

Adshot Presents

THE ULTIMATE **INFLUENCER** **MARKETING** PLAYBOOK



Adshot.io

INTRODUCTION

Influencer marketing has been around in many forms for decades, but with the rise of social media and easy-to-use video tools, it has grown faster than ever. Since we launched our agency back in 2017, we've seen brands around the world increase their influencer marketing budgets year after year and honestly, **they're right to do so.**

Over time, new features and trends have emerged to support marketers, from social search and social commerce to paid tools that amplify influencer content to targeted audiences. But as with any fast-evolving marketing discipline, we've seen that expertise doesn't always keep pace with what's considered best practice today.

That's exactly why we created this playbook. We've combined nine years of hands-on experience and real lessons learned into a practical guide that helps you plan, run, and optimize influencer campaigns with confidence. **Enjoy!**

TABLE OF CONTENTS

INTRODUCTION	02
PART 1: CREATING AN INFLUENCER MARKETING PLAN	04
PART 2: FINDING & ONBOARDING INFLUENCERS	16
PART 3: CAMPAIGN EXECUTION, CONTENT CREATION & PUBLICATION	25
PART 4: INFLUENCER MARKETING & SOCIAL MEDIA ADVERTISING	35
PART 5: THE ART OF REPORTING	51
EXTRA: HOW ADSHOT DOES IT	59
GLOSSARY	64

PART 1: CREATING AN INFLUENCER MARKETING PLAN

In this guidebook, you'll learn how to build a practical, hands-on influencer marketing strategy for your upcoming campaigns. This is the first of **five chapters**, each focusing on a key step in planning and executing a successful influencer marketing campaign. **Follow along as we take you through every stage of the process.**

Creating an Influencer Marketing Plan

1. What do we mean with the term 'influencer marketing'?

Influencer marketing involves partnering up with influencers and content creators who can produce engaging social media content to promote a brand's products or services, while leveraging the trust they've built with their audience. Brands can use influencer marketing by having creators share authentic product reviews for example, create sponsored posts, host giveaways, participate in affiliate programs, or even serve as long-term brand ambassadors

These collaborations help expand the brand's reach, build credibility, and connect with consumers through voices they already trust. If you're looking to expand your brand's **reach** and engage with a **targeted audience** in a new and original way, consider partnering with influencers.

To make it more practical for you: we will include a fictional example in each part, following the journey of **FizzUp!**, a fictional soft drink brand, as it develops and executes its first influencer marketing campaign.



2. Defining your objectives

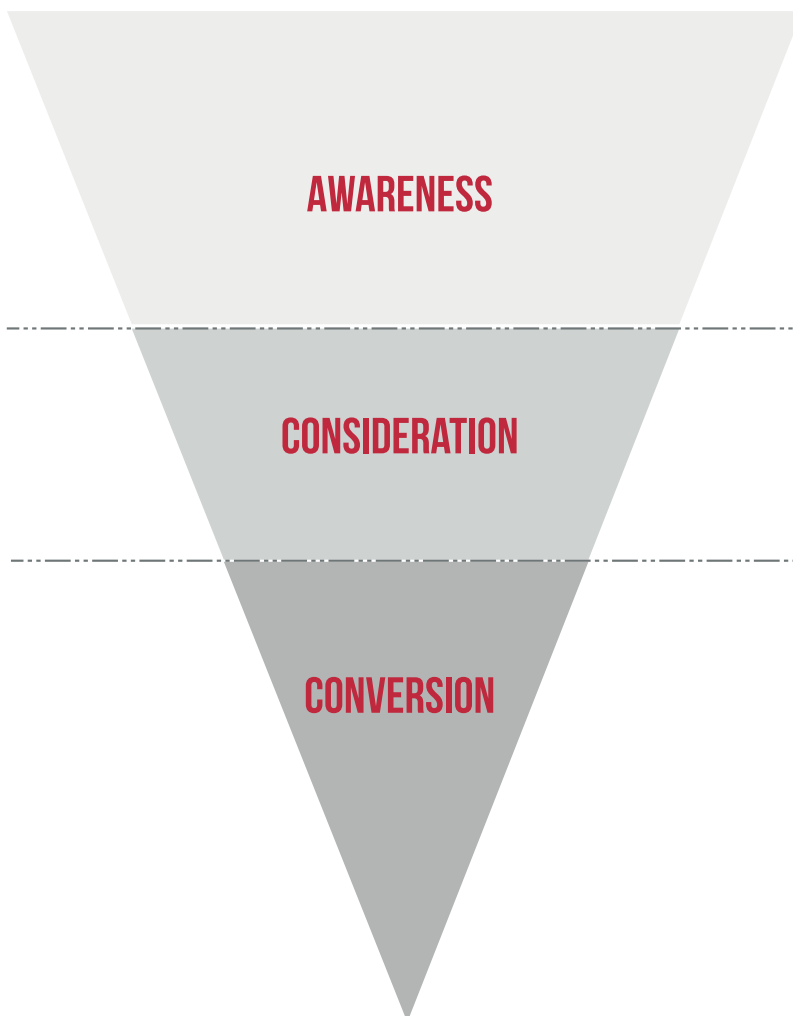
When it comes to influencer marketing, the first question you always have to ask yourself is: “**What are your goals with this campaign?**” These main goals can be categorized into three distinct groups: **awareness**, **consideration** and **conversion**.

Having **awareness** as your goal means that you want to make your customer aware of your brand, product or services. You want to promote something that is not yet (fully) known to the consumer, making sure that it grabs their attention.

This brings us to the next step, which is to encourage users to consider your brand or product and how it can benefit them, motivating them to choose your brand. This is what we call a

consideration-based goal. The last goal, your **conversion**-based goals, correlates to the final step of your influencer marketing plan. This goal focuses on turning interested users into actual customers and driving them to complete a desired action, such as a purchase.

To make these goals more actionable, they can be broken down into practical, measurable objectives. These are known as your **Key Performance Indicators (KPIs)**. KPIs provide a clear overview of the specific outcomes you aim to achieve with the campaign. Additionally, they serve as a benchmark for tracking the campaign's progress, as they can be easily measured.



Examples

Awareness

- Each posted IG Reel should receive on average 3,000 **organic views** within the first week of upload.
- **Viewer loyalty**: Achieve an average video playtime of 3 seconds on your sponsored content.

Consideration

- **Interaction**: Achieve 1,000 shares with the sponsored content, meaning the viewers shared it with their peers.
- Achieve a **CTR (click-through rate)** of minimum 1% on all sponsored content.

Conversion

- Achieve at least **20 form submissions** per posted content in the 30 days following the posting date.
- Achieve a **ROAS (return on ad spend)** of 350% when we compare the cost of the influencer marketing campaign with the attributable sales the campaign generated.

IMPORTANT

Your KPIs should always be **SMART**. This means that when you're setting up your KPIs, they must be specific, measurable, achievable, realistic, and timely. For instance, aiming to gain 500,000 new app downloads within 24 hours of launching a new marketing campaign might sound exciting, but chances of that are not very realistic.



With their new influencer marketing campaign, FizzUp! wants to increase awareness and drive sales for its latest sugar-free soda. Their goals are the following:

- **Awareness - Impressions:** Reach 500.000 users between 18 and 24 years old through influencer posts.
- **Consideration - Clicks:** 20.000 clicks to their website through influencer marketing.
- **Conversion - Purchases:** Achieve 2.000 purchases through influencer-exclusive discount codes.

3. From Customer Persona to Influencer Persona

Besides your KPIs and advertising goals, it's important to know who your **audience** is. It is a key component of any successful influencer marketing campaign, as it will help you determine not only what platforms to use, but also what kind of influencers you want to work with further down the line. To make the search for your ideal audience and creators easier, we advise working with customer personas.

Customer personas are fictional representations of target audience segments based on brand insights and other data. They can help you understand your ideal customers by outlining their characteristics, behaviors, motivations, and pain points. For an influencer campaign, creating personas is essential because it provides clarity on the type of content your audience enjoys, the platforms they engage with, and the creators they follow.



After thorough research of their target audience, FizzUp! can identify two key customer personas within their customer base:

- **The Fitness Enthusiast (24):** Loves sugar-free alternatives, follows health influencers and spends a lot of time on Instagram and TikTok.
- **The Avid Gamer (27):** Prefers refreshing drinks during long gaming sessions, follows Twitch streamers and YouTube gaming channels.

Once you've created a customer persona to define your audience, the next step is to develop an influencer persona.

An **influencer persona** is a detailed representation of the ideal influencer who can effectively promote your brand. This influencer persona should be directly based on the customer persona, ensuring that the influencer's audience closely matches your target customers.

When first creating your influencer persona's, start by outlining the key characteristics of the influencer that align with your target audience, such as **demographics, interests, values, engagement style**, and the **type** of content they typically share.

@Jadefitwell  

- Fitness influencer who promotes healthy living and enjoys guiding their audience with tips on nutritious drinks and meals through short-form videos.
- **Age:** 16-29 years old.
- **Interests:** lifestyle, daily routine, friends and travel.



The Avid Gamer



@Voltrift  

- A Twitch streamer who plays first-person shooters and loves drinking refreshing energy drinks to stay hydrated and focused during his long gaming sessions.
- **Age:** 16-29 years old.
- **Interests:** competitive gaming, esports and memes.

After creating your personas, there are two final checks left to complete. First, ensure that your personas **accurately** represent your brand's target audience by reviewing their demographics, behaviors, and pain points thoroughly.

Second, assess the influencer landscape to determine whether there are **active influencers** who align with your persona's characteristics and values.

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