

# EXTEND

the Value of Your  
Influencer Content



# CONTENT

In today's marketing mix, there is a constant need for content. Well, depending on the size of your influencer marketing campaign, you may end up with several to hundreds of pieces of original content. Personal stories, craft tutorials, recipes, fashion inspiration boards, makeup how-tos — all in the form of images, blog posts, videos, social shares, and more.

You've made an investment in this great content, so it behooves you to make it work as hard as possible. The good news is that a piece of content doesn't have to be limited to a single campaign. In this guide, we'll share some ideas for getting the most value from your influencer-created brand assets.



# Why Influencer Content is So Valuable

The reason it's so beneficial to repurpose content from a successful influencer campaign isn't just about getting the most bang for your buck (although that's important too!). The fact is, consumers simply prefer user-generated content — i.e., content from people they consider friends and family, which extends to their social network connections.

Consumers want authentic, relatable stories from credible people, and that's why influencer marketing works. When influencers share brand stories in an organic, believable way, it boosts engagement and drives action. This is the kind of content that will keep working for your brand, even when the campaign dust has settled.



71%

of readers say they were turned off by content that seems like a sales pitch\*



## Keep Driving Results After the Campaign:

Brands often continue to promote influencer posts once the campaign has ended, but there are lots of options for extending content beyond additional social shares. Consider the ways you might repurpose that amazing blog post: could it be included in a newsletter, or mentioned on a podcast? How about a particularly compelling influencer graphic; would it work on your brand website or as part of a paid advertisement?

There are many ways to reuse influencer content across your sales funnel. A single influencer post could result in several powerful pieces of long-lasting brand-owned content.



# About Usage Rights

Content versatility is dependant on usage rights. You can't assume that an influencer-created brand image can be used, shared, edited, or repurposed in any way without express agreement from both parties. To avoid any breach of copyright issues, secure commercial usage rights from the start — this may cost more money up front, but it will serve you well in the long run.



# Contract Options for Extending Content

A common way to secure commercial usage rights is with a licensing clause in the influencer agreement. Influencer contract templates with licensing rights language examples can be found online, but we recommend that contracts be reviewed by your legal department. At Sway Group, we have a range of content usage options for our clients which we discuss at the beginning of each campaign.

Typically, licensing rights come in three buckets — short-term use, use in perpetuity and full-out ownership. Which you choose will depend on how you want to use the content. If you were looking to grow your owned content library, we'd suggest structuring your influencer engagement as a work for hire for some or all of the campaign content. As an example, if your campaign includes an influencer-created video, negotiate up front for the rights to use that video across your brand channels. Essentially, influencers can be used as contract copywriters, photographers, and graphic designers — think of them as an add-on to your creative department.



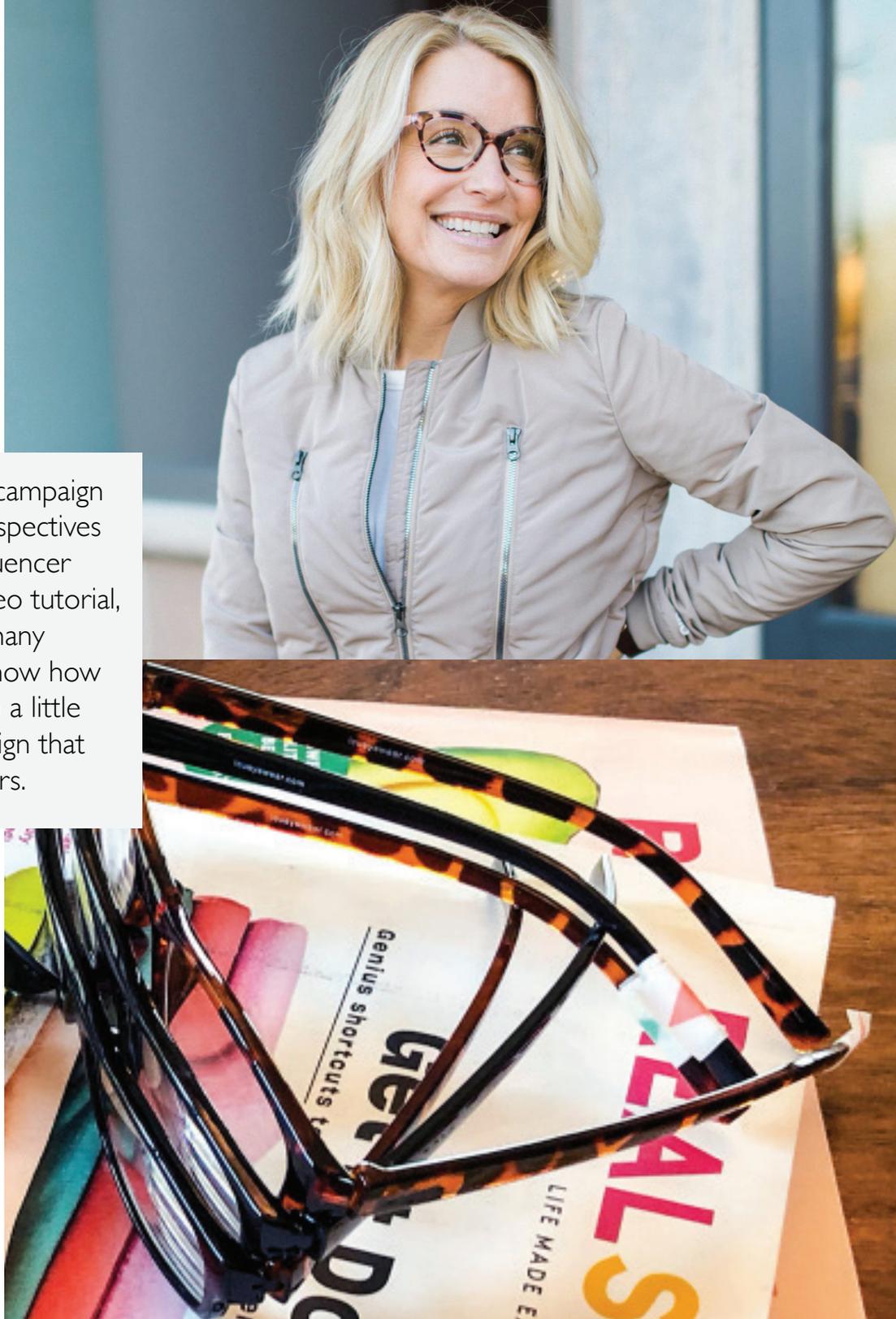
# The right image with the right aesthetic



There's no point in extending the lifespan of your influencer content if it wasn't a good fit to begin with. Look for influencers who speak to your target audience and produce content that's in line with your brand's look and feel. If their photography style is dark and dramatic and you're looking for bright and airy, move on — they may have a large following, but they're not right for your marketing efforts.

# Mix it up

The value of every influencer marketing campaign can be boosted by including multiple perspectives on the same product or service: one influencer doing an unboxing, another posting a video tutorial, yet another doing a blog post including many brand messages and so on. Influencers know how to connect with their audiences, and with a little guidance you can set up a flexible campaign that can be extended for months or even years.



# Do's and Don'ts of Extending Campaign Content:

The real trick to repurposing campaign content is to plan for it early in the program development process. Here are some tips for fine-tuning your strategy:



## DO'S

### Think evergreen

When content is overly tied to a specific theme, it can be difficult to reuse it outside of its original context. Themed content can be made more flexible with some additional positioning; for example, when promoting a product in a holiday post, include a few ideas for everyday use.

### Let your influencers be creative

Avoid the trap of developing a campaign brief so rigid the influencer is essentially forced to copy and paste your brand language. When influencers abandon their authentic voice in favor of a sponsorship, audiences tune out, and you lose the content value you're paying for.

### Ask for the media you need

Evaluate your current content needs and plan your campaign accordingly. Short on images? Ask influencers to include lots of photos. Your product could benefit from some step-by-step instructions? Design your campaign around an influencer-created video tutorial.



# DON'T'S

## **Overly invest in a one-time event**

If your budget has plenty of breathing room, go all out on asking influencers to laser-focus on that once-in-a-lifetime sale. But if you want to stretch your content dollars, you'll want a more general approach.

## **Assume influencers can read your mind**

Influencers know how to produce the kind of engaging content their audiences respond to, and they don't need to be micromanaged creatively. However, if you have some specific needs in mind ("A personal story about family life that includes candid images in the home"), be sure to include that information in the campaign instructions.

## **Pigeonhole content in its original form**

Once you've secured usage rights to your influencer content, the sky's the limit for altering it to suit your needs. Of course you don't want to replace anyone's compelling language for bland ad copy, but you can turn videos and photos into GIFs, images to collages, articles into quotes and sound bites ... the list goes on and on.

Every day we are inundated with social media posts, images, videos, articles, and more. There's no way to keep completely up to date with everything we're interested in reading, seeing, and watching — therefore, it's a safe bet your influencer content was missed by at least some of your target audience when it was posted.

It's okay to simply re-post that great content once an appropriate amount of time has gone by. Most audiences are familiar with the “#ICYMI” tag (“in case you missed it...”), so feel free to use that. Breathing new life into high-performing content can be as easy as a fresh post and link.

Don't overdo this effective tactic, but don't overlook it, either.



## A final (deceptively simple) trick





**When you repurpose content, you're not only improving your ROI, you're building repetition.**

**By continually adding touchpoints with your target market, you'll increase credibility - and ultimately, drive more engagements and sales.**



Interested in learning more?  
Contact us today to set up a strategy session.

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