

# How to Set Up a Successful Influencer Campaign

## CHECKLIST ✓

Are you ready to activate an influencer marketing campaign? Below is a checklist to help you not only identify and define everything you need, but also ensure you and your team are set up for success.

### Identify 1-3 Primary Goals (aka KPIs)

Clearly articulating what you want to accomplish is imperative. Is your goal consumer engagement? Credible testimonials? Beautiful content? To increase sales? As the saying goes, "If you don't know where you're going, any road will take you there."



### Define Your Influencer Demographics

Who are the right influencers to talk to your target audience? What type of aesthetic are you looking for on both the influencers' social platforms and in the images they will be creating? Clean and bright? Real and untouched? Does this aesthetic match your brand look & feel? Can they have worked with a competitor in the last 30, 60, 90 days? Outline the ideal influencer you need for your campaign based on your campaign goals.

### Know What Product or Service You Will Provide

Define how the influencers on your campaign will experience your brand. Will they be provided your product/service interact with? If yes, how will you track and ship your products to them?



### Define Your Key Messages

Influencers will need to be provided with campaign key messages so that they may integrate this text organically into the story they are telling about your product or service. These marketing messages are the cornerstone to a campaign and should be integrated throughout the execution process.

## Get Specific About Your Brand's Watch-Outs

Identify topics and statements that must be avoided. If you are promoting a value-based product and don't want it to be referenced as "inexpensive" or "cheap", clearly outline that point in your influencer brief. Layout expectations of exclusivity (i.e. how long a period of time can be before the influencer can work with a competitive brand). Be specific about terms and/or uses that should not be referenced.



## Document Your Timeline

When do you want blog posts and social promotion to happen? All at once? Multiple flights throughout the year? Is your influencer campaign supporting other marketing programs? Is it focused on a holiday? Understanding your content calendar will help to keep you organized and on-track.

## Get Down to the Nitty Gritty

The devil is in the details! Make sure you've clearly outlined brand hashtags, proper spelling of products, social handles to tag and all the little things in-between.



## Follow FTC Disclosure Requirements

Understanding and following FTC guidelines are absolutely imperative for any influencer marketing campaign. Make sure that you are in compliance not only with the latest changes, but also identify exactly how you want to disclosure in order ensured your brand is protected.

## Set Key Performance Indicators (KPIs)

Metrics, Metrics, Metrics. At the beginning of any campaign, you should define how will you measure success. Are you evaluating engagement, clicks, potential impressions? All of the above? Make sure that the campaign is designed so that you are able to measure the ROI.



*Ensuring that you are covering all aspects of program design and strategy for an influencer marketing campaign is no small feat. But rest assured, it is absolutely possible when you are working with the right team. If you'd like to discuss any of the above tips or just need additional support, don't hesitate to reach out to Sway Group - we'd love to connect and build a successful influencer marketing campaign together.*