



5 tips when working with social media influencers



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Know what you want to achieve

Understanding what you want to achieve by working with influencers is the first step. Are you looking for engagement? Brand awareness? Increased sales?

Identify what you're looking for in an influencer and ensure they align with your goals so you can choose the right fit.

Which influencer is right for you?

Before reaching out to an influencer, think about the influencers you're recruiting as an extension to your marketing team, they need to fit with your brand's ethos and personality.

An influencer who understands your brand's ethos will find it easier to create content and engage with your audience.

How do they interact with their audience?

Influencers may have a preferred platform, where they have more followers compared to others. Check how many comments or likes an influencer is getting on their posts, and more importantly, who is commenting.

Beware of fake likes and comments; especially in an era where followers and engagement can be bought.

Develop a relationship with the influencer you want to work with

Influencers are in high demand. They're likely to work with brands that can provide them with incentives, notably, paid opportunities.

One way you can stay ahead of brands that offer financial benefits is to develop a lasting relationship with influencers.

Choosing the right platform is important

Where does your target audience spend most of their time? It's important to know your target audience and which platforms they are using.

There are a number of platforms which see high engagement such as: TikTok, Instagram, YouTube, Pinterest and Facebook). Know which one works best for your product.