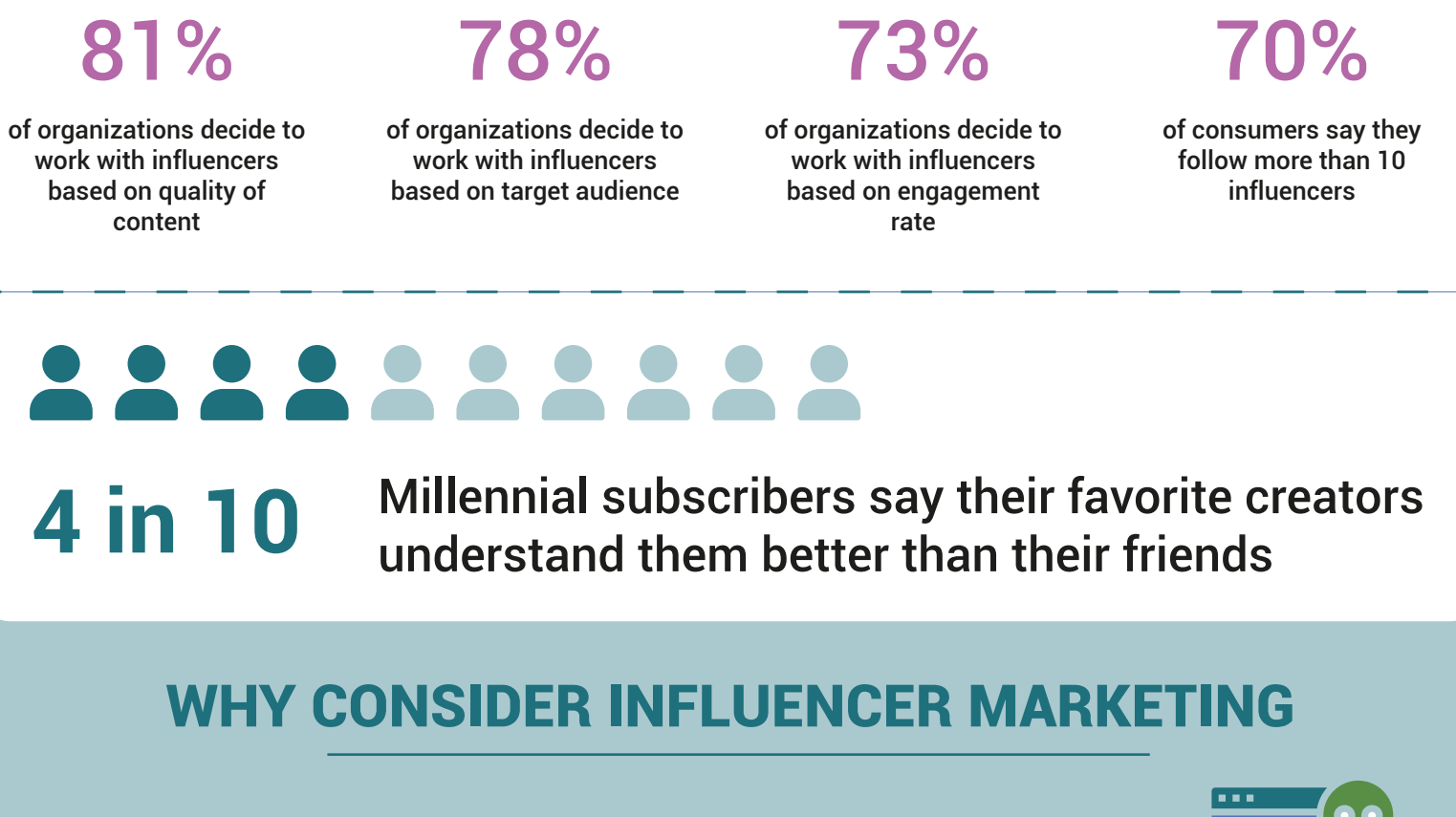




A Full Guide To Influencer Marketing

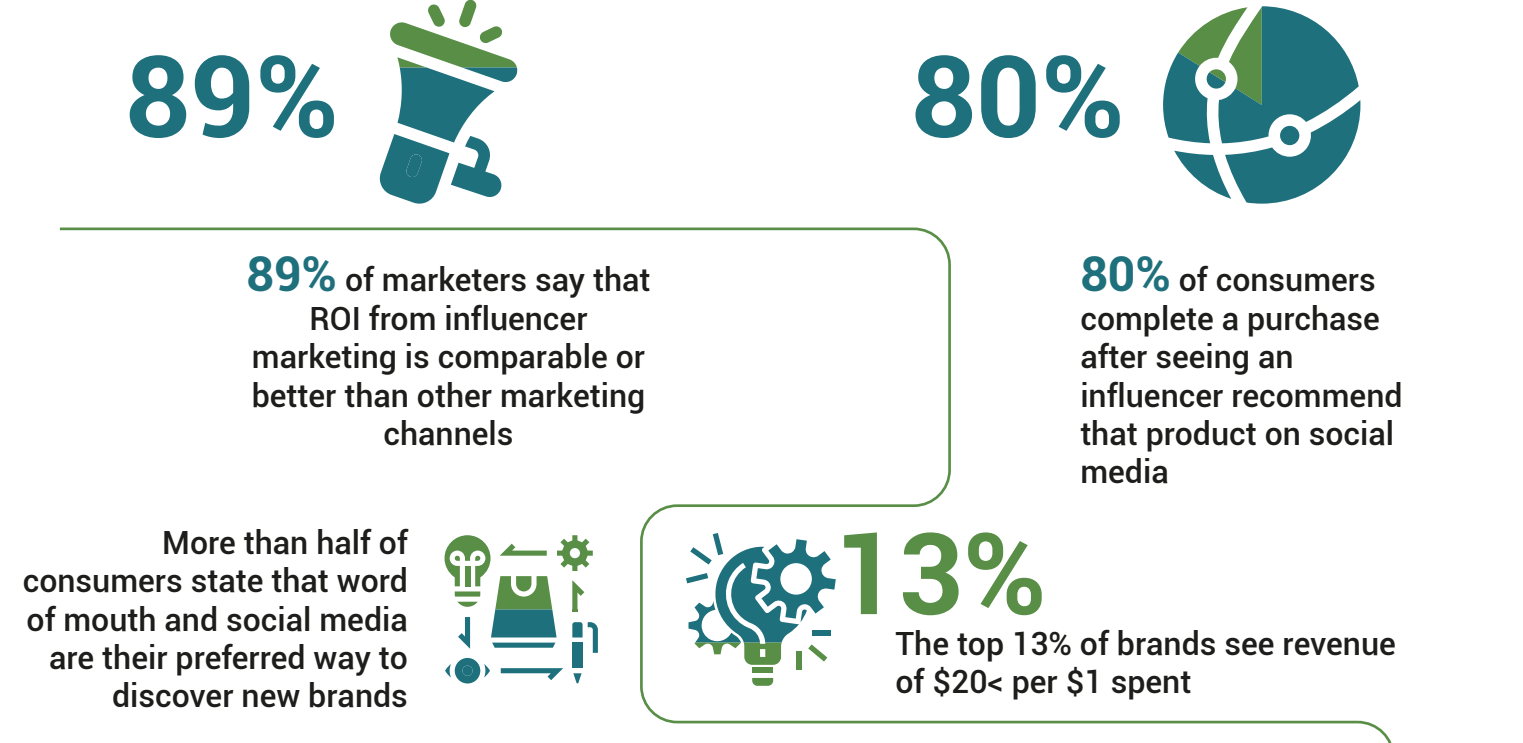
WELLNESS TECH

THE CURRENT STATE OF INFLUENCER MARKETING FOR WELLNESS TECH



4 in 10 Millennial subscribers say their favorite creators understand them better than their friends

WHY CONSIDER INFLUENCER MARKETING



WHAT TO AVOID WITH INFLUENCER MARKETING

Avoid...



Building Long-term relationships with Influencers Yields Much Higher Results

The number one reason why followers don't trust an influencer occurs when that influencer promotes products that they don't genuinely care about

1.3 billion has been spent on influencers with fake followings

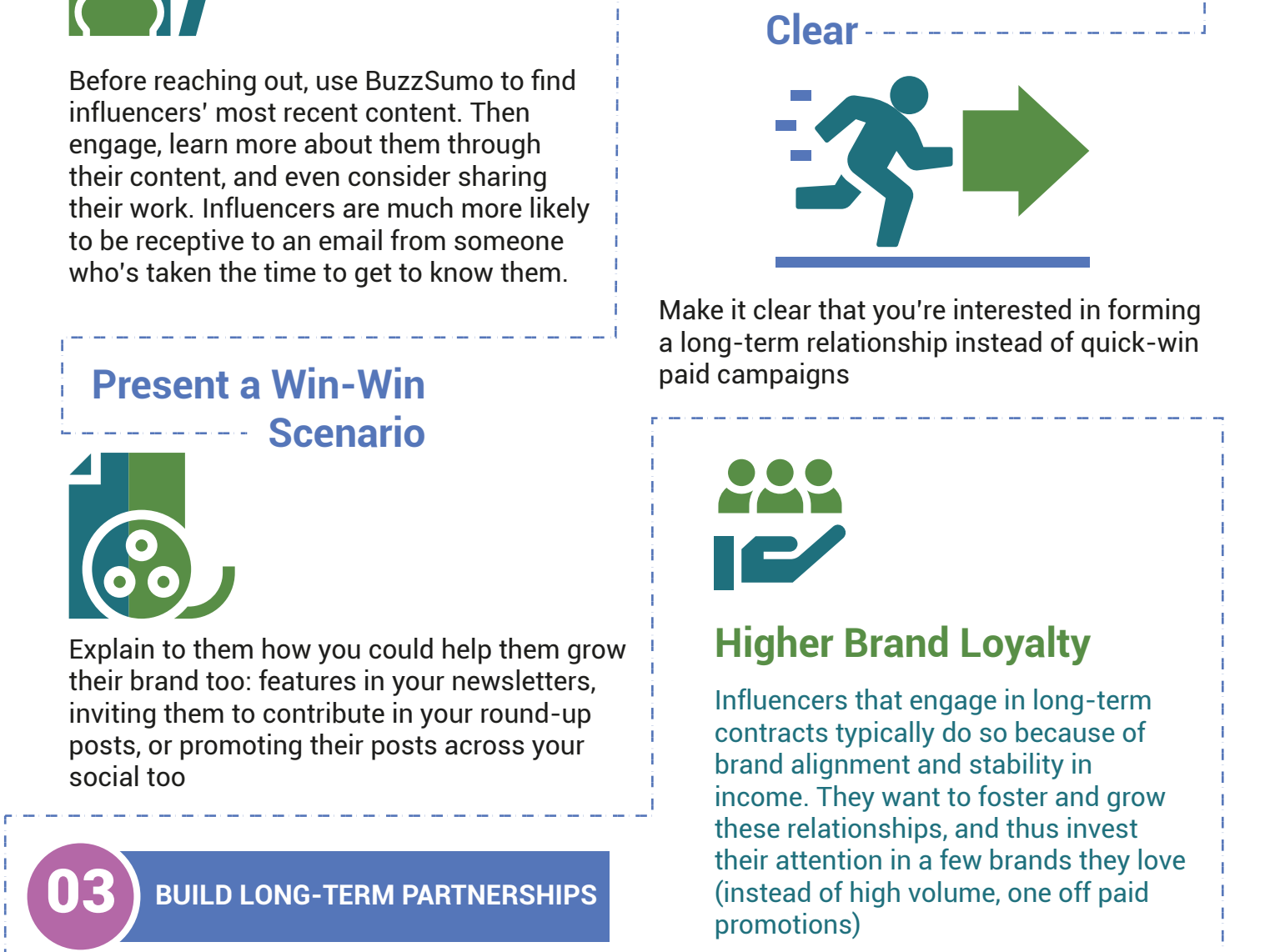
63% of brands have been victims of influencer fraud

Up to 20% of mid-level influencers with 50,000 to 100,000 followers are likely fraudulent

Trustability is low amongst macro influencers because they are endorsing so many products/services. Many of their product recommendations are 'staged' and this loses trust because their audience can easily tell

THE INFLUENCER MARKETING PROCESS

01 FIND THE RIGHT INFLUENCERS



Paid endorsements without brand alignment loses audience trust: audiences can easily tell if a paid endorsement is 'staged'

Authenticity remains the single greatest factor when it comes to influencer marketing success

Pick influencers who's micro-audience is the same as your niche (ask to review demographics/region /age/gender)

Get To Know The Influencer: Before reaching out, use BuzzSumo to find influencers' most recent content. Then engage, learn more about them through their content, and even consider sharing their work. Influencers are much more likely to be receptive to an email from someone who's taken the time to get to know them.

Present a Win-Win Scenario: Explain to them how you could help them grow their brand too: features in your newsletters, inviting them to contribute in your round-up posts, or promoting their posts across your social too

Join Industry Groups On Social: Join online where your ideal influencers hang out on social, and take some time to engage with posts/leave comments. Then, reach out to your hand-picked influencers and let them know you're also part of X group. Finding areas of commonality largely increases response rate.

Make Your Intentions Clear: Make it clear that you're interested in forming a long-term relationship instead of quick-win paid campaigns

Higher Brand Loyalty: Influencers that engage in long-term contracts typically do so because of brand alignment and stability in income. They want to foster and grow these relationships, and thus invest their attention in a few brands they love (instead of high volume, one off paid promotions)

Higher ROI in the long term due to repeat exposure: Influencers who promote the same product to a very niche audience repetitively are able to engage more of their followers over time and help even increase the LTV (Lifetime Value) of customers who purchase

02 ENGAGE IN THE RIGHT WAY

03 BUILD LONG-TERM PARTNERSHIPS

Direct Communications With The Influencer: As opposed to delegating communication to an agency like short-term transactional endorsements, long term partnerships allow for direct communication between the influencer and organization head

Higher ROI in the long term due to repeat exposure: Influencers who promote the same product to a very niche audience repetitively are able to engage more of their followers over time and help even increase the LTV (Lifetime Value) of customers who purchase

04 CULTURE AND COMMUNITY

Include influencers in the planning of marketing strategies: Influencers feel a strong sense of community and importance when their opinions are considered as part of the macro-marketing plan by the brands they work with

Allow Creative Freedom: As part of your company culture and influencer marketing plan, consider prioritizing creative freedom for influencers. Influencers must have the autonomy to create content according to their brand. Without creative freedom, content is more likely to come across as inauthentic

Yearly Trips: Meaningful experiences always trump tangible items. And there's nothing like an in-person gathering with influencers and brands to build a strong sense of community and culture. These trips are also a great opportunity to shoot exceptional content as a group

Sending Gifts: Taking the time to send influencers special gifts either randomly or on special occasions will help them feel valued and important

05 MEASURE RETURN ON INVESTMENT

More than **3%** of influencer marketers use social post engagement as their main approach to tracking campaign performance

Engagement and clicks are KPI's for Influencer Campaigns

Influencer marketers consider their leading challenges to be measuring campaign performance and influencer ROI

FOR SALES PERFORMANCE

Use UTM Tags: UTM tags are a snippet of text you can attach to the end of a URL in order to track a source. UTM tags can be used in google analytics to display a wide range of data

Give Personalized Discount Codes: This can tell you exactly which influencer any sales are coming from

FOR BRAND AWARENESS/EXPOSURE

Measure Engagement Rate: Engagement Rate = Total Engagement/Total Followers x100%

New Followers: On the brands' social channel

Measure Qualified Leads: By measuring the number of leads that come in, and the percentage of leads that end up converting into a given offer

If done right, influencer marketing provides exponential returns on investment in both short and long term strategy. Learning how to recruit the right influencers for your brand, and then garnering long term relationships are imperative in the success of this strategy

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