



THE HODGES PARTNERSHIP

# PLAYBOOK: WORKING WITH SOCIAL MEDIA INFLUENCERS



Influencer marketing is a type of social media marketing that uses third-party endorsements and product mentions from influencers.

If influencer marketing isn't baked into your digital marketing strategy, it should be! Influencers are a great avenue for sharing your brand's content to the public in a more direct and impactful way.



# **BENEFITS OF INFLUENCER MARKETING**

## Tangible Benefits

- Engagement, views, impressions, reach, etc.

## Intangible Benefits

- Trust and authenticity in your brand
  - Builds credibility
- 

# INFLUENCER CAMPAIGN PROCESS

## 1. Set Goals

- Project begins with a deep dive into your brand goals, campaign budget and target audience

## 2. Research

- Curate a list of influencers whose followers meet your target demographic and are within budget

## 3. Production

- Contracts and timelines established
- Influencers develop creative assets (video/images) for your brand

## 4. Launch

- Creative assets are released and promoted to the influencer's audience

## 5. Measure

- Measure the performance of the campaign



# WHAT ARE YOUR GOALS?



**Brand Awareness** — more people know and like the brand

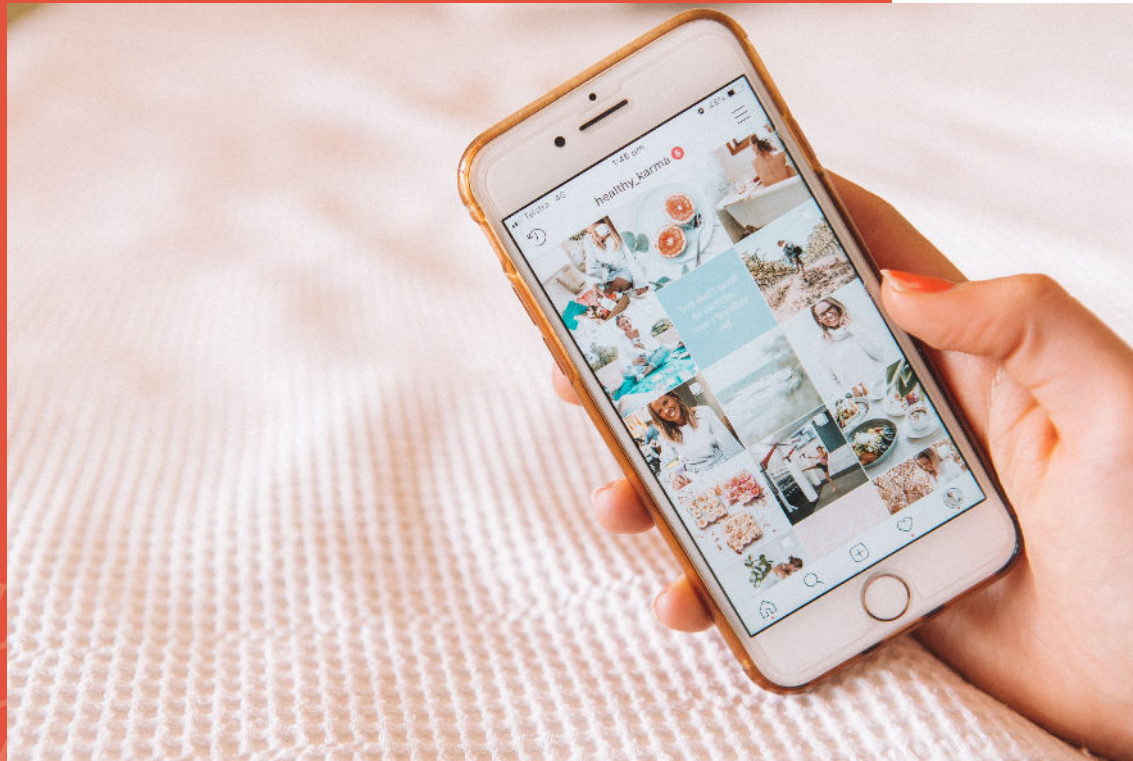
**Lead Generation** — people sign up for the lead magnets and offers

**Customer Loyalty** — get people to stay interested and connected with brand

**Audience Building** — more people follow and subscribe

**Building Brand Identity** — people see your brand's personality and values

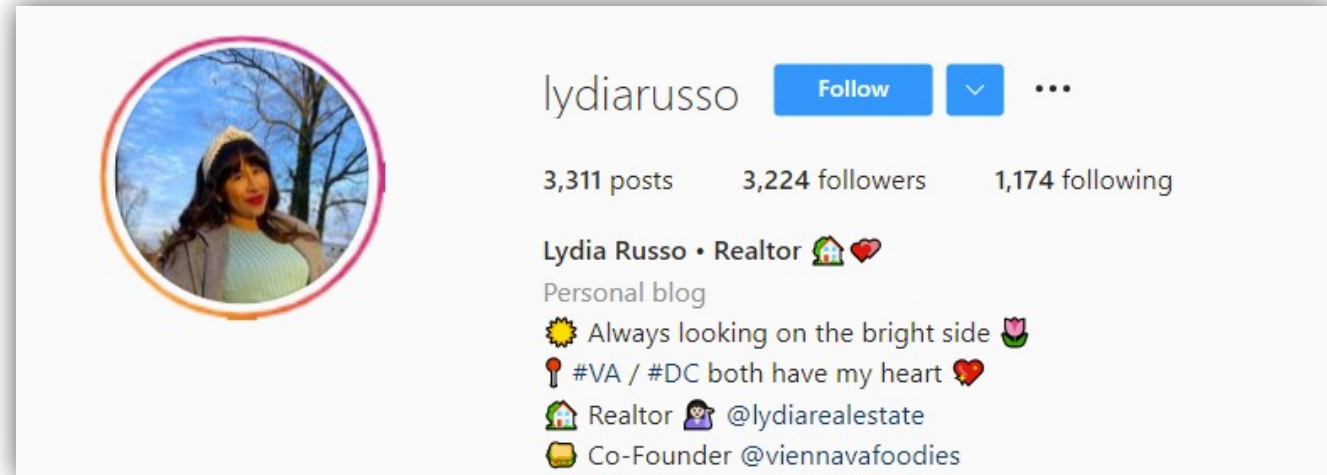
# BUILD YOUR LIST



- Do your homework
  - Engagement
  - Authenticity
  - Frequency
  - Audience
- Are they in your budget?
- Utilize existing relationships
- Third party services
  - Influence Central, Viral Nation, etc.

# TYPES OF INFLUENCERS

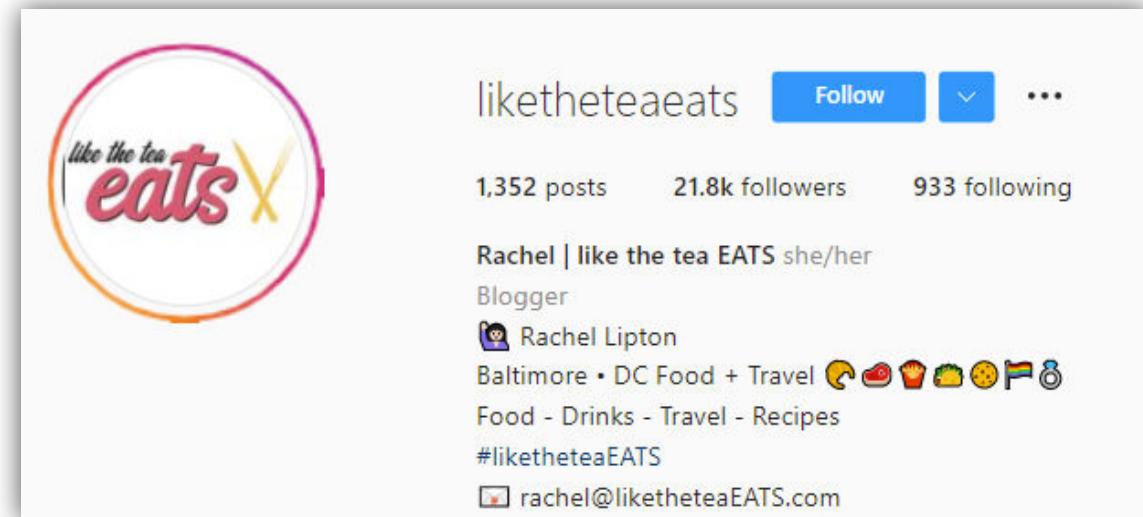
- **Nano-influencer:**  
1,000 to 10,000 followers
- **Micro-influencer:**  
10,000 to 100,000 followers
- **Macro-influencer:**  
100,000 to 1 million followers
- **Mega-influencer:**  
Over 1 million followers



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## **THINK SMALL**


Don't knock a nano/ micro-influencer just because they're not a Kardashian

- Easier to connect with
- Higher engagement / ROI
- Genuine content
- Works well for smaller marketing budgets
- Follower loyalty





## **DON'T FORGET THE LEGAL!**

- Influencer agreements help to protect both parties
    - Payment expectations, campaign timeline, instructions, etc.
    - Termination clauses
    - FTC Guidelines for Testimonials and Endorsements
    - When in doubt, run it by a lawyer
    - Final metrics due
  - Influencers may be covered by Screen Actors Guild – American Federation of Television and Radio Artists if the influencer is union.
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# MINI PLAYBOOK: INFLUENCER EVENTS

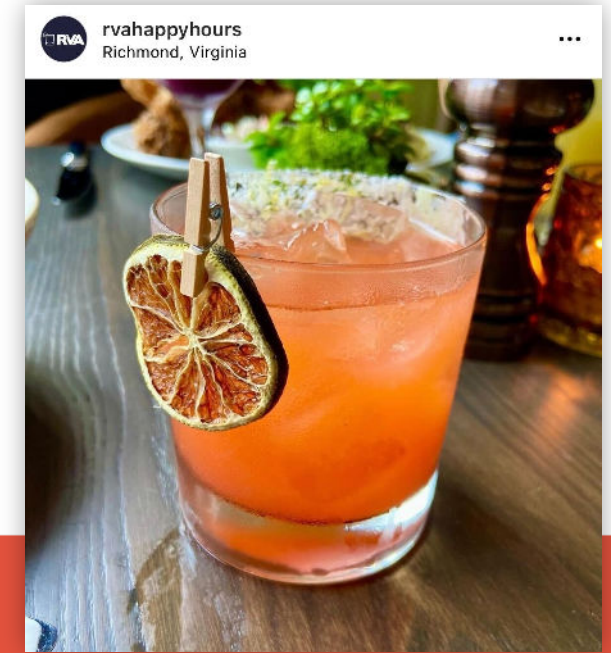
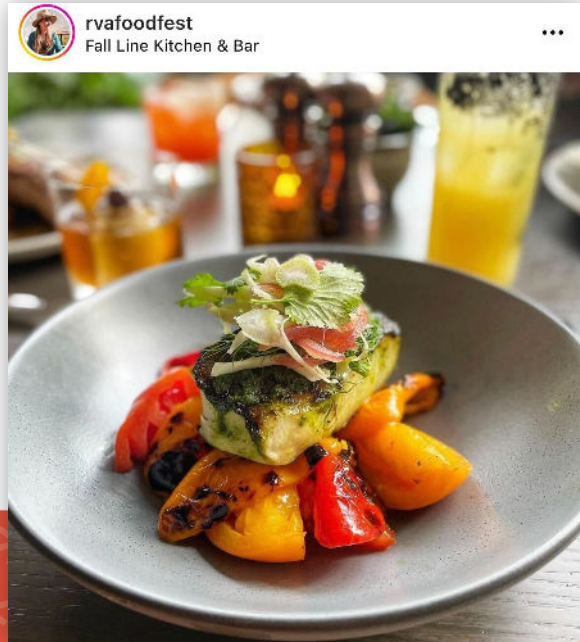




Influencer events are a great way to share your brand's products or experiences, and they can help build connections for future announcements for events.



# THP CASE STUDY: A TASTE OF FALL/LINE KITCHEN AND BAR





# **INFLUENCER EVENTS: THINGS TO REMEMBER**

## **Before the event**

- Set your goal for the event
- Develop a run of show
- Send a thoughtful invitation

## **After the event**

- Send a thank you note
- Monitor for coverage

# MINI PLAYBOOK: INFLUENCER GIVEAWAYS





Influencer giveaways and contests are a popular way of increasing engagement on social media platforms like Facebook and Instagram. Executing that giveaway? Now, that takes skill.



# THP CASE STUDY: MOTHER'S DAY PARTNERSHIP WITH @THEWESTENDMOM



thewestendmom • Follow  
Paid partnership with [willow\\_lawn](#)  
Willow Lawn



thewestendmom The Outdoor Plaza at Willow Lawn: This play spot & outdoor seating area is located at [@willow\\_lawn](#), #RichmondVA's first shopping center. The outdoor plaza has a stage, a train themed play area for littles ages 0-5, porch swings, picnic tables & a decorative water feature. We like this play spot because it's easy to get to, it's free & it has lots of food options around it. I'm also hoping [@willow\\_lawn](#)'s amazing Mommy & Me events will start again soon 🙌😊

.....  
Things to Know:

- ✂️ It's open during business hours (7am-9pm). This is the perfect spot for early risers- grab breakfast & play 📸
- ✂️ The outdoor space is full sun, except for the sunshade over the stage.
- ✂️ It's stroller friendly.
- ✂️ Parking is available on both sides of the plaza. We like parking by the [@tropicalsmoothiecafe](#).
- ✂️ It has three porch swings & bench seating.
- ✂️ There is astroturf & concrete around the plaza.



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MAY 17, 2021



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Mother's Day  
GIVEAWAY

WILLOW LAWN  
Established 1956



Liked by [hannahbanarama](#) and 330 others

[willow\\_lawn](#) ✨ GIVEAWAY: We're partnering with [@thewestendmom](#) on a Mother's Day giveaway. To every motherly figure out there, we thank you now and every day. We've pulled together a Willow Lawn gift package to treat one lucky mom in Richmond, an over \$600 value! ✨



# INFLUENCER GIVEAWAYS: THINGS TO REMEMBER



**DETERMINE YOUR  
GOAL**



**LET THE INFLUENCER  
BE THEMSELVES**



**BE CLEAR ON  
GUIDELINES**

# Interested in launching an influencer campaign?

We can help. Our agency can help from the researching of creators, to managing the contracts to seeing content go from concept to publish. Reach out and let's talk about how we can hit your next influencer campaign out of the park.

**GET IN TOUCH**

Click above to get in touch or send an email to [info@hodgespart.com](mailto:info@hodgespart.com).