



GUIDELINES

FOR COMPANIES

Transparency

Be open and transparent in your communication. Influencers do not like dubious requests, want to know who they are dealing with and prefer to work with people they know.

Patience

Using the BlogBar network is (unfortunately) no guarantee for successful cooperations and campaigns. Finding the right influencers requires patience. Use the free Basic Search to get a first overview and to make a preselection. In the PRO or PRIME variant you can experiment with various parameters and filter settings to find the perfect match.

Authentic

Make sure you only contact influencers that really fit your product or brand. Authentic content is successful content.

A clear idea

Successful influencers convince with qualitative and quantitative arguments. Be clear in advance which qualitative points (appealing photos/videos/texts - channel content matches the brand - can the influencer be enthusiastic about the product - which brands have already been presented) and which quantitative points (followership - reach - price expectations - which channels - how often content is shared - how often articles are published) are important to you.

Copyrights

Use contributions from the influencer only in accordance with the agreed use. For other commercial purposes, please obtain the prior consent of the influencer.

Confidence

The more freedom and trust you give the influencers, the more authentic the result will be. Never forget that the influencer knows his followers best.

Respect

Always treat your influencer with respect. Your influencers are directors, photographers, models, actors, creative people and producers all in one. And ideally, the influencers ensure that your brand/product is successful. Appreciation and friendliness always pay off.

Trade Fair

Keep to all agreements, stay fair in the fee negotiation and pay on time. Creating social media campaigns is a business like any other.