



Checklist 8 - Reaching Out To Influencers And Partnering With Them

Project Name: _____

Date: _____

Yes No

If you are a brand owner and you wish to enhance your product's availability to your audience and attract new traffic of customers to your brands, so you need to improve your marketing skills. You can use influencers' help to get to the high point that you always wished for.

Influencers can grow your business to a great extent by promoting your brand and product because they have loyal followers who will follow every step and every demand made by the influencers. They'll trust influencers with the product being promoted, and this way, your brand will make progress. Here is how to do so:

Reaching Out To Influencers:

- 1
The very first step is to identify which influencers or bloggers are good for your product.
- 2
Choose wisely because there are a lot of spam accounts on Instagram that can prove to be devastating for your brand.
- 3
You can reach out to influencers by becoming loyal to them and by letting them know the true reason for your partnership.
- 4
Ask them to post sponsored ads for you.

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- 5 You can send those PR packages to allow them to post your product in their stories or posts, which, in turn, will help grow your brand's name.
- Partnering With Influencers:**
- 6 To grow your brand's name, you can make a partnership with well-known, trustworthy influencers on Instagram.
- 7 Pay them cash as compensation and ask them to promote your brand.
- 8 If you're just starting on establishing your brand, avoid paying the influencers, instead offer them discounts for shout-out of your brand.
- 9 You can take advantage of the commission also. Pay the influencers for every product they sell.
- 10 One of the most important things to do is to make the influencer understand your needs and plan of action. This will help them know what you're after and what your goal is.
- 11 Making relevant offers is another way to partner with influencers. If the passions and values of influencers align with your brand's products, then it's a win-win because they'll be more engaged and eager to promote.
- 12 Work to make everything easy and available for the influencers so that they don't have to work harder while promoting your product.

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- 13
Make them aware of the deadlines for your marketing campaign.
- 14
Allow them to understand the type of content that you want to get posted about your product.
- 15
Make an agreement with the influencers prior to assigning them tasks so that they abide by the rules.
- 16
Emphasize the need to use hashtags everywhere on the promoted posts about your brands so that the audience will get to know your brand at first glance.
- 17
Develop a payment structure and assign dates to each payment and add these in your agreement.
- 18
Make them understand that you're the owner of the brand under promotion, and it is totally your right to provide the content format and what you want to be posted.

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