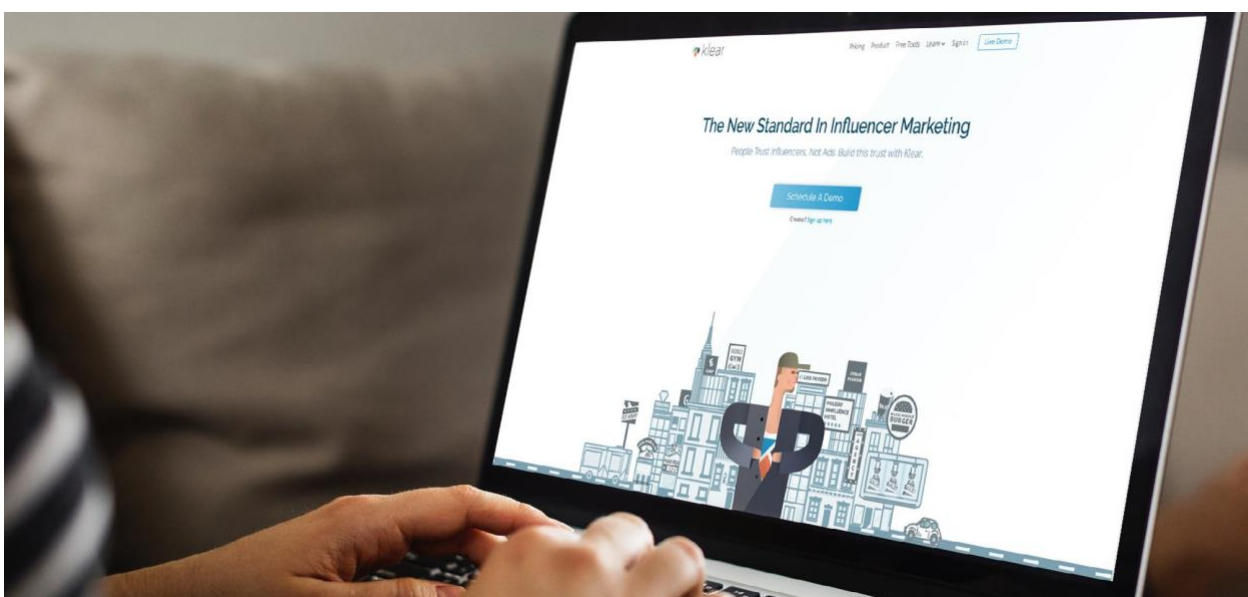
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### 2.1. PLANNING YOUR INFLUENCER MARKETING STRATEGY

Every marketing campaign is different. Some are focused on **increasing the sales** of a certain product or service, while others are **general awareness campaigns** that aim at demonstrating how a brand can provide value to its target audience. Nonetheless, **knowing the goal of your campaign needs to be the first step** in planning any marketing activities, including influencer marketing.

Engaging influencers should be just one of the many activities you'll take to promote your brand. **It's not wise to focus all your budget just on influencer marketing** and expect overnight results.

Brands such as Revolve and Foreo **invest quite a lot** into working with influencers, **and it shows** because it's hard to avoid them on any influencers' social media (especially Instagram and YouTube) so if you are their target audience, you must have heard of them. Still, you can ask any marketer in any of those two companies, and they'll tell you: **working just with influencers** wouldn't get them the revenue as they have it today if they didn't invest in other types of advertising and promoting.



When you've set goals for your campaign, **you need to ask yourself why you want to incorporate influencers into your strategy.** Is it because you haven't tried that before, so you're interested to see what happens? Is it because you've seen your competition does it, and you want to try it out for yourself as well? Is it because you've been having troubles reaching your target audience with previous campaigns and think influencers can get them more engaged through their social media? Is it because you want to increase a brand's visibility among a younger audience who is more dominant on certain social media?

When you know the answer to a question of why you want to work with influencers, **it will be easier to choose the right influencers.** Also, it is going to help you with measuring the success of your influencer marketing activities. How to achieve that?

Let's say you are launching a new product on the market, and your goal is to create awareness of it, but also to see how the sales will compare to your previous products. You choose 10 macro influencers for your campaign, and you want to track which of them helped you in your endeavours. One of the easiest ways to do that is to offer each of them a unique discount code. Each influencer will post content on their social media promoting your product, but highlighting to their base of followers that they can purchase it using this unique discount code. That way, when someone comes to your website to buy your product and uses a code, you'll know which influencer inspired them to buy it. Brands such as Cluse and Daniel Wellington do that quite regularly, and it's a great way to track of their KPIs, as well as giving an opportunity to influencers' followers to feel they've been given a great deal with the discount code.

Trying your goals to measurable KPIs is essential. Otherwise, you won't know if your influencer marketing activities pay off.

Aside from that, don't forget to **define your target audience.** There's no point in working with influencers whose 80% of followers are in the age group of 13-17 if you're targeting employed people among the ages of 25-40. If you want to target teenage girls, then choosing influencers whose followers are primarily in the 13-17 age group would be perfect. But otherwise, it would be a waste of money. If you want your influencer marketing activities to pay off, **you need to choose influencers who can influence your target audience.**



## 2.2 IDENTIFYING THE RIGHT INFLUENCERS

There are a few ways to find the right influencers for your digital marketing campaign. Which one you'll use mostly depends on the available budget for the campaign. But before searching for the right ones, you must have **a clear picture of your target audience**. Without this, you'll hardly navigate in the sea of influencers. Once you've defined your target audience and know exactly who you're trying to present and sell your product or service to, you can find compatible influencers much easier. Your search may be either manual (Google, Databases & Social media or through available Networks and Marketplaces designed precisely for this purpose.

### Manual search

So, let's start with the most obvious way. **Google search**. Yes, it might seem too easy, but Google search can be a right start if you're searching for bloggers/influencers from a specific city or state or in a particular field. For example, you can just google **Singapore lifestyle bloggers** or **Top 10 influencers from Singapore** and get immediate results. But you also need to be prepared to dig a bit deeper than just Google search results. Instead, think of Google as the first step of your search.



Another way of searching is going through **databases** that do the job of collecting publicly available data for you. This is another good place for a start but be aware that you'll need to contact every influencer directly and communicate to them the details of your campaign which will surely take some time.

Next and also quite obvious one is social media, specifically **Instagram** and its amazing hashtags. When used the right way, hashtags can direct you to the influencers who are talking about a particular topic your product fits in. But Instagram hashtags are not always the most reliable way of searching as many of them are used by millions of Instagram users around the world.

For example, if you're a brand which sells kitchen appliances and you're searching for an influential food blogger, you might want to search hashtag #foodblogger. But by typing the hashtag in Instagram explore page, you'll find that there are currently 29,134,207 posts under that specific mark. By further searching, you'll see that huge amount of the pictures isn't really taken by food bloggers and that, in reality, anyone can use the hashtag.

So, use hashtags as guidance and when searching them try to be more specific. For example, if you're from a none English-speaking country, try searching relevant hashtags in your own language. By doing so, you'll eliminate influencers out of your country who are certainly not your target public.

Another trick when searching on social media, is to **track connections between influencers**. So, if you've found an influencer who is a perfect match for your brand but you need a few more, look up who are they following on social media. By looking through their following list, you might find similar influencers that create content you might like for your own brand campaign. Another good idea is to see what your competitors are doing in terms of influence marketing and who are they following. Of course, we don't recommend hiring the same influencers as your competition, but you can get a clearer idea of what kind of people to look for.

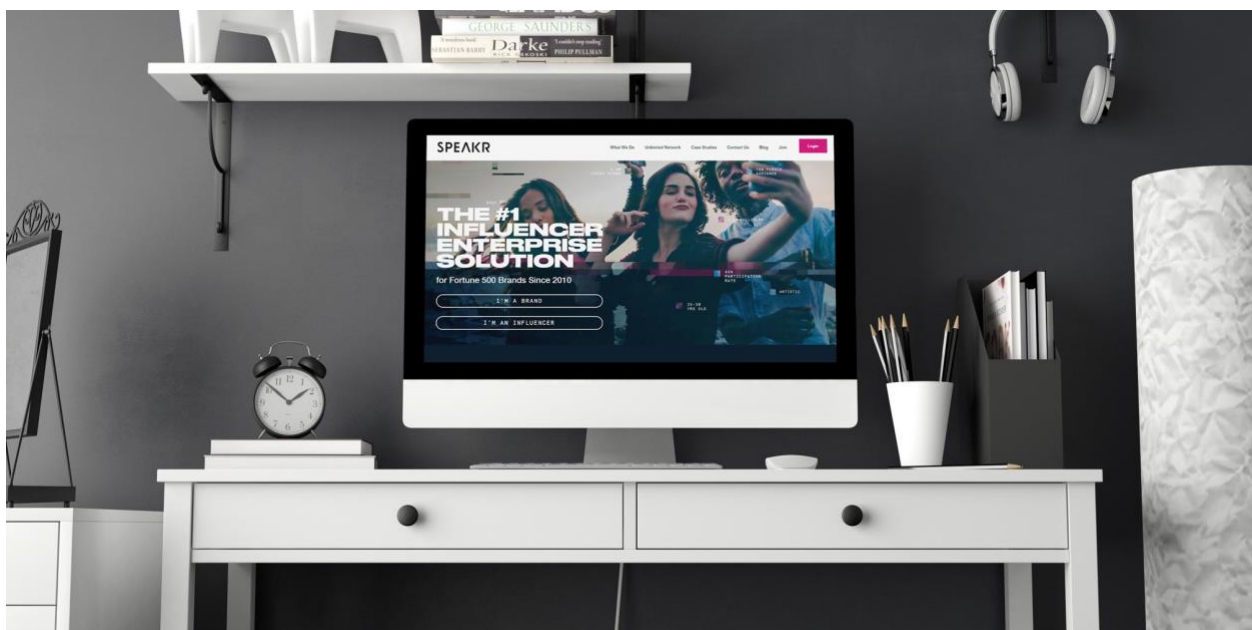
Lastly, follow **the blog or Instagram comments** under influencer posts which you consider a great fit for your brand. Often, influencers with a similar content and target audience comment on each other posts to raise their own engagement and visibility

and gain new followers. This might be a great chance for you to find someone new who will also be a great match for your brand.

## Networks & Marketplaces

A **network** may be considered as something between Google/social media search and databases. Here you have an agency like platform which already has formed relationships with the influencers. To reach out to their influencer base, most networks require you to go through them. Here are some of the most popular influencer network platforms available:

- The Mobile Media Lab is one of the most popular and biggest networks for Instagram marketing. It partnered with many big brands like Sony or Puma and for influencers to enter they need to have at least 10.000 followers.
- StarNgage is another Instagram influencer network, but the difference from the previous one is that it works with smaller influencers. Their level of entry for influencers is 1,000 followers, but they do expect from influencers to be active and have high levels of engagement with their audience.
- Maybe the largest Instagram influencer network, Speakr also works with the biggest names in the business like Disney or Microsoft and covers a huge part of the consumer market. We couldn't find any specific requirements for influencers to enter into this network. However, our guess is that entry level is closer to The Mobile Media Lab's 10,000 followers or more.



On the other hand, with a **marketplace** or **influencer marketing platforms** you'll avoid the middle man and connect directly with influencers. Some of the most popular available marketplaces are:

- TapInfluence is an influencer marketing platform which allows you to search and screen influencers based on their niche demographics, interests, performance history, and estimated cost-per-engagement (CPE) for those that have their own blog. It will give you access to over 100,000 validated food, fashion, beauty, and lifestyle influencers across different social media channels like Facebook, Twitter, Instagram, YouTube, and Pinterest.
- Mention is an influencer marketing platform that will help you connect with the most significant influencers in your business' niche, particularly with those who have already published content about your brand and products on their blogs and social media accounts. Also, their Influencer Discover feature helps to monitor your competitors and see which strategies and approach worked and used this to promote your brand and products.
- Lastly, Klear is a social media influencer marketing platform that provides you with multiple ways of finding relevant influencers to collaborate with by providing you access insights from the influencers' social media accounts. It offers both free and paid account possibility.





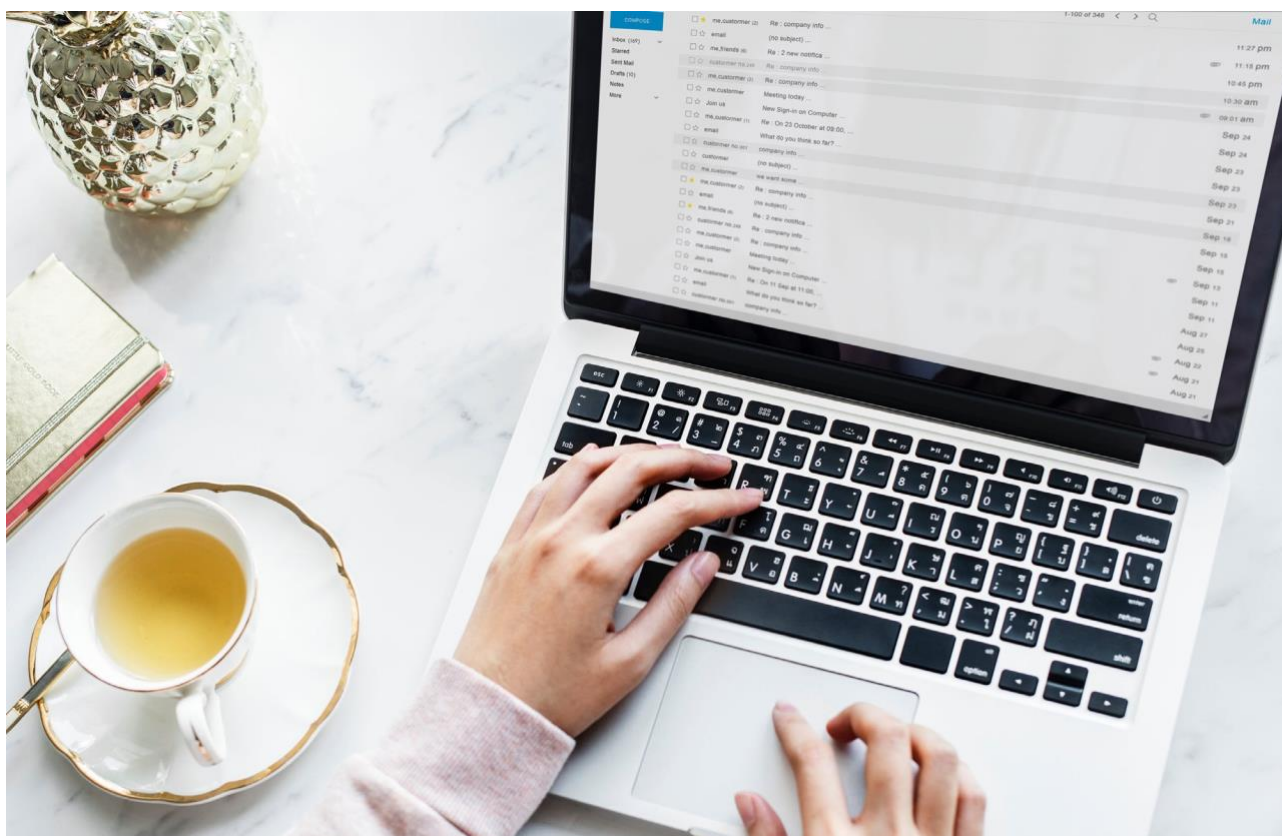
It is important to mention that all of these platforms are mostly not free. Of course, platforms mentioned above are just some of the available which offer these services. If you want to, there are plenty more to explore.

In the end, one of the benefits of working with an **influencer marketing agency** is that it probably already uses these tools and has a database of familiar influencers with whom they've already collaborated with on different projects. The value of these kind already-formed relationships is very high, so you might consider that fact also when planning your influencer marketing strategy.

## 2.3. INFLUENCER OUTREACH

Okay, so you've found some influencers you'd like to work with, who seem like they could work well with you and whose base of followers could be your target audience. But how to be sure if you can actually afford to work with them and if they really are a great fit for you?

To avoid any mistakes or bad collaborations, **you need to contact them and make the first step**. As you would contact any possible client, business partner or a potential lead, you need to begin with the **outreach process**. This is crucial for building a relationship with influencers. You can't just pop an email to their inbox asking for their price and expecting them to rush to work with you. Try to remember **you are the one who needs their help**, not the other way around. **Influencers are real people**, and you need to treat them as such – **they aren't here to serve you**. Even though you'll be paying them to do the work for you, that doesn't mean you shouldn't be respectful and polite. You'd think this goes without saying, but honestly – a lot of people these days expect influencers to be on board with whatever offer comes their way and that they should take any brand's proposal without questions asked.



Just because you believe your brand is excellent, that you have a superb product and that the amount you are ready to pay them is a fair share, that does not mean influencer or his/her audience will agree with you.

***Regardless of what you pay your influencers, your brand has to provide something of value to the influencer's support base.***

Suppose you've created a spreadsheet with a list of influencers you'd like to hire for your next campaign. You've done your research, now it's time to make the first move and try to woo them with your approach. Please take note that influencers get offers from brands asking them for help each day and it is up to them to choose who they want to work with. A quality email as the first step in your influencer outreach should explain to them why you like their work and why you've contacted them in the first place. Be honest, tell them you like what they do, the content they create, how they engage with their audience and why you would like to work with them. Don't just mention they have a large following, so you want to use that to promote your product. They already know that – instead, **point out what differentiates them from other influencers** and how you could use that uniqueness to produce amazing content.

Explain the benefits this person can have from this collaboration. Again, don't just focus on the part where you'd be paying them to do that for you. Focus on benefits you can give them and their followers. **Let them know why you believe in this product** and how it will change the market or, at least, shake it.

If you have an idea in your head of what you would like them to do, don't be afraid to **pitch it to them**. For example, you want them to create a sponsored YouTube video? Great, tell them about it, but don't take away their creativity and freedom. You can give them some inputs, but leave room for any changes they want to make. After all, they know what their audience responds to the best.

Lastly, don't shy away from asking for their media kit, latest insights, and analytics from their blog, and social media channels. My advice is that your last question is asking for their prices. After you've told them everything you wanted about the brand, product and campaign in general, piqued their interest by explaining the benefits they had and asked for their media kit, now casually mention that you would also like to know the price of the collaboration that you had in mind.

Don't forget that influencers **do quite a lot**, even though it may look like they live this lavish, luxurious lifestyle where brands simply pay them to feature their products on social media. An influencer is a **content creator, copywriter, media planner, art director, graphic designer, social media manager** and much more all at once. You should approach them as professionals and thought leaders. Don't ruin a possible collaboration simply because your approach wasn't polished as it should have been.



# 3

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## MEASURING IMPACTS OF INFLUENCER MARKETING



## 3. MEASURING IMPACTS OF INFLUENCER MARKETING

### 3.1. ROI, GOALS AND METRICS

If you've reached this far, then you must have read what we've written before: it's essential to **tie your goals to measurable KPIs**. Otherwise you won't know if your influencer marketing activities pay off. Regardless of whether your ultimate goal is to increase your sales or create general awareness of your brand, it's important to track ROI (return on investment).

Remember that one example we've mentioned before with giving each influencer a discount code so their followers can use if they want to purchase your brand's product? Well, that is only one way you can track your KPI, especially if your KPI is to increase sales. But with awareness campaigns, it can seem a bit hard to determine how to measure ROI. Also, **not every influencer campaign is the same**, so you can't apply the same metrics.



For a start, it's important to remember you have every right to ask each influencer you work with to send you metrics of the posts you've sponsored, so you could see how well they've performed. Measuring **reach, impressions, engagement rate, clicks on a link, video views** are just some of the possible relevant performance indicators you can ask them to send you after the campaign is over.

On your own channels, you can track if the number of your own followers increased after influencers tagged you in their content or published a sponsored post. Moreover, don't

forget about UTM tags and gathering statistics from your website's Google Analytics. You can even use platforms such as [Mediatoolkit](#) to monitor and track in real time when and where as someone across the Internet mentioned your brand and/or product. This is really useful if you want to see changes and the buzz influencers create once they publish sponsored content featuring your brand's product.

Furthermore, it's quite vital to point out **that there will be cases where you won't be able to track absolutely everything** you'd want. Let's say you have a store where you're selling carpets. You don't offer a possibility of online purchase but have a catalog of your products on the website. You engage in an influencer marketing campaign, and you're curious to know how many people came by your store based on the content they've seen on influencers' social media channels. Honestly, the only way to measure that is to directly ask each customer what made them decide to enter your store. That's not something you can measure digitally. But, there's a silver lining here: you can measure how many people visited your website after seeing influencers' posts, read their blog or watched their video. **It's essential you are real with your KPIs and metrics you want to measure. That way you won't expect the impossible.**

## 3.2. COMMON MISTAKES AND HOW TO AVOID THEM

Creating an effective influencer marketing strategy is not an easy task. Through our own experiences of working with influencers and also by observing other influence- brand collaborations, we noticed some of the mistakes made along the way.

### The "perfect" influencer

Common mistake brands and agencies make first is to decide the type of influencers they would like to work with. Instead, they should first define their target audience and then work towards finding influencers who will fit into that picture.

Also, **don't focus on finding the perfect influencer**. And by perfect we mean – perfect in your eyes. Remember that you're searching for an influencer whose audience matches your target market, and if you personally don't like some of the content published on their page, it's not a solid reason to cross them off of your influencer list.

### Poor communication

When initiating communication with influencers always communicate respectfully providing all the available information to them at the start. You need to “sell” them your brand and the idea behind it so they could do the same on their social media platforms. They need to have a clear idea of their role and what you want to achieve by hiring them for your campaign. **This early communication is very important to avoid any miscommunication problems in the future.**

### Form of collaboration

Furthermore, it is important to be transparent with the influencer you’re contacting from the get-go. What does this mean? Well, you need to tell them at the start if the collaboration is not paid or if it is paid in the form of keeping the promoted product or a similar arrangement.

Again, it is only fair to be honest when arranging this kind of collaborations as you are reflecting the image of your brand. You never know how will an influencer react if they found out you tried to lie or manipulate with them. Remember that their voice is heard very loudly in the social media world and a disrespectful or dishonest way of communicating could severely damage your brand image.

### Poor research

**One of the biggest mistakes** when hiring influencers for certain campaigns of your brand is **poorly done research**. You cannot simply pick the three most popular influencers in your country and hire them. It doesn’t go like that. **Influencers must be a reflection of your brand, and their audience must be your target audience.** Without this component, there’s no point in forming this kind of digital collaborations.

Another problem of social media is that some of the so-called influencers buy their followers and with that make their way to social media fame and work. In that sense, when researching potential influencers you want to work with, you always need to check if their followers are real.

Thankfully, there are available tools like Free Instagram Audit Tool which gives you precise results about the following of any Instagram user with over 1,000 followers.

## No set goals

Without firmly set goals at the start of your campaign, you're risking of losing track towards the end and not having measurable results to showcase. When setting the goals, **the best is to use S.M.A.R.T. technique**. What does it mean?

Goals need to be: **specific** – state what you'll do with a use of action words; **measurable** – provide a way to evaluate your results by using metrics or data; **achievable** – possible to accomplish and attainable; **relevant**- improving the business in some way; **time- bound** – have a specific end date or a thoroughly edited timeline.

All of this is also applicable to your influencer marketing strategy and will be of great help once you start to work on the realization of your campaign.

## Ad like posts

As we know, the whole idea behind influencer marketing is to promote your product in the most organic way possible. The common mistake brands make when endorsing their products on social media platforms like Instagram is pushing the **ad-like content** through influencers.

This is a mistake because people tend to visit their favorite influencers profiles to find inspiration or as a relaxation and a getaway from their everyday life. The last thing they want to see is a blatant ad of some product or service which has no connection with influencer they follow. Often, this leads to unfollowing because the influencer content doesn't feel genuine. This brings us back to finding the right fit for your brand.

### 3.3. WHAT NEXT?

To conclude everything stated here, I think the most important thing is not to expect too much from influencer marketing. From our experience, people feel that paying a couple of influencers will get them revenue of 150% compared to results before these activities. It doesn't work like that.

Including influencers into your marketing has to be just one of many steps you take towards improving your visibility among the target audience. That's why it's so important to choose the right influencers to work. Make sure the ones you arrange collaborations with have followers with a close match to your customers. Track, analyze, and optimize as much as you can and don't give up after just one campaign. Just like with anything else, it's essential to do A/B testing. **Be brave, bold and always think one step ahead.**