



Influencer partnerships

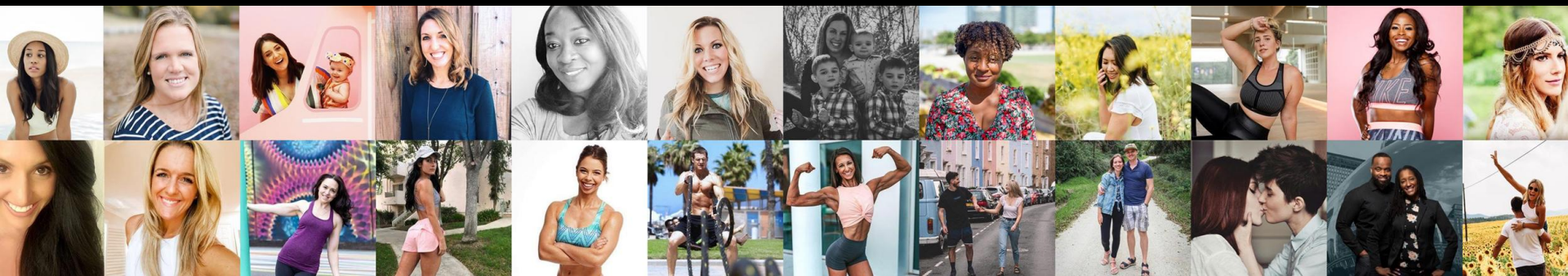
Forget followers, let's talk return





Meet the tastemakers, trendsetters, and knowledge leaders of today.

 **impact**





They are driving the influencer marketing revolution

Influencer marketing will be a
\$15B*
market by 2022

* Source: AdAge , 5 ways influencer marketing will evolve in 2020

65%*
of influencer
marketing budgets
were projected to
increase in 2020

**Why influencer
partnerships are
hot hot hot!**



60%

**of consumers consult
blogs, vlogs, or social
posts before buying**

* Source: Influencer Marketing Hub

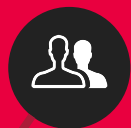
- + No ad blocking**
- + No ad blindness**
- + Trust and relatability**
- + Format diversity:**
 - › Tweets
 - › Posts
 - › Videos
 - › Audio content



**What about ROI for
influencers?**
Good question.



**Too many
brands only
tally vanity
metrics, like ...**



➤ **Reach / Followers**















The bottom line?

Vanity metrics = Earned media value = **Arbitrary**

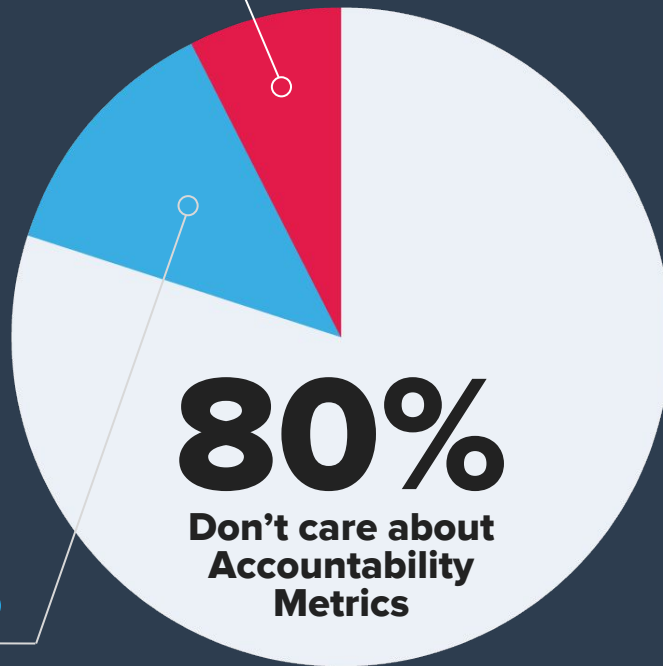
**Influencers haven't
been incentivized
to be ROI-focused.**

7.5%

Prioritize ROI for
brand partners

12.5%

Want performance metrics
to optimize posts



**Why is
it so hard?**



78%
of U.S.
marketers say . . .

**measuring
ROI is a major
challenge
of influencer
marketing**

* Source: Mediakix, Influencer Marketing 2019 Industry Benchmarks

Because owners of influencer relationships . . .



Social
marketing



Business
development



Public
relations



Content
marketing

. . . each have different KPIs

The solution?

Influencer Partnerships



Treat influencers as true partnerships, and not just ***branding megaphones***



Long-term influencer partnerships should be treated and managed like an acquisition channel.

By managing influencers as an acquisition channel, you can . . .

- › Align measurement with revenue KPIs
- › Understand the value of your investment buys



Will influencers buy into this revolutionary idea?

They have no reason
not to — you can assess
campaign performance
while upholding the
pay-per-post terms
they expect.



8 keys to measuring influencer ROI



**Reward the *full attribution path*,
not just the
last event**

- **Introducers** bring your brand into a consumer's mindscape
- **Contributors** keep your brand top-of-mind as consumers contemplate a purchase
- **Closers** are the final point of persuasion that drives the conversion



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**Combine payout
and revenue data
to calculate ROI
per influencer**

3

**Define your
goals and recruit
your influencers
accordingly**

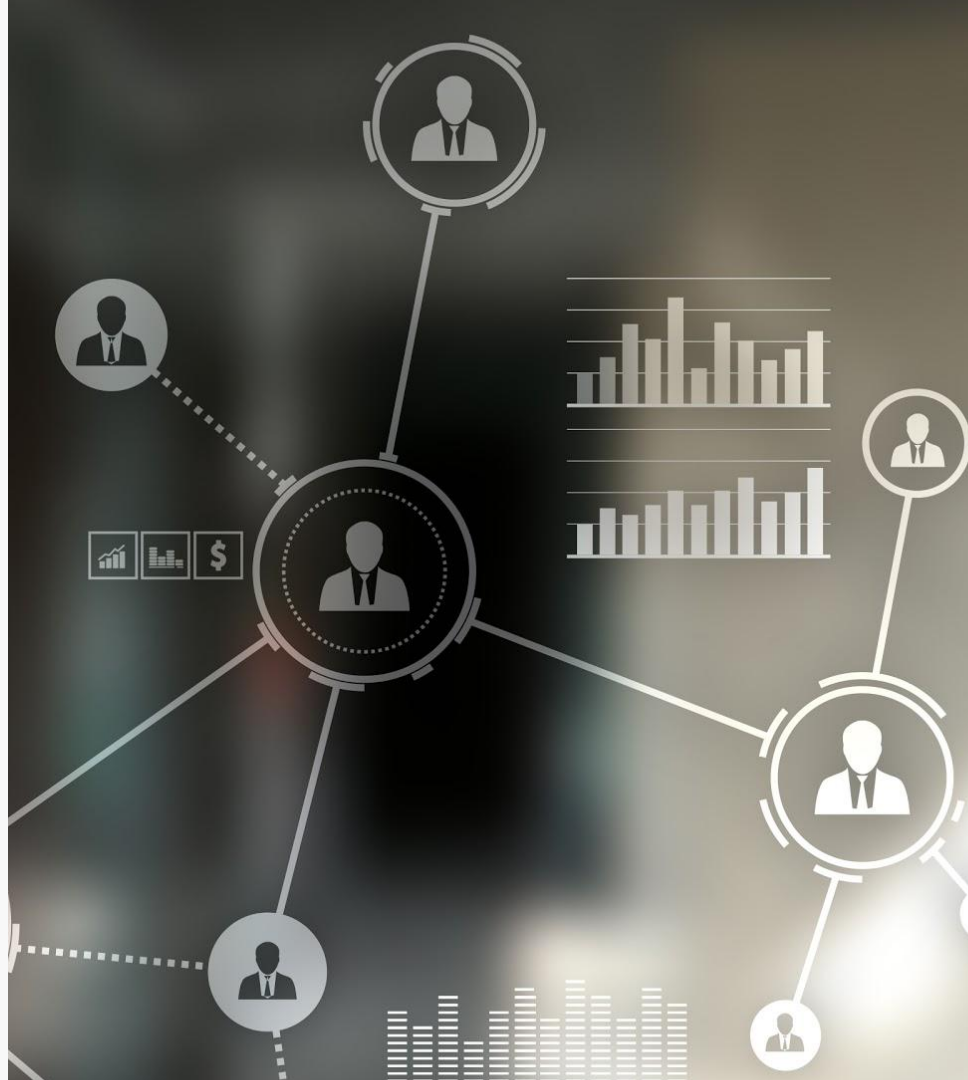




Track and monitor everything

5

**Use a partnership
automation platform
that supports diverse
tracking, reporting,
and commissioning
models**





**Don't
micromanage
your influencers!**

(Authenticity will suffer)



Optimize contract terms with your influencers to reward value





8

**Get cozy with your
high-converting
influencers, lose the
low earners**

In summary

- › **Know** your goals
- › **Measure** everything
- › **Choose** the right technology
- › **Reward** value
- › **Nurture** high performers
- › **Lose** low performers

Want to dig deeper? Go to:
www.impact.com/influencerperformance

Or just get started now —
contact an influencer growth
technologist at
grow@impact.com

