

**A GUIDE TO  
WORKING WITH  
INFLUENCERS**

**HUB**

# WORKING WITH INFLUENCERS

## CHEAT SHEET

*Influencer marketing is the hottest form of advertising, across all social platforms. We don't see that trend changing anytime soon, so we've put together a Cheat Sheet so you can feel comfortable getting into the Influencer marketing game!*

### **Role of Influencer**

Professional influencers are legitimate venues to market products. Not just women who are taking selfies. They need to be treated and compensated, as such.

Just like in your own line of work, there are serious boutique/brand owners, and there are those who aren't as professional or are in business for the wrong reasons. You wouldn't want a shopper to have a bad experience with a boutique/brand and swear them off altogether. When you hear about a bad influencer story from someone else or have had a bad experience yourself, don't allow that to cloud your overall view.

### **Marketing vs. Selling**

You are the selling agent; an influencer is the marketing arm. An Influencer's role is not solely to sell products for you, it is to market your business to a wider audience. It is your responsibility to make sure you have all of your sales channels in place when working with an influencer, to ensure the most possible success and conversion.

### **Purpose**

Before working with an influencer, determine what your purpose is. Are you wanting to target a new audience, that's very similar to yours, are you wanting to target a new audience that you're desiring to reach.

Another important thing to determine is the length of the partnership. Short-term and long-term partnerships are both important, but both serve a different purpose. Long term is almost like someone who is the "face of your boutique", whereas a shorter partnership can be more test-related.

### **Have Realistic Expectations**

Don't expect your business to blow up overnight or to sell out of 100 cases of product the day after you've worked with an influencer. Like any other form of marketing, good things take time, and often it can be difficult to fully track the extent of an influencer's reach. Consider this the top



stage of your funnel building brand awareness, and then your role is to warm up these new leads to visit your store and close the sale.

### **How to Find an Influencer**

Similar to finding a future wife for your son ;) Pick someone who others can identify as a face of/for your brand. You want them to have a similar style, beliefs, etc. as you/your store. This is important because birds of a feather flock together, so if an influencer doesn't best fit your boutique/brand, then chances are their own audience won't either. Also, don't rely solely on a fashion influencer. There are plenty of "Lifestyle" influencers who have fashion ties and can help to bring awareness to your brand.

Questions to ask yourself: Do they reply to comments? Do they post too frequently? Do their followers trust them? Do they interact? Do they utilize stories? Do their lives look "too perfect" (that's not relatable!)?

Never forget...A big number of followers doesn't mean big engagement.

We recommend picking about 10 influencers to follow over a 3-4 week period. Over that time, there's a chance you'll unfollow a few for whatever reason. Once you weed those 10 down to about 3-5, go ahead and reach out to them!

### **Have a Content Plan**

If you're putting time and funds into an influencer partnership, then you need to be maximizing your ROI! Have a content plan that you can put in place once they make their post. Here are a few ideas: Reshare or post a second shot from your influencer. Post item that influencer featured. Feature items as a collection, that would pair well with the item your influencer features. Put advertising dollars behind their photo, if they're well-known. Use them in your seasonal photo shoots, to signify that they're part of your brand.

### **Contracts**

Different types of partnerships require different types of stipulations. Long-term partnerships can have longer turnaround times because they're promoting your overall brand, not just an item. When selecting the type of posts they'll be making, don't forget about Stories! Stories are expected to take over posts, so be sure your collabs are utilizing that. They also have a higher traffic drive rate, because there's ease in swiping up or clicking.

### **Authenticity**

Influencing is meant to be natural and authentic, not a sales push. You want all partnerships to look as if they're second-nature. It's important to track traffic, but that can be done with trackable URL's, instead of the use of codes (you also don't need to be losing 20% of your sales). Work with your influencer to integrate your brand and products into her natural content flow.



# SAMPLE INFLUENCER CONTRACT

## Parties and Assignment:

This agreement (the "Agreement") is made and entered into as of the X day of \_\_\_\_\_, 20\_\_ (the "Effective Date") by and between:

\_\_\_\_\_ (owner's name and company name, hereafter referred to as "Business"), and

\_\_\_\_\_ (hereafter referred to as "Influencer").

The contract is in regards to fashion influencer services to be performed on/for the following project (s):

\_\_\_\_\_

## Deliverables:

-Deliverables include any products that Business will be sending to Influencer. Products will be agreed upon by both parties, prior to shipment. Shipping of deliverables will be paid by Business.

## Contractual Items:

-Influencer has option to return deliverables if sizing isn't accurately fitting.

-Influencer will post photos within 3 weeks of receiving deliverables.

-Influencer will include original, quality lifestyle photos in post (no stock photography).

-Influencer will guarantee a dedicated campaign, ensure that no other boutiques or brands name mentions appear in the post.

-Influencer will retain creative control over any and all written content.

-Influencer will tag Business in all photos of deliverables.



-Influencer will respond to all comments, and tag Business in each comment specifically asking about deliverable (driving traffic to Business' Instagram account).

-Influencer retains rights to photos. Business is allowed to use or re-share photos, with permission of Influencer.

-If Influencer cannot complete campaign, Influencer will pay to have deliverables shipped back to Business.

-Business must provide Influencer with all hashtag and tagging information when deliverables arrive.

-If deliverables require shipment back to Business, Business will provide Influencer with a prepaid shipping label.

I, \_\_\_\_\_ (Business), assert that I have the authority to promise payment for the services rendered by Influencer for the aforementioned work. I assert that I have read, understood and agree to the Agreement.

\_\_\_\_\_ **Customer Signature** \_\_\_\_\_ **Date**

I, (Influencer) assert that I have read, understood and agree to the Agreement.

\_\_\_\_\_ **Influencer Signature** \_\_\_\_\_ **Date**

