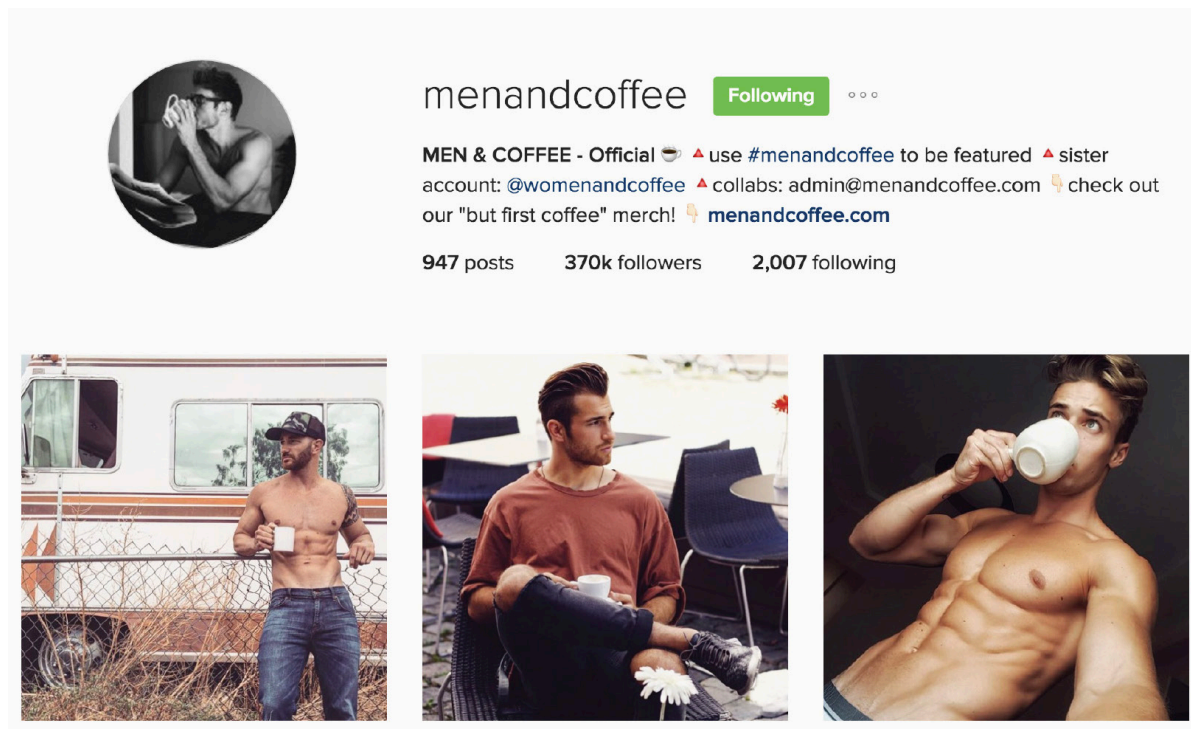


What Is an Instagram Influencer and How Can They Help My business?

An Instagram Influencer is someone who has built a high quality following on Instagram. Generally their follower count will be anywhere from 10,000 – 1million+. *(Although smaller accounts can be considered. You'll learn how to choose an Influencer later in this guide.)*

An Instagram Influencer doesn't just have a large following though. **They must also have an engaged and active audience** *(this is the key to a successful Influencer campaign.)* If their audience isn't engaging with the influencer's posts, it's unlikely you will make a return on your investment when working with them. To avoid this, look for an average engagement rate of at least 2% on their five most recent photos. *(I'll show you how to calculate this later.)*

By collaborating with Instagram Influencers you can **massively increase the reach of your business, source high quality content, develop brand advocacy, generate new followers, email subscribers, traffic to your site and, of course, more income!**



My account @menandcoffee falls into this category - high following, high engagement & proven influence over my followers.

How to Determine The Type of Influencer You Want to Work With

First you must be very clear on who your target market is. (Complete the [Determine Your Demographic Workbook](#) to become more familiar with your target market.)

[Click to download](#)

To get the most out of an Influencer Campaign **you're only going to want to work with Influencer's who have the same target market as you** (or as close as possible.) The reason is, when they tell their audience about you, your account and everything you offer is going to resonate with that audience and that is what leads to conversions.

For example: if the influencer's audience is men who are looking to build muscle in the gym and your business is geared towards women who want to eat healthy, while they are in a similar niche, there is a strong disconnect between the two audiences, and your campaign will likely flop.



How to Find High-Quality Influencers

Finding potential Influencers to partner with requires a little bit of research. Refer to the video below to see my quick and easy method for finding and tracking potential Instagram Influencers



[Click to play](#)

[Click here](#) to download the **Influencer Tracker Spreadsheet**

[Click here](#) to download the **Engagement Rate Calculator**

Don't have excel? Upload these documents to Google Sheets - it's free!

039						
	A	B	C	E	F	G
1	Engagement Rate Calculator					
2	Fill in the pink cells to get the average engagement rate for any Instagram account					
3						
4						
5		Likes	Comments			
6	Pic 1					
7	Pic 2					
8	Pic 3					
9	Pic 4					
10	Pic 5					
11						
12	Followers					
13						
14	Avg Engagment Rate	#DIV/0!				
15						

How to Craft Your Offer & Contact The Influencers

Now that you have a list of Influencers you are interested in working with. It's time to determine exactly how you want this partnership to function.

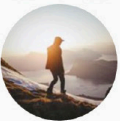
Keep in mind that most of these people are using Instagram as their job and potentially their main source of income which means **you're going to have to invest in them in order for the partnership to work.** Generally you have two options:

1. **Pay the Influencer a set amount of money for exposure to their audience** (*usually in the form of a Sponsored Post**)
2. **Send the Influencer free products or services in exchange for exposure to their audience**

**A sponsored post is a post the influencer will share on their Instagram feed that is dedicated to your brand. The image will highlight your product/service/brand and the caption will encourage their audience to visit your feed. If done right, these posts will send a surge of traffic to your feed and potentially an influx of new followers, subscribers and customers.*

I suggest you start by offering something for free in exchange for a post and wait for their response. If they require further compensation you can negotiate a price that fits inside of your budget.

If you're not sure the worth of a sponsored post, check out sites like [Whalar](#) to find out what specific Influencers are charging.



@fabiozingg

Fabio Zingg

Male | Busswil

29.7k

Followers

6.0k

Av. Likes

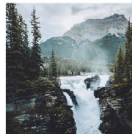


20.31%

Eng. Rate


from \$50 USD

Travel

+ ADD TO SHORTLIST



View bio and images



@naturallymeghan

Meghan Langhorn

18 - 25yrs | Female | North Wales, UK

119.1k

Followers

2.4k

Av. Likes




1.98%

Eng. Rate

from \$80 USD

Food Healthy Living

+ ADD TO SHORTLIST



View bio and images

When contacting the Influencer you should include:

Information about your brand, how it relates to their feed and the product/service you're willing to send to them in exchange for a sponsored post. Copy and paste the example copy below and plug in your details to make this process super quick and easy!

Hi [Influencer's Name]!

My name is Alex and I'm reaching out on behalf of my business, Calming Candles. Our company hand makes candles that are infused with essential oils that help relieve stress and anxiety. They come in a variety of scents, colors and sizes, which our customers love.

I came across your feed and couldn't help but contact you! Your focus on mindful living, yoga, and essential oils is right in line with our brand.

I would love to send you three candles of your choice for you to try and share with your audience. Please let me know which ones you would like by visiting our site (www.site.com) and the best address to send them to.

Thanks so much and I can't wait to hear back from you!

*Alex Tooby
CEO Calming Candles
www.site.com*

If you don't have a product or service to offer and you simply want to pay for a post, you can just ask the Influencer for their prices, or for a quote for the service you're looking for.

For example: you may want to know their prices for 1 sponsored post VS 3 sponsored posts, or the amount they charge for you to change the link in their bio (*this can be expensive but super powerful in getting direct clicks to your site, product, or service!*)

When the Influencer responds you should make sure the following items are discussed before proceeding with the campaign:

Expectations – Be very clear about the content you want them to produce. Keep in mind that Influencer Campaigns work the best when you allow the influencer creative control. They know what their audience responds to, so instead of forcing your idea, **send them a couple of images you like and ask that they do their best to produce something similar.**

Additionally, you will want to clearly outline how you the Influencer should write their caption. I suggest providing an example and asking them to adjust as they see fit. Here's a potential caption:

“Wow, completely and utterly obsessed with this lavender candle from @calmingcandles! I lit one beside my bed after a long day at work and not only did I have the best sleep but I woke up feeling totally refreshed and energized. You guys NEED to try these! Visit @calmingcandles to grab your own! #calmingcandles #ohheckyes #sp”

Note that I've included brand hashtags as well as the tag “#sp”. **This means “sponsored post” and is required by Instagram whenever you have paid someone to create a post for you** (*whether it was paid in cash or in product.*) You can tell the influencer to use #ad as an alternative.

Content Usage – Discuss with them what you would like to do with their content after they've shared it. While the copyright will remain with the Influencer, I suggest asking for permission to use it on your website / social media accounts in the future.

Timeframe – Give them a specific date that you would like the post to be shared by (*considering the time it takes to ship any product you're sending.*)

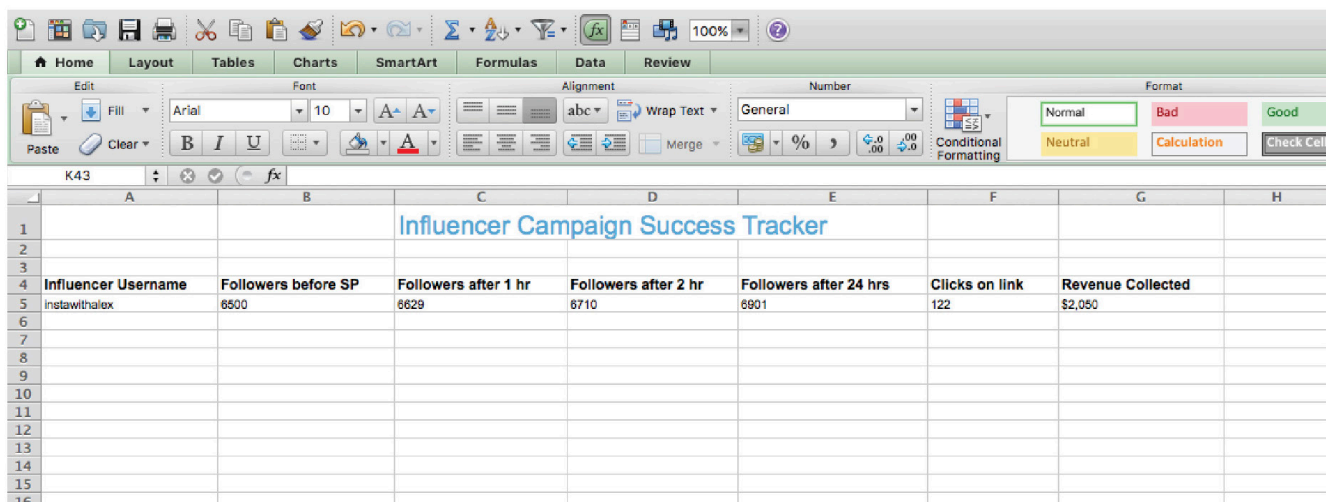
Payment – If you have agreed on sending compensation to the Influencer, discuss their preferred method of payment. Most often this will be a PayPal payment made prior to the sponsored post being shared. If you want the post shared on Monday, send the payment Sunday to avoid money sitting stagnant for too long. If the amount is relatively high I suggest crafting an official agreement that both parties sign in order to protect you from losing any funds.

Tracking The Success Of Your Influencer Campaign

Due to Instagram's limitations it's nearly impossible to track 100% of your influencer campaign, however there are a few things you can measure to see if you received a return on investment.

1. **Right before the time of posting, document how many followers you have.** When the sponsored post goes live write down the increase in followers after 1 hour, 2 hours, and 24 hours. Any influx in the first 1 – 2 hours will most likely be from your Influencer Campaign, however the benefits can continue for 24+ hours.
2. **Change the link in your bio to a fresh bit.ly link prior to the sponsored post going live.** By doing so you can track how many clicks you receive after the sponsored post goes live and attribute some of them to the influencer campaign. Keep a close eye on what happens within the first few hours.
3. **Document any sales made following the sponsored post.** *Pro Tip:* give your influencer a coupon code to share with their audience. This will not only encourage more people to purchase but will make your tracking process 100% more clear. All sales that come in with that coupon code can be credited as a return on investment from your Influencer Campaign.

[Click here](#) to download the **Success Tracking Spreadsheet**



The screenshot shows an Excel spreadsheet with the following data:

	A	B	C	D	E	F	G	H
1			Influencer Campaign Success Tracker					
2								
3								
4	Influencer Username	Followers before SP	Followers after 1 hr	Followers after 2 hr	Followers after 24 hrs	Clicks on link	Revenue Collected	
5	instawithalex	6500	6629	6710	6801	122	\$2,050	
6								
7								
8								
9								
10								
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16								

Making The Most of Your Campaign

The benefits don't have to end after the post on the Influencers page has stopped gaining traction. Use the content they created in other areas of your business to really make the most of your investment.

Here's three practical ways to extend it's power:

1. Add it to your website. Use the image created by the Influencer in your e-commerce store to highlight your product and provide potential customers with social proof. *(Do this with other customer's content as well, not just paid promotions!)*

2. Turn it into a Facebook or Instagram ad. Not only do we hire Influencers to help expand the reach of our businesses, we do it because they take great photos! Take advantage of the content they've provided by using it as an advertisement. Great images are the first step to a great ad.

3. Share it on other social channels. A great photo of your product shouldn't stop on Instagram, pin it to Pinterest, share it to Twitter, or post it on Facebook. With different audiences on each channel, spreading your content across them increases the chances of it being seen.

Disclaimer: Always make sure you have permission to use the content before doing so. Make this clear when you're organizing the logistics of the campaign with the Influencer.

Congrats!

You've successfully facilitated your first Influencer Campaign!

With one under your belt, the rest will become easier and easier. Through trial and error you will find exactly what works for your audience, the Influencers that have the highest rate of return, and the price you're willing to pay for each campaign.
