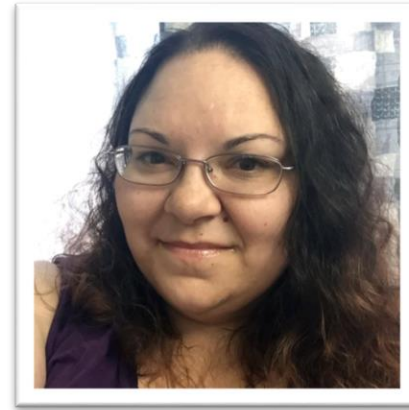


Profitable Influencer Marketing 101



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You're here because you want to know...

**Can I actually hit
my KPIs with
Influencer
Marketing?**

Early Planning

► Identify Targets

- Who are your customers?
- What social media platforms do they spend their time on?
 - Instagram? YouTube? Or elsewhere?

► Identify Influencers

- What is your campaign budget (i.e. Who can you afford?)
 - Micro (Under 10k Followers)
 - Macro (10k – 250k Followers)
 - Celebrity (1mm+)
- How do you want to pay?
 - Per post? Per impressions? Affiliate/revenue sharing?
- Who are your biggest champions on Social Media?
- What channels make the most sense for your brand?

Ask Yourself...

What does success
in this campaign
look like?

Internal Strategy

► Identify Offer

- What kind of offer will get users' attention?
 - Free product? Percentage discount? Free shipping?
- What kind of offer will make financial sense with your goals in mind?
- What are the metrics of your business?

► Identify Creative

- Will potential customers benefit from videos or be turned off?
- What tone will your creative be?
- What are your brand guidelines?

Ask Yourself...

What does your
creative look like?

Develop Your Content

► Copy

- Research allowable character counts, suggested language, and rules.
- Keep your goals in mind when developing content
 - Including calls to action, not distracting from making the sale, repeating the offer, etc.

► Creative

- Be mindful of the native image sizes for the social network you're working on (i.e. square for Instagram)
- Identify what you want your ads to look like – will they be testimonials, styled product shoots, gritty realistic shots, memes, or not look like ads at all?

Make Contact

▶ Contact Influencers

- Most influencers that are open to advertising don't make it hard to be contacted
- Some research required
- Start with the familiar (affiliates, reseller partners, etc.)
 - Is there crossover into the Influencer world?

▶ Invest in Tools as Needed

- Influencer Networks
- Graphic Designers
- Customer Relationship Management (CRM) services

Start Testing

► Use a Scientific Method

- Are your results replicable with other influencers?
- Clearly define your goals – what does making money mean to you?
 - Sales? New Customers? Sign Ups? Brand Awareness or Engagement?
- Limit your variables with regard to content
 - Consider all aspects of a post – images, content, captions, hashtags, sharing, etc.
- Start small
 - It's better to focus on one or two social channels at the beginning – don't spread yourself too thin on every social media app under the sun
- Use data, not feelings
- Research & Follow the rules
 - Be mindful of FTC Guidelines for Disclosure
 - #ad or #sponsored

What does a test look like?

Case Study Influencer: @drunkbetch

- Started Testing in May 2018 with 3 posts, posted every other week
- Used our top performing creative at the time
- Had 955k followers at the first contract; paid \$225 per post (23¢ CPM)
- Test generated \$3500 in sales & turned into a control we still run today

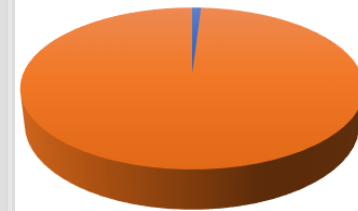
parents at 27: married, 2 kids, house

me at 27: what should i get with my
50% off & FREE shipping at
AdamAndEve.com?

Adam & Eve #1 Adult Toy Superstore

MY HEART	
resting	
exercising	
getting 50% off + FREE Shipping Adam & Eve	

What I spend my money on



■ adult responsibilities
■ 50% off items at ...

Adam & Eve
www.adamandeve.com

Bautista
DIRECT MARKETING

What does a test look like?

► Case Study Influencer: @that_basic_bitchhh

- Started Testing in November 2017 with 3 posts, posted every other week
- Used our top performing creative at the time
- Had 618k followers at the first contract; paid \$100 per post (16¢ CPM)
- Test generated \$1100 in sales & turned into a control we still run today

Fi yuo cna raed tihs, yuo hvae a sgtrane mnid. Ew wnat ot rwerad yuo yb gvinig yuo 50% OFF ta AdamAndEve.com. Use teh cdoe bleow adn tag a fiend to tset tehm.

The image shows three identical promotional banners stacked vertically. Each banner features the Adam & Eve logo and website URL on the left. On the right, there is a product image and a call to action. The top banner features a pink vibrator and the text: 'Screenshot now and use the code in the caption below to get 50% OFF & FREE SHIPPING at AdamAndEve.com'. The middle banner features a white vibrator and the text: 'Screenshot now and use the code in the caption below to get 50% OFF & FREE SHIPPING at AdamAndEve.com'. The bottom banner features a blue vibrator and the text: 'Screenshot now and use the code in the caption below to get 50% OFF & FREE SHIPPING at AdamAndEve.com'. Each banner is framed with a dashed cyan border and has the text 'SCREENSHOT NOW & SHARE' at the top.

The perfect website doesn't exi...

Adam & Eve
www.adamandeve.com

Use the code in caption for
50% off almost any item and
FREE US/CAN Shipping!

Let Your Campaign Mature

► Identify Controls

- Learn from your tests to find what works
 - Creatives that work, Influencer's following size, account types, audience engagement, etc.
- Continue developing relationships with your existing influencers
 - They may give you valuable feedback that will improve your overall campaign and bring you other exclusive advertising opportunities
- Confirm with data but value relationships
 - Be willing to negotiate when it makes sense

► Improve Efficiency

- What tools can be used to generate more leads?
- How can we achieve our goals with less time/effort/money?
- Can we expand to other Social Networks?

Test More!

► Variety of Testing

- Don't rest on your laurels – social media changes frequently
- Markets change, so test new offers, creatives, or types of influencers
- Be strategic – use the resources within your company to draw inspiration
- There is value in watching trends – you can gain inspiration for new tests
- Rely on data from your control group of Influencers to help dictate campaign changes
 - Posting frequency? Days and times? Types of creatives?

Words of Wisdom

► Get it in writing

- Use basic contracts, get Influencers to sign them, and put all contract details and what you are expecting from the Influencers in writing

► Use payment methods with protection

- PayPal's "Goods & Services"

► Be professional

- Social media can be the wild west, so remember to maintain your professionalism at all times

► Teach Them

- Many Influencers are not familiar with standard media buying or promotions, so be willing to hold some hands along the way

► Stay above board

- Track your payments and tax liability, collect W-9 forms from US Partners and W-8BEN forms from international partners.

Questions? Ask!



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