

Influencer Marketing Vendor RFP

[Template]

Company Background

[Company Name]

Happy Company

[ShortDescription]

Happy company provides happy furniture for happy people

[Industry]

Home & Garden

[#Employees]

150

[#Customers]

2500

[Location & Main Market]

Headquartered in Seattle

90% of customers located in the US

Current Influencer Strategy

[Current # of Influencer Partnerships and Campaigns]

Happy Company is working with 25 influencers over 5 different campaigns. We have 5 influencers per campaign. Each campaign lasts for 5 weeks, and each influencer is asked to post 1 post a week, and 2 stories over the entire campaign.

[How do you discover influencers & how long does it take]

We search for specific hashtags i.e. #sofa or #bed on instagram, and then manually look for the influencers with the highest following count. We also try and see who is getting the most likes. It takes about 6 hours to identify a potential influencer.

[How do you manage relationships & collaborate]

Our influencer management strategy is very haphazard. We DM influencer on instagram if possible, and then try and move the conversation to email. We do not have a central hub for all influencer communication.

[How do you review content]

We send influencers a description of what we'd like to include in the campaign and ask for examples before we go live. We do not have a formal process in place, but we would like to have a way to send our influencer better guidelines or a campaign brief.

Project Descriptions

[Why will your company be implementing an influencer software]

Due to the high competition in the Home & Garden industry , we are looking for influencers that show just how "happy" our furniture makes them across various use-cases. We want to show that our products are great for families with young children, newlyweds looking for affordable/chic furniture, and even for a cool office space.

We need a software that lets us identify the leading influencer across niche personas in order to best communicate with potential customers.

Project Goals & Current Roadblocks

[What is hoped to be achieved from implementing software]

Current influencer Constraints:

- No set process for identifying influencers
- Require influencers to send information about engagement and network
- Must manually screenshot influencer campaigns
- No data-driven approach for measuring influencer success

Goals:

- An efficient approach for identifying influencers
- To independently analyze an influencer's audience and engagement capabilities
- A software that aggregates all content from a campaign (including Stories)
- **A built-in CRM where we can communicate with influencers

Project Budget

[What is your influencer marketing budget, how much will go to a software]

75K annual budget for influencer marketing

Vendor Requirements

[Non-Negotiables]

Our influencer marketing software must have

- Ability to perform segmented influencer search based on location, audience demographics, or #hashtag
- Have valuable insights on each influencer's performance capabilities
- Ability to aggregate relevant content from instagram stories
- Track links from influencer content
- Generate reports

Submission Criteria

[What information should a vendor send over to complete the evaluation process]

Along with the proposal, please send over:

- 1 case study
- List of current clients
- List of social media platforms your software supports
- Example of an influencer campaign run using software
- # of influencers available on platform

Questions To Answer

[Important questions for the vendor to answer]

Please answer the following questions in order to be considered as Happy Company's influencer marketing software:

- How do you identify an influencer?
- Can we find geo-specific influencers?
- Can you monitor instagram stories?
- Are we able to see influencers our competitors are working with?
- What campaign analytics can we receive?

Proposal Deadline

[when should vendor submit Proposal]

Please submit by August 20, 2020

Contact Details

[who should the proposal be sent to]

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