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Influencer Marketing

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What??

Whether content development happens internally or in collaboration with an agency, it's critical to implement a message approval workflow that facilitates team publishing and ensures consistent, on-brand messaging.

Key Influencer Marketing Terms

Macro Influencer

- Well-known online presence with 100,000-1 million followers. A macro influencer's reach usually spans a broad audience, like young women or teens. These influencers are available for higher budget campaigns.

Micro Influencer

- A micro influencer typically has between 1,000-100,000 followers. Micro influencers have more defined and specific audiences and are respected experts in their field. These individuals are less expensive than macro influencers and have great engagement rates.

Nano Influencer

- Nano influencers are the smallest in terms of following, but have the best engagement, typically within a local or super niche community. Nano influencers usually have less than 1,000 followers and are selective about the products or brands they endorse.

Influencer Marketing Channels

Facebook

Instagram

LinkedIn

Snapchat

Twitter

Blogs

YouTube

Email

Newsletter

**Digital/print
ads**

Television

Influencer Content Types

Blog posts

**Instagram
posts/ stories**

**Facebook posts
Sponsored
Facebook Live**

**Twitter posts/
videos**

**Snapchat
videos/ photos**

Emails

**LinkedIn posts/
videos**

YouTube videos

**Magazine/
newspaper
articles**

**Television
appearances/
videos**

Influencer Marketing Campaign Variables

Expertise:

- Does the content you are promoting or product you sell match with the influencer's audience?

Reach:

- Is this influencer present on the same channels and platforms as your audience? For example, if your target audience is in their teens, it may not be useful to reach out to an influencer whose main following is on LinkedIn.

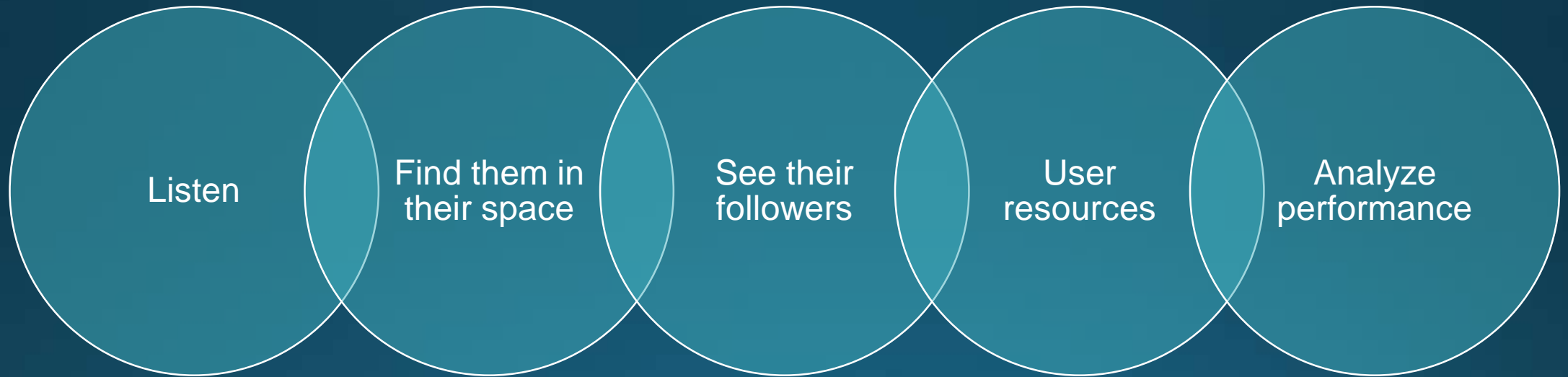
Demographic/Audience:

- Does your buyer persona match this influencer's following? What does a typical follower of their audience look like?

"Celebrity"/Notoriety:

- Is this influencer generally well-liked?

How to Find Influencers in a Specific Field



Influencer Marketing Campaign Process



Influencer Marketing Campaign Checklist

Campaign brief

Terms & conditions of contract

Creative Release Agreement

Non Disclosure Agreement

Brand/content guidelines

UTM templates and tracking

Thanks 😊

