

Your Brand's Blueprint For Finding And Leveraging Influencers

A Guide to Successful Influencer Marketing

By: Shane Barker





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What is Influencer Marketing

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.

Why Influencer Marketing

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:



86% of U.S. online retailers have Facebook fan pages.



74% of consumers rely on social networks to guide purchase decisions.



53% of people on Twitter recommend companies and/or products in their Tweets...



...with 48% of them delivering on their intention to buy the product.

•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.



65%

65% of brands participate in influencer marketing.



52%

52% of companies have a stand-alone Sponsored Social budget for their brand.



5%

5% have an organizational annual budget in excess of \$5M and 25% have an annual budget of \$500K.

- 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 get \$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.

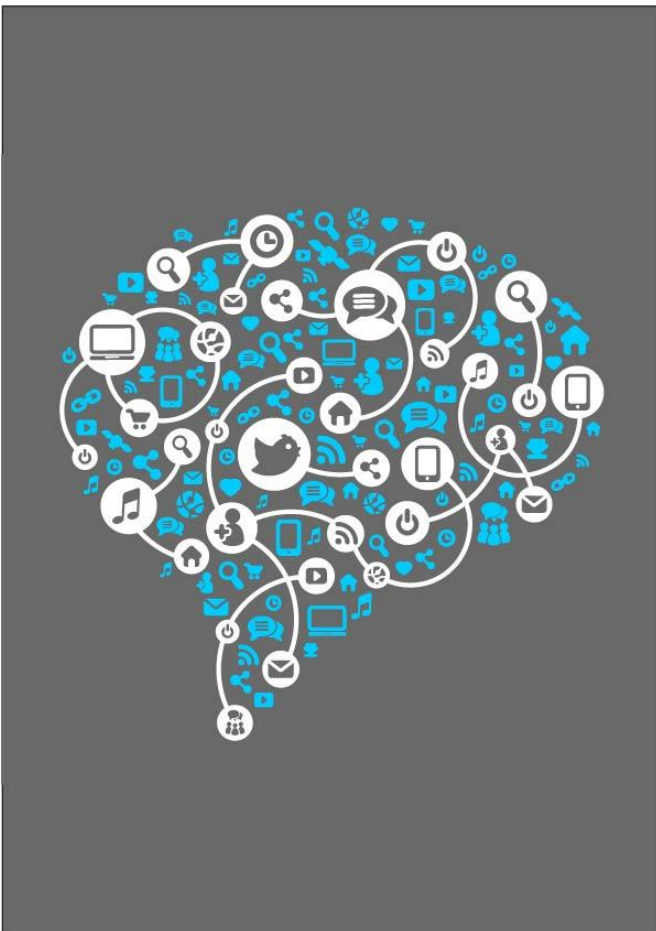
How Influencer Marketing Can Benefit Your Business



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.

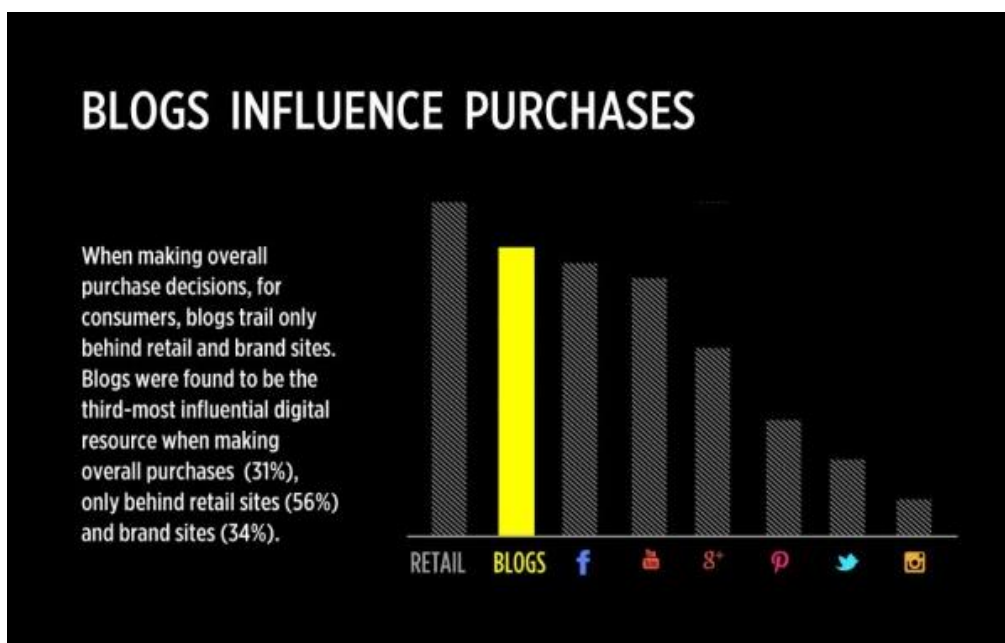
Trust – Developing better brand confidence with user-generated content.

Sales – Bringing in more sales and quality leads through endorsements and customer reviews.

Trends in Influencer Marketing

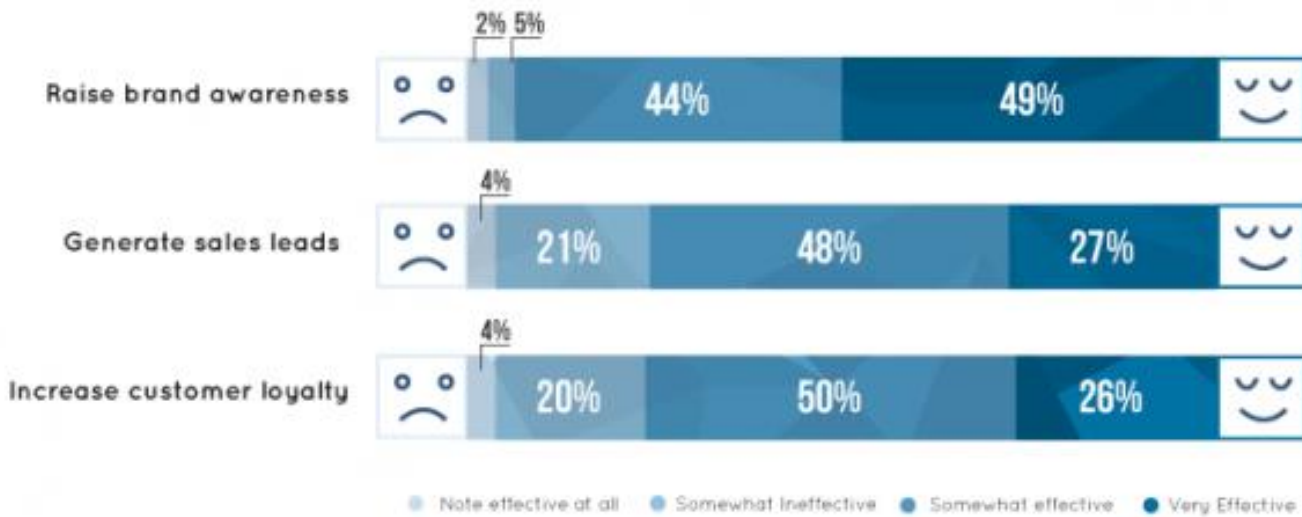
Influencer marketing has been used for thousands of years in some form or another. From orators in Ancient Greece to celebrity endorsers in the 19th century, influencers have had a strong impact on consumers' actions. Over the years, the methods and trends for influencer marketing have continually evolved 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.

EFFECTIVENESS OF INFLUENCER ENGAGEMENT

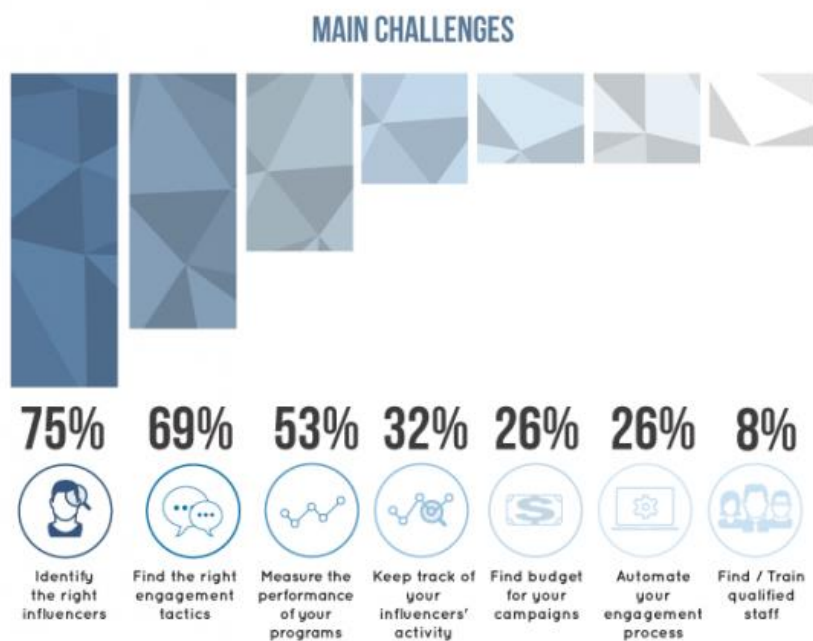


State of Influencer Engagement in 2015. Augure

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.

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.



State of Influencer Engagement in 2015. Augure

- 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.

How to Find the Right Influencer for Your Business



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.

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.

$$\text{Engagement Rate } (E_{avg}) = (E_1 + E_2 + E_3)/3$$

Where,

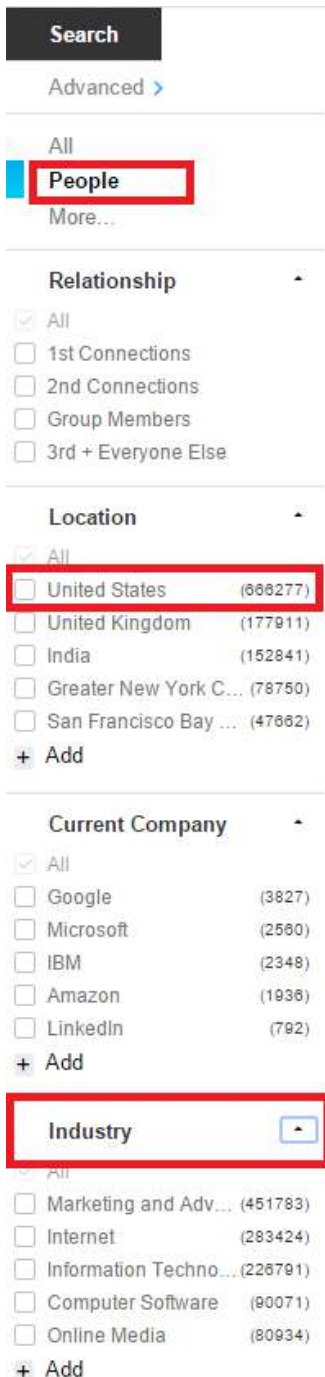
$$E = (\# \text{ of Likes} + \# \text{ of Comments} + \# \text{ of Shares}) / \text{Total \# of Followers}$$

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.

[Download the Influencer Campaign Templates Here](#)

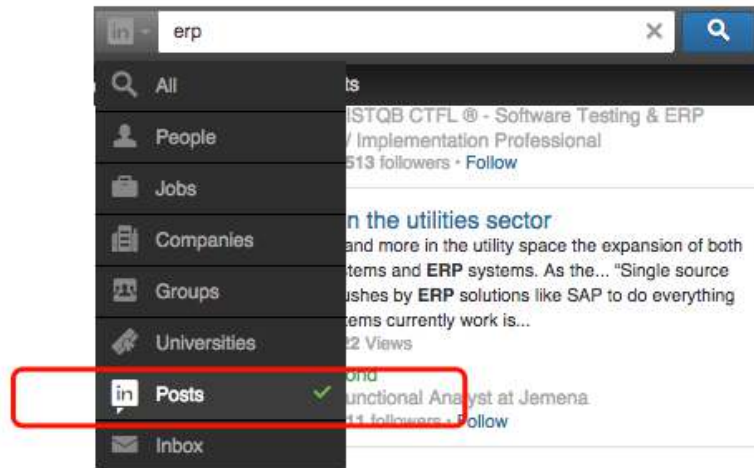
How to Find Influencers on LinkedIn:

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.



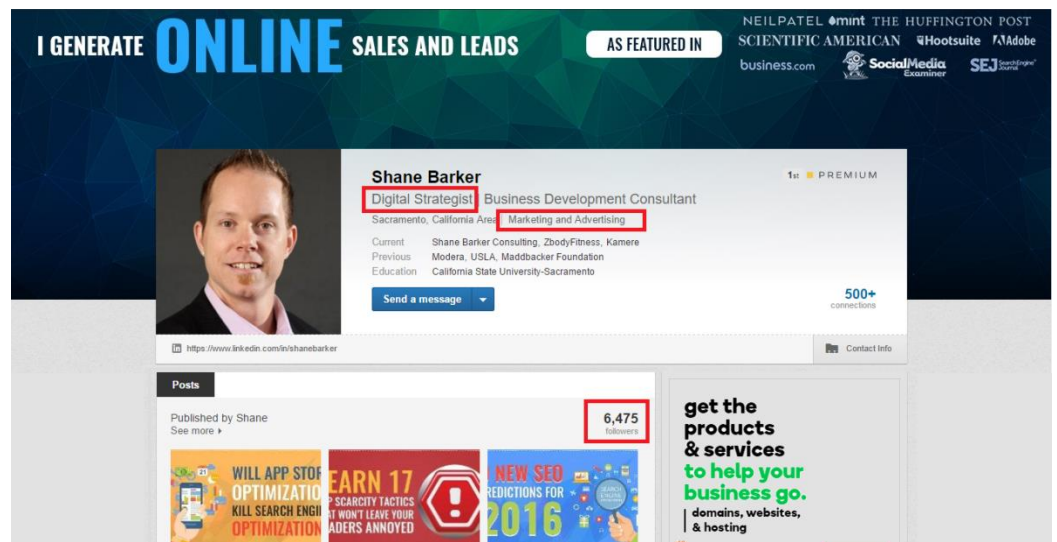
A screenshot of the LinkedIn search interface. The search bar contains the text "erp". Below the search bar, there are several filter categories: "All", "People" (highlighted with a red box), "Relationship", "Location", "Current Company", and "Industry" (highlighted with a red box). The "Location" filter shows "United States" with 868,277 results. The "Current Company" filter shows "Google" with 38,272 results. The "Industry" filter shows "Marketing and Adv..." with 451,783 results.

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.



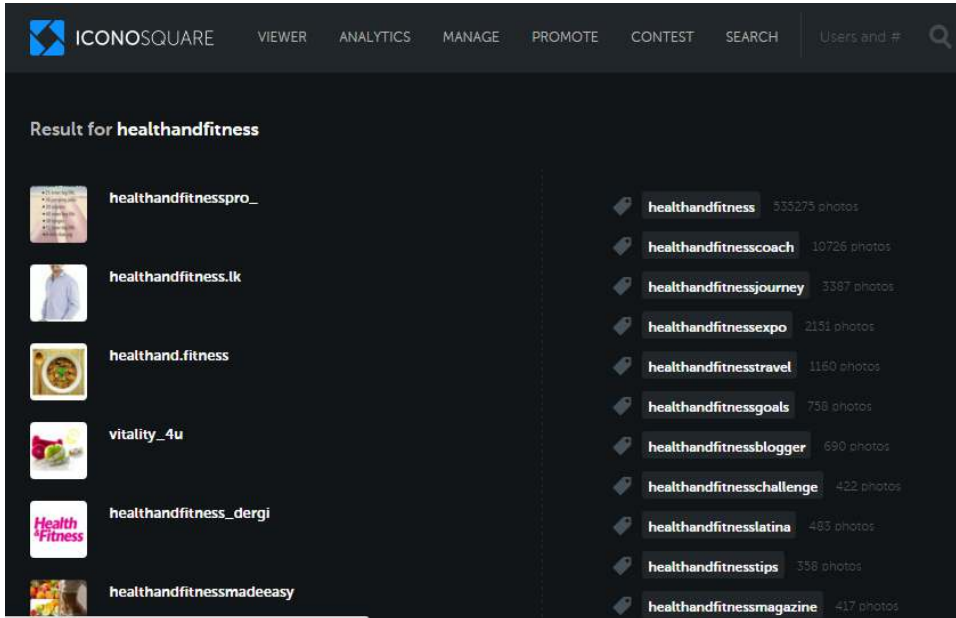
A screenshot of the LinkedIn search results page. The search bar contains the text "erp". The search results are filtered to show "Posts" (highlighted with a red box). The first result is a post by "ISTQB CTFL @ - Software Testing & ERP / Implementation Professional" with 513 followers. The second result is a post by "Functional Analyst at Jemena" with 14 followers.

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.



A screenshot of the LinkedIn profile of Shane Barker, a Digital Strategist and Business Development Consultant. The profile shows a profile picture, name, title, and location. The "Posts" section shows a post published by Shane with 6,475 followers (highlighted with a red box). The post content includes "WILL APP STOP OPTIMIZATIO...", "EARN 17 SCARCITY TACTICS THAT WON'T LEAVE YOUR ADERS ANNOYED", and "NEW SEO PREDICTIONS FOR 2016".

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.



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.

SHANE BARKER

<http://shanebarker.com>

[Shane_Barker](#)

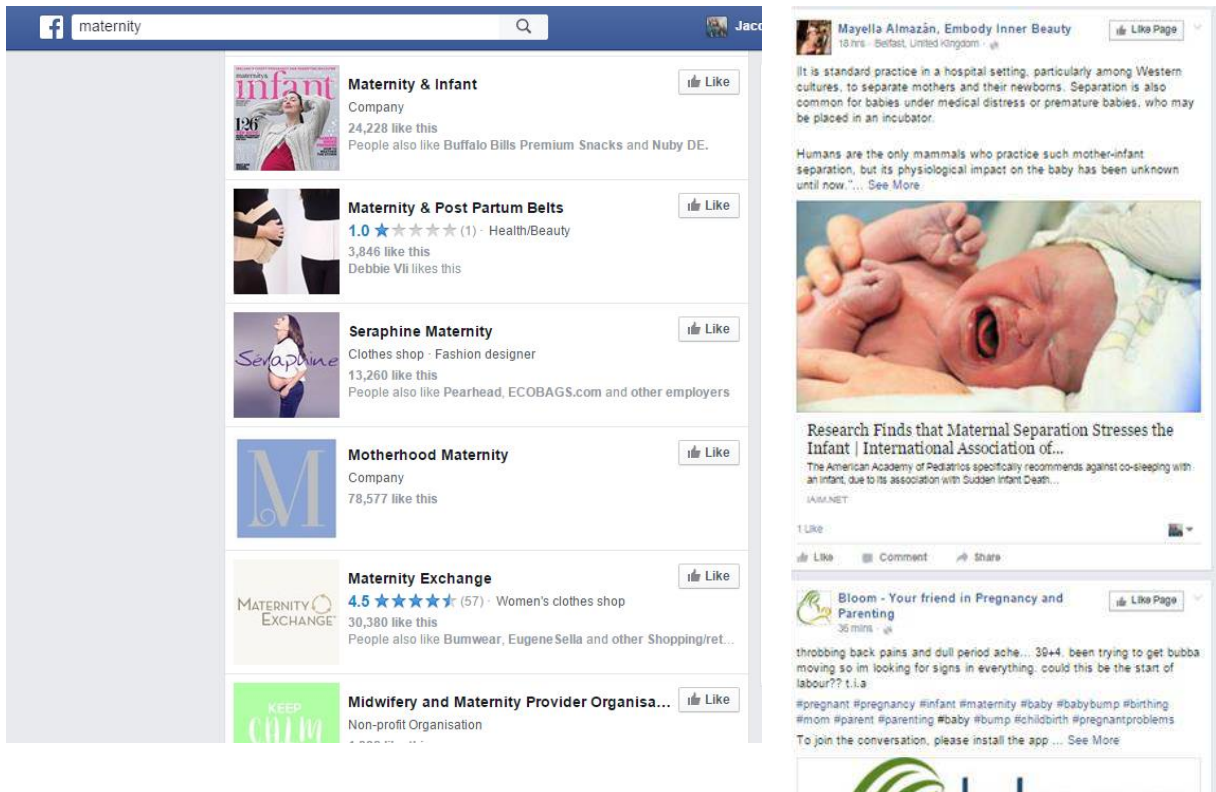
[Hire Me Now to take your revenue from 5 figure to 7 figure](#)

Date	Interested	PayPal Account	Deal Reached	Compensation Amount	Name	Email	Instagram Profile	# of Followers	Post Engagement Rate (E)	Location
6/11/2016	Yes	paypal@gmail.co	Yes	\$1000 USD	Shane Barker	shane@shar	https://www.instagram	10,100	2.240924092	Sacramento
									#DIV/0!	
									#DIV/0!	
									#DIV/0!	
									#DIV/0!	
									#DIV/0!	
									#DIV/0!	
									#DIV/0!	

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](#)

[Hire Me Now to take your revenue from 5 figure to 7 figure](#)

Date	Interested	PayPal Account	Deal Reached	Compensation Amount	Name	Email	Facebook Profile	# of Likes	Location

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.

14 Tools to Find Great Influencers



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.

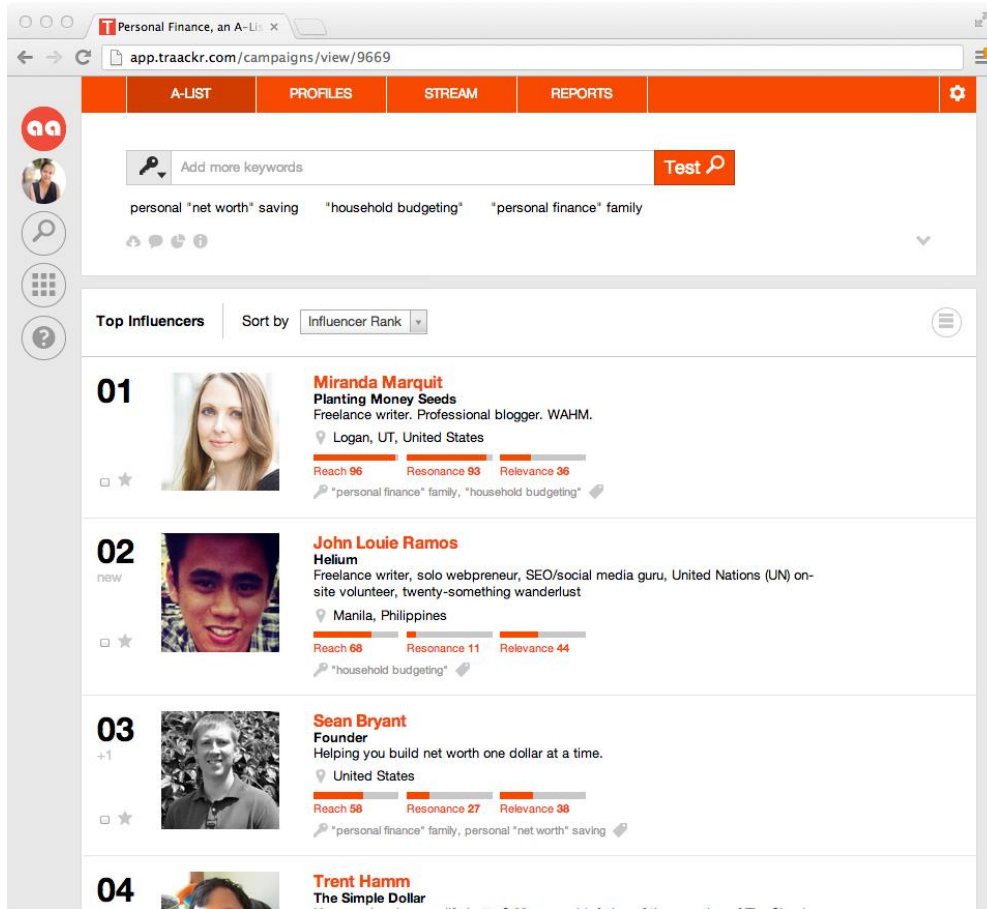
As the image below shows, you have the option to view the number of tweets and followers for each profile. The tool displays an influencer’s social authority to better understand their reach. FollowerWonk also makes it simple to determine whether or not someone has the potential to become an influencer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

No filters	tweets	following	followers	days old	Social Authority
Foodista @foodista Seattle, WA Food. Drink. Travel. News. Founders of the International Food Blogger Conference (@IFBC).	39,012	38,030	499,687	2,414	71
Jamie Stelter @JamieStelter New York City Emmy-nominated traffic anchor for NY1 - host + food blogger, TV Dinner: http://t.co/QuXrobbRy - author, TRANSIT GIRL (@PolsBooks)	22,043	653	13,437	2,133	71
Logan Jr Chef @LoganJrChef Memphis, TN I won MasterChef Junior 2 Food blogger, recipe creator, gamer, climber, & aspiring Chef Managed and owned by my MOM OrderupwithLogan@gmail.com Cooking Recipes	9,713	8,019	7,432	392	68
Food Bloggers Canada @foodbloggersCA Canada Showcasing the best of CDN food blogging from our 1600+ members. Home to Canada's only National Food Blogging Conference. Tweets by @EthanAdeland & @mhchipmunk!	9,123	3,186	10,420	1,360	68

- **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.

Topic	Emerging	Listeners	Most Followed	Oldest Accounts	Most Active
Topic Specialists Show Only People					
The All-Time Top Brewery on Planet Earth - BeerAdvocate Magazine	The All-Time Top Brewery on Planet Earth - BeerAdvocate Magazine	The All-Time Top Brewery on Planet Earth - BeerAdvocate Magazine	The All-Time Top Brewery on Planet Earth - BeerAdvocate Magazine	The All-Time Top Brewery on Planet Earth - BeerAdvocate Magazine	The All-Time Top Brewery on Planet Earth - BeerAdvocate Magazine
280 influencers	280 influencers	280 influencers	280 influencers	280 influencers	280 influencers
Export Report					

- **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.

	PAGE AUTHORITY	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
Jeff Cutler @jeffcutler about.me/jeffcutler Communications pro, keynote, trainer, Journalist covering technology, food, travel and lifestyle. Enjoy content marketing, photography, beer and sarcasm. Journalist, blogger, influencer	51	91	9,536	23%	26%	0.1
Matti Lintulahti @mediablogi kubo.fi Content Strategy, Content Marketing and Digital Media Expert. Journalist & Blogger. Passion to the content, the future of media and the digital. Partner at Kubo Blogger, influencer, journalist	25	10	3,840	29%	9%	1.5

- **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.

Real-time Tracker: Audi

Twitter Instagram Facebook

Conversation Tracker Influencers **New** Media

Date range: Sep 7 - Sep 14 [Export Data](#)

Filter: [Advanced](#) | [Most Active](#) | [Most Contextual Influence](#) | [Highest Impact](#)

	Posts	Avg Follower Engagement	Followers	Impressions	Exposure	Bio	Location
<p>Amazing Cars 2477 - M85 Media @amazingcars247</p>	3	5,099	2,798,964	8,396,892	8,396,892	• A division of M85 Media, LLC • Credit goes to the photographers. • Submit photos using #amazingcars247 • Click the link for business inquiries. http://www.M85Media.com	
<p>BlackList @black_list</p>	1	2,229	2,009,971	2,009,971	2,009,971	Automotive Lifestyle Originated in the Bay Area #BlackList • #BlackListLifestyle Feature@blacklistlifestyle.com http://www.stinghd.com/b451-black-ps-bidi-blacklist.html	
<p>CARLIFESTYLE @carlifestyle</p>	1	1,878	2,877,710	2,877,710	2,877,710	Media Events Advertisement Contact@Car-Lifestyle.com http://www.car-lifestyle.com	

- **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.

Website Blog Contact

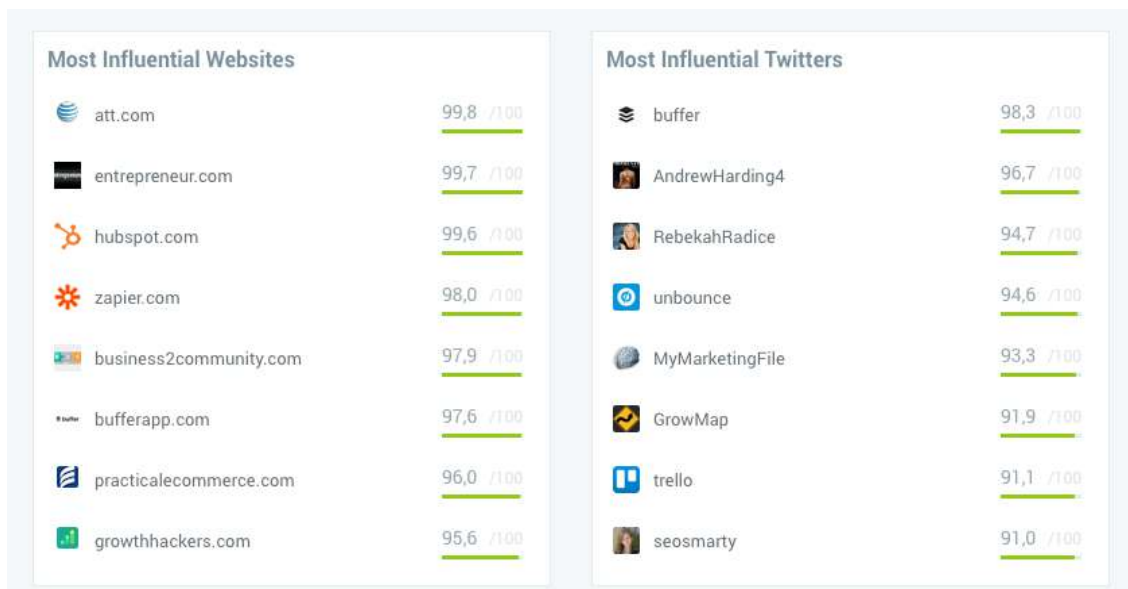
983 **shanebarker.Kred**

Shane Barker Consulting
 Digital Marketing | Business Consulting
 Sacramento, CA
 Digital Strategist | Consultant #ForHire Interests: Fitness | Dog Lover
 Contributor @semrush @B2Community @marketingpros
 Interviewed @huntingtonpost @sciam @mint

- **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.



- **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.



- **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.



Shane Barker



Digital Strategist| Consultant #ForHire Interests: Fitness |Dog Lover
 Contributor:@semrush @B2Community @marketingprofs
 Interviewed:@huffingtonpost @sciam @mint

Digital Marketing ★ Expert Marketing ★ Expert SEO ★ Expert
 Sacramento ★ Expert Sacramento Kings ★ Expert Sales ★ Expert
 Social Media ★ Expert Advertising Blogging Caffeine
 California State University Sacramento Consulting Content Curation
 Content Strategy Food Google Google Analytics Google Mobile
 Google Search Internet Leadership Lobbying Management
 Online Advertising Social Marketing Social Networks Sushi Tony Hsieh
 Twitter WordPress

- 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.

Filter by blog title

+ Add Blogs

Blog	Location	Audience	Engagement	Posts per week	Days since last post	Inbound links	Relevancy			
ProBlogger Blog... www.problogger.net Social media	Melbourne, Australia	200K to 1M	389	2	3	248048		192728	50016	
Famous Bloggers www.famousbloggers.net Social media	USA	50K to 200K	154	7	3	5755		20497	3188	
Traffic Generation... www.trafficgenerationcafe.com Social media		50K to 200K	339	2	14	12706		3283	4856	
Daily Blog Tips www.dailyblogtips.com 		200K to 1M	129	3	3	53062				
www.smartpassiveincome.com Social media	San Diego, California	200K to 1M	156	1	0	39920		66975	28360	
Basic Blog Tips basicblogtips.com Social media	Philadelphia, PA	50K to 200K	22	3	9	4579		6494	4026	

- **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.

Power users in Marketing from Sacramento, California, United States on Twitter

The Marketing United States community is made up of 53% Women and like sharing from linkedin.com and adage.com. These are their leaders.

New Search

PRO Network ^

- Twitter
- Instagram

Influence ^

- All
- Celebrities
- Power Users
- Casual
- Novice

PRO Skills ^

- All
- Social Media
- Marketing
- Entrepreneur
- See more

Upgrade To Enable 🔍

Locations ^

- All
- United States
- California

shane_barker @shane_barker Sacramento
 Very Responsive Top 0,1%
 Digital Strategist | Consultant #ForHire Interests: Fitness | Dog Lover Contributor: @semrush | @B2Comm...

Add To List Connect

24,196 10,146 1,174

bizauthor @bizauthor Sacramento
 Responsive Top 10%
 Author, speaker, CEO: http://NonfictionAuthorsAssociation.com | http://t.co/ajMLhLijR | http://t.co/w...

Add To List Connect

51,311

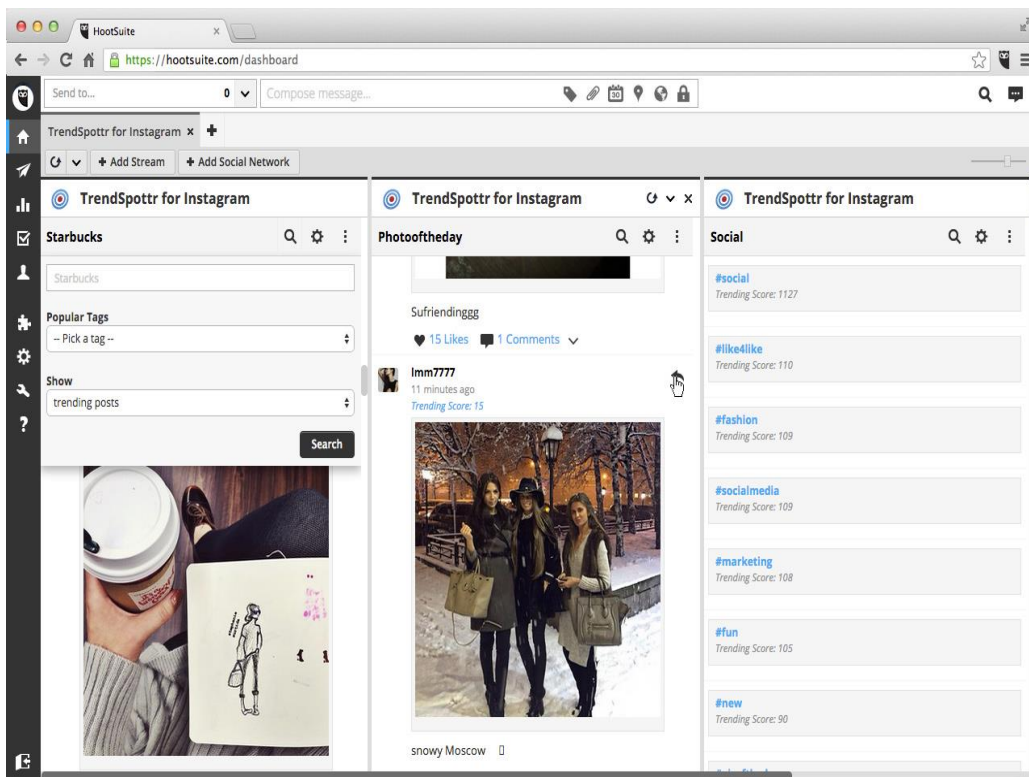
TheShawnMurphy @TheShawnMurphy Sacramento
 Responsive Top 10%
 Keynote speaker, #Leadership Rebel guiding biz to be human-centered | @switchandshift | Author, T...

Add To List Connect

37,524

RickCooper @RickCooper Sacramento
 Responsive Top 5%
 Author, Speaker, Coach | #SocialMedia and #OnlineMarketing Expert | Encourager | #RickCooperSco...

- **Trendspotttr** – Trendspotttr 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.

	FactCheck.org We are a nonpartisan, nonprofit "consumer advocate" for voters that aims to reduce the level of deception and confusion in U.S. politics. canada http://www.factcheck.org	17	10	
	Clay Shirky Bald. Unreliable. Easily distracte New York City http://www.shirky.com/weblog	5	14	
	Jay Rosen I teach Journalism at NYU, direct the Studio 20 program there, critique the press and try to understand digital logic. I'm also an adviser to New York City http://www.pressthink.org	29	45	
	Jeff Jarvis @BuzzMachine blogger and j-school prof; author of Public Parts, What Would Google Do? New York, NY http://www.buzzmachine.com	30	51	
	Romenesko Visit http://t.co/HNgbZwrCLO http://www.jimromenesko.com	15	68	
	10,000 Words Multimedia journalism blog -- where journalism and technology meet. New York, NY http://www.mediabistro.com/10000words	5	22	
	PBS MediaShift Your guide to the digital media revolution. Tracking how mobile devices, social media, citizen journalism and new technology are changin San Francisco, CA http://www.pbs.org/mediashift	10	43	
	Dan Gillmor Bio and disclosures: http://t.co/OPPu0x7v (photo by Joi Ito). Retweets mean I thought you should see this; usually that's an endorsement. MA, USA http://www.dangillmor.com	11	3	
	Greg Mitchell Daily writer for The Nation. Author of 14 books. Film producer. Longtime ed. at Editor & Publisher and Crawdaddy. Link below for books i NYC area http://www.regrettheerror.com	5	10	
	Tom Foremski Former Financial Times Journalist reporting on Silicon Valley at the intersection of media and technology. Silicon Valley is a Media Valley. San Francisco/Silicon Valley http://www.siliconvalleywatcher.com	7	1	

- 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.

The screenshot displays the Ninja Outreach interface with a search for 'wordpress' resulting in 250 items. The left sidebar contains navigation options: Prospecting, List Management, Your Prospects, Manage Templates, Settings, and Logout. The main content area shows a table of results with columns for Details, Contact, Shares, SEO Metrics, Traffic & Engagement, and Features.

Details	Contact	Shares	SEO Metrics	Traffic & Engagement	Features
WPBeginner - Beginner's Guide fo... www.wpbeginner.com WPBeginner is the largest WordPress resource site for WordPress Beginners with easy to understand WordPress tutorials for mastering the basics and ...	US Contact About	Facebook: 1604 Twitter: 216 LinkedIn: 1363 Email: 215 RSS: 0 Instagram: 89	PR: 6 DA: 76 PA: 80 Moz: 5.49 BL: 4,711	Alexa: 1,604 Visits Per Month: 60,000+ Comments Per Post: 1 Social Shares Per Post: 76 Klout Score: 65.1	Sponsored Posts
Ayuda WordPress en Espa??ol - Gu... By Fernando at ayudawp.com Ayuda WordPress - Recursos, plugins, themes, traducciones, foro, ayuda y tutoriales WordPress gratuitos en espa??ol		Facebook: 45 Twitter: 25 LinkedIn: 72 Email: 0 RSS: 712 Instagram: 13	PR: 6 DA: 0 PA: 0 Moz: 0 BL: 303	Alexa: 19,017 Visits Per Month: 30,000 - 60,000 Comments Per Post: 3 Social Shares Per Post: 0 Klout Score: 51.5	Sponsored Posts
Wordpress Themes ??? Free Word... wordpressthemesbase.com Best Free Wordpress Themes Rated by Users, Live Demo and Free Download. Only original, fresh and quality Wordpress Themes sorted by category and pr...		Facebook: 131 Twitter: 22 LinkedIn: 184 Email: 8 RSS: 29 Instagram: 20	PR: 5 DA: 58 PA: 65 Moz: 6.3 BL: 811	Alexa: 256,734 Visits Per Month: 0 - 5,000 Comments Per Post: 0 Social Shares Per Post: 58 Klout Score: 0	

How to Pitch to Influencers



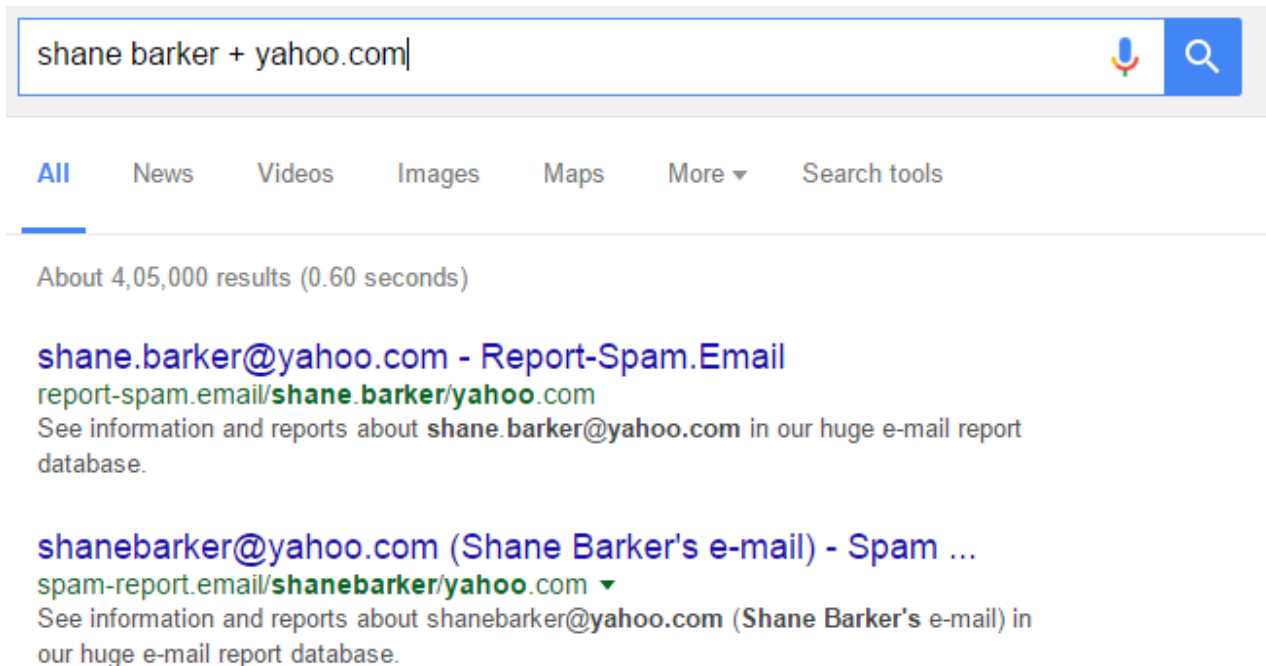
According to an [Augure survey](#), 66% of respondents prefer to contact influencers through email. Twitter and blogs are also considered effective channels for contacting influencers at 57% and 52% respectively.



Source: Influencer Marketing Status 2014, Augure

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:



- [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!

Top Fashion Blogger	Twitter	Instagram	Facebook	Pinterest
Gal Meets Glam	31K	607K	177K	75K
Ivory Lane	4K	204K	25K	14K
Late Afternoon	21K	169K	62K	26K
Natalie Off Duty	45K	195K	50K	7.7K
Peace Love Shea	26K	831K	449K	7.3K
Sea of Shoes	100K	158K	38K	40K
We Wore What	37K	1.1M	103K	15.2K

Image Source: MediaKix

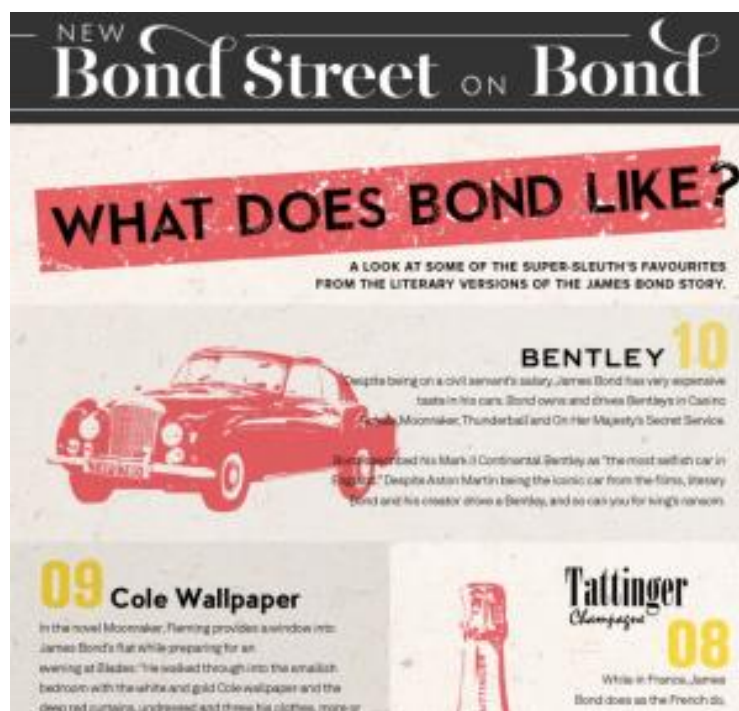
Below is the post from Sea of Shoes titled "[Fairytale Story](#)." Notice how the product has been placed in a way that feels genuine.



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.

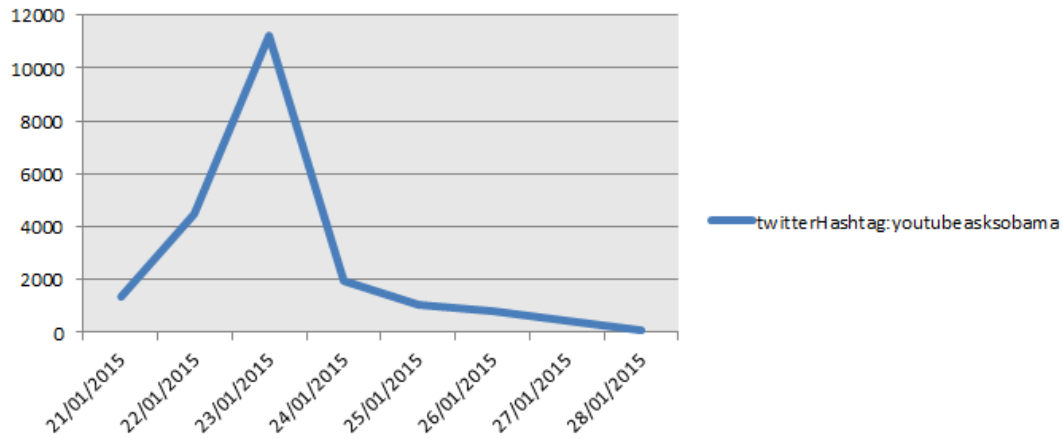


Image Source: Augure

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.

Now, What Do I Do Next?

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.



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