

## A guide to Influencer Marketing for small businesses

### Introduction to influencer marketing

Influencer marketing allows you to work with genuine fans of your brand and your most influential customers, as they create authentic content that they know will resonate with the following that they've worked so hard to grow. People follow influencers because they like and relate to them, they therefore trust what they say and what they create content around. Influencer marketing allows for authentic engagement with your brand. You can then boost your influencer content to specific audiences - adding a call to action - or license the content to own and use on your own channels. With a successful influencer marketing strategy, you can turn your customers into your marketing department, creative department and sales department.

### What marketing challenges is it best suited to

Influencer marketing helps to build authentic awareness and engagement around your brand, fuelled by your real customers, within a social environment. It also allows you to gain content that you can repost, or license to own and use yourself.

Therefore, the main challenges it is suited to are building awareness, reach, engagement and word of mouth recommendation. Influencer marketing is not performance marketing, and therefore it isn't best suited to directly increasing sales. Many people will see an influencer post about a product, and then purchase that product at a later date, so it's hard to directly track.

Instead, use influencer marketing to gain authentic, beautiful content celebrating your brand, allowing for word of mouth recommendations from real people, and testing what content resonates best in a social environment. Then turn your top performing content into ads to help boost sales, if that is your main objective.

### How to reach your audience

Influencer marketing is a purely social activity, with content running predominantly on influencers' feeds, such as Instagram, Facebook, Twitter and, more recently, TikTok. You are targeting the followers that they have authentically grown over time. Content can run on mobile and laptops/desktops, but it is mobile first typically. When using a platform to facilitate your influencer marketing, you can measure the influencer's statistics, including average reach and engagement, as well as audience demographics like age, gender and location to ensure you're targeting the correct audiences.

## Creative considerations & typical lead times

When writing your brief, consider that the influencer you are working with knows their audience the best and knows what content will work well on their feeds. Give them creative freedom, with brand guidance from you around look, feel and messaging.

If you're able to provide visual direction in the form of a mood board or something similar, this will be really helpful to influencers. Consider exactly what you want from the content and how this is reflected in your mood board, for example: Do you want dark, homely tones or bright pastel colours? Indoors or outdoors? Influencers will take this direction quite literally.

On most platforms, influencers set their own fees, based on rate guidelines on reach/follower size. Their engagement rates and the time spent creating the content is also factored into the final fee.

You should be able to negotiate on fees, but within a respectful bracket. At influencer marketing agency TRIBE, the typical turnaround time for a campaign is 45 days, from brief going live, to receiving submissions, to those being approved and the content going live. However, influencer marketing campaigns can be turned around extremely quickly, particularly if you use a platform for speed and scale.

## Media budget considerations

For the most part, influencers set their own fees based on platform guidelines. The lower you go in follower size, the cheaper the rates and vice versa.

Early strategies are about scale. A recommended entry level budget is around £5k, which would allow you to work with 20+ influencers at a 600k reach average. You can go lower, but ideally no lower than £1k.

A solid budget like £5k allows you to work with a good amount of influencers, gaining a volume and variety of content which will give you varying results and allow you to test what works well for your brand and optimise accordingly.

Typical campaign turnaround time is 45 days - from brief, to posts approved and going live. However, campaigns can be turned around in a matter of days if needs be.

## Technical considerations

Knowledge of influencer statistics such as engagement rate, cost per engagement and reach are preferable, but it's not detrimental if you don't have a good knowledge of these.

Influencer platforms such as TRIBE will support you with dedicated Customer Success teams who can guide you through your KPIs and objectives, as well as what your influencer statistics/data need to look like to achieve your goals.

You can also discuss the above with influencers and ask them to post their content at their highest time of engagement, for example.

## Real-life campaign examples

A successful influencer marketing campaign will take into account what your brand's KPIs and objectives are. As mentioned above, influencer marketing allows you to use your customers as your marketing, creative and sales departments. Depending on your objectives they can be one or all of these. Influencer marketing itself is all about gaining beautiful content and word of mouth recommendations from real people.

Then if you need content to own and use yourself, you can use influencers to create this for you, or license your existing influencer content, making them your creative department.

To drive sales, you can boost your top performing influencer posts, or license and turn them in to ads, with a call to action and click through to your channels where consumers can purchase - making Influencers your sales department.

Here are some examples of SME influencer campaigns:

- [DrinkUp.London](#)
- [Coconut Collaborative](#)
- [Fit Kitchen](#)
- [Get Safe Online](#)

With thanks to the businesses who authored this guide:

TRIBE

**TRIBE** is a content-first tech platform that connects brands to creators at scale, who in turn create branded content for performance. Creators are your real customers and will pitch to work with you with their content already created. You purchase what you love, based on their content, caption, statistics, audience demographics and price. This content is then posted to their channels, licensed for you to own and use, boosted to your target audience, or all three!

 **influencer**

**Influencer** is the intersection between extraordinary creativity and exceptional technology. It translates top-level media strategies into award-winning influencer campaigns that align with key brand KPIs. Its pairing of innovative creative strategy and insights grounded in data produces purpose-driven content that is easily amplifiable and leaves a lasting impact on millions. It sets out to build meaningful relationships between brands and creators. Co-founded by entrepreneur Ben Jeffries and YouTuber Caspar Lee, Influencer has produced award-winning campaigns for global brands such as The British Army, Superdry, Starbucks, Pantene, Odeon, Uber Eats, and Barclays, to name a few.