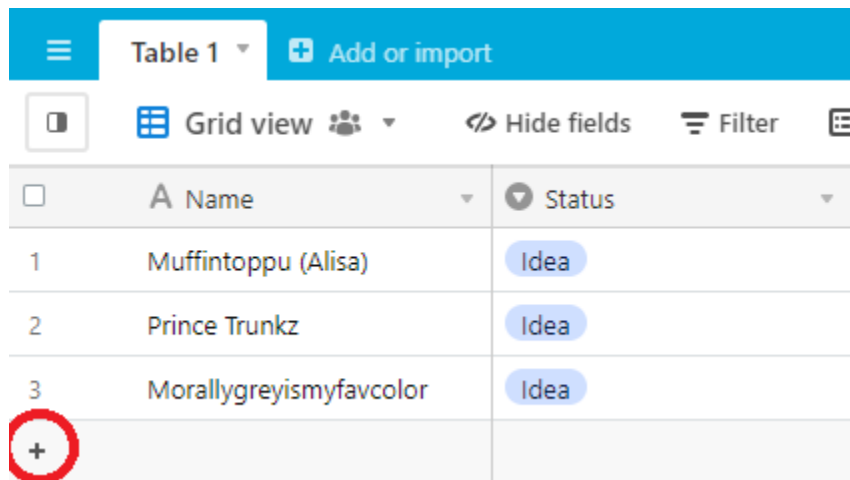# SOP For Holofan Influencer Marketing Campaign's Airtable

Adding a New Influencer
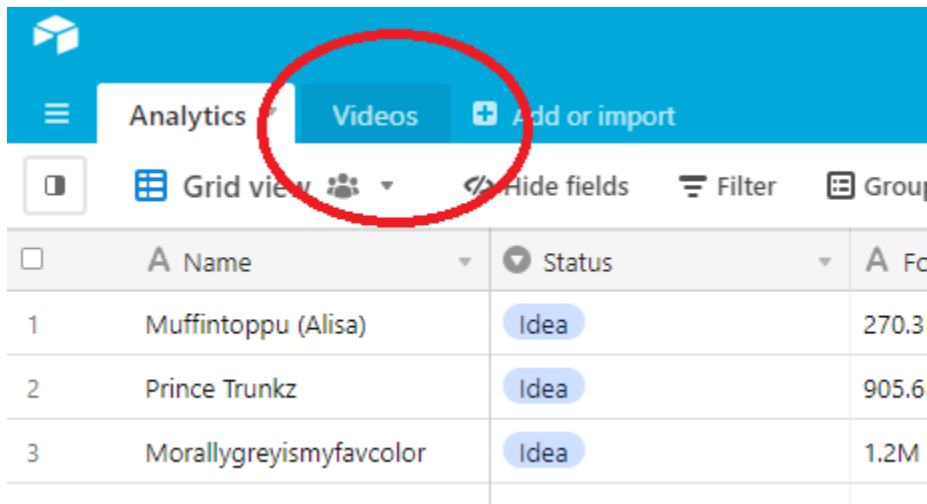
1.) Click the plus at the bottom of Column A to add a new influencer

2.) Enter the Influencers name in the "Name Column," their follower count in the "followers" column, and a link to their profile in the "link" column.
3.) In the status column, click the column in the row your influencer is on and select what the status is for that influencer.
    a.) Choose idea if they are simply on the radar to be an influencer
    b.) Choose contacted if they have been sent a message to be an influencer
    c.) Choose influencer if they accepted your offer to become an influencer of your product
    d.) Choose rejected if they declined the offer to be an influencer of your product
    e.) Choose canceled if an influencer decides to stop being an influencer for your product.
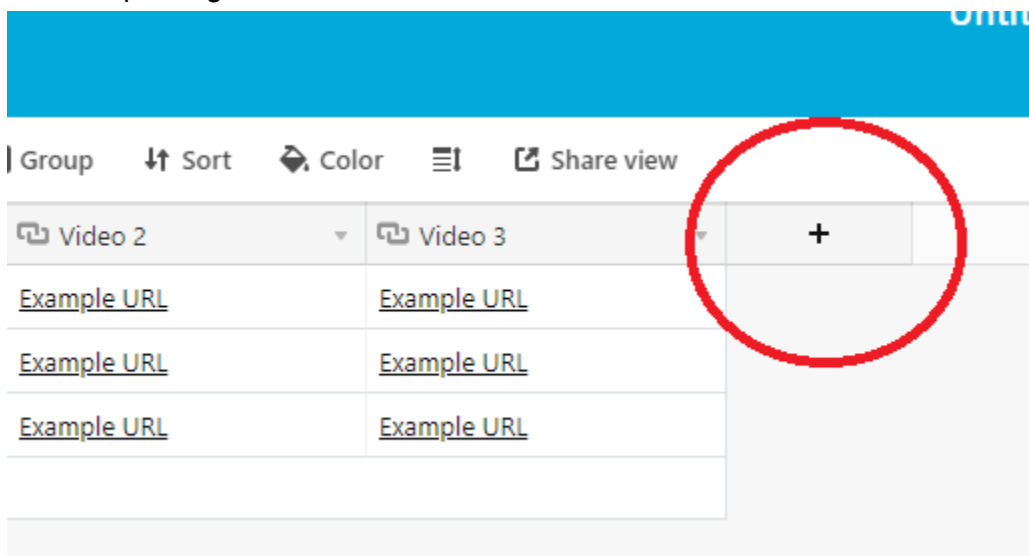
4.) Switch over to the "Video's" Tab.

5.) Add the influencers name to the "Names" column

Adding Videos to Influencer

1.) When an influencer uploads a new video regarding the product, copy the link to the video.
2.) In the "Videos" tab, paste the link in the next available video column for the corresponding influencer. If no video columns remain, proceed to step three
3.) Click the plus sign next to the last available column

4.) Title it "Video (whatever the next number is from the previous column).
5.) Assign the field type as "URL"
6.) Now paste the link you copied into this new column to the corresponding influencer.

Updating Analytics

1.) Every Monday, update the influencers on the influencers tab:
   a.) Follower count
   b.) Total views on influencer videos for your product
   c.) Update Sales
      i.) This is found via email. When a customer purchases the holofan from the influencers affiliate link it will send an email stating the influencer made the sale.
   d.) Update Sales Amount
      i.) Simply add the amount the revenue gained from the transaction that the above email states the influencers affiliate link generated.
   e.) Date updated

2.) Immediately:
   a.) Update status when status changes with an influencer
   b.) Update "videos" column when a new video is uploaded for product
   c.) Add the link to the corresponding influencers video column when a new video is posted for the product
   d.) Update "Amount Spent on Influencer" column when money is spent on influencer
   e.) Proceed to update the date

Do not update the Profit/Loss column. This column will automatically generate when you update the amount spent on influencer and sales amount columns.

[Video explaining how to use the airtable here](#)