

# KICKING OFF YOUR BRAND'S **FIRST SOCIAL MEDIA INFLUENCER CAMPAIGN**

## THE PROOF IS IN THE NUMBERS.

According to the Digital Marketing Institute:

**86%** *use social media  
for purchasing  
advice*  
**OF WOMEN**

MORE THAN  
**50%** *have already made  
purchases due to  
influencer posts*  
**OF WOMEN**

**\$6.50** *ROI earned on  
average influencer  
marketing campaigns*  
**FOR EVERY  
DOLLAR SPENT**

The world of social media influencers is constantly increasing in size and impact. These influencers – people who work with brands to create content (such as product reviews and recommendations) to share with audiences on their social channels – have the power to directly affect consumer purchases.



*So, if influencer marketing is new to your brand, where do you start?*



## FIND INFLUENCERS WHO ALIGN WITH YOUR BRAND.

- Search popular hashtags to find new influencers. If you're seeking to work with pregnant women, try searching a range of pregnancy-related topics, such as: #bumpdate, #30weeks, #firstbaby or #genderreveal.
- Vet and review all influencers carefully before you reach out to them, to ascertain they align with your brand.
  - Review comments and followers to confirm the influencer's audience is authentic and engaged.
  - Ask influencers for their media kits to ensure they reach your target audience.



## CONSIDER HOW AN INFLUENCER CAMPAIGN FITS INTO YOUR OVERALL MARKETING MIX.

- Influencer campaigns are an effective way to build awareness within a specific target audience, such as 18- to 35-year-old females. However, it's important to remember that influencer campaigns are just one piece of the marketing mix.
- Find a balance between traditional media efforts, social media and influencer campaigns, especially when launching a new product. Each effort brings its own benefits and reaches different audiences.
  - For example, to launch a new product, only distributing a news release to priority media won't result in an immediate, big splash.
    - To make a more profound impact, consider also offering the new product to influencers to boost social media coverage and reach your audience in real time.
    - If you're able to send the product to influencers before your product launches, so that they can coordinate their content to debut at the same time as your new product, that can make an even stronger impact.



## IMPLEMENT A BLEND OF PAID AND UNPAID PARTNERSHIPS.

- Earn a mix of product reviews and coverage by working with influencers who require payment, and with those who may only require a product sample as compensation.
  - Paid influencer partnerships focus on quality over quantity of posts. Though your budget may only afford for a few of these partnerships, it's a good idea to focus on paid partnerships with influencers who are true fans of your brand and who are interested in collaborating with you from product seeding to fact-checking to posting content over the course of several months.
    - Ensure both parties agree on key elements like timing and messaging before beginning the partnership. Consider drafting a written, signed contract to confirm this agreement.
  - Working with unpaid influencers, who work to create reviews in exchange for product samples, allows for more content, produced more quickly, but provides brands with less control.
    - These types of partnerships typically take less time to implement, but often produce less robust results.



**FOCUS ON BUILDING  
RELATIONSHIPS WITH  
ALL INFLUENCERS.**

- Bring influencers into the fold by creating strong, mutually-beneficial relationships.
  - Educate them on your brand and its mission, give them a sneak peek at new products, let them talk to the engineering department.
  - All of these actions can make influencers feel like a welcome part of the team and could lead to the creation of more authentic content.



**WORK WITH AN  
EXPERIENCED TEAM  
TO HELP LAUNCH  
A SUCCESSFUL  
INFLUENCER  
PROGRAM.**

- Still confused on where to start? Know that your organization doesn't have time to meaningfully research influencers and build quality relationships? Consider outsourcing the task to a third-party agency, such as Sikich PR.
- Our team at Sikich PR has more than 15 years of experience working with juvenile products brands and maintains relationships with thousands of influencers. See examples of our work at [sikich.com/public-relations/portfolio](https://sikich.com/public-relations/portfolio).



*Email Kara Hamstra, Director, Sikich PR at [Kara.Hamstra@sikich.com](mailto:Kara.Hamstra@sikich.com) to get the conversation started.*