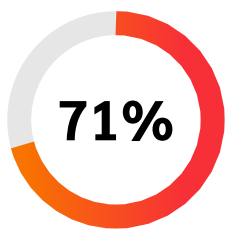


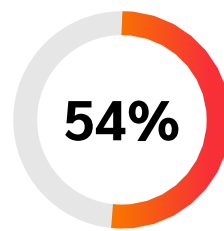
Five steps to building a successful influencer marketing strategy



A successful influencer marketing strategy relies on the effective use of social media.



71 percent of social media users are more likely to purchase products and services based on what influencers recommend.*



54 percent of users research products on social media.**

Use these five steps to construct a solid influencer program foundation

1 Discover and recruit the right influencers

Cast a wide net to discover partners from a universe of millions of potential candidates across the world. Recruit influencers with scaled nurture campaigns.

When choosing influencers for your brand, pay attention to their:

- **Audience:** Are their followers your potential customers?
- **Authenticity:** Do they make their audience feel and believe?
- **Engagement:** Do they get the right responses?
- **Geography:** Is their audience where your brand sells?
- **Quality:** Does the level of their creative work match your brand?
- **Channel:** Are they working where your brand is relevant?



2 Structure your KPIs

Create clearly defined KPIs to pay for performance. KPIs can be measured by cost per click, cost per lead, cost per sale, or a fixed rate.

The following KPIs will help you measure success:

- Conversions
- Referral traffic
- Reach and awareness
- Audience growth
- Engagement



3 Track your success

Find a platform that enables you to pay your influencers based on the KPIs you've established. Don't rely on cluttered spreadsheets. An end-to-end solution like impact.com tracks engagement, customer journey insights, and revenue to support your strategies.



4 Remain flexible — don't put all your bricks in one pile

Diversify your portfolio of influencer partners as you continuously track and assess performance. Keep the pipeline open for new creative talent in all the influencer categories, from nano to celebrity. You may find certain niches perform exceptionally well while others aren't as successful as you'd like.



5 Watch your brand rise to the top

Now that you've built a solid foundation, you can scale your influencer partnerships to any level. With the right partnership automation technology like impact.com, the sky's the limit!



*Mike Ewing, "71% more likely to purchase based on social media referrals [Infographic]," HubSpot, June 28, 2019. <https://bit.ly/3Ls9f8i>
 **Chris Beer, "Chart of the day: social browsers engage with brands," GWI- consumer insights, June 13, 2018. <https://bit.ly/3uFRBb8>