

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.



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UNIVERSITY
OF RHODE ISLAND



**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.





bostonfoodies
Coreanos Allston



laceandlashesblog



mommychronicles





249 Posts
36.6K Followers
261 Following

Bethany | Disney Blogger

Disney World AP
 Tips, Tricks, and Recipes
 PNW Transplant
 📄 Recipes and Reviews.
beacons.ai/bethanyvinton

Follow Message Email ▾



Magic Bands



Questions



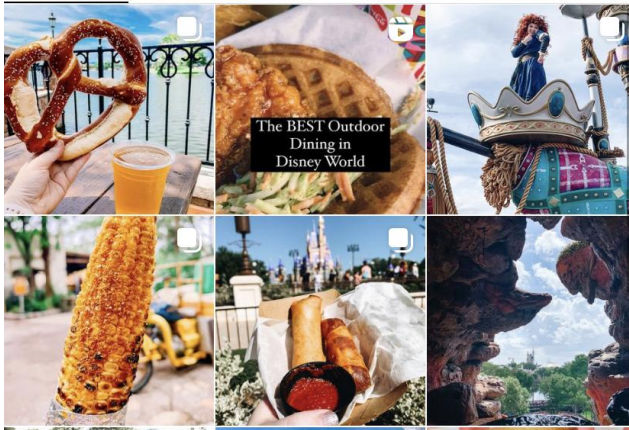
Epcot Drinks



Recipes



DAK



668 Posts
18.3K Followers
1,805 Following

Caroline | OC travel blogger

Cool + colorful places in California and beyond!
 Ramen snob, half-marathon runner, wannabe figure skater
 🏠: OC/LA
 ❤️ hi@picturesandwordsblog.com
picturesandwordsblog.com

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Cook 🍴 ch...



Catalina Isla...



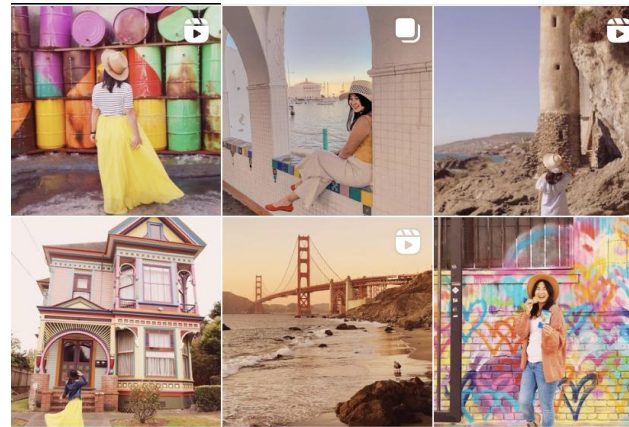
Costa Mesa...



Skating (FS1)



Puerto Valla...



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)





369
Posts

14.1K
Followers

3,863
Following

Delhi Food Blogger, Influencer

Digital Creator

Creating Sunshine ✨

Follow my delectable life 🍷 🍹

#Foodiee_Says

#FoodReviews... more

Follow

Message

Email



The Sial Kit...



Favs ❤️



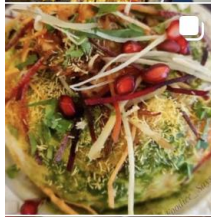
BreadTalk



Grateful 😊



VerandahM...





1,433
Posts

20.6K
Followers

839
Following

Lindsay • Life & Style Blogger

Blogger

style + beauty + motherhood • mama of 🧒🧒 • homeschool
just living that mostly crunchy #momlife

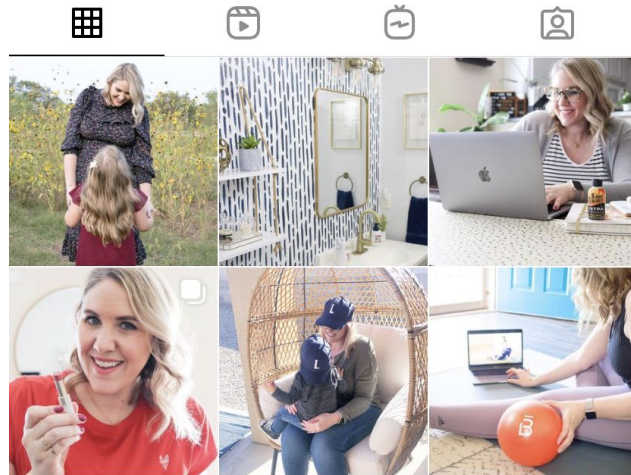
🏡 Albuquerque, NM

💌 middleofsomewhereblog@gmail.com

middleofsomewhereblog.com/instagram

Follow Message Email ▾

DAILY LIFE CRUNCHY... HOMESCH... BEAUTY BATHROO...





42
Posts

161
Followers

155
Following

Gluten free Eats RI

Local & Travel Website

facebook.com/glutenfreeeatsRI

Follow

Message

Email



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, ect.

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



bunsandbites

Message



440 posts

20k followers

4,362 following

Buns & Bites

Foodies + Booties. Eat your hearts out, babes.

Self proclaimed food enthusiasts

Body by self love. And insanely good food.

www.bunsandbites.com

Followed by [explorerhody](#), [vladimirbegunts](#), [npt_life](#) + 133 more



FoodOnYo...



Sweets



Lunch Bre...



Tacos



Pizza



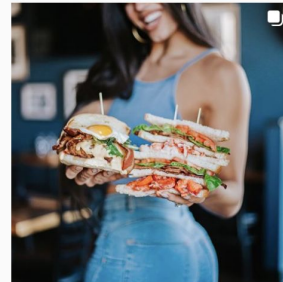
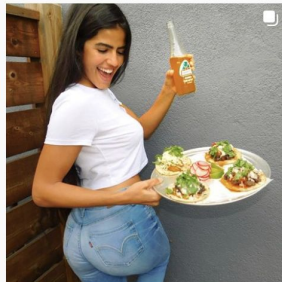
Sandwiches



Seafood

POSTS

TAGGED



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?





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Delhi Food Blogger, Influencer

Digital Creator

Creating Sunshine 🌟

Follow my delectable life 🍽️🥰

#Foodie_Says

#FoodReviews... more

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Message

Email



The Sial Kit...



Favs ❤️



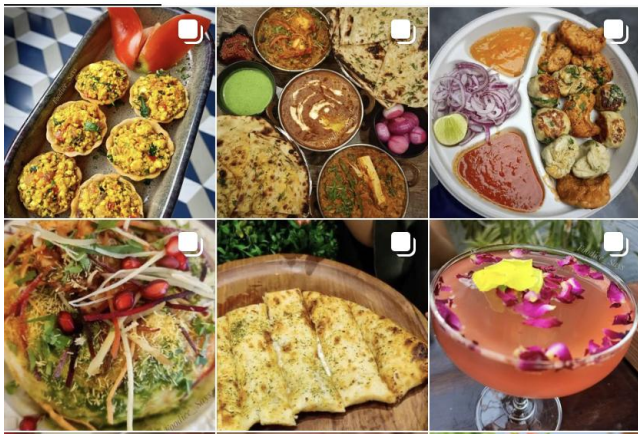
BreadTalk



Grateful 😊



VerandahM...



foodie_says

Chalte Firte momos & multicuisine resturant Hudson Lane



chalt.efirtemomos



931 likes

foodie_says 🌟👉 Indian meal for dinner....an everlasting love 💕... more

View all 77 comments



1,433 Posts

20.6K Followers

839 Following

Lindsay • Life & Style Blogger

Blogger

style + beauty + motherhood • mama of 🧑🏻🧒🏻 • homeschool just living that mostly crunchy #momlife

🏠 Albuquerque, NM

📧 middleofsomewhereblog@gmail.com

🌐 middleofsomewhereblog.com/instagram

Follow

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DAILY LIFE



CRUNCHY...



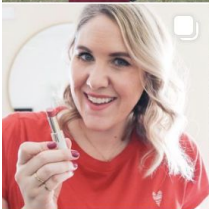
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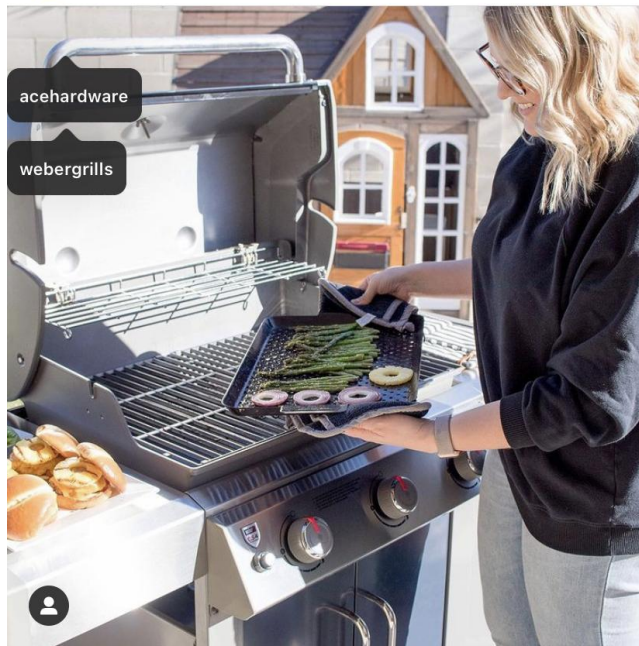
BEAUTY



BATHROO...



lindsayrutland
Albuquerque, New Mexico



acehardware

webergrills



114 likes

lindsayrutland 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

View all 14 comments

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

Contact Us:

401-874-7232

<https://bit.ly/regRISBDC>

AeCapasso@URI.Edu

