

INFLUENCER MARKETING TRAINING MODULE



SHIRE MARKETING SPECIALISTS
IN PARTNERSHIP WITH

UNCOVER THE COTSWOLDS

INFLUENCER MARKETING BENEFITS

Builds a larger brand following
Increase your company's credibility
Bring in more sales and new leads and conversions



Beyonce & Airbnb

INSTAGRAM FOLLOWING = 170 MILLION!

FACEBOOK = 60 MILLION LIKES!



It was a Super weekend Airbnb





WHO ARE YOU TRYING TO INFLUENCE?

Who is your target audience?

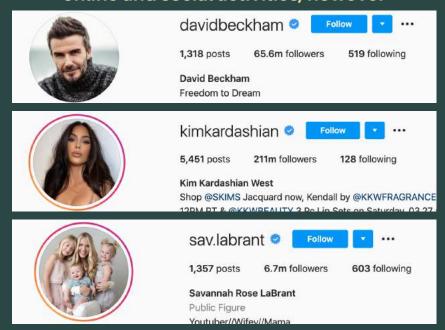
Who do they follow?

Where they consume their information?

MEGA INFLUENCERS

1 MILLION + FOLLOWERS

Celebrities; movie stars, sportspeople, musicians, reality television stars.
Some mega-influencers have gained their vast followings through their online and social activities, however



MACRO INFLUENCERS

40K-1 MILLION FOLLOWERS B-grade celebrities or successful online experts.









1,675 posts

189k followers

756 following

Jehava

Blogger

Wifey for 15 years + Boy Mama

Foodie +Style + Travel



eskimo

2,293 posts

Follow



172k followers

412 following

Nico | @hansegang

Photographer

Home Port Hamburg

@ @sleeplesswanderers



followtiffsjourney

Follow



2,024 posts

76.2k followers

1,238 following

Tiffany

Blogger

I don't want to just see the world, I want to hike it



MICRO INFLUENCERS

1K - 40K FOLLOWERS

Ordinary everyday people who have become known for their knowledge about some specialist niche



shedot.travels





•••

218 posts

16.1k followers

2,339 following

S A Z W | UK Travel Blogger

Blogger

A adventure guide for the broke but boujee



silkyclemmytwinsmom

Follow

•

•••

2,011 posts

26.3k followers

3,093 following

MAMMA SILVIA & GEMELLE

Blogger

Mamma Multitasking: vivere col sorriso 💞



withlove_seth

Follow



2,816 followers

667 following

Just Call Me Seth

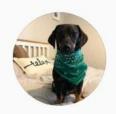
Personal Blog

229 posts

A married €, dog lover €, selfie obsessed J, wanna be influencer

NANO INFLUENCERS

SOMETIMES LESS THAN 1K FOLLOWERS Small following, but experts in a specialised field.



stanleythedaxijack

Follow



•••

51 posts

350 followers

395 following

- ·Stanley, 2 years old, born May 2018 69
- Lives in the Cotswolds
- Loves sleep, walks and afternoons in the pub!



annabelkh

Follow

*

••

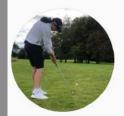
247 posts

828 followers

335 following

Annabel

The Cotswolds



_jmooney__

Follow



••

227 posts

326 followers

534 following

James Mooney

moonerss

INFLUENCER MARKETING TOOLS



Hootsuiteinfluence









FOURSTARZZ





HypeAuditor



Look into the type of influencers you're interested in.

Are you going for celebrities with massive followings?

Or microinfluencers with less than 2000 followers?

Perhaps something in between in the 5-10k follower range is more your preference.

Whatever you decide to focus on will determine your budget.

Think about the expected ROI of your social influencer marketing campaign

How will you gauge the contributions of influencer posts to your overall marketing goals?

Research is key and you'll find yourself returning to this step often in the process.

SET A BUDGET AND MANAGEMENT STRATEGY

Create your budget

Factor in time for planning, execution and review

Consider your hands-on approach



DECIDE ON YOUR GOALS AND MESSAGE

Your message is just as important as your goal.

What are your brands needs?

Determine how you want to structure your influencer marketing campaign and message so you can stick to it later on.



INFLUENCER OUTREACH: HOW TO CONTACT INFLUENCERS

Does the influencer already post about similar things to your service?

Are they legit?

Have they worked with similar brands before?

The more you invest in an influencer, the more you'll want to vet them.

How will you be reaching out to them?

Reach out in a non-aggressive manner

Make a human connection

Leverage Your Network

Keep a List of Your Outreach Efforts



FOLLOW THE RULES

The Advertising Standards Authority states that brands must insure that influencer marketing is obviously identifiable within posts.

Marketing communications must be obviously identifiable as such

Unsolicited e-mail marketing communications must be obviously identifiable

Marketing communications must not falsely claim or imply that the marketer is acting as a consumer or for purposes outside its trade

Marketers and publishers must make clear that advertorials are marketing communications





More training modules are available from Cotswold Tourism

For any further specialist support please contact us

info@shiremarketingspecialists.co.uk