

Get more with influencers by adopting these five easy tactics

 By [Cara Shepherd](#)

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Helping brands run their own influencer campaigns has shown me how much of a difference adopting a few clever tactics can make to the final value of collaborating with influencers. These range from giving an influencer enough time to create their content, to choosing an influencer based on their audience, not by how recognisable you find them. While there are still insights to be mined and lessons to be learned, these are a few good starting points. Here are five of the most useful and impactful tactics that will help marketers and brands get the most out of influencer collaborations.

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Influencer Marketing has been vigorously adopted by top brands around the world. Over time those closest to the industry have been able to learn the best tactics to get the best results. Here are the most impactful ones.

TAKE THE TIME TO STRATEGIZE

All campaigns are not created equal. One of the biggest mistakes brands make is apply a one-size-fits-all approach to strategy. Marketers who critically build an influencer strategy get much better results and fewer surprises.



*Ebook available below on influencer strategy building



SIZE ISN'T EVERYTHING

Data* shows that Influencers with smaller followings (10k-25k) tend to have more engaged audiences and they carry more clout when making recommendations.

COLLABORATION OVER DICTATION

If a brand collaborates with an influencer to create genuine authentic content, the influencer relationship is stronger and the content performs better. When



brands dictate what content they want an influencer to post, they can alienate the creator and limit content performance.



SPEND FOR VALUE

Take time to research market-related rates for influencers. Considering smaller influencers deliver more value, it makes sense to invest your spend there. The best tactic here is to find a tool that shows if an influencers rates are market related.

CENTRALIZE OPERATIONS

Finding influencers, sending briefs, emails, calendars, team members, influencer payments. Running an influencer campaign can be time consuming. Using a platform* to centralize your team's operations of an influencer campaign is the best mitigator of this.



Sources:

Strategy ebook download: <https://webfluential.com/influencer-marketing-strategy-ebook>

Micro-influencer data: <http://markerly.com/blog/instagram-marketing-does-influencer-size-matter/>

Influencer Platforms: Webfluential, Izea, Tapinfluence

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