

A Guide to Influencer Marketing for Brands

 **MEDIAVINE®**

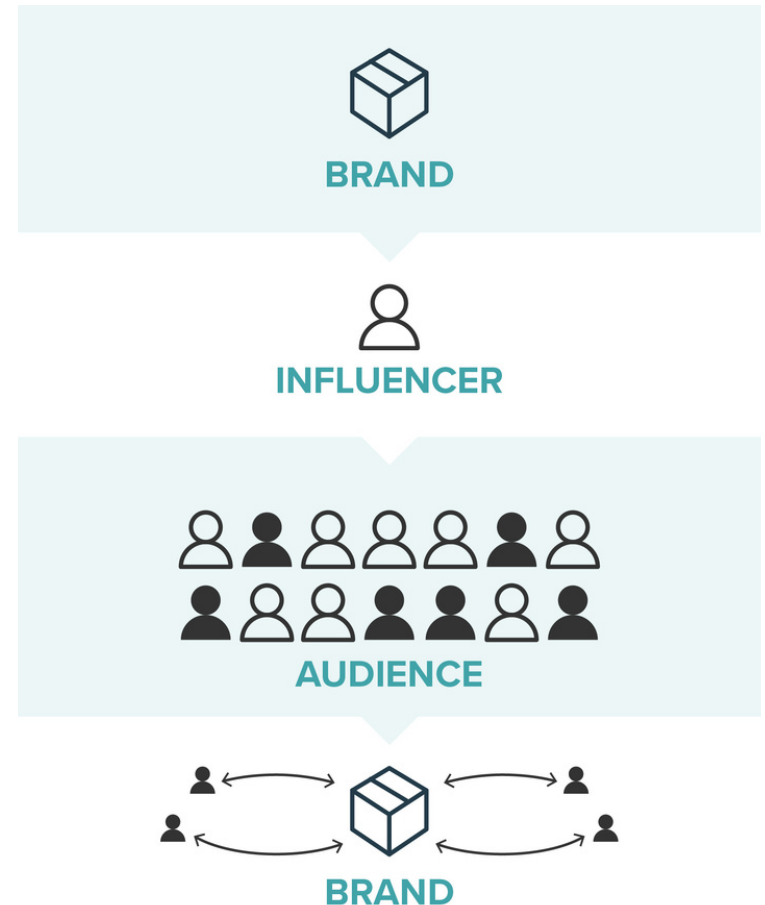


What is Influencer Marketing?

Even though celebrities have long had influence on our purchasing decisions, the rise of social media has made it possible for nearly anyone to become an influencer, whether on a nano scale within their own communities or on a macro level.

Many brands are recognizing the value of these influencers – many of whom are professionals who have spent years building their audience and their credibility – and their ability to impact brand awareness.

Influencer marketing does not have to be limited to social media, though. Blog posts, videos, and even in-person events are all perfect opportunities for an influencer to elevate brands they believe in.



Influencer

/noun/

A person who inspires or guides the actions of others

Influencer Marketing

/noun/

A form of marketing that utilizes endorsements and product placement from people or organizations that have an expert level of knowledge and social influence in their field



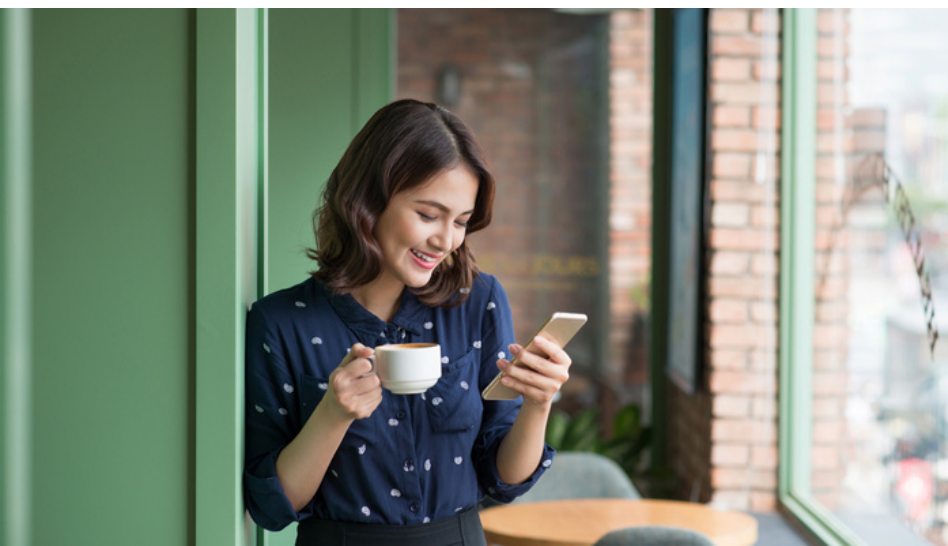
How can influencer marketing help you?

If you're looking to get your brand in front of your target audience, influencer marketing can help you!



Influencer marketing is an excellent way to build brand awareness and social buzz.

Be aware, though, that number of sales should not be your sole measure of success for influencer marketing.



Influencer marketing is a long-game and is best executed through ongoing, thoughtful partnerships between brands and influencers to create meaningful evergreen content.

How can influencer marketing help you?

Successful influencer campaigns bring the brand top of mind for readers, so that even if they don't need the product or service in the moment, they will remember it days, weeks, or months down the road when they do.

This means that the true impact of influencer marketing can be hard to measure. Depending on your brand's budgets and reporting needs, influencer marketing may not be the right fit for every company at all times. But we believe that intentional partnerships with the right bloggers and influencers can bring meaningful lift in awareness for any brand, and we have clients of all sizes and across many product categories that agree.



92%

of people trust recommendations of individuals
(even if they don't know them) over brands

At Mediavine, we believe that every campaign is unique.

That's why we custom curate every campaign we work on, even for repeat clients. Nothing we do is “cookie cutter” – we believe that true impact comes when brands and content creators are fully aligned and that readers can sense authenticity within the content.



What to expect from a Mediavine campaign

When you work with our team on an influencer campaign:

- You can expect white-glove service from your initial discovery call to final report delivery.
- After learning your timeline, budget, goals and objectives, we custom-match you to the Mediavine publishers that will be the best fit.
- We manage the flow of the campaign from start to finish, making sure all of the contracted deliverables are submitted on time and in keeping with the scope of work.



Your brand's safety is our top priority

In addition to caring deeply about making the campaign experience easy for your team, we are passionate about brand safety.

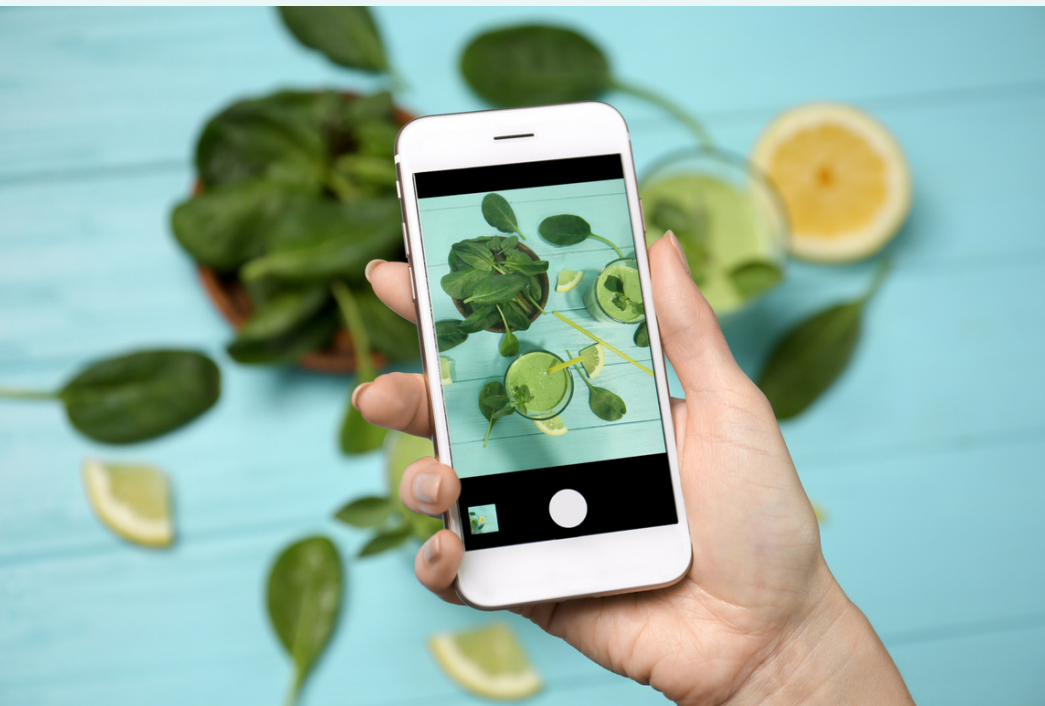
All of our publishers undergo a rigorous brand-safety screening before joining Mediavine, and our dedicated Publisher Support Specialists regularly screen our publisher database for bot traffic and unsafe content.

Keeping our advertisers safe is a top priority for our team when it comes to both influencer campaigns and display advertising.



How can you help make sure a campaign goes smoothly?

Whether you're working with an influencer marketing agency like Mediavine or running your influencer marketing campaigns in-house, there are a few things you can do to help make sure your campaigns run smoothly.



Be generous with your timeline.

Influencers typically need 4-6 weeks of lead time in order to avoid rush fees.

Start planning now for campaigns 3-6 months down the road – and it is almost never too early to start planning for Q4 campaigns!

Additionally, make sure to bake in extra time if your team requires multiple rounds of draft reviews, if your legal team needs to approve drafts, or if you know that you'll need multiple team members to edit drafts. This is often where many timelines fall apart, so be generous with the amount of time you expect this process to take when laying out your campaign deadlines.



Have a detailed scope of work

As part of a contract, you should always have a separate, detailed scope of work outlining the following:



Exact campaign deliverables



Where and how deliverables will be published



Use of any UTM tracking links



Deadlines, including any draft delivery requirements



Any required messaging, photo, video or branding requirements



Ownership of deliverables



Any exclusivity details



Payment terms

Have a detailed scope of work

Having a detailed understanding of the deliverables upfront can help prevent issues down the line, such as reshoots, that could result in additional fees.

If you are not working with an influencer marketing company, be sure to hire a lawyer that specializes in the digital world and has an understanding of bloggers and influencers to draft up your campaign contracts.

The contract is the most important piece to making sure both parties are protected in the long run.



Be prompt and concise in your communication

**Clear communication is perhaps the best way
to ensure a campaign stays on track**

While you can't control the responsiveness of others,
being prompt and clear in your own communications can
often increase the responsiveness of other parties.



Campaign Flow

1

Discovery call to talk about your goals for your influencer campaign

2

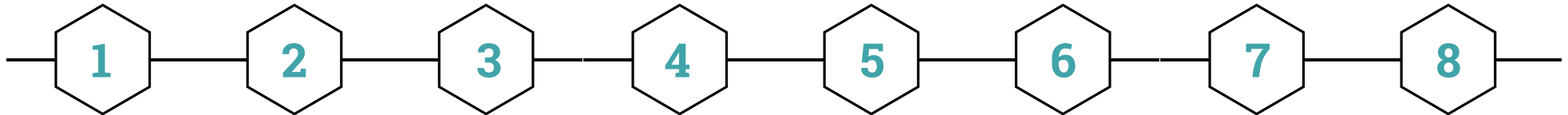
Proposal creation and delivery, including a list of potential Mediavine publishers who may be a good fit based on campaign timeline, budget and goals

3

Client identifies potential publishers they are most interested in; Mediavine gets confirmed availability and content ideas from each

4

Client makes final publisher selections; Mediavine draws up contracts



5

Client ships product to selected publishers (if applicable); Publishers begin content creation

6

Drafts of all deliverables are shared with Client for review to ensure accuracy of brand messaging across all content

7

Deliverables go live. Your message is now out there!

8

Live links shared; Campaign report compiled and shared 15-30 days following campaign end

Want to Get Started?

Reach out today to learn more about
Mediavine's influencer marketing capabilities!

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