

# Ep 11: 4 Tips for Using Influencers Effectively

## Checklist for securing quality content from influencers

- The influencer can effectively speak about the brand.
  - The brand shares something significant in common with the influencer regarding principles, goals, likes/dislikes, etc.
  - The influencer is relevant and can relate to the specific demographic you are trying to reach beyond just general classifications (i.e. mom blogger, fashionista, athlete, etc.)
- The influencer has been briefed.
  - The brief includes key information about your brand (especially your “why”), the principles/ideals your brand has in common with the influencer to serve as thought-starters, key messages that are important for your brand and any “must-haves” guidelines for the content (i.e. disclosures, imagery, hashtags, etc).
  - Review the content before posting to ensure compliance but resist the urge to over-script.
- Content includes a call-to-action (CTA) so ROI can be measured.
  - The CTA encourages a desired action that will deliver business goals (i.e. link to purchase, visit a site, engage with content, etc.).
  - Metric for determining ROI is numerically measurable.
- Content includes an incentive to drive conversation.
  - The incentive is appropriately paired with the CTA (i.e. promotion with purchase, etc.)
  - The incentive reduces risk of trial.

### Areas to address immediately are:

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
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### Action Plan:

Action	Timing	Progress	Complete