Social Media Influencer Campaign
Best Practices

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
Looking for a broad overview of influencer marketing?

Visit web.uri.edu/RISBDC/recorded-webinars-post/
What is Influencer Marketing?
Influencer Marketing is...

A type of marketing that uses endorsements and product mentions from influencers--individuals who have a dedicated social following.

Source: SproutSocial
Why Work With an Influencer?
Now Let’s Dive Into Some Best Practices for Your Campaigns From Start to Finish!
Finding Influencers
What to Look for in an Influencer

They have...

- A following of at least 5,000 - 6,000
- Good quality photos on their feed
- Use Stories and Story Highlights
- They tag businesses and use location tags
- They post often (two-three times a week at a minimum)
How to Find Influencers

Use Instagram!

● Look through your businesses tagged photos
● Look at your competition
● Look at the profiles of top influencers related to your search
● Search Instagram using keywords and hashtags
  ○ RI Food (#RIFood)
  ○ Rhode Island Life
  ○ Rhode Island (Search under “accounts”)
  ○ Other relevant words related to the types of influencers you’re looking for
    ■ Mommy blogger, skin care blogger, travel blogger, etc.
How to Find Influencers

Search Online

● Google “Bloggers in the Providence area” (or any location)

● Use a platform like Influence.co that rounds up influencers in your area into a directory for easy searching.
Vetting Influencers
Look at Their Followers and Following

Scroll through their followers + following and keep an eye out for:

- Fake accounts
- Demographics of who is following them
- Businesses they’re following
Consider if Their Voice Aligns With Your Brand
Assess Their Engagement

Consider:

- How many likes/comments their posts typically get
- The quality of their likes/comments
Analyze Their Other Partnerships

Consider:

- Who have they worked with previously?
- Have they worked with the same brands multiple times?
foodiee_says

Chahte Firte momos & multicuisine resturant Hudson Lane

931 likes

foodiee_says 🌟➡️ Indian meal for dinner...an everlasting love 😍... more

View all 77 comments
Now that we have been spending all of our time at home, we have been trying to come up with new and fun ways to hang out together. Last weekend, we decided to have a little at home tailgate using our new @webergrills Genesis II E-325 from our local @acehardware. I’m definitely not a grill master, but this grill is super user friendly (even for a novice like myself). Be sure to head to the blog for all the details, and check out my stories for even more behind the scenes! 🍔🍲 #mylocalace #acepartner
Partnering With Influencers
Reach Out, And Reach Out Again

- You may have to reach out multiple times or via a different method of communication (Instagram DM's, email, Facebook, etc.)
Set Expectations

- Be upfront and respectful
  - If you’re hoping for an in-kind partnership, say so

- Ask for what you want

- If they’re interested, request more information about their following including screenshots of:
  - Their feed and Story engagement
  - Their activity tab information in Insights
  - Audiences stats
Create an Agreement

● The agreement should:
  ○ Outline what each party will provide
    ■ Ex) Three feed posts + try-on Stories in exchange for three outfits from your boutique
  ○ Include terms such as “influencer must tag @yourIGusernamehere” and any hashtags you want them to use.

● If it is a paid partnership, outline when the payment will be sent such as after all the influencer’s agreements have been fulfilled.

● NOTE: We are not lawyers and this is not legal advice.
Steps to Take During the Partnership
Confirm They Have What They Need

- In-person visits
  - Confirm visit 24-48 hours before hand
  - Provide any additional information needed to make their visit run smoothly

- If you mailed products or emailed them information
  - Confirm they received the package
    - We recommend having tracking information on the package so you can confirm they received it, but also reach out to them
  - Or confirm they have what they need
For In-Person Partnerships: Inform Your Staff
Give Them Your Attention, but Don’t Hover!
Steps to Take After the Partnership
After the Partnership

- Thank them
- Communicate any end-of-contract terms needed
- Repost their content
- Good partnership? Invite them back!
That’s It!
Questions?

Type your question to the chat box

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