

# A Step by Step Guide to Influencer Marketer

By B2B CONTACT LISTS



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## *Everyone talks about Influencer Marketing but few understand it properly !*

As the world becomes more tech-savvy and connected using social media, users are relying more on the word of mouth referrals for deciding on purchasing decisions.

Social media platforms took the world by storm. Facebook and Twitter, at the moment of their launching, became a breath of fresh air. Within seconds they became a place of interest for thousands of people. Year by year these platforms, including YouTube, Instagram, and Snapchat, are extended, updated, and provide great new possibilities for advertising. Nowadays, mobile devices have overtaken desktop devices and laptops as a platform for marketing. Mobile Internet usage presents a lot of benefits for advertisers.



## How can they do these with the help of Influencer Marketing?

Let's be honest and admit: folks whom we tend to follow on social media have far more influence than film stars or standard singers.

The reason is simple: we trust people whom we have spent years in "close relation" with, watching their success and monitoring their life through photos, videos, or comments. Influencer Marketing in general is a process of selling products and promoting brands with the help of people who have a definitive level of authority on social media.



## *What are the reasons for using Influencer Marketing when there are already a bunch of ads on the Internet?*

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Users are uninterested in advertisements today and use powerful Ad Blockers, erasing all that's inappropriate for them. On social media developers try to present advertisements in a non-disturbing way, so people even stop scrolling for a few seconds to analyze products provided.

One more reason to advertise on social media is the fall in popularity of TV. TV was once the main way advertisers conducted new campaigns, but time flies and televisions are now being removed from households every day. Moreover, Generation Z is a significant and important cohort of potential consumers, and they almost don't watch TV these days, going for social media and messaging apps.



## How to Bear Fruit with Influencer Marketing Step by Step ?



*Are you ready to take a plunge?  
If so, the step by step guide to  
influencer marketing is right  
in front of you. This guide  
helps you make the most of this  
upcoming and trendy idea  
using social media.*



## STEP 1 : Research

Take into account the location of your target audience! If you are going to promote your products beyond one country's borders, you should learn the foreign customers' perceptions of the goods you provide in order not to make any mistakes and hurt your reputation

After defining your target audience, you should learn where those people "live": on Facebook, Instagram, or YouTube. By advertising on the platform where your potential clients chill out most of their time will increase the chances for your product to be shown to a greater slice of your target audience. This is when your Influencers come to the game. Seeing products via people we like and trust, we accordingly start trusting what they trust.





## STEP 2 : Budget Approval

Budget problems are always the most troublesome. You should take into account everything and a bit more. Plan your budget with the thought of unexpected circumstances. Popular influencers, especially Instagram and YouTube Influencers, are expensive, because they have a large audience and a lot of them know how much their words cost.

Depending on the future strategy for your project, keep in mind that you may want to involve multiple influencers. Compensation (indemnification) is an important point in your budget plan. Pay an Influencer if your product causes any harm to his or her reputation. This is important to serve as an extra motivation for a successful promotion.

## STEP 3 : Goal Identification and Strategy Development

In order to build a successful strategy, you should identify your goals – results which you want to get at the end. If you are at the starting point of your journey, your marketing strategy may be directed to promoting your brand name and establishing a minimum sales level – to see if people are interested in the product you provide.



In this case you should take into account Influencers who are interesting for this new group of potential clients. However, also remember the consumers who are already satisfied with your company. They are the easiest to get more sales from and the costliest of losses if they move to your competition. You have to build your strategy so every person will be satisfied or at least not offended. Proper goal identification can facilitate to make successful marketing campaign, useful for every party.



## STEP 5 : Strategy Approving and Scheduling

You can't approve a strategy without presenting it to the person who will work for you. Do not rely fully on the plan which you prepared and which may seem the best for you only.

- **Let Influencers teach you.**

After presenting your strategy to the Influencers, who have agreed to cooperate with you, listen to the Influencer's suggested strategy.

- **Vary your concept for each Influencer.**

If you have decided to bring several Influencers to your project, then give them freedom of expression along with the right to participate in your marketing campaign.

- **Schedule the whole working process.**

Proper scheduling can bring you more success than you think. Sponsored posts happen after serious analytical data gathering including people's moods.



## STEP 6 : Payment

There are several types of payment for Influencers:

1. **Set price** : More often this type of payment is taken by Influencers who have a lot of followers and work with advertisements really well, fulfilling your goal.
2. **Commission + Discount** : One more way is to appoint your Influencer(s) a commission from sales on a monthly or weekly basis. You can also supply him or her with a discount for this product which may be used by the Influencers' followers.
3. **Free products**. Beginners usually don't take money. If you cooperate with young Influencers, who are just building his or her reputation, they may ask for your products for free in order to use them by themselves or present to followers.



## STEP 7 : Results Tracking

We've come to the final step which will show you whether you had success with your campaign.



- Results Tracking concerns you to take the statistics from your Influencers and then comply it with your company's reports. Information from your Influencer concerns engagement. Some pieces of this are open to the social media account's master only.
- Analyze your ROI which will help you learn the level of your success. This shows you how successful your marketing campaign was and how much (an) Influence(s) brought to your house. Check your website's performance on social media. You will definitely publish some material regarding the product on your company's social media timelines and site landing pages.

## SEO Benefits of Influencer Marketing

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Any activity on your social media accounts can bring SEO benefits to your website. With Google Web Search Analytics, you'll be able to simply analyze however specifically you succeeded once your marketing campaign launched.

A powerful advertisement on social media can mean a lot of traffic and the improvement of your positions on SERPs.

Google and other search engines like when people come to websites and stay there for a lot of time. This means that the quality of your content will be rewarded by search engines with good rankings.





Moreover, Influencer Marketing can drive a high number of backlinks to your website. Although Google doesn't count backlinks from social media, it does count backlinks from websites which took your link from an Influencers' social media timeline. A large amount of backlinks means higher domain authority.



However, be careful about so-called toxic links, because they can have a negative impact on your rankings. Use WebCEO's Backlink Quality Check Tool to clean your backlink profile. This can help you to identify the total amount of backlinks, linking domains and their authority, link texts, and which of the backlinks are toxic enough to put in Google's Disavow List.

*Your feedback is all we need!  
Please have your say.*

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## CONCLUSION

Influencer Marketing would likely be a win-win strategy for you: each party will get a piece of the pie at the end of the journey. The best way to find your winning Influencers is to learn about your competitors and their social media campaigns which brought them success and rich backlinks.