

How to Make Influencer Marketing Work For You

Are you looking for ways to promote your company? Thinking about collaborating with an influencer? Or simply wondering what an influencer even is?

From defining the basic role of an influencer to providing advice on how to build positive, mutually beneficial, relationships, this blog takes an inside look at the world of influencers. Plus, our exclusive interviews with influencers provide unique insight into their crucial relationship with brands.

What is an influencer?

Let's start with the basics: simply put, influencer marketing is a form of marketing that uses influential people to promote a brand.

Influencers are essentially individuals that have a large and loyal social media following. As an influencer, they are able to influence their followers' purchasing and buying decisions.

Take Georgette Jupe, also known as Girl in Florence, as an example. She provides suggestions to her 26,336 Facebook followers about where to go, eat, and stay while in Italy. Featuring on Georgette's page attracts her followers to your business.

We spoke with Georgette about how brands can build a successful relationship with influencers.

She urged brands to create lasting relationships with bloggers that extend beyond a one-off hotel stay or dinner invitation. By having a more long-term relationship with an influencers, brands create a relationship where everyone is happy. However, this isn't easy as plenty of research needs to be done to find the "right" influencer, but Georgette believes that this research ultimately pays off.

The benefits of influencers

Many brands have had great success with influencer marketing. We all acknowledge that social media is an incredibly powerful marketing tool. Influencer marketing helps brands harness and profit from social media as influencers directly link brands with social media audiences.

Influencers also act as a trusted voice. Consumers are far more likely to trust a friend or peer's opinion about a product than the actual brand. As a result, an influencer's opinion can greatly impact consumers' decisions and ultimately boost or hinder profits.

Influencer marketing has proven to achieve far better results than traditional PR and marketing methods.

Different types of influencer campaigns

Clearly, influencer marketing is important. But, designing an effective campaign that accomplishes your business' goals can be complicated. Are you looking to quickly generate sales? Boost brand awareness? Or attract a new audience? Influencer marketing campaigns, regardless of industry, normally take one of three main forms of collaboration:

- **Ambassadors:** similar to celebrity endorsements, ambassador roles are a more long-term and involve the influencer representing the brand either temporarily or indefinitely.
- **Affiliates:** affiliate roles involve influencers receiving a commission from sales generated from their content or influence. As a result, affiliate marketing often produces excellent ROI with increased sales and highly engaged influencers.
- **One-off posts:** alternatively, brands can choose to collaborate with influencers on a more temporary basis. One-off engagement can include blog posts, PR stunts, or social media mentions.

Regardless of the type of campaign, communication about expectations is important.

As influencer Annabel Pesant (Facebook followers 2,255) explained, 'be clear from the start about the return from both parties and what is included in the collaboration, how many posts will be done afterward, etc. This way everything is clear and there aren't any disappointments'.

Must-have Criteria for Influencers

When selecting an influencer, it's important to pick an influencer that aligns with your business objectives and appeals to your audience.

Does their blog appeal to women between the age of 25 to 35? Or is it more for parents of small children? By this point, you should already know your business' audience and the type of people your audience consider influential. Relevance is key here.

It's also important to assess how an influencer's audience engage and respond to their posts as this will help you determine their impact. Do readers share and comment on their posts? How many visitors see their posts? The influencer's reach (followers and type of followers), social media platforms, frequency, and authenticity should also be assessed for compatibility.

Any influencer you collaborate with must have a social media presence that matches and aligns with your business profile and campaign goals.

How to approach an influencer

Once you've found an influencer, the next step is to make contact. Convincing an influencer, especially a well-known influencer, to work with your brand can be difficult. After all, influencers receive thousands of requests from companies just like yours.

When making contact, it's important to appeal to their interests. Explain why you think it would be an ideal collaboration and how they will benefit. This is your unique selling point: what can you offer that other companies' can't?

Building a successful collaboration

After an influencer has agreed to work with you, the relationship must be nurtured with regular contact and engagement.

As influencer Annabel suggested, 'influencers that have a high affinity with the brand and feel welcomed will be more likely to deliver more than agreed'. She's a big fan of a personal approach and getting to know the brand/team that she's working with.'

We also asked influencer Juste Maudinette (Facebook followers 2,554) to define a successful collaboration:

For me, a successful collaboration between a brand and an influence is a personalized collaboration where the created content is left free. When the brand is in a logic of group/mass collaboration and has a too precise brief, the contents are often less natural, less interesting. No one finds his account.

Conversely, the more the brand is in a specific collaborative approach, the more the content created by the influencer is spontaneous, natural and therefore effective because it shares a real experience. This is what I usually accept and/or recommend to the brands I work with.