



# INFLUENCER MARKETING STRATEGY TEMPLATE

## DEFINE YOUR GOALS

**Choose 1 to 3 primary goals.**

**Brand Awareness:** Get more people to know, recognize, and like your brand.

**Building Brand Identity:** Get people to see your brand personality and values.

**Audience Building:** Get more people to follow and subscribe.

**Engagement:** Get more shares, comments, and likes for your content.

**Lead Generation:** Get more people to sign up for your lead magnets and offers.

**Sales:** Get more people to purchase your products/services.

**Customer Loyalty:** Get people to stay interested and connected with your brand.

**Link Building:** Get more links directed back to your site.

## CHOOSE A TYPE OF INFLUENCER MARKETING CAMPAIGN

**Choose 1 to 3 ways you want to inspire, hire, or use both during your campaign.**

**Gifting:** Give free products and services to an influencer in exchange for a review or mention.

**Guest Posting:** Create and contribute content for an influencer's blog.

**Sponsored Content:** Pay for your brand to be featured on an influencer's blog or social channel.

**Co-Creating Content:** Partner with an influencer to create content that is featured on your website, their website, or a third-party website.

**Social Media Mentions:** Get a social media personality or brand to mention your brand, share your content, or post about you.

**Contests and Giveaways:** Run a contest and ask an influencer to share your giveaway event with their followers or readers.

**Influencer Takeover:** Allow an influencer to take control over your social media accounts for a set amount of time.

**Affiliates:** Provide a unique code that gives influencers a percentage of each sale they drive.

**Discount Codes:** Give an influencer a unique discount code for your product or service that they can promote and offer to their audience.

**Brand Ambassadors:** Form relationships with loyal brand fans wherein they mention or promote your brand, products, and services in exchange for exclusive offers, free products, or being featured by your brand.


IDENTIFY AND DEFINE YOUR AUDIENCE

Create a buyer persona and outline specific details about who you want to connect with through your campaign.

BUYER PERSONA

NAME:

Age: .....  
Gender: .....  
Income: .....  
Location: .....  
Family Situation: .....  
Annual Income: .....  
Education: .....



PROFESSIONAL ROLE

Industry: .....  
Job Title: .....  
Company Size: .....

Personal Philosophy Quote:

“ ”

VALUES AND GOALS

What does he/she strongly believe in? What are the characteristics of his/her personality? What are his/her professional goals? What are his/her personal goals?

- .....
- .....
- .....
- .....
- .....
- .....

CHALLENGES

What are his/her pain points? What challenges is he/she facing? What is he/she afraid of?

- .....
- .....
- .....
- .....
- .....
- .....

SOURCES AND INFLUENCE

Blogs/Websites:

Magazines:

Conferences:

Books:

Thought Leaders:

BUYING DECISIONS

What is his/her role in the purchase process? How does he/she regularly buy? What are his/her objections to making a purchase?

- .....
- .....
- .....
- .....
- .....
- .....

**Start to find influencers who fit within one or more of the following categories:**

- Bloggers
- Social Media Stars
- Celebrities
- Industry Experts
- Thought Leaders
- Customers
- Noncompeting Brands



## QUALIFY YOUR INFLUENCERS

## Ensure your influencers are the right fit for your brand and goals.

[illegible]

## CREATE CONTENT INFLUENCERS CAN'T REFUSE

## Create irresistible content idea for influencers by targeting top keywords and filling in gaps in their content.

[illegible]

# TRACK YOUR OUTREACH

Track the outreach process and status of each influencer campaign.

INFLUENCER:

	CONNECTION NO. 1	CONNECTION NO. 2	CONNECTION NO. 3	CONNECTION NO. 4	CONNECTION NO. 5
CONTACTED BY					
DATE					
INFLUENCER CONTACT					
NOTES					
PLANS FOR FOLLOW-UP					
STATUS OF OUTREACH STATUS					



# TRACK AND ANALYZE YOUR RESULTS

Track and analyze your results as they relate to your initial goals.

- **Brand Awareness Metrics:** website traffic, page views, social mentions, time on site, site users
- **Building Brand Identity Metrics:** social mentions, PR coverage (number of articles or links)
- **Audience Building Metrics:** opt-ins, follows
- **Engagement Metrics:** shares, comments, and likes
- **Lead Generation Metrics:** opt-ins
- **Sales Metrics:** new sales, revenue changes, price per ticket
- **Customer Loyalty Metrics:** customer retention rates, renewal rates
- **Link Building Metrics:** number of links, quality of links

	CAMPAIGN METRICS			
WEEK ONE				
WEEK TWO				
WEEK THREE				
WEEK FOUR				
WEEK FIVE				
TOTAL CAMPAIGN				

NOTES: