

The Definitive Guide to Influencer Marketing

How to Find Influencers and Make Your
Campaign Dreams a Reality



Introduction

Congratulations — you've entered the world of influencer marketing! Whether you're a local company looking to get your name out there, a big brand trying to get footing in a new market, or even an agency who wants to try something new, **influencers can help you find success on social media.**

We at Heepsy understand that the first steps are usually the hardest. So we've compiled our knowledge and experience to create this guide to walk you through an influencer campaign start to finish. This guide is chock full of **valuable insight** into the world of influencer marketing, as well as **step-by-step instructions** for using our platform.

But you might be asking — what is Heepsy? Heepsy was founded in 2016 by web developers and marketing professionals with a shared goal: to create the **best influencer marketing platform on the market.** With our platform you can find influencers, analyze their profiles, and organize your outreach.

Instagram remains the most popular network for influencer marketing, and it's one of Heepsy's areas of expertise. This guide is centered on **how to run an influencer marketing campaign on Instagram**, although a lot of what you'll learn can be applied to other networks as well.

So without further ado, let's get started!

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Campaign definition

Like most things in life, marketing campaigns rarely pay off if you don't put in the hard work beforehand. In order to have great results, you have to approach your campaign from a strategic perspective from the very outset. And that starts here, with campaign definition. Keep reading to learn all about the types of campaigns that exist, how to create a marketing proposal, and more.



What's included in this chapter



Before you start



Choosing the type of campaign

- Reach
- Influencer Type
- Channel
- Media Type
- Content
- Incentive
- Frequency
- Objective



Estimating your campaign's impact

- Measuring your investment
- Measuring you estimated results



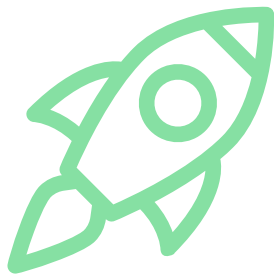
Creating a great proposal

- Basic info
- Campaign strategy
- Estimated results
- Style
- Pricing
- Campaign lifecycle
- Contact



Managing expectations

- Contact rate
- Response rate
- Shipping dates
- Payment terms
- Campaign cancellation
- Written confirmation
- Quality of results



Before you start

Before you even start thinking about the campaign, there are some general caveats we'd like to point out. Keeping these in mind will help you define a campaign that's realistic for you, which will in turn lead to greater chance of success.



**Understand your investment capacity.**

Decide now what you can offer an influencer as incentive, and what the value of that is. Keep in mind that incentives can be monetary or non-monetary. For some influencers, products or experiences may be sufficient compensation. This depends primarily on two factors: the influencer's status and the perceived value of your product. An influencer with 1M followers will require more compensation than one with 1K. Likewise, a fancy watch will be a more attractive incentive than a pack of cookies.

**Don't forget about shipping and handling.**

Despite the rampant digitalization of our world, sending and receiving items is still a very physical process. While product is the cheaper way to incentivize influencers (as the cost is the cost of production), don't forget about any shipping and handling charges you may incur. If your product isn't digital, you're going to have to spend money and time to get it to influencers. Try to eliminate these when possible. For example, offer influencers an email voucher that they can then redeem for what they like.

**Take the calendar seriously.**

In an ideal world, everything would go according to schedule. But we know that's not the case, so it's essential to leave yourself some leeway in case you run into hurdles. Ideally, you want to start planning and reaching out to influencers at least a month before the target launch date. Furthermore, make sure your marketing calendar is in sync with the other areas of your company. If your campaign goal is sales of a new product, it goes without saying you'll have to schedule the campaign launch for when the product is already on the market.

**Establish your target audience.**

Doing your market research and knowing your target audience will help you narrow down what type of influencer you want. But stay flexible, especially when searching. If you're targeting people aged 30-35, expand your age range a bit. Who knows, an influencer who's 28 could be the best person for your campaign. Additionally, don't forget to also analyze the influencer's audience to see if they match your target. Heepsy makes this process a lot easier, but you need to show up with flexibility in the right places.

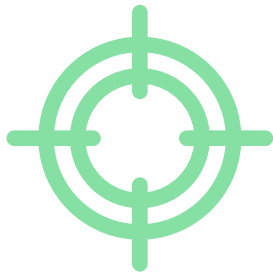


**Know your limits.**

Don't copy your competitor, however great they may seem. This won't do anything to help your own brand stand out. Also, be conscious of the creative limits of your brand across sectors and social networks. A huge music festival like Glastonbury — which has an audiovisual product and large teams of people working behind them — has a different creative capacity than a local hardware store, for example. But that doesn't mean that you can't make influencer marketing work for you. You just need to know what you're capable of.

Do some self-reflection and understand what your brand is capable of. Don't copy your competitors! Mimicking them won't help your own brand stand out. And be conscious of creative limits that arise from your company and products. Glastonbury has a different creative capacity than a local hardware store. But that doesn't mean influencer marketing can't work for you. You just need to know your limits and how to work within them.





Choosing the type of campaign

When you're defining your campaign, there are a lot of things to consider. We've created a list of important aspects of influencer marketing campaigns to help you get started.



Reach

Influencers can generally be classified into five tiers based on their number of followers:

- **Nano influencers (1K - 5K)**

Nanos usually have high engagement with their audience, as they have fewer people to manage. Although you risk the chance that they may be inexperienced, you can usually close a deal with them for product alone. And they're especially useful for collaborations based on products of low value, such as mobile phone cases.

- **Micro influencers (5K - 50K)**

Considered experts in their fields, micro influencers generally have great engagement and audiences who trust their voices. They are a great way to enter a niche market, and they're more experienced at collaborating with brands than nano influencers. As long as you're asking for a reasonable number of posts, you can usually close a deal with Micros for product alone. And if they do ask for a monetary fee, it won't be much.

- **Medium influencers (50K - 100K)**

At this level, influencers start to get more professional. They're likely transitioning their social media accounts from a hobby into a full-time job. As a result, Mediums usually ask for a monetary fee in addition to product, and some might already have a manager. Their engagement is generally good, even if it's lower than that of nano and micro influencers.

- **Macro influencers (100K - 1M)**

Macros are full-time, professional influencers. They're no strangers to frequent collaborations, and some may even have their own product lines with partner brands. They create polished content and have great reach. However, you'll see that engagement starts to drop off in this tier. Be prepared to offer both product and a fee for their services. Managers may also drive up the influencer's fee by about 20%.



- **Mega influencers (1M+)**

“Mega influencer” is basically another way to say celebrity. These are the top of the top, whether because they’re famous outside of social media, or because they’ve grown their profiles to celebrity status. Their content is top-notch and they have professional managers to organize their feeds. But keep in mind that their followers are less-focused and represent a wider range of interests. Followers may also see mega influencers as less authentic than their smaller counterparts. Mega influencers are costly and have low engagement, but their reach is unrivaled.



Influencer Type

There are two main paths to social media fame:



Creators

These influencers became known **because of social media**, where they used content creation and commitment to make a name for themselves. They continue to rely on their social media accounts as a way to make money, whether as a full-time job or side gig. In any event, one thing is true: they're generally receptive to collaborations with brands.



Creators can often be found working in categories like beauty, fashion, food, fitness, or travel.



Personalities

Think Cristiano or Rihanna, personalities that are **famous for their work outside of social media**. They usually have huge followings, which are acquired indirectly because of their fame and not purely based on their content creation. They're more expensive than Creators in the same follower tier, and they're usually less receptive to collaborations, as social media isn't their primary source of income.



Personalities can often be classified as actors, musicians, athletes, artists, or writers.



Channel

Every channel is a bit different, and some are better suited for certain campaigns than others. Instagram is the most popular platform overall, with most campaigns including it in some way.



Instagram

Whatever your brand, product or goals, Instagram is an overall great platform to market on. With various media types, clear captions, easy-to-access likes and comments, as well as a wealth of users and data, the social network offers something for everyone.



Youtube

As a video-based platform, Youtube is great for unboxings, how-to's, explanations/reviews, and capturing experiences. Youtubers can help give life to your product while also explaining any complex or elaborate details.



TikTok

Especially relevant among Gen-Z, TikTok is a rising force in influencer marketing. Its short-form videos are great for quick and to-the-point marketing tidbits, such as food demos, makeover before-and-afters, travel tips, video lookbooks, or challenges.

In this guide, we primarily focus on how to run a campaign on Instagram. But most of the information included herein is transferable to other channels.

Media Type

Instagram offers various content formats, each with its own advantages.

- **Stories**

As they disappear after 24 hours and don't occupy a lasting place on an



Instagram profile, stories are easier and more comfortable for influencers to produce. They're great for unboxings, product tests, or explanations / reviews that need a more personal touch. Stories are also particularly useful for:

- Products that **don't have a very high value**
- **Driving traffic** to your website through the Swipe Up feature
- Products that **don't easily lend themselves to content creation**, like tissues, whose product placement may be more natural in stories than posts.



Remember that to use Swipe Up, you must have a pro account with over 10K followers. Visit our blog if you'd like to learn more about [pro accounts](#) or see [how to add a link to a story](#).

- **Posts**

While they generally get more impressions when compared with stories, posts require more effort on the part of the influencer. Therefore, collaborations built around posts may be a bit more expensive. Posts are great for when:

- The product is **visually appealing**, like clothes or makeup
- You plan to **repost the influencer's content** to your own account
- You want to do a **giveaway**

- **Videos/IGTV**

Similar to Stories, video allows for a more detailed explanation of a product or service. However, unlike Stories, videos offer better quality and more editing options. You can upload short videos as posts, or longer ones to Instagram TV, which is a standalone app from Instagram you can download for free. Videos can be useful for:

- **Showing off an experience**, such as a music festival, which is better captured through the dynamic motion and sound provided by video
- **Complex products** that require a visual and/or verbal explanation, like a personal shopping service, which may not be easily explained via posts



- **IG Live**

Instagram Live is similar to Stories/Videos, but it allows the audience to actively participate in what the influencer is experiencing. It also requires spontaneity on the part of the influencer, which can lend itself to authenticity. IG Live could be perfect for:

- **Product Q&As** with the audience
- **Live events** that followers would want to experience first-hand

- **Reels**

Instagram's newest feature has a format very similar to TikTok, making it ideal for the short-form videos we mentioned above. As Reels only allows you 15 seconds to share your message, it's not the best format for things that need a lot of explanation. But the tool could work for branding or for when you want to make a visual impact in just seconds. It's particularly well-suited for industries like fashion and beauty, whose products are designed to catch the eye. Try Reels for:

- **Quick demos**, like recipes or beauty tips, that can show off your product
- **"Trailers"** — quick videos to introduce maybe a tourist destination or restaurant
- **Visual montages**, like video lookbooks or makeover before-and-afters

Content

In addition to considering the type of media you want for your campaign, you should also think about any specific type of content that you'd like to use. As technology advances more each day, the creative possibilities are near endless for what you can do to show off your product or service.

- **Unboxings**

The audience gets to see a product exactly how it is when shipped and opened for the first time. The influencer's candid impressions are key here. If done



well, unboxings can generate trust in your product, as potential customers get to experience it without any visible manipulation from manufacturers or marketers.

- **Giveaways**

Ever-popular on Instagram, giveaways allow you to raffle off your products on an influencer's profile. This content normally generates likes and comments for you and the influencer, although that engagement may not stick once the giveaway is over. In any event, giving away free stuff is a great way to boost interest in your brand. You could even follow up with winners to see if they're interested in doing a review.

- **Discounts**

Everyone loves to save money, and you can create influencer-specific discounts to help incentivize sales in a more personal way. Also, the links or coupon codes you use will help you track the success of your campaign later on.

Incentive

How will you pay your influencers? Remember that incentive can be **monetary or non-monetary**.

- **Product/service/experience**

This is an excellent way to pay influencers, especially those who fall in the nano or micro tiers. Also, it's usually the cheapest way to collaborate, as the cost is just the cost of production and potential shipping.

- **Reposting**

If you plan to repost an influencer's content, mention that during negotiations. If you're a big name brand and you give an influencer exposure through your profile, that could be included as an incentive.



- **Flat fee**

Negotiate a one-time fee and pay it through an invoice, PayPal, or another method that is secure and registered. Make sure you have a record of the payment.

- **Cost per acquisition (CPA)**

CPA is a commission-based model that pays influencers based on how many acquisitions they generate for your campaign. Your campaign defines the acquisition based on your objectives, but some common examples are sales, registrations to your site, or newsletter sign-ups. CPA can be measured by tracking links (**utms**), coupon codes, or other pieces of data unique to the campaign.

Many influencers may not be inclined to accept CPA alone as payment for the collaboration, it can be used alongside product or a flat fee to create an interesting and attractive incentive package. You could perhaps offer a flat fee a bit lower than normal plus the commissions gained through the CPA strategy.

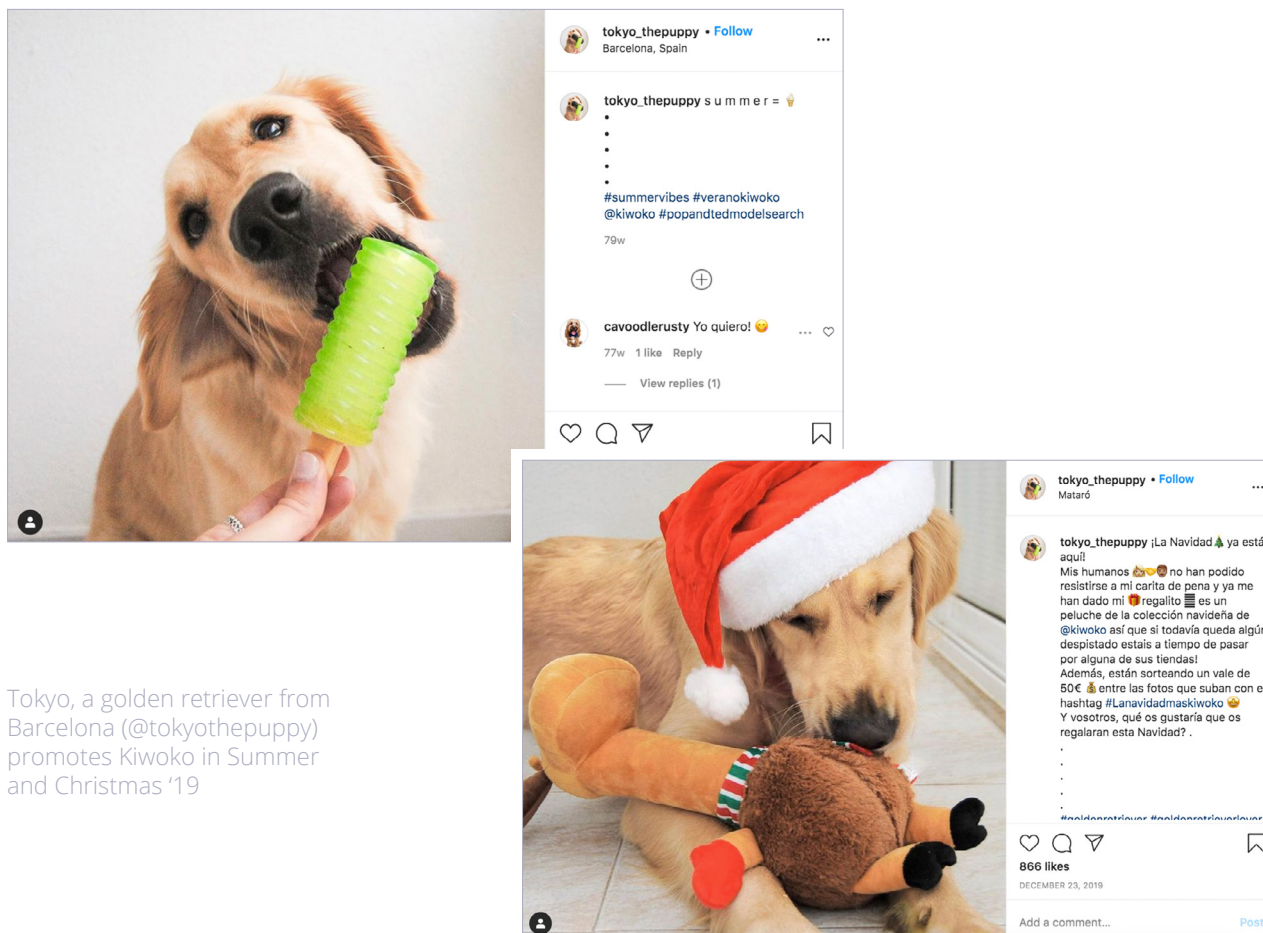
Here are two examples of how CPA could work in a campaign:

- 1 **Fixed rate on an acquisition:** Imagine your campaign wants to increase sales at your clothing website. You could offer an influencer \$5 on every sale generated through the links on their profile.
- 2 **Variable on an acquisition:** In the same scenario, instead of offering them a fixed rate, you can offer them something like 5% on every sale. If a customer just spends \$10, the influencer only gets \$0.50. But if another customer spends \$300, the influencer will get \$15.



Frequency

Another important way to define your campaign is by its duration. Are you pushing your marketing at a certain time of year? Is it seasonal? Do you want something long-term? There are two main types of campaigns:



Tokyo, a golden retriever from Barcelona (@tokyothepuppy) promotes Kiwoko in Summer and Christmas '19

- **Recurring campaign**

In this type of campaign, influencers market your brand on a recurring basis. It may be more expensive, but you're also getting a lot out of it. First, you have constant contact with your target audience. Second, recurring influencers start to turn into brand ambassadors. And third, as the same influencers create content for your campaign throughout the year, you end up with aesthetic consistency, which helps visually identify your brand more easily among followers.



An example of a recurring campaign is **Kiwoko**, a Spanish pet store. The brand works with pet influencers on a recurring basis to help promote different seasonal product launches, like summer and Christmas. In between, it focuses on other events going on in the stores, like pet adoptions.

When managing a recurring campaign, just keep these points in mind:

- Choose an **experienced and reliable influencer**
 - Understand that **you may need to adapt the campaign** to changes in your company or new needs
 - **Diversify the types of media** used in the campaign so it's not too repetitive
 - Consider **working across channels** to reach a larger audience
- **One-off campaign**

Sometimes you may want to focus your marketing efforts on a specific event or holiday. Maybe you want to launch a special campaign for Black Friday, or one that revolves around Coachella. One-off campaigns can also be useful for the launches of products that don't easily lend themselves to a lot of content creation. For example, a company that makes refrigerators may not have enough content to market throughout the year, but a one-off campaign could help announce a new product when it's released.

One-off campaigns have more of a surprise factor, and may lead to unforeseen results. If an influencer mentions your brand once and never again, the collaboration might seem inauthentic. Or, their audience may forget you soon after the mention.

On the other hand, one-off campaigns offer room for discovery. You might get to know a new influencer that works well with your brand and who you can go on to form a long-term partnership with. One-off campaigns can also help you test the waters of new markets before making a bigger commitment. In any case, track your results and keep an open mind when analyzing them, and you may learn something new that you hadn't anticipated.



Objective

This is the most important thing to define: what do you hope to get out of this campaign? These are some of the common goals of influencer marketing campaigns.

- **Brand awareness**

Raising awareness is particularly important for new brands, or brands that are transitioning into a new market or industry. People are more likely to buy from a brand they know or which has been recommended to them. Influencers can help boost awareness by promoting your product in a way that seems natural and which their audience is more likely to trust.

- **Brand engagement**

If awareness is about how many people know your brand, **brand engagement** is the customer experience on social media. On Instagram it's measured by likes and comments. The right influencer can wield an emotional connection with their audience to build an emotional connection with your brand. Also, don't forget to invite your fans to participate in your brand! Encourage your followers to mention you or use branded hashtags. This is a win-win for you and your followers: they feel more involved, and you get organic exposure.

- **Content creation**

Sometimes, influencer marketing is a great way to supplement your own content marketing. If you strike deals with influencers that allow you to use their content, you can achieve both an ambassador and a content creator at the same time. Just remember to define your aesthetic and outline your content guidelines. This way, if you work with multiple influencers, you'll end up with content that is visually and thematically cohesive.

- **Conversions**

Whether you're looking for sales, sign-ups or app downloads, **conversions** are when you convert leads into completions of your campaign's objectives. For example, if your goal is to increase sales through your collaboration with an influencer, the conversion might be a purchase made using that influencer's discount code. Although it's tempting to think otherwise, conversions aren't necessarily the best type of objective for every campaign. It all depends on your brand, where it's currently at, and what it needs.





Estimating your campaign's impact

Having clear objectives is critical for any successful influencer marketing campaign. Once you set your objectives, you can develop your key performance indicators, or KPIs. These are measurable values that illustrate how well a company is achieving its established objectives. KPIs can really be anything, and they vary depending on your objectives. So, for example, if your objective is to boost brand engagement on social media, you may want to measure comments and likes as KPIs.

Before you put your campaign's wheels in motion, it's important to analyze the estimated impact against the investment to check if the campaign is viable and worth your effort.



Measuring your investment

To start, calculate the total investment that the company plans to put into the campaign. Make sure you consider:

- ✓ **Target influencers**
How many influencers will you work with?
- ✓ **Economic fee per influencer**
How much will you pay each, in money?
- ✓ **Product cost per influencer**
For this investment, there are a few things you have to consider. First, what is the **market value** of your product? Next, what is the **cost of goods sold (COGS)** of your product? COGS means, basically, the production cost of your product. This is important to know because while the influencer will only know the market value of your product, your investment is based on the COGS.

For example: Your brand makes sneakers, which sell for \$100 per pair in stores. For your campaign, you send a pair to each influencer. But, it only costs \$50 in materials and labor for your company to make the sneakers. So really, you'll be investing \$50 in product for each influencer, not \$100.
- ✓ **Incentive per influencer**
What's the total incentive you'll provide to each influencer? Here you want to add up the **economic fee + product cost per influencer**. But remember! The **perceived value per influencer will be higher than the total incentive you invest**. Why? Because of COGS, of course! While your investment is based on the cost of production, the influencers will only know the market value.

Let's go back to the example of the sneaker company above. In addition to gifting each influencer a pair of their sneakers, the company plans to pay each \$100 in fee. So, the **perceived value of incentive for the influencer will be \$200** (\$100 in cash and \$100 in sneakers). But, for the brand, the **total**



investment will be \$150 (\$100 in cash and \$50 in COGS on the shoes).
Simple, right?

**Delivery**

How much will any shipping and handling cost you?

**Agency fee**

If an agency is managing your campaign, what are they charging you?

**Estimated total investment**

After taking into account all the other factors, what's the total estimated investment of the campaign? Make sure to consider the total incentive for all the influencers you're planning to work with.

Measuring you estimated results

Next, it's time to estimate the results of your campaign. Depending on the KPIs you selected. Some of the things commonly measured in influencer marketing campaigns are:

- **Followers**

How many followers do the campaign's influencers have?

- **Publication weight**

What's the difference between, for example, a story or a post?

On Instagram, posts are worth more than stories, as they're more likely to be displayed without any action from the user. For example, a story might reach 20% of an influencer's audience, and a post might reach half.

- **Impressions**

Impressions are all the times your campaign content is displayed, whether it's clicked/liked/commented on or not. You can estimate the impressions of a campaign by combining the previous two factors. For example, if an influencer has 10,000 followers and they've agreed to upload 1 post and 1 story for your



campaign, you can estimate that the story will get around 2,000 impressions, and the story around 5,000. The total estimated impressions would therefore be 7,000.

If the collaboration is for product only, and the product doesn't have a very high value, you may not have to estimate impressions at this point. But if there's any cash incentive involved, it will be a necessary part of your evaluation.

- **Interactions**

Interactions are when users, well, interact with your campaign content in some way. On Instagram, interactions are measured in comments and likes. Remember that stories don't allow comments and likes; while you can react to a story, that reaction functions more like a DM than a public like or comment.

- **Clicks**

This one is simple: how many times did people click the links in your campaign materials?

- **Cost per mille (CPM)**

Cost per mille uses the Latin word for one thousand. So, CPM is, in modern terms, the cost per 1,000 impressions. Take the cost of your paid advertising, divide it by 1,000, and you're left with the CPM. In influencer marketing, CPM is usually around \$4-10. The lower the CPM, the better, as you're getting more advertising for less money.

- **Cost per interactions (CPI)**

Take the total cost of your advertising and divide it by the total interactions. This shows you the price for each interaction provoked by the campaign.

- **Cost per click (CPC)**

What you pay for each click generated by the campaign. It's the cost of paid advertising divided by the number of clicks.

These values represented above aren't exact, definitive standards; rather, they're based on our experiences with influencer marketing campaigns.





Creating a great proposal

A marketing proposal is the document that an agency prepares to present a campaign to the client for approval. It could also be presented by a marketing department to senior management, or by marketing analysts to their boss. While proposals may have been printed paper documents in the past, nowadays nearly all of them are visual presentations. This section will outline what to include to create a killer proposal that will help get your campaigns put into action.



Basic info

Include the most very basic information about the campaign, like:



Objectives

your goals for the campaign



Target Audience

who the campaign should reach



Brand Message

what you want to transmit

Campaign strategy

Here you want to basically outline your campaign and your strategy for making it successful:

- **Content Ideas**
if you want to do things like giveaways or events
- **Product/Fee Value**
what you're going to send as incentive
- **Influencers & Followers**
number of influencers and followers you've strategized
- **Publishing Guidelines**
any specific rules for publications, like brand mentions or hashtags
- **Campaign Timeline**
the important dates in your campaign
- **Categories**
the areas you want to impact

If you have various strategies, you might want to include one slide that summarizes them all together.



Estimated results

Based on the strategies you're employing in your campaign, what do you estimate the results to be?

- **Amount of followers**
number of people who follow the campaign's influencers
- **Amount of impressions**
the times your campaign will be displayed on screen
- **Amount of interactions**
amount of people who will interact with your campaign
- **CPM, CPI, CPC**
your estimated cost per mille, interaction and click
- **Audience**
what kinds of people your campaign will reach (demographics like age, gender, location, etc., which can be accessed using Heepsy)
- **Number of clicks**
amount people will click on your links

Style

Dedicate a slide to explain the style of the campaign publications. You might have defined aesthetic guidelines, like certain colors that have to be used, or certain locations where you want influencers to shoot their content. You could use a mood board here to give a sense of what the campaign will look like.



Pricing

If you're a marketing agency, or if you're a brand working with an agency, you should know some of the ways agencies typically price their fees. Agencies will sometimes charge **per month**. They might charge **per influencer**. Or, they could charge a **percentage of what the brand offers the influencer** (in money and product).

Let's demonstrate this third method with an example. A sports brand wants to promote their newest sneakers, so they set up a campaign with 50 influencers. As incentive, each influencer received a pair of the sneakers, which retail for \$100. The agency charges a 30% fee on this. So, 30% of the \$100 sneakers comes to \$30. And as there are 50 influencers involved in the campaign, the agency's total fee would be \$1,500.

Campaign lifecycle

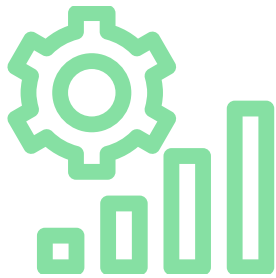
Explain the campaign's deployment plan in five short steps:



Contact

At the end of your proposal, note down any relevant contact information for the agency, team and anyone else involved in the campaign. You could also include links to the brand's social media accounts if your campaign goals involve those.





Managing expectations

What can you expect from an influencer marketing campaign? Well, there are some important things to keep in mind in order to ensure that your campaign goes according to plan.



Contact rate

Once you establish how many influencers you want to work with, contact double that. If you want to work with 10, reach out to 20. Not all of them will necessarily want to work with you, and not all will even respond.

Response rate

Generally, about 40% of the influencers who you reach out to will respond. The response rate relies a lot on the type of incentive you offer:

- **Product**
The higher the product value, the higher the response rate.
- **Experiences**
The response rate is generally higher, as experiences are sometimes valued more than products.
- **Fee**
The response rate is the highest, because the influencer will send you their fee and media kit. This doesn't mean that they'll accept your proposal, but they'll reply to begin negotiations.

Shipping dates

If your campaign includes products that need to be shipped out, make sure they arrive to the influencers 1-2 weeks before the scheduled publication dates. This will ensure they have enough time to prepare their content.

Payment terms

Some influencers will ask for fees to be paid at the beginning, at the end, or half before and half after.



Campaign cancellation

If there's no contract, the influencer could choose to not go through with the campaign. In other situations, the brand may want to cancel the campaign, like if an influencer fakes their stats or violates the content guidelines. This is why it's so important to define the campaign clearly from the beginning, as well as outline any reasons for cancellation.

Written confirmation

Close the deal in some form of writing, whether a contract or a simple email. If you make a deal on the phone, there's no proof later. Likewise, when paying an influencer, make sure there's some record of the transaction, like a receipt, invoice, or PayPal confirmation.

Quality of results

When the influencers finally publish their content, it may not be 100% what was agreed upon. It's important to focus on the overall results and remember that influencers should have a certain level of creative freedom when working on your campaigns. This will help you manage your expectations and perhaps see things from a new perspective.



Campaign set-up

Now that you've outlined the goals and guidelines of your campaign, it's time to start putting the pieces in motion. And for influencer marketing campaigns, the most important piece is probably the influencer! Finding influencers can feel overwhelming, but Heepsy makes it easy. We'll walk you through everything you need to know when searching for and selecting influencers.



What's included in this chapter



Finding the right influencers

- Searching on Instagram
- Searching on Heepsy
 - How to search
 - Tips for optimizing your Heepsy search



Detecting & avoiding fake influencers

- What Instagram can show you
- How Heepsy's influencer analytics can help
 - Quality score
 - Engagement rate
 - Follower growth rate
 - Comments/likes ratio
 - Audience demographics
 - Audience authenticity



Organizing your influencer search results

- With Excel
- With Heepsy
 - How to access and create lists
 - Using lists for your campaigns



Finding the right influencers

First off, when it comes to nano or micro influencers, a majority of their audience tends to be from the same country or even the same region as the influencer. Macro and mega influencers, however, usually have audiences spread across the country, or even across the world.

Nano/micro influencers also tend to be more prone to accept collaborations based on products or experiences, while higher tier influencers will likely only work for a fee. It's critical to understand what you're prepared to offer before starting your influencer search, as it will help narrow down your parameters before you even get online.

Furthermore, if you want to launch a national campaign, try to make an impact across different categories of social media, and use different influencers to help you accomplish that. For example, for a national sports campaign, you might want to contract influencers who focus on various sports, as well as fitness, health, crossfit, etc...



Searching on Instagram

Here's another checklist, this time with questions you should ask yourself **while looking for influencers directly on Instagram**:

- ✓ **Do you have any influencers who are already fans?**
Analyze your own brand's followers. If you find an influencer among them, chances are they'll want to work with you.
- ✓ **Have you been mentioned?**
Look through all the instances in which your brand has been mentioned on Instagram. If you find an influencer who already uses your products, they'd probably be down to collaborate.
- ✓ **Do they produce quality content?**
Does the influencer take time to curate their content? Do they have a clear aesthetic? Check to see if their content aligns with your brand's mission and aesthetic.
- ✓ **What's the influencer's follower/following ratio?**
Remember that if the influencer has a ratio close to 1, they may be using the follow/unfollow strategy.
- ✓ **Is their engagement good for their industry?**
Engagement rates vary based on how many followers an influencer has, and also based on their industry. (You can calculate this using Instagram, but it's much easier using Heepsy).
- ✓ **How often do they post?**
Depending on the goals of your campaign, you may want only one post, or you may want several. If so, make sure the influencer has the capacity to post at the rhythm you want.
- ✓ **Have they collaborated with other brands?**
If you see that an influencer has worked on various other campaigns, look



at what kind of content they created and the engagement of those posts, particularly for collaborations within your same industry. Check to see if they've worked with your competitors, as this could affect a collaboration with you.



Does the influencer's audience align with your target audience?

Analyze the demographics of the influencer's audience to see if they'd be interested in your brand. (Not to be too repetitive, but this is something that's much easier with Heepsy).



Who follows your competitors?

Analyze your competitors' followers to see what they're interested in. You may be able to find new people to add to your target audience.

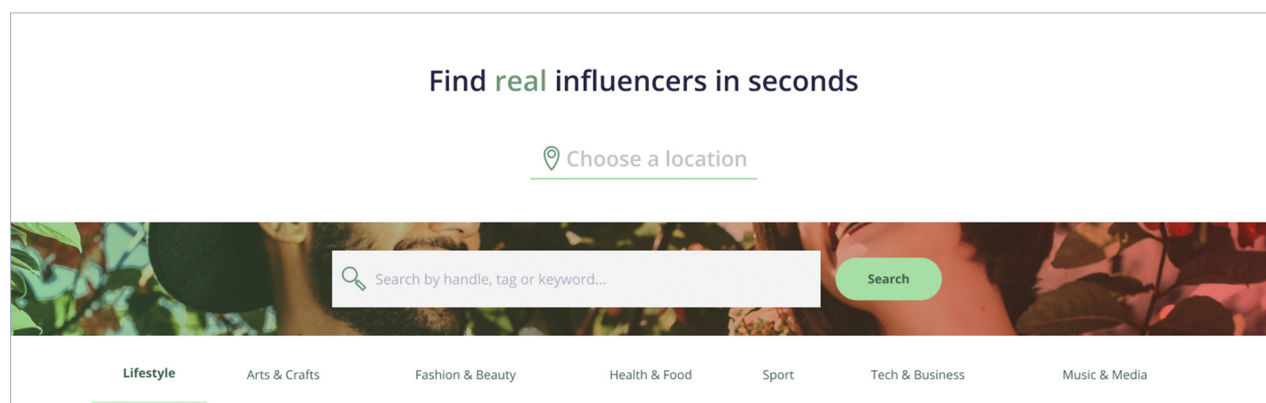


Searching on Heepsy

Heepsy was **built to make your influencer searches seamless**. The software uses data that comes directly from Instagram, so you can rest assured that the information you get is the real deal. Heepsy allows you to search according to various filters, and gives you immediate metrics about any influencers who you think may be suitable for your campaign.

How to search

When you log onto Heepsy, at the very top of the page, you can search for a specific **handle, location** or a **keyword**. And beneath that, you can choose from some common categories.



Once you select one of those criteria, you'll see some results and at the left hand side, the other search filters:

- **Quality Score**
Search according to the overall profile ranking.
- **Engagement**
Look for influencers who have low/high engagement, or for an exact engagement rate.



- **Contact**

See which profiles are verified, which influencers have public contact details available, or which have a presence on other social networks.

- **Followers**

Specify your search by the number of followers.

- **Authenticity**

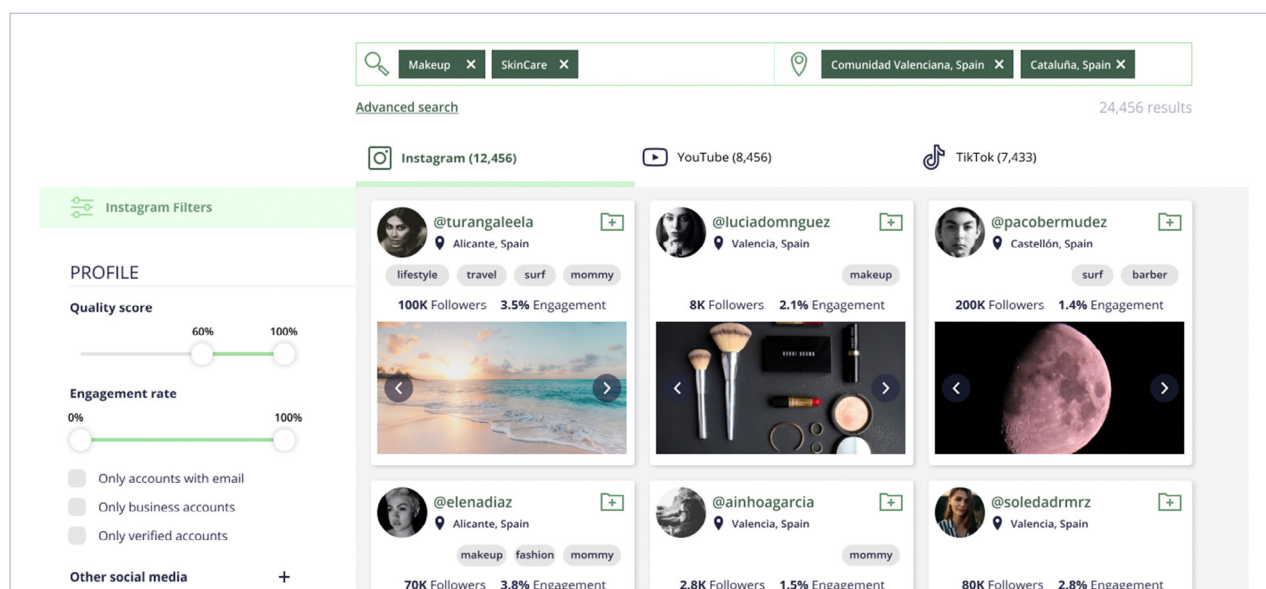
Sort influencers based on their authenticity (the overall quality score calculated by Heepsy), or their percentage of real followers.

- **Audience Demographics**

Check out an influencer's audience, and its gender, age, location, language, and interests. Search using those parameters and the percentage of the audience that you want to fulfill them.

- **Publications**

Choose influencers based on their price estimate, their percentage of branded posts, or their post frequency.



Tips for optimizing your Heepsy search

Using Heepsy's search filters is easy! But just in case you're still a bit lost as to how to conduct a thorough search, we've laid out some additional tips to make the process easier:

-  **Search categories independently of each other.**
You'll get more results if you search for your target categories separately. For example, search first for "Fashion", and then separately for "Beauty". If you mix categories during the same search, you might miss out on some good results.
-  **Don't shut out certain categories.**
If you're a makeup brand, you'll probably jump right into the Beauty or Make-Up category, which is a logical place to start. But, to make sure you've covered all your bases, why not try related keywords like "cosmetics", or related categories like Lifestyle? You may find an influencer that better matches your objectives but who wasn't in your original category.
-  **Leave a margin on your search ranges.**
If you're interested in influencers who have between 10K-25K followers, search for 5K-30K. You may be pleasantly surprised by someone who didn't fall into your initial range. And remember that influencers with relatively few followers aren't useless; influencers with just 5K followers often have higher engagement rates. But, if you want to use Instagram's Swipe-Up feature, keep in mind that the account must have at least 10K followers.
-  **Use keywords for niches.**
If you want to search for an influencer that falls into a very specific market, it's best to not filter by any category and instead use a keyword search. Say you want to find travel influencers who live in their vans. Try keywords related to that: van, vanlife, roadlife. The results that appear will be from users who have used those keywords somewhere in their profile.



**Use keywords for specific locations.**

If you're targeting a specific city and not getting enough search results, try searching for the place as a keyword. If you're a restaurant looking for food influencers in San Francisco, and searching by location doesn't bring up enough results, clear all the filters and try keywords: San Francisco and variations like SanFran or SF. This way you'll get profiles who mention the city in some way in their bio.

**Search for healthy engagement.**

Avoid profiles with low engagement rates. Likewise, you should discard profiles with engagement above 20%, as this usually comes from purchased likes and comments. Normal, healthy profiles tend to hover between 3% and 10%, although there are always exceptions. Some nano or micro influencers may have higher engagement.

**Use the audience filter.**

Heepsy offers you the chance not only to analyze influencers, but also their audiences. This is an extremely useful tool, because you can't assume that an influencer's demographics mirrors their audience's demographics 100%. While the two usually share common traits, you'll sometimes run into surprises. Don't forget to utilize the audience filter to make sure you're hitting your target.





Detecting & avoiding fake influencers

Like everything else in life, social media has its fair share of fraud. Followers can be bought and sold, likes can be automated, and there are all kinds of strategies to boost followers without having to commit to quality content creation.

As marketers, it's critical that your message hits your target audience. And if an influencer you contract has falsified their audience metrics, you're the one who's losing out. But thankfully, there are ways to see which influencers have amped up their stats through illicit means. The truth is in the data. You just need to know what to look for.



What Instagram can show you

If you're searching directly on Instagram for influencers, there are some tell-tale signs that a profile may be fake, or that it may use unorthodox strategies in the attempt to make it look more impressive than it is.

Use this checklist to help you analyze a profile's authenticity.

-  **Are there sufficient posts?**
If a profile has no posts, or very few, it might be fake. While younger influencers tend to archive more content, it's still strange to see a profile with very few publications and a lot of followers.
-  **Are there comments?**
Older age groups generally comment less, and in some countries, people may just be less participative on social media. But if a profile has a lot of followers and 0 to few comments, something's probably not right.
-  **Do the comments seem natural?**
Are the comments written in the same language that the influencer communicates in? Do the comments make sense? Are they relevant to the post? If not, this could indicate that the influencer has purchased fake comments shared by bots. Take a look at the profiles leaving the comments and see if they look like real people.
-  **Are there very few likes compared to followers?**
This could be a sign that the user bought fake followers.
-  **Are video views on par with likes?**
If you see that an influencer's photos have tons of likes, but their videos only have a few reproductions each, this could be a sign of purchased likes.
-  **Do the likes vary a lot from post to post?**
Big jumps between the amount of likes from one post to another could be a sign of something shady. For example, if one post has 200 likes, and the next 2000, maybe the influencer tampered with the system to boost their likes.



**Do the likes vary depending on the content?**

Generally speaking, photos that include people tend to have more likes on Instagram, except maybe when a profile centers around something like photography, art, decoration or travel. Also, check to see if the photos that have the most likes relate to the theme of the profile. If the profile belongs to a fashion influencer, the audience is presumably interested in that, and so posts related to fashion should have more likes than pictures of landscapes or food. If not, the likes may be coming from bots, who don't distinguish between different types of content.



How Heepsy's influencer analytics can help

You should definitely take a look at the Instagram profile of any influencer you're thinking about collaborating with. And while you can use Instagram to help you manually assess a profile's strengths and weaknesses, there's a much more efficient way to do this: **using Heepsy**.

Heepsy analyzes data directly from Instagram and presents it to you as easy-to-understand, visual **influencer analytics**. You'll save a lot of time and effort if you let the software do the dirty work.

These are the different metrics you'll see while using Heepsy, as well as some tips on how to use them to detect fake influencers:

Quality score

Heepsy's **quality score** shows you an overall rating of the influencer's profile, displayed as one clear, concise metric. When you look at an influencer's quality score, you'll see a score in the form of a number (from 100), a color (ranging from red to green) and a word (good, bad, etc.). The quality score gives you a **general sense of if the account is healthy or suspicious**.



Engagement rate

Engagement rate is the level of interaction a profile has when compared to its number of followers. It's measured in likes and comments. Good engagement is good for your brand, as people who trust an influencer are more likely to trust brands the influencer promotes.

The average engagement rate depends on how many followers the influencer has. Profiles with 10K followers won't have the same engagement as those with 1M. Heepsy will show you an influencer's engagement compared to others in their followers segment, alongside a qualification ranging from "very low" to "suspiciously high".

If an influencer has acquired their followers through buying them or using follow/unfollow, they'll probably have **very low engagement**. Equally suspicious is **very high engagement**, which may suggest fake likes or comments. As engagement is one of the most important details in influencer campaigns, make sure you check it out before setting up any collaboration.

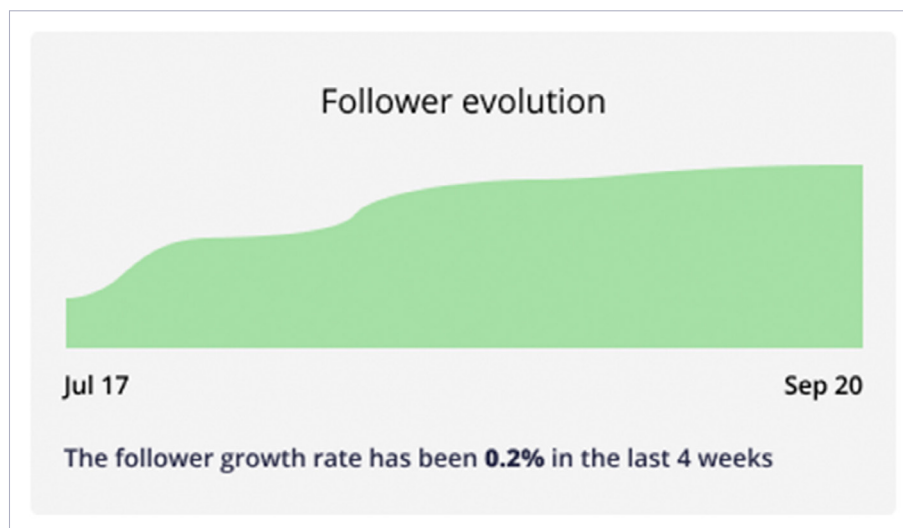


Follower growth rate

Follower growth rate is the increase/decrease of an account's followers over time. The best influencers grow their follower base through a steady commitment to quality content creation. It may take them years to earn their followers, but here, "slow and steady wins the race" is definitely true.

A **healthy growth rate should be a steady climb**. If you see sudden peaks and drops, something's up. First, check to see if the influencer has recently hosted a giveaway. These often require a follow, and people love the chance to win free stuff. Therefore, this could be visualized as a peak (loads of people joining) and then a dip (unfollowing once the giveaway is over). Other legitimate reasons for spikes in follower growth could be that the influencer became famous from appearing on TV, going viral, or linking up with a more famous influencer or celebrity.

If none of these are true, a **spike in followers** may show that they were bought. Really, what can't money buy these days?



Comments/likes ratio

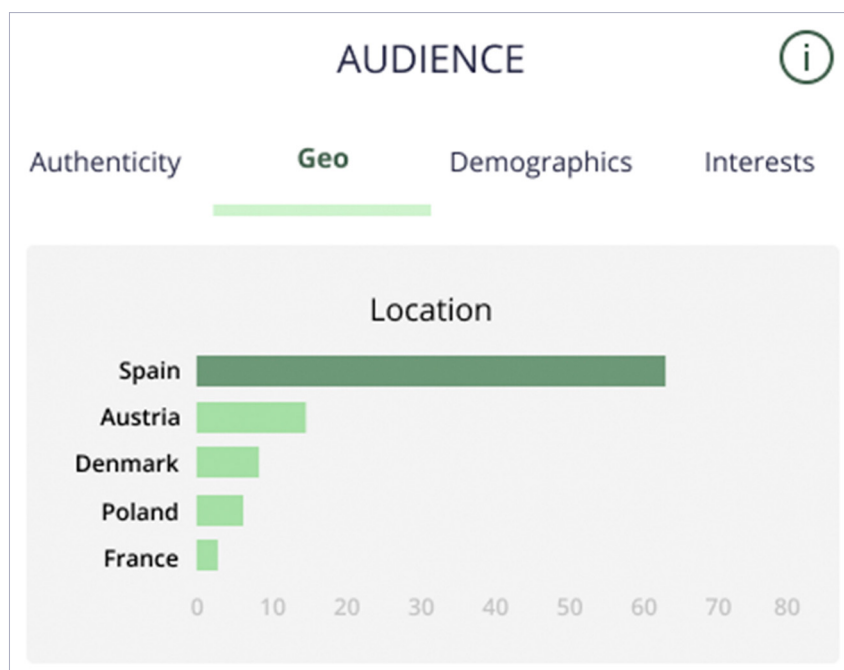
The **comments/likes ratio** shows just that: how many comments does a profile have compared to likes? This metric is useful because some influencers buy fake likes but not fake comments. Analyzing this ratio could give you insight into the authenticity of a profile's likes. Heepsy also generates the average comments/likes for an influencer segment, so you can have a clearer perspective on how a specific influencer stacks up to their peers.



Audience demographics

Heepsy shows you a breakdown of an influencer's audience, according to **country, age, gender, language and interests**. You should pay special attention to the country demographics. Check to see if most of the influencer's followers are from their country of origin or residence.

For example, an Italian-born influencer who now lives in Los Angeles may have an audience that mostly comes from Italy and the USA. If you see that most of an influencer's followers are from countries that have no connection to them whatsoever, it could be a sign of bought followers.



Audience authenticity

Heepsy provides another metric, which shows you the **percentage of followers that appear to be authentic**. AI helps to detect the types of behaviors typical in bots, and suggests which portion of an influencer's following are suspicious of such. As you don't want to invest your marketing budget in bots or fake followers, make sure to take a look at this metric.





Organizing your influencer search results

After searching and checking that influencers look legit, you should have a list of some who look interesting for your campaign. Don't forget that you'll want to contact double what you think you'll need. If you want 5 influencers, reach out to 10. Not all will be available, and some might not even respond.

Regardless of the number you're working with, it's important to keep your information well-organized to avoid confusion and oversight. There are two ways you can do this.



With Excel

Create a spreadsheet that includes the following key info:

- ✓ **Instagram handle**
- ✓ **Influencer's name**
(if available, to personalize your communications with them)
- ✓ **Number of followers** at time of search
- ✓ **Contact information**
(public email address on the Instagram profile)

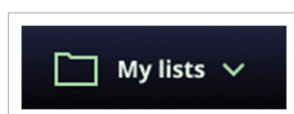
Simple enough. But there's a much more efficient and comprehensive way to organize your influencers.

With Heepsy

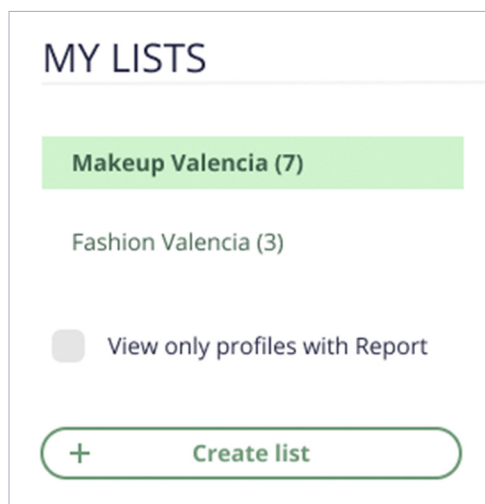
Heepsy lets you keep customized lists of influencers for various campaigns, countries, categories, or however you prefer to organize your information. Once you build your list, you can access it directly in Heepsy or download it as an XML or CSV file.

How to access and create lists

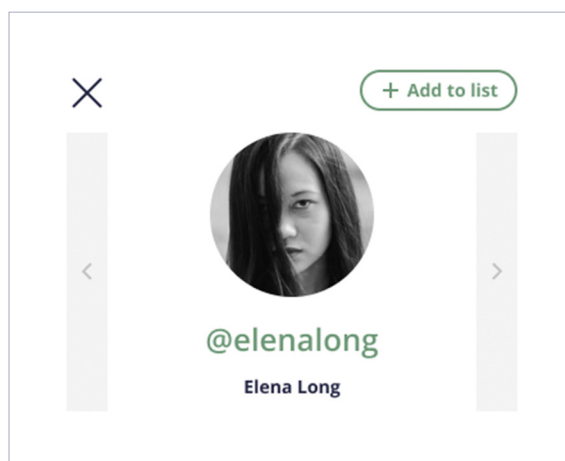
To access your influencer lists, look for **My Lists** at the top right of Heepsy's interface.



This will open the page called My Lists, where you can manage your lists. On the left side of the screen, you can see your **existing lists**, as well as the **option to create a new one**.



To add influencers to a list, **look for the plus icon** while viewing their profile. When you click the plus icon, you can choose to add the influencer to an existing list or create a new one on the spot.



Using lists for your campaigns

Heepsy's lists allow you to easily compare influencers across various metrics, and provides you all the information necessary for you to reach out.

At the top of a list, you'll see the **Aggregated Metrics**, which show you aggregates or averages of all the influencers in that list. Beneath the aggregates, you'll find the **influencer-specific metrics**:

- **Handle and name** — the name as it appears on the profile
- **Frequent location** — based on bio and/or common geotags
- **Number of followers** — this one's self-explanatory
- **Engagement rate** — average engagement rate across all posts
- **Quality Score** — overall rating of the profile
- **Branded Engagement** — average engagement on only branded posts
- **Estimated Post Cost** — this range is an estimate, and can vary depending on several factors, including whether or not the influencer is a personality outside of social media

Instagram (7)		Youtube (0)		Download ▾		
		Followers	Engagement	Quality Score	Branded Engagement	Estimated Post Cost
Aggregated metrics:		1.2M	3.2%	56 of 100	3.2%	\$140-\$160
	Elena Ramírez Castellón, Spain	320k	4.7%	72 of 100	3.2%	\$140-\$160
	Eider García Valencia, Spain	8.4k	2.7%	48 of 100	1.1%	\$30-\$80
	Linda Williams Alicante, Spain	150k	4.3%	73 of 100	3.4%	\$40-\$100



Further, when you download the list as a spreadsheet, you'll find all the information from the influencer analytics, including the **audience metrics**, **brand mentions** and **contact emails**.

A	B	C
IG Handle	Name	Frequent location
dachihype	Dachi the Shiba ♀	Canada, Canada
cricketinthethicket	Cricket • Facts • Fiction	Kelowna, Canada
milk_the_samoyed	Milk the Samoyed 🐶	Toronto, Canada
james_thesamoyed	James	Toronto, Canada Canada, Canada
gsd.dexter	Dexter	Laval, Canada Laval, Canada
argento.the.gsd	Argento	St. Paul, Canada Canada, Canada
eastonofthewild	Kat and Easton	San Andrés, Colombia California, United States Waterloo, Canada
lesterandbennythebassets	Lester + Benny Basset Hounds 🐶	Kelowna, Canada Álava, Spain Toronto, Canada
actionjaxson_van	actionjaxson cute 🇨🇦 golden	Pitt Meadows, Canada Canada, Canada Vancouver, Canada
minineilbigworld	N E I L	Edmonton, Canada Calgary, Canada

With Heepsy's lists, you have all the information necessary to choose influencers, get them approved by your client or manager, and start reaching out for collaborations.



Campaign launch

Now that you're ready to reach out to some influencers, you need to know all about how to make contact, what information to include, and what to do and not to do.



What's included in this chapter



Contacting influencers

- Contacting manually
- Automating your outreach
- How to avoid becoming spam
- What to know before contacting influencers



Tips for acing influencer outreach

- Method of contact
- Message structure
- Templates
- International campaigns



Negotiating collaborations

- Negotiating with different types of influencers
- Deciding if you need a contract
- Following up on negotiations



Managing compensation & logistics

- Invoices
- Logistics



Setting up campaign tracking

- Influencer metrics
- Links



Contacting influencers

Generally the best way to contact influencers is via email. There are two ways to do this: manually, or with automated outreach.



Contacting manually

This method is recommended for when you're **contacting a few influencers**. Using the excel on influencer data that you created or downloaded from Heepsy, contact influencers at the email addresses on the spreadsheet. Create a message template that you can copy, paste and personalize to save you some time.

Automating your outreach

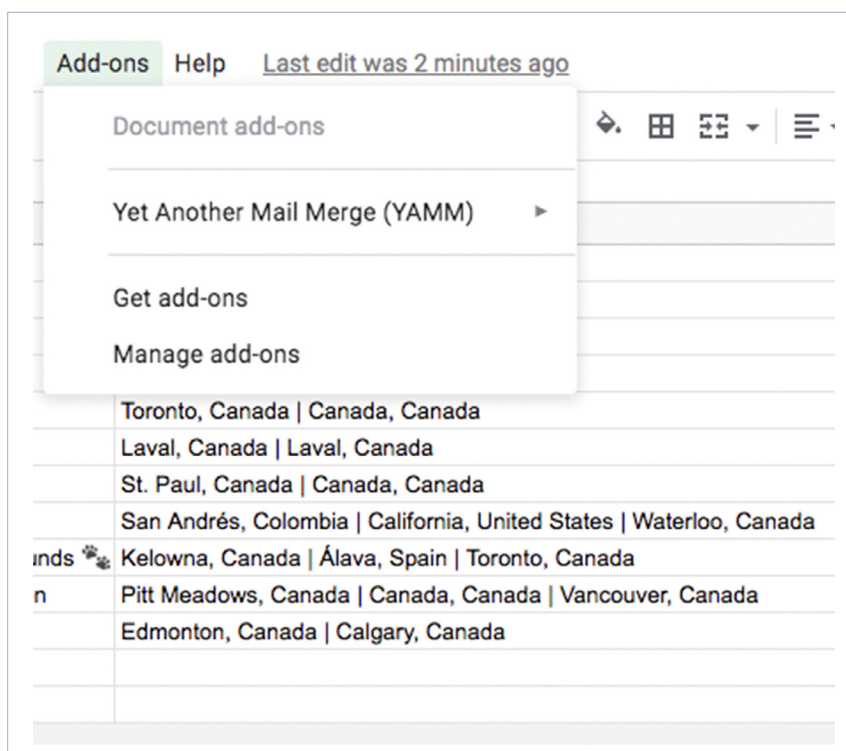
There's no shortage of tools designed to help you automate your outreach efforts. These are perfect for when you want to **reach out to many influencers at once**. They'll help you streamline the process and save a lot of time along the way.

One automation tool is **Yet Another Mail Merge**, or YAMM. **YAMM** is an add-on for GSuite, and it hooks up with Google Sheets and GMail to let you send many emails at once, as well as personalize and track them. The add-on is free if you only need to send up to 50 emails per day; if you need to send more, you can upgrade to a personal, GSuite or business account.

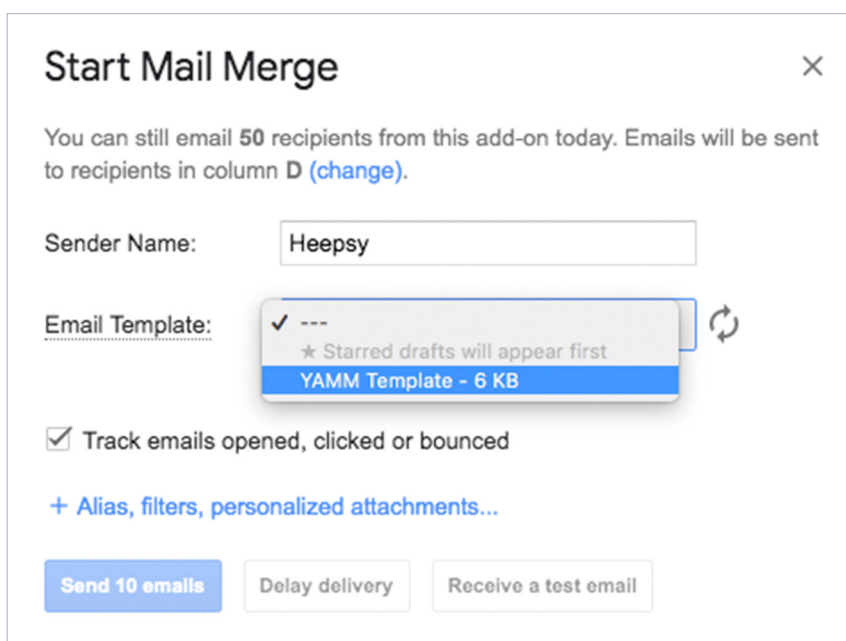
Here are the steps you need to take to get YAMM up and running:

- 1 **Get your Google Sheet ready** with the names and email addresses of the influencers.
- 2 **Activate the YAMM add-on** in Google Sheets.
- 3 In Gmail, **prepare your template email**. This will be the base email that goes out to all the influencers. Don't send the email, but save it to Drafts. It's important here to make sure you put an easily-identifiable subject, so that the email is easy to find.
- 4 In Sheets, **select the column that contains the email addresses**. Then go to Add Ons, and find YAMM.



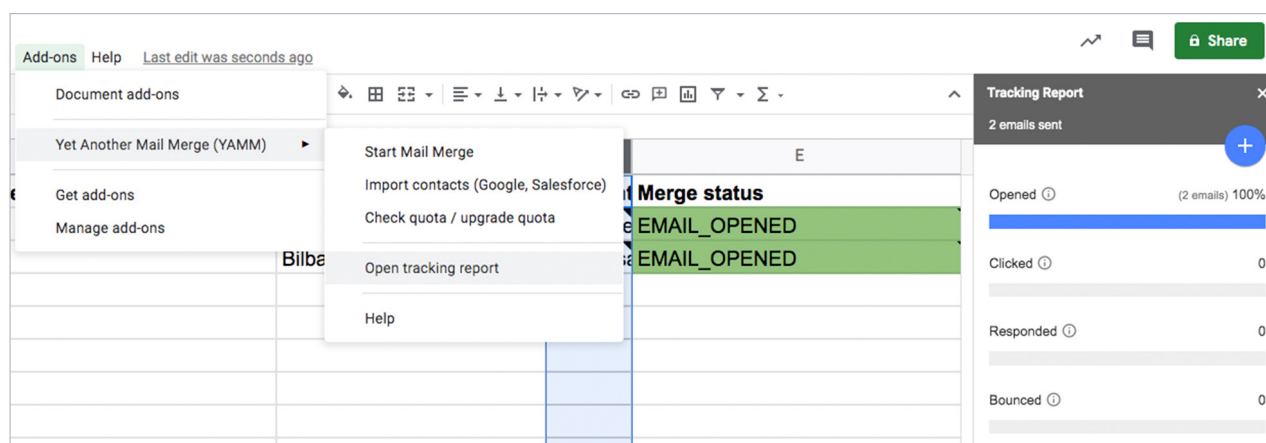


- 5 To start the mail merge, **YAMM** will ask you to choose the **Gmail** template you created earlier. You'll only see the subject of the email, so this is why giving it a name that clearly connects it to your campaign is important.



- 6 If you'd like to first see how your template looks once it's sent, you can choose **"Receive a test email"**. If you've already tested or are sure you're ready to send, click **"Send X Emails"** and YAMM will send your template to all the email addresses on your Sheet. If you have a paid account, you can also schedule the emails to be sent out at a future time or date.
- 7 With YAMM, **you can also track the emails you've sent out**. YAMM will automatically generate a new column in your spreadsheet, as well as open a pop-up window to show you the following:
- **EMAIL SENT** — the email was delivered without problem
 - **EMAIL OPENED** — the recipient opened the email
 - **EMAIL CLICKED** — the recipient clicked on a link in your email
 - **EMAIL RESPONDED** — the recipient responded to you
 - **EMAIL BOUNCED** — the email couldn't be delivered

To access your tracking at any time, click on **"Open tracking report"** under YAMM in Add-Ons.



How to avoid becoming spam

Sending out your first mail merge is easy. But, there are some tips to keep in mind to make sure your emails don't end up in influencers' spam folders.



Be brief

Keep your email short and to the point. Long-winded emails will be more likely marked as spam.



Personalize

It's easy to personalize emails in YAMM. Basically, all you have to do is add this marker **{{Column Header}}** to Gmail and make sure it's named exactly the same as a column in Sheets. So for example, if you wanted to personalize the email to greet the influencer by name, you could start your template like this:

Hi **{{First Name}}**,

And then, make sure that your column in sheets is named exactly the same: **First Name**. Check that all capitalization and spacing matches exactly. You can use this technique to personalize many other things too, like meeting times, incentive amounts, or whatever information may change based on the influencer you're contacting.

If you'd like more information about how to personalize emails, visit the [YAMM support center](#).



Use clear subjects

Choose subject lines that explain the purpose and content of your email. This will make it for humans and AI alike to recognize its importance.



Brand your emails

Everyone across your organization should be branding their emails consistently. Include the company logo in all emails, and make sure everyone is using a similar email format and signature. Always include the brand name in your email address, and try to avoid noreply addresses. The more



consistent your company's emailing is, the more trust it will build with potential clients, customers, and in this case, influencers.



Be mobile-friendly

Considering how much time influencers spend on social media, it's not unusual that they'd check their emails on mobile devices like phones and tablets. Make your emails easy to read on these, and you're more likely to make your message stick.

And that's it! In a few simple steps you can contact as many influencers as you want in just moments!

What to know before contacting influencers

Here's some handy information to ensure you understand and effectively implement the process of reaching out to influencers.

Response Rates

It's important to understand that when you send influencers a first contact email, most will probably open it, but not all will respond. Our team usually sees the following rates:

70-80%

emails opened

50%

emails with links
clicked

30-40%

emails that get
answered

These response rates also **depend on the type of influencer that you're contacting**. When it comes to **micro influencers**, the first factor that determines response rate is if the product is interesting to them and meshes well with their social media persona. If the product has a high perceived value, or if it's an experience, micro influencers



will usually respond at higher rates. The second factor is the type of publications that you're asking for. If you're only asking for stories, micro influencers are more likely to reply.

With **mega influencers**, you might find that the response rates are higher, up to even about 90%. These are full-time influencers with managers, and the response rate is so high because the manager will reply simply to provide the influencer's fees.

Contacting influencers via DM

If you want to reach out to an influencer but can't find their email address, the next best way to contact them is via a **direct message (DM)** on Instagram. Be careful: if the influencer doesn't follow you, the DM won't show up in their main inbox, but rather in another folder for messages from users who they don't know. To make sure they open your DM, **make the proposal as attractive as possible!** If it looks interesting, most influencers will open it and even reply. But if your proposal doesn't stand out, influencers won't answer and you'll never know if they've read your DM or not.

Sometimes, when dealing with mega influencers, it's actually better to contact them by DM. Your product may be interesting to them without a fee, but if you send an email, it will arrive directly to their manager. Influencers' managers will always ask for a fee, as they earn a percentage of it. So if you want to try to close a deal around a product without a fee, it's better to go directly to the source.





Tips for acing influencer outreach

When reaching out to your selected influencers, do it in as appealing a way as possible! In order to help you do that, these are some things to consider when you're ready to contact influencers.



Method of contact

As previously mentioned, there are several ways to get in touch, each best for a certain situation:

- **Email**
when you want to contact just a few influencers
- **YAMM**
when you need to contact a lot of influencers
- **DM**
when you can't find an email or want to bypass managers



Message structure

You need to decide if you want to send a first short introductory email, or send all the collaboration info from the get-go. This **depends on the urgency of your situation**.

If you don't have time constraints, it's best to send out a short, attention-grabbing intro email. Influencers are busy and will sometimes just scan emails and messages. So make your first contact as attractive as possible to catch their eye.

But, **if you're working with tight deadlines**, it's best to send all the information from the start. This way, influencers who are available at the moment can respond, and you can find someone for the campaign ASAP.

Regardless, always keep your tone friendly and natural. Your email should include:

- ✓ **Introduction** to the brand
- ✓ **Objective** of the collaboration
- ✓ **Incentive** in terms of product and money
- ✓ **Quantity and type** of publications
- ✓ **Publication guidelines** (message, hashtags, mentions, aesthetics)

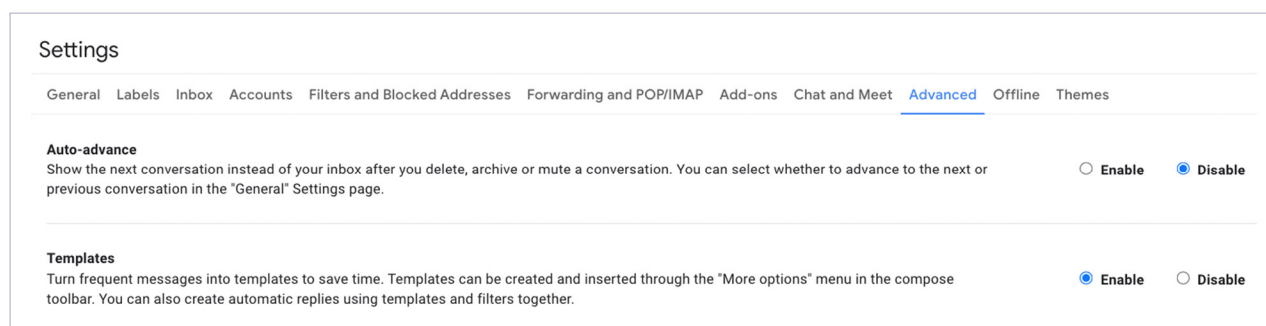
Templates

To save time, it's a good idea to set up templates for your email communications with influencers. You should definitely create a template for your initial outreach email, and you may want to create 1-2 templates to respond to any answers you get from influencers.

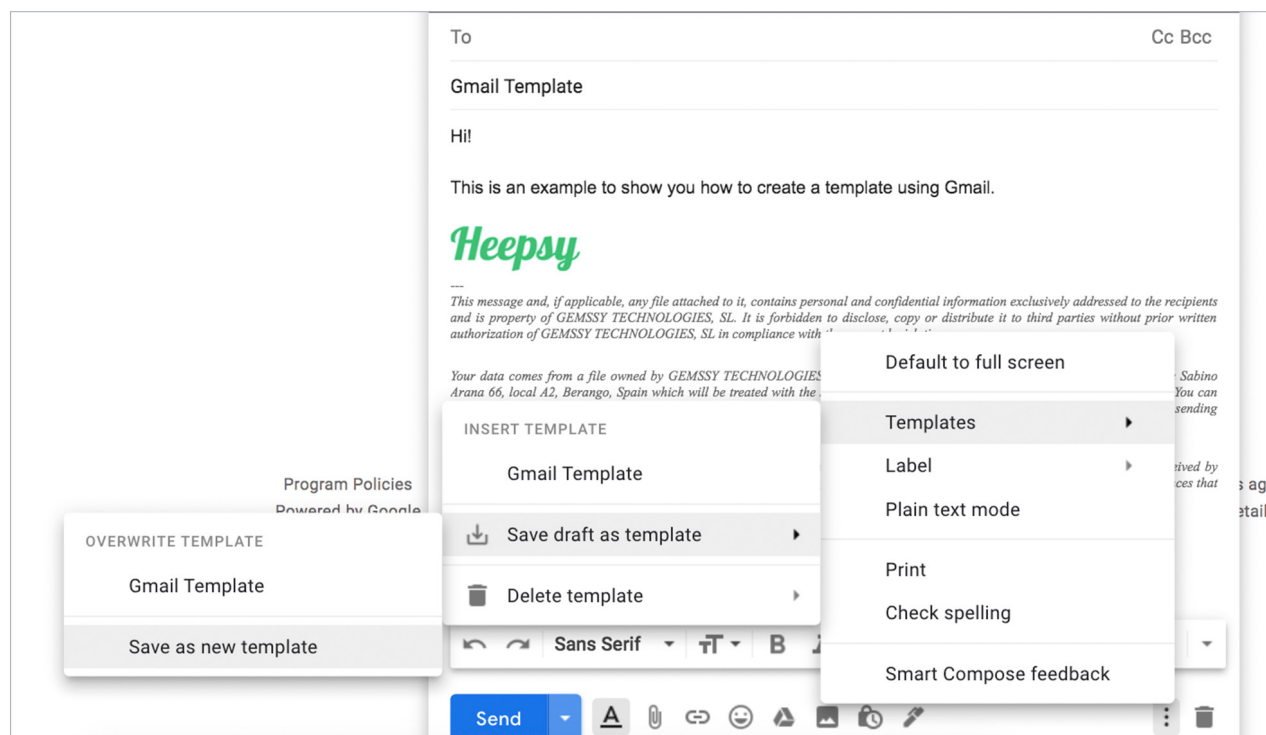


How to create a template

To create a Template in Gmail, first make sure you have Templates enabled in Settings, under the Advanced tab.



After you confirm that Templates are enabled, open a new email and draft your text. When you're ready to save it, look for the three dots at the bottom left corner of the email. Click it, choose "Templates", "Save draft as template", and then "Save as new template".



When you want to send an email using a template, the process is the same. Go down to the three dots, find Templates, and you'll see your template listed there. Choose the one you want, edit for any desired personalization, and send!

Sample templates

These are two sample emails. You can use them to get ideas for how to structure your own outreach emails and what type of info to include.

Sample 1:

Hi {Influencer Name}!

Nice to meet you! I'm Kate from Heepsy, an influencer marketing agency that specializes in managing campaigns for different brands at the national and international level. I'm reaching out because I have a collaboration proposal that I think could interest you, and because we'd love to have you join our campaign!

The collaboration is with Jones Smith, a British eyewear brand that is opening its first store in the center of Madrid. Jones Smith offers stylish, high-quality prescription glasses and sunglasses. The brand also offers a personalized service that lets you try on glasses in the comfort of your own home. The goal is for the glasses to become your new favorite accessory. :) The brand liked your profile and your modern style, and they'd love to collaborate with you to promote their arrival in Madrid.

The collaboration would be that you live the brand experience and test out the at-home trial service for 5 frames that you choose (this way, you have plenty of time to choose, without any pressure). Later on at the store, choose the style that you like best and get your pair of glasses completely free (valued upwards of €100). In addition to the glasses, we'd like to offer you monetary incentive in exchange for promoting our brand on your Instagram profile.

I'd love to be able to explain the details to you further, and I'm sure that Jones Smith will become your eyewear brand of choice!



Let me know what you think, and I'll send you the rest of the details and be happy to answer any questions you may have :)

Have a good one!

Kate

Sample 2:

Hi {Influencer Name},

It's nice to meet you! My name is Kate and I'm writing from Heepsy, an influencer marketing agency where we manage campaigns for various brands. We have a collaboration proposal that we think could interest you!

The collaboration is with Styler, a brand that offers women online personal shopping services. The brand is having great success in Europe and already works with some of the most important names in the fashion industry.

For the collaboration, we'd like you to receive clothes at home, delivered for free and for you to keep, in exchange for publication on social media about our brand. We think you could be the ideal person to live the Styler experience and recommend it to your followers so that they can enjoy it too!

If you're interested in the collaboration, we'd love to fill you in on the details.

Please let me know what you think ;)

Thanks!

Kate



International campaigns

If you're staging your campaign in more than one country, be sensitive to cultural differences that may exist between them. You may need to set up templates in different languages. Also, keep in mind that purchasing power varies by country, so negotiating with influencers won't be the same wherever you go. Be prepared, for example, to see that a French influencer's fees are much higher than an influencer from the Philippines.





Negotiating collaborations

When you've finally received some replies from the influencer you contacted, it's time to start negotiating. If you're lucky, the influencer will accept your collaboration proposal just as you send it. More realistically, you'll have to do a bit of back-and-forth to iron out the details.

Leave a margin of about 15-20 days if you're going to be negotiating with macro or mega influencers, and a bit less if you're entering into discussions with nano or micro influencers.

Regardless of how your negotiations go, you always want to clarify the following points before ending your discussions:

- Timing of incentive (delivery estimation, whether for fee or product)
- Publication timing (deadlines or windows)
- Content review (how/when you'll review the created content)
- Number of publications (and how many of each type)
- Publication content (anything you want the influencer to include)



Negotiating with different types of influencers

Negotiations vary based on the type of influencers you're dealing with.

- **Micro influencers who accept most collaborations**

When working with these influencers, as well as with nano influencers, negotiations are minimal. If the product or service is appealing to them, most nano and micro influencers will accept your proposal without trying to negotiate for a fee.

- **Micro influencers who are more demanding**

Once micro influencers start to do more collaborations and move up the ranks, they'll start to also charge a fee, although not a very high one. Product might not be enough here, and you might have to pay something, especially if you want the collaboration to include posts. It may be easier to negotiate a collaboration using only stories.

- **Macro and Mega influencers**

Once you get into the major leagues of influencer marketing, negotiations are going to be necessary and a bit more challenging. The first reply to your proposal will be from the influencer's manager, presenting their fees for various types of publications. Try asking for a pack of publications - more publications over a longer period of time but at a discounted rate.



Deciding if you need a contract

While everything is always more secure with a contract, it's not always necessary when making deals with influencers.

- **When deals are made on product alone**

When a collaboration is accepted in exchange for products or services, a contract isn't usually necessary. However, if your product has a very high value (a motorcycle, for example), you'll want to put the collaboration to pen and paper.

- **When working with nano or micro influencers**

When working with nano or micro influencers, who aren't as demanding as top influencers, you can probably close most deals based on product alone. And even when they do ask for a fee, they usually ask for minimal amounts, so you probably won't need to sign a contract. Just make sure you have your agreement in some form of writing, like an email.

Not every influencer is going to give you perfect publications, but no sweat. The important thing is the general impact of the campaign, which usually turns out to be positive. Influencers at this level seem to balance each other out: some might publish worse than expected, and others better. Don't forget that it's good to give these creators the freedom and time they need to create the best possible content.

- **When working with macro or mega influencers**

Here you'll almost always need a contract. The amount of money paid as incentive is usually high, and for that, you'll want to ensure that all the conditions of the collaboration are agreed to in writing.



Following up on negotiations

If your negotiations get stalled because the influencer isn't replying to you, just politely follow up. There are a few steps you can take to follow up in different ways:

- **Emails**

If they don't answer your first email, try sending a second or even third.

- **DM**

If they don't reply to your emails, try reaching out with a direct message on Instagram.

- **Comments**

If the influencer doesn't reply to your emails or DMs, comment on one of their posts to politely remind them to check their emails/DMs

If you don't get a reply via any of these, it could be because of various factors. Maybe that influencer has stopped collaborating. Maybe they've had something happen in their personal life to take them away from social media. Who knows! In any event, at this point it's best to move on to contacting other influencers.





Managing compensation & logistics

While the value of incentive is the thing that's usually most at the forefront of companies' minds when entering into business negotiations, there are other factors that you have to take into account when setting up a collaboration with an influencer.



Invoices

Invoices are valuable to both you and the influencer, as they show the amount, date and other important information about any payment transactions between the parties. They're also a way to keep track of income and expenses.

Planning for invoices

Who issues the invoice?

The influencer. In some situations, large companies may have templates that they provide to an influencer to fill out. But regardless, it's the influencer's responsibility to bill for their services. If you're working with a full-time influencer who has a manager, this process will already be familiar to them. Keep in mind that if the collaboration is paid only in product, an invoice isn't necessary. And for some minimal fees, often when working with nano or micro influencers, the brand may opt to just pay them without invoices.

When will the invoice come?

You may speak with influencers who want you to pay them upfront, or half upfront and half after. But the majority of collaborations are billed **after** all the influencer's work for the campaign has been published.

You'll usually have 30 days from the issuing date of the invoice to pay it. If you're going to receive invoices from the influencers working on your campaign, it's a good idea to straighten out the details during negotiations to make sure that everyone is on the same page and both parties can plan and prepare accordingly.

Issuing a good invoice

To send out an invoice that's complete and correct, make sure you include the following information:



Invoice number

a reference number to identify each particular invoice



- ✓ **Issue date**
to know exactly when the invoice was sent
- ✓ **Sender info**
the name of the influencer, tax address, contact email, and tax ID*
- ✓ **Recipient info**
the name of the business, tax address, contact email and tax ID*
- ✓ **Description of services**
a description of rendered services and their costs
- ✓ **Subtotal**
the price before tax
- ✓ **Tax rate and total**
the tax rate and total tax charged, if applicable
- ✓ **Total to be paid**
the final amount that needs to be paid
- ✓ **Pay-by date**
the payment deadline, often 30 days from the issue date
- ✓ **Payment method**
how the invoice should be paid, for example by bank transfer, PayPal, etc.
- ✓ **Bank/PayPal info**
any relevant information necessary to make the payment

* Tax ID varies a bit from country to country. In the United States, the two most common tax IDs are a **social security number (SSN)** and **employer identification number (EIN)**. In Spain, for example, this number is called the **código de identificación fiscal (CIF)**. Check with a certified accountant in the relevant country to ensure that you're correctly handling any and all tax issues.



Logistics

In the majority of collaborations, influencers receive products from the brand they're working with. But, moving physical objects requires additional time and labor. This is where logistics comes into the game.

Shipping basics

There are some different ways you can send products to influencers:

- **A voucher**
send the influencer a voucher for the agreed-upon value, and they can later use it in your physical or online store
- **A shipment**
physically send the influencer the product (maybe it's a specific product for the campaign, or maybe you let them choose what they like from a catalog)

The second option obviously includes **shipping & handling**. There are a multitude of companies out there that can handle all your shipping needs - FedEx, UPS, SEUR, DHL, etc. Compare them and decide which works best for you and which operates in the area you need to reach. Always make sure the shipping company gives you a tracking number so you can ensure that the product arrives.

Tips for good logistics

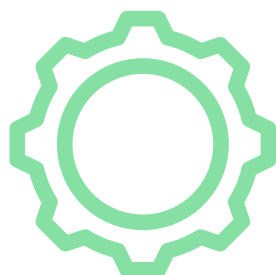
If you're working with many influencers, **use vouchers**. They can buy what they like and it's less stressful for you. However, if you're working with just a few influencers, take the time and effort to **send them the package**. And if you can personalize it in some way, all the better. The influencer is likely to publish more if they see that you've put time into your package.

Once you've shipped out the product, **notify the influencer** that the package is on its way, and tell them approximately how long it should take to arrive.



If the **package doesn't arrive**, check the tracking. You may want to give the influencer the tracking number so they can watch out for the package. Or you may need to contract your shipping company to sort out any issues. Check to see if the package was delivered to a pickup point. If the influencer doesn't receive the package and it's sent back to you, assess the situation and decide if it's worth sending out again.





Setting up campaign tracking

Monitoring your campaign is equally important as all the work you put into planning it. This is where you'll start to see your results and whether or not you've achieved your objectives. Therefore, it's critical to set up a good system of campaign tracking.

There are several platforms you can use to track your campaign, but a good place to start is Google Analytics. It's free to start out, and there are various courses online in case you need to learn how to use it.



Influencer metrics

Influencers have some internal statistics that are valuable to your campaign. To clarify, these metrics are only available to influencers who have their profile set up as a **business profile** and who have over **10K followers**.

If your influencer meets these criteria, they can access **Instagram Insights**. Insights can provide data on the influencer's audience (gender, age range, location), engagement, reach and impressions. Ask influencers to provide you with the data related to the posts and stories they publish for your campaign.

Links

The best way to measure the traffic generated by an influencer's publication is through the links used in the campaign. Links are often taken for granted; many people don't understand just how much links can tell us.

How to create a tracking link

You first need to know **where you want to direct the traffic**. Do you want to direct people to your home page? A landing page? Your eCommerce shop?

Next, you want to create what's called **utm parameters (urchin tracking module)**. Without getting too technical, Utms can be tagged onto the end of a link to you valuable information about your marketing campaign. There are five tags you can use:

- **Source**
shows which site visitors are directed from
- **Medium**
tells you what type of link was used, for example email or cost per click



- **Campaign**
identifies the specific campaign
- **Term**
designates any paid keywords used
- **Content**
specifies what element was clicked, such as a banner or text link

A simple way to create utm links is with **Campaign URL Builder**, a free tool from Google Analytics that walks you through the process step by step.

Shortening your links

Now, with all those extra parameters, your links can get really long. No one wants to post an unattractive, never-ending link on their profile or send it in an email. Thankfully, there are some services that let you shorten your link and make it more palatable.

Bitly allows you to generate, share and track links. It also lets your brand your links for increased recognition. Bitly offers an on-site dashboard from which you can monitor your links and their success. Bitly integrates with various social networks and digital marketing tools, and lets you create links individually and in bulk.

Short.io also lets you shorten branded links and then share them across the Internet. Short.io, like Bitly, offers built in Analytics. It also integrates with other marketing tools, like Google Analytics. Short.io also lets you create mobile links that direct users based on their mobile operating system.

These are only two of the many link shorteners that are out there. Do some research and see which one feels best to you. But whichever you choose, make sure you are consistent with both the building and tracking of your links.



Campaign monitoring

Once the campaign is running, you have to keep track of it. Tracking your campaign means collecting the media published by the influencers and examining the results that come in through your analytics program. It might not be the most glamorous part of the campaign process, but it's critical if you want to analyze your results and measure your success.



What's included in this chapter



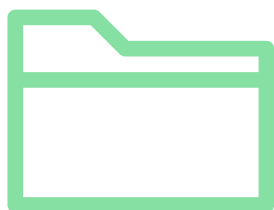
Detecting & collecting published media

- Brand mentions & branded hashtags
- Acquiring media



Tips & tricks for following up

- Influencers who publish
- Influencers who don't publish



Detecting & collecting published media

When the influencer publishes content related to your campaign, you'll of course want to know! It's important that you follow up on the publications to make sure everything is going smoothly and to collect the assets for your results report.

Some influencers might shoot you an email or a DM when they publish something related to your campaign. But it's important that you stay on top of campaign content as well, just so nothing falls through the cracks.



Brand mentions & branded hashtags

Brand mentions and hashtags can help you keep track of influencer media as it comes in. Just **make sure an influencer knows which mention or hashtag they need to use** before they start publishing.

Brand mentions are simple, as the influencer simply tags your brand's Instagram account in their post, whether in the photo, text or as a paid partnership. In the case that you're a large brand with different Instagram accounts for different regions or product lines, make sure you tell the influencer which mention to use. When an influencer mentions your brand, you'll get a notification telling you such, which you can see in the Activity tab on Instagram.

As for **branded hashtags**, you need to define these for your campaign. It could be, for example, a combination of your brand's name and the campaign season, or product launch. Make sure influencers know which hashtags to use. Later on, you can search for that hashtag and monitor the publications that utilize it.

Acquiring media

If **you're a brand**, the influencer will probably mention you on Instagram. If you don't need the publications for your own content creation, you can simply screenshot them to retain for your records.

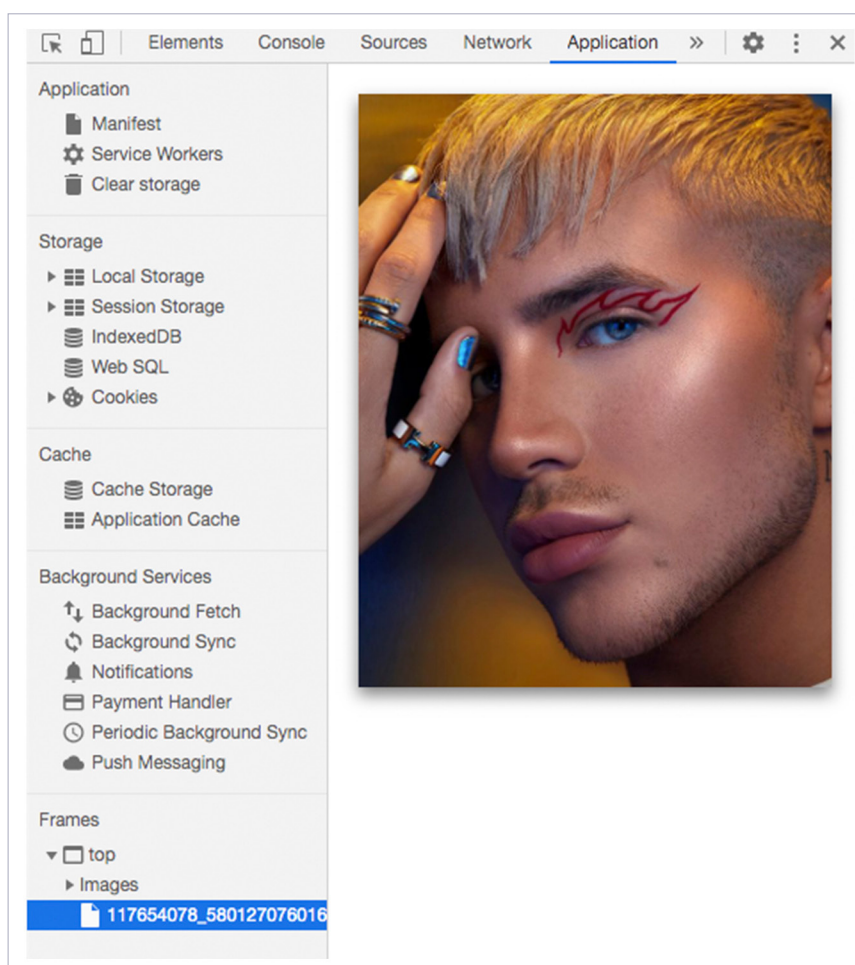
If **you're an agency**, the process can be a bit tricky. Influencers don't usually mention marketing agencies when they upload their content. You could ask them to mention you, and depending on the brand, you could ask the influencer to provide you with high quality media assets directly and outside of social media. If you can't acquire the creatives through one of those means, you'll have to just check the influencers' profiles each day to see what new content they've uploaded.

If **you want to download high-quality images** from Instagram, this is where things definitely get more complicated. To access the high-quality images, you have to use



your browser's Inspect tool. Here's a step-by-step outline of how to do this on Google Chrome.

- 1 Open the image on Instagram
- 2 Right click and choose **Inspect**
- 3 At the top, choose **Application** from the menu (if you don't see Application, you may need to select it from the drop-down menu marked by >>).
- 4 In Application, find **Frames**.
- 5 Within Frames, you should see the **image listed there**. Right click and choose **Save As** to download the picture.



If you're only working with a few influencers, this might work for you. But if you're working with many influencers, or managing several campaigns at once, this method is too taxing and time-consuming. In that case it's best to ask influencers to send you high-quality versions of the content they publish.





Tips & tricks for following up

It's always necessary to follow up with influencers, whether they publish or not.



Influencers who publish

Many times, when an influencer publishes something for your campaign, **they'll send you an email** letting you know. Express gratitude to encourage them to continue the practice.

When influencers don't notify you after publishing, you can choose to contact them to thank them, or not. We recommend sending a quick email to thank the influencer once you've seen that their post is uploaded and fulfills the criteria you outlined. However, if you're working with a lot of influencers, this can be extremely time consuming. Just keep in mind that if you don't communicate with the influencer after they publish, they're going to assume that you've seen their work and that everything is okay.

If you see something wrong with the publications (they forgot a hashtag, spelling mistakes, etc), kindly point it out to the influencer so they can fix it. The earlier you catch any mistake the better, so stay vigilant during the campaign's publication window.



Influencers who don't publish

When an influencer doesn't publish by the agreed-upon date, there are several ways to confront them. You could start with a **subtle email** asking if everything is okay. Did the product arrive? Were they able to use the voucher? Has something happened? Another option is to send a **more insistent email**, explaining that they have until a certain date to publish.

If the influencer **doesn't answer your emails**, you could try reaching out directly on Instagram. Start with a direct message, and if they don't reply to that, leave a comment on their last post.

If you're having trouble with an influencer who isn't publishing as expected, set up a reminder strategy that revolves around your campaign dates. For example:

- ✓ **Subtle email**
when there are two weeks until the end of the campaign
- ✓ **Insistent email**
when there's one week left, to remind them of the deadline
- ✓ **DM**
when there's less than a week left
- ✓ **Comment**
when there's only 2-3 days left (these might be lost, but if they answer you in time, you can extend the campaign by 1-2 days to allow them to publish)

Also, take into account the days of the week. The best day to remind influencers of upcoming deadlines is a Thursday or Friday, as the weekend is approaching and they'll likely have more time to publish.



Campaign analysis

You've made it this far, and you're nearly at the end of your influencer marketing campaign! There's just one more step, and it just so happens that it's the one that will be most interesting to your client or manager.

Marketing campaigns are worthless if you don't measure and analyze their results. You need tangible data in order to evaluate if the campaign was successful.



What's included in this chapter



Analyzing a campaign's results

- Input
- Output
- Analysis process



Expectations vs. reality: the report

- Basic campaign details
- Investment
- Results



Analyzing a campaign's results

You have to measure both the input and output of the campaign in order to comprehensively analyze the results. Let's run through what you need to look for and how to gather it.



Input

Input is what you invested in the campaign. Take into account **any value you put into the campaign, whether monetary or non-monetary**. Here's a brief reminder of what you need to consider with respect to investment:

- ✓ **Product value per influencer**, thinking in COGs
- ✓ **Cash per influencer**
- ✓ **Combined incentive (product + money) per influencer**
- ✓ **Total product costs** (including shipping)
- ✓ **Total cash incentives**
- ✓ **Agency fee**, if applicable
- ✓ **Heepsy/other service subscription fee**, if applicable
- ✓ **Total investment** (sum of all)

A spreadsheet to track all of this may take a minute to set up, but this way, you'll be able to easily see how much you've paid per influencer, the total you paid to all the influencers involved, as well as the total campaign investment.

Output

The output consists of the content created for the campaign, as well as all the impressions and interactions it generated. Just FYI, if you're working with big, sophisticated clients, they might not ask you for all of these metrics. Clients like these usually know exactly what they'll need to measure results, and they'll only ask you for that specific information.



In general, you'll first want to consider the usual metrics for these types of campaigns:

- **Likes**
number of likes on a post
- **Comments**
number of comments on a post
- **Impressions**
how many times the content was seen or displayed on a screen
- **Views**
the number of times a video was watched
- **Interactions**
sum of all the ways people have interacted with your campaign content (likes + comments + clicks + etc)*
- **Clicks**
amount of times someone clicked a link related to your campaign

* Remember that for stories, interactions are limited. While you can react to someone's Instagram story, that message is more like a DM. You can't publicly like it or comment on it in the same way you can do for a post. Further, while it is possible to add links to stories (and therefore generate clicks), that option is only possible for business accounts that have more than 10K followers.

Depending on your campaign, influencers may have also generated other types of output. If their content encourages some other type of call-to-action, you may need to assess some other metrics, like:

- **Sales**
sales of your product, perhaps generated through influencer-specific coupon codes
- **Downloads**
for example, if your product is an app, how times was it downloaded



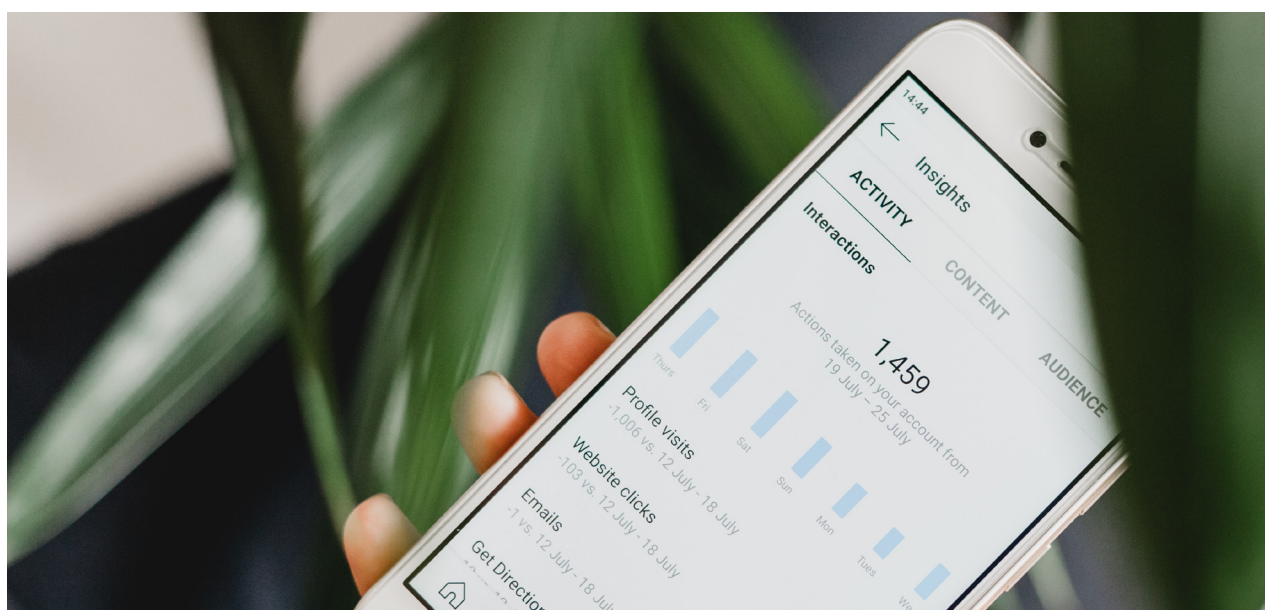
Analysis process

Measuring your results isn't anything groundbreaking, though it can take up some time. As we said above, set up a **spreadsheet** to enter all your investment input and your results output. Make sure your team members know where the data is being stored and how the spreadsheet is formatted to avoid any confusion or mistakes.

You can get **likes and comments** directly from Instagram, or ask the influencer for their data from Instagram Insights. As for **impressions**, that info isn't public, so you'll have to request influencers' Insights metrics.

Clicks can be measured in a few ways. That information is also available in an influencer's Instagram Insights. Or, you could pull this data from a link branding and shortening service, like Bitly or Short.io. Finally, if you prefer to use UTMs, you can track clicks through Google Analytics. If you're an agency, keep in mind you might not have access to a brand's Google Analytics and might have to use one of the other methods.

Once you have your data collected, it comes down to analyzing the total investment versus the total output. With this, you can start preparing your report, which we'll discuss in the following section.





Expectations vs. reality: the report

Now you get to see if the reality of your campaign lived up to your expectations. Once you measure and analyze your results, it's time to reflect them in a report that you can deliver to your client or manager.

Nowadays, just like the proposal, most campaign reports take the form of a visual presentation. Here's a breakdown of what to include.



Basic campaign details

Start off with the identifying information of the campaign:

- **Name** of the campaign
- **Categories/industry** targeted
- **Geographical target** (country, region, city)
- **Campaign start and finish**, and any other important dates
- **Number of influencers** contracted

Investment

Next, summarize your investment, pulling from the spreadsheet you created when analyzing input/output. Depending on the brand, you may want to simply include the total investment, or you may want to include a slightly more detailed breakdown of the different categories of investment. And if you're an agency, it may not be necessary to include this information.



Results

Here, you'll want to gather the basic information about the influencers you used, your output data, and some campaign media.

Include the results that are relevant to your campaign, which may include:

- **Influencers**
influencers that were selected
- **Followers**
the average followers the influencers had during the campaign
- **Posts**
posts published by the influencers
- **Stories**
stories published by the influencers
- **Impressions**
when the campaign content was seen or displayed
- **Interactions**
when people interacted in some way with the campaign
- **URLs**
the links you used in the campaign
- **Clicks**
how many times campaign links were clicked
- **CPM**
cost per thousand views/clicks
- **CPI**
cost per impression
- **CPC**
cost per click

Depending on the brand's preferences and how big the campaign was, you could choose to report on just a summary of this data, or break the results down per influencer.



Results

Views, interactions and clicks for posts & stories uploaded by @handle

- Published content: **1 post y 10 stories** (agreement was for 1 post and 8 stories)
- Impresiones conseguidas: **115,000**
- Interacciones conseguidas: **850**
- Clicks conseguidos: **325**

CPM (cost per mille)

\$7

CPI (coste per interaction)

\$0.90

CPC (cost per click)

\$2.50



An example of how you could display results for a specific influencer who worked on the campaign, with fake figures as placeholders.

Compare your results with your original estimates to see how well your campaign achieved your expectations. Did you exceed your estimated impressions or interactions? Was your CPI lower than what you thought it would be?

Also, include some **visual examples**. This makes your report more interesting, and can also connect with highlights from the campaign. You could choose to show, for example, the top 3 posts with the most likes and the top 3 with the most comments.

TOP 3 posts with the most likes



[link to profile](#)



[link to profile](#)



[link to profile](#)

An example of a slide in a report showing the three campaign posts with the most likes.

So, **how did you do?** If you exceeded your expectations, great! And if not, don't get down. Identify the areas where you missed the mark, and analyze what you can do better next time.

Also, look closely at your campaign results to see if maybe you **can reveal new insight**. For example, maybe you didn't hit your target audience as well as expected, but maybe another audience group reacted more positively than planned? They could be a good target audience for the future.

Conclusion

And with that, it's time to draw the curtain on this act. We hope this guide has helped you get a better sense of how to manage an influencer campaign. If you're ready to give it a go, stop by Heepsy for all your influencer needs.

And last but not least, should you have any questions or need more information about our products, our Customer Service department would love to hear from you!

You can reach them at [**support@heepsy.com**](mailto:support@heepsy.com).

Glossary

If this is your first marketing campaign, we hope this guide makes everything clear and easy to understand. But, we also get that starting out in influencer marketing can also feel like stepping into a tornado of marketing terms and acronyms. So in order to help you out, we've created this glossary of terms that appear throughout the guide.

B

Bot

An automated program designed to mimic some type of human interaction. In influencer marketing, bots are mainly used as fake followers or to leave fake likes or comments.

Brand engagement

The customer experience on social media. While engagement rate is generally used to talk about the engagement on an influencer's profile, brand engagement is the engagement on the brand's social media accounts.

C

Call to action (CTA)

A prompt that encourages a user or client to perform a specific action. An example of a call to action could be a "find out more" button that links to your website, or a "order now for 25% off" alert that encourages sales. (see conversion)

Cost of goods sold (COGS)

The production cost of a product, as opposed to the market value. Generally it's the total of materials and labor needed to produce the product.



Comments/likes ratio

A ratio that compares a profile's number of comments to its number of likes. This metric can be used to evaluate if an influencer has potentially purchased fake likes.

Conversion

Any instance in which your audience responds to your call to action. For example, if your CTA is a "find out more" button that leads to your website, the conversion would be when that button is clicked. (see call to action)

Cost per click (CPC):

The price you pay for each click generated by your campaign. Take the total amount paid for the advertising of links, and divide that by the number of clicks generated from those links.

Cost per interactions (CPI)

The price you pay for each interaction generated by your campaign. Take the total amount paid to market content that allows interactions, and divide it by the total interactions.

Cost per mille (CPM)

The cost for 1,000 impressions (mille means 1,000 in Latin). To get this figure, divide the total cost of the campaign by the total impressions generated, and then multiply that results by 1000. The lower the CPM, the better, as that means your brand spends less money for more advertising.

Cost per acquisition (CPA)

A commission-based model that can be used as a form of compensation in influencer marketing campaigns. The acquisition is defined by your campaign, but a few examples are sales, registrations to your site, or newsletter sign-ups. You can offer an influencer a fixed rate or a variable per acquisition.



D

Direct message (DM)

A private message sent from one Instagram user to another. DMs can be used to contact influencers.

E

Engagement rate

The level of interaction between an influencer and their audience. On Instagram, it's measured in likes and comments. Engagement demonstrates the level of trust and interest an audience has in an influencer. Generally, engagement rate is higher for influencers with smaller followings; as followers increase, engagement tends to decrease.

F

Follow/unfollow method

A strategy used to accumulate followers that isn't based on content. An account follows a bunch of random accounts, waits for them to return the favor, and unfollows them later. This method increases the follower count but not the engagement rate.

Follower growth rate

The increase or decrease of a social media profile's followers over time. Spikes in follower rate can be signs of bought followers.



H

Handle

A person's name on social media. On Instagram, what follows the @.

Heepsy

A tool designed to help you search for influencers, analyze their statistics, and organize your outreach. Heepsy can search and analyze over 8 million social media profiles.

I

Impression

Any time your campaign content is displayed on screen, whether a user interacts with it or not.

Instagram Insights

Instagram's built-in analytics tool, available only for business and creator accounts. If you choose to analyze influencers without using Heepsy, you will have to ask each individual influencer for their Insights information.

Interaction

Any time a user interacts with your content in some way. It could be a like, a comment, a click. On Instagram, interactions are likes and comments, and they are not available for stories.

K

Key performance indicator (KPI)

A measurable value used to gauge the success of your campaign. In influencer



marketing, some common KPIs are conversions, audience growth, engagement (likes + comments), and web traffic.

M

Marketing proposal

A document or presentation that proposes a marketing campaign by outlining the objectives, strategies, investment and estimated results. It's usually prepared by a marketing agency for a brand, or by an in-house marketing team for upper management.

Monetary compensation

Any incentive or compensation paid in money. In influencer marketing, it would be the fee that an influencer charges in exchange for publications.

N

Non-monetary compensation

Any incentive or compensation that doesn't take the form of money. In influencer campaigns, this type of incentive is usually a product, service or experience provided to the influencer for free.

Q

Quality score

A Heepsy metric that analyzes the overall health of an influencer's profile.

R

Reach

In influencer marketing, the number of people who potentially see an influencer's content. You can get a sense of an influencer's reach by looking at their follower count, but this is just an estimate; someone who doesn't follow an influencer might also see their content. You can also evaluate reach by looking at the impressions generated by an influencer's content.

U

UTM parameters

Variants of URL parameters that can track the effectiveness of the links used in an influencer marketing campaign. UTM means Urchin Tracking Module, named after Urchin, the predecessor of Google Analytics.

