

How To Reach Out To Influencers

This is the easiest way to start with influencer marketing. It helps you achieve several goals at once: promoting your product, gaining social proof, getting content for your ads, getting content to share on your social media pages, increasing brand awareness, and growing your followers.

Main Goal: To source content you can utilise for Facebook ads / organic content.

Secondary Goal: Expand the source of revenue on Instagram through influencer marketing.

Third Goal: Gain followers and get UGC to use on your SM pages and website.

Here's how you can start:

Offer your product for FREE in return for a post. The requirements:

- 5000-15.000 subscribers
- Look at 'Suggested for you' to find more similar influencers our use hashtags
- Send to at least 10-20 influencer/month

How To Communicate With Influencers:

Send a very simple first message (conversation starter) - The simpler the better, and the higher the rate of reply.

GOAL - GET A RESPONSE

STRUCTURE - simple, clear, direct.

First message:

'Hi X

We'd love to send you 'name of the product'. Are you interested?

'Name of a brand''

***After a response - Second message (Right to the point; no time wasting)**

“Perfect! Here is a product you will get:

Link to website

Here is what we need from you once you get it:

- 1 IG feed post
- 2 IG stories

We'll send you more specific details after a product is shipped to you.

Where should we send you the “name of the product”, by the way?”

***After a response - Third message (Instructions)**

“Thanks X, that’s great!

So, for the content style that we need, here are the requirements:

- IG feed post - XXX
- IG stories - YYY

Some extra requirements:

1. Our store should be tagged in a post/story.
2. The content description should be clear and similar to your copywriting style.
3. No hard sale.

If you want our copywriters to write content for you, let me know.”

***After a response - Fourth message (Discount code)**

“Oh, almost forgot!

Got an extra offer for your followers:

Add this discount code XYZ25 to the post so that people can use it at the checkout of our store (websitename.com).

By offering a discount code, their followers are more likely to click and buy your product.

***Once they received the product - The fifth message (Follow-up - building rapport/relationship):**

“Hey X,

I saw you got the product! Amazing, hope you like it!

Need any help with getting the posts done?

We’re here if you need anything.”

You can give an example of a video done by your competitors to help them understand what’s needed.

Once the post is published - Repost & tag that person/store.

*Analyze the metrics after a promo:

- CTRs/CPCs for paid ads on Fb
- # of sales that came with that discount code
- # of likes, comments, reposts under the original and reposted post
- # of story views
- # of new followers on your page after the first 24 hours

Lastly, identify high performing influencers and low performing influencers:

After the post has gone up and you have analyzed the metrics, you would:

1. Continue working with the high performing influencers. Even get them on a retainer, work a short/long term contract out with them. Also, ask if you could use the content made by them for marketing (facebook ads).
2. Stop working with low performing influencers. Reach out one last time, to ask if you could use the content made by them for marketing (facebook ads).

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Watch my free training to learn how to start and scale an ecom brand in the easiest and fastest way possible:

<https://www.aibrandarbitrage.com>