Influencer Interview Guide

I. Objective

II. Contract (Promotional) Work

Objective:

* Do you get contacted by companies to represent products or events?
  1. How do companies find you?
  2. How do companies contact you?
  3. When they contact you do they ask any information like a portfolio prior to considering you for contract work?
  4. Who are the companies or agencies that have contacted you?
     1. How do you decide which promotions/companies to take?
  5. Would you list yourself on a promotional website to encourage companies and agencies to contact you?
* Do you market yourself to companies to get contract work?
  1. How do you promote yourself to companies?
* You are across a variety of channels (Instagram, YouTube, etc.), is there a channel companies prefer when the contact you for work?
* Do you find that you get different kind of contract work based on the number of followers you have?
* How much are you paid for different types of promotions?
  1. Has this changed with the number of followers you have?
  2. Do you have set rates or do you see what offers are made to you?
* What other agencies or methods of receiving promotional offers have you heard about?

III. Followers

Objective:

* How do you get followers?
* Have you ever paid for followers?
* What is your biggest challenge attracting followers?
* Do you get a large number of followers after you are featured in an article or do the trickle at a consistent rate?

IV. Trends

Objective:

* How do you stay on top of trends of being an influencer?
* Are you part of any organization or groups?
* Do you follow blogs, articles, etc.?
* Do you communicate with other influencers to exchange tips, methods, and processes?

V. Challenges

Objective:

* What are the biggest challenges for you as an influencer?