

# INFLUENCER MARKETING



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# INFLUENCER MARKETING

Definition:

“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.” - *Wikipedia*



# INFLUENCER MARKETING

What is it?

“Influencers get paid per tweet or post, or work under contract on campaigns... This isn't canned material made by some agency coming out of these kids' mouths. It's them.” - *Fast Company*



# INFLUENCER MARKETING



# INFLUENCER MARKETING EXAMPLE: CLOUDWAYS

Automate your server operations and integrate third party applications using Cloudways API

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# INFLUENCER MARKETING EXAMPLE:

SATINLINEDCAPS.COM

Free Shipping for Orders Over \$50

GRACE ELEYAE | Protect your hair... in style

SHOP ▾ ABOUT CONTACT ▾ BLOG  






Search Satin-Lined Caps... 

0 comments

curly > curly hair > Hair Tips >


nighttime > routine > type 2 >

★ REVIEWS

Share:     

Maintaining Your Curls in Your Sleep with a Satin Lined Cap with CurlyPenny

Maintaining Your Curls With A Satin Lined Cap



Source: mywifequitherjob.com

## INFLUENCER MARKETING EXAMPLE: SATINLINEDCAPS.COM

- Started with 2 sales a day on Etsy
- Built it up to about 5 sales per day
- Sent emails to popular YouTube personalities in their niche
- No response
- 2 months went by then *finally...*
- 2 YouTube videos with an Influencer (free!)
- One was “December Picks”
- Sales skyrocketed to 100 units / day
- \$65,000 in sales in 4 months



Source: [mywifequitherjob.com](http://mywifequitherjob.com)



# INFLUENCER MARKETING CASE STUDY



T

CREATORS

BRANDS + AGENCIES

JOIN

LOGIN



INFLUENCER MARKETING PLATFORM FOR

# BRANDED CONTENT

I'M A CREATOR

I'M A BRAND

HIRE CONTENT CREATORS

YouTube



Instagram

Vine

famebit.com



# choose the right influencers

not just any traffic, people who LIKE what you have  
and can AFFORD to pay for it

# INFLUENCERS: FINDING BLOGS

- Blog Directories
- Google up: “23 blog directories to submit your blog to - Search Engine Journal”
- Independent Fashion Bloggers
- Blog Lovin’



# INFLUENCER MARKETING

- Bloggers
  - Product Review
  - Product Giveaway
  - Coupon / discount for readers
  - Haul
  - Gift picks
- For example, product review plus giveaway of a product
- Coupon / discount is usually 25%, up to 40%
- Many are free – your expense is the cost of the product + shipping
- 99% of the time you will NOT get the product back



# INFLUENCER MARKETING

- Google it up...
  - Top my niche blogs
  - Most popular my niche blogs in Houston
  - PR friendly my niche blogs
  - Product giveaway my niche blogs
- Blog Directories: “23 blog directories to submit your blog to - Search Engine Journal”
- Independent Fashion Bloggers: [heartifb.com](http://heartifb.com)
- Blog Lovin’



# INFLUENCERS – FINDING BLOGS

- My product would be great for travel blogs and articles about travel. My Google search
  - Top travel blogs
  - Top travel on a budget blogs
  - Travel writers
  - Check the “related searches”

## Searches related to best travel blogs

best <b>luxury</b> travel blogs	best travel blogs <b>to use</b>
<b>top 10</b> travel blogs	best travel <b>journals</b>
best travel <b>sites</b>	<b>y</b> travel <b>blog</b>
travel <b>blog awards</b>	<b>and north</b>



# DO YOUR RESEARCH

## Get insights for any website or app

Discover any Website or App

Start





# INFLUENCERS: BLOGGER OUTREACH

- Connect on Twitter / Instagram before you email a blogger
- Comment on their Tweets, connect authentically
- Comment on their blog posts – when you have something of value to add
- OK to put your link in the “from”, not in the body of a blog comment (too spammy)
- It’s the same as connecting with retailers – get in their world, get to be “buddies” before the pitch



# OUTREACH TEMPLATES

Subject line: Work together? -- Collaboration? -- A quick blog pitch...

Hi [name],

My name is [your name] from [company].

Your recent post [blog topic] was great. I especially liked the part about

\_\_\_\_\_.

It resonated with me because \_\_\_\_\_ and we make \_\_\_\_\_.

I'd love to explore the possibility of the scarves [your product] being featured in one of your posts [or ask for what you want].

Let me know what you think!

Sincerely,

[your name]

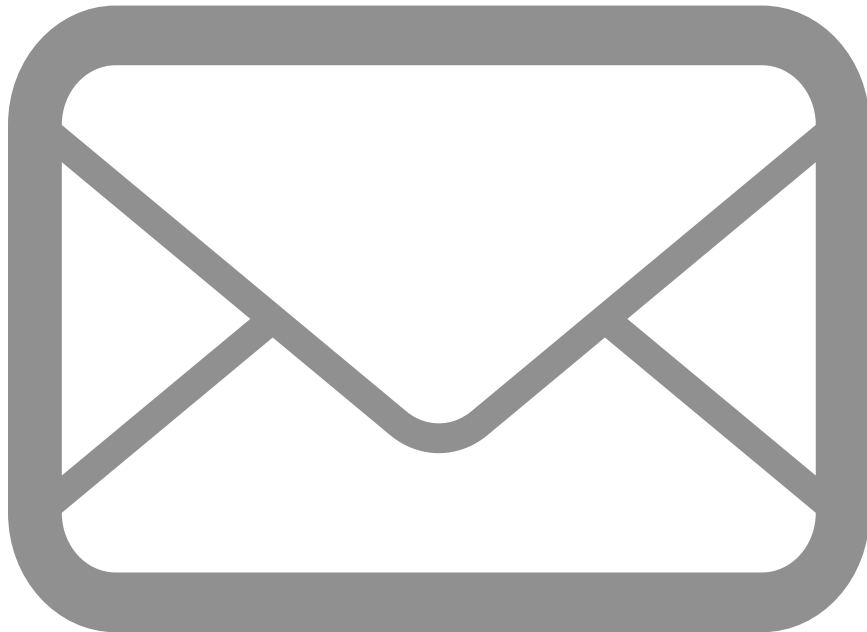
*Attach (or embed) 1 – 2 photos and include links to your site*

*Follow up!!*



Inspired by [entrepreneur.com/article/253287](https://www.entrepreneur.com/article/253287)

# INFLUENCERS



- GREAT pitch idea from Bushra Azhar (*The Persuasion Revolution*)
- Her ONE email subject line got an 80% response rate from celebrity bloggers...



*“A gushing torrent of admiration and a blog pitch”*

# OUTREACH

- Use any platform
- Try one, wait, and then try another if necessary
- When using email, make the subject line obvious
- Always works better if you're PING-ing first, engaging on social media already
- Include a photo of your product
- Link to a PDF about your brand or to your site
- Suggest ideas when appropriate
- If you know your best sellers, start there
- Bloggers know each other
- Once you're in, they have friends



# INFLUENCER MARKETING SAMPLE CONTRACT

- Do a search for “example of Influencer Agreement”

**I Agree**

# LINK TRACKING

bitly



# INFLUENCER MARKETING WORKBOOK

## STEP FOUR INFLUENCER MARKETING

**SMPO**

SELL MORE PRODUCTS ONLINE

