

Your Brand's Blueprint For Finding And Leveraging Influencers

A Guide to Successful Influencer Marketing

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What is Influencer Marketing

Influencer marketing can be defined as the practice of marketing products or services through people who have the ability to influence consumers. It involves identifying and building relationships with influential individuals who can sway your customers' purchase decisions.



These influencers are trusted third parties like journalists, bloggers, public figures, and industry analysts. For instance, when a celebrity is seen visiting a certain store, they provide exposure to the brand and may influence people to also become patrons. Influencer marketing is largely based on the principles of authority and likeability from Cialdini's Six Principles of Persuasion.

Why Influencer Marketing

More and more businesses are leaning towards influencer marketing instead of traditional advertising methods. This shouldn't come as a surprise with the following statistics:



86% of U.S. online retailers have Facebook fan pages.



74% of consumers rely on social networks to guide purchase decisions.



53% of people on Twitter recommend companies and/or products in their Tweets...



...with 48% of them delivering on their intention to buy the product.

•A study conducted by the ODM Group found that 74% of consumers use social media to guide them in their purchase decisions. Find out more about this study in the infographic below. Source: [Adweek](#)

•According to Nielsen, more than [90% of global online consumers trust earned media](#), such as peer recommendations. In comparison, only 33% trust online banner ads.



65%

65% of brands participate in influencer marketing.



52%

52% of companies have a stand-alone Sponsored Social budget for their brand.



5%

5% have an organizational annual budget in excess of \$5M and 25% have an annual budget of \$500K.

- A recent report published by PageFair and Adobe revealed that worldwide ad blocking grew by 41% from 2014 to 2015. Turning towards other forms of advertising like influencer marketing is wiser than relying on traditional ones.
- Around 65% of brands participate in influencer marketing these days.
- Rhythm One reports that marketers can get \$9.60 for every \$1 they spend on influencer marketing. This high return on investment (ROI) is one of the main reasons why influencer marketing is so popular with brands.

How Influencer Marketing Can Benefit Your Business



Whether it's a stand-alone effort or used to amplify your other advertising efforts, influencer marketing can help your business in numerous ways:

- It helps you market your brand to an influencer's pre-established audience. Since this audience is already receptive to the recommendations of the influencer, it will be much easier for you to sway them.
- Influencers have hands-on experience in creating content that your consumers want and value. They can assist you in writing and publishing the right content to promote your products or services. This will contribute to improving your search engine ranking.

- Influencers have already built trust and authority with their large follower base. Doing the same may be an enormous challenge for an up-and-coming brand. Influencer marketing allows you to use this connection for building credibility.
- Telling your brand story through influencers can help you drive engagement and connect with your target audience.
- Despite marketing to a small group of individuals, influencer marketing still gives you the power to reach a large number of people. Therefore, it minimizes costs while increasing conversions.
- Working with influencers can also fulfill many different goals at once, including:



Brand Awareness – Introducing your brand and products to a new audience.

Education – Educating a large mass of consumers at once.

SEO Authority – Getting popular sites to link to you for a huge boost in search ranking.

Social Following – Increasing social following with the support of social media influencers.

Damage Control – Reducing negative opinions and building trust in the audience.

User-Generated Content (UGC) – Raising awareness by encouraging users to share your content socially.

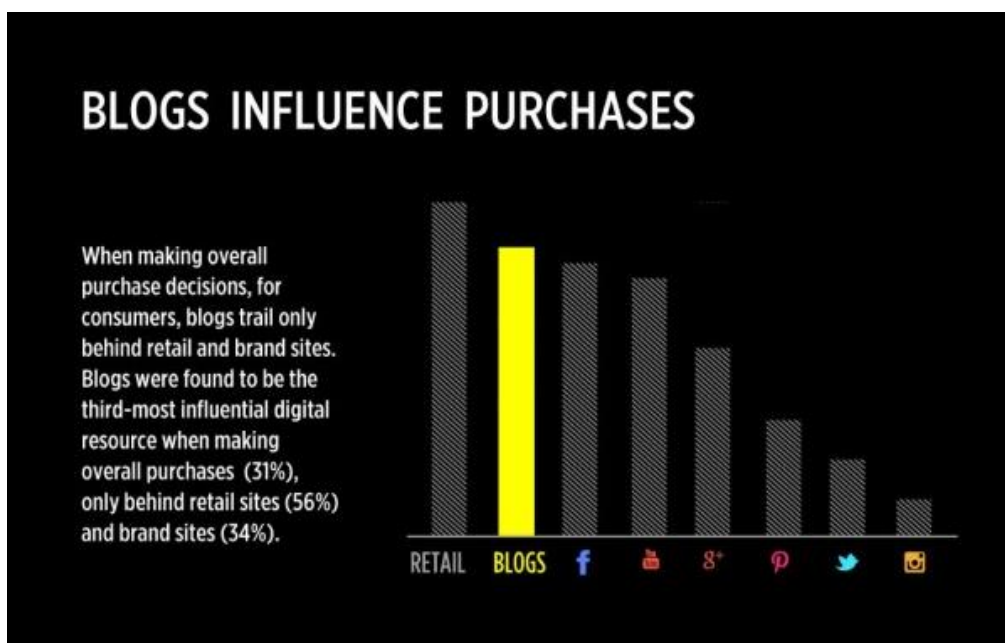
Trust – Developing better brand confidence with user-generated content.

Sales – Bringing in more sales and quality leads through endorsements and customer reviews.

Trends in Influencer Marketing

Influencer marketing has been used for thousands of years in some form or another. From orators in Ancient Greece to celebrity endorsers in the 19th century, influencers have had a strong impact on consumers' actions. Over the years, the methods and trends for influencer marketing have continually evolved though.

A [report published by Marketing Charts](#) in 2015 revealed that the most effective channels for brands to implement influencer marketing are events at 70% and guest posts at 69%. The same report showed that brands are 67% more likely to use influencer marketing for promoting their content. Content creation (blogs) and product launches are also popular reasons why businesses work with influencers.



The influence of blogs has been a continuing trend for several years. A [2012 survey conducted by Burst Media](#) found that blogs effectively influenced the purchase decision of young readers. In the 18 to 34-year-old age group, eight out of 10 readers were influenced by brand mentions in blog content.

EFFECTIVENESS OF INFLUENCER ENGAGEMENT

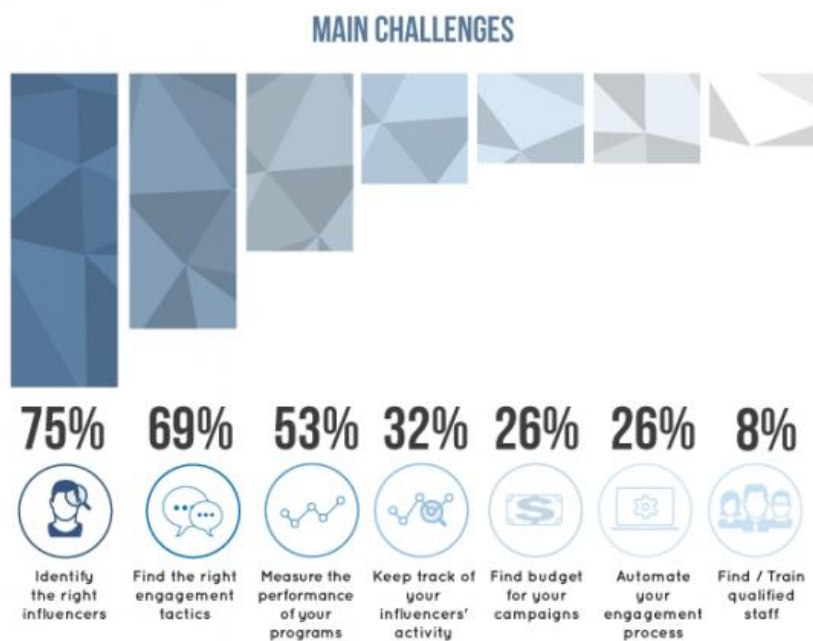


State of Influencer Engagement in 2015. Augure

A study by Augure demonstrates that 93% of respondents agree that using influencer marketing in social media reaps better results for brand visibility and recognition.

Why Isn't Everyone Using Influencer Marketing

Research by [Tomoson](#) reveals that 59% of marketers plan to increase their budget for influencer marketing. That's an impressive number, but what about the remaining 41%? Everyone isn't using influencer marketing because there are the following obstacles to overcome.



State of Influencer Engagement in 2015. Augure

- According to [Augure](#), identifying a relevant influencer was considered the biggest challenge by 75% of marketers.
- Getting the attention of influencers and then building interest with them is another major problem faced by 69% of marketers.
- Inability to get an accurate ROI report of their campaign is another issue according to 53% of marketers.

How to Find the Right Influencer for Your Business



So how do you identify the right influencer for your brand? Choosing the right influencer is essential to ensure you get optimal amount of exposure for your products and/or services. Here are some metrics you can utilize for evaluating potential influencers:

Relevance – For an influencer to have a significant impact on your target audience, they must be relevant to your industry. Are they considered an expert in said industry? Can their content attract a relevant audience?

Reach – The right candidate should have a certain level of reach to promote your brand. Do they have a substantial number of social followers? Do they have enough social media engagement to help achieve your goals?

Level of influence (Engagement Rate) – Analyze how followers interact with the content shared by the potential influencer. Are they actively sharing the influencer’s content on relevant social channels? Are they leaving comments on such posts? How many followers are recommending them to friends?

The next step is identifying the engagement rate of the influencer that you believe is good for your business. Measuring the engagement rate along with relevancy and expert domain will help map things more clearly. Use the formula below to calculate the engagement rate of an influencer, and then choose accordingly.

Note 1: The “E” is counted for three similar kinds of posts on a social media network.

Note 2: For social networks like Instagram, remove the # of shares count because there's no such parameter to add.

Note 3: The comparison of “E” can only be done by the same social network. You shouldn't compare the E_{FB} to $E_{Twitter}$ or $E_{Instagram}$.

Note 4: The higher the engagement rate, the better the influencer is for your business.

$$\text{Engagement Rate } (E_{avg}) = (E_1 + E_2 + E_3)/3$$

Where,

$$E = (\# \text{ of Likes} + \# \text{ of Comments} + \# \text{ of Shares}) / \text{Total \# of Followers}$$

Using the above metrics and formula, you can pinpoint the merit of potential influencers for spreading content about your brand. Now here are a few ways you can find influencers across various social networking channels.

[Download the Influencer Campaign Templates Here](#)

How to Find Influencers on Twitter:

• Twitter is a great place to find top influencers in your industry. You can take advantage of the [advanced search](#) option for this. You'll be able to conduct a search based on certain key phrases, words, and hashtags as depicted in the image below. For instance, you could type in something like "social media" and find top profiles related to that search term.

Click on the Twitter tab of the Influencer Campaign Template and add the results of the top relevant influencers from your Twitter search.

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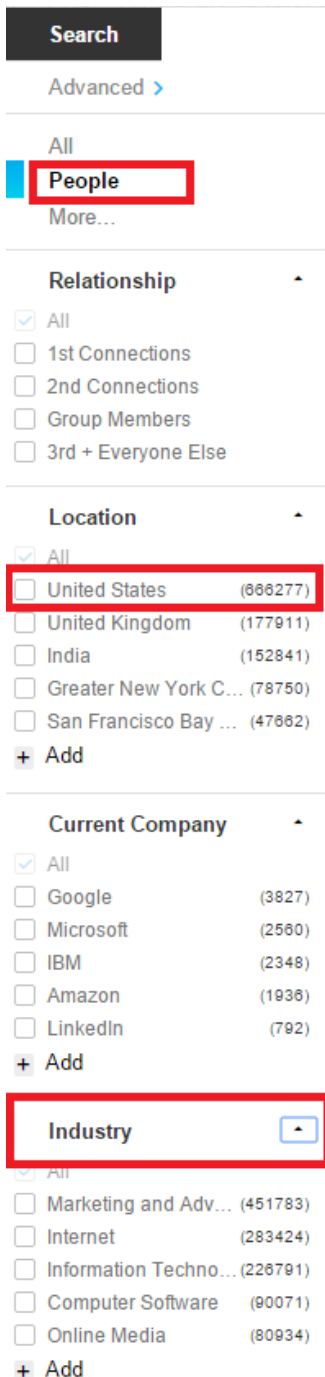
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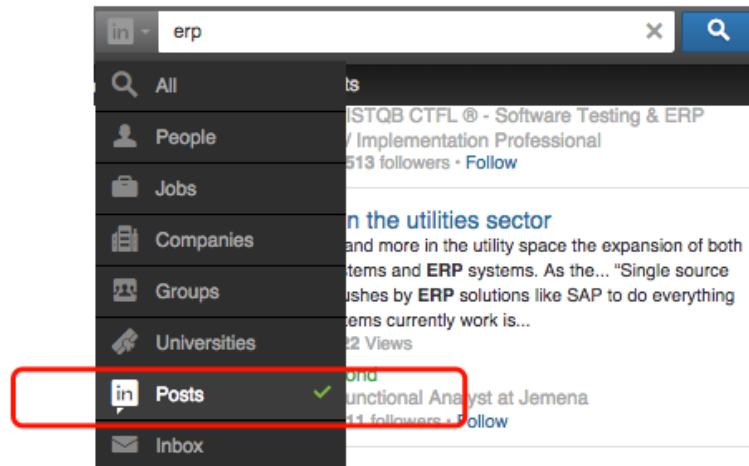
Date	Interested	PayPal Account	Deal Reached	Compensation Amount	Name	Email	Twitter Profile	# of Followers	Location

How to Find Influencers on LinkedIn:

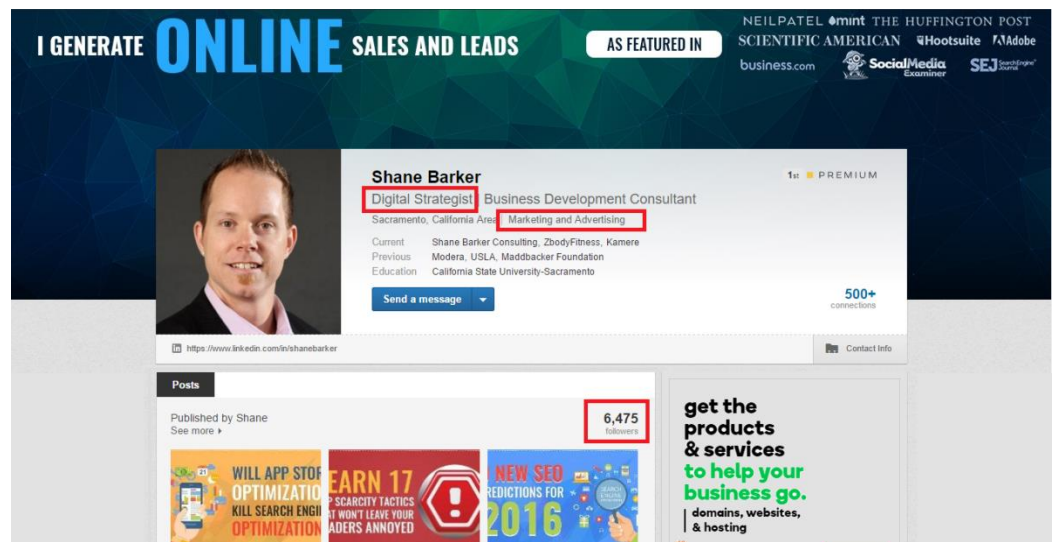
You can utilize the “search by industry” and location filters on LinkedIn to narrow down the most relevant influencers for your brand. As shown below, you have the freedom to filter searches based on industries, such as marketing, computer software, and online media.



LinkedIn also gives you the option to search for posts containing certain keywords. You can then filter the results based on relevance, post time, and authors. Using the LinkedIn platform is suggested to find some prominent influencers in your industry and connect with them.



In the following image, you can see that it's possible to track the volume of posts a LinkedIn user has published about a particular topic. Then check out the number of followers the user has. The higher number of followers they have, the more likely they are to be influential in the industry.

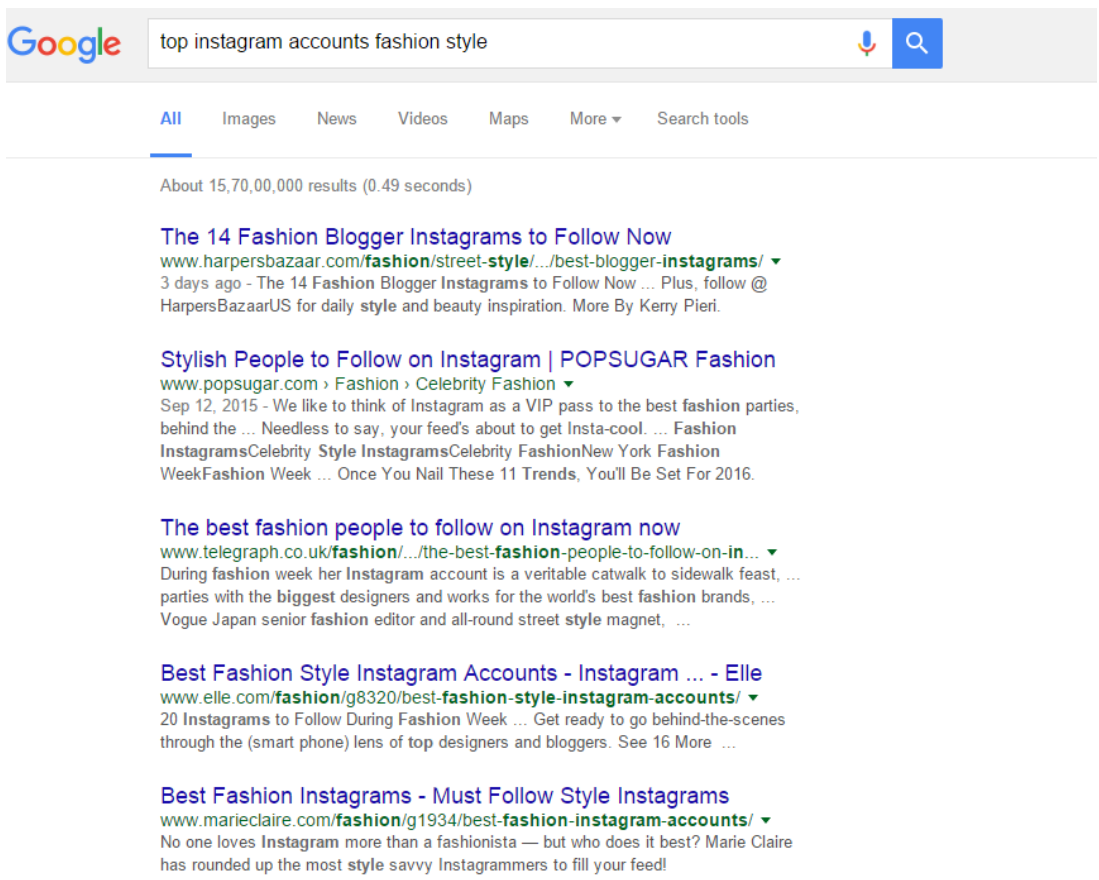


Date	Interested	PayPal Account	Deal Reached	Compensation Amount	Name	Email	Linkedin Profile	# of Followers	Location

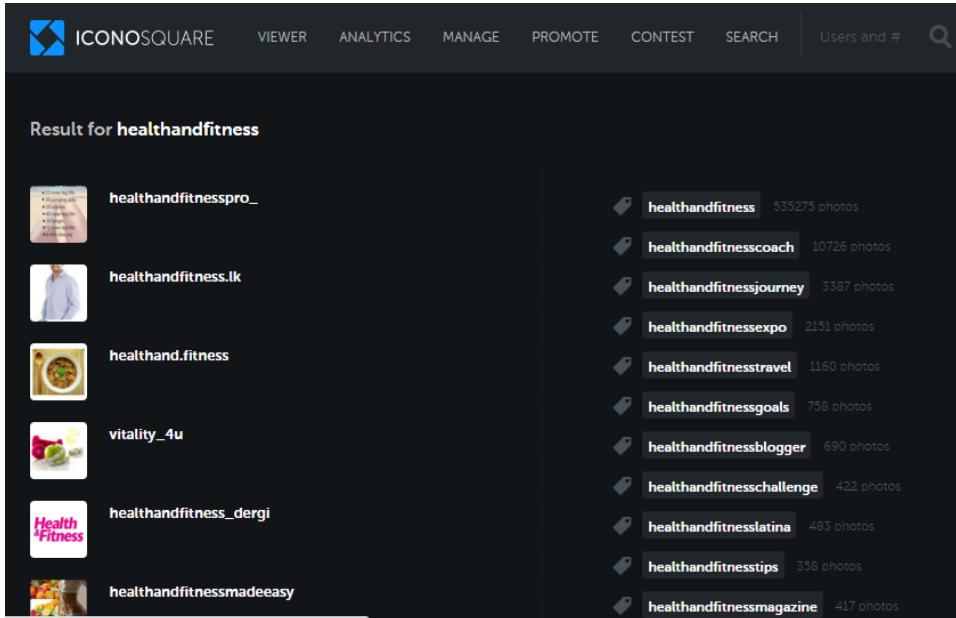
Click on the LinkedIn tab of the Influencer Campaign Template and add the results of the relevant influencers from your LinkedIn search. Take special note of important data like the number of followers they have. You should also pay attention to the average number of likes and comments on their posts. This information will make it easier for you to choose the best LinkedIn influencers for your brand.

How to Find Influencers on Instagram:

One of the easiest ways for finding influencers on Instagram is by conducting a Google search. There may be some existing lists that can help you identify top influencers in your industry. Simply type the phrase "top Instagram accounts" in the Google search box. Follow that with any industry-specific search terms, such as "fashion" or "fitness."



You can perform a search on Instagram using relevant hashtags, but [Iconosquare](#) offers a much more effective tool for finding influencers through hashtag research. As shown in the below image, a search for the keyword “healthandfitness” brings up top profiles and hashtags related to it. Then you can click on any of the profiles to conduct your research on potential influencers.



Click on the Instagram tab of the Influencer Campaign Template and add the results of the top relevant influencers from your Instagram search. Record important data like the total number of followers, average likes, and amount of comments. You can then use this information to choose an ideal influencer for your business.

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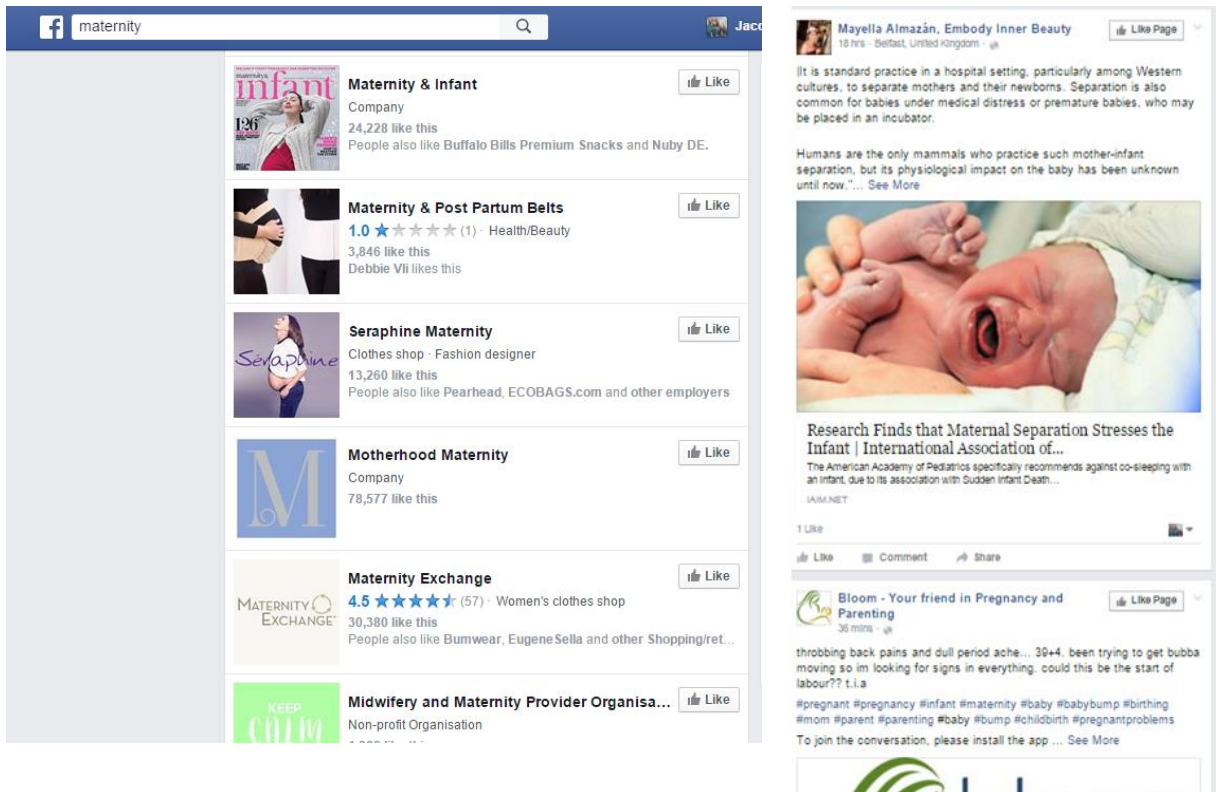
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Date	Interested	PayPal Account	Deal Reached	Compensation Amount	Name	Email	Instagram Profile	# of Followers	Post Engagement Rate (E)	Location
6/11/2016	Yes	paypal@gmail.co	Yes	\$1000 USD	Shane Barker	shane@shar	https://www.instagram	10,100	2.240924092	Sacramento
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How to Find Influencers on Facebook:

Finding influencers on Facebook is surprisingly a bit more challenging than other platforms. Mainly this is because of the restrictions involved. However, that doesn't mean it's impossible to find some key influencers in your industry using this social media channel.

Use the search bar to type in a term that's relevant to your industry or business. Facebook will bring up some of the top people and pages pertaining to that search term. Check out those profiles and see if they'll be able to aid in your influencer marketing campaign.



You can also conduct a search for the same term using a hashtag. It will then display some of the top posts from Facebook users and pages. Check out those profiles to see if they would be right influencers for your brand.

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Date	Interested	PayPal Account	Deal Reached	Compensation Amount	Name	Email	Facebook Profile	# of Likes	Location

Click on the Facebook tab of the Influencer Campaign Template and add the results of the top relevant influencers from your Facebook search. Compare important data, such as the number of followers, average likes, number of shares, and amount of post comments.

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