



INFLUENCER MARKETING QUICK START GUIDE

KNOW YOUR OBJECTIVE:

what are you trying to accomplish?

1. **Awareness** - Get your brand in front of as many people as possible to inspire meaningful interactions with viewers of your content
2. **Conversions** - Increase sales or leads
3. **Content** - Curate or create user generated content (UGC) to help aid with your own library of content for your marketing and branding efforts
4. **Traffic** - Increase site visits of new and returning customers
5. **Reputation** - Harness the strength of strong influencer relationships to build your brand image and trust amongst consumers

PRIMARY OBJECTIVE _____

SECONDARY OBJECTIVE _____

SET YOUR KPIs

1. **Awareness** - Follower Count, Reach, Impressions, and Engagement
2. **Conversions** - Sales generated, leads generated, ROI, CPA, CPL, CVR, CPO, Payback
3. **Content** - Quantity, Frequency, Type, or Usage of UGC
4. **Traffic** - Total Visitors, New vs. Returning, CTR
5. **Reputation** - Brand mentions (hashtags & brand tags), Shares, Comments, and Engagement

PRIMARY OBJECTIVE _____

What's your baseline metric for your Primary Objective?

How are you going to measure success against this baseline metric?

SECONDARY OBJECTIVE _____

What's your baseline metric for your Secondary Objective?

How are you going to measure success against this baseline metric?

PRODUCT

1. How much free product can you comfortably send each month?

2. If you aren't sending free product, will there be a discount for influencers? _____

3. How much will you discount? _____

4. Is your product digital or physical? _____

5. Is your product consumable or non-consumable? _____

6. Is your product attractive to an influencer? Why or why not?

7. Does your product require education on how to use it? _____

8. How exciting or “post-worthy” is your product / offering?

BUDGET

how are you planning to compensate influencers?

- 1. Product Only**
- 2. Product + Commission (affiliate program)**
- 3. Product + Flat Rate**
- 4. Flat Rate Only**
- 5. Commission Only**

How much will you allocate to influencers? _____

INTERNAL RESOURCES

who's managing your influencer efforts?

If you aren't doing this yourself and you don't have someone in house that can execute, consider the following when making your influencer marketing hire or when working with a third party.

1. **Attention to detail and ability to maintain a schedule** (ensuring deadlines are met and brand integrity is intact is a must)
2. **Strong interpersonal skills** (the ability to deliver feedback without turning off the talent is so important)
3. **Data-driven** (we didn't set our KPIs for nothing)

Who will manage your influencer efforts? _____

BUILD YOUR CRM

how are you planning to track and manage your relationships?

This is where you'll build your spreadsheets. They're flexible and give everything you'd need to scale for years. Typically, we find most influencer campaigns need the following 5 sheets:

- 1. Influencer Prospecting & Outreach Status**
- 2. Contract Creation & Stage Tracking**
- 3. Product Shipment & Tracking**
- 4. Unique Link Tracking**
- 5. Performance Tracking**

You can also use [TalentSheets](#) to turn your Google Drive into your own personalized influencer marketing CRM. Super cheap. Super effective!

GOOD LUCK!
visit www.talentsheets.com