

CREATE YOUR INFLUENCER COLLABORATION STRATEGY

Analyze Collaboration

BY STARTUP FASHION

While sales are certainly the goal, they're not the only way to analyze whether a partnership was worth it. Especially because sales may come later.

LET'S GET STARTED!

Use this questionnaire after each partnership to debrief and analyze if the partnership was a success.

Did the partnership result in sales?

How much revenue did you make from this partnership?

What were your expenses for this partnership (cost of products, payment to influencer or affiliate commission, sale price for influencers' followers, etc.)

What was your profit (revenue minus expenses)?

Did you notice a spike in your website traffic? What was it?

Did you have an increase in email sign ups? How many?

Did you get more Instagram followers? How many?

Did you get really good content to use in your marketing? i.e. high quality images, product front and center, really captured your brand aesthetic, etc.

Was there a lot of engagement (comments, likes, and shares) on the influencer's page that you were able to interact with?

Was there good customer feedback/market research? What did you learn? Meaning, did you learn anything about what your customer wants/needs/likes/dislikes?

Do you consider this successful and would you work with this influencer again? What, if anything, would you do differently?