



The Practitioner's Guide To **INFLUENCER MARKETING**

www.coegipartners.com



Influencer is modern day word-of-mouth marketing - **made efficient and scalable.**

The power of word-of-mouth with the efficiency and data-driven mentality of automated advertising - that's how we approach influencer marketing at Coegi.

In this guide, we share our secrets to running more strategic and accountable influencer campaigns. You'll learn the ins and outs of results-driven influencer marketing so you can feel confident adopting this high impact, authentic channel into your brand marketing plan.

IN THIS GUIDE

- Highlights of what creators can do for your brand
- Potential challenges of influencer marketing
- Key criteria for a successful creator partnerships
- 5 steps to launching your influencer campaign



What Can Creators Do for Your Brand?

Key Benefits and Use Cases for Influencer Marketing Campaigns

Influencer marketing can support a wide variety of initiatives from top of the funnel awareness to down funnel conversions. Key opportunities include:



Build Brand Awareness

Grow awareness and consideration among core audience groups.



Support New Product Launch

Generate buzz and momentum surrounding your latest product or initiative.



Drive In-Store or E-Commerce Sales

Promote in-store sales to retail chains or product sales through social media platforms.





The Power of Influencers:

Your Fast Track to Authenticity, Credibility, and Results

Credibility Building

Influencer marketing puts a face and personality to your brand - a key component to building consumer affinity. Trusted creators can connect with followers on your behalf to improve engagement, retention, and loyalty.

Content Creation

Rather than spending additional production dollars to create branded images and videos, your creator partners make that collateral for you. The end result - native-looking social media content which, more often than not, outperforms heavily curated ads.

Authentic Reach

People are becoming more privy to ungenune advertising. They place greater trust in relatable creators with close-knit communities who only engage with brands that reflect their personal values and preferences.

Social Selling

Influencer marketing can be much more than a brand-building tactic. Sponsored creator posts can drive measurable, incremental sales impact. Use tactics such as UTM links, point-of-sale integrations, whitelisting, and brand boosted influencer posts to optimize attributable sales.

Influencers by the Numbers

The Creator Economy Shows No Signs of Slowing Down

49%

49% of consumers depend on influencer recommendations



Digital
Marketing
Institute™

\$5B

Influencer is a \$5B industry, and expected to reach \$7B by 2024.

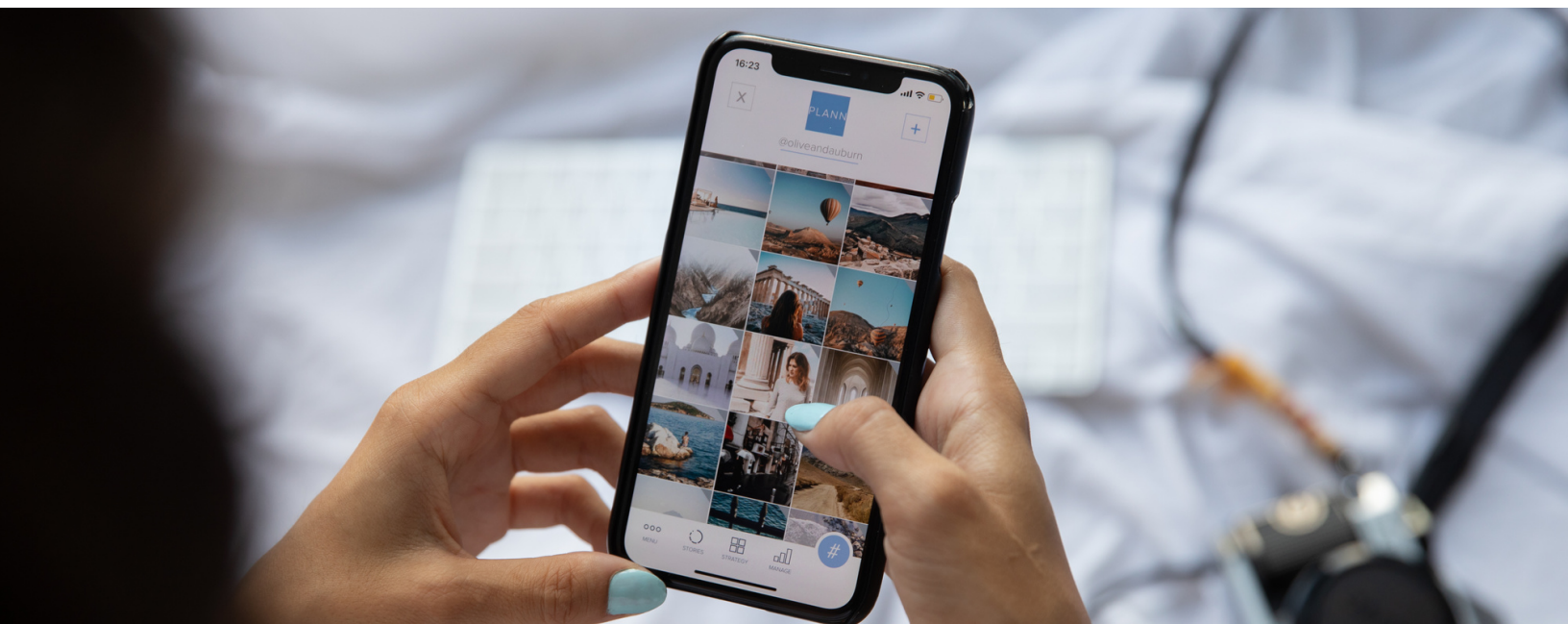


eMarketer™

90%

90% of consumers view micro-influencers as credible, believable and knowledgeable.

statista





Potential Challenges to Anticipate with Influencer Marketing

Logistically, influencer marketing is handled quite differently from automated digital media. You are working one-to-one with individuals, rather than transacting through DSPs and other digital marketplaces. Because of this, there are a few unique challenges to expect:

Lead Times

When working with a new creator, expect at least a one month turn-time from initial outreach to first post.

No Inventory Guarantees

Unlike programmatic advertising, there are no guaranteed buys. Reach out to more creators than you expect to actually sign for each brand, while still vetting each individual for brand fit.

Content Revisions

When the creator provides collateral, it may not always be exactly what you were envisioning. If there are multiple rounds of content revisions, it can ramp up extra costs, depending on the contract terms and conditions. It can also cause animosity between the brand and creator, resulting in injury to potential long-term partnership.



5 Criteria for Effective Influencer Marketing

Influencer marketing is no longer just about generating mass awareness or "going viral." It should instead be a channel that is streamlined, results-focused and consumer-centric. Here are five criteria we use at Coegi to ensure your influencer strategy is delivering effective outcomes:

Audience-First

Look deeply into research and analytics insights to find the best mix of creators. Analyze demographic and behavioral data within creator followships to ensure they align with your ideal consumer profiles.

Authentic

Translate your brand values through creator content while giving them creative liberty to create messaging that resonates with their followers and platform of choice.

Accountable

Measure influencer success with the same lens as the other paid channels in your media mix. Hold creators and campaigns to performance standards with a clear measurement strategy.

Fluid

Rather than running influencer marketing through a separate partner, manage all paid media in one place so you can fluidly shift budgets as you learn what works for your brand. Creators should be part of your holistic strategy, not siloed from other tactics.

Efficient

Build efficiencies by negotiating bundle deals with micro and nano influencers and repurposing content to extend its lifespan and maximize impact.





SETTING UP AN INFLUENCER CAMPAIGN



#1

Measurement and Planning

Align teams on the goals you hope to achieve through using influencer as part of your omnichannel media strategy. Then, establish a measurement plan upfront to make sure your campaigns are aligned with key business objectives.

To achieve lower funnel success, be clear on how you will measure ROI. Activating custom links and codes, in addition to setting up key online goals in Google Analytics, will offer much more data than the vanity metrics of reach and impressions.

Mid-to-Lower Funnel Goals to Consider:

- Volume of sales generated
- Text message notifications
- Newsletter opt-ins
- Website visits



#2

Talent Outreach

Now it's time to find your creator partners.

Will you take a micro-targeting strategy - using micro and nano creators to reach niche audience segments? Or, will you aim to make a splash by investing in a mega or macro creators with large followships?

At Coegi, we filter through over 8.2 million profiles available through our influencer platform to strategically select the optimal creators for our client needs.

Filter Creators By:

- Audience demographics
- Creator location
- Creator gender
- Preferred posting platform
- Follower count
- Content brand safety
- Keywords, hashtags, and mentions
- Content categories





#3

Contract and Payment

Once the brand approves the creator list, it's time to move to the contracting process. Coegi handles the entire reach out, contract and payment process on behalf of our clients. We reach out to creators and negotiate individual contracts with interested partners.

Influencer contracts are customizable but should always include:

- Exclusivity and usage terms
- Activation timeline
- Partnership dates
- Compensation agreement

Influencer Payment Options



Cash



PR Box/Free Product



Affiliate Codes



#4

Campaign Launch and Content Amplification

Once creator partners are approved and contracted, creative planning begins. What do you want the talent to do and say? How do you want the content to look? What are some dos and don'ts the creators should be aware of? Ask these types of questions as you build a creative brief to build alignment from campaign kick off.

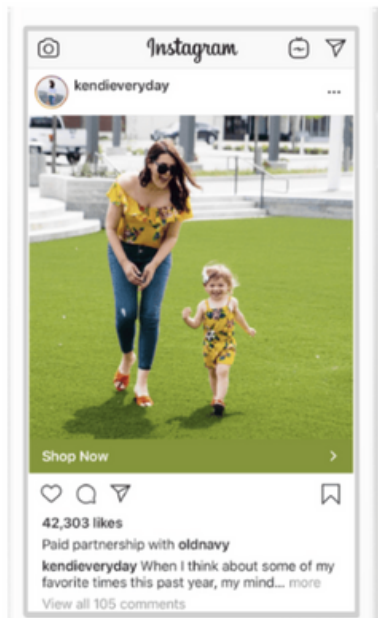
Campaign Launch Process

- Creative brief created and approved by brand and agency partner
- Approve creator as brand partner on social media platforms
- Creator submits general concept for approval
- Creator submits actual content for approval
- Creator begins posting
- Content is amplified to increase reach and drive results



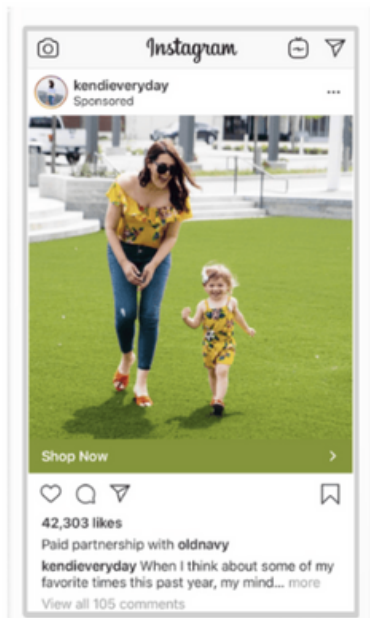
Types of Influencer Posts

Influencer Native



Creator posts on their organic account.

Influencer Amplified



*Brand boosts post on the creator's account.
Requires account access.*

Brand Amplified



Brand boosts the influencer post through their business profile.

Maximize top-performing organic influencer posts by placing paid media dollars behind them. Influencer amplified ads aid consumer receptivity because the content is still coming from the creator's handle versus a brand. However, not every influencer will offer this level of access to brands. In those instances, brand amplified posts are a great solution to expand reach and diversify your paid social media content.



#5

Establish Long-Term Creator Partnerships

The most effective creator partnerships occur when an individual becomes a long-standing brand ambassador. So, when you find high-performing creators who align with your brand and your team, it's important to nurture those relationships. Affiliate links or evergreen discount codes are a great way to accomplish this as well as track actions taken by the creator's followers.

Benefits of Long-Term Brand Ambassadors

- Build authenticity and trust
- Execute with continuity
- Consistency in brand message
- Increase brand favorability



Influencers are Relevant for Every Industry

When you think of influencer marketing, it's natural to picture unboxing videos on YouTube and aesthetic product photos on Instagram. However, creators can promote more than tangible goods. In fact, influencer marketing can likely be relevant for your brand, no matter what you have to offer. Think about it - there's a niche for everything on the internet. Whoever your target audience is, there's a creator who can reach them and tailor branded content to their interests.

Sure, having a tangible product a creator can show is highly effective. But B2B and service-based brands can also establish strong influencer relationships that drive results. Creators sharing their experiences using a product or service carries significant weight among loyal followers.

Creators offer deep relationships with their followers who trust their recommendations and experiences. No matter your industry, marketing goals, or budget, explore how your brand can leverage creators as your modern WOM marketing.





LAUNCH YOUR INFLUENCER MARKETING STRATEGY WITH coegi

What's included in our offering?

- Influencer marketing strategy and omnichannel activation
- Creator research, vetting, and authentication
- Creator management and payment
- Ongoing measurement and reporting
- Dedicated support and hands-on account management



WHY COEGI

Coegi fuels digital transformation using expertly-crafted, adaptable marketing solutions to help you transform what's possible for the future of your brand.

We bring together marketing solutions across all digital media to meet your unique business goals. As an independent agency, we provide a nimble approach to planning and execution that allows us to learn quickly, pivot intelligently, and keep you ahead of trends.

Programmatic

Display
Online Video
Native
CTV/OTT
Streaming Audio
DOOH
Paid Search

Paid Social

Facebook
Instagram
Twitter
LinkedIn
Snapchat
Pinterest
TikTok

Strategic Services

Research
Planning
Strategy
Audits
Technology
Vetting

Influencer

Facebook
Instagram
Twitter
LinkedIn
Snapchat
Pinterest
TikTok

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