



BOSS
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WORKING WITH INFLUENCERS

WHAT IS AN INFLUENCER?:

Best to nail this definition before we move onto the ins and outs.

An influencer is an individual with an online presence who has the potential to influence the opinions and behaviours of your target audience.

TYPES OF INFLUENCERS:

1. Content creators, bloggers & vloggers

This category covers those that have made 'content creation' their vocation, having developed a following via their blog or one of the major social platforms.

2. Traditional celebrities

The lines between social content creators and traditional celebrities is becoming ever more blurred. 'Traditional' celebrities are those who have achieved fame via music, movies, TV, sports, etc. Although traditional celebrities often have a very large social media reach, there is evidence suggesting that content creators and bloggers have greater influence over their followers.

3. Thought leaders & industry experts

These are people who have achieved respect and influence based on their expertise or track record in a specific subject matter or industry. These influencers must be approached differently as they are likely to scrutinise any potential endorsement before giving it, and many of them will want to retain integrity and impartiality by not accepting payment.

4. Micro-influencers

The advantage of working with micro-influencers is the increased depth of relationship between the influencer and their followers. They will have a smaller reach than typical influencers, maybe only a few thousand followers, however their audience are likely to be more loyal and more engaged in the content. A brand who has used micro influencers to great advantage is Taylor Morris.

WHY WORK WITH INFLUENCERS ON SOCIAL MEDIA?:

Influencers have the power to influence their followers, aka their community, with minimal effort, thus giving maximum results for the businesses they work with.

It's a great way of engaging very potently with your target audience and also a great way of creating new content - especially if you're able to work directly with the influencer in a way that grants you permission to use any content across all of your platforms.

HOW I FIND THE RIGHT INFLUENCERS?:

The main thing here is to find synergy between you, your audience and your influencer. Does this influencer speak to your target audience? What other brands do they work with? Are they likeminded when it comes to your brand ethos? This is especially relevant for brands that are ethical, vegan or environmentally friendly for example. If they already do sponsored work with a brand that could be seen as a competitor of yours, then they are unlikely to work with you but use this as a starting point to find a similar influencer that doesn't yet have those affiliations.

Build connections, start to follow, like, interact with the influencers you think might be the right fit. DON'T tag them in posts on your feed to introduce them to your brand. Support their content and show them that you have loyalty to them and the content they produce. Build up to approaching them directly.

HOW DO I MEASURE SUCCESS?:

An important thing is to track any results that come from your influencer activity. This involves keeping your eye on how the collaboration develops and monitoring in a few key ways:

- Is the influencer getting lots of engagement on their social media posts?
- Is your website traffic is on the rise?
- Is your social media following growing or becoming more engaged?
- Most importantly, are you getting conversions to sale? - You will be able to assess this if you create a unique discount code for your influencer to share with their following.

HOW DO I DO IT?:

Step 1 -

Build connections with the influencers that you feel might work for you. (As mentioned in 'How to find the right influencers')

Step 2 -

Reach out to your chosen influencers. If you have been connecting with them in a meaningful way they should already have some level of awareness about your brand but reach out in a way that explains a little about what you offer and how you'd love to introduce your brand to them properly.

Step 3 -

If they are receptive, introduce the brand and ask if you can send a gift or invite them to review or sample your services. Ask them where is best to send the parcel. This will often

be an agent's office rather than a personal address. (If they do have an agent, you may be instructed to go through them. Try and find out which agent the influencer is represented by and get in touch with them if you're not getting a response through contacting the influencer personally.)

Step 4 -

Package a gift beautifully (or create a package for them to explain your services, with an exclusive voucher/gift card and an invitation) and send with a hand-written note including details of relevant social media accounts or hashtags (don't overload on this!) and a 'thank you' for the opportunity to share your brand with them.

Step 5 -

Send a follow up message - 'gift sent, we hope you love it/it suits your space/you love wearing it/love styling it up...'

Step 6 -

Keep an eye out for social media sharing. If you are lucky enough to see an influencer share your product in any way, absolutely send them a personal thank you. A thank you card is always nice as well as a thank you via the way of communication that you were using to set up the opportunity.

This is all speculative in the hope of an influencer sharing or giving your brand a shout out. The only way to guarantee social media coverage is by working with an influencer on a 'sponsored' basis whereby you pay them to produce content around your product or service.

HOW MUCH DOES IT COST?:

Sponsored posts can cost anywhere between £50-1000 and upwards, on top of the cost of the produce/services you are providing, depending on who you are looking to work with.

For example, reality TV stars debuting on a series might be able to ask between £500-1000 for a post or series of posts whereas a blogger or micro influencer may sit in the region of £50-250.

The important thing is for you to assess what your budget is going to be, how far you might be willing to stretch to work with your chosen influencers and to have in mind what level of content creation/number of posts you are looking for. Ultimately, if the numbers with one influencer are out of budget, there are many many more to approach.

Be clear in any agreement, what the expectations are from each side. What you are offering, what you are paying and what they are guaranteeing you in return for this. Put a contract in place - just a one pager - so that both parties are clear. This may be something that an agent will oversee and instigate anyway, but if not, ask.