



robbins interactive

# Transitioning Influencers For Storytellers to Selling

**Stephanie Robbins**

Owner of Robbins Interactive

Influencer Marketing Days

New York, New York

November 15, 2016

@robbinsint

#InfluencerDays

You want  
influencers  
to do what?



robbins interactive



# Be Specific

- Define success
  - Online
  - Offline
  - Sales
- Take away distractions
- Call to action
- FTC Disclosures
- Campaign scope



robbins interactive



# Custom campaigns for top influencers

- Business objectives based campaigns
- Designed to appeal to specific audience and style



robbins interactive

@robbinsint

MAKEUP, SKIN CARE

25% OFF MY 100% PURE FAVES!



#InfluencerDays



# Don't Give It Away

# Be Prepared to Educate

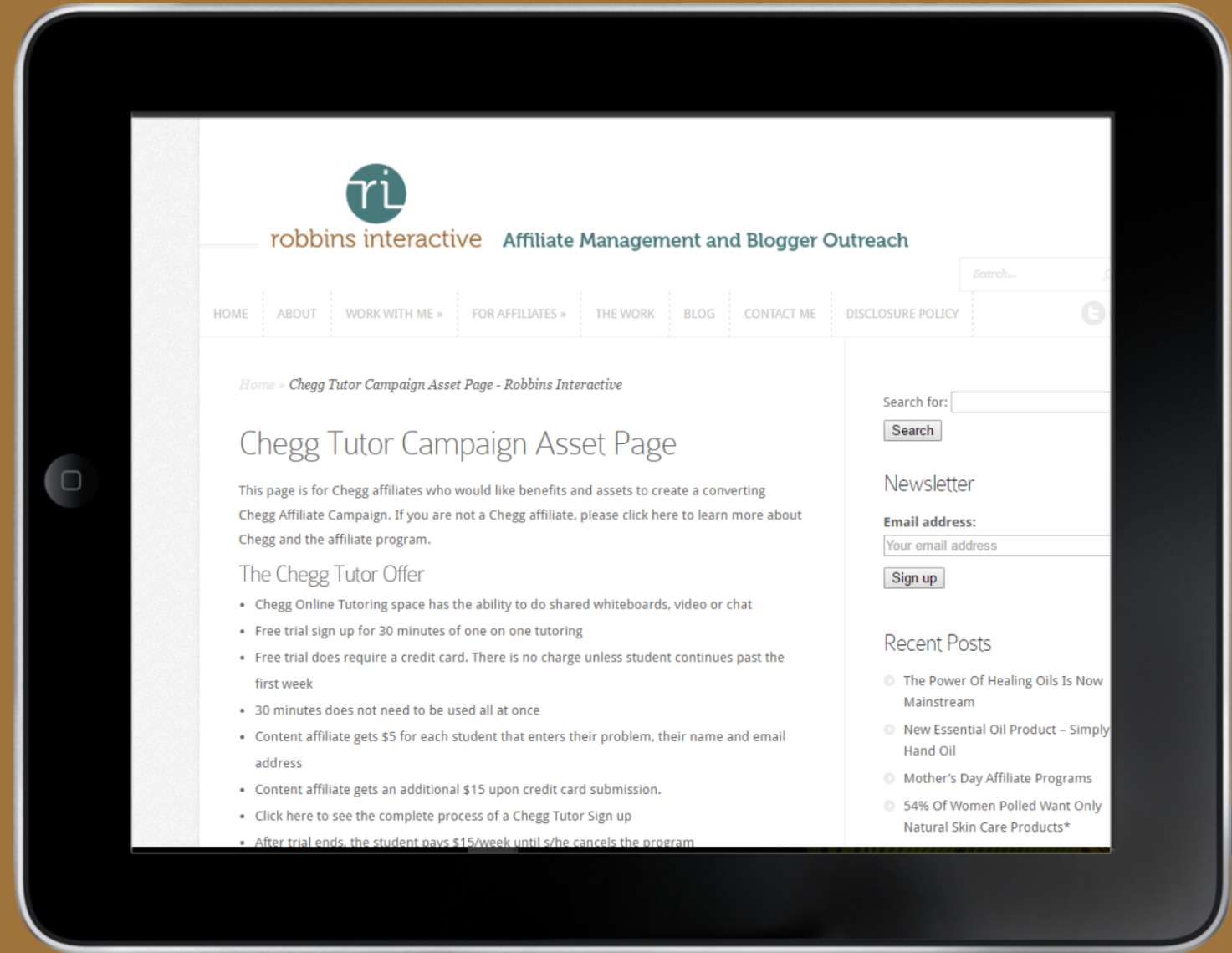
- Videos
- How To Posts
- Call to actions
- Marketing tactics



robbins interactive

# Campaign Asset Pages

- Campaign specific
- Brand benefits
- Product benefits
- Images
- Videos
- Hashtags
- Promotion
- Landing page
- Start and expiration
- Tracking explanation



# FTC Disclosures

- Obvious
- Clear



robbins interactive



# Set up for success

- Tracking tools
- Reporting
- What is NOT defined as success



robbins interactive



# Think Outside the Influencer

- Stores
- Brand campaigns
- Other influencers



robbins interactive



# Lessons Learned

- Successes
- Obstacles
- Next steps



robbins interactive



# Continue The Relationship

- Next campaign
- Be respectful of timing
- Each campaign goes through the same process



robbins interactive



# The Good

- In store visit
- Facebook Live
- Online shopping opportunity
- Sale

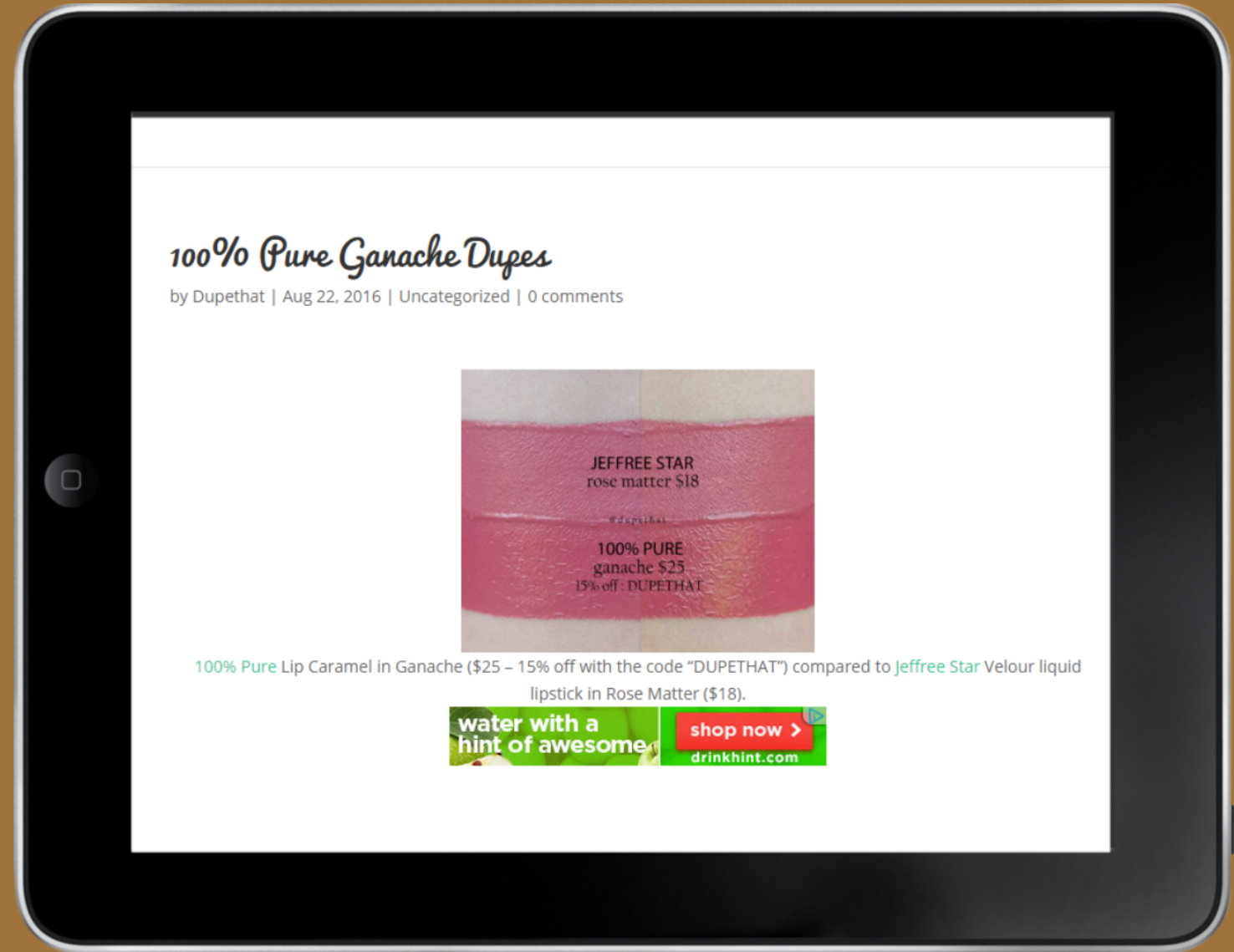


robbins interactive



# The Bad

- Ran a higher sale at the same time



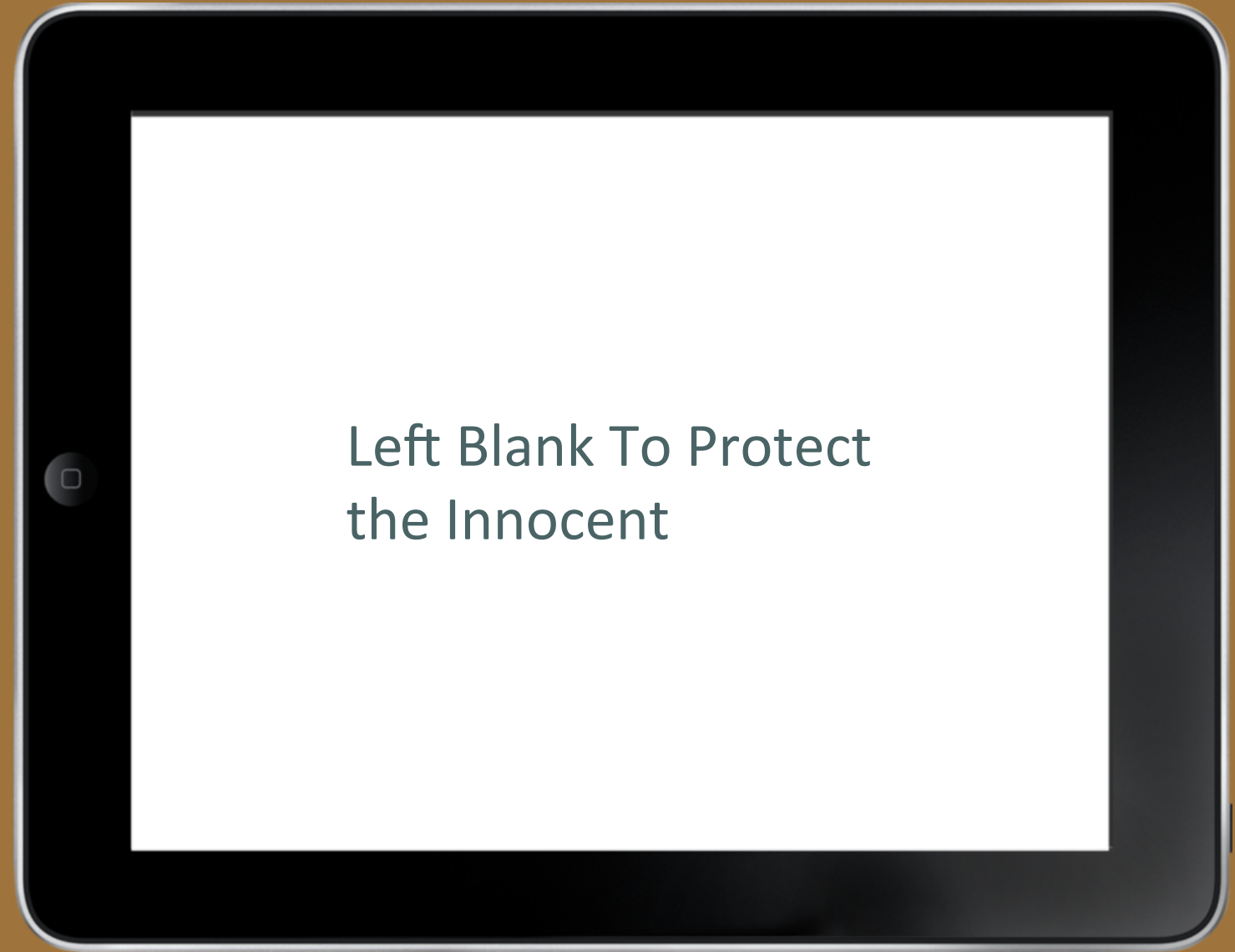
robbins interactive

# The Ugly

- Know your sales funnel



robbins interactive



# Checklist

- Business objective
- Single or large campaign
- Call to Action
- Tracking
- Education
- Cross promotion opportunities



robbins interactive

