



Guide to Influencer Marketing Campaigns

How to Activate Creators for Winning Influencer Marketing Campaigns

Conversions

Social Post Performance

- Bar chart showing performance for various posts.

Product Performance

- Translucent Setting Powder
- Bronzing Powder

@sarahwglases
Brand Ambassador

@fashionJill
Brand Ambassador

Recent Campaign

- Profit: \$1.2k
- Sales: 85

#yourbrand

@yourbrandname

@yourbrandname





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Introduction

Leveraging the Power of Creators to Edge Out The Competition

In today's marketing ecosystem, successful brands are those which harness the full power of the Creator Economy. The most impactful brand awareness campaigns of the last few years, particularly during the pandemic, have unlocked the remarkable potential of influencer marketing.

To beat the competition, the question is no longer whether or not brands should allocate resources towards influencer marketing, but rather how to maximize the effectiveness of these resources. However, the fast-paced nature of social media, as well as the sheer amount of content produced daily, means that there's no one-size-fits-all solution, pushing brands to get creative in their approach to influencer marketing.

This report outlines tips, strategies, and specific examples of how successful brands are activating creators to participate in engaging, ROI-driving social media campaigns. Read on to learn how to set specific and measurable goals for your campaigns, how to clearly define your audience, how to activate creators who reach your target demographic, and which tools you can use to track your performance as you build a winning influencer marketing strategy.










EMV








Introduction to Earned Media Value

Earned Media Value, or EMV, quantifies the estimated value of consumer engagement with digital earned media. Our holistic approach assigns a unique value to a piece of content based on the platform it was published on and engagement received from followers and consumers. This value is then attributed to the specific brands mentioned within the post. EMV can be used to evaluate the earned performance of individual marketing campaigns and benchmark brands within the competitive landscape.





Platforms Including

-  Instagram
-  YouTube
-  Facebook
-  Twitter
-  TikTok
-  Pinterest
-  Blogs

Engagement Via

-  Comments
-  Tweets/Retweets
-  Favorites
-  Likes
-  Pins/Repins
-  Shares
-  Video Views

Posts By

-  Influencers
-  Brands
-  Retailers
-  Publications



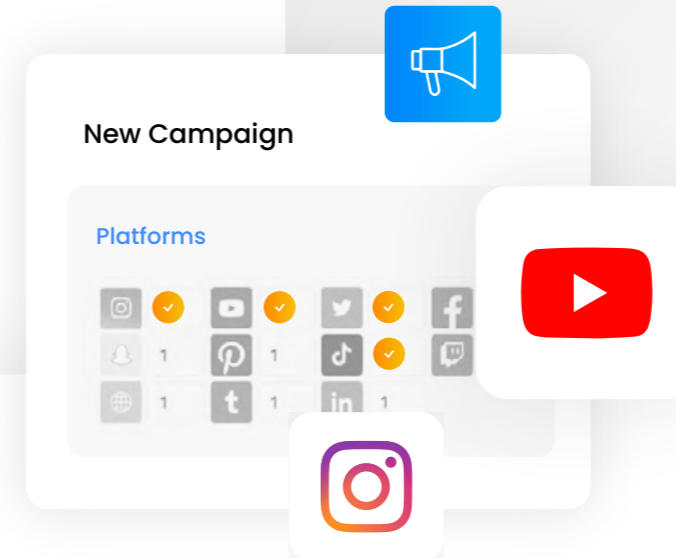
Step 1

Determine Your Goals

Set Specific, Measurable Campaign Targets

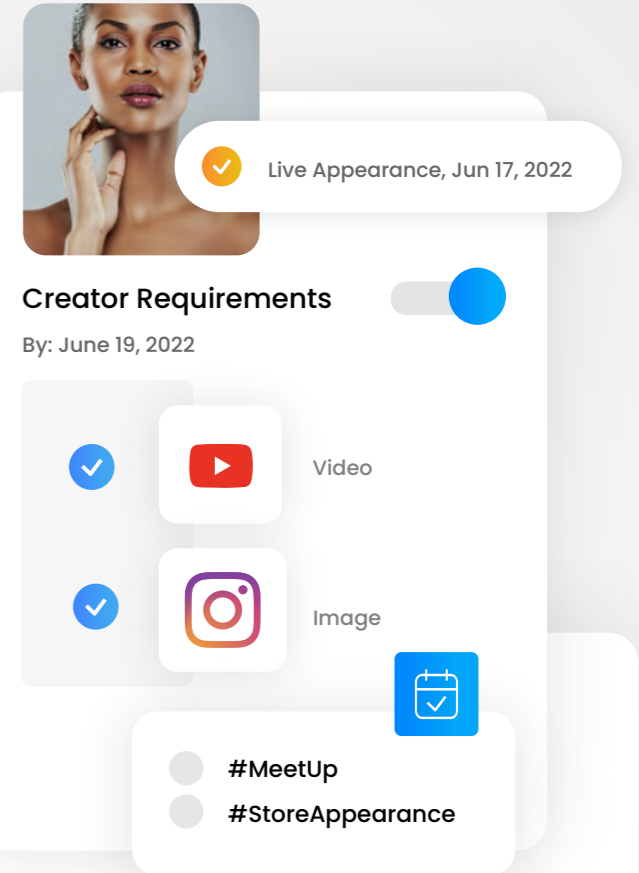
When setting a direction for your influencer marketing strategy, it's important to clearly define your brand's goals, and which metrics your team will use to gauge the success of your strategy. Begin by selecting the ultimate goal of your campaign, which will help your influencer marketing teams track its progress on a more granular level. Examples of such goals include:

- ✓ Expanding share-of-voice and increasing your brand's overall Earned Media Value (EMV)
- ✓ Driving more traffic to your website
- ✓ Promoting the launch of a new product and increasing sales
- ✓ Expanding attendance for a particular event



Next:

Identify which social media channels (TikTok, Instagram, Twitch, etc.) you plan to use for your campaign. This choice will generally be dictated by the target audience you're trying to reach, as when it comes to getting your message in front of the right audience, not all channels are created equal. We'll discuss audience targeting in the next section of this report, but for starters, be sure to leverage social platforms that can be easily tracked by influencer marketing tools, as this will provide a holistic overview of campaign performance.



Lastly:

Set creator-specific goals, and relay those expectations to creators who participate in your brand campaigns. This step includes aspects of the content you want this campaign to produce, such as the total number of brand mentions, use of campaign hashtags, or how long a product is featured in a creator's content. It's important to monitor your creators' performance in real-time throughout the entirety of a campaign, so that you can support your creators or pivot as needed.



Brand Spotlight

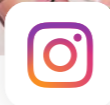


What They Did

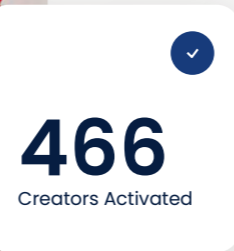
In February 2021, Brooklyn-based haircare company Eva NYC relaunched its entire haircare portfolio in infinitely recyclable aluminum packaging, a move that reaffirmed the brand's affordability and effectiveness to consumers, while also sparking excitement for sustainability. After identifying increased product sales as its primary campaign goal, the brand selected a few key awareness metrics to monitor, including total EMV, total participating creators, post count, impressions, and engagement. Additionally, Eva NYC developed the hashtag #ReduceReuseRestyle, which was featured in educational Instagram Stories from creators outlining how to easily dispose of the brand's new aluminum canisters.

The Result

By setting campaign-specific goals and focusing on its most impactful social channel, Eva NYC succeeded in activating 466 creators to participate in its campaign, increasing its content volume by 65% in eight weeks.



Campaign
#ReduceReuseRestyle



CreatorIQ Tools to Use for Determining Campaign Goals

CreatorIQ Campaigns



- ✓ Capture top-performing brand mentions during your campaign
- ✓ Tally total share-of-voice and EMV generated
- ✓ Track the number of participating creators, and their performance throughout the campaign

CreatorIQ Influencer Search



- ✓ Identify and select platform- and demographic-specific creators

Step 2

Reaching the Right Audience

Activate Creators Who Reach Your Target Demographic

When selecting creators to join your campaign, it can be tempting to look exclusively at how these creators' existing content matches the tone and aesthetic of your brand. While that aspect is important, it's not critical to the success of your campaign.

The main factor brands should consider when partnering with a creator is the demographic that this creator's content reaches. If your brand's customer profile matches that of a creator's following, and that creator already has a natural affinity and interest in your brand, chances are they will be a strong partner.

Influencer marketing professionals can streamline their search by leveraging tools like CreatorIQ's Discovery feature, which surfaces new partners from CreatorIQ's broader ambassador database. By filtering via keywords, hashtags, and posting histories, your brand can easily identify influencers whose followings match the audience that you want to reach.



Brand Spotlight



What They Did

In 2019, iHeartMedia sought to leverage the influence of its vast network of broadcast talent to consolidate its traditional and emerging channels across media like radio, podcasts, and live events. To successfully activate these creators, whose audiences aligned with the demographics the brand wanted to reach, iHeartMedia partnered with CreatorIQ. By utilizing CreatorIQ tools like Social CRM, which compiled data on all of iHeartMedia's radio and podcast talent in one intuitive dashboard, the brand was able to track and expand its target audiences, developing an effective 360-degree marketing strategy that was inclusive of broadcast, streaming, events, and social.

The Result

iHeartMedia gained an internal understanding of its audiences across talent, and real-time data across its creator catalog, increasing the reach of its campaigns by 1.42M and its overall impressions by 1.9M.



CreatorIQ Tools to Use for Determining Campaign Goals

CreatorIQ Campaigns



- ✓ Track reach, impressions, engagement, and other key metrics across multiple campaigns

CreatorIQ Influencer Search



- ✓ Identify and select platform- and demographic-specific creators

CreatorIQ CRM



- ✓ Manage and track KPIs of incoming talent

Step 3

Sustain Effective Campaigns

Support Creators to Strengthen Their Impact

To increase the impact of your brand's creator activations, you must support your advocates not only throughout a campaign's duration, but beyond. This support can take many forms, and is often campaign-specific, but such gestures typically include:

- ✓ Providing clear and specific instructions for branded posts
- ✓ Granting access to branded assets to aid in the creation of quality content
- ✓ Checking in via CRM tools
- ✓ Gaining visibility into performance metrics

Once a campaign has been launched, support doesn't stop—it ramps up. Keeping tabs on key creator KPIs such as EMV, total posts, and engagement allows your brand to monitor success, and pivot if necessary. When creators feel supported and encouraged to stay true to their voice, the content they create feels authentic, and proves significantly more impactful from an ROI standpoint.

Campaign is Live!

Creators

- ✓ [Creator 1]
- ✓ [Creator 2]
- ✓ [Creator 3]

@interiorsbyjen
Jennifer Sails

\$15M
Total EMV

Recent Posts

Approve Post

No comments to your creator yet!

@Carly Schneet please provide brand assets to this creator

Assign to Carly Schneet

Comment



Univision Brand Spotlight



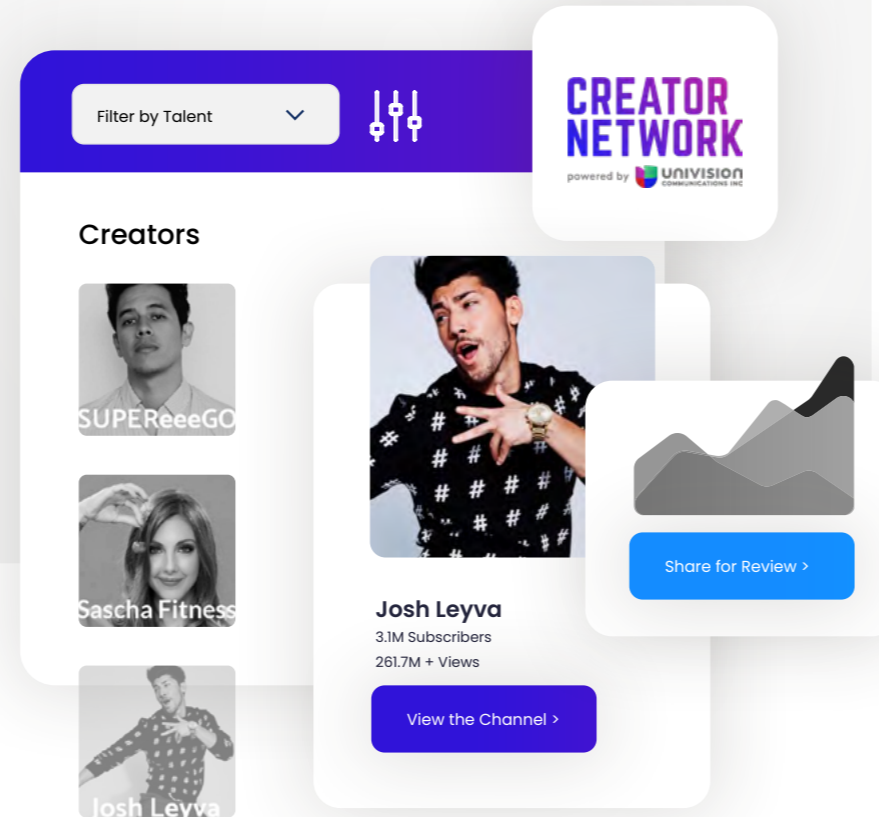
What They Did

As Univision built its influencer marketing program, it identified a need for more seamless, efficient ways to collect and distribute data. With more employees and creators than ever before, Univision needed better tools to track KPIs and successfully manage creator relationships.

On the back of CreatorIQ's workflow solution, Univision built a custom CRM with lists and talent-specific filters to streamline the collection of internal feedback and approval, making the creator management process simpler and more effective.

The Result

Univision has emerged as a leader in relationship-based influencer marketing, thanks in large part to its digital-focused Univision Creator Network (UCN), an in-house network and creative studio for digital creators.



CreatorIQ Tools to Use for Determining Campaign Goals

CreatorIQ Campaigns



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CreatorIQ CRM



- ✓ Manage and track KPIs of incoming talent



Key Takeaways

For Successful Influencer Marketing Campaigns, Leverage Industry-Leading Solutions

Impactful campaigns start by partnering with the appropriate influencers and selecting the right influencer marketing tools to track your brand's performance. To build your own winning influencer marketing campaigns, follow these three steps:

Step 1

Devise a strategic and measurable plan, with specific campaign goals



Step 2

Secure your target demographic by activating creators who can reach the audience you want to engage with



Step 3

Provide consistent, meaningful support to activated creators, ensuring an effective campaign that meets your goals



Advance your influencer marketing maturity in the age of the Creator Economy with the industry's most trusted software solution.



CreatorIQ is the industry's most trusted creator marketing software, powering advanced creator marketing insights and program management for the world's most innovative enterprise brands. Supported by cutting-edge data science, our Intelligence Cloud enables creator discovery, streamlines marketing teams' workflow, ensures brand security, and provides customized performance metrics. Our intuitive, comprehensive features have helped make CreatorIQ the chosen creator marketing software solution for brands such as AB Inbev, Airbnb, Calvin Klein, CVS, Disney, H&M, Sephora, Unilever, and more.

Founded in 2014, CreatorIQ is headquartered in Los Angeles, with offices in New York, Chicago, London, and Ukraine. In September 2021, CreatorIQ further bolstered our benchmarking and insights capabilities by acquiring Tribe Dynamics, a leading influencer marketing platform that helps passion-driven brands understand the value of their digital earned media.

For more information, and to learn how CreatorIQ can help your brand, visit:

creatoriq.com