Contents at a Glance

Introduction 1

Part I: Getting Started with Influencer Marketing 5

Chapter 1: Influencer Marketing 101 7
Chapter 2: Digging Deeper into Influencer Marketing 25

Part II: Identifying Influencers 39

Chapter 3: The Best Influencers: The Power of Women on Your Bottom Line 41
Chapter 4: The New Rules of Engagement 51
Chapter 5: Outsourcing Influencer Marketing 65

Part III: The Main Platforms for Influencer Marketing 71

Chapter 6: Blog Influencers 73
Chapter 7: Instagram Influencers 89
Chapter 8: Twitter Influencers 103
Chapter 9: Facebook Influencers 117
Chapter 10: Pinterest Influencers 127
Chapter 11: Video Influencers 139

Part IV: Measuring Your Success 153

Chapter 12: Meeting Metrics 155
Chapter 13: Integrating Influencer Marketing with Your Sales Funnel 167
Chapter 14: Using the Type of Marketing You Need: Influencer or Direct Marketing 175
Chapter 15: Setting and Measuring the Right Goals for Your Influencer Marketing Campaigns 185

Part V: Creating Stellar Influencer Marketing Campaigns 193

Chapter 16: The Six Secrets to Influencer Marketing Success 195
Chapter 17: Putting It All Together 207
Chapter 18: Five Pros Doing It Right 215

COPYRIGHTED MATERIAL

Part VI: The Part of Tens 225
Chapter 19: Ten Reasons Influencer Marketing Campaigns Fail 227
Chapter 20: Ten Online Resources for Influencer Marketing Information 237
Appendix: Federal Trade Commission Guidelines 243
Index 249

Table of Contents

Introduction 1

About This Book 1
Foolish Assumptions 2
Icons Used in This Book 2
Beyond the Book 2
Where to Go from Here 3

Part 1: Getting Started with Influencer Marketing 5

Chapter 1: Influencer Marketing 101 7

Defining Influencer Marketing 7
Identifying the Primary Influencer Platforms 9
Blogs 9
Instagram 10
Twitter 10
Facebook 11
Pinterest 11
Video 12
Engaging Stellar Influencers 13
Start with women 13
Find people who create great content 13
Perfect your pickup 14
Sign a contract 15
Pay influencers for their time and effort 15
Outsource your influencer marketing to a marketing firm 16
Measure the right stuff 16
Making Influencer Marketing Work for You 17
If you're an established consumer brand 17
Leveraging your advantages 18
Avoiding common mistakes 18
Finding an approach that works for you 19
If you're a small to midsize consumer brand 20
Leveraging your advantages 20
Avoiding common mistakes 21
Finding an approach that works for you 22
If you're a startup brand 22
Leveraging your advantages 22
Avoiding common mistakes 23
Finding an approach that works for you 23

Chapter 2: Digging Deeper into Influencer Marketing 25

A Brief History of Marketing and Public Relations.....25
In the beginning was the word: The purpose of public relations.....26
Word of mouth: The holy grail of marketing.....26
Enter social media: Take it to the people!.....27
The Beginning of Influencer Marketing.....30
What influencer marketing is.....30
What influencer marketing is not.....32
Influencer marketing is not a commercial.....32
Influencer marketing is not pay-for-play.....33
Diving In: The Present Landscape of Influencer Marketing.....34
Paid, Owned, Earned: A Messy Media Landscape.....35
Paid media.....36
Owned media.....37
Earned media.....37
The Exciting Future of Influencer Marketing.....38

Part II: Identifying Influencers..... 39

Chapter 3: The Best Influencers: The Power of Women on Your Bottom Line.....41

Women Rule the Household.....41
Women drive purchasing decisions.....42
Women trust other women.....43
Women Rule Social Media.....44
Women Rule Social Trends.....47
Mobile.....47
Brand interaction.....48
Visual media.....49

Chapter 4: The New Rules of Engagement 51

Communicating Like a Pro.....51
Making your communication personal.....52
Making your offer compelling.....53
Offering free stuff.....53
Offering status.....53
Offering creative freedom.....54
Keeping it real: Do's and don'ts.....55
Upping Your Game: Creating an Influencer Contract.....56
Setting expectations.....57
Controlling what you need to control.....57

Protecting yourself and your brand 58
Avoiding problem influencers 58
Knowing what to include in a contract 59
Compensating Influencers Fairly 59
Understanding why you need to pay influencers 60
Avoiding compensation pitfalls 60
Calculating influencer payments with traffic and engagement metrics 61
Tying influencer payments to click performance or revenue 61
Looking at the going rates for influencers 62

Chapter 5: Outsourcing Influencer Marketing 65

So, You Want to Hire an Influencer Marketing Agency 65
May I borrow your relationships? 66
How it works: Self-service versus full-service 67
I <3 control: When self-service platforms rock 67
Just make it happen: Getting someone else to do the heavy lifting 68
Deciding Which Type of Agency Is Right for You 68
One-Off Events versus Continuity Campaigns 69
Making a big splash for maximum effect 69
Putting in the hours for a long-term relationship 70

Part III: The Main Platforms for Influencer Marketing 71

Chapter 6: Blog Influencers 73

Recognizing the Role Bloggers Play Today 73
Finding the Bloggers Who Are Right for Your Brand 74
Looking at the Details: Content Is King 76
Identifying the major types of editorial content 77
General/lifestyle 78
Beauty/fashion 78
Craft/home 78
Health/fitness 79
Food 79
Setting clear guidelines for bloggers 79
Making sure bloggers make the proper disclosures for transparency 80
Telling bloggers the message you want communicated about your brand 81
Driving engagement with calls to action 82
Providing photo guidelines 82

Sharing Is Caring: Repurposing Content 83
Selecting the proper hashtag 83
Leveraging commissioned content as sponsored advertising on Facebook 84
Looking at Examples of Great Blogs 86
A food blogger: Life Made Simple 86
A lifestyle blogger: Bubby and Bean 87
A parenting blogger: A Semi-Delicate Balance 87

Chapter 7: Instagram Influencers 89

Finding Instagrammers to Share Your Brand Story 90
Commissioning Custom Editorial Content 91
Whether to use photos, videos, or both 91
When to use photos 91
When to use videos 92
When to use hybrid photo-video content 92
How to write captivating captions 92
How to choose the right campaign hashtags 93
Disclosures for transparency 93
Arranging an Influencer Channel Takeover 93
Organizing an Instagram Flash Mob 94
Putting Together Contests, Giveaways, and Promotions 95
Offering prizes 96
Setting eligibility requirements 97
Measuring your contest success 97
Hosting an Instagram Photo Challenge 97
Taking Inspiration from Great Instagrammers 99
A food Instagrammer: What Jew Wanna Eat 100
A fashion Instagrammer: Carrie Bradshaw Lied 100
A beauty Instagrammer: Money Can Buy Lipstick 101

Chapter 8: Twitter Influencers 103

Seeing What Twitter Has to Offer 103
Finding Twitter Influencers to Start the Conversation 104
Hosting the Best Ever Online Cocktail Party 105
Deciding on the goal of your party 106
Choosing a theme for your party 106
Setting a date and time for your party 107
Coming up with a party script 107
Creating an RSVP form 109
Offering prizes 109
Laying down the rules and regulations 110
Inviting influencers to your party 110
Promoting the party 111
Following up after the party 111

Twitter Contests, Giveaways, and Promotions....112
Measuring Your Engagement with Twitter Analytics....113
Taking a Look at Some Top Twitter Influencers and What They Do Right....113
A foodie influencer: Krystal's Kitsch....114
A lifestyle influencer: Official PR Girl....114
A beauty influencer: Blushing Noir....115
An entertainment influencer: Kathy King....115

Chapter 9: Facebook Influencers....117

Seeing What Facebook Has to Offer....117
Working with Influencers on Facebook....118
Measuring Your Engagement on Facebook....121
Taking a Look at Some Top Facebook Influencers and What They Do Right....122
A lifestyle influencer: Homemaking Hacks....122
A food influencer: Self Proclaimed Foodie....123
A parenting influencer: Mom on the Side....123
A fashion influencer: April Golightly....124
A DIY influencer: Inspiration for Moms....124

Chapter 10: Pinterest Influencers....127

Seeing What Pinterest Is About....127
Finding Pinfluencers to Share Your Brand Content....129
Commissioning Pinnable Content....130
Making the proper disclosures for transparency....131
Optimizing content pins....131
Promoted pins + influencer pins = #winning....132
Having your influencers create Pinterest storyboards....133
Leveraging Guest Influencers on Your Brand Pin Boards or Group Boards....134
Measuring the Success of Your Pinterest Efforts....135
Learning from the Most Creative and Inspirational Pinfluencers....136
A foodie pinfluencer: Fake Ginger....136
A craft/DIY pinfluencer: Happiness Is Homemade....137
A lifestyle pinfluencer: My Life Well Loved....137
A travel pinfluencer: Surf and Sunshine....138

Chapter 11: Video Influencers....139

Looking at the Major Players in Video Sharing....139
YouTube....140
Vine....140
Instagram video....141
Snapchat....142
Meerkat....143
Periscope....144

Finding Video Influencers to Create and Share Branded Content 145
Working with established video platforms 145
Commissioning sponsored video content 146
Remembering to make the proper disclosures 147
Measuring Results 148
Checking Out the Most Creative Video Influencers 150
Teen vlogger: Lauren Giraldo 150
Millennial vlogger: Cody Johns 151
Craft/DIY vlogger: The Kim Six Fix 151
A parenting vlogger: Brett Martin 152

Part IV: Measuring Your Success 153

Chapter 12: Meeting Metrics 155

How Influencer Marketing Can Help Your Business 155
Setting goals: No, really, what are you trying to do here? 156
Matching your program goals to your business goals 157
You Get What You Measure: Metrics Are Mandatory 158
Picking the right metrics 158
What's the hashtag? 160
Tools of the trade 162
Benchmarks: A study in patience 163
Once more, with feeling! Adjusting goals and metrics for long-term success 164
Interpreting the Data, and Deciding What to Do Next 165

Chapter 13: Integrating Influencer Marketing with Your Sales Funnel 167

The Sales Funnel: A Funnel of Love 168
Your sales cycle and the funnel 169
Tell everyone — or at least the right people! 169
Integrating Influencer Marketing with the Rest of Your Sales Program 172

Chapter 14: Using the Type of Marketing You Need: Influencer or Direct Marketing 175

Influencer Marketing versus Direct Marketing: Similarities and Differences 176
Direct Marketing: Measuring Data and Deliverables 177
Influencer Marketing: Getting the Right People to Talk about You 179
It's Not Either/Or: Using Both Influencer and Direct Marketing to Meet Your Goals 180
Believing Your Results 183

Chapter 15: Setting and Measuring the Right Goals for Your Influencer Marketing Campaigns 185

Testing and Learning as You Go 186
Measuring activity 186
Counting comments 187
Understanding the Value of Your Influencer Marketing Activity Relative to the Cost 188
Return on investment 189
Return on engagement 190
Measuring the Effect of Influencer Marketing Campaigns 191
Setting expectations 192
Top-heavy leads to happy endings: Seeing why you need a full funnel 192

Part V: Creating Stellar Influencer Marketing Campaigns 193

Chapter 16: The Six Secrets to Influencer Marketing Success 195

Secret #1: Set Realistic Campaign Goals 196
What are you trying to achieve? 197
How will you assess your achievements? 197
How will you achieve your goals? 198
When will the campaign run? 198
Secret #2: Know Your Audience 199
Who's talking about you? 199
Where are they talking about you? 200
Secret #3: Stay on Message 201
Marketing plan = Rocket ship 201
Messaging = Flight plan 201
Social media = Rocket fuel 202
Secret #4: Be Agile 202
Secret #5: Recognize the Power of Emotional Stories 204
Secret #6: You Get What You Measure 205

Chapter 17: Putting It All Together 207

Getting Creative and Letting Go 207
Walking the walk 208
Are we having fun yet? 208
Dental floss is boring 209
Making dental floss fun 210
Go for it! 210
Don't be afraid to be real 211
Let the influencers influence 211

What If It All Goes Wrong? 212
Preventing a crisis 212
Managing a crisis (if it happens anyway) 214

Chapter 18: Five Pros Doing It Right 215

Case Study: Ford Fiesta 215
What they did 215
Why it worked 216
Case Study: Lay's Do Us a Flavor 217
What they did 217
Why it worked 218
Case Study: Heineken Coachella Snapchat 219
What they did 219
Why it worked 219
Case Study: Blogust 220
What they did 220
Why it worked 221
Case Study: Always Like a Girl 221
What they did 222
Why it worked 222

Part VI: The Part of Tens 225

Chapter 19: Ten Reasons Influencer Marketing Campaigns Fail 227

Valuing Numbers More Than People 227
Pursuing Passively 228
Measuring the Wrong Stuff (Or No Stuff) 229
Being a Control Freak 230
Setting DUMB Goals 231
Chasing Shiny Objects 232
Picking the Wrong Message or Wrong Medium 233
Letting the Intern Do It 235
Being Tone Deaf 235
Thinking It Will Be Easy 236

Chapter 20: Ten Online Resources for Influencer Marketing Information 237

Advertising Age 237
Digiday 238
iBlog Magazine 238
Scott Monty 238

Social Media Club 239
Social Media Today 239
Social Media Week 240
SocialTimes 240
Type-A Parent and Type-A Parent Conference 241
The Word of Mouth Marketing Association 241

Appendix: Federal Trade Commission Guidelines 243

Blogs, Twitter, Instagram, Facebook, or Pinterest 244
Contests and Sweepstakes 245
Videos 246
Online Reviews 247
Marketing Agencies and Public Relations Firms 247

Index 249