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Terms of reference for copywriting

How to Collaborate with Influencers?

11 Proven Ways

ninjabromo.io

The task:

According to the terms of reference, it is necessary to write an article on the topic:

How to Collaborate with Influencers? 11 Proven Ways

Sources of information (examples of competitor websites):

- <https://www.modash.io/blog/influencer-collaboration>
- <https://adparlor.com/blog/how-to-work-with-influencers/>

General requirements for the article:



Before starting to write the article, please [check out NinjaPromo's editorial policy](#). If you have any questions about the document, just reach out to Dariia Kuspanalieva.

We aim to write helpful and expert content. That is why make sure your article **keeps the target audience in mind** and **encourages them to take an action** (book a call to discuss a service, read more blog posts on NinjaPromo, download a lead magnet, subscribe to the newsletter, etc.). It should also **reflect the company's mission**.

Note: We check completed articles for SEO guidelines, NinjaPromo's editorial policy, logical flow, content completeness, and choice of grammar and words. If the text doesn't meet the guidelines, SEO and content specialists will leave comments in the document and send it back for revisions.

1. **Text volume: 3500 words**

2. The text should be as useful as possible for the user, we write just for him.
3. Text to be written briefly and to the point, we write only useful information; it is unacceptable to write part of the text for the sake of volume: if it is not possible to achieve the optimal volume in accordance with the TOR, we leave as it is.
4. The text should be with no grammatical, spelling, punctuation, syntactic, typographical, semantic, or other errors;
5. "Thematic words" and "Words highlighted in the search results" are recommended to be used in the text in an arbitrary word form and as many times as specified in brackets.
6. The uniqueness of the text is not less than 85-90% (can be checked in the service <https://www.check-plagiarism.com/> or some other service).
7. The density of words in the text is not more than 3%, optimally 2% (can be checked in the service <https://istio.com/en>).
8. **No more than 20-25% AI at <https://www.zerogpt.com/>**
The 20-25% AI limit is to account for the tool's margin of error, not permission to generate part of the content using AI. Make sure your writing is genuinely human.
9. **Use at least some bulleted/numbered lists, at least one table, and other structured data.**
10. **It is necessary to insert 4-6 links to authoritative sources (facts, studies, etc.)**
11. Review and strictly follow the [Ninja Promo Editorial Guidelines](#).
12. Use internal visuals. The main rule—illustrate everything that can be illustrated. However, **each visual should be in its place, helping readers get a richer experience**. Illustrate, assist with onboarding, help dig through data, prove figures,



or show dynamics. All that brings value. We never put an image to separate long texts, we'd better cut the extra fluff out of the writing.

Please stick to these rules:

- Use high-quality screenshots with good resolution. Make sure important elements are not cropped. In the caption, describe where the screenshot was taken. If possible, provide a link.
- Use graphs & charts: add these to support your thoughts. You can take snapshots from public sources if allowed. Add credits and a link to the source, please.
- We don't normally use GIFs from GIPHY or similar sources.
- Infographics are more than welcome. But use these only to extend the UX and offer extra value. And add credits and links, of course.
- Use captions under the illustrations if they add helpful clues.

13. Check the readability of your ready article using the Flesch Reading Ease test. It rates text on a 100-point scale. The higher the score, the easier it is to understand the article. As a rule of thumb, **you need to target a score between 60 and 70**. But if the topic includes complex marketing terms or words related to finance/cryptocurrency, the target score will start from 45.

The services:

- <https://readable.com/>
- <https://www.thefirstword.co.uk/readabilitytest>
- <https://www.prepostseo.com/readability-checker>
- <https://www.webfx.com/tools/read-able/>

14. Please run a [Grammarly](#) or [Writer](#) check and fix issues before sending the article to us.

Structure of the article for the guidance:

Important! You need to write the text strictly in accordance with the structure.

Headings h1-h3 should not be corrected.

But if you have suggestions for adding certain items in the current structure (then please let us know for approval)

H1 – How to Collaborate with Influencers? 11 Proven Ways



Introduction

H2 – 11 Proven Ways to Collaborate with Influencers

Structure for each way:

- Definition
- How It Works
- Benefits
- Best Practices
- Key Metrics
- Real-World Example

H3 – Gifting and Product Seeding

H3 – Sponsored Content and Brand Mentions

H3 – Product Reviews and Unboxings

H3 – Social Media Takeovers

H3 – Giveaways and Contests

H3 – Affiliate Marketing and Discount Codes

H3 – Influencer Whitelisting and Paid Amplification

H3 – Co-Created Content and Storytelling Campaigns

H3 – Event and Webinar Collaborations

H3 – Long-Term Brand Ambassadorships

H3 – UGC Campaigns and Community Engagement

If you think any ways need to be added or changed, please let us know for approval.

H2 – Ready to Elevate Your Brand with Influencer Marketing?

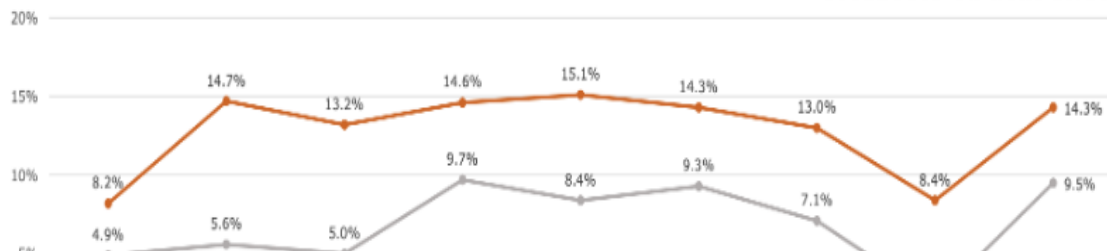
Add useful images(4-7) to the article in the form of graphs, facts, research, with a link to the source. For example:



All marketing spending expected to rise in the next year

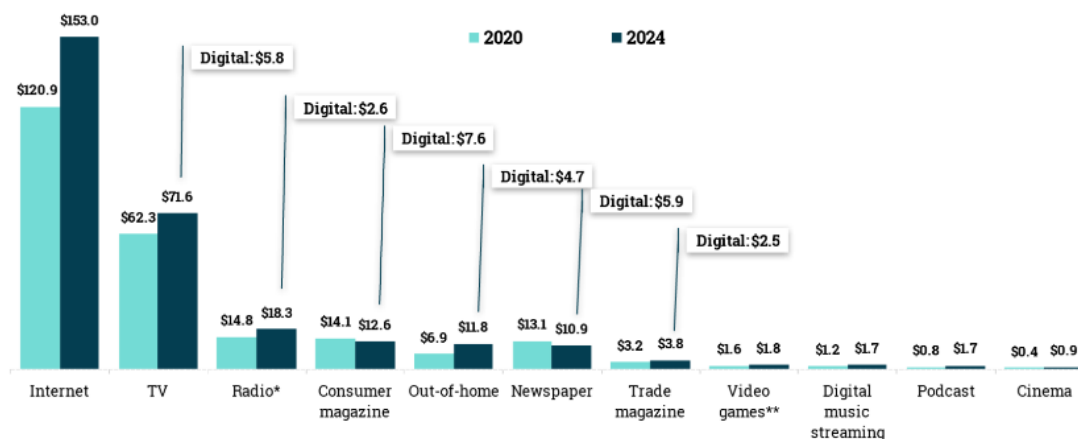
Relative to the prior 12 months, note your company's percentage change in spending during the next 12 months in each area.

**Firm and industry
breakouts on next slide**



US Advertising Media Market Sizes (\$B), 2020 v. 2024

marketing
charts



Published on MarketingCharts.com in September 2020 | Data Source: PwC

Traditional media figures include online equivalents (e.g. \$11.8 in OOH advertising includes forecast \$4.7B in digital OOH)

*Figures include advertising in Canada **Excludes e-sports

Screenshot from Marketingcharts.com, September 2021

!!! Additionally, please suggest what unique and user-friendly visuals we could create based on your text. Briefly describe what each image should show and how it could be best visualized (e.g. chart, graph, table, infographic, etc.)

Highlight key findings, quotes, etc. in a separate block. For example:



Why Is Digital Marketing Important?

In the performance section of the CMO Survey, recipients were asked, “To what degree has the use of digital marketing contributed to your company’s performance during last year? (1=not at all, 7=very highly)”

The results?

“Across all sectors and firm sizes, this cannot be overstated with the average reporting a contribution of 5.5 (on a 7-point scale) to their companies’ success.”

It is necessary to write five unique CTA forms that motivate the user to order a call / send a request. The text of these forms should be related to the most relevant Ninja Promo service in the article - Influencer Marketing Services

4 CTA forms should consist of three parts

- catchy title (6-8 words)
- description (50-70 words)
- button

One bulleted CTA form should consist of two parts

- catchy title (6-8 words)
- 4-6 bullet points (**25-40 words for all list items**)

1

Looking for Web3 experts to market your NFTs?

Leverage our crypto experience and knowledge with a comprehensive spectrum of NFT marketing services, including brand positioning, crowd marketing, exchange listing, market making, blockchain influencer outreach, and many more. [Click Here To Schedule Your Free Consultation Now](#)

Table of Contents [↓]

Every now and then, a new digital token and currency is developed on the internet. The number has risen to the point that the cryptocurrency market size is expected to [grow well and reach \\$1902.5 million](#) by 2028.

Considering the craze for NFTs and digital currencies among tech enthusiasts, the number of platforms and decentralized exchanges offering peer-to-peer trade and swap services is rising consistently to provide users with the best features and ease of investing.

As a beginner in the digital trading world, there are high chances of getting bluffed or confused when you get to choose from a pool of decentralized exchange platform options to start your crypto investing, earning, and payments journey.



Speak with our Web3 advertising professionals

- Get timely audits and reports of your Web3 advertising strategy
- Build a data-driven roadmap for maximum ROI
- Test and refine exceptional marketing strategies
- Build trust and transparency among the audience
- Reach new heights of blockchain technology

Let's get started

2



Give a boost to your crypto project's yield and ROI

Ninja Promo is one of the leading DeFi marketing agencies. We'll comprehensively consult and help your DeFi project to score high on brand awareness, connect with leading crypto influencers, and generate significant ROI on your marketing spending.

[Book a call](#)



Launching your cryptocurrency or DEX?

Got new features to promote and support the crypto space? [Join hands with Ninja Promo's expert team](#) of blockchain advertisers. We'll get you a free marketing plan to better your understanding of crypto, amplify your overall profitability, and boost your brand awareness.

[Let's Work Together](#)

FAQ block

Write brief answers to the questions asked in 3–6 sentences

- How to Find the Right Influencers for Collaboration?
- How to Set Clear Goals and KPIs for Influencer Campaigns?
- How to Negotiate Costs and Contracts with Influencers?
- How to Maintain Open and Friendly Communication During Collaboration?
- How to Allow Creative Freedom While Aligning with Brand Messaging?
- How to Measure the Success and ROI of Influencer Marketing?
- What Strategies Work Best to Contact and Engage Influencers?
- Should Products Be Offered for Free or Is Payment Better?
- How to Work Effectively with Micro and Nano Influencers?



- Why Build Long-Term Relationships or Ambassador Programs with Influencers?

Use the following key phrases and words in the text:

Use all keywords from this list in the **specified quantity**

- influencer collaboration - 5-10 route(s)
- collaborate with influencers - 4-5 route(s)
- how to collaborate with influencers - 2-4 route(s)
- partner with influencers - 2-4 route(s)
- collaborating with influencers - 1-2 route(s)

Keywords for Internal Linking

Follow these essential rules:

- **Use the exact anchor text as provided** – Do not modify the wording, order, or form of the anchors. They are specifically chosen for SEO and internal linking strategy.
- **Integrate anchors naturally** – The surrounding text should seamlessly lead into the anchor, making the link feel like a natural part of the sentence rather than an afterthought.
- **Ensure contextual relevance** – The text around the link and the anchor itself must align with the content of the linked page. This improves user engagement and makes internal linking more effective.
- **Avoid excessive links in a single paragraph** – Too many links in one place can look spammy and disrupt readability. If multiple links are necessary, distribute them logically throughout the text.
- **Make the anchor add value to the content** – Don't just insert a link—guide the reader toward it. For example:
- **Maintain smooth sentence structure** – If the anchor is long, structure the sentence so it flows naturally without awkward breaks or forced phrasing.



- Fake influencers - 1 route(s) **(this keyword will be the anchor for the link please use it as organically as possible <https://ninjapromo.io/fake-influencers>) not in CTA forms**
- Instagram influencer marketing - 1 route(s) **(this keyword will be the anchor for the link please use it as organically as possible <https://ninjapromo.io/instagram-influencer-marketing>) not in CTA forms**
- benefits of influencer marketing - 1 route(s) **(this keyword will be the anchor for the link please use it as organically as possible <https://ninjapromo.io/benefits-of-influencer-marketing>) not in CTA forms**
- Types of social media influencers - 1 route(s) **(this keyword will be the anchor for the link please use it as organically as possible <https://ninjapromo.io/types-of-social-media-influencers>) not in CTA forms**
- brand ambassador vs influencer - 1 route(s) **(this keyword will be the anchor for the link please use it as organically as possible <https://ninjapromo.io/influencers-vs-brand-ambassadors>) not in CTA forms**

Additional keywords:

Use in the text **all the words** in the list the number of times necessary to cover the topic without overspam and fanaticism :) **(but not less than once)**

- influencer collaboration
- influencer marketing strategy
- influencer partnership
- working with influencers
- brand and influencer collaboration



- influencer campaign ideas
- influencer outreach
- influencer content creation
- sponsored posts
- brand ambassador programs
- influencer-generated content
- social media collaborations
- Instagram influencer partnerships
- YouTube influencer marketing
- TikTok influencer campaigns
- measuring influencer ROI
- influencer engagement rate
- brand awareness campaigns
- audience targeting
- influencer performance tracking
- negotiate influencer contracts
- building long-term partnerships
- influencer relationship management
- outreach email templates for influencers



- collaboration agreement with influencers

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