

## Processes and How-Tos

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## Resources

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### 1. Getting Started - The Quarterly Recruitment Sheet!

Most of the magic that takes place is in our [Quarterly Recruitment Sheets](#). You can see these in our shared drive under Company > Departments > Member Experience > Member Growth > Recruitment under the year and quarter. This is where you'll log your recruits, see campaign details and goals, target demographics, etc. A new sheet is created each quarter.

The break down of each tab is as follows:

#### ▼ Recruitment Priorities Tab

- **Priority** - This will help you prioritize what needs recruitment for most at that time.
  - **High** - We need recruits for that category the most
  - **Medium** - We could use recruits, but we have others we should focus on first (the high priority ones)
  - **Low** - We most likely don't need recruits as much for this category anymore and should focus on the highlighted high priority ones before anything.
- **Special Order?** - Sometimes, to get a niche product claimed, we send "special product forms" out to influencers who are a great fit for a specific campaign, but wouldn't be interested in the other brands we have on our platform. Sometimes though, we end up accepting people we initially reached out to for a special campaign into our network!
- **Brand Name** - Brand/client's name
- **Product** - The type of the product we're looking to get claimed
- **Platform(s)** - i.e. Instagram, Reels, TikTok, etc.
- **Claims Needed** - How many products we need claimed to fulfill our contracted amount plus a bit of buffer in case some creators have problems with the product or don't post.
- **Total Recruits Needed X/X** - This number takes the number of claims we need and multiply by 4 that are needed as of the date noted (usually within a week)
- **Recruits Found Since X/X** - This number shows how many total recruits we've found for that brand since the date notes (usually within a week)
- **% to 100** - This number gives a percentage of how close we are to hitting our recruitment goal
- **Targeting** - Important targeting information like geographic areas, psychographic data, age, content type, etc.

You'll notice at the bottom there are "inactive clients" which are brands/clients that we pausing services/recruitment for, or we have finished the claiming goals.

#### ▼ Recruits Tab

- **Date** - The day the recruit was found/added to the sheet
- **Recruited for Special ONLY checkbox** - Use this if you are recruiting for a campaign that is only for special order forms. You can find which campaigns are "special" on the Re
- **Brand** - Brand/persona that person was recruited for
- **First Name** - Recruit's first name
- **Email** - Input the influencer's email here, and leave it blank if they're DM only
- **app\_instagramusername** - The recruit's IG link. It's written like this so that when you import the list to HubSpot, that property is automatically updated during import.
- **app\_tiktokusername** - The recruit's TikTok link
- **Recruiter** - Drop down menu with each recruiter's name
- **Contacted Checkbox** - To indicate if the recruit has been contacted or not
- **Contacted Method** - Drop down menu that shows how they were contacted, via Recruitment Sequence, Special Order, or DM
- **Status (Special and DM Only)** - This is for the Member Growth Lead or Member Operations to review your recruits. We will always double check recruits for Special Orders and DMs before we send them out. They will be marked as **Approved** if we sent an email to them, **TBD** if we need a second opinion, and **Rejected** if we absolutely won't be reaching out. If a recruit is marked **TBD** or **Rejected**, a note will be put in the Notes section for why.
- **Notes** - Notes, feedback on your recruits will also be added here

### Recruitment Parameters

#### ▼ Instagram Criteria

- Over 18 years old
- Located In the U.S. (or Canada, for special campaigns ONLY)
- Can be Male or Female, but predominately female
- 3k - 30k followers | 3% engagement rate
  - If 2k-3k followers: engagement rate should be 5-6%
- At least 300 likes per post
- At least 20 authentic comments per post
- At least 100+ posts

#### ▼ TikTok Criteria

- Over 18 years old
- Located In the U.S.
- Female
- At least 2,000 followers but no more than 600k
- Ideally between 300-500 likes, 20-30ish comments per video
- At least 1,000-2,000 loops (or at least a couple of videos that have gone viral)
- Good, authentic quality content and consistent posts
- No controversial/very inappropriate content

### Recruitment Checklist

Did you do the following?

- Find creator that meets the specified targeting?
- Check their email in Hubspot to make sure we haven't reached out already?
- Add the necessary information to the recruitment sheet?
- Create their contact and fill out their properties?

- **Member Recruitment** - This one will auto fill with the word "YES" and it is only there so that when you import lists to HubSpot, it fills in this property.

✓ Using Filter Views in the Recruitment Sheet

[Filter Views Tutorial.mp4](#)

## 2. Recruitment Search

**Step 1:** Check the targeting for brand you're recruiting for. Be sure you're recruiting for the right platform and the right age range. Check to be sure the brand doesn't have any other specific requirements before starting your search.

**Step 2:** Use hashtags, geotags, or Strawberry Socials to start your search,

- [Login info and steps for how to use Strawberry Socials is here](#)

**Step 3:** Look for recruits that fit our criteria. Remember: we only want to reach out to the best of the best! (It's awkward when we reach out to recruit someone, and then we end up declining them from the network!) You can expand the criteria here or check out the dedicated [Recruitment Page](#)

### ✓ Instagram Criteria


- Over 18 years old
- Located In the U.S. (Canada for special campaigns ONLY)
- Can be Male or Female
- 2k - 30k followers | 5% engagement rate
- At least 300 likes per post
- At least 20 authentic comments per post
- At least 75 posts
- Clear, professional photos
- 50% or less of their posts are promotional
- Think:
  - *Could you see this person posting a sponsored post?*
  - *Would a brand want to repost this as an ad?*
  - *Would a brand be embarrassed to be promoted on this influencer's page?*
  - *Do any of their posts make you cringe?*
  - *If you were reviewing this person's application for the network, would you approve them?*
- Niches we accept: Food, Pet, Beauty, Fitness, Parenthood

### ✓ TikTok Criteria

- Over 18 years old
- Located In the U.S. (Canada for special campaigns ONLY)
- Can be Male or Female
- At least 2000+ views on average, minimum (This means their least viewed/lowest performing videos should still be at or above 2k)
- At least 2,000 followers but no more than 600k
- At least 200+ likes + relevant comments
- Good, authentic quality content and consistent posts
- No controversial/very inappropriate content
- Think:
  - *Could you see this person posting an ad/sponsored post?*
  - *Would a brand be upset if this user's sponsored post got the influencer's lowest avg views?*
  - *Would a brand be embarrassed to be promoted on this influencer's page?*
  - *Do any of their posts make you cringe?*
  - *If you were reviewing this person's application for the network, would you approve them?*
- Niches we accept: Food, Pet, Beauty, Fitness, Parenthood
- Keep a close eye out for inappropriate content here!

**Step 4:** Find their Contact information

- Find their email either in their bio, their Linktree, or from the 'Email' button on the Instagram (this can only be viewed from your phone).

 If you can't find their email address, move to the DM Procedure page for next steps.

**Step 5:** Check to ensure they haven't already been reached out to in HubSpot

- You can search by an email address, name, or username

- Enroll them in the Recruitment sequence?

## Helpful Tips

1. Check for Prom/HoCo photos. This probably means they are under 18!
2. Check for recent engagement. We only want to recruit people who post consistently and who has posted recently.
3. Find one great creator, and check their following and followers list for more great finds. You can also go through their comments!
4. Try starting with a brand account and look at commenters/followers. This is great for niche campaigns! (for example, you can go to the Huggies brand account to find moms with kids!)
5. LOOK OUT FOR INTERNATIONAL CREATORS! Check their geotags and their hashtags to make sure they are based in the U.S..
6. Check for inauthentic /inappropriate engagement. We want to avoid accounts with tons of "DM for Collab" or promotional type comments. We also want to avoid accounts where the followers won't be interested in the product/brand we're recruiting for (for example, often times female fitness focused accounts have a male audience, who wouldn't be interested in a haircare /skincare product).

- If you search their email in Hubspot and notice we've reached out to them before but haven't reached out to them in a while (minimum 12 months since last contact), we can still add them to the sheet and send them the follow up recruitment sequence to see if they're interested in joining the platform now.

### 3. Outreach

Now that you've added recruits to the sheet, found their contact info and ensured we haven't already reached out, it's time to contact your new recruits!

#### Step 1: Create a New HubSpot Imports Google Sheet

- You'll want to start a new sheet and call it "YOURNAME HubSpot Imports". The purpose of this sheet is only for importing contacts and for nothing else. Once you import the contacts, you can clear that sheet out and have it ready for the next time. You can keep reusing this sheet over and over, no need to make a new one every time you import.

#### Step 2: Copy Paste into your Imports Sheet

- Highlight the rows of recruits you want to import, and paste them into your new sheet. Be sure to also copy and paste the header row into the sheet as well.

#### Step 3: Clean up and export

- You can delete the Date, Special, Client, DM? Contacted, Credits and Notes columns. If you're importing only IG influencers and there's no values in the app\_tiktokusername column, you can delete that one too. Then, hit File - Download - CSV in Google Sheets. Your sheet should download and pop up in your downloads folder or in the downloads bar on Google Chrome.

#### Step 4: Open HubSpot

- Open HubSpot, go to the Contacts screen, then hit Import on the top right side of the screen. Once you're there, follow these steps:
  1. Click Start an Import
  2. File From Computer - Next
  3. One File - Next
  4. One Object - Next
  5. Contacts - Next
  6. Drag and drop your CSV file into the file upload area, hit next

#### Step 5: Upload the Import

You'll land on a screen that allows you to "map" the columns of your sheet as properties in a contact. Ensure everything matches up - the Name column is matching with "First Name" HubSpot Property, and so on. Everything should pull automatically, but just double check to make sure everything looks right. Hit Next.

✓ Screenshot

Import files   TYPE   UPLOAD   MAP   DETAILS   Step 3 of 4

Map columns in your file to contact properties

Each column header below should be mapped to a contact property in HubSpot. Some of these have already been mapped based on their names. Anything that hasn't been mapped yet can be manually mapped to a contact property with the dropdown menu. You can always create a new property or choose "Don't import column".

COLUMN HEADER FROM FILE	PREVIEW INFORMATION @	MAPPED	IMPORT AS @	HUBSPOT PROPERTY	DON'T OVERWRITE EXISTING VALUE @
Name	Alex Kristine Samachya	✓	⌵ Contact properties	First Name	<input type="checkbox"/>
Email	connect@aleghe... Kristyan21@gmail... samachyakt48@...	✓	⌵ Contact properties	Email	<input type="checkbox"/>
app_instagramusername	https://www.instagram... https://www.instagram...	✓	⌵ Contact properties	app_instagramusername	<input type="checkbox"/>
Member Recruitment	Yes Yes Yes	✓	⌵ Contact properties	Member Recruitment	<input type="checkbox"/>

< Back   Cancel   Next >

On the next screen, click the "I agree" statement. DO NOT create a list from the import. Hit Finish Import.

#### Step 6: View Contacts and Enroll in a Sequence

- Once your import finishes (it should only take a few minutes), hover over the import and click "View Contacts"
1. Look at the "Contact Owner" column. If a name appears in there, that means someone else has already reached out to that contact. Select all the contacts that have "Unassigned" in the "Contact Owner" column.
  2. Click on "Assign" and assign the contacts to yourself
  3. Click on Edit and Select the "Member Recruitment Type" property. Select the content types for your imports, if they're mommy bloggers, lifestyle, beauty, etc. Check "append" and click Update.
  4. Now with the same contacts selected, hit the "Enroll in Sequence" button. Type in "Recruitment Email 2022"
  5. Enroll!

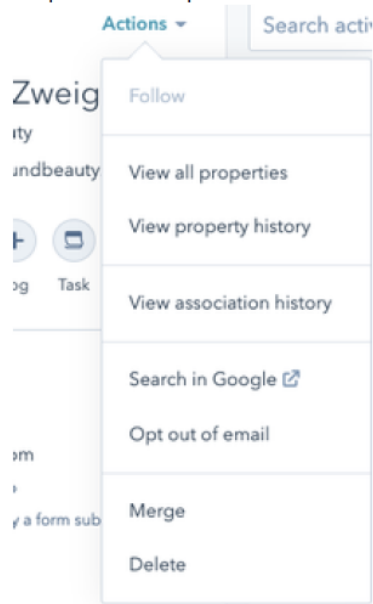
**Note:** If there are more than 25 contacts in the import, be sure you click through all the pages and properly assign and enroll all of the unassigned contacts.

Video Tutorial on Mass HubSpot Imports

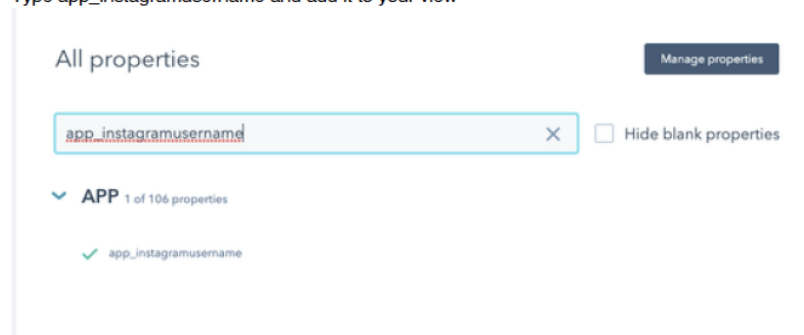
kjd-urpb-iai (2022-05-31 08\_13 GMT-7).mp4

if the app\_instagramusername property isn't in view:

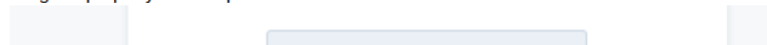
Click 'Actions' and 'View all Properties' on the top of their contact

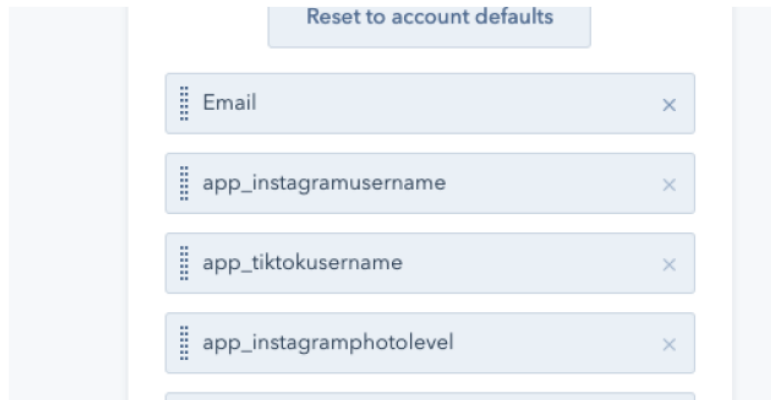


Type app\_instagramusername and add it to your view



Drag the property in the top 5 to be in view





Once this step is done, it'll remain like this every time you create a contact so you won't need to 'view all properties' and arrange it after you've done it initially.

#### 4. Special Campaigns

Sometimes, when we have niche campaigns, it can be difficult to find accounts that fit the niche of the product, and also meet all our requirements. Alternatively, sometimes we find people who would be great for that specific campaign, but probably wouldn't be interested in the other brands we offer.

In these situations, we will do a "special order form". Essentially, we can let influencers who are "out-of-network" participate in a one-time campaign for a specific product. These usually are accompanied by a gift card.

**i** You can tell if a campaign is "special" by checking the "campaign goals" tab in the [Quarterly Recruitment Sheet](#).

##### Recruitment Process for Special Order Forms

**Step 1:** Find recruits like normal and add their information to the sheet, be sure to check the "Special" checkbox if they are for a Special Order Form only. Do not enroll these people in Recruitment Sequences. The Member Growth Lead is the one to send special order emails.

**Step 2:** DONE

Happy Recruiting!