

7 THINGS TO KNOW BEFORE YOU START WORKING WITH AN INFLUENCER



Finding a suitable influencer can result in enormous benefits for a brand. No matter what line of business you're in, a recognized and authentic voice can boost awareness and make sure you reach the audience that matters. As in any relationship, however, the chemistry has to be right - and in this case, ensuring your chosen influencer is compatible with your brand and market has a much better chance of success than a "blind date"! But what's the best way to make sure the partnership works out?

1. IDENTIFY THE RELEVANT NETWORKS

Identifying the right networks is key to finding the right influencer. Which ones do your customers use? Who do they follow? Who contributes on a regular basis?

2. IS YOUR BRAND FIT FOR PURPOSE?

Before you start looking for an influencer who fits your brand, make sure your brand fits your audience. Is your brand purpose clearly defined and a good match with your customers?

3. WHO DOES YOUR INFLUENCER APPEAL TO? AND ARE THEY LISTENING?

Does your prospective influencer appeal to the same clientele you're trying to reach? Or are you mistaking apples for oranges? How responsive are your prospective influencer's followers? Check out the influencer's social media presence and make sure they're not talking to an "empty room".

4. ROOTS AND WINGS

If you want an influencer to spread the word about your brand, you need to be sure they get the message right. Tell them what you're hoping to achieve and make sure they understand the direction you want to head in. On the other hand, don't try to dictate too much or you could ruin the very authenticity you're aiming for. A collaborative approach combines the best of both worlds.

5. MAKE THE MOST OF RESOURCES

Marketing researchers have developed specific research tools for filtering huge amounts of data and identifying influencers who could be just what you're looking for.

6. FROM STRENGTH TO STRENGTH

Once you've got a suitable influencer generating relevant content to the right audience, you can go one step further and use "paid afterwards" models.

7. NO FAKERS, PLEASE!

Today's consumers have a keen instinct for what's real and what's not, so make sure your influencer's content is genuine.

