INFLUENCER MARKETING 101

with College Marketing Group

What is influencer marketing?

We're glad you asked! Influencer marketing became popular with the rise of Instagram's popularity and certain users gaining a large amount of followers. It is a strategy that employs content creators to raise brand awareness and engagement, increase traffic, or convert customers. Look at it as a high-profile review of your product or service in a positive light.



Tiktok, utilized by 56%

of brands using influencer marketing, is now the most popular influencer marketing channel, jumping ahead of Instagram (51%) for the first time!



Influencer marketing yields the highest ROI, along with blogging and shopping tools.

Hubspot 2023



What platforms are influencers on?

It depends on the creator's niche. You will find many on social media channels, especially on Instagram and TikTok. However, some influencers use blogs as their main channel or even television.

For example, an influencer showcasing makeup techniques likely uses Instagram or TikTok for demonstrations, while a child educator creator may opt for blogging to provide detailed information about a tutoring service they endorse.

82%

of marketers were planning to have a dedicated budget for influencer marketing.

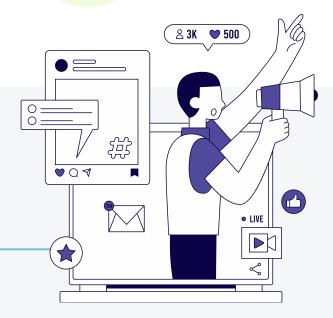
The State of Influencer Marketing 2023: Benchmark Report





TYPES OF INFLUENCERS

Brand Influencer Brand Ambassador A creator with a following within a niche field A contracted creator who partners with a whom they engage with on a regular basis. business to help them achieve specific goals. Listed/labeled as an Does not necessarily need to be a content influencer/content creator creator to be an ambassador Different levels of influencers: Nano (1K - 10K followers) Micro (10K - 100K followers) Brand ambassadors do not require a Mid Tier (100,000 - 500,000 followers) certain number of followers Macro (500,000 - 1 million followers) Mega (1 Million + followers)



Why does influencer marketing work?

Trust and relationship. It comes down to the creator's audience having a positive connection with them. If someone you like tries a product/service and speaks highly of it, you're more likely to buy into it than if you had just seen an ad online.

A good influencer is honest with their audience and will try products or services that are part of their niche. Their audience starts to think, "Well, if my online friend liked this, I probably will too."



33%

of Gen Zers have bought a product based on an influencer's recommendations. Hubspot

23%



of people intend to spend more than **40%** of their entire marketing budget on influencer campaigns

Influencer Marketing Hub

58%



of marketers in 2021 said influencer marketing was the most effective marketing trend, ahead of SEO, experiential marketing, and short-form video content.

Hubspot Blog Research



How does influencer marketing work?

There are a few steps to take in order to execute an influencer campaign correctly.

Identify your campaign goals.

Are you looking to increase the brand awareness of your business, or drive traffic to your site? Or is your ultimate goal to convert customers?

Set your budget.

The larger the audience of the influencer, the greater the cost in most cases. If you want to work with a MidTier influencer, be prepared to spend \$10 - \$20,000, whereas a small niche influencer or brand ambassador may request several hundred dollars.

Determine if a brand influencer or brand ambassador is the right fit.

Brand ambassadors are great for spreading brand awareness and driving traffic, but an influencer with a connected audience is more likely to convert their followers to customers.

Reach out to the creator you're interested in.

Some creators have their email listed in their social profile for all business inquiries. Others enlist themselves in an influencer finding platform. If these aren't working, send them a direct message on their main social channel. **However**, if this is too timeconsuming for you to take care of, agencies (like ours) can help you!

Understand the FTC Guidelines.

The Federal Trade Commission guidelines are rules set in place to prevent things such as false advertising or scams. To avoid legal issues, College Marketing Group sends partnered creators a contract that requires signatures showing both parties understand the FTC guidelines.

Develop messaging and brand guidelines for your influencer to follow.

Work with your marketing team or partnered agency to develop taglines to include as well as language to avoid.

Discuss campaign expectations and goals with your influencer.

By setting clear goals, you can measure the success of the campaign and make adjustments as needed.

Pay your influencer.

If you approach an influencer without a marketing agency, there may be negotiation about payment. Some influencers may ask for more, but some may be willing to partner with you by swapping their services for free products/services.

Measure your results!

Part of your agreement with your influencer should include receiving metrics from them. If you are working with your influencer through a search platform, you may have the ability to watch the metrics in real-time.



So, you think influencer marketing is the right fit for you? Congratulations! Now it's time to make things happen. Make sure to connect with your marketing team and share the information that you have learned. If you decide you want to search for an influencer on your own, follow steps 1-9 above!

However, if you think this might be too large of an undertaking for your team but still would like to utilize influencer marketing, we can help you! Our team at College Marketing Group takes care of everything from finding the influencer to getting the final campaign results. This includes all communication with the creators as well. Schedule a meeting with us here, or send us an email at sales@collegemarketinggroup.com.