



Checklist 9 - Do's and Don'ts of Influencer Marketing

Project Name: _____

Date: _____

Yes No

If you want to succeed at Influencer marketing, you must do it in the right way. Here is a checklist of do's and don'ts to help you know what works and what doesn't in the field of influencer marketing in 2019. Read further to find out more.

Do's

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Always focus on the lifecycle of your sales | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Concentrate on your target audience and what motivates them to make a purchase decision. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | To prevent your message from falling on deaf ears, know the lifecycle of all your purchases. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Do seek out subject matter experts. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Understand that engagement is the king in influencer marketing. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Find an influencer that has 10,000 followers and has 10% engagement. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 7 Build your relationship with such an influencer.

- 8 Work on the generation of mutual value to come up with a win-win offer.

- 9 Get more insight into the financial remuneration process and know what the rates are.

- 10 Always put people first. Keep human aspect at first to succeed in the longer run.

- 11 Try keeping it real and authentic.

Don'ts

- 1 Don't assume that your sales team cares about the reach because they don't.

- 2 Do not assume that any influencer will be right for the job.

- 3 Never assume having influence is equal to having popularity because it's not the same.

Notes



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- 4 Do not assume that influencers wish to work for free.

- 5 Being an influencer is a complete job, and so they need to be paid fairly for the work they do.

- 6 Avoid treating collaborations like transactions.

- 7 Don't spam your influencer and don't take control over your product's presentation from the influencer.

- 8 Never underestimate the professionalism of an influencer.

Notes