



Checklist 6 - Growing a Team of Influencers

Project Name: _____

Date: _____

Yes No

Influencer marketing allows people to create good content, increase credibility, and will enable them to gain exposure through their network. Building your team of influencers is an extreme step towards the building of a successful influencer marketing strategy. Here is a checklist to help you:

Firstly

- 1 You must start by setting your campaign goals.

- 2 This should be your first step whenever you start a new procedure.

- 3 The influencer market is indeed crowded, but you must have relevant influencers on your team.

- 4 This will help you drive and gain relevant traffic to your services and products.

- 5 Team up with specific influencers who embody the same lifestyle and views as those offered by your product.

- 6 You can take care of the following things while setting your concrete goals:

Notes

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- 7 The campaign goals of the influencer
- 8 The Background information of the influencer
- 9 The name of the influencer
- 10 The age range of influencer
- 11 Find out if the influencer is famous on various social media platforms.
- 12 Now set some realistic goals for your campaign.

Secondly

- 1 Once you have set some realistic goals, work on the building of your influencer team
- 2 Start a manual search for influencers or search through marketplaces or databases.

Notes

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|---|--|--------------------------|--------------------------|
| | | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Manual searching for influencers is time-consuming, whereas marketplaces and databases are costly. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | You can go to Google as a first step and carry out basic research such as product topic influencers. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Read the posts that follow and look into the profiles of various influencers. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Browse into photos of these influencers to find ones that align with your product for promotion. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes