Your Brand’s Blueprint For Finding And Leveraging Influencers

A Guide to Successful Influencer Marketing

By: Shane Barker
Influencer marketing can be defined as the practice of marketing products or services through people who have the ability to influence consumers. It involves identifying and building relationships with influential individuals who can sway your customers' purchase decisions.

These influencers are trusted third parties like journalists, bloggers, public figures, and industry analysts. For instance, when a celebrity is seen visiting a certain store, they provide exposure to the brand and may influence people to also become patrons. Influencer marketing is largely based on the principles of authority and likeability from Cialdini’s Six Principles of Persuasion.
More and more businesses are leaning towards influencer marketing instead of traditional advertising methods. This shouldn’t come as a surprise with the following statistics:

- A study conducted by the ODM Group found that 74% of consumers use social media to guide them in their purchase decisions. Find out more about this study in the infographic below. Source: Adweek

- According to Nielsen, more than 90% of global online consumers trust earned media, such as peer recommendations. In comparison, only 33% trust online banner ads.
A recent report published by PageFair and Adobe revealed that worldwide ad blocking grew by 41% from 2014 to 2015. Turning towards other forms of advertising like influencer marketing is wiser than relying on traditional ones.

Around 65% of brands participate in influencer marketing these days.

Rhythm One reports that marketers can getting $9.60 for every $1 they spend on influencer marketing. This high return on investment (ROI) is one of the main reasons why influencer marketing is so popular with brands.
Whether it’s a stand-alone effort or used to amplify your other advertising efforts, influencer marketing can help your business in numerous ways:

• It helps you market your brand to an influencer’s pre-established audience. Since this audience is already receptive to the recommendations of the influencer, it will be much easier for you to sway them.

• Influencers have hands-on experience in creating content that your consumers want and value. They can assist you in writing and publishing the right content to promote your products or services. This will contribute to improving your search engine ranking.
• Influencers have already built trust and authority with their large follower base. Doing the same may be an enormous challenge for an up-and-coming brand. Influencer marketing allows you to use this connection for building credibility.

• Telling your brand story through influencers can help you drive engagement and connect with your target audience.

• Despite marketing to a small group of individuals, influencer marketing still gives you the power to reach a large number of people. Therefore, it minimizes costs while increasing conversions.

• Working with influencers can also fulfill many different goals at once, including:

  **Brand Awareness** – Introducing your brand and products to a new audience.

  **Education** – Educating a large mass of consumers at once.

  **SEO Authority** – Getting popular sites to link to you for a huge boost in search ranking.

  **Social Following** – Increasing social following with the support of social media influencers.

  **Damage Control** – Reducing negative opinions and building trust in the audience.

  **User-Generated Content (UGC)** – Raising awareness by encouraging users to share your content socially.

  **Trust** – Developing better brand confidence with user-generated content.

  **Sales** – Bringing in more sales and quality leads through endorsements and customer reviews.
Influencer marketing has been used for thousands of years in some form or another. From orators in Ancient Greece to celebrity endorsers in the 19th century, influencers have had a strong impact on consumers’ actions. Over the years, the methods and trends for influencer marketing have continually evolved though.

A report published by Marketing Charts in 2015 revealed that the most effective channels for brands to implement influencer marketing are events at 70% and guest posts at 69%. The same report showed that brands are 67% more likely to use influencer marketing for promoting their content. Content creation (blogs) and product launches are also popular reasons why businesses work with influencers.

The influence of blogs has been a continuing trend for several years. A 2012 survey conducted by Burst Media found that blogs effectively influenced the purchase decision of young readers. In the 18 to 34-year-old age group, eight out of 10 readers were influenced by brand mentions in blog content.
A study by Augure demonstrates that 93% of respondents agree that using influencer marketing in social media reaps better results for brand visibility and recognition.
Chapter - V

Why Isn’t Everyone Using Influencer Marketing

Research by Tomoson reveals that 59% of marketers plan to increase their budget for influencer marketing. That's an impressive number, but what about the remaining 41%? Everyone isn't using influencer marketing because there are the following obstacles to overcome.

- According to Augure, identifying a relevant influencer was considered the biggest challenge by 75% of marketers.

- Getting the attention of influencers and then building interest with them is another major problem faced by 69% of marketers.

- Inability to get an accurate ROI report of their campaign is another issue according to 53% of marketers.
So how do you identify the right influencer for your brand? Choosing the right influencer is essential to ensure you get optimal amount of exposure for your products and/or services. Here are some metrics you can utilize for evaluating potential influencers:
Relevance – For an influencer to have a significant impact on your target audience, they must be relevant to your industry. Are they considered an expert in said industry? Can their content attract a relevant audience?

Reach – The right candidate should have a certain level of reach to promote your brand. Do they have a substantial number of social followers? Do they have enough social media engagement to help achieve your goals?

Level of influence (Engagement Rate) – Analyze how followers interact with the content shared by the potential influencer. Are they actively sharing the influencer's content on relevant social channels? Are they leaving comments on such posts? How many followers are recommending them to friends?

The next step is identifying the engagement rate of the influencer that you believe is good for your business. Measuring the engagement rate along with relevancy and expert domain will help map things more clearly. Use the formula below to calculate the engagement rate of an influencer, and then choose accordingly.

\[
\text{Engagement Rate (E_{avg})} = \frac{E_1 + E_2 + E_3}{3}
\]

Where,

\[
E = \frac{\text{# of Likes} + \text{# of Comments} + \text{# of Shares}}{\text{Total # of Followers}}
\]

Using the above metrics and formula, you can pinpoint the merit of potential influencers for spreading content about your brand. Now here are a few ways you can find influencers across various social networking channels.

Note 1: The “E” is counted for three similar kinds of posts on a social media network.

Note 2: For social networks like Instagram, remove the # of shares count because there’s no such parameter to add.

Note 3: The comparison of “E” can only be done by the same social network. You shouldn’t compare the \( E_{FB} \) to \( E_{Twitter} \) or \( E_{Instagram} \).

Note 4: The higher the engagement rate, the better the influencer is for your business.

Download the Influencer Campaign Templates Here
How to Find Influencers on Twitter:

Twitter is a great place to find top influencers in your industry. You can take advantage of the advanced search option for this. You'll be able to conduct a search based on certain key phrases, words, and hashtags as depicted in the image below. For instance, you could type in something like "social media" and find top profiles related to that search term.

Click on the Twitter tab of the Influencer Campaign Template and add the results of the top relevant influencers from your Twitter search.
How to Find Influencers on LinkedIn:
You can utilize the “search by industry” and location filters on LinkedIn to narrow down the most relevant influencers for your brand. As shown below, you have the freedom to filter searches based on industries, such as marketing, computer software, and online media.

LinkedIn also gives you the option to search for posts containing certain keywords. You can then filter the results based on relevance, post time, and authors. Using the LinkedIn platform is suggested to find some prominent influencers in your industry and connect with them.

In the following image, you can see that it’s possible to track the volume of posts a LinkedIn user has published about a particular topic. Then check out the number of followers the user has. The higher number of followers they have, the more likely they are to be influential in the industry.
Click on the LinkedIn tab of the Influencer Campaign Template and add the results of the relevant influencers from your LinkedIn search. Take special note of important data like the number of followers they have. You should also pay attention to the average number of likes and comments on their posts. This information will make it easier for you to choose the best LinkedIn influencers for your brand.

How to Find Influencers on Instagram:
One of the easiest ways for finding influencers on Instagram is by conducting a Google search. There may be some existing lists that can help you identify top influencers in your industry. Simply type the phrase “top Instagram accounts” in the Google search box. Follow that with any industry-specific search terms, such as “fashion” or “fitness.”

The 14 Fashion Blogger Instagrams to Follow Now
www.harpersbazaar.com/fashion/street-style/.../best-blogger-instagram/ • 3 days ago - The 14 Fashion Blogger Instagrams to Follow Now... Plus, follow @ HarpersBazaarUS for daily style and beauty inspiration. Miss By Kerry Pieri.

Stylish People to Follow on Instagram | POPSUGAR Fashion
www.popsugar.com • Fashion • Celebrity Fashion
Sep 12, 2015 - We like to think of Instagram as a VIP pass to the best fashion parties, behind the... Needless to say, your feed's about to get insta-cool. ... Fashion InstagramsCelebrity Style InstagramsCelebrity FashionNew York Fashion WeekFashion Week... Once You Nail Those 11 Trends, You'll Be Set For 2016.

Best Fashion Style Instagram Accounts - Instagram... - Elle
www.elle.com/fashion/g8320/best-fashion-style-instagram-accounts/ • 20 Instagrams to Follow During Fashion Week... Get ready to go behind-the-scenes through the @smartphone lens of top designers and bloggers. See 16 More ...

Best Fashion Instagrams - Must Follow Style Instagrams
www.marieclaire.com/fashion/g1534/best-fashion-instagram-accounts/ • No one loves Instagram more than a fashionista — but who does it best? Mario Claire has rounded up the most style savvy Instagrammers to fill your feed!
You can perform a search on Instagram using relevant hashtags, but Iconosquare offers a much more effective tool for finding influencers through hashtag research. As shown in the below image, a search for the keyword “healthandfitness” brings up top profiles and hashtags related to it. Then you can click on any of the profiles to conduct your research on potential influencers.

![Iconosquare result for healthandfitness](image)

Click on the Instagram tab of the Influencer Campaign Template and add the results of the top relevant influencers from your Instagram search. Record important data like the total number of followers, average likes, and amount of comments. You can then use this information to choose an ideal influencer for your business.

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Shane Barker

Hire Me Now to take your revenue from 6 figure to 7 figure

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How to Find Influencers on Facebook:
Finding influencers on Facebook is surprisingly a bit more challenging than other platforms. Mainly this is because of the restrictions involved. However, that doesn’t mean it’s impossible to find some key influencers in your industry using this social media channel.

Use the search bar to type in a term that’s relevant to your industry or business. Facebook will bring up some of the top people and pages pertaining to that search term. Check out those profiles and see if they’ll be able to aid in your influencer marketing campaign.

You can also conduct a search for the same term using a hashtag. It will then display some of the top posts from Facebook users and pages. Check out those profiles to see if they would be right influencers for your brand.

SHANE BARKER

http://shanebarker.com
Shane Barker

Click on the Facebook tab of the Influencer Campaign Template and add the results of the top relevant influencers from your Facebook search. Compare important data, such as the number of followers, average likes, number of shares, and amount of post comments.
Finding influencers manually may be a bit time-consuming and challenging. Luckily, here are 14 useful tools to make the job of finding great influencers easier:
• **FollowerWonk** – This Twitter analytics tool is highly effective for finding the right influencers for your brand. You can search for people using specific keywords that are relevant to your business. The tool allows you to sort the results based on reach and social authority.

As the image below shows, you have the option to view the number of tweets and followers for each profile. The tool displays an influencer’s social authority to better understand their reach. FollowerWonk also makes it simple to determine whether or not someone has the potential to become an influencer for you.

• **Little Bird** – Little Bird is a handy tool that allows you to discover influencers who have been validated by their peers on Twitter. It gives you a list of topic specialists, which you can further analyze by the number of followers they have. Little Bird also helps you connect and start conversations with these influencers using engagement tools.
• **Traackr** – This useful tool comes with an influencer search engine that you can use for discovering the right authority figures in your industry. Traackr also comes with features like dynamic lists, profiles, trending content, and sentiment analysis. As shown below, you have the option to sort your results by influencer rank for easy searching.

• **BuzzSumo** – BuzzSumo lets you find popular content relating to a certain topic so that you can identify the most influential content authors. This tool also lets you find influencers using keywords and hashtags. You can even filter influencers by types, including bloggers, journalists, and companies.

You can determine the page authority and domain authority each influencer has. Other information on BuzzSumo, like retweet ratio, average retweets, and reply ratio, are very beneficial for determining potential influencers for your business.
• **Keyhole** – Keyhole is a hashtag-tracking tool that helps you discover content and influencers using specific hashtags on Instagram. It’s a useful application for discovering individuals who are leading the conversations on industry-related events and topics.

Review the image below to see useful data given by Keyhole, including the level of exposure and number of followers. This information can be implemented to determine which profiles will likely have the most influence in your industry.

- **Kred** – Kred evaluates mentions, replies, follows, and retweets on Twitter, thus helping you find top influencers. It also measures the outreach activity of influencers so that you can determine if they’re likely to forward other people’s content. This means there will be fewer wasted outreach efforts on your part. Instead you can focus on influencers who are the most likely to help you out.
• **PeerIndex** – This tool effectively tracks influencers based on their ability to drive actions and engagement. Unlike many other tools, PeerIndex doesn’t just focus on follower count. It uses an individual’s expertise on certain topics to measure their influence.

![PeerIndex Tool](image)

• **Mention** – Mention is a valuable influencer identification tool that enables you to find people who are already supporting your brand and talking about it. You can then decide who’s the most influential among these individuals using their influencer score.

![Mention Tool](image)

• **Klout** – This tool allows you to find influencers based on specific topics. It’s primarily a tool that measures an individual’s social influence. You can use Klout to look up people in your industry and get a quick overview of their social influence.
• **Inkybee** – This blogger outreach platform is very practical for finding the most influential bloggers in your industry. Inkybee also helps you organize the lists you build by filtering and segmenting them. Along with showing you the depth of each blogger’s audience, it estimates how much engagement they can drive.
• **Klear** – Previously known as Twtrland, Klear helps you discover influencers who are already within your network or engaging with you. It allows you to filter influencers according to their level of influence – celebrities, power users, casual, and novice. This tool also gives you the ability to measure your ROI. This allows great insights into your influencer marketing campaign’s performance.
• **Trendspottr** — Trendspottr is an essential app from Hootsuite. It’s designed to assist you in finding powerful influencers on Instagram. It also allows you to discover trending topics and hashtags that are relevant to your brand’s industry.
eCairn Conversation – As a useful tool for blogger and influencer outreach, eCairn Conversation helps you discover influencers and monitor their reach ranking. It measures influence based on various factors, including traffic, reach, and social network presence. The tool organizes influencers into tribes with more than 1,000 tribes in its database.
• **Ninja Outreach** – This popular tool lets you to find prospective influencers in any niche using just a keyword. You can view over 20 metrics, such as social networking, location, contact availability, and SEO ranking. Ninja Outreach offers tools to create custom templates, filter metrics, and organize contacts easily too.
According to an Augure survey, 66% of respondents prefer to contact influencers through email. Twitter and blogs are also considered effective channels for contacting influencers at 57% and 52% respectively.
To begin your email influencer outreach, there are a few ways you can find the email address of the influencer:

- For some influencers, their email address may be easily available in their bio. Simply checking their social media profiles will suffice here.
- However, you may need to conduct a Google search on the influencer's name + an email platform. For example, when searching for Shane Barker + yahoo.com, the following search results come up:

  ![Image of search results]

  Data.com offers a useful tool for accessing the email address information of potential influencers.
  Ninja Outreach not only helps you to find a list of potential influencers, but it also brings you their contact details.
  Find out if the potential influencer has a domain of their own. If so, use Domain Tools to conduct a search for their email address.

Email is the most preferred influencer outreach channel. So let’s take a look at two sample templates you can use when pitching to potential influencers. Keep in mind that you should customize these templates as much as possible. Review the influencer’s social media profiles and give your true opinion on why they would be a good fit for your product or service. Your brand fitting well with their audience is extremely important.
Template #1

Hey [influencer],

My name is […] from [company]. I’ve been an avid follower of your blog since 2012. I was especially intrigued by your latest post on [topic].

I know that you’re quite selective about doing promotions, so I’m only reaching out to you regarding a product I believe would be of great benefit to your audience.

It's a [product], which many of your readers will find useful to [benefits/uses of product].

We’re looking to partner with a select few individuals to provide their email subscribers with a special limited time offer. You will get an X% share of the profit.

If you’re interested, we can schedule a call next week to discuss the details.

Regards,
Shane Barker

Template #2

Hi [influencer],

I’m […] from [company]. We absolutely love your blog and how you interact with your audience.

We’d like to offer you [product/offer], which you can use as a giveaway on your blog. I believe this could be of great benefit for you. You’ll also be getting [offer] in return for hosting the contest.

If you’re interested, let’s discuss the details further over a call some time this week.
Keep up the awesome work on your blog!

Regards,
Shane Barker

Download the Outreach Email Templates Here
Influencer marketing is one of the most compelling methods for promoting a brand. Let’s delve into some case studies proving the power of influencers:
Case Study #1

The first case study is by MediaKix involving a French fashion house called Chloé. They were launching their new Valentine’s Day fragrance, Love Story. They orchestrated an online influencer marketing campaign in collaboration with top fashion bloggers, including We Wore What and Gal Meets Glam.

The campaign made use of blog-sponsored placements by seamlessly integrating the product into the daily lives of each influencer. The result was a high level of audience engagement and elevated brand awareness. There was a combined social reach of over 4 million!

<table>
<thead>
<tr>
<th>Top Fashion Blogger</th>
<th>Twitter</th>
<th>Instagram</th>
<th>Facebook</th>
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<td>We Wore What</td>
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</tbody>
</table>

Below is the post from Sea of Shoes titled “Fairytale Story.” Notice how the product has been placed in a way that feels genuine.
Case Study #2

A case study by Group High centers on New Bond Street Pawnbrokers, a luxury pawn shop that wanted to raise brand awareness. The campaign involved influencer outreach where content was sent to targeted bloggers. These bloggers were from various industries, including lifestyle and film.

The content was a series of themed infographics entitled “Bond on Bond Street.” They used the success of the new James Bond movie Spectre as leverage. Following this influencer marketing campaign, there was a slight increase in traffic to the company website and a significant rise in inquiries to the business.

Case Study #3

Augure conducted a case study regarding the influence of YouTubers on engagement. Since 2010, the Communication Department of the White House has been looking for fresh ways to drive more engagement. Following the annual State of the Union Address by President Barack Obama, the Department launched the #YouTubeAsksObama campaign.

In this campaign, three highly influential YouTubers – Hank Green, GloZell Green, and Bethany Mota – were chosen to interview the President. They passed on questions asked by their followers after the speech. This campaign achieved enormous reach with 11,000 impacts just on the day of the interview.
Conclusion

There's been a rapid shift from traditional to digital marketing, which has its share of challenges and opportunities. Brands are now targeting the younger generation in an attempt to reach new customers online. Since digital and social media influencers have a huge impact on the purchase decisions of this target generation, influencer marketing is quickly replacing traditional ads.

With an increasing number of businesses using influencers to market their products and services, don’t get left behind. You can use the methods and tools provided in this eBook to establish a strategy for promoting your brand through top influencers.
Influencer marketing can be tough, even for the most seasoned marketers. But don’t let your competitors get ahead of you. Contact me today to start building your influence across all social media platforms. There are two ways to reach me:

1. Fill out the Contact Us form on my website.
2. Follow me on Twitter @shane_barker to ask your questions.

Now if you want to book your FREE 30-minute consultation, click on the link below.