

Solving Problems & Creating Efficiencies in Influencer Campaigns

Jessica Woodbury

Business Development Manager, Content

CJ Affiliate by Conversant

Influencer Marketing Days

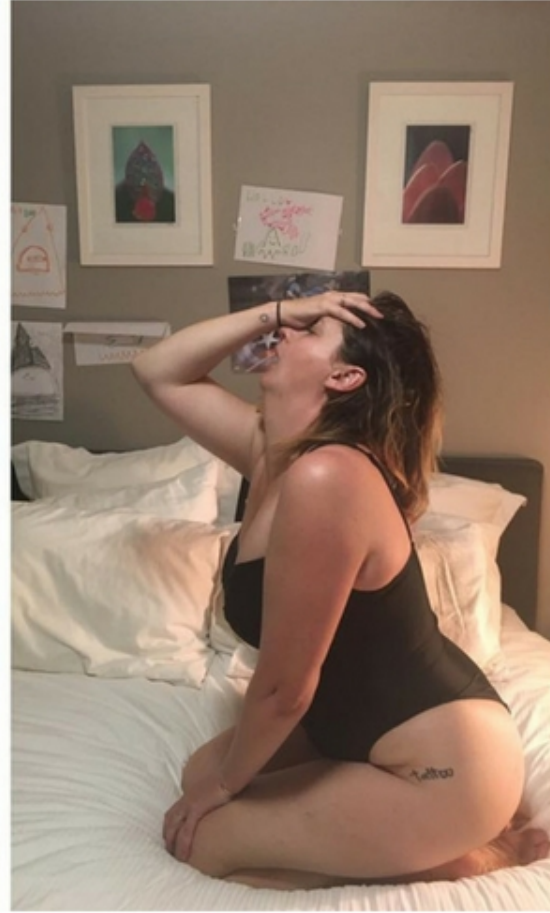
New York, NY

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Being an Influencer is harder than it looks

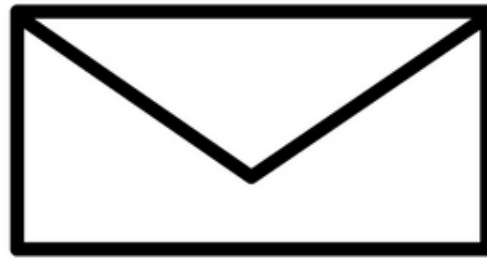


Instagram: @celestebarber

So is Influencer Marketing

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INFLUENCERS AREN'T THE ENEMY THESE ARE THE ENEMY



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How to Identify Reliable Influencers

- Easy to navigate
- Work With Me page
- Contact information
- Media kit
- Strong partnered posts
- Site 1+ years old
- FTC-Compliant disclosures
- <60% branded content
- Nofollow links
- High pageviews
- Large Reach
- Good photography
- Good writing
- Engagement
- Lots of ads
- Suspicious links

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THE BLOGGER INBOX

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Important Documents

- Brand Messaging
- Statement of Work/Contract
- Post Instructions

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BRAND MESSAGING

WHAT

- Product specifications
- Customer demographics
- Features

WHEN

- Tease in initial outreach
- Provide broader details in pitch
- Provide full messaging doc in Post Instructions

HOW

- Brand voice
- Sensitivities

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STATEMENT OF WORK

1 S T

- Talk to your legal team
- Write your own, or have a plan

W H A T

- What influencer provides
- What you provide
- Who owns what
- When it's due
- Payment

H O W

- Be clear
- Put it in writing

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POST INSTRUCTIONS

ALL THE THINGS

- Required images, links, length, social
- Brand social accounts and hashtags
- Posting window
- Product info, including ordering/shipping
- Payment info
- Contact info
- Disclosure instructions
- Draft approval
- Brand goals
- Brand messaging
- Proof of Post link

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YOUR BFF



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Product
is



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Fail
+ Customer Service

Win

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Questions?

Jessica Woodbury
Business Development Manager, Content
jwoodbury@cj.com

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