

Influencer Marketing

FOR SMALL BUSINESSES



Known for its power of leading masses of people to behave and act in specific ways, many different industries take advantage of influencer marketing to attract leads. If strategically planned, small businesses can take advantage of this system too, resulting in more attractive advertising.

92% of consumers trust word of mouth recommendations.

91% of people between ages 18-34 trust online reviews just as much.

Increase Your Efficiency When Investing in Influencer Marketing

When deciding on investing in influencer marketing to promote your business, it is important to consider the following to increase your chances of success:

Before Searching for Influencers:

Setting Goals - Make sure to have well established goals before looking for social influencers. Your goals could be building brand awareness, promoting products and services, increasing sales, attracting leads, increasing your presence on social media and so forth.

Budget - Determine the amount of funds you are able to invest for this advertising strategy, so you can narrow down your options of influencers.

Expectations and Compensations - Have the desired outcomes predetermined and the ways you want the influencer to achieve them. Also, predetermine if you will be paying them only in money or products as well.

How to Search for Influencers:

Influencers that you already follow - You may already be following an influencer that is relevant to your business. Consider getting in contact with him/her and introducing yourself and your business.

Influencers that friends and family follow - Family and friends will tell you their experience of interacting with the influencer(s). As these are trustworthy sources, you should consider asking them for recommendations.

Social events - Offline events are great options to get connected with influencers. Look for seminars, workshops and other relevant events in the field of your business, and introduce yourself to the influencers that would attend these events in person.

Online Tools - There are many platforms available for searching for digital influencers. These platforms will allow you to filter for many variables, such as price range, business field, regions, age, social media channel, and so on. Fourstarzz and Upfluence are great resources to get started.

Online Search - Googling relevant keywords plus the word “influencer”, or making use of the hashtag system on different platforms are also viable options to look for digital influencers. If you already know some names you can even search for them on LinkedIn. Try to get connected with them. Another option is to mention them in your posts online.

Considerations for Selecting Influencers

Best Fit Influencer - It is important to ensure that the influencer’s audience you select is aligned to your target market. Be aware that an influencer could even be a fan of your brand already, which would make him/her a potential good fit for your quest.

Influencer’s interaction with the public - Selecting an influencer just for the number of followers that he/she has is not necessarily the best action. Check if the influencer interacts with his/her followers, and vice-versa.

Frequency of posts - You will want to partner with an influencer that constantly uploading new content to their platform.

Authenticity - Some influencers already have many sponsorships, which can endanger the efficiency for your campaign. You will more likely find those with less sponsorships to be more authentic and genuine when promoting your brand.

Relevance of influencer - Think through the benefits and drawbacks of investing in a micro and macro influencer. Try to realize which one is the best option for you in your present scenario.

After Selecting the Influencer(s)

Get to know their content - You will want to make a good impression towards your selected influencers, so make sure you study their content and show appreciation towards his/her services.

Interact with their platforms - Don’t forget to wisely interact with your selected influencer’s channels and profiles by making relevant and genuine comments, tagging them when convenient and sharing their content on your channels and profiles online.

Introducing yourself - Write your potential influencer a friendly, non-generic message. You can try to message him/her via e-mail, social media or even text if you have access to their phone number. Try sending them a short video with a succinct yet effective pitch of your business, yourself and your appreciation to their work.

Interview them - Having someone that has completely different values than yourself promoting your brand might not be a good idea. Interviewing your influencer before creating a partnership with them is the best way to make sure you both are on the same page, share values and will be a good fit for each other.

Measuring the return on investment - Looking at only how many likes or comments you got in your campaign via the selected influencer is not necessarily the best approach. Giving the influencers their own discount codes or using UTM parameters (a custom code you can attach to a URL) are better ways to track the efficiency of your campaign.

Above all, it is important to think critically and recognize the world of digital marketing is constantly changing. However, by considering these steps you can be more prepared to invest in influencer marketing.