



# 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**



# Beyoncé & Airbnb

**INSTAGRAM FOLLOWING =  
170 MILLION!**

**FACEBOOK =  
60 MILLION LIKES!**



**Beyoncé**

February 8 at 8:47am · 🌐

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



Profile picture of David Beckham, a man with short brown hair and a beard, wearing a dark sweater.

davidbeckham  [Follow](#)  

1,318 posts    65.6m followers    519 following

David Beckham  
Freedom to Dream




Profile picture of Kim Kardashian West, a woman with long dark hair, wearing a gold necklace.




kimkardashian  [Follow](#)  

5,451 posts    211m followers    128 following

Kim Kardashian West  
Shop @SKIMS Jacquard now, Kendall by @KKWFRAGRANCE 12PM EDT & @KKWBEAUTY 2 PM EDT on Saturday, 03/27



Profile picture of Savannah Rose LaBrant, a woman with blonde hair holding a baby, with another woman standing behind her.

sav.labrant  [Follow](#)  

1,357 posts    6.7m followers    603 following

Savannah Rose LaBrant  
Public Figure  
Youtuber//Wife//Mama

# MACRO INFLUENCERS

40K - 1 MILLION FOLLOWERS

B-grade celebrities or successful online experts.



onlygirl4boyz

Follow



1,675 posts

189k followers

756 following

**Jehava**

Blogger

Wifey for 15 years + Boy Mama💙

🍷 Foodie +Style + Travel



eskimo

Follow



2,293 posts

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 [Follow](#) ▼ ⋮

218 posts    16.1k followers    2,339 following

S A Z  | UK Travel Blogger  
Blogger

🌟 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](#) ▼ ⋮

229 posts    2,816 followers    667 following

Just Call Me Seth  
Personal Blog

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

# NANO INFLUENCERS

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



stanleythedaxjack

Follow



51 posts

350 followers

395 following

- Stanley, 2 years old, born May 2018 🐶
- 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



**Hootsuite™**



**influence**



**ASPIREIQ**

***Heepsy***



**FOURSTARZZ**



**HypeAuditor**

**MOZ**

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](mailto:info@shiremarketingspecialists.co.uk)**