



Checklist 1 - Working with Social Media: Influencer Marketing

Project Name: _____

Date: _____

Yes No

It is challenging to build and maintain a relevant audience on social media. But there isn't a lot to worry about as there are some pretty good shortcuts that can be used to make your work on social media easier. One of these super cool and effective ways include influencer marketing. Here is a checklist to give you more insight:

First Things First

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | Start by focusing on influencers that are more active on social networks; the same social networks where you have a presence. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Make sure that these influencers have views that align with those of your company | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Start interacting with the content of these influencers by making comments, sharing and liking their views. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | However, make sure to be genuine and authentic- try not to overdo your actions. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Make use of an ego bait strategy to engage the influencers | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 6 You can quote them on your social media or in your blog.

- 7 Don't forget to mention the names of these influencers in positive meaning and context.

- 8 This might lead to influencers sharing your mention to their audience.

- 9 Try reaching out to them in a direct manner.

- 10 Compliment their content and ask if you can commission an article for your blog.

- 11 If you have one article from a leading influencer- this will lead to a considerable boost in your credibility and will attract others.

Second Things Second

- 1 It is important to interact with influencers but doesn't forget your main goal is to become an influencer yourself.

- 2 Work on producing amazing content, improve the content continuously and network for it tirelessly.

Notes



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- 3 Keep several points in your mind:

- 4 Be ready to make inputs by contributing to making quality content.

- 5 Find out where the other influencers invest in their content and use these ideas to pitch your best content.

- 6 Always stay ready to be rejected in the beginning.

- 7 Make use of criticism as an opportunity to improve. Make yourself perfect with practice.

- 8 Engage in conversations on social media pages. Respond to all comments and engage with others across multiple platforms.

- 9 Make frequent posts on a number of social media networks. Make use of automation tools to help you in the scheduling of your posts.

Notes