



UNRAVEL THE SECRETS OF

INFLUENCER MARKETING



Create A Viral Culture of Influencers Marketing to Influencers



**ENGAGE INFLUENCERS
REACH BETTER-QUALIFIED
AUDIENCES FASTER**

**NextBee:
10 Years of Creating
Brand Ambassador
Programs**

EFFECTIVE INFLUENCER MARKETING?

Create Higher Quality Traffic & Customers

Influencer marketing enables you to build trust and reach larger audiences, strengthen your brand's messaging and identity with authentic endorsements, and influence the buying decisions of more engaged and better-qualified audiences. Also, an engaged influencer network can deliver 11x higher ROI than paid media.

This high ROI comes from working with influencers who specialize in a specific category of content, like gaming, fashion, tech, fitness, etc. which aligns with your target customer profile. This means that brands can gain direct access to a wide-reaching and hyper-targeted audience who is then exposed to a brand which has immediate credibility and the trust foundation influences their buying decisions.

For the past 10 years NextBee has been helping companies develop successful brand ambassador and influencer engagement programs which engage audiences and provide incentives for influencers to keep the audiences engaged. Let's take a look at some thoughts, ideas, tips and tricks that can help you create a successful, fun and exciting influencer marketing program.



Our Success Stories



DVD.com Boosts Social influence and Online Presence member community



Zenabi drives eCommerce Sales and Referrals through online community



Indique creates a powerful omni-channel community to drive reviews, social buzz and sales

STEPS FOR INFLUENCER MARKETING SUCCESS

Any successful marketing strategy, including an influencer program, takes deliberate planning. Randomly engaging friends and family and sending them things won't create any strategic successes. Instead, you must map out a plan of attack, implement it, and then use analytics to adjust your efforts so you're engaging the right people with the right rewards at the right time. Here are some steps to consider, but remember we're here to help just a phone call or email away).

GETTING STARTED

Step 1: Research

The first part of your research should be choosing which network you want to focus on first. While it's tempting to be everywhere and you'll get there eventually but when you're starting out, just stick with one. Preferably, pick a network where your brand already has a presence and that makes sense for your industry. For example, gaming is huge on Twitch and beauty/fashion stands out on Instagram and YouTube. Finally, what type of influencer are you interested in engaging and what's your budget for rewards and compensation? If you're unsure of where to begin, then connect with one of our specialists for a free consultation.

Step 2: Budget

As you plan your budget be sure to also factor in time for planning, executing and reviewing your strategy. While a successful influencer marketing program can be highly automated, it's never really "a set-it-and-forget-it" type of strategy. You'll need to use analytics and monitor what's working, what's not and then adjust accordingly. Since influencers are human and frequently balancing multiple partnerships, it's best if you can provide modules that while customizable, are already branded with approved messaging and tags. From there you can combine automation and a hands-on relationship to refine your approach for your niche. Refined ambassador programs, like the one we have with NetFlix and their DVD Nation, work great for a company to promote new products (shows/movies) and diversify their social feeds to showcase what they offer.

Step 3: Plan Your Work and Work Your Plan

If you are considering using influencer marketing then you probably have the goal to elevate your brand's awareness and increase your sales. But, it's important to remember your message is just as important as your awareness and sales goals. Therefore, while you create your target audience and search for influencers, make sure you are looking for influencers that align with your brand's core values and message. Doing so means you can set goals for growth and have influencers who are happy to work the plan to achieve those goals with you.

Step 4: Source Influencers

As mentioned above, the first part of your research should be choosing which network you want to focus on first but the second part is researching what influencers you want to connect with and why. The "why" has to do with determining if the influencer is a good match. Do they create content that's aligned with what you're wanting promoted? Have they worked with similar brands? Are they legit? Making sure you have someone who is excited about your product, has promoted similar products and isn't a fraudulent/spam account is vital since at the end of the day they'll be representing your brand. Then that leaves the question, how to connect with them? Micro-influencers are usually accessible via direct messages on platforms the frequent, celebrity influencers may have agents that you need to work through. Most of the time a professional email or message will get the ball rolling. But, an introduction is awesome if you can get one!

Step 5: Analyze, Tweak, Repeat

Every type of incentive and every user interaction you have as part of your program needs to be there for a reason. At NextBee, we take the guess work out of deciding which incentives and which rewards are best for each project completed and goal achieved by constantly reviewing the numbers. NextBee's seasoned team of account managers, developers and designers not only take your program all the way from start to launch but we work hand in hand with you to review what's working and what's not. Our easy to use Admin and Report make it easy to see how much is being generated from influencers no matter what the goals (e.g., more sales, giving out affiliate codes, tracking links, etc.). It's all just an easy click away for seeing what you need to tweak. After that it's just a matter of analyze, tweak/adjust, and then repeat the process which we work with you to do every week and then once a month for a strategy session.

Conclusion

Influence marketing is here to stay since it quickly enables you to build trust, reach larger audiences, strengthen your brand's messaging and identity, and influences the buying decisions of more engaged and better-qualified audiences.

But, the world changes and that means you need a partner who can adapt with you so that in five years when everything is drastically different from today, you're taken care of and prepared. Working with influencers can be tricky but at its core it's the same as setting up just about any campaign: research, set a budget, determine goals, find your influencers and review and revise.

Here at NextBee we've been helping companies develop successful brand ambassador and influencer engagement programs for the past 10 years. We know what is needed to engage audiences and what incentives to provide that will keep influencers and their audiences engaged. Connect with us today, we're excited to help you grow and succeed!

Get A Free Personalized Influencer Marketing Program Strategy Session

Email: Sales@NextBeemedia.com

Schedule A Meeting: <http://bit.ly/NextBee-Meeting>



NextBee's team is stellar and will work alongside you to ensure your program success.



NextBee has been tremendous in putting in place all the variables for us to be successful!

