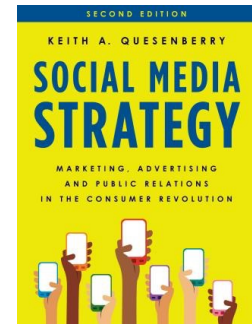


GUIDE TO INFLUENCER MARKETING

Influencer Marketing uses leaders as brand advocates to reach a larger market. It is a growing part of social media strategy. Below is a guide to select the right influencer marketing program for your brand. Start on the left to ensure you are rooted in sound business objectives and you know your target market. Next, select the method of influencer marketing and social channels (which should match target audience use). Then choose the type of influencer and type of content and ensure you follow FTC Endorsement Guidelines with training, monitoring and documented policies. Finally, identify key metrics by channel/objectives to measure success.



Objectives and Target Audience (sales, awareness, leads, reputation, etc)	Method and Compensation (per post, free product, commission, etc)	Social Channel (social platform, Instagram, Twitter, blog, podcast, etc)	Type of Influencer (thought leader, social media star, or celebrity)	Type of Content (more control to less control)	Monitoring and Metrics (discloser, policy and performance)
Objective 1: Target:	(1) Brand Influencer Program (one-to-one)	Channel 1:	Macro Influencer: (100K+ followers)	(1) Influencer Shared Brand Content	FTC Endorsement: (#sponsored, #contest, #promotion, #ad, etc)
Objective 2: Target:	(2) Influencer Platform/Network (one-to-many)	Channel 2:	Mid-Level Influencer: (25K-100K+ followers)	(2) Influencer Created Brand Content	Social Media Policy:
Objective 3: Target:	(3) Influencer Agency (one-to-one-to-many)	Channel 3:	Micro Influencer: (50-25K followers)	(3) Product/Service Review or Mention	User Generated Content Policy:
Objective 4: Target:	(4) Brand Affiliate Program (one-to-one)	Channel 4:		(4) Influencer Brand Account Takeover	Privacy Policy:
	(5) Affiliate Platform/Network (one-to-many)			(5) Brand Guest Content Contribution	
	(6) Affiliate Agency (one-to-one-to-many)			(6) Contest/ Giveaway Collaboration	