

CREATE YOUR INFLUENCER COLLABORATION STRATEGY

Do Your Pre- Outreach Prep Work

BY **STARTUP FASHION**

What is Influencer marketing? Essentially you are finding someone who has a group/following/community that respects their opinion in their niche and will talk about and share your brand with that community.

This is either done for a monetary payment (along with free product) or for free product only.

The thing that's often forgotten when it comes to influencer marketing is that this is like any other business transaction. Influencers are businesses and most of them treat their work that way. So the mindset of "they want me to pay them and send them a free product?!" needs to go out the window if you want to make influencer marketing part of your business.

It's important to understand that it is an investment, just like so many other forms of marketing.

As a side note, celebrity marketing is linked to influencer marketing, but it's a little different. This workbook is focused on influencers who are not traditional (i.e. actors, singers, etc.) celebrities.

Influencers are rising up to become just as influential as a celebrity but they tend to have a much more connected relationship with their community.

LET'S GET STARTED!

MICRO INFLUENCERS VS BIG NAME INFLUENCERS

Micro influencers are powerful and shouldn't be ignored. It can be tempting to want big name influencers to work with you but keep in mind that influencers with millions of followers are difficult to connect with and they don't do anything for free. But for some brands, big name influencers are a good fit.

Big-name Influencers Pros

- Reach can be in the millions
- They often have a strong global reach
- You have more control over what is promoted and how because you're paying

Big-name Influencers Cons

- Require several thousand dollar contracts plus free product
- Because they promote in every post, what they stand for can get lost
- You can get lost among all of the other products they're promoting
- You're dealing with their manager and there's little opportunity to build a connection/relationship

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MICRO INFLUENCERS PROS

- You can really zero in with the audience and therefore connect with a targeted customer who truly cares about your niche and product
- They have much deeper relationships with their followers
- You have the opportunity to create a relationship with the influencer and could stay close to them as they grow
- You can often collaborate with product only (no monetary payment)
- They are much more open to incentives like an affiliate commission

MICRO INFLUENCERS CONS

- You have little control over what is promoted and how if you're not paying for it
- Your reach is not as far and they often don't have a global reach, it's more local or regional (though this is not always true if you find a strong niche influencer i.e. Vegan, Travel, etc.)

Are you interested in and do you have the budget to work with big name influencers?

If yes, who are the big names on your wishlist?

If not, then you're going to want to work with Micro Influencers.

Go through the following questions, regardless of the type of influencer you're working with.

What is your target market? Age, location, gender, niches, activities, interests, etc.

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Think about your brand and product, what are some niche categories you are aligned with? Examples: vegan, travel, parents, entrepreneurs, outdoor adventurers, glamour lifestyle, chefs and home cooks, medical professionals, corporate professionals, specific locations, plus size

Now use these niches as search terms in Google, Facebook, and Instagram to find influencers in your space. Add them below (along with any that you are already aware of)