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Influencer Marketing: 3 Step Strategy

Step 1: Discovery

Influencer Type	Target Audience	KPI
Ex. Micro Influencers	Business Owners	Email sign ups

The above example shows: partnering with **micro-influencers** to reach **business owners** to **encourage email sign-ups**. Fill in your own goal above starting with the target audience.

Who is/are your target audience(s)?

Ex. Business owners in the ecommerce space. Be as detailed as possible.

Identify clear segments of your audience that you'd like to reach with influencer marketing.

What are they sharing and engaging with?

Ex. Articles from ecommerce thought leaders and public speakers who write about scaling business, and entrepreneurship.

Identify Your Influencers: <http://vert.ms/influencer-sheet>



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Step 2: Content Ideation

Content Type	Compensation
Ex. Social shares	Ex. Free trial for their followers
Ex. Sponsored articles	Ex. Monetary amount

Determine what type of content you would like to create with influencers and what you're willing to compensate them for that effort.

Step 3: Cultivation

What's your pitch?

Ex: "I'm putting together a webinar series "Small Business, Big Goals" aimed at educating small business managers and owners. (what are you doing?) Given your expertise in business process management I am reaching out to express interest in featuring you in one of these webinars. The topic we would like covered is: Building business processes that increase productivity. (What would you like them to do?) We're open to other ideas that you have as well!

We have 50,000 subscribers to our blog, and average about 500 webinar attendees per session, meaning you'll have the ability reach a good audience! (why should they do it?)"



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What content assets are needed?

Ex:

1. A page to house webinars
2. Webinar sign up form
3. Lead nurture workflow for registrants
4. Capability to live stream webinar

Where will you engage your influencer?

Facebook	LinkedIn	Twitter	Instagram	Phone	Email
X	X	X			X

You've now documented the following:

1. How you will identify influencer
2. What incentives you will provide them
3. What pitch you will use
4. Which channels you will contact them

It's time to get started!