
Negotiating with Influencers

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What You May Think Negotiation Means

Getting something you want for the lowest possible price... maybe even a “steal”.

A close-up of Tom Cruise from the movie Top Gun, looking upwards with a determined and intense expression. He is wearing a dark flight suit. The background is slightly blurred, showing what appears to be a cockpit or control room with various instruments and screens.

Help Me Help You

What Negotiation is Really About

A process of finding common ground where **both parties** feel they have a good opportunity **to receive adequate value** in exchange for the **value they'll provide**.

Where NOT to Start the Process

Undefined wishes:

“I just want to work with
Influencers.”

“I want them to tell people to
buy [my product].”

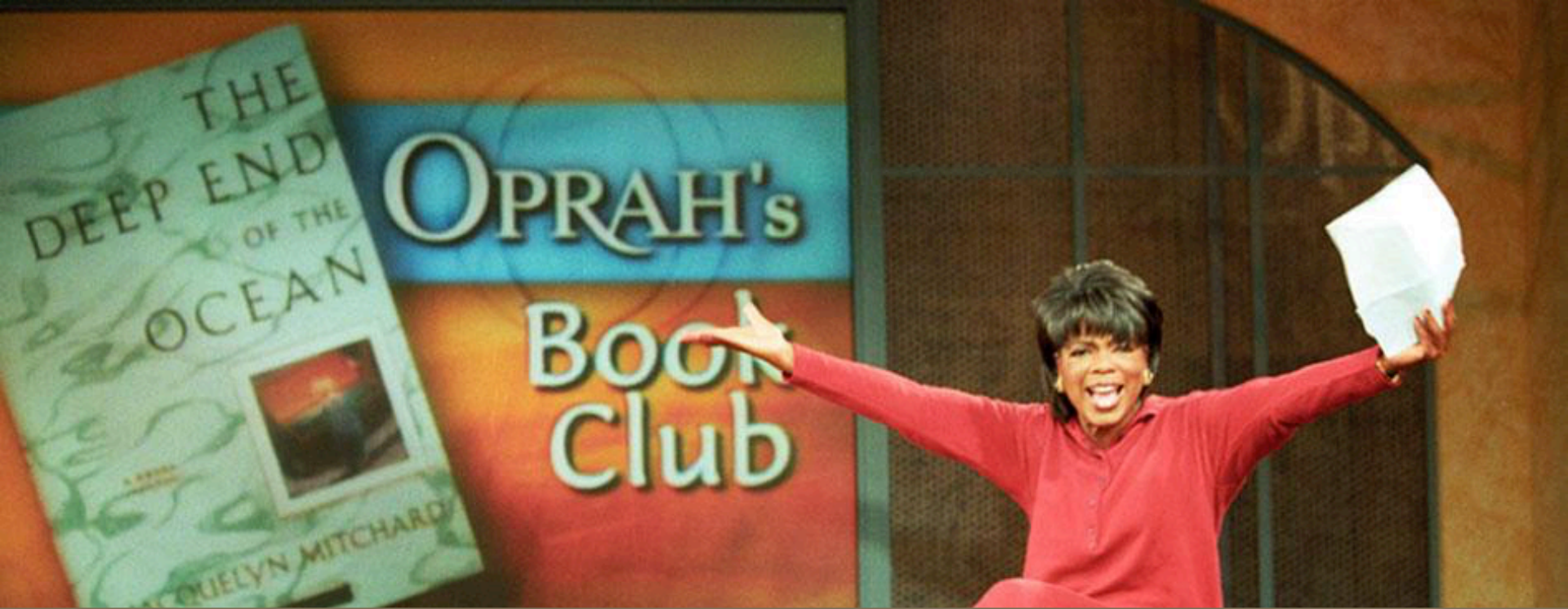
Compensation:

“How much do they charge?”

“...I won't work with them if
they ask for free product.”



Bloggers don't “command” their readers.



Influencers aren't all Oprahs.



Successful Influencer Marketing is about entering the conversation. THAT is where you start.

Let's Work Through the Process...

1. Articulate the value you expect to receive so that the right Influencers can propose the value they can provide.
 2. Determine your budget and create guidelines around it.
 3. Address outliers.
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Articulate the Specific, Realistic Value You Seek

I want [NICHE] influencers...

...who focus on [TOPIC]...

...to [ACTION] (with/to their
followers/readers)...

...[SUBJECT MATTER]...

...[HOW].

State The Value You Seek

I want **food bloggers** who focus on **gluten-free recipes** to **introduce their readers** to our new **gluten-free baking mixes** with **blog post about their own experience with the mix.**

Influencers Can Propose the Value They'll Provide

“My blog is a general parenting resource, but my son has celiac disease, so I create and share recipes that are gluten-free. The recipes are the most popular posts on my site.”

“I give time-saving tips to working moms and I think your baking mixes could help moms save time... now that so many kids have issues with gluten, moms have a hard time coming up with treats for play dates and school functions... I think they would appreciate knowing about your mixes...”

“I receive an average 250,000 unique daily views... over 100,000 followers on my Facebook page...”



It's a Trap!

“I receive an average 250,000 unique daily views...” is a pitch for a CPM placement.

Influencer Can Propose the Value They'll Provide

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“I give time-saving tips to working moms and I think your baking mixes could help moms save time... now that so many kids have issues with **gluten**, moms have a hard time coming up with treats for play dates and school functions... I think they would **appreciate knowing about your mixes**...”



Now let's talk price...

Once you have the right influencers, it's time to talk about the money...

Determine Your Budget and Create Guidelines

Here's where you can exercise your pricing muscle.

Now is the time to consider stats.

Develop a campaign-wide budget.

Create a sliding scale for participants based on your guidelines, and the “tools” you have at your disposal.

Negotiation Toolbox

Cash

Product

Commissions

Content

Future Potential



What's not in your negotiation toolbox...

Exposure, nor the privilege of working with you.

Which Tool for the Job

The tools you choose to negotiate with should help you find common ground where **both parties** feel they have a good opportunity to **receive adequate value** in exchange **for the value they'll provide**.

Which Tool for the Job

I want **food bloggers** who focus on **gluten-free recipes** to introduce their **readers** to our new **gluten-free baking mixes** with **blog post about their own experience with the mix.**

Which Tools Make Sense?

Product: The baking mix itself

Content: Ingredients are important with this topic

Cash: Compensation for time and deliverables

Commissions: It makes sense that someone would click through and buy the product.

Balancing Cash and Commissions

Bids came in ranging from \$25 - \$750 for this post.

We countered at rates from \$5 - \$50.

We described the benefits of long-term commission earning potential.

	A	B
1	Views (x or more)	Hybrid
2	< 1,000	\$0.00
3	1,000	\$5.00
4	5,000	\$10.00
5	10,000	\$15.00
6	50,000	\$20.00
7	100,000	\$25.00
8	200,000	\$30.00
9	500,000	\$35.00
10	750,000	\$40.00
11	1,000,000	\$50.00

Influencers Are a Flexible Bunch

We countered EVERY initial offer
(after throwing out anyone that
didn't meet the niche criteria or
had less than 1,000 page
views)

67% replied with a revised offer

82% were exactly at our counter

Balancing Act

“Thank you for your response. Since this is a recipe post and materials will need to be purchased, I would require at least \$30 to cover my costs associated with the content. Thank you.”



**Influencers will
negotiate.
You just have to
ask.**

On average, influencers reduced
their bids by \$109

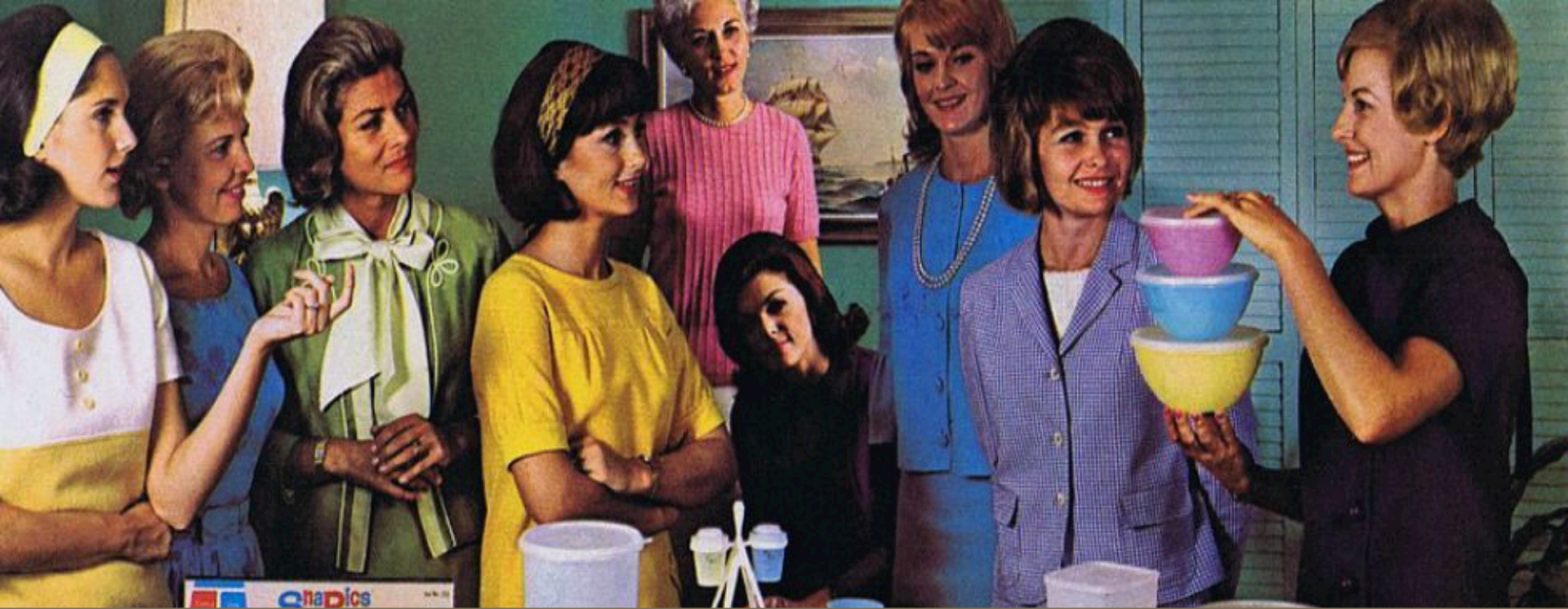
Outliers

We followed up with 3 influencers
of special interest

We were able to strike a deal with
2 of them

What's In It for THEM?

The tools you choose to negotiate with should help you find common ground where **both parties** feel they have a good opportunity to **receive adequate value** in exchange **for the value they'll provide**.



Balancing Product and Cash

JUMP at the opportunity to put your product in their hands so they can take it with them to the conversation.



Balancing Commissions and Cash

It's not the Influencer's fault that commissions are your only (or most prominent) tool.



Balancing Content and Cash

Pre-written tweets and premade pins.



Balancing Future Potential and Cash

Can you work together again in the future?

Agencies: Keep the Client Satisfaction Balancing Act OUT of Negotiations

The customer is NOT always
right

They hired YOU because YOU
are the expert

Set expectations, do your magic,
and report results



Know when to walk away... know when to run...

Every Influencer isn't the right fit for your campaign.

Thank you!

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