

THE ULTIMATE GUIDE FOR INFLUENCER MARKETING 2023

37 pages of everything I know about influencer marketing. All my experience from the past years, combined with best practice, frameworks, insights and a lot of tips and secret sauces.



SOCIAL
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Before joining Social Impact, I was a senior advisor at one of Denmark's largest influencer marketing agencies. With a history packed with collaborations - from local masters to global luminaries - I've delved deep into the mysterious layers of influencer marketing.

My CV with campaigns you ask?

It's like flipping through an enchanting book of fairy tales. From the magical world of food and the enchanting facets of beauty to the pulsating rhythms of modern lifestyle. It's a journey through gastronomy, aesthetics and the dynamics of everyday life.

After so many adventures on various platforms, with different audiences and influencers, I feel like I've found the Holy Grail of influencer marketing. I've mapped the country and my influencer network? They're almost like family.

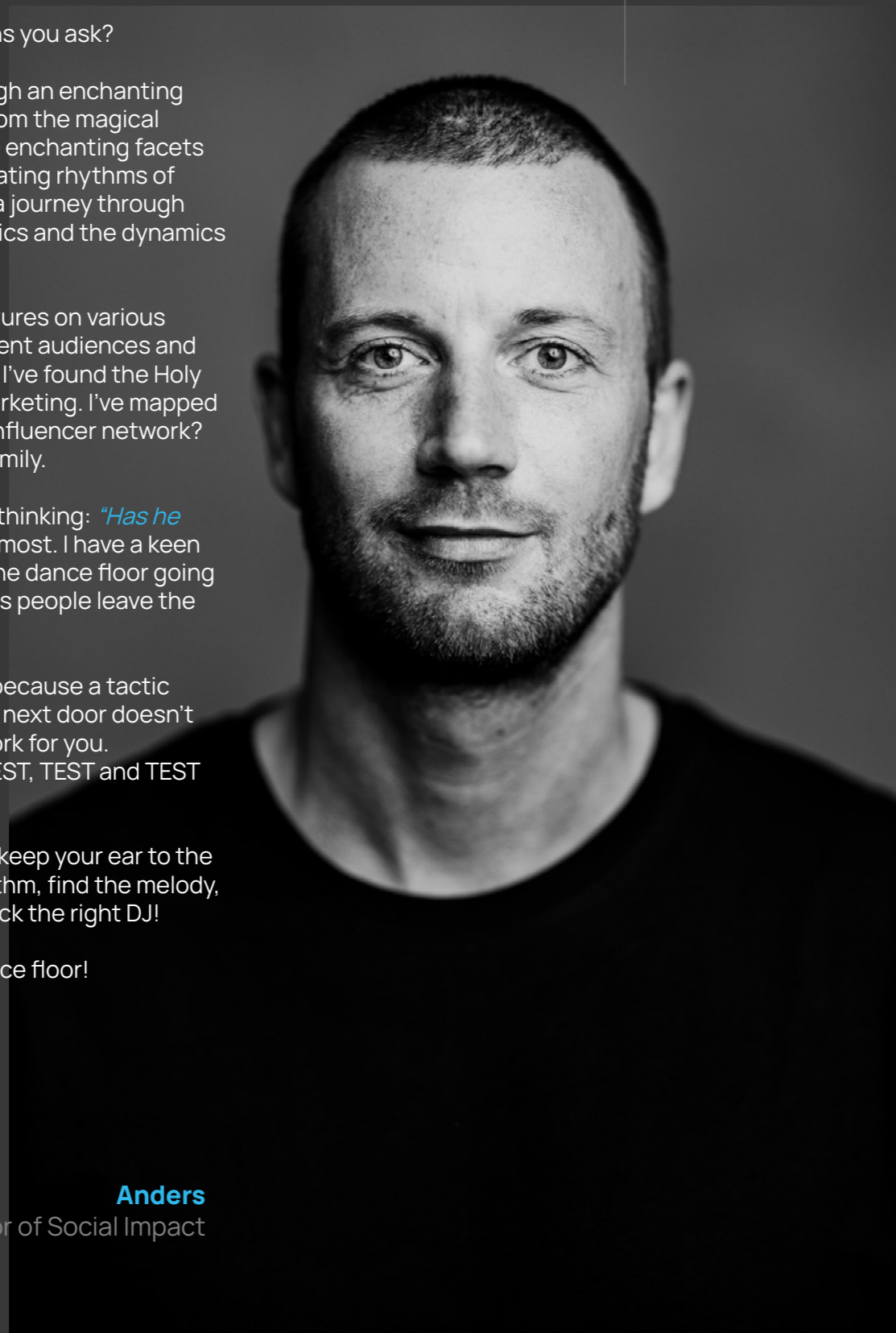
Now you're probably thinking: *"Has he found the recipe?"* Almost. I have a keen sense of what gets the dance floor going - and also what makes people leave the party.

But remember! Just because a tactic got the party started next door doesn't guarantee for it to work for you. Preparation is key: TEST, TEST and TEST again.

Take the plunge, but keep your ear to the ground - feel the rhythm, find the melody, and for God's sake, pick the right DJ!

Good luck on the dance floor!

Hi there - my name is **Anders.**



Anders
Director of Social Impact

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01

Ready, Set, Start with Influencer Marketing

The global influencer market is booming with a value of a staggering USD 16.4 billion (2022). Not so long ago, it was the fashion and beauty industry that led the way with their trendy bloggers, but now? Almost every B2C company has seen the light. Or rather, they've seen the power of letting real people - ambassadors - speak directly to customers.

Your pre-launch checklist:



Product

Is it sharp and ready for the spotlight?



Online shop

Is it user-friendly and inviting?



The hinterland

Are your warehouse, production and transportation up to speed?

Influencers can be your ticket to increased awareness, built on a foundation of trust. But before you send out the invitation to the influencer prom, make sure the dance floor (read: your platforms) is polished and ready to party!

Expectation Setting 101: Learn to dance with your tie loose. Collaborating with an influencer is a bit like dancing. You can lead, but remember to leave room for the influencer's own steps. Their experience, creativity and unique connection to their followers is worth its weight in gold. A detailed brief? Fantastic! But remember to let the influencer put their own stamp on it so it feels authentic.

The process in 10 steps:

1. Set a course with goals and a budget.
2. Spot your ideal target audience.
3. Choose your influencer scene (platforms).
4. Go on an influencer hunt!
5. Outline the campaign and its content.
6. Take the first dance with the influencer (negotiation & contract).
7. Give them a dance instruction (campaign brief).
8. Keep an eye on the dance floor (track & optimize).
9. After-party: Analysis and evaluation (also with the influencer).
10. Use the evening's experience to plan the next big party (campaign).

1. Aim, shoot, score: Set your goal

Before you put on your influencer hat, get clear on your goal. And no, "world domination" doesn't count. Be the ambitious, but keep both feet on the ground. Yes, we all want more customers and more sales. But let's start with baby steps. Are you a new player in the market or are you the old dog with the new tricks?

Maybe your focus should be on building knowledge about your brand before you dive in over the "Buy now!" messages. And, most importantly, put some numbers on the table! Who said anything about "250,000 impressions and a 2% engagement rate by September 31, 2023"?

A few shots from the hip with goals:



Attention: Think big! Your brand shouldn't just be seen - it should be experienced. Turn people into fans, one selfie at a time.



Conversions: Sales are king, but what about new followers, newsletter sign-ups, app downloads? Every little victory counts



Content: Get your hands on some original user-generated content. Think of it as superpowered selfies - and a whole lot cheaper than hiring top models!



Traffic: Get them onto your website and let retargeting do the magic. And hey, a little SEO boost doesn't hurt either!



Branding: Tænk stort - som i, Caroline Wozniacki-stort. Dette handler ikke kun om indhold, men også om TV spots, print, og måske endda et stort banner på Times Square!

Goals set? Budget in place? Fantastic! Now it's time to talk metrics. We do this with Key Performance Indicators (KPIs):

Measure your success (or failure) It can be everything from number of impressions to follower growth. Choose some solid KPIs so you can track the pulse of your campaign and make sure it stays in top shape

2. Define your target audience.

No one dates without knowing their type, and influencer marketing is no different. Before you swipe right (or left), you need to know who you want to charm.

Maybe you already know that your dream customer is a modern Danish woman between 20-45 years old, balancing career and yoga. Or maybe you're the cool older guy who wants to catch the young TikTok or Instagram stars to renew your vibe.

Either way, write down your type. It's influencer dating 101. But remember - while it's good to have a type, don't be too picky. Segmenting too narrowly is like only wanting to date people who love avocado toast and have a cat named Mr. Whiskers

3. Choose your battlefields: The power of the platform

Do you already have an influencer crush? Maybe you're dreaming of a collaboration with Jasmin Lind, the queen of Danish influencerland. She reigns over YouTube, TikTok and Instagram, so you might be thinking: "I don't have to choose, do I?"

But wait a minute.

Your platform should match your mission. Want to drive direct sales? Instagram could be your best friend, while TikTok is the tricky cousin that won't let you target organically. Dreaming of broad awareness? TikTok rolls out the red carpet for you.

For those who want to dive deep and tell a story? YouTube welcomes you with open arms. And if you want to win gamer hearts, YouTube and Twitch are your dynamic duo.

4. Influencer dating: How to find the right one

With your goals and target audience set, it's time for the fun part: matching with the perfect influencers. Think of it as a dating app for brands - only without the awkward icebreakers.

Can you navigate the social media jungle by yourself? That's great! But if you want a guide, a powerful influencer marketing tool is your best friend. Personally, I swipe right for Woomio, but there are many fish in the sea.

Now that the hunt is on, there are two important parameters to keep an eye on:

1. Quantitative parameters:

Dive into the numbers! To find your perfect influencer match, look not only at their profile data, but also at their follower data. Is your target audience represented? How does their content perform? And no, it's not just a beauty contest based on follower count.

2. Qualitative parameters:

Here it's more heart than brain. Does the influencer match your brand? Do they speak your language and share your values? Are they masters at making reels or are they poets with words? And yes, admittedly, a little Google-stalk may be in order, especially for the longer-term collaborations.

But let's be honest. Finding the right influencer can feel like looking for a needle in a haystack. If you want to save time (and avoid crying over wasted marketing dollars) Consider partnering with an agency - like mine. I have the experience and attention to detail to help you find the perfect match.

Remember, it's not just about finding an influencer, but the right influencer. Credibility is key. If you're new to the field, having an experienced guide by your side can be worth its weight in gold.

Last but not least, consider what 'weight class' you want your influencer to be in: micro, macro or the heavy weight class of celebrities.

5. Create your master plan: Campaign plan + idea

So you've found your influencers and now you're thinking, "Now what?" Well, now the fun part begins - shaping your message! It's not just about what you want influencers to say, but how you want them to say it.

Content is king, but strategy is queen. And behind every good king is an even better queen. Your content shouldn't only match your brand and appeal to your target audience, but it should also follow your overall strategy. For example, consider how an Instagram story can drive direct sales, while an IG post can dive deeper into the soul of your product.

Once you have a handle on the content, you need to create a battle plan: When and how will you drop your content bombs? And yes, influencers can be great allies in this process too.

6. Negotiation time: Reach out to the influencers

Now it's time to talk business. Once you've found your influencer dream team and have your strategic compass in hand, it's time to negotiate. Agreements are not just about money, but also about expectations, deadlines and all the fine print that ensures everyone is on the same page.

A little tip from the insider: Don't be afraid to negotiate. You'll be surprised what you can achieve with a little charm and negotiation skills.

7. Briefet: Your influencer's best friend

Think of a brief as a treasure map. It gives your influencer the guidelines they need to strike gold. What is the goal? How should the message be conveyed? Are there any special phrases or taboos? A solid brief is the foundation for a successful campaign.

8. Track & customize: Dance in real-time

Influencer marketing is like a lively salsa dance - you need to be on your toes at all times. Are influencers ensuring the content is live on time? How is the audience reacting? If something in particular shines through or, God forbid, some missteps occur, you need to be ready to adjust your tactics. And remember, your influencer is your dance partner - keep the dialog open and flowing.

9. After Party: Analyze & Evaluate

When the party is over, it's time for reflection. How did it go? Was it a hit or a miss? Dive into the data and measure the impact of your campaign, as we talked about earlier.

Evaluation is not just a solo dance; involve both your customers and influencers. They can give you nuggets of insight that can be game-changers for future events.

10. Optimize: The art of learning

After every party (read: campaign) comes a lesson. What can you take to the next one? Maybe some influencers have proven to be true stars on the dance floor, while others... well, not so much. But remember, every step, good or bad, is a lesson.

Influencer marketing is an ever-evolving salsa dance with new steps, platforms, and opportunities at every turn. So keep your dancing shoes polished, always be curious, and keep dancing. Good luck with your upcoming campaigns!



02

Love at first sight?

How to find your influencer match

Finding the right influencer is like finding the right partner: you're looking for the one who makes your brand sing (and not just in the shower!). An influencer who matches your brand, speaks to your target audience and can fulfill your objectives is worth their weight in gold. Yes, even with years of experience, I still take my time with this. Because just like love, a good match is the key to long-term happiness.

3 reasons why you need to do a thorough job of finding influencers:

Spot-on exposure:

By matching with an influencer whose target audience matches yours, you ensure that your message doesn't just end up in the void. It's like speaking directly into the heart of your dream partner.

Trust is everything:

An influencer who has won the hearts of their followers can boost your brand's image. Their recommendation is like a friend telling you that the new restaurant in town is great. You listen, right?

With trust, you can influence people - and that's where the impact is.

Authenticity = Better results:

When an influencer with a solid reputation recommends your product, it's like your best friend raving about the new Netflix series. You just have to watch it.

The guru guide to finding your influencer soulmate:

- **Dive Deep:** Think of this as influencer dating. You don't just want to take the first and best. Set aside time to go through all profiles and parameters. You might spot 5 potential stars - and even if you're only going for one, it's nice to have options.
- **Influencer rejection is one thing:** When you send that first message, you may risk a "no thank you" (or maybe a ghosting!). But Fear not. Have a top 3, 4, or 5 ready so you can continue your hunt without losing momentum.
- **What is your price?** Consider your budget. Big budgets can go for the big stars, while smaller budgets can find hidden treasures among micro-influencers. Prices vary wildly, so expect a bit of a rollercoaster ride. There's no such thing as a "standard price" in the influencer world.
- **CPM benchmarking:** Consider setting a CPM benchmark to assess whether an influencer is giving you enough bang for your buck. CPM can range from 50-500, depending on the profile.
- **Micro, Macro or Mega:** Consider what type of influencer you're going for. Do you want the raging rock star (mega), the steadily rising star (macro), or the up-and-coming indie musician (micro)? Each has its own charm and benefits.

Toolbox: Find your Influencer!

Imagine standing in a giant store full of influencers. You have your shopping list, but... where do you start? Here's a little hint: tools. I'm partial to Woomio myself because they're like the influencer world's answer to a Swiss Army knife: everything you need in mt tools! Plus, they have the best selection of Danish data and new snazzy features are popping up all the time...

Step 1: Create your influencer dream profile

First and foremost: Who are you looking for? Is it the trendy mom who juggles work and Family life with style? Maybe the fashion-forward diva who knows all the new trends before Vogue? Or is it the green guru with a heart that beats for sustainability?

Should it be the visual marvel that can make a dry sandwich look gourmet, or the 'real deal' that films while the morning hair is still a thing and the coffee hasn't kicked in? Next, let's talk demographics: Are we thinking a female influencer in her 30s from Aarhus, Denmark, with school-aged children? Maybe she has a passion for interior design, or maybe she's a plant-based food guru?

Your target audience can vary: from young, bubbly 20-somethings to stylish women in their 40s, all from Denmark. Whether it's your core customer or a new group you want to charm, there's an influencer out there for you. Just remember that too narrow a focus can be like looking for a needle in a haystack!

Before we jump into the information jungle...

Imagine you're on a date. To find the perfect partner, you want to know both their deep thoughts (qualitative data) and the hard facts (quantitative data). In the influencer world, it's exactly the same!



- **Qualitative parameters**

Let's dive into the influencer's soul! This part is like thinking if your date has the same values as you, if they like the same movies or if they believe in love at first sight. For influencers, it's their content, style and how they match with your brand. It's about feeling a deeper connection and making sure you're a good fit

- **Quantitative parameters**

So, what does the CV look like? Here's what it looks like is the hard data. How many followers do they have? How often do they get likes, comments or shares? Are they the popular type at school? These numbers tell us about the breadth of the influencer- how many people will actually see your brand when they post

The perfect influencer collaboration is like a well-balanced smoothie: a delicious taste combined with a nutritional boost. Make sure you blend the right ingredients so you get the most delicious and nutritious drink (or collaboration).

Guide: Qualitative parameters when selecting influencers

Understanding qualitative parameters is key to ensuring a successful collaboration with influencers.

1. Content and style:

- **Language:** Does the influencer write/speak in Danish, English or another language?
- **Content type:** What are they good for? Reels, stories, images, videos?
- **Interaction:** How do they communicate with their followers? Are they open, honest and authentic?
- **Frequency:** How often do they post? Is it the right balance between too much and too little?

2. Brand Match:

- **Visual Expression:** Matches the influencer's aesthetics your brand's visual identity?
- **Values:** Does the influencer share the same values as your brand? (e.g. sustainability, honesty, family focus)
- **Previous Collaborations:** Has the influencer previously worked with brands similar to yours or in direct competition with it?

3. Authenticity and Credibility:

- **Engagement:** Is there a good balance between follower count and engagement rate?
- **Comments:** What do the followers say? Is there an overwhelmingly positive reception of the content?
- **Controversies:** Has the influencer been involved in any controversies or scandals that could damage your brand's reputation?

4. Content Format and Goals:

- **Content:** Should the influencer speak directly to the camera, write text, take photos or make videos?
- **Frequency of collaborations:** Does the influencer have a lot of sponsored content? Can they balance between organic and sponsored content?
- **Goal:** What is the purpose of your collaboration? Is it branding, sales, awareness or something else?

5. Background check:

- **Google them:** Make sure to research the influencer's past activities, especially if they are well-known.

6. Quality over quantity:

- It can be tempting to go for influencers with thousands of followers, but remember that a smaller influencer with a high engagement rate can often be more effective.

Concluding remarks:

When choosing an influencer, remember that it's a partnership. You want an influencer who believes in your brand, understands your audience and can communicate your message effectively. Do your research, trust your gut and choose the right one influencer for your brand!



Guide: Quantitative parameters when selecting influencers

Quantitative metrics provide a numerical understanding of the influencer's reach and impact. Here's an overview:

1. Influencer Data:

- **Demographics:** Age, residence, living situation (e.g. have children, pets, etc.).
- **Reach vs. Followers:** Look at the ratio between the number of followers and the actual reach (e.g. views of stories or posts).

2. Engagement Rate:

- **Measures interactions** (likes, comments, shares) in relation to the number of followers. A high engagement rate indicates strong connection with followers.
- **Branding vs. Sales:** Choose influencers with high engagement rates for sales campaigns; for branding, it may be less important.

3. Demographics of followers:

- **Target audience:** What percentage of the influencer's followers match your target audience?

- **Geography:** How many followers are from Denmark or your specific market?

4. Price and CPM:

- **CPM (Cost Per Mille):** Calculate the cost per thousand impressions. This gives an understanding of what you pay for every 1,000 views of the influencer's content.
- **Comparison:** Use CPM to compare prices and effectiveness between different influencers.

Concluding remarks:

Quantitative metrics provide a concrete understanding of what you get for your money and how effectively an influencer can convey your message to your desired audience. Use this data in combination with the qualitative parameters to make the most informed decision when choosing an influencer. Remember that the final choice of influencer should be a combination of both qualitative and quantitative considerations to ensure the best possible outcome for your campaign.

That's it!

Once you've found the perfect match and negotiated a good deal, it's time to plan the campaign.

03

Create a strategic campaign plan

Example of a campaign plan

Before you dive into planning your influencer campaign on Instagram, you need to decide what your ultimate goal is. Is it increased awareness, direct conversions or deeper engagement with your followers?

One of the keys to a successful campaign is finding the right influencer. This is someone who not only matches your brand, but can also create content that appeals to an audience that fits your brand. Next, the influencer should have the right influence on their followers.

Campaign concept: Your campaign concept should act as your common thread throughout the campaign. This ensures recognizability across all posts and activities and gives the influencer a clear direction.

Content types on Instagram:

- Instagram Reels:**
 Your weapon for broad reach. Create content that both entertains and engages. But remember: In commercial collaborations, don't let the brand message drown in the entertainment. Reels capture the mood in video, often with sound. They work best at the upper end of the sales funnel.
- Instagram Posts:**
 Think of it as a mini-blog; deep, descriptive, detailed. Perfect for qualified brand awareness.
- Instagram Stories:**
 Immediate, authentic snapshots. This is your go-to tool for direct conversions, although their reach is often less than the other formats.



Instagram Reels - details:

This format has become a darling in the influencer world thanks to its formidable algorithmic reach. But let's be clear Here: Reels must entertain! In commercial collaborations, this often means that the brand and message take a back seat - but it's crucial that the audience always recognizes where the message is coming from. And remember: A sea of views doesn't necessarily guarantee quality. However, Reels has a unique ability to capture an atmosphere in video, especially as they are often enjoyed with audio - unlike many video stories. So, at the end of the day? Reels is your golden ticket to the top of the sales funnel.

Reels = A good format for the upper funnel.

Instagram post - details.

Dive into the world of details. Instagram posts are like the sleek, modern versions of classic blog posts. Imagine a canvas where you can paint with both images and words; where you have the freedom to choose a single image or a collage to tell your story. Combine this with deep, insightful text to guide your followers through your message, and you have a tool that's tailor-made to create strong and qualified awareness. When you post, you invite your audience into your universe, give them a VIP tour and let them feel the essence of your brand. So the next time you're thinking about posting? Think of it as a chance to write a new chapter in your brand's story.

Post = Strong format for the qualified knowledge.

Instagram story

Welcome to the immediate corner of Instagram. Stories is where moments are captured in real time, like fleeting glimpses caught in a time bottle. Here, images and videos are allowed to dance together, often peppered with authentic monologues where people speak directly into the camera's eye. This creates an unmistakable authenticity, a connection, as if the influencer is whispering a secret into the follower's ear. And if you're looking for the perfect place to place that enticing 'click here' link? Stories are your best friend. While they may not boast the reach of other formats, their ability to drive direct

conversions is unrivaled. Think of Stories as your personal brand ambassador, grabbing your audience's hand and leading them straight to your door.

Stories = Good format for direct conversions. Timing and follow-up:

Timing is essential. Consider when each piece of content should be released for maximum impact. After the campaign, you should also evaluate its effectiveness, adjust as needed and plan your next steps.

By combining these elements, you can create an effective and engaging influencer campaign on Instagram that resonates with your target audience and hits your target like Robin Hood himself!



04

A good brief

The influencer's best friend & guide

Ah, influencer marketing. It's like dating in that 21st century. You swipe through a bunch of profiles until you find the perfect match. But even the hottest date can turn into a disaster if communication fails. That's where the good brief comes in.

What is a brief?

It's your guide to the influencer, your expectations, your dreams, and maybe a little bit about your terrible past collaborations. It's your chance to say, "Hey, we're cool, but here's what we're looking for. And yes, you can think outside the box, but not too far out!"

Here's how to create a brief that influencers will love (or at least, respect):

- **Introduction:** First impressions count. Start by telling them who you are, what you do and why you chose them. "We love how you always make your coffee look so artistic!"
- **Product Description:** Here's your chance to show off a little. Why is your product the next big thing? Or at least the next medium-sized thing.
- **Campaign goal/purpose:** State the overall goal of the campaign. Is it to increase brand

awareness, generate sales or something else? What is being measured?

- **The campaign's target audience:** "Our product is perfect for people who love shoes but hate tying shoelaces". In short, who are you trying to seduce?
- **Timeline:** Set a start and end date for the campaign and specify any deadlines the influencer must meet (e.g. content for approval 2 days before publishing).
- **Legal requirements** - for example, in the case of dietary supplements, there may be specific things you can or cannot mention. In addition, it should always be clearly marked at the beginning that it is an advertisement.
- **Contact information:** Give the influencer your contact details so they can contact you if they have any questions or concerns - their followers may also ask the influencer questions in the comments section, so it's nice to have someone to reach out to for correct answers. Are there often the same questions, feel free to create a Q/A for the influencer.

And let's not forget some of the more technical stuff. Yes, yes, it may seem boring, but it's necessary. Such as:

Schedule: How quickly do you need them to work their magic?

Rights: Who owns the beautiful content they create?

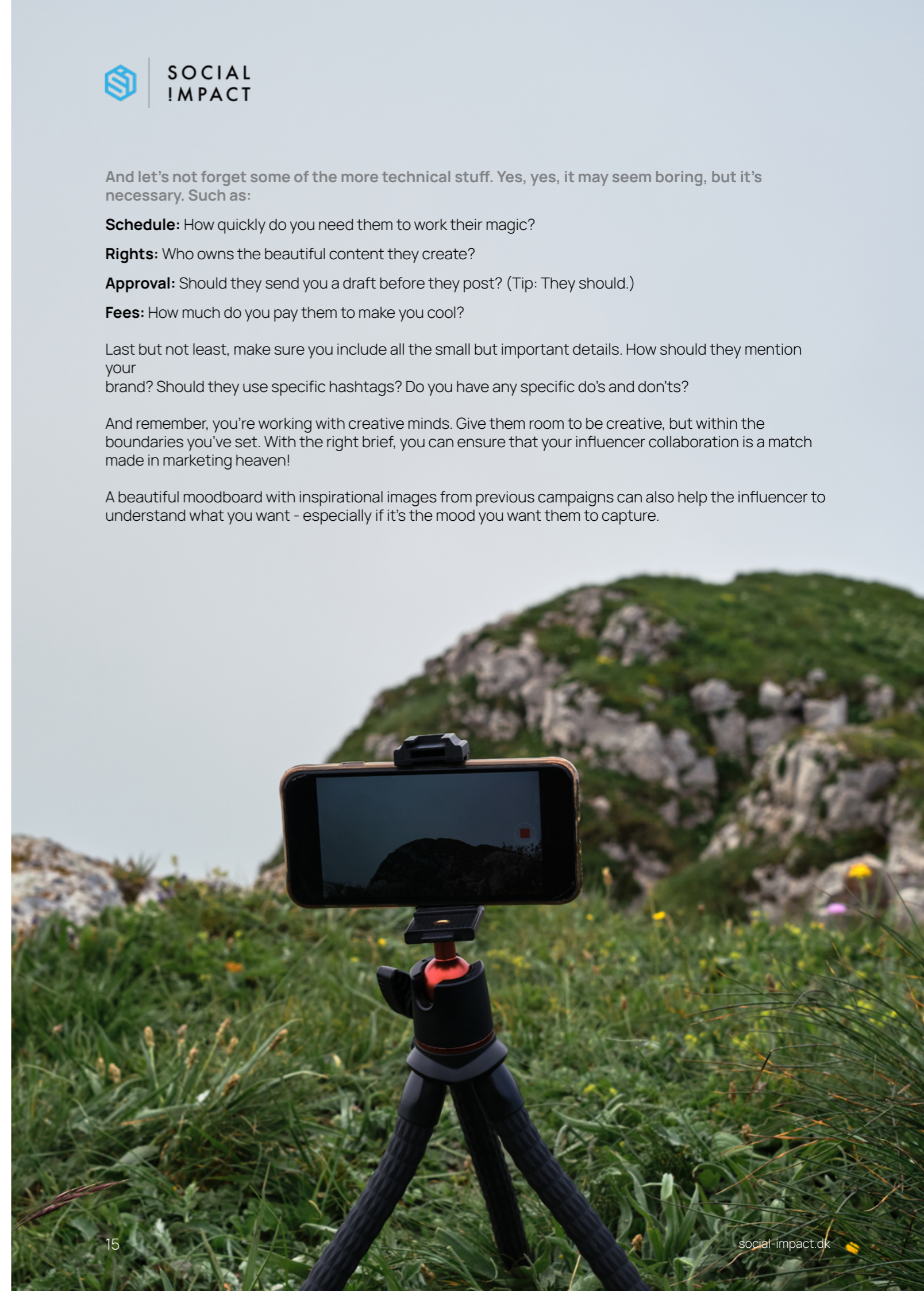
Approval: Should they send you a draft before they post? (Tip: They should.)

Fees: How much do you pay them to make you cool?

Last but not least, make sure you include all the small but important details. How should they mention your brand? Should they use specific hashtags? Do you have any specific do's and don'ts?

And remember, you're working with creative minds. Give them room to be creative, but within the boundaries you've set. With the right brief, you can ensure that your influencer collaboration is a match made in marketing heaven!

A beautiful moodboard with inspirational images from previous campaigns can also help the influencer to understand what you want - especially if it's the mood you want them to capture.



05

Pricing of influencers

The big question - what does it cost?

We're all there. Should you throw your hard-earned money at an influencer? And what on earth should it cost? It's like buying wine in a restaurant without knowing the prices. You want the good stuff, but you don't want to break the bank either.

Here are a few guesses (based on experience, of course) to give you an idea of how to price influencers:



Brand value

Is the influencer known for scoring goals on the pitch or being the star of a TV show? Famous faces cost more. The point? It pays to be famous.



CPM (Cost Per Mille)

Forget the number of followers. Look at how many people actually see the influencer's content. Pay for the eyes that see, not just the followers.



Target group

If your target audience is Denmark, an influencer with 95% Danish followers will be worth more than one with only 20%. You want to talk to the right people, right?



Working hours

If the influencer can take a photo in the living room wearing pajamas, that's one thing. If they have to travel, edit, dress, pose, edit and post, that's another. Time is money, as they say.



Rights

Do you only want the content shared on the influencer's platform? Or do you also want to use it in your ads, emails or even on the front page of your website? More usage = higher price.



The value of the product

If the influencer gets a nice piece of jewelry or a designer bag that they can keep, this can also be reflected in the price. Gifts are great, but remember, they come with a price tag.



Final thoughts

Pricing is like a dance. It's about finding the right balance between what you give and what you get. It can be a tricky art, but with the right tools and a little negotiating savvy, you can find the perfect price for both you and your influencer. And remember, you're not just paying for a post, but for a voice and an influence. That's worth investing in.

06

How to measure the result

Imagine you've thrown a few thousand dollars at an influencer and now you're scratching your head: "How do I know if it was worth it?" Welcome to the world of performance measurement.

Before the campaign: Know your goal

Before you even hit the send button on a collaboration, make sure the influencer knows what the goal is. Do you want them to get more followers for your account? Increase sales of a specific item? If they don't have a clear idea of what the mission is, it's like sending them on a treasure hunt without a map.

During the campaign: Keep your finger on the pulse

The campaign is underway and you're glued to your screen. But remember, influencer marketing is not a "set and forget" situation. Continuous optimization is your best friend. If something isn't working, adjust it. And if something is working, do more of it. Is there an offer that's about to expire? Have the influencer create a sense of time running out to push the hesitant over the edge.

After the campaign: Audit and evaluation

Now it's time for the big accounting. Show up with your influencer and dive into the results. What worked? What fell flat? And most importantly, what did you both learn? Remember, feedback is a gift (although some gifts are harder to swallow than others).

Bonus: Use influencer feedback

Influencers are not just advertising pillars. They have a direct line to their followers, who write messages, ask questions and give feedback. Use that knowledge! It's worth its weight in gold and can give you insight into what your customers are thinking.

Final thoughts

Yes, it takes time to measure the impact of your influencer marketing. But it's the only way you can really know if your investment was worth it. Plus, it makes you smarter for next time. So take your time, dive into the data and remember to enjoy the process. Because who knows what you'll discover?

When jumping into the wonderful world of influencer marketing, it's not enough to just hope for the best and see what happens. No, my friend, it takes a little more finesse than that. First of all, you have to start from the back: what's the goal? If you don't know where you want to go, how will you ever know if you've gotten there?

Let's break it down:

Target types:

- **Brand awareness:** Want people to know your name? Increase awareness of your brand or product.
- **Increase your following:** Do you want more people to hang out in your online playground? Get the the influencer to boost your social media.
- **Direct sales:** Want to see the box ticking? Get influencers to lead people directly to the buy button.
- **Increase traffic on your own website:** Leader Looking for more foot traffic on your virtual domain? Influencers can become your traffic cops.
- **User-generated content:** Want great content without having to work for it? Influencers can become your personal photographer.
- **Branding:** Want your brand to shine a little extra? Nothing like an influencer to give you that glamorous touch.

Next comes something important:

There are 2 components that a goal should have - at the very least, it makes it easier for you to assess whether it has been a resounding success or a flat-out failure.

1. **Set a numerical value:** "We want 5000 new followers" or "We need to hit an ROI of 150%".
2. **Remember a deadline:** "We want to reach 5000 new followers by July 31". And yes, of course, remember to check your follower count before you start.

The moral of the story? Stay sharp when setting your goals.

It's not enough to just say: "We'd like some attention". No, you need to know exactly what you're going for. And remember to aim high, but keep your feet on the ground. No one wants a braggart who promises gold and green forests but only delivers plastic palm trees.



The SMART model can be a fabulous model to use when setting your goals:

- Specific
- Measurable
- Ambitious
- Realistic
- Timed.

Venturing into the world of influencer marketing Without a plan, it's a bit like going on a long trip without GPS. You know you're going somewhere, but where? And when will you arrive? That's why it's important to set clear and concrete goals.

Your GPS coordinate may look like this:

"With a budget of 500,000 DKK from October 1 to By December 31, 2023, we will acquire 800 new direct customers." This gives a Customer Acquisition Cost (CAC) of DKK 625 per customer.

But that's not all: While you're diving into the numbers and statistics, why not take a broader view? How are your other channels performing while the influencer campaign is running?

It's not just influencers that can drive traffic and awareness. Paid social media, newsletters, follower growth, organic Google searches and general increase in new users are all valuable indicators. These can give an indication of whether your influencer campaign is also pushing other channels in the right direction.

So remember: Look wide, look sharp, and look with curiosity. Only by understanding the full picture can you truly assess whether your influencer strategy is worth rolling out on the red carpet.

Timing/period:

Let's get one thing straight first: Quick hits are for junk food, not influencer marketing. Give your campaigns time to mature and you'll see the taste improve. A longer campaign period provides authenticity, and it

constant exposure can change your followers' behavior over time.

What to expect? Those who already know you will become more engaged. Those who have never heard of you will finally learn. And those who are considering becoming customers? They'll get the final push they need.

Let's get a bit more technical:

Once you've outlined your goal, it's time to dive into those KPIs (Key Performance Indicators) - because who doesn't want some fancy acronyms in the game?

Brand awareness:

It's about being seen and remembered. So take a look:

- **Impressions:** How many times was your content viewed?
- **Reach:** How many unique users got eye on it?
- **Engagements:** Likes, comments, saved posts, shares and link clicks.

And wait, there's more:

Other indicators such as website traffic, direct brand searches on Google and new followers on IG can provide insight into whether the campaign really touch the heart (or scrotum) of your target group.

Double coverage, the hidden enemy:

Think about it: If you get three influencers to shout out your message, how many of their followers are the same? Spreading the message across multiple (and especially different) influencers can help minimize this overlap.

Instagram stories; the hidden treasure:

Yes, they can have more total impressions than normal posts (but lower reach). But remember: An Instagram story can be split into multiple sequences. This allows you to see how much of the content your followers are really seeing.

Final thoughts:

When measuring your influencer campaigns, it's not just about counting likes or sales. It's about understanding your target audience's behavior, figuring out what works and why. And hey, if all this sounds too technical, that's okay. That's why people like me are here - to make the technical a little more palatable.

Did you know that market share growth comes from increasing the popularity of your brand? More people will buy your product

If you are interested in gaining insights into sales activation vs. brand building, Holst Mouritzen has summarized a really good .pdf that gives a good picture of why you need to invest heavily in branding to achieve growth over time. You can find it by clicking here.

Otherwise, I highly recommend the book "How Brands Grow" by Byron Sharp.

Sales:

How to follow the money journey in the influencer world: Let me give you a tailored guide to navigating the wondrous world of influencer marketing. Many see this as rocket science. But hey, even rocket science can be broken down into something understandable.

Measuring direct sales:

First of all, yes, it can be tricky to track a person's journey from a casual Instagram scrolling to standing in your store with a credit card in hand.

But here are three surefire ways you can apply:

- **Personalized discount codes:** Give every influencer its own unique code.
- **Tracking links with UTM tags:** For those who want a deeper insight.
- **Affiliate links:** Because who wouldn't want to give a little love back to the influencer?

ROI & ROAS: Two acronyms you should know. ROI gives you the bigger picture of your investment, while ROAS dives into the performance of each individual campaign.

ROI (Return On Investment): ROI is like your grandfather who loves to tell you stories about the good old days when he made smart investments. He looks at the big picture. **(netprofit / costs x 100)**

Formel:

$$\text{ROI} = \left(\frac{\text{Nettoprofit}}{\text{Omkostninger}} \right) \times 100$$

Example: Let's take your influencer campaign. If you earn \$150,000 because of the influencer and your expenses are \$50,000, and after you subtract the expenses from the sales, you will have a net profit of \$90,000:

$$\text{ROI} = \left(\frac{90.000 \text{ kr.}}{50.000 \text{ kr.}} \right) \times 100 = 180\%$$

ROAS (Return On Advertising Spend): ROAS is like your young cousin who always wants to know how his pocket money is spent. He is detail-oriented and focused on exactly where the money goes **(sales / advertising costs)**

Formel:

$$\text{ROAS} = \left(\frac{\text{Salg}}{\text{Reklameomkostninger}} \right)$$

Example: If you get a sale of 57,000 kr. from a campaign where you spent 24,000 kr:

$$\text{ROAS} = \frac{57.000 \text{ kr.}}{24.000 \text{ kr.}} = 237,5\%$$

CPO (Cost Per Order): CPO is like that friend who always wants to know what the cost per piece is every time you're in the bakery together. "How much is my croissant?!" **(campaign costs / number of orders)**

Formel:

$$\text{CPO} = \frac{\text{Omkostninger ved kampagne}}{\text{Antal ordrer}}$$

Example: You gave an influencer \$50,000 and got 140 orders out of it:

$$CPO = \frac{50.000 \text{ kr.}}{140 \text{ ordrer}} = 357 \text{ kr./ordre}$$

CPA (Cost Per Acquisition): CPA is like the nosy neighbor who not only wants to know what you bought, but also everything else you got for "free" (like sign-ups or downloads). **(campaign costs / number of acquisitions)**

Formel:

$$CPA = \frac{\text{Omkostninger ved kampagne}}{\text{Antal erhvervelser (køb + tilmeldinger + downloads osv.)}}$$

Example: If we still spend the \$50,000, but this time we got 140 orders and 60 sign-ups for newsletters:

$$CPA = \frac{50.000 \text{ kr.}}{200 \text{ erhvervelser}} = 250 \text{ kr./erhvervelse}$$

Hope that helps make things a little clearer! And remember: When it comes to marketing, it's always good to have a math sidekick by your side

But what if...

... you don't have a webshop? Well, that's where it gets tricky. If you can't track a direct sale, it's harder to see the direct impact of an influencer. But don't worry, there are still ways to see their magic.

The hidden treasures of influencer marketing: While it can be difficult to track direct sales, an influencer can still deliver plenty of gold. Think of them as a shining torch that lights up the upper reaches of your marketing funnel. They are masters at creating awareness and interest in your brand. And when they light that torch, you'll see the effect shine through to other places:

- **Social media:** A sudden increase in followers? Thank you, influencer!
- **Traffic:** More activity on your website or in your physical store.

- **Ads:** An increase in click-through rates on your display ads or video ads.
- **Brand searches:** More people Googling your brand.
- **Google Ads:** An increase in clicks on your ads.

And while all of these channels can take credit for bringing the customer home, remember: it all probably started with the influencer you worked with. So while it can be difficult to measure the direct ROI of an influencer, their indirect impact on your business can be invaluable.

Conclusion:

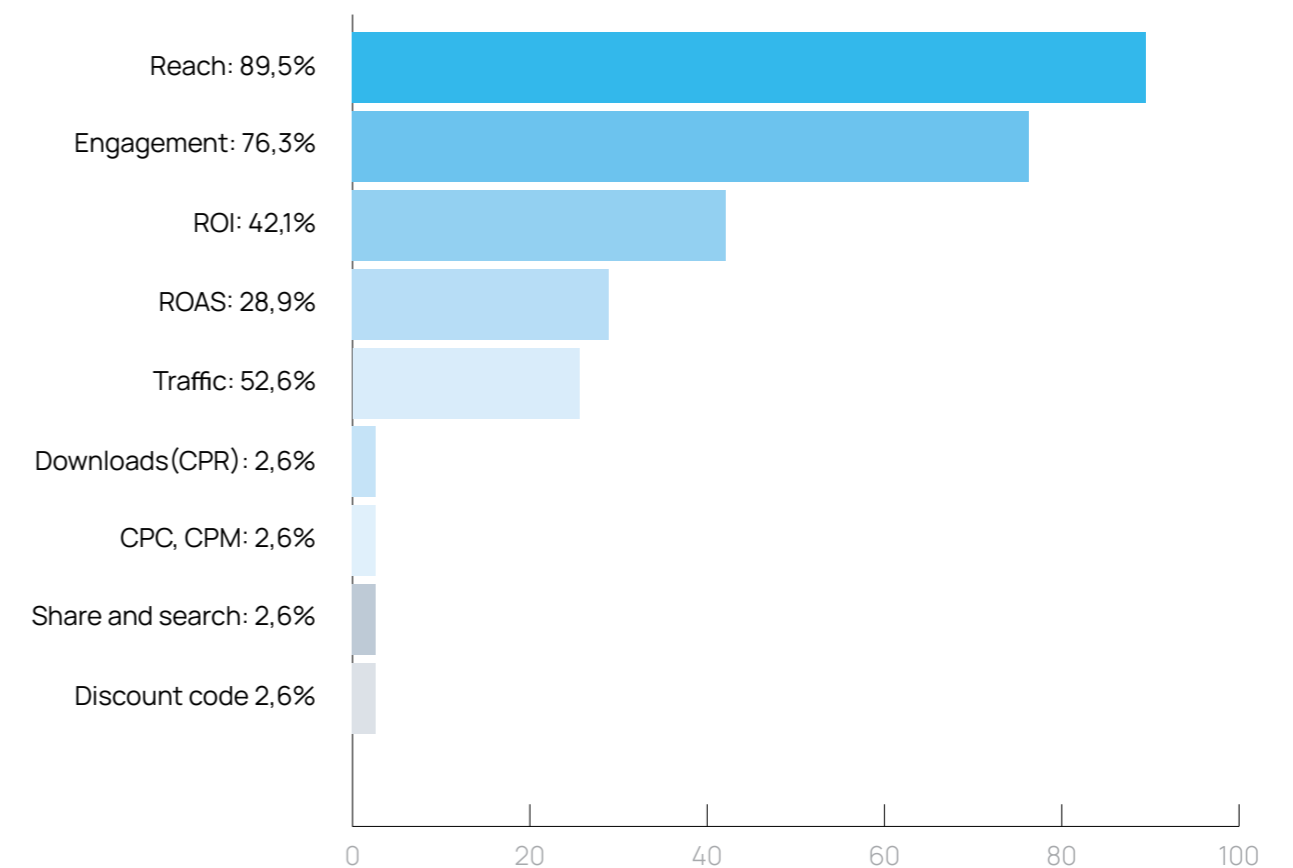
In influencer marketing, it's not just the direct results that count. It's the whole package, the entire customer journey. So the next time you see an influencer taking a picture of themselves with your product, think of all the hidden effects that come with it. It's pure magic (with a little math thrown into the mix)!

What do other companies actually measure?

This is what the annual Danish influencer conference Influenced asked the participating companies in 2022 about:

MARKET RESEARCH

How do you measure your campaigns?



The 2 biggest parameters are reach and engagement - which is also where influencers are strongest, as the quality of reach (views) is very good compared to many classic channels.

Branding: More than just a logo and a tagline

If you think branding is just about a pretty logo and a catchy tagline, it's time to think again. Branding is the essence of who you are as a brand and how you want people to perceive you.

Let me paint a picture for you:

Imagine you see an advertisement on Facebook. You scroll on. Later that day, you see the same ad on a bus. In the evening, you see it again in a TV spot. But do you remember the ad? Are you influenced by it? This is where influencers comes into play.

According to studies, influencer campaigns can really make a difference in people's memories, actually doubling the effect compared to traditional media (TV2's media analysis).

Branding: The long game: Branding isn't just about selling a product in the here and now. It's about building a relationship, creating a feeling, a connection with your brand. It's not something you do overnight. It takes time, patience and consistent effort.

So how do you do it? The book "How Brands Grow" by Byron Sharp gives us seven golden nuggets:

- **Continuous contact:** Talk to all your potential customers, all the time. Don't let your brand fall into oblivion.
- **Make it easy:** Your brand should be easily accessible and easy to relate to.
- **Attract attention:** Create content that grabs people's attention and is relevant to them.
- **Refresh the memory:** Keep your brand fresh in people's minds.
- **Use unique brand assets:** Find the things that make your brand unique and use them.
- **Be consistent:** Don't let your brand swing from one end to the other. Stay true to who you are.
- **Stay competitive:** Make your brand easy to buy and avoid limiting yourself to a specific niche.

Your brand is not just a product or service. It's an experience, a feeling. Strong branding can transform your product from something people buy because it's on sale to something they buy because they love it.

So next time you see an influencer sharing your product, think about how it fits into the bigger story you're telling about your brand. That's the magic of branding.



When working with branding, you should always remember that it's not just about making a quick sale. It's about building a long-term relationship with the consumer and build brand loyalty.

Influencers, with their personal approach and deep connection to their followers, can be the ideal partner in this process.

So how do we measure the effectiveness of influencer branding?

Performance metrics:

- **Impressions:** Number of times your content has been viewed.
- **Website visits:** Number of visitors and the time they spend on your website.
- **Revenue:** The direct income generated from the campaign.
- **Profit:** The net profit from sales.
- **Market share:** Your brand's dominance in the market compared to competitors.
- **New followers:** Growth in the number of followers on social media.
- **Customer Lifetime Value:** The total revenue a customer generates over their lifetime.
- **Brand searches:** Number of times your brand is searched for on search engines.
- **New customers:** How many new customers have you gained?
- **Brand Ambassadors:** Number of people who voluntarily share your product.
- **Partnership enquiries:** Number of influencers who proactively want to work with your brand.

Perception metrics:

- **Customer reviews:** What do customers say about your brand or product?
- **Comments:** How do people react to your content?

- **Brand Lift Studies:** In-depth analysis of how a campaign has impacted brand perception and customer purchase intent.

KPIs to measure efficiency:

- **Range:** The total exposure.
- **Engagement:** How do people interact with your content?
- **Brand's Follower Growth:** Growth in social media followers.
- **Indirect Measurements:** Measurements like traffic to websites.
- **Direct Sales:** Revenue generated directly from the campaign.
- **ROI:** How has the investment paid back?

Influencer branding can really move the needle, not only in terms of direct sales, but also when it comes to building a strong and trustworthy brand. When people see your brand represented by an influencer they trust, it creates a deeper connection.

It's not just about getting people to buy now. It's about getting them to remember your brand when they decide to buy in the future. And when they talk to their friends, family and colleagues, they will remember your brand and recommend it to them.

Final thoughts:

Integration is key. Integrating the influencer into your brand's universe creates a more seamless experience for the consumer. And by If you buy rights to the influencer's content, you can reinforce this integration by presenting the content across different platforms, which in turn can reinforce brand perception and recognizability.

Working with influencers is a long-term investment in your brand's future. With the right strategy and the right partners, it can make a world of difference.

07

Approval of content with influencers

A balancing act between control and authenticity

When companies work with influencers, there is often a natural concern about the brand's message and the tone of the content. It can be challenging to find the right balance between ensuring the integrity of the brand while maintaining the authenticity of the influencer.

Here's a guide on how to best navigate the this landscape:

1. Understand the dilemma:

The company's perspective: Desire to maintain the brand's image and ensure the content is in line with the brand's values.
Influencer's perspective: Desire for creative freedom and to create authentic content that resonates with their followers.

2. Prepare a detailed brief:

Give the influencer a clear understanding of what you're looking for, but give them the freedom to adapt the message to their style. A good briefing can reduce the need for many corrections later on.

3. Trust Influencers:

Influencers have built their follower base based on their unique voice and authenticity. It's important to trust the influencer's abilities and understand that they know their audience best.

4. Fast approval process:

If approval is needed, make sure to provide feedback quickly. Consider limit the authentication process to only key elements or factual information.

5. Understand the difference between fire and influencer communication:

Influencers are often more informal and authentic in their communication. Accept minor nuance differences in wording as long as the brand's core message is conveyed correctly.

6. Choose the right Influencer:

Consider the influencer's previous content, communication style and values when choosing an influencer. Choose an influencer whose style and values already match your brand.

7. Consider regulations and industry requirements:

For industries with strict regulations, such as dietary supplements, more extensive approval processes may be required.

8. Communicate openly:

Build an open dialog with the influencer to align expectations and address any concerns.

08

Feedback and evaluation

Optimizing Influencer Campaigns

To ensure an effective and targeted influencer campaign, it's important to have ongoing evaluation and feedback. This creates an understanding of what works and what can be improved in future collaborations.

1. The importance of evaluation:

- **Continuous improvement:** By evaluating, you can identify strengths and weaknesses in the campaign and adjust future strategies.
- **Strengthening relationships:** Feedback creates a platform for open communication between the brand, agency and influencer.

2. The elements of the evaluation:

- **The collaboration in general:** How was the communication? Were all parties satisfied with the process?
- **Working with influencers:** Were there clear expectations? Were there any challenges in the collaboration?
- **Content assessment:** Was the content in line with the brand's message? How was it received by followers?
- **Data & Learning:** How did the campaign perform against KPIs? What can be learned for future campaigns?
- **Optimization opportunities:** Are there areas where the campaign can be improved?

3. Feedback to influencers:

- **The collaboration & process:** How did they experience the collaboration? Were there any challenges?
- **Customer feedback:** What does the customer think about the influencer's content and performance?
- **Performance and data:** Give the influencer insights into how their content performed. This can help them understand what works best for their audience.
- **Areas for improvement:** Are there specific areas where the influencer can improve in future campaigns?
- **Feedback to the brand/agency:** What does the influencer think of the collaboration? Do they have suggestions for improvement?

4. Resources & capacity:

While conducting evaluations and providing feedback can take time, it's a critical investment in the quality of future campaigns.

By prioritizing feedback and evaluation, brands and agencies can build stronger, more fruitful relationships with influencers.

Final thoughts:

Evaluation and feedback should be an integral part of any influencer campaign. It provides a deeper understanding of what works and what doesn't and create a stronger platform for future successes. Brands, agencies and influencers can all benefit from this iterative process that leads to continuous learning and improvement.

Influencers as a sales channel

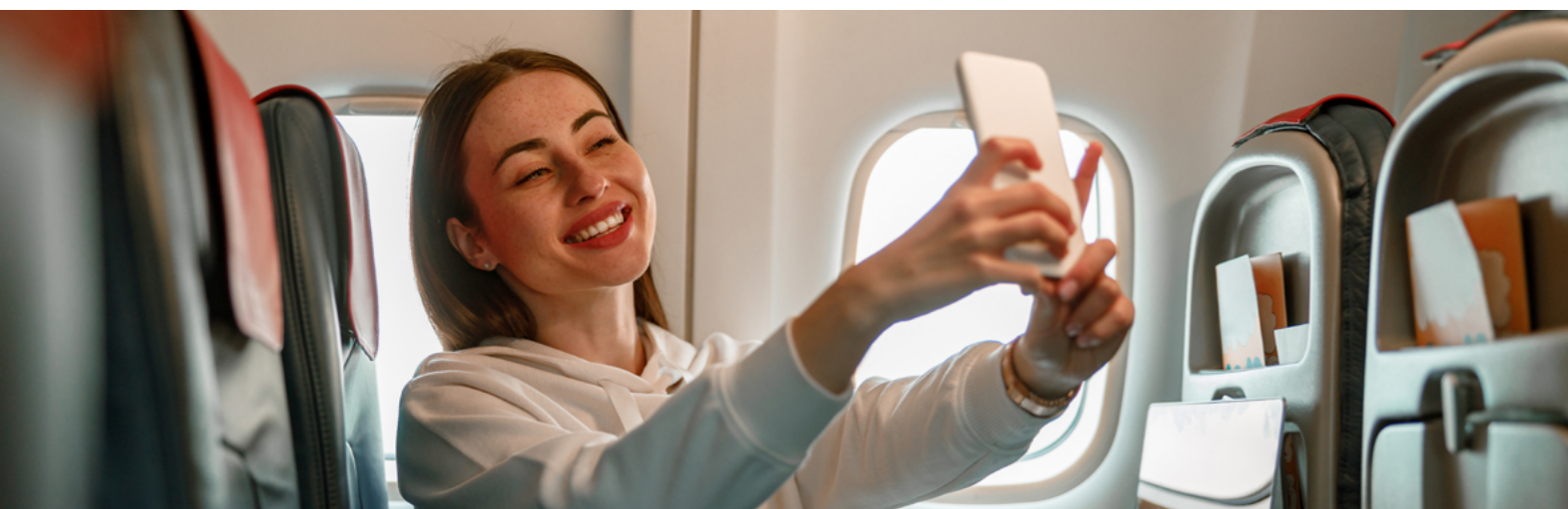
More than just a pretty face on Instagram!

Let's start with the digital world, which seems to have become a bit obsessed with instant performance. Many businesses chase the quick dollar and focus on direct sales, right here, right now. They want to see an immediate return on their investments, and who can blame them? In a time of inflation, everyone wants to see money coming into the account, preferably yesterday.

But here's the challenge: In the digital age, where everyone's attention is spread thinner than butter on an oversized piece of toast, it's getting harder and harder to convey messages that aren't super short and tactical. And just when you're thinking, "How do I get people's attention?", that's where influencers come in.

These influencers are geniuses when it comes to capturing the attention of their followers. It's not just because they take great photos or make fun videos. No, their magic lies in the trust and credibility they've built over time. And with that trust, they can guide their followers in different directions.

- A brand study on a **Danish FMCG campaign with influencers showed that more than 90% remembered the ad & brand, and about 50% wanted to buy the product.**
- A study from **Unilever found that influencers have the biggest impact on people's green choices today. This is true for 78% of the population.**



When influencers don't plan their next post, they work hard to keep their followers engaged and develop their content - many have a clear strategy. It's not just a hobby - it's a calling! They dig deep to find the right balance in their promotions so that their loyal followers aren't bombarded with "Save 30% with this discount code!" day in and day out.

But let's take a step back. If you're thinking about using influencers to pump up sales, you need to be smart about it. Think about your product. Is it a pair of jeans? A new mascara? Or maybe a luxurious bed? Your approach should match what you're selling. Come on, you don't expect an influencer to sell a yacht with just one Instagram story, do you?

Once you crack the code with the right influencer, you can really start to see the magic happen. Just think of BIBS getting Caroline Wozniacki on their page. By partnering with the right influencers, your brand can suddenly be seen in a whole new light. And that can change how people perceive your business.

Influencers are like masters of the top of the sales funnel. They are experts at raising awareness of a product and getting people interested. Because they take the time to really dive into why they love a product, they create an authentic connection with their followers. And yes, the follower might not go out and buy the product right away, but the seed has been planted.

It's also worth remembering that as people become more familiar with your brand or product through influencers, it can create a chain reaction. Suddenly, you may see a boost in other channels, like paid social media or traffic on your website.

And here's a little bonus: working with influencers can even boost your B2B sales. Think about it. Many of the people who work in beauty procurement are also regular people who follow influencers.

- **Robert from Sanzi Beauty also talked about this in an episode of Josephine Staunbjerg's podcast, which you can find [here](#).**

So, to summarize? Yes, influencers can help you get a positive return on your investment. But they can offer you so much more. So take the plunge and realize the full potential!



10

Long-term collaborations

Forget the short flirtations, go for the long, stable relationship!

There's something quite enchanting about the idea of a one-night stand, isn't there? Quick, intense and no strings attached. But let me tell you, when it comes to influencer marketing, it's the long-term relationships that really count.

Here are seven reasons why you should take the long view:



More and better awareness: Imagine that every time an influencer mentions your brand, it's like a little love letter to their followers. The more letters, the more likely it is that someone will actually start thinking: "Who is this amazing brand?"



Frequency: People are like goldfish, we need repetition. It's not just about reach, but also about being seen regularly to stay top-of-mind.



Consideration process: What are you selling? A lipstick or a luxury yacht? Depending on your item, your approach should be varied. Longer partnerships give people time to consider the bigger purchases.



Credibility: Think of it this way: If an influencer talks about your product for months, does that sound more credible than a single shoutout? You know!



Build relationships: It's all about trust. A long-term relationship between a brand and an influencer provides a deeper understanding, and that shines through to followers.



Better prices: Who doesn't want to save money? Longer partnerships = better prices. It's just math



Top-of-mind: Remember that goldfish? The more often your brand is exposed, the more likely you are to be the first thing people think of when shopping.

Bonus: Ambassadors give you more bang for your buck. Think of them as friends who constantly showcasing your brand without having to fork out every time.

Summing up: Why settle for a short-term adventure when you can have a long-term relationship packed with benefits? Dive into the world of long-term influencer collaborations and experience the magic for yourself!

11

Find ambassadors "The Avocado Method"

You want influencers to promote your brand, but where do you start? With the "Avocado Method", of course!

And no, it's not about smearing avocado on your face (although that sounds delicious). It's about picking the low-hanging fruit first and finding the "hot" influencers who already love your brand. (I also didn't know that an avocado was actually a fruit).

1. Start simple:

Forget the big network for now. Start with those who are already hooked on your brand. The avocado? It's already on your toast!

So how do you do that?

- Go on a treasure hunt within your own ranks: check who follows you, who tags you and who uses your hashtags.
- Use tools: There are many tools out there that can help you find those who are already talking about you.

2. Create your ambassador landing page:

- Make it easy for them to find you! Create a subpage on your website just for ambassadors.
- Specify the requirements: For example: "You must have at least 20,000 followers and 80% must be from Denmark."
- Make the application process easy: One simple form they can fill out and voila!



3. Make it attractive:

- Link to your ambassador page: Put it on your Instagram profile. Make it easy for people to find you.
- Promote it: Let people know you're looking for ambassadors.
- Think about it: If people come to you, it's much easier to negotiate. It's the difference between having to convince someone to go out with you and someone already having a crush on you.

Need inspiration? Check out these brands that have already cracked the code:

- MyProtein: <https://www.myprotein.dk/about-us/become-an-influencer.list>
- Eyda: <https://eyda.dk/pages/samarbejde>
- Australian Bodycare: <https://australian-bodycare.dk/pages/tjen-penge-paa-din-din-b>

Use the Avocado Method! Find the influencers who already love your brand. Make it easy for them to find you. And negotiate? It's a breeze when they're already hooked.

12

“The Great Numbers Game” *Why follower count is like a bad Tinder date*

Let's face it: choosing an influencer based solely on follower count is like going on a Tinder date based on a photo. You don't know what you're really getting!

The main point:

Number of followers? Yes, it's great, but it doesn't say much about the real value of the influencer. What really counts is "reach" and engagement.

Considerations:

An influencer with 100,000 followers only reaching 30,000? Something's not quite right. Another with 40,000 followers hitting 35,000? That influencer has something about them!

A little maths example:

Imagine two influencers, A and B. A has twice as many followers as B. But let's take a closer look at the numbers:

Influencer A (Mr. Popular):



65% in your target group.
Price: 20.000 DKK.
Effective price: 760 DKK pr. 1000 people.

Influencer B (Ms. Effective):



80% in your target group.
Price: 10,000 DKK
Effective price: \$416 per 1000 people

Pro-tip:

- Always look at engagement. An influencer who can get their followers to take action is worth its weight in gold.
- TikTok? Here it can be about average views. Someone with few followers may have lots of views, while someone with many followers may fall flat.

To sum things up:

Forget the big numbers. Go for the ones that really hit the mark. And remember, a good influencer campaign is about more than just followers. It's about making real connections. A little bit Like a good date, right?

13

Micro, Macro & Mega - explained

Imagine the influencer world is like a boxing match. You have lightweight, middleweight and heavyweight. But instead of talking about kilos, we're talking about followers. Let's dive into this ring of social media champions and see what each category has to offer!

1. Micro influencers: Lightweight with impact.

- Followers: Up to 5000.
- Strengths: Credibility and authenticity. Like your best friend recommending a great restaurant.
- How to use them: Perfect for user-generated content. Many people like to trade content for products. If you have On a tight budget, these guys and gals are your best friend. They can create content that feels real and relatable.

2. Macro influencers: Middleweight with a wide range.

- Followers: Between 10,000 and 150,000.
- Strengths: A mix of reach and rapport with their audience. Think of them as the popular person in the office that everyone listens to.
- How to use them: Macro influencers are great for building awareness of your brand. They have a wider reach than micro influencers, but they can still make a personal connection with their audience. Perfect for product launches or branding campaigns.

3. Mega influencers (and celebrities): Heavyweight with star power.

- Followers: 150,000+ (or celebrities with smaller followings but high recognition).
- Strengths: Wide range and stellar effect. When they speak, people listen.
- How to use them: Use them when you really want to make noise in the landscape. They're ideal for nationwide campaigns, product launches or events. With a mega influencer, you can be sure your message will be heard.

Notes:

Of course, there are also "nano-influencers" out there, but in the Danish landscape, we can safely count them under the micro category.

Summing up:

Whichever weight category you choose, it's important to remember that it's not just about the number of followers. It's about the relationship between the influencer and their audience and how they can help you achieve your goals. So choose wisely and remember to have fun out there in the influencer universe!

Micro-influencers: Secret superheroes with a

Imagine you need a group of superheroes to save your marketing, but you have a budget smaller than Batman's allowance. That's where micro-influencers come to the rescue! These influencer newbies have up to 5000 followers and have superpowers you might not expect.

1. Here's how to use them:

Micro influencers are ideal for user-generated content. Many will collaborate for products and not money, making them affordable for budgets in need. They can create content that feels real and present.

2. The secret weapon:

Niche audience Micro influencers often specialize in a specific niche. This means they have dedicated followers who are truly interested in what they share. This can give you access to a targeted audience that is already in your niche.

3. More vibrant content

Micro influencers are not necessarily experts in commercial content. They are ordinary people and it shows in their content. This can be an advantage if you want more vibrant and authentic content on your social media and website.

4. Low budget, high workload

If you want to achieve great reach with micro-influencers, you need to collaborate with many of them or boost their content through paid advertising. This can increase your workload and require many touchpoints.

5. Short-term campaigns

Since micro-influencers often don't make a living from being influencers, they may not work strategically over a long period of time. This can result in single, ad-hoc posts that may not make a lasting impression.

6. Credibility in Acquaintances

Micro influencers often have followers who are more acquaintances than dedicated fans. This can mean that their influence is not as strong as larger influencers.

7. Building community

Micro influencers can be valuable in creating a sense of community around your brand. They are regular people, like many of your customers, and their content can help build the foundation of your online presence.

So if you're on a tight budget and want authentic, user-generated content, micro-influencers can be your secret superheroes. They can save the day without breaking the bank!

Macro influencers: Influencer marketing's "Big Guns"

Macro influencers go all-in on the influencer marketing casino game. With 10,000 to 150,000 followers, they have more up their sleeve than a rabbit in a magician's hat.

You need them for:

1. Strategic campaigns and long-term partnerships

Superpowers: They're the pros and know how to think strategically. Here's how to use them: Macro influencers are perfect for strategic campaigns and long-term collaborations as ambassadors. They can boost brand awareness, build social proof and convert like a rock star.

2. Known to inspire and entertain

People follow macro influencers because they want a little daily inspiration or a good laugh. Their content is like a dose of everyday happiness.

3. Social proof and trust

Macro influencers have a huge following, which means comments, likes and engagement. This is pure gold for building social proof and trust in your brand.

4. Think about credibility

With macro influencers, credibility is key. Their followers have approved them monetizing their profile, but they still want genuine recommendations. Every collaboration should be authentic and feel like a natural fit.

5. Strategic work with the marketing funnel

Macro influencers give you the chance to work strategically with your entire marketing funnel on their platforms. You can engage your followers at different stages of the buying process and make them fall in love with your brand.

6. Conversion superheroes

In particular, macro influencers with 50,000 to 90,000 followers are known to deliver phenomenal conversion rates. The large followers and personal relationships work wonders.

7. Authenticity is key

Macro influencers are often ordinary people who remain down-to-earth and authentic. They speak to their followers as equals, making them easy to relate to.

8. Expand your influence

Macro influencers can also help you expand your influence outside of social media. They can participate in collaborations that include your website, newsletters and even product development.

In short, macro-influencers are the super pros of influencer marketing. They combine experience, credibility and strong relationships with their followers to deliver wild results. Bonus info: The best converting profiles I've worked with in Denmark have been around 50-90,000 followers. They have a good combination of a large reach and a close relationship with their followers

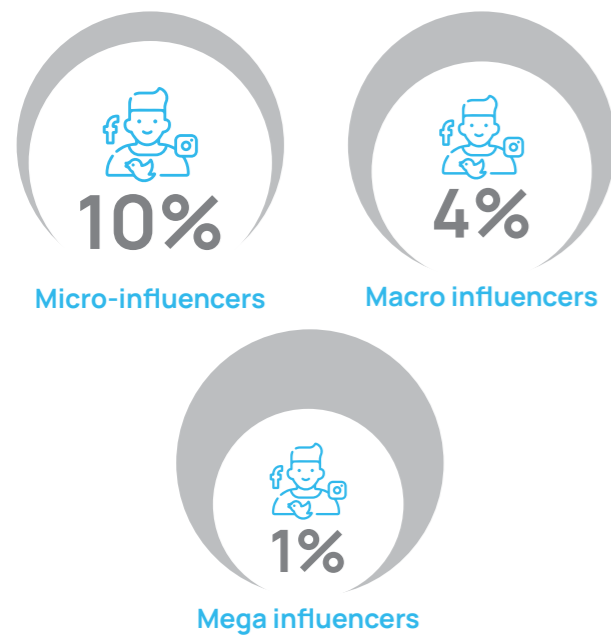


Mega influencers: The celebrity influencer

Mega-influencers, or as we might call them, "celebrity influencers," are the irresistible heavyweights of the influencer world. They've already made a name for themselves and don't need to juggle hashtags and emojis to shine on social media. Their stardom often extends far beyond the digital universe and into the physical world: from giant billboards to flashing websites, glossy magazine ads and even the old but beloved television.

Mega-influencers are like the more expensive bottled wines in the wine shop - expensive, but sometimes worth it to break the budget. While they can help with direct sales, it doesn't always come with a golden ticket. Perhaps you should consider toying with the idea of working with three macro influencers instead to bet the whole store on my mega-influencer, especially if the goal is to count pennies and nickels.

Perhaps the explanation lies in the ability of smaller influencers to create an intimate connection with their followers. **And this shows in the average engagement rates:**



Macro influencers are masters at engaging their followers, asking questions and responding to comments, while mega influencers simply get buried in questions.

To illustrate this, let's take a look at a Danish example where a company has landed a multi-platform mega influencer/celebrity ambassador - BIBS with Caroline Wozniacki: BIBS x Caroline Wozniacki.

Micro-influencers:

These little powerhouses are great for creating user-generated content and can be lifesavers when budgets are tight.

Macro-influencers:

Use them strategically in long-term partnerships

- They are masters at driving awareness and conversions.

Mega-influencers:

They are masters of branding, celebrity endorsement and the crown jewel of influencer marketing; the seal of approval



THANK YOU FOR READING MY WHITEPAPER

If you have any questions, inquiry or perhaps would like a customized proposal for a influencer setup, for your company - feel free to contact me directly.

**Best regards
Anders Jacobsen**



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