

INFLUENCER PARTNERSHIPS

HOW TO MANAGE THE FULL LIFE CYCLE



What goes into running a mature influencer partnership program? Smart end-to-end support. Here's what each stage of managing your influencer partnership life cycle looks like.

1 DISCOVER

Assemble your squad. Pinpoint the influencers whose personal brands align with your professional goals.

1. QUERY
Scan a partner universe of **7M+** global partners.

2. ENHANCE
Consider prospects' content, geography, reach, demo, interest, and even your competitors' use of them.

3. DISCERN
Filter by influencer audience quality, based on risk assessments of fake followers and low-quality engagement.

4. PINPOINT
Target partners whose posts include the right keywords, tags, and topics.

5. ORGANIZE
Sort influencers by any of our 100+ data points to group and manage similar partners together.



2 RECRUIT

You found influencers you want to work with – now reach out and get them interested too.

1. DIRECT MESSAGE
Once you've segmented your target lists, put them in tailored email workflows and message them all at once.

2. PERSONALIZE
Relate to your influencers personally – use dynamic fields to call them by name and refer to their social handles or websites.

3. KEEP A PULSE
Take a holistic view of your recruitment pipeline and drill down to see precisely what's working and what areas need attention.

4. COURT
It can take several emails to earn a response from a prospective influencer. Automate your persistence with a drip campaign.

5. SCREEN
Once they respond, use Review Mode to ensure that their content is compliant with your style and values.



3 ONBOARD

You and your influencers both swiped right. Time to set yourselves up for success.

1. INTEGRATE
Send influencers your unique sign-up link. They can create an account or connect through the social platforms they use regularly with Single Sign-On.

2. SUPPORT
We know you care about your influencers' user experience. Make it as smooth as possible with a mobile-optimized user experience.

3. NEGOTIATE
Decide your terms together. Handle negotiations on your partnership platform, where both you and your partner can see a full history.

4. CONTRACT
Establish influencers' electronic contracts, including payouts across any payment model (CPA, CPC, etc.). Set greater rewards for partners driving higher volumes, new customers, or high-margin products.

5. FOLLOW
Set up your influencers with tracking links or unique promo codes to measure the incremental contributions they deliver to your customers' journeys.




4 ENGAGE

Your influencers are active, but not yet productive. Let's get this party started.

1. ASSIST
Work together to continually set achievable goals for their performance. Keep them in the know by sending your latest offers, content, and products.

2. COLLABORATE
Receive influencers' content proposals, go back and forth until approved, and record their proof of post – all in one platform.

3. DISTRIBUTE
Treat Impact's Ads Manager as your content library/system of record for influencer posts. Browse and select creatives for widespread distribution.

4. NURTURE
Add your influencers to a drip campaign to keep your campaign top of mind.

5. RE-ENGAGE
Set alert logic that warns you if an influencer's performance dips. Trigger automated, personalized messaging and offers for your stalled partners.



5 OPTIMIZE

How do you go from better to best? Optimization. Align influencer partnerships with your business goals.

1. LISTEN
Use social listening to automate finding new placements from your influencers and track their results in the Campaigns area. Impact monitors the posts of each of your influencer partners every day.

2. MEASURE
Compare partner performance to the goals you set. Pay out according to SKU and category performance.

3. ASSESS
Pin down exactly where your influencers made a difference in consumers' conversion paths using Partner Insights. For example, find out if your influencers are good at driving awareness, bringing in new customers, promoting specific kinds of product, or increasing AOV.

4. ADAPT
If you want to shift influencer partnerships toward performance metrics, consider offering a conversion-based bonus. If you find nano and micro influencers are winning new customers, increase your recruitment.



Empowering influencers throughout their entire partnership life cycle takes a lot of work. But the right influencer partnership automation platform can make it easy.