

STEP FOUR

INFLUENCER MARKETING

A large, bold, yellow sans-serif font spelling 'SMPO' is centered on a dark grey rectangular background. The letters are thick and have a slight shadow effect, giving them a three-dimensional appearance.

SELL MORE PRODUCTS ONLINE

Step Four: Attracting Customers to Your Site

Influencer Marketing

- What is it
- How does it work - To pay or not to pay
- Influencer outreach email example
- Sample contract
- What can you ask them to do? Famebit.com
- Case studies – Jane’s client on Pinterest, YouTube success

Wikipedia definition

Influencer marketing (also **influence marketing**) is a form of [marketing](#) in which focus is placed on specific key [individuals](#) (or types of individual) rather than the target market as a whole. It identifies the individuals that have influence over potential [buyers](#), and orients marketing activities around these influencers.^[1]

Influencer content may be framed as testimonial advertising where they play the role of a potential buyer themselves, or they may be third parties. These third parties exist either in the supply chain (retailers, manufacturers, etc.) or may be so-called value-added influencers (such as journalists, academics, industry analysts, professional advisers, and so on).^[2]

The first approach to that theory comes from a communication classic, *The People’s Choice* (Lazarsfeld and Katz), a 1940 study on [political communication](#) that was also known as *Multistep flow model*, that claims that the majority of people are influenced by [secondhand information](#) and [opinion leaders](#).

Fast Company definition: “Influencers” get paid per tweet or post, or work under contract on campaigns. Some get connected with companies covering multiple platforms, like [theAudience](#), or specialty spots like [Big Frame](#), [CollectiveDigital](#), or [Jukin Media](#), which focus on video creators. Then there’s [twTMob](#) for Twitter, [theAmplify](#) for Instagram, or [HelloSociety](#) for Pinterest. A startup called [Niche](#) gives you a customized group of social media “celebrities” who will organically tweet, post, and talk about your products. This isn’t canned material made by some agency coming out these kids’ mouths. It’s them.”

Read the full Fast Company Article here <https://www.fastcompany.com/3028278/the-fast-growing-profitable-market-for-teenage-influencer-endorsements-on-twitter-instagram->

Influencer Marketing on Instagram:

Influencer campaigns – here’s a company that connects you with Instagram influencers:

<https://brands.dashhudson.com/features-campaign>

Another Influencer marketing company: [https://zoomph.com/platform/social-media-influencer-marketing/?gclid=CjwKEAjw-vewBRDH1-](https://zoomph.com/platform/social-media-influencer-marketing/?gclid=CjwKEAjw-vewBRDH1-b52Lig1hkSJACTPfVFPEi7BAKalc1e17ekv14cddjZ311JOWzH5pE3x27eQxoCcAvw_wcB)

[b52Lig1hkSJACTPfVFPEi7BAKalc1e17ekv14cddjZ311JOWzH5pE3x27eQxoCcAvw_wcB](https://zoomph.com/platform/social-media-influencer-marketing/?gclid=CjwKEAjw-vewBRDH1-b52Lig1hkSJACTPfVFPEi7BAKalc1e17ekv14cddjZ311JOWzH5pE3x27eQxoCcAvw_wcB)

Another company: <http://boomopolis.com/>



Article: The rise of Instagram marketing: <http://www.inc.com/jill-krasny/the-rise-of-instagram-marketing-agencies.html>

Article <http://www.socialmediaexaminer.com/5-brands-on-instagram-that-succeed-with-influencer-marketing/>

Article: <http://www.socialmediaexaminer.com/instagram-marketing-guide/>

Pinterest:

Article WSJ: <http://www.wsj.com/articles/paid-influencers-undercut-ads-on-pinterest-1421382056>

Influencer company – VERY POPULAR:

http://hellosociety.com/?gclid=CjwKEAjwnf2wBRCf3sOp6oTtnjYSJAANOfheGCOEMOIPqj2le7it-b61QEChDJYBjqRdz68dyzWxoCsjLw_wcB

Influencer company: <http://www.grouphigh.com/outreach-marketing-summit/spring-2014/the-power-of-pinterest-influencers/>

Finding Influencer Marketing companies

Inc. Magazine: <http://www.inc.com/ilya-pozin/7-companies-that-can-fuel-your-influencer-marketing.html>

Example of using Influencer Marketing

Cloudways - their struggle to get [Influencers](#) interested:

- Send individual emails to influencers
- Mostly ignored
- Some influencers responded and told them they were too pushy
- Did not build relationships before the pitch

What Cloudways did to fix the problem:

- They reached out to Influencers again
- They chose the “medium” popular ones
- Asked to interview them for the blog
- Influencers were pleased to be interviewed
- Interviews get shared
- Love (and sales) all around



Choose the Right Blogs

Look for blogs that fit *your niche*. You can search on Google for the following topics:

Top Blogs:

1. _____
2. _____
3. _____

Most Popular:

1. _____
2. _____
3. _____

PR Friendly Blogs:

1. _____
2. _____
3. _____

Product Giveaway Blogs:

1. _____
2. _____
3. _____

You can also look at blog directory sites such as <https://heartifb.com> and <https://www.bloglovin.com>.

Influencer Outreach Templates

Entrepreneur Magazine: <https://www.entrepreneur.com/article/253287>

Is Influencer Marketing a strategy you will consider? Why or why not?

Influencer Agreements

Here is a great article about why agreements with Influencers are important and will benefit both you and your Influencer.

<http://mediakix.com/2016/03/crafting-the-perfect-influencer-agreement/#gs.XXeYq6M>

Sample Agreement: <http://www.shoprockandrose.com/pages/rock-rose-social-influencer-agreement>

Sample Agreement: <https://hello.typeform.com/to/bQSI8n>



Influencer Marketing Checklist

- Imperfect Action
- Research Blogs in your niche
- Connect with Blogger on social media before emailing
- After connecting email Blogger (see Outreach templates)
- Research/search for examples of sample contracts/agreements
- Draft a contract/agreement to protect you both