



Getting started

There are several ways to create an awareness of your product or service. One Outlier way is to seek out influencers in your space and ask them to assess your work. Should they like it, they could write about it. When they do, there is a compounding effect where their reach becomes yours, albeit for a short duration.

Who are influencers and how you can find them



CLOSE PEERS: Your circle of friends/ employees/ relatives. Your closed group of the circle are always the best referrals.



COMPETITORS: How can you leverage these guys? Do a competitor analysis, know your position and then target.



CUSTOMERS: Do something WOW! Make them love your work and they will talk about it.



ASSOCIATIONS: Track down association heads or information disseminators. How many associations are you following on Twitter and other social media?



TWEETERS: There are rock stars in the Twitter world. There are bloggers that tweet. How many followers do they have? How many tweets? How many retweets?



BLOGGERS: Easier said than done for some industries. Google and find out these bloggers, follow, evaluate them on the frequency, reach, and social media connects.



CONFERENCE SPEAKERS: Which are the top conferences in your industry? Who are the top invited speakers? Are you attending enough conferences? What kind of networking you do?



THE 'PHYSICAL' WORLD: Amidst all the digital noise, we tend to either ignore or downplay the power of physical connects and networks. Who is a key network influencer in your connections who can put in a good word about you to your target audience? Make a list, talk to them, keep them abreast of your work updates/improvements - and actively assist them in spreading the word about you!

Follow those influencers based on your profession. Get your base research done, follow the right influencers!

If your product or service is good, you can reach out to the Influencers for their view/feedback



A CHEAT SHEET TO FIND INFLUENCERS



Case Example

GET READY TO MOVE YOUR CHEESE



**KEEP
CALMOO
& EAT
CHEESE!**

Käse is an artisanal cheese maker. New to business, they wanted to reach out to a wider foodie audience.

Their Instagram account @kasechennai, was rather new, but they were clear that they wanted to grow it organically - no paid mode of adding users.

Through their networking, they reached out to a foodie Instagrammer, @Buncke, who tasted Käse's cheese. @Buncke then clicked a pic and blogged about it, exposing the brand to thousands of her followers.

No, there was no financial consideration here; she liked the cheese and wrote about it.





Part A

STRATEGY QUESTIONS

A CHECKLIST FOR YOUR INFLUENCER MARKETING STRATEGY

1. Purpose: Why do you need an influencer? What's your business objective (quantified)?
2. What's the timeframe within which you want to achieve the objectives?
3. Which area/niche/field are you looking at for influencers? Why?
4. What is your target segment? Your niche target segment!
5. How does an Influencer relate to your personal or business brand?
6. How do you think the influencers will serve your purpose?
7. What are your expectations from an influencer?
8. How many influencers do you need? *(This is linked to the question on purpose and the timeframe)*
9. What is your value proposition?
10. What is in it for the influencers to accept your proposal?
11. What value are you and the influencer going to co-create?

Make sure you have clear answers to these questions before the launch





Part B

HOW TO FOLLOW / TRACK / CONTRIBUTE?

A CHECKLIST FOR YOUR INFLUENCER MARKETING STRATEGY

1. Find your influencers.
2. Prioritize them on reach (*followers/posts*) and engagement (*with their followers*).
3. Shortlist an initial set for an outreach.
4. Follow this initial set (*on social media*): Like, Share Retweet 'relevant' content.
5. Feed them with 'knowledge' content (*non-salesy, non-company related*).
6. Connect with them face-to-face where *possible* (*conferences or Zoom/Skype*).
7. Assess once again if this is the influencer you're looking for.
8. Set up a meeting/ call to learn more about what they do.
9. State who you are, your value proposition and ask directly if you could collaborate.

Work with them to chalk out an influencer marketing plan, objective, timeline and targets The devil lies in the details!

Track it down on a monthly/ weekly and then daily basis.





Part C

MEASURE THE SUCCESS OF AN INFLUENCER MARKETING CAMPAIGN

A CHECKLIST FOR YOUR INFLUENCER MARKETING STRATEGY

Track the changes in mentions and engagements to get a complete view of how influencer marketing works.

Do an analysis of the investment you have made, and the influencers result you got together, to know who the most effective driving engagement for your brand is.

Get the reports in place to track the fulfilment.

BENCHMARK: Where do you stand today with respect to reach and engagement?

1. 'Reach' is the brand awareness you got from an influencer

- a. What is the set target?
- b. Document the source for each campaign. Work with one influencer for a specific period of time to eliminate cross-attribution.
- c. Compare the number of followers before and after the campaign, with the set target.
- d. Assess the reach effectiveness, positive, negative, neutral? Attributed directly to that influencer? Timeframe?
- e. How many numbers of people visited your site? What traffic did an influencer bring to your website?

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Part C

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2. 'Engagement' is a good indicator of how consumers/ clients feel about your brand for the campaign:

- a. Direct positive interactions such as likes, retweets, comments, shares, video views or click through and so on.

3. 'Quantifiable Measures'

- a. How many times was a particular file downloaded?
- b. How many visitors came to the specific landing page?
- c. Number of brand mentions on Google Alerts?
- d. Number of people reaching you with a query/ comment?

4. 'Success Measurement' of any business (B2B/ B2C) is increased sales from the campaign you tried out:

- a. How many cold leads did you receive (*through all sources*)?
- b. How many turned to be a qualified sales lead?
- c. What's the conversion rate from suspect to prospect to client / customer?
- d. What's the timeframe of engagement, cost for the campaign and cost of each lead?

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For any thoughts, comments or questions on Influencer, Referral and Word-of-Mouth Marketing.

