

Press & PR Toolkit

Working with Influencers

Influencers promote businesses, products or services through their online channels, which could include social media accounts, vlogs, and blogs.

Once they have the power to influence their audience and impact their purchase decisions, they are considered an influencer. They may or may not be celebrities. They may have expertise in your industry/area you wish to target.

For example: a hotel with a sustainable ethos may target a well-respected expert in the field of sustainability to stay with them and share their experience with their followers.

- **Choose an influencer that fits with your business / brand**

Research the influencer before targeting them, to ensure they are 'on-brand', e.g. you have a similar target audience / tone of voice / look or feel. Look at how they promoted products or services for other businesses and make sure that the content involved aligns with your own.

- **Look at their numbers**

You can do a simple calculation of the number of followers vs. the engagement they receive on their photos. You could also ask for a few screenshots of their analytics. You want to see if they have an engaged audience, rather than lots of followers who don't share / retweet / comment.

Compare the influencers' organic and sponsored post engagement rates.

Bear in mind that it's not all about it's not about followers. Engagement and loyalty are more important than audience size. It's about the influencer's connection (or potential connection) to your business. Smaller followings can yield better results, as long as the influencer is a true advocate.

- **Make sure their followers match your target audience**

When researching influencers, you can ask them for a breakdown of their audience demographics by location. Make sure a high percentage are based in the country you're looking to target.

When reaching out to influencers:

- Highlight the benefit you'll provide to them / why they may want to stay with you / visit you / why their followers would be interested in hearing about it.
- Highlight if you have a high number of followers yourself.
- Open in the first couple of sentences with what you want to give the influencer and what you want to receive in return.

Affiliate Relationships

You may want to ask influencers to become affiliates. If they are paid a commission by you, they are likely to be more motivated to engage their audience and respond to comments.

Set your targets and clearly communicate them

Do you want to increase click throughs to your website? Gain more social media followers? Get more direct bookings? Remember to set your targets so you can measure the effectiveness of the campaign.

Make sure you are clear with your goals for the influencer and present them succinctly.

This should include:

- The number of posts you'd like them to do
- Specific brand, business and any product names
- Social media handles
- Hashtags that must be used
- Expected dates of posts

You may want to require pre-approval of content / copy but do avoid micromanaging. Let them express themselves.

If you're partnering with someone, provide a unique URL so you can measure how many people came from that campaign

- **Provide an exclusive offer**

This is typical of most influencer campaigns, but not all. Consider giving people a £ figure saving, a percentage off their stay/visit, if they use a code unique to the influencer.

How to find Instagram Influencers:

You can do some manual research -

- Do any of your followers have large followings? Who else do they follow?
- Search hashtags – look at trending topics, branded mentions, and general terms related to your products/services. Look for #ad or #sponsored posts to see who might be willing to work with you.
- Get a good look at your competitors' pages. Who follows the competition? Or tags them in posts? Are they working with influencers? If so, what do they post? What kinds of engagement are they getting?

How to find micro-influencers:

If you're new to influencer marketing, you may want to start with the micro, or even nano-influencers. Not only are they more likely to read your message and accept your proposal, they are often more engaged with their audience.

- Look toward industry blogs and check out the authors' online footprint to see if approaching them for a partnership makes sense. Another idea is to check out who top writers in your niche are following on your target channels.
- Search “#brandname” to find people who are already mentioning your brand—while this may be a small group, they've already shown interest in your product without any prompting.
- Search trending hashtags on Instagram and Twitter to ID micro-influencers generating engagement in niche communities. Use your target

keywords as a starting point to see which accounts are trending around those core topics.

- Influencer databases are available, but you may have to pay to access these.

MWT Cymru Members - if you would like any further PR advice and support, please do not hesitate to contact us on 01654 702653 / Email:

press@mwtcymru.co.uk

Sources:

[Influencer marketing: 20 pro tips to improve your campaigns \(rebrandly.com\)](#)

[How to Find Influencers in 2020 \(20 Tips and Tools You'll Need\) \(ignitevisibility.com\)](#)

Useful Links:

[Influencer Marketing - Key Advice Resources - ASA | CAP](#)