

# INFLUENCER MARKETING CHECKLIST



Planning to get started with influencer marketing? Or perhaps taking influencer marketing to the next level? This three-step checklist guides you through planning, implementing and measuring your influencer marketing campaign.

01 PLAN

02 ACTION

03 MEASURE

04 CASES

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# 01 PLAN

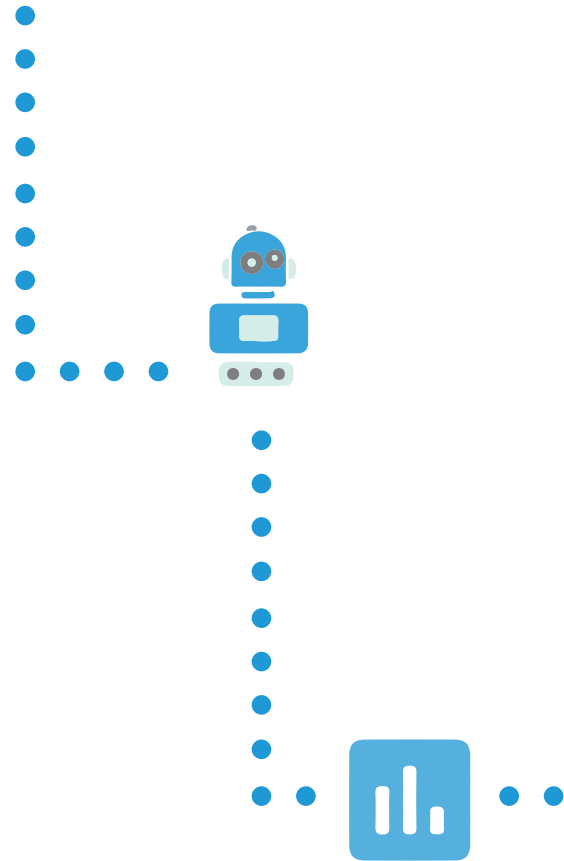
## 1. DEFINE YOUR GOALS

Yes, influencer marketing has been a hot topic of every marketing conference for the past few years, but that doesn't automatically mean that you should do it too.

Question yourself and your team why influencer marketing is the right way to boost YOUR business?

Which goals will you achieve?

- Increase brand awareness and strengthen brand image
- Increase social engagement and interaction
- Improve conversions  
(e.g., newsletter subscribers, free trial sign ups, purchases, etc.)
- Gain customer insight and data



## 2. SELECT INFLUENCER GROUP

Surprisingly, to many marketers, influencer marketing means a short-term campaign where celebrities are paid to mention the brand or use the product, say sneakers, one-off and share an image on Instagram. Effective influencer marketing is a long-term activity closely aligned with the content marketing plan and all other marketing activities online and offline.

You can use one or multiple influencer groups to increase the reach of the content and, ultimately, conversion rates on digital services.

**Employees:** Your employees, often a forgotten group of influencers, already have a relationship with you and they should have a long-term incentive to help your business flourish. However, we are not going to lie: setting up the employee advocacy program is not going to be easy. But when done right, it leads to long-lasting results both internally and externally.

**Celebrities:** Consider using celebrities to spark attention, increase reach, and inspire audience to create content. When selecting a celebrity, make sure you have a long-term plan aligned with your products and services.


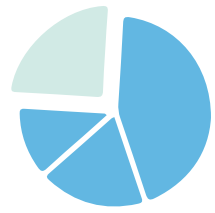


**Customers:** Yes, your customers are the most important group of influencers! Authentic content and experiences shared by our network and peers help us to learn about the products in a non-intrusive way, and UGC sparks imagination how we could use the product too.

For inspiration, [check case studies](#) of brands with a long-term approach to influencer marketing and how they use three different influencer groups to achieve their goals.



### 3. DETERMINE YOUR BUDGET

After outlining your goals and the influencer groups, you should take a moment to determine the budget:



Content strategy, planning and creation

+

Influencer compensation

+

Social media advertising

+

Other paid media promotion

+

Offline marketing (events, print...)

=

TOTAL:

## 4. SELECT THE SOCIAL CHANNELS AND TOOLS

Next step is to define which social channels are relevant. It's not a numbers game – pick the channels that are relevant to your audience.

With Flockler you'll be able to curate and display the social content and measure how the content is performing in social channels and who are your most engaged members of the community. Below we've listed some of our favourite tools to find influencers, manage social content distribution, and measure the traffic on your website but feel free to add more to blank boxes.



### CHANNELS:

- |                          |           |                          |            |
|--------------------------|-----------|--------------------------|------------|
| <input type="checkbox"/> | Facebook  | <input type="checkbox"/> | Vimeo      |
| <input type="checkbox"/> | Instagram | <input type="checkbox"/> | Pinterest  |
| <input type="checkbox"/> | LinkedIn  | <input type="checkbox"/> | Snapchat   |
| <input type="checkbox"/> | Twitter   | <input type="checkbox"/> | Musical.ly |
| <input type="checkbox"/> | YouTube   |                          |            |

Others:

## SOCIAL MEDIA MANAGEMENT:

Buffer

Falcon Social

Hootsuite

Sprout Social

Others:

## FINDING INFLUENCERS:

Buzzsumo

FollowerWonk

Kred

Quora

Others:

## ANALYTICS:

Bit.ly

FullStory

Google Analytics

Optimizely

Others:



## 5. CREATE GUIDELINES FOR PARTICIPANTS

Rule #1 of influencer marketing: the content needs to be authentic!

However, creating guidelines is highly recommended. It can be as simple as one Powerpoint slide, but you'll probably need a tailored version of guidelines for each influencer group.

What to include in your guidelines:

- Goal of the activity
- A short description of brand/campaign voice (character, tone, language, and purpose)
- Post templates and examples (tweets, Instagram images and Stories, etc.)
- A list of topics and other information that can't be shared publicly
- Contact person for questions



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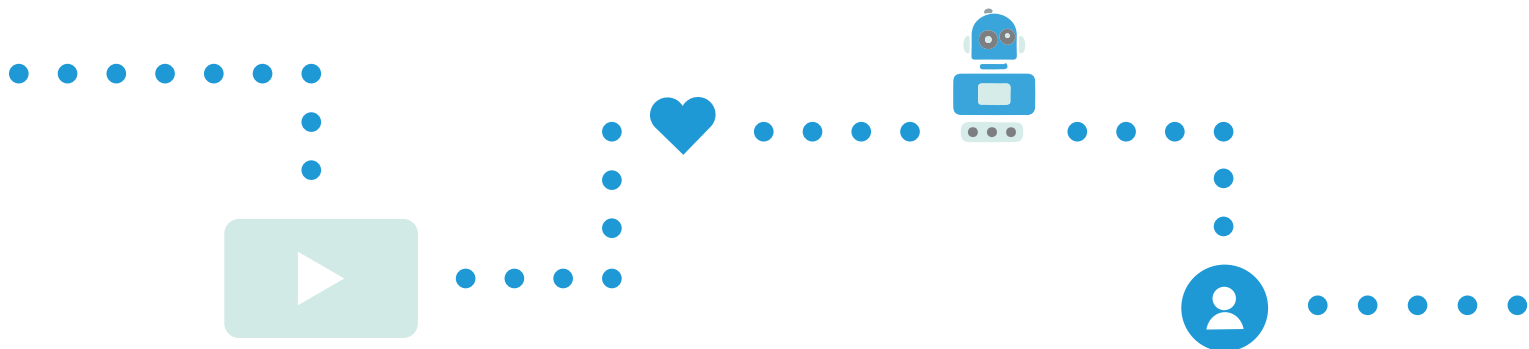
# 02 ACTION

## 1. LAUNCH

Let's move on to action.

Four ideas on how to launch your influencer marketing campaign:

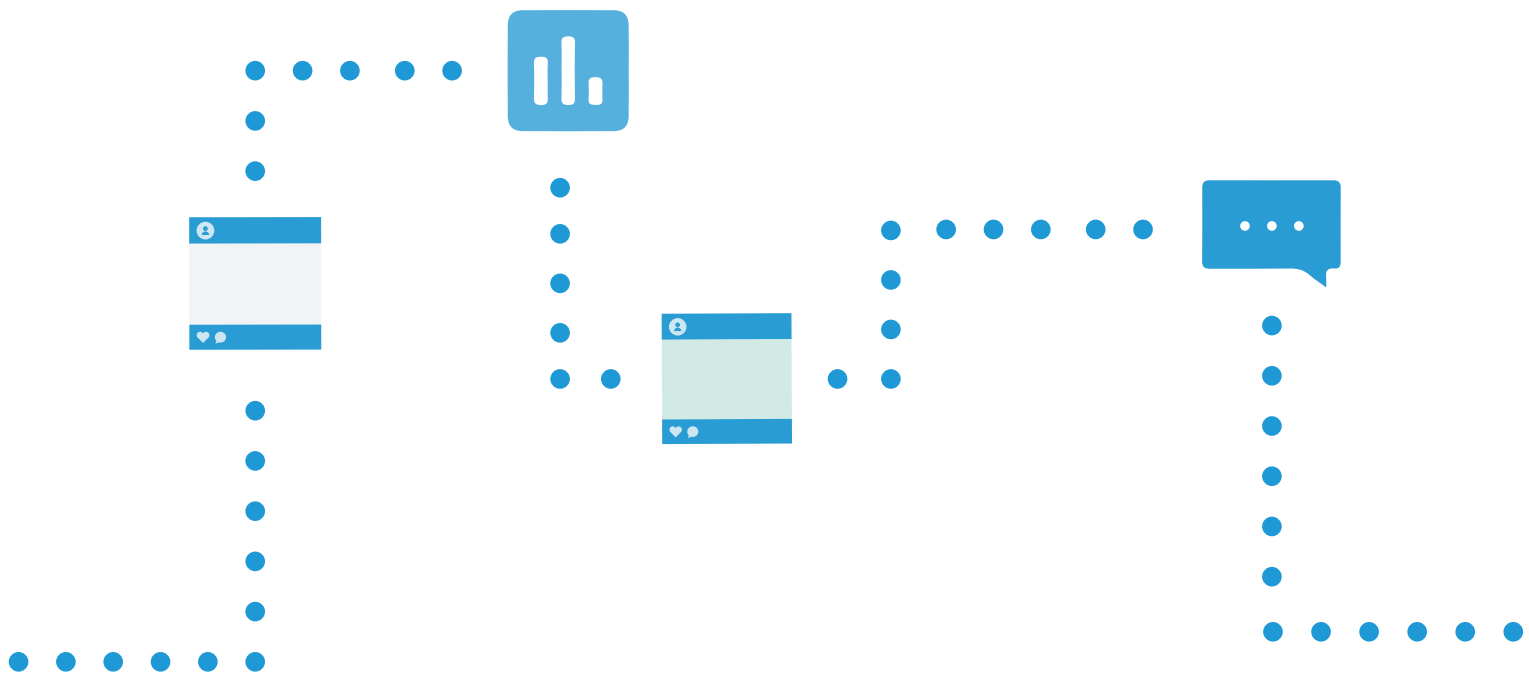
- 1. Create a competition for customers:** Instead of a silly contest, ask your customers to give feedback and share ideas for new products. Add a call-to-action to your email or on your website. Reward customers with something tangible like additional materials to help them get more value out of your product, or provide them with a coupon to purchase other services at a discount.
- 2. Organise an event with employees:** It doesn't really matter if you are offering cakes, beers, or virtual goods, but a great way to kickstart your influencer marketing campaign with employees is to organise an event and provide a freebie in exchange for an action. This action can be as simple as learning the guidelines of the initiative and answering a quiz or sharing a piece of content on social media with a specific hashtag. To make the action more fun, launch a team challenge between different functions of your organisation.





3. **Find celebrities leading by example:** Use celebrities to spark attention and guide the audience towards what type of content to create. Not telling what would be ideal content, leading the community by example. For inspiration, learn how [UEFA collaborates with professional footballers](#) to inspire young girls all over the world to try football in #WePlayStrong initiative.
  
4. **Create a tribe of most influential customers:** Analyse the content the most influential customers are sharing. Are there common themes that all those customers seem to be interested in and are those themes aligned with the brand's values? Could you create a tribe of the most engaged and influential customers and kickstart the campaign with them?

The more detailed description of each option is available [here](#).

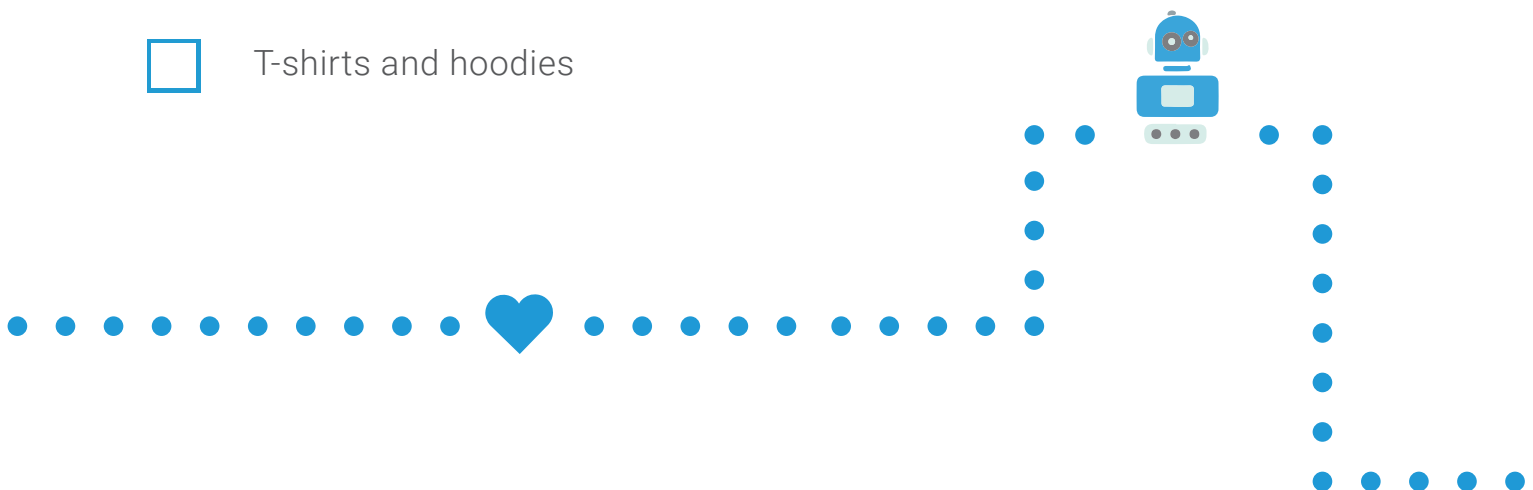


## 2. PROMOTE AND DISTRIBUTE

Have you heard the 20/80-rule of content marketing? 20 % of your time should be spent in content creation and 80 % in content promotion and distribution.

### How to promote and distribute?

- Organic shares (tweets, FB posts, etc.)
- Like, comment and repost
- Social media advertising
- Display the content on your website and other digital channels
- Office displays and street advertising
- Engage with influencers talking about your topics offline and online
- Events
- Press and PR
- Print materials (flyers, stickers, etc.)
- T-shirts and hoodies



### 3. ENGAGE AND REWARD

Even the smallest actions like tagging your account in an Instagram photo are something to be grateful for.

Here are a few tips on how to reward your community:

1. Like and comment their posts
2. Identify the most engaged and active users and reward with perks, vouchers, coupons, etc.
3. Amplify the content shared by the most influential and active users by reposting and retweeting their content.
4. Organise exclusive events for active and influential participants

### 4. BUILD A LONG-TERM PROCESS

All successful projects need a structured long-term plan and process.

Make sure you have these covered:

- Define the owner of the project
- Schedule reporting and milestones (e.g., monthly, quarterly etc.)
- Plan methods for engaging participants and acquiring new ones



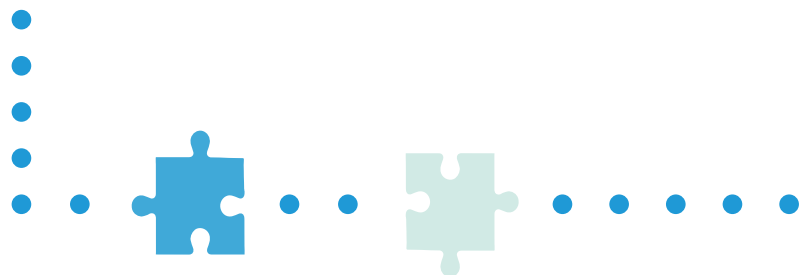
# 03 MEASURE

## 1. MEASURE AND ANALYSE

Social data is the new gold. Customer data, obtained through social channels, in real-time and from multiple touchpoints is the new marketing elixir. It is always up-to-date and the data, which includes demographics and behaviour, gives you a full view of the customer's life outside of your services. Successful businesses are now tapping into this data to offer personalised services and experiences, which is proving to increase online purchases.

To collect the data, start by setting up:

- Flockler:** to aggregate the content from different social channels and display the content on your website or digital screens.
- Google Analytics or similar:** to track the visits, dwell time, interactions, and conversions of the content displayed on your site.
- Flockler's social media analytics:** to measure how the content is performing in social channels, outside your services. Measure and analyse what type of content is popular on social channels, and who are the most influential and engaged users sharing the content.

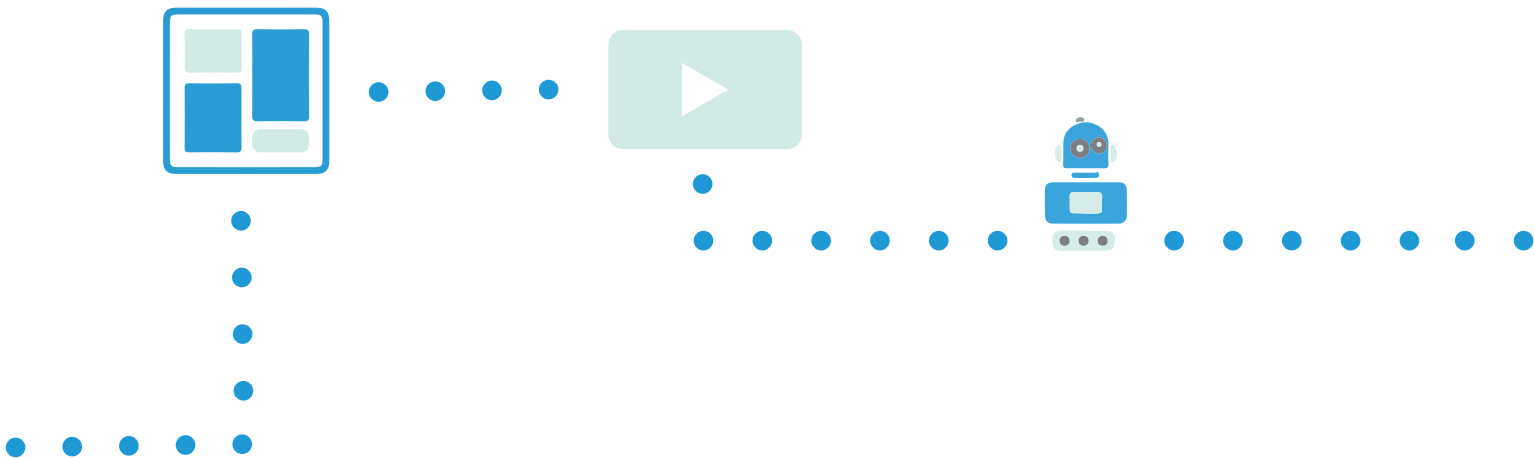


## 2. LEVERAGE THE SOCIAL DATA

Tips on how to leverage the data gathered with Flockler's social media analytics:

1. Provide personalised services and communications based on customer data
2. Create highly targeted advertising in different channels
3. Identify themes and trends that make your customers tick
4. Gather ideas for future content marketing campaigns
5. Generate insights and ideas for product and service development

Read [this blog post](#) to dig deeper into leveraging the social data.

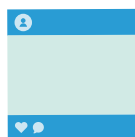


# 04 CASES

Remember the three groups of influencers? As the final part of this checklist, we'll introduce three inspiring case studies to help you convince your boss and colleagues!

## CUSTOMERS: PLANET FITNESS

The forward-thinking brands encourage their customers to share the experiences and champion them within their community. That is precisely the concept of [Planet Fitness Community](#). In addition to helpful content created by the marketing team, Planet Fitness is actively promoting their most engaged customers on social channels. The higher engagement and visibility of the content enables Planet Fitness to reach out to a higher number of potential new customers and to build engaged communities of existing members. With 1400+ gyms and more than 10 million members, they are not running out of content anytime soon.



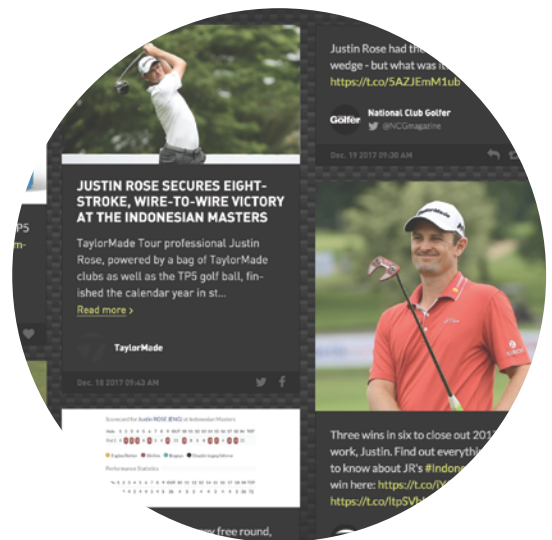
## EMPLOYEES: VALIO

Valio, one of the largest dairy producers in Northern Europe, has created an [employee advocacy program](#) with the independent farmers supplying the company. So far the hashtag [#valiomaitoa](#) has gathered more than 10.000 posts reaching hundreds of thousands of Instagrammers. Instead of asking farmers to repost beautifully crafted content by Valio's marketing team, the farmers share their daily working life. The authentic images promote both farmers' businesses and Valio's brand.



## CELEBRITIES: TAYLORMADE GOLF

TaylorMade Golf sponsors some of the world's top golfers including Justin Rose, Sergio Garcia, Darren Clarke, Dustin Johnson, and many more. Instead of creating a series of one-off campaigns, [Interact content marketing hub](#) serves a constant stream of articles, tweets, Instagram images, and YouTube videos, and aims to build a one-stop destination for golf enthusiasts.



As the players are creating a lot of content on their channels and they are featured continuously on traditional media outlets and in social media, curating engaging content hub with an additional mix of expert interviews and articles by TaylorMade marketing team helps the brand to drive newsletter signups and traffic to product pages. Curated

- ● celebrity content is used to amplify and increase the credibility of branded content. ● ● ●
- And the approach seems to be working – according to Graeme Morton, Consumer Marketing Manager at TaylorMade, [dwell time of Interact content hub is three times higher than anywhere else on the site.](#)

## RESOURCES

### **4 goals of an influencer marketing campaign**

<https://flockler.com/blog/4-goals-of-an-influencer-marketing-campaign>

### **3 groups to incorporate in your influencer marketing strategy**

<https://flockler.com/blog/3-groups-to-incorporate-into-your-influencer-marketing-strategy>

### **How to launch an influencer marketing campaign**

<https://flockler.com/blog/how-to-create-a-successful-influencer-marketing-campaign>

### **How smart is your customer data?**

<https://flockler.com/blog/how-smart-is-your-customer-data>

### **How to turn your employees into your best advocates**

<https://flockler.com/blog/how-to-turn-your-employees-into-your-best-advocates>

### **How brands use influencers to drive traffic and engage their target audience:**

#### **Interview with TaylorMade Golf**

[https://flockler.com/blog/how-brands-use-con-](https://flockler.com/blog/how-brands-use-content-hubs-to-drive-traffic-and-engage-their-target-audience-interview-with-taylormade-golf)

[tent-hubs-to-drive-traffic-and-engage-their-target-audience-interview-with-taylormade-golf](https://flockler.com/blog/how-brands-use-content-hubs-to-drive-traffic-and-engage-their-target-audience-interview-with-taylormade-golf)



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