

CREATE YOUR INFLUENCER COLLABORATION STRATEGY

Determine Your Resources (Budget, Time, and Product)

BY STARTUP FASHION

When it comes to your resources, there are three things you need to take a look at: your budget, your kinds, and your available product.

LET'S GET STARTED!

BUDGET AND PRODUCT

There is no rhyme or reason with budget and influencers. It can range from sending free products to a few hundred dollars for a couple of posts to \$30,000 for one Instagram post.

So before reaching out to an influencer, it's best to know what you're able to do, that way you can easily rule out any that are not in your budget.

What is your budget for working with Influencers? (The answer to this might be "product only")

If you don't have a budget right now, think about how much you're able to save over the next 3 months to use for working with influencers.

What is your budget for the next 3 months?

In regards to product in exchange for exposure, note that you cannot guarantee results if you're not paying for the collaboration. If the influencer is not being paid, it is not uncommon for them to refuse to sign a contract. So be very picky on who you decide to work with.

How much product do you have available to send out over the next 3 months and what is it specifically? Look at your inventory.

Now you have a clear picture of the money you can spend and the product you can send. This helps you get focused with your outreach and allows you to figure out whether you want to invest that into one influencer or spread it over a few in the next 3 months.

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TIME

It's important to understand that influencer outreach is not something you can quickly do.

There is a lot of back and forth negotiating, outreach, and follow up. It's time consuming. So it's a good idea to make sure you allot time on your calendar to work on this. Otherwise, it can become something that you had the intention to do but never got to.

Or, you can drop the ball halfway through outreach, potentially damaging a relationship or opportunity.

How much time each week do you have to spend on influencer marketing?

Add the following to your task list:

- Follow the brands in my database spreadsheet on Instagram and sign up for their mailing lists
- Spend 15-30 minutes every 3 to 5 days reading their blog posts, leaving a thoughtful comment, and engaging (NOT pitching!) with them on Instagram
- Find out their contact info and add it to the database
- Make note of something you really liked or identified with that you can reference in your initial outreach email
- Assign myself an outreach date in the database
- Assign myself a follow up date for one week after initial outreach if you don't hear back
- Allocate 15 to 30 minutes to craft my outreach email