



HOW TO ROCK INFLUENCER CAMPAIGNS SO YOU GET HIRED AGAIN



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Influencer Marketing

What is Influencer Marketing really about?

- Creating authentic content about brands
- Increasing brand awareness
- Driving engagement
- Driving traffic to websites/landing pages



Influencer Marketing Campaigns: Best Practices for Influencers

What we will discuss:

- Tips on how to prepare for an upcoming campaign opportunity that will set you apart.
- Specific steps you need to take when working on a campaign.
- What you need to do at the end of every campaign.

Before the Campaign

Before the Campaign

Are you being authentic?

IMPORTANT: Be Authentic!



Before the Campaign

Stay up to date with Industry Standards and FTC Rules

Social Media and Influencer Marketing is a fast changing industry. What was true 6 months ago, might not work the same way today. This is why it is important that you read up on industry news and updates that might affect, directly or indirectly, the business that you are in.

Before the Campaign

Know the Product

Before applying for a campaign with a network, pitching a brand or even responding to a brand pitch, make sure to do some research about the product.



This is your best friend!

Before the Campaign

Keep an up-to-date media kit

A media kit should include:

- Small Bio
- A paragraph or two explaining what your blog is about
- Blog's Pageviews and UTM's
- Social Media Follower Numbers
- Audience Demographics
- Samples of your work

Before the Campaign

Pitching

- Make a list of brands you'd like to work with
- Engage with the brand on social media
- Find the right contact
- Prepare a pitch email and/or proposal

During the Campaign

During the Campaign

Be Professional. Be Responsive

It is important that you approach your blog/influence as a business. Keep in mind that by accepting to work on a paid campaign, you are entering a business transaction, where you'll provide a service in exchange for payment. Be sure to respect contracts/agreements and follow deadlines.



During the Campaign

Follow the brief

Every time you work on a campaign with a brand, they will provide with a campaign brief and guidelines to make sure that whatever is being shared on behalf of the brand is in line with brand messaging.

When you start working on your content, the first think you need to do is review the brief completely and make sure to follow the guidelines.

READ!

During the Campaign

Create content that is worth promoting



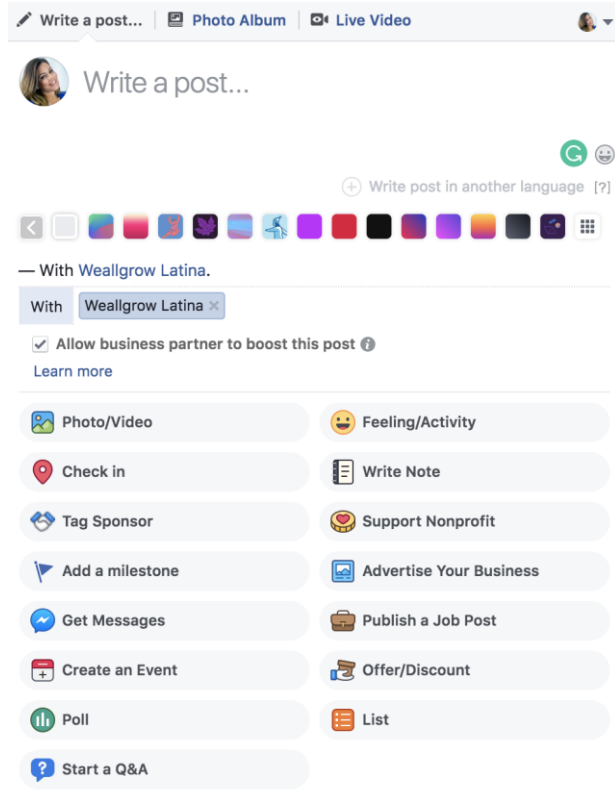
Content should be meaningful and valuable to its intended audience. You should always be aiming to create this type of content for your audience, whether it's sponsored or evergreen content.

During the Campaign

Comply with FTC Rules

- FTC rules state that Influencers should clearly and conspicuously disclose their relationships to brands when promoting or endorsing products through your blog or social media.
 - Disclosure must always be added at the beginning of your blog post. Not in the middle, not at the end.
 - #spon, #sp, #partner, not acceptable disclosure as per FTC standards.
 - Use #sponsored, #ad on **ALL** social media shares

During the Campaign



Posting on Facebook & Instagram

- It's Facebook's policy that you tag all sponsored content using its Branded Content Tool. Not doing so can compromise your relationship with Facebook and you risk having your Page blocked and/or deleted.
- Instagram offers a similar tool. However, it's still not available to everyone hence not required.

During the Campaign

Monitor Post Performance and Overdeliver

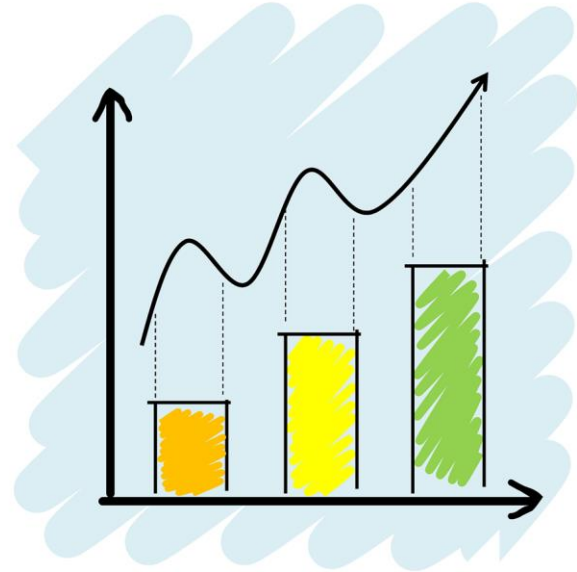
- Monitor the performance of your post and measure its performance against the rest of your content
 - Impressions
 - Engagement
 - Comments
- If you really like the brand/product show them a little extra love

After the Campaign

After the Campaign

Send Report and Follow up

Send the client/brand the results of the post and social media shares within two weeks of publishing your post, including public and private metrics such as impressions, reach, and page views etc.



After the Campaign

Follow up

Occasionally, send the brand representative a follow up email.

The idea is for you to build a relationship with the brand/network representative and stay top of mind for any upcoming campaigns.

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Examples: [Isabel Eats](#)



How to Rock Your Influencer Campaign So That You Get Hired Again

Examples: [#YoMeriendoSano](#) by Sagrario Matos



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Any Questions?