



# INFLUENCER MARKETING STRATEGY TEMPLATE

## DEFINE YOUR GOALS

### Choose 1 to 3 primary goals.

**Brand Awareness:** Get more people to know, recognize, and like your brand.

**Building Brand Identity:** Get people to see your brand personality and values.

**Audience Building:** Get more people to follow and subscribe.

**Engagement:** Get more shares, comments, and likes for your content.

**Lead Generation:** Get more people to sign up for your lead magnets and offers.

**Sales:** Get more people to purchase your products/services.

**Customer Loyalty:** Get people to stay interested and connected with your brand.

**Link Building:** Get more links directed back to your site.

## CHOOSE A TYPE OF INFLUENCER MARKETING CAMPAIGN

### Choose 1 to 3 ways you want to inspire, hire, or use both during your campaign.

**Gifting:** Give free products and services to an influencer in exchange for a review or mention.

**Guest Posting:** Create and contribute content for an influencer's blog.

**Sponsored Content:** Pay for your brand to be featured on an influencer's blog or social channel.

**Co-Creating Content:** Partner with an influencer to create content that is featured on your website, their website, or a third-party website.

**Social Media Mentions:** Get a social media personality or brand to mention your brand, share your content, or post about you.

**Contests and Giveaways:** Run a contest and ask an influencer to share your giveaway event with their followers or readers.

**Influencer Takeover:** Allow an influencer to take control over your social media accounts for a set amount of time.

**Affiliates:** Provide a unique code that gives influencers a percentage of each sale they drive.

**Discount Codes:** Give an influencer a unique discount code for your product or service that they can promote and offer to their audience.

**Brand Ambassadors:** Form relationships with loyal brand fans wherein they mention or promote your brand, products, and services in exchange for exclusive offers, free products, or being featured by your brand.

## IDENTIFY AND DEFINE YOUR AUDIENCE

Create a buyer persona and outline specific details about who you want to connect with through your campaign.

### BUYER PERSONA

#### NAME:

Age: .....  
Gender: .....  
Income: .....  
Location: .....  
Family Situation: .....  
Annual Income: .....  
Education: .....



#### PROFESSIONAL ROLE

Industry: .....  
Job Title: .....  
Company Size: .....

#### Personal Philosophy Quote:

“

”

#### VALUES AND GOALS

What does he/she strongly believe in? What are the characteristics of his/her personality? What are his/her professional goals? What are his/her personal goals?

- .....  
• .....  
• .....  
• .....  
• .....  
• .....

#### CHALLENGES

What are his/her pain points? What challenges is he/she facing? What is he/she afraid of?

- .....  
• .....  
• .....  
• .....  
• .....  
• .....

#### SOURCES AND INFLUENCE

Blogs/Websites:

Magazines:

Conferences:

Books:

Thought Leaders:

#### BUYING DECISIONS

What is his/her role in the purchase process? How does he/she regularly buy? What are his/her objections to making a purchase?

- .....  
• .....  
• .....  
• .....  
• .....  
• .....

## FIND THE RIGHT INFLUENCERS

**Start to find influencers who fit within one or more of the following categories:**

- Bloggers
  - Social Media Stars
  - Celebrities
  - Industry Experts
  - Thought Leaders
  - Customers
  - Noncompeting Brands



# QUALIFY YOUR INFLUENCERS

**Ensure your influencers are the right fit for your brand and goals.**

## CREATE CONTENT INFLUENCERS CAN'T REFUSE

**Create irresistible content idea for influencers by targeting top keywords and filling in gaps in their content.**

INFLUENCER	KEYWORDS TO TARGET	CONTENT GAPS

# TRACK YOUR OUTREACH

Track the outreach process and status of each influencer campaign.

## INFLUENCER:

	CONNECTION NO. 1	CONNECTION NO. 2	CONNECTION NO. 3	CONNECTION NO. 4	CONNECTION NO. 5
CONTACTED BY					
DATE					
INFLUENCER CONTACT					
NOTES					
PLANS FOR FOLLOW-UP					
STATUS OF OUTREACH STATUS					



## TRACK AND ANALYZE YOUR RESULTS

Track and analyze your results as they relate to your initial goals.

- **Brand Awareness Metrics:** website traffic, page views, social mentions, time on site, site users
- **Building Brand Identity Metrics:** social mentions, PR coverage (number of articles or links)
- **Audience Building Metrics:** opt-ins, follows
- **Engagement Metrics:** shares, comments, and likes
- **Lead Generation Metrics:** opt-ins
- **Sales Metrics:** new sales, revenue changes, price per ticket
- **Customer Loyalty Metrics:** customer retention rates, renewal rates
- **Link Building Metrics:** number of links, quality of links

	CAMPAIGN METRICS			
WEEK ONE				
WEEK TWO				
WEEK THREE				
WEEK FOUR				
WEEK FIVE				
TOTAL CAMPAIGN				

NOTES: