



A DATA-BACKED ROADMAP: PICKING THE PERFECT INFLUENCER AGENCY

2023

INTRODUCTION

The success or failure of an influencer campaign is directly dependent on the agency running your campaign. And while influencer marketing is exceptionally successful, there is still a large degree of failure when the strategies executed by your agency are **deficient in one or more areas**.

Some important factors to consider when choosing your agency:

- Finding the right influencers
- Heading off influencer fraud
- Maintaining brand safety
- Ensuring FTC compliance
- Coming up with strong narratives
- Maintaining the timeline
- Optimizing campaigns

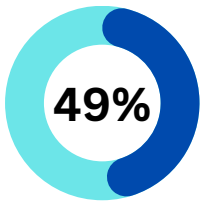


FRAUD & INFLUENCER SELECTION

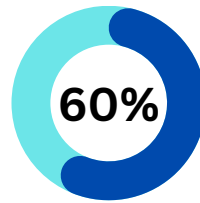


FRAUD

INFLUENCER MARKETING FRAUD HAS COST BRANDS **1.3 BILLION** DOLLARS IN 2019 ALONE



of influencers have engaged in purchasing bot followings



of marketers have a hard time picking the right influencer for their brand

LARGE BRANDS THAT HAVE LOST MARKETING DOLLARS TO FRAUD

MOST FAKE FOLLOWERS

1. Ritz Carlton
2. Aquaphor
3. L'Occitane
4. Pampers
5. DSW
6. Crocs
7. Lulus
8. Neiman Marcus
9. Magnum ice cream
10. Olay

% FAKE FOLLOWERS

- 78%
- 52%
- 39%
- 32%
- 29%
- 25%
- 22%
- 22%
- 20%
- 19%



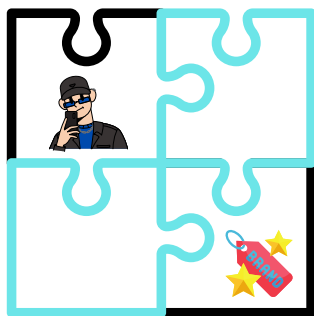
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HOW TO CORRECT

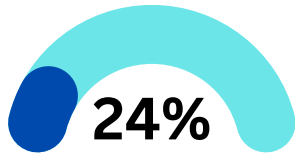
Ask your agency their process for **auditing** each **influencer's background**, engagement, follower growth, and suspicious account activity.

Our team conducts an **interview** with each influencer we select as a potential partner – even after we've done a full background check.

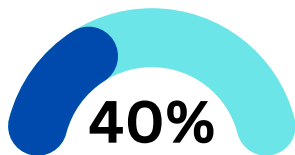
This ensures that the influencer is not only the **right fit** "on paper," but allows us to assess their **compatibility** with a brand in real time.



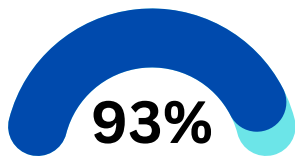
LACK OF CONSIDERATION FOR BRAND SAFETY AND FTC COMPLIANCE



of brands still don't consider brand safety when running an influencer campaign



of brands say that they have a good understanding of FTC compliance



of FTC guidelines have violated social media endorsements

HOW TO CORRECT

Before onboarding with your agency, ask them about the protocols they have in place to follow **FTC compliance** and brand safety guidelines.

Then cross-check it with [FTC Guidelines for Influencer Marketing](#) and the [5 Strategies to Guarantee Brand Safety For Your Influencer Campaign](#)





POOR STORYLINES IN INFLUENCER MARKETING

33%

of brands struggle with building a strong creative strategy

33%

of brands struggle with keeping up with social media trends when building their creative strategy

Building **content that resonates with a brand's client persona** is one of the most important steps in running a successful influencer campaign.

A strong **storyline** will elicit one main response: provoke your client persona to take the next step in your sales funnel

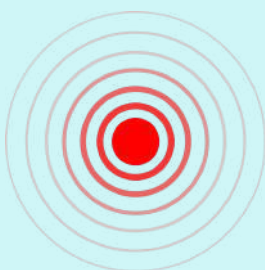
If this doesn't happen, the narrative didn't address the specific **pain point** of your customer in a compelling way.

HOW TO CORRECT

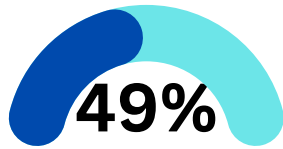
Ask the account manager assigned to your campaign about their **creative strategy** and check with your marketing team to see if it aligns with the **pain points** of your ideal customer.

Ask your marketing director these questions:

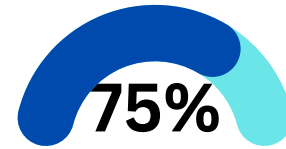
- *Does this resolve my customers' deepest pain points?*
- *Is it compelling enough to get their attention?*
- *Is it unique or seemingly a repetitive variation of creative you've viewed before?*



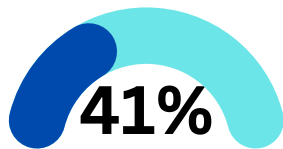
INABILITY TO MAINTAIN TIMELINES & OPTIMIZING CAMPAIGNS



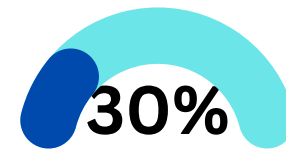
of brands struggle with **maintaining** influencer campaign **timelines**



of brands struggle with **finding influencers** to participate



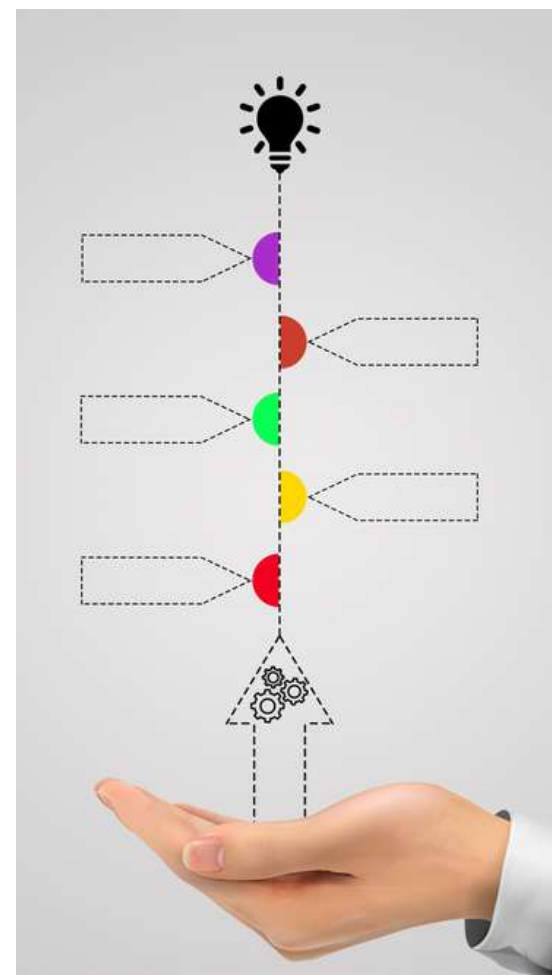
of brands struggle with building always on, **long term campaigns**



of brands struggle with **reducing the time spent** managing campaigns

HOW TO CORRECT

- Consider building **long-term relationships** with quality influencers or partnering with an agency that already maintains these relationships. This will resolve both “**always-on**” campaigns and failing to maintain appropriate timelines.
- Systemize campaign management by building a **step-by-step process** for managing every campaign type.
- Incorporate **AI** to assist where appropriate
- Or just hire an **agency** that does this for you





WRAPPING UP

Picking the **right agency** to team up with can be tricky if you don't know exactly what to look out for.

But if you're able to identify some of the **most common struggles** outlined above, it becomes easy to audit your agency and find the **perfect fit**.

REFERENCES


- [Netimperative.com](https://www.netimperative.com)
- [Prnewsonline.com](https://www.prnewsonline.com)
- [Earthweb.com](https://www.earthweb.com)
- [Statista.com](https://www.statista.com)
- [Brandwatch.com](https://www.brandwatch.com)
- [Termly.io](https://www.termly.io)





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NEXUS

THANK YOU

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