

# Infinity Marketing's Ultimate Guide to Planning an Effective Influencer Marketing Campaign

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# Influencer Marketing Gets Your Message In Front of the Right Audience

**Influencer marketing** — whether as a complement to a fine-tuned social media marketing strategy, or as a smaller component of a broader media campaign — is losing its “test tactic” label with forward-thinking brands and businesses. Now, influencer marketing is quickly becoming a viable, reliable way for those same brands and businesses to efficiently get their messaging in front of the right audiences.

To help you plan *your* next influencer marketing campaign, we’ve put together this quick guide of things to consider as you work through project parameters, goals, and strategies. Doing so will help you build a structured roadmap to follow during all stages of the planning process and better help you gauge program success after the fact.



# Determining Influencer Marketing Parameters, Goals & Strategies

Asking the right questions BEFORE you launch + thinking about all possible scenarios = an effective influencer marketing campaign!

What is the **budget** for our project?

How much **time** do we have?

What **audience** do we want to **reach**?

What do we want the **audience** to do?

What **KPIs** will help us **measure success**?

What **influencer type** will fit our needs?

How will we **compensate** our influencers?

What do we want our influencers to **say**?

How will we **communicate** with everyone involved?

# Influencer Type by Audience Size

There is certainly no shortage of beneficial industry-related articles on influencer types out there. Because we found similarities when we performed our own research on the subject, Infinity's social media team synthesized our findings and developed our own set of definitions:

<b>MEGA</b> 1MM+	A-list celebrities, social media stars, top-tier industry leaders
<b>MACRO</b> 100K - 1MM	Vloggers, content creators
<b>MICRO</b> 1K - 100K	Topic or industry experts (many have strong relationships with their audience)
<b>NANO</b> <1K	Local HOA president, community leader, pastor

## Other items to consider when identifying potential influencers:

- Local vs. national voice/connection
- Post engagement vs. follower count
- Past content is authentic, timely, and aligns with client's brand values
- Previous FTC compliance (use of #ad, branded content)
- Project budget vs. influencer type



# Infinity Marketing - Organic Social Media Services

We'd love to help you with your next **influencer marketing campaign** or **social media management project!**

Our seasoned social media team calls on the collective power of brand insight, current trends, tools, and training, as well as real-time, real-world experience to help clients not only survive — but thrive — in the dynamic social media landscape.

**We provide scalable services to function as an extension of your marketing department.**

- Conduct social media audit to establish benchmarks
- Develop strategy for growth and engagement
- Strategize the development of hashtags
- Craft relevant, engaging, and shareable content
- Navigate algorithms for optimal organic reach
- Boost content to maximize paid reach
- Provide detailed metrics and analysis
- Develop campaigns, contests, sweepstakes, and events

## Influencer Marketing Services

Strategy development  
Influencer outreach and engagement  
Influencer management  
Contract negotiations  
Program execution  
Copy points and visual assets for influencer content  
Adaptation for branded content  
FTC disclosure monitoring for compliance  
Analytics and insight

Thank you

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