



Determining the Right
INFLUENCER TYPE
for Your Campaign

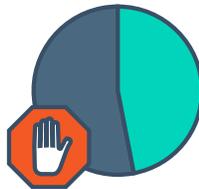
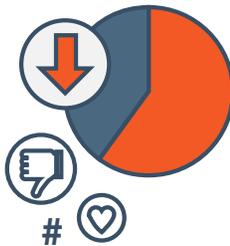
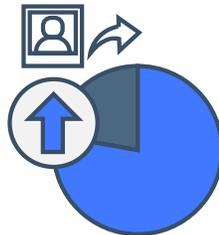
EVERY COMPANY SEEMS TO BE TRYING INFLUENCER MARKETING, but few are doing it well. As marketers strive to find the best influencers, they may be reaching out to the wrong influencers or not experiencing the results that they believed they would get. This white paper will help you understand what influencer marketing entails and how you can get started to increase your sales. Not only will you be able to connect with influencers and capture their attention, but you also may find that you're something of an influencer yourself.

WHAT IS INFLUENCER MARKETING?

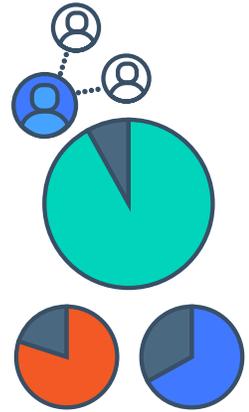
Influencer marketing isn't a new form of brand promotion, but rather a solution to some of the current challenges within content marketing, outreach, and advertising. ION reported that **78 percent of brands have increased their content output** in the past two years, but audience engagement is down an average of **60 percent**.

As these companies — including your competitors — publish material and engage in more promotions, standing out can be more difficult. Further, **47 percent** of internet users use some form of ad block technology, limiting the reach and overall effectiveness of paid ads. However, influencer marketing isn't advertising, a point Intellifluence stresses to its clients. Influencer marketing acts to extend SEO and traditional outreach as an alternative to paid ads.

Influencer marketing solves both of these problems. Brand managers attempt to connect with the most respected people, publications, and companies in their industries to form partnerships to collaborate on content or product promotion. This outreach creates organic promotion while increasing exposure and engagement for those pieces of content while driving sales to your company. Influencer marketing can also have long-term SEO benefits such as increased web traffic and higher rankings when high-authority influencers link to your content or promote your products or services on social media.



While many industry experts consider influencer marketing as the next natural evolution from traditional outreach and link-building strategies, influencer marketing is actually closely related to word-of-mouth promotions. Word-of-mouth marketing is one of the most trustworthy forms of promotion in an advertiser's arsenal. **92 percent of consumers** say they trust recommendations from friends and family over all forms of advertising according to Nielsen. Further, more than **80 percent of Americans** seek recommendations from friends or family before making a purchase and **67 percent** of Americans say they're more likely to make a purchase on a product if a friend uses it or talks about it through social media.



Top influencers have the same impact as friends or family. Oprah's Book Club and her Favorite Things list were two examples of this impact. At the height of her television popularity, she had a massive following of millions of viewers, and her approval on an item could entice customers immediately. While many Americans may not know Oprah personally, she occupies a role as a trustworthy source.

On the B2B level, influencers could be conference speakers, leaders of important companies, and bloggers who share their industry knowledge. You don't need to be famous to be an influencer, but you must be able to gain the attention and trust of an audience.

CASE STUDY: THE FYRE FESTIVAL

At the end of April 2017, Ja Rule and Billy McFarland set out to throw a luxury music festival in the Bahamas. The event promoted top names in music, famous models, and beachside accommodations and catering that would put a five-star resort to shame. When guests arrived, they found a different situation. FEMA tents were only half-built on the beach; many artists had canceled, and the food included bread, two pieces of cheese, and salad without dressing. Some attendees had paid as much as \$13,000 for the experience.

Catering to upscale millennials, the Fyre Festival had been promoted only through social media influencers. Big names such as Kendall Jenner and Bella Hadid talked up the event on Instagram and Twitter, enticing fans to check it

out. With the event's cancellation, social media feeds blew up, calling it a Ponzi scheme. Many people deleted any endorsement they ever made of the Fyre Festival to distance themselves from the fiasco.

[Hadid eventually apologized](#) to her fans about promoting a terrible product. "I initially trusted this would be an amazing (and) memorable experience for all of us, which is why I agreed to do one promotion," she stated in a post on Twitter. However, attorneys filed several lawsuits against the promoters for false advertising.

While the Fyre Festival influencers aren't to blame for the bland cheese and FEMA tents, they offer valuable insight into an influencer's responsibility. Their promotions had real-world implications and cost guests thousands of dollars. By putting your best product forward, you're able to create a mutually beneficial relationship where influencers can trust your brand. This will help you attract bigger names once you start your influencers marketing campaign.

KNOWING YOUR THREE TYPES OF INFLUENCERS

One of the first steps toward launching an influencer marketing campaign is to know your influencers. You'll typically find three types of influencers to work with: aspirational, authoritative, and peer. These three types all require different levels of effort to form relationships with and can include people, publications, and other companies. By labeling the influencers you want to work with, you can craft specific plans for maximizing their impact.

ASPIRATIONAL INFLUENCERS

Aspirational influencers tap into who we want to be. These influencers are the [most "known" of all three influencer types](#) because traditional advertising has tapped into them for decades. Think about Shaquille O'Neal's Taco Bell ads in the 1990s. Shaq isn't an expert in taco creation and consumption, but he was enough of an aspirational influencer to entice people to start turning their heads sideways when they bit into a taco.

While you can easily find examples of aspirational influencers on the B2C levels — think fitness and yoga gurus, food bloggers, and DIY experts — they're also prevalent in the B2B



world. If you attend a seminar in a marketing conference by the CMO of Target or the founders of Warby Parker, you likely want to capture some of their successes.

AUTHORITATIVE INFLUENCERS

Authoritative influencers are the experts in their fields. This category can include industry publications, leaders in the top companies, and consulting experts with several years of experience under their belts. Mila Kunis may love whiskey, but she's not as authoritative as a brewer for Jim Beam or an editor for Whisky Magazine.

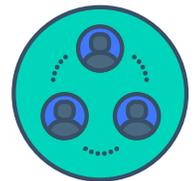


Reaching out to authoritative influencers can be one of the most effective options for companies in the B2B sector. In the marketing world, readers turn to Moz and Search Engine Watch when a change in Google's algorithm or update in industry practices occurs. Many marketers take almost any advice these sites present as canon and apply it to their campaigns.

In both the B2B and B2C world, you'll find considerable overlap between aspirational and authoritative influencers. While you may aspire to have a company as successful as Warby Parker or a blog as popular as Moz, you trust that they have the right tools and strategies for success.

PEER INFLUENCERS

Influencers don't have to be superheroes who are out of your reach. They can also be your peers. The goal of influencer marketing is to get your name in front of a new audience, so why not consider other companies and publications that offer complementary products or have readerships of a similar size? These influencers are often overlooked, which is a shame because you can form long-lasting partnerships that benefit both parties. Peer influencers are also likely to respond to you because you're about the same size and have similar audiences.



For example, a B2B software company may sell a product that allows the company to more easily curate content and share it with your audience. They could work as influencers promoting similar companies that [create and distribute content](#). The curation company isn't promoting their competitors, and the audience is likely to need both curation and creation tools for their marketing campaigns.

Peer influencers are some of the closest examples to referral marketing among all three influencer types. Brands that can form long-term relationships with peers can mutually benefit from each others' audiences and grow together.

Knowing your three influencer types can help you get the largest promotional impact from the people with whom you work. Knowing these types will also help you pair your influencers with your customers and their interests and needs.

CHOOSING THE RIGHT SIZE OF INFLUENCERS

While this white paper has focused on big names like Kendall Jenner and Mila Kunis to offer influencer marketing examples, your business or niche industry will be unlikely to connect directly with major celebrities and influencers of this size. Not only are these celebrities incredibly expensive, but they also tend to be ineffective when you calculate the ROI. Discover a few guidelines to follow as you try to determine whether an influencer is the right size for your goals and budget.

CURATE A LIST OF TOP VOICES IN YOUR INDUSTRY

Determining the right size for your influencers will depend on your industry. A small business operating in Des Moines, Iowa, will target a different influencer range than an international SaaS provider. The easiest way to curate this list is to turn to RSS feeds, Twitter, and Facebook. As you find influencers, add their names to a spreadsheet with their total followers and contact information. This small step will save you time later.

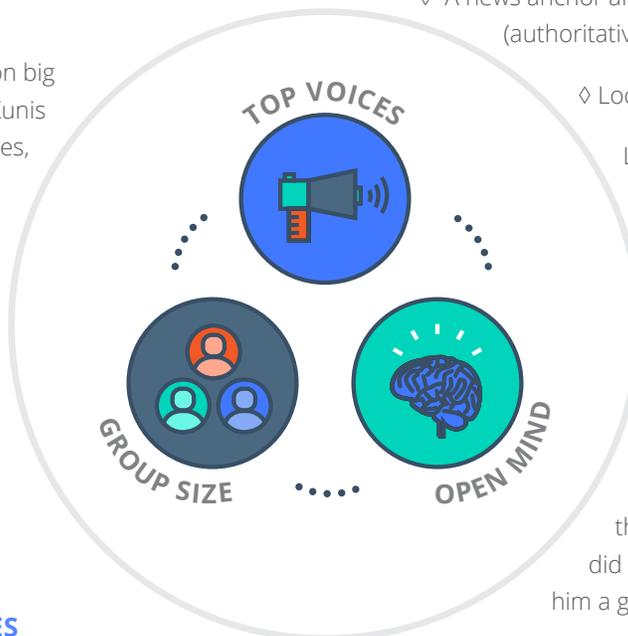
Your influencer list should also focus on the "[Four Factors Influencing Consumer Behavior](#)," as Intellifluence explains. These items include cultural, social, psychological, and personal factors. For example, younger women would respond to Harry Styles promoting a product over older women and men. Just because an influencer is available, they may not always be a good fit for your needs.

SORT YOUR INFLUENCER LIST BY SIZE

Once you curate your list of influencers, start sorting them. In this case, size does matter. You want to find a happy medium between influencers who are large enough to sway large groups of people but are small enough that they take interest in hearing from you.

For example, let's say a cupcake shop in Cleveland, Ohio, was trying to grow its business through influencer marketing. Its curated list might look like the following:

- ◇ LeBron James of the Cleveland Cavaliers (aspirational)
- ◇ A news anchor and a food critic for Cleveland.com (authoritative)
- ◇ Local restaurants (peer)



LeBron James likely has the largest reach out of anyone on this list and has the most social media followers, but would he make the most effective influencer? His reach expands well beyond Cleveland, so most of the people he engages with could never convert into customers. Further, it's unlikely that he would be interested in promoting the cupcake bakery unless the business did something amazing for him or paid him a great sum of money.

Conversely, the local restaurants on this list might be too small to have an impact. While the bakery could form partnerships with a few to drive customers to each other's shops, the effort may only reach a few dozen people.

Sorting the list would help the bakery find the sweet spot of Cleveland anchors and influencers who reach thousands of people and mostly connect with other Clevelanders. These [influencers are large enough to make an impact](#) but small enough to be interested in local businesses.

KEEP AN OPEN MIND WITH YOUR INFLUENCER LIST

Once you sort your influencers, you don't have to remove all the names that are too big or out of your reach. Similarly, you also don't have to drop names that are too small. This list

gives you an idea of your best influencers and those who could have potential. Plus, influence changes. Starting a partnership with a smaller influencer now could pay off over time if the influencer becomes a highly reputable source.

While size plays a significant part in choosing influencers, this element is only the first factor you should consider. You'll discover plenty of other criteria to review when evaluating your influencer list.

STEP-BY-STEP APPROACH TO GAUGING INFLUENCERS

Influencer marketing may seem like a daunting task if you manage to curate a list of dozens of people, companies, and blogs. Plus, the more you engage with your community, the more this list will grow.

However, assembling the list of influencers is only the first part of your outreach process. The next part is vetting them to see who is likely to offer the best experience for your brand and the highest ROI. Examine your influencers and address the following five questions within your spreadsheet. You may find that your list shrinks from a few dozen experts to a handful of top candidates.

ARE THEY STILL ACTIVE?

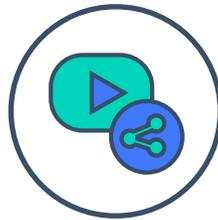
This step is an easy one to check, but many marketers have reached out to potential influencers based on their size without seeing if they're still active. Before you reach out to anyone, check to make sure they're still tweeting or posting regularly, for example. Then, verify whether they're still in the same position or if their business is still open. This step takes a matter of seconds and can eliminate anyone who has left the field or moved out of the industry.

DO THEY SHARE RELEVANT CONTENT?

Even though someone has prominence in your



✓ Active



✓ Relevant



✓ Engaged



✓ SEO Value



✓ Promotion

field and has an active audience, they may not share the types of content that would stay relevant to your brand. Some people use social media purely for personal reasons. They could either balk at the idea of promoting your content because they separate work from their personal lives, or they could share your piece next to political rants, drug memes, and sexually suggestive material. That activity is probably not exactly what you want for your brand.

Further, the audiences that these influencers share your content with may not care about your brand. You may not see the boost in traffic that you're looking for if you collaborate with them.

IS THE AUDIENCE ENGAGED?

Finding influencers requires a trifecta of audience size, relevance, and engagement. You may be tempted to reach out to an influencer in your field who has thousands of Twitter followers and posts relevant blog articles several times a day, but this influencer may not deliver the ROI you expect.

Look through their posts to understand the audience engagement level. Are people commenting, sharing, and liking what they have to say? Or do most of their Facebook, Twitter, LinkedIn, and Instagram posts meet with silence?

You don't want to remove small influencers from your list, as having a small follower count can still make you powerful. It's possible that an influencer bought followers in order to gain influence or attracts spam bots that aren't real people.

For example, let's say you promoted your product through someone who has 20,000 followers. You would expect a few hundred clicks to your website. If their promotion only generated one or two clicks, then they don't have much influence over their followers or their followers aren't real. Conversely, if you promoted a product through someone who has 2,000 followers and received hundreds of clicks to your website, then their influence is stronger even though they have a tenth of the followers.

Follower size is a great place to start, but [engagement will determine their true value.](#)

WILL THEY PROVIDE SEO VALUE?

Influencer marketing can benefit your social and SEO strategies. While having influencers promote you on Twitter or Facebook can drive people to your website, getting links from influencers can have long-term benefits.

Consider [performing a link audit](#) on their websites to determine their authority levels. How many domains link to them? What is the ratio of links and unique domains? Further, how engaged are their blog readers? Do their posts generate shares, likes, and comments? These questions will help you consider their audience quality and what kind of leads they will drive.

If you're struggling to choose between two equal social influencers, their SEO value could be the tiebreaker.

DO THEY HAVE SOMETHING THEY WOULD LIKE TO PROMOTE?

One of the easiest ways to get influencers to respond to your brand is to offer them something in return. After all, why should they risk promoting your brand if it's not going to benefit them? If you can't afford to pay your influencers for sponsored posts, which can range from \$50 to \$25,000 depending on your industry, look for individuals who want to boost their names, which is a reason that peer-to-peer collaboration is so successful. You can get attention from an influencer while using your own influencers to help them grow.

As you research your influencers, look for authors who are trying to promote their books or aspirational celebrities who are trying to raise money for a particular cause. By offering influencers a platform to talk about something they care about, you can get their attention and form partnerships easier than if you only wanted them to promote you.

WHEN TO DROP AN INFLUENCER

Even though an influencer occupies a place at the top of your curated list, they won't necessarily always be the best partner with whom to partner. As you work with influencers, you will have to remove some and replace them with others. Sometimes, you have to remove influencers because of [limited PR resources](#), but other times, the relationship may sour. Learn about a few signs that signal it's time to drop an influencer and find out how to do it professionally.

THEIR AUDIENCE OR ACTIVITY CHANGES

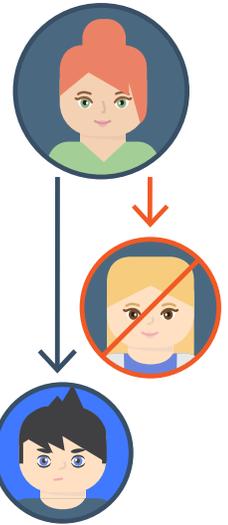
Review your "partners" list annually or biannually to see if you need to remove any influencers. You may have to remove influencers because they're no longer active or because their content has moved away from your brand. Trimming the fat will keep your list fresh so that you continue to get the most from your influencer list.

An influencer leaving the industry is the easiest relationship to end, as that individual is likely to stop working with you when moving away from the field.

YOU DON'T SEE THE RESULTS YOU NEED

You should be able to gauge what kind of results your influencers can generate within the first few posts that they share. Typically, this results gauging process is early in your relationship when you're both testing the waters to see if you feel you can work together.

Many brands prefer to run tests with their influencers before committing to a long-term partnership. You might try a few different options to see if their audience reacts to various content pieces. However, your efforts may not always work out. If this outcome is the case, gently let the influencers know that you're pursuing other options, but will consider them in the future for another test.



Audience or Activity Change



Lack of Results



They Benefit More Than You

THEY BENEFIT SIGNIFICANTLY MORE THAN YOU

One-sided relationships can be the hardest to end because the influencers with whom you're working will actively lose traffic and revenue when they stop working with you. In this case, you're putting in a significant amount of effort and not seeing results, while your efforts to help them are greatly boosting their performance.

Explain your concerns to your influencers and try to find opportunities for them to help you improve. You can suggest working with them again in the future, but know when to draw the line.

Your influencer marketing strategy will continue to evolve with your content and standing with the industry, so your list of influencers will change from their original standings as well.

INFLUENCER MARKETING TAKES TIME, BUT IT'S WORTH IT

You can't turn on an influencer marketing strategy overnight. Developing a list of influencers and curating relationships with



peers takes time. However, when done well, these influencers can drive traffic to your content and products in order to grow your sales.

Through this white paper, we wanted to give you a deep understanding of how to develop your own influencer list. However, outreach is just the early stage of successfully working with influencers. Find out how [Intellifluence can help you](#) learn more about launching your influencer marketing campaign or kicking off your influencer marketing initiatives for you.

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Intellifluence is the world's largest peer-centric influencer marketing SaaS focused on e-commerce brands.