How to pick influencers for your next campaign
A question.

How often do influencer marketers think about the Roman Empire?
ARE YOU NOT ENTERTAINED?
A question.

How often do influencer marketers think about the Roman Empire?
Fundamental #1

Who are you trying to target?
Source: Skoda vRS Mega Man Pram
Fundamental #2

Why do you want to run influencer activity?
<table>
<thead>
<tr>
<th>Influencer Type</th>
<th>Number of Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mega Influencer</td>
<td>1 Million+</td>
</tr>
<tr>
<td>Macro Influencer</td>
<td>100,000 – 1 Million</td>
</tr>
<tr>
<td>Micro Influencer</td>
<td>1,000 – 100,000</td>
</tr>
<tr>
<td>Nano Influencer</td>
<td>Less than 1,000</td>
</tr>
</tbody>
</table>
WHAT TYPE OF INFLUENCERS DO YOU PLAN TO WORK WITH IN 2023?

- CELEBRITY: 29.5% (2023), 14% (2021)
- MEGA: 48% (2023), 32% (2021)
- MACRO: 81% (2023), 72% (2021)
- MICRO: 74% (2023), 90% (2021)
- NANO: 37% (2023), 32% (2021)
- AFFILIATE: 19% (2023), 29% (2021)
- PRODUCT BARTER: 10% (2023), 2% (2021)

Source: Linqia, The State Of Influencer Marketing 2023
What is your main objective for running an influencer campaign?

- 45% Generating UGC
- 29% Sales
- 26% Brand awareness

Source: The State of Influencer Marketing 2023: Benchmark Report, Influencer Marketing Hub
INFLUENCERS ARE MEDIA
SIDE NOTE!

Do you even need an influencer?

I'm a content creator.
So, how do you find ‘em?
Go stalking
Go searching
Use a tool
### Influencer filters

- **Influencer location**
  - Where are your influencers?
- **Followers**
  - From
  - To
- **Average Reels plays**
  - From
  - To
- **Gender**
  - Any
- **Age**
  - From
  - To
- **Interests**
  - Any

- **Language**
  - Any
- **Last post**
  - Any
- **Engagement rate**
  - Any
- **Contact information (Available via export)**
  - Any
- **Growth rate**
  - Interval

- **Partnerships**
  - Any
- **Bio**
  - Any
- **Account type**
  - Any
- **Topics**
  - Topics
- **Hashtags**
  - #hashtags

- **Mentions**
  - @username
- **Keywords**
  - Keywords

### Audience filters

- **Audience Location**
  - Where is your audience?
- **Gender**
  - Add Gender
- **Age**
  - Add Age
- **Fake followers**
  - Any
- **Interests**
  - Any

- **Language**
  - Any
So, how much do you pay ‘em?
Think like an influencer
Standard Fee
Between 2 and 5% of total following
WHICH CHANNELS DO YOU PLAN TO USE INFLUENCER CONTENT FOR?

- **PAID SOCIAL**: 85%
- **BRAND ORGANIC SOCIAL**: 72%
- **WEBSITE, PDP**: 42%
- **EMAIL**: 25%
- **DISPLAY**: 24%
- **CTV**: 9%
- **OUT OF HOME**: 7%
- **WE DON’T USE**: 7%
- **OTHER**: 0%

Source: Linqia, The State Of Influencer Marketing 2023
A hot take...
4. Creator consistency drives value

Analysis of longer-term creator ambassadorships shows each phase of activation can produce higher levels of impact.

Average Top of Mind Awareness

<table>
<thead>
<tr>
<th></th>
<th>Unseen</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
<td>20%</td>
<td>36%</td>
<td>42%</td>
<td></td>
</tr>
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</table>

Average Brand Opinion (Perceived)

<table>
<thead>
<tr>
<th></th>
<th>Unseen</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>28%</td>
<td>30%</td>
<td>36%</td>
<td>39%</td>
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</tbody>
</table>

Source: Q4 2022: real analysis of longer-term ambassadors working with 3 different brands across the US and UK.
4. **Creator consistency drives value**

Analysis of longer-term **creator ambassadorships** shows each phase of activation can produce higher levels of impact.

**Average Top of Mind Awareness**
- Unexposed: 17%
- Phase 1: 20%
- Phase 2: 36%
- Phase 3: 42%

**Average Brand Opinion (positivity)**
- Unexposed: 29%
- Phase 1: 30%
- Phase 2: 36%
- Phase 3: 38%

Source: Q4 2021 meta analysis of 6 longer-term ambassadors working with 3 different brands across the US and UK

Source: Alex North, Head of Media Measurement and Analytics at Whalar
Are they worth their fee?
In summary
1. Know your target audience
2. Influencers are media
3. Stalk, search and think like an influencer
4. Think long term and always negotiate.
5. Get a blazer
Resources

• Modash

• Linqia – The State of Influencer Marketing 2023

• Influencer Marketing Hub – The State of Influencer Marketing 2023: Benchmark Report

• Whalar

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