

START & SCALE YOUR INFLUENCER MARKETING AGENCY (IMA)

Step-by-step blueprint for beginners

1. What Is an Influencer Marketing Agency?

An Influencer Marketing Agency (IMA) sits in the middle between:

- **Brands** that want attention, content and sales
- **Creators / influencers** who already have that attention, but need help monetising it

You get paid to:

- Find the right creators
- Negotiate deals
- Coordinate content & timelines
- Track performance
- Make the campaign smooth and profitable for both sides

You don't:

- Build or ship products
- Run paid ads (unless you choose to add that later)
- Need a big audience or a big team to start

Why this model is powerful now:

- Brands are shifting budget from traditional ads → creators & UGC
 - Influencer-backed brands are beating big legacy brands
 - Even “normal” companies (software, travel, wellness, fashion, etc.) now *need* influencer marketing in their mix
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2. Choose Your Offer (How You Make Money)

Start simple. You don't need to offer everything on day one.

Core Service Models

1. One-Time Collaborations (Beginner-friendly)

- You connect one brand + one influencer for a specific deliverable
- Example: 1x TikTok + 3x story frames
- **You charge:** 20–30% of the deal size (from brand, from creator, or both)

2. Influencer Seeding (Beginner-friendly)

- Brand sends free product to many micro / nano influencers
- No fixed fee to creators – in exchange for potential content
- **You charge:** a flat campaign fee (e.g. \$1.5K–\$5K+) or monthly retainer

3. Talent Management (Intermediate)

- You represent the creator and manage all their brand deals
- **You charge:** 15–25% of each brand deal

4. Full Campaign Management (Advanced / High-ticket)

- You handle strategy, sourcing, negotiations, tracking & reporting
- **You charge:** 15–40% of total campaign budget or a big fixed fee

What You Should Start With

For your first 1–3 months:

Start with:

- One-time collaborations
- Influencer seeding

These:

- Are easier to sell
- Don't require case studies
- Help you learn fast and build proof

Once you have some wins:

- Upsell **talent management** to creators you brought deals to
 - Upsell **full campaign management** to brands that liked your first test
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3. Pick One Niche (And Stick to It)

If you chase every industry, you stay a beginner forever.

Good niches for IMA work

Examples:

- Beauty / skincare
- Wellness / supplements
- Fitness (apps, apparel, gear)
- Tech tools & apps (AI tools, productivity apps, SaaS)
- Fashion (streetwear, sustainable, loungewear)

- Travel & experiences
- Pet products
- Digital education (courses, memberships, apps)

Filters for choosing your niche

Ask yourself:

1. **Do I actually like this space?**
You'll be talking to these brands & creators daily. It helps if you care.
2. **Can creators easily show the product on camera?**
Physical products and consumer-facing apps work great.
3. **Do brands in this niche already use influencers?**
You want markets where creator marketing is normal, not something you have to "convince" them to try.
4. **Is there room to grow?**
You want niches where brands work with creators every month, not just on random launches.
5. **Can I go deeper into sub-niches later?**
Example:

- Fitness → women's home workouts → gym gear → supplements
- Tech → AI tools → Chrome extensions → creator tools

Rule: Pick one niche and commit at least 3–6 months before switching.

4. Set Up Your Basic Foundations

You don't need a fancy brand to start — just look legit.

- **Agency name** (simple is fine)
- **Domain + professional email**

- Not: influenceroutreach@gmail.com
- Yes: hello@youragency.com
- **Simple one-page site or Notion page** (optional but nice)
 - Who you help
 - What you do
 - How to contact / book a call

This alone puts you ahead of 90% of “DM only” people.

5. Build Your Creator Roster (Supply Side)

You don't need hundreds of influencers to start — you just need a *curated* list in one niche.

Where to find creators

- TikTok search (hashtags + niche keywords)
- Instagram search + hashtags + tagged posts of niche brands
- YouTube (reviews, tutorials, unboxings in your niche)

What to check before adding them

- **Average views** (look at last 10–15 posts)
- **Engagement** (2–5%+ is healthy)
- **Content quality** (would a brand be proud to repost this?)
- **Audience fit** (do their followers look like your target buyers?)

How to organise your roster

Use a simple Google Sheet / Notion:

- Name
- Handle + platform
- Niche
- Followers
- Average views
- Country
- Email
- Notes (rates, style, good for X type of brand, etc.)

Your roster is an *asset*. Every creator you vet properly makes you more valuable to brands.

6. Find & Qualify Brands (Demand Side)

You want brands that:

- Already spend on marketing
- Already *understand* influencer / UGC
- Have clear offers & products (not vague “vibe” brands only)

Where to find them

- **YouTube sponsor scraping**
 - Search creators in your niche → see who's sponsoring their videos
- **Instagram & TikTok**
 - Brands with strong content & creator reposts

- Brands sending PR / collabs already
- **Product Hunt / App stores** (for tools & apps)
- **LinkedIn**
 - Search: *Head of Marketing, Influencer Marketing Manager, Growth, Brand Manager* in your niche

What kind of brands to target first

When you're starting out, aim for:

- VC-backed or fast-growing DTC brands
- 5–50 employees range
- Already running:
 - Meta ads / TikTok ads
 - PR / influencer gifting / UGC

They're:

- Big enough to have budget
- Small enough to move fast and take a chance on you

Track them in a sheet:

- Brand
- Website
- Niche
- Contact person
- Email

- Have they used influencers before? (Y/N)
 - Last contact date
 - Status (Not contacted / Contacted / Call booked / Won / Lost)
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7. Outreach That Actually Gets Replies

1) Email setup

- Use your **custom domain email**
- Keep your email signature simple & clean
- Warm up by sending some normal emails before mass outreach

2) Outreach to brands (simple template)

Keep it short and human.

Subject: Quick idea for [Brand] influencers

Hi [Name],

I've been following [Brand] and noticed you're already doing [UGC / ads / PR boxes / X].

I run a small influencer/UGC agency focused on [niche].

I've been building a vetted list of creators in [niche] who:

- Match your target audience
- Create content that works well on TikTok/Reels
- Are open to [gifting / paid collaborations / whitelisting]

If you'd like, I can send over:

- A few creator examples I'd recommend for [Brand]
- A simple structure for a test campaign

Where's best to send that?

Best,
[Your Name]
[Agency Name]

Send **30–50 emails per day** in your first sprint.

3) Outreach to creators

Hi [Name],

I help creators like you get brand deals in [niche].

I'm currently speaking with a few brands in [niche] and your content stood out — especially [specific video/post].

Are you open to:

- Paid collaborations
- Gifting campaigns
- Whitelisting (brands running ads from your handle)?

If yes, I'll keep you in mind for upcoming briefs and reach out with details + rates.

Best,
[Your Name]

Follow up 2–3 times. Most deals happen *after* the follow-up.

8. Running a Simple, Effective Campaign

Once a brand says “yes”, don’t wing it. Use a basic structure.

Step 1 – Clarify objectives

Ask the brand:

- What's the **main goal**?

- Sales?
- Content (UGC) for ads?
- Awareness / reach?

- What's the **budget** range?
- What's the **timeline**?

Step 2 – Creator brief

Keep it clear but not controlling:

- Brand overview
- Product details
- Key messages / “must say”
- What to avoid (claims, words, topics)
- Deliverables (e.g. 1 TikTok + 3 story frames)
- Deadlines
- Usage rights (can the brand use content in ads? For how long?)

Step 3 – Tracking & KPIs

Track:

- Influencers used
- Content links
- Views / impressions
- Engagement (likes, comments, saves, shares)
- Swipe-ups / link clicks (if available)
- Discount code redemptions
- Cost per view / cost per engagement
- Sales (if tracked)

You can use the **Campaign Recap** structure you found:

1. Snapshot
2. Performance summary
3. Planned vs actual
4. Best assets & comments
5. Lessons
6. TL;DR – was it a success?
7. Next steps

Deliver this as a simple PDF/slide deck. This is what makes brands **rebook**.

9. Contracts & Payments (Basic)

You're not a lawyer, but you shouldn't work on "handshake" deals either.

At minimum, get in writing:

- Who is involved (brand, you, creator)
- What's being done (deliverables)
- Deadlines
- Payment terms (how much, when, method)
- Usage rights (who can use the content, where, for how long)
- What happens if:
 - Content is late
 - Brand doesn't pay

- Creator doesn't deliver

Payment tips

- For **small brands / new relationships**:
 - Aim for **50% upfront**, 50% after content is posted
- Understand **net 15 / net 30**
 - Net 30 = they pay 30 days after invoice
- Use:
 - Wise / PayPal / Stripe / bank transfer

When money starts getting real (consistent 4-figure+ deals), register a company and start invoicing properly.

10. Scaling to \$10K+/Month

Once you've closed a few deals and your process works, you scale by:

1) Doing more of what works

- Double down on one niche
- Re-pitch old brands with new creators
- Turn one-off wins into retainers

2) Systemising

Create simple SOPs (screen recordings + checklists) for:

- Finding brands
- Finding influencers

- Outreach sequences
- Brief creation
- Reporting

Use VAs for:

- Lead research
- Influencer sourcing
- Updating sheets

You focus on:

- Strategy
 - Sales calls
 - Negotiations
 - Client relationships
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11. Use Email & a Newsletter to Attract Clients

Email is one of the highest-ROI tools you can bolt onto your agency.

Why build an email list?

- You **own** it (unlike social followers)
- Brands who join are “warmer” than cold leads
- You can turn educational content into inbound leads

Simple newsletter idea for your IMA

Niche example: “*Influencer Growth & UGC Playbook for DTC Founders*”

Send **1–3 emails per week** with:

- Short case studies (“How 1 creator drove 23% of campaign sales”)
- Tactical tips (subject lines like:
 - “One change that doubled UGC performance”
 - “3 influencer mistakes that kill ROAS”
- Soft CTA:
 - “Hit reply with ‘BRAND’ and I’ll send you a free campaign idea”
 - “Want this done for you? Book a call — link in footer”

Follow the **Mosey Money Minute** style:

- Subject line pattern (e.g. “IMA Minute: [Result] from [Tactic]”)
- Quick quote or tweet-style insight at the top
- One clear tactical idea (under 200 words)
- CTA + P.S.

Your list becomes:

- A pool of warm leads
 - A place to sell your services
 - A long-term asset if you ever productise what you know
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12. Mindset: Treat It Like a Real Business

This model is:

- Simple to understand
- Beginner-friendly
 - ...but **not** a get-rich-quick scheme.

You'll need:

- **Hunger** – you actually want this to work
- **Discipline** – sending emails every day, tracking, following up
- **Patience** – first deal might take 2–4 weeks of consistent outreach

If you:

- Pick one niche
- Pick one primary offer
- Send 30–50 targeted emails a day
- Learn from every reply and every call

...you *will* get deals. The people who win are simply the ones who don't quit after 10 unanswered emails.