

EXERCISE 1:

CREATE YOUR CAMPAIGN STRATEGY

TASKS:

Fill out this sheet



1 MAP OUT YOUR CAMPAIGN

BUDGET:

GOAL:

Pick one

Grow my followers

Content for my socials

Increase my sales

Define your goal

Be specific. e.g. grow my
instagram following by 500
at the end of this campaign

CAMPAIGN TYPE:

Choose a type of
campaign.

Payment (or gifting) for posts

Payment/Gifting?
Content/Post?

Payment (or gifting) for content

EXERCISE 2.1.

Define your ideal customer

TASKS:

Fill out this worksheet after completing the instructions in the email.

This will make up your target audience.

Include customer demographics, behavioural patterns, motivations, and goals.

The more detailed you get, the better



2 INFLUENCER TARGETING

Before you dive right into messaging influencers, you might be stuck on which influencers to work with. In this section we are going to work through three steps.

1. How to define your ideal customer
2. How to evaluate whether the influencer is a good match
3. How to match with your targets

CUSTOMER PERSONA:

Define

EXERCISE 2.1. CONTINUED

Define

Define



EXERCISE 2.1. CONTINUED

Define

Define



EXERCISE 2.2.

Evaluating if the influencer is the right match

TASKS:

Use this worksheet as a guideline to determine whether an influencer is the right match.

Because you'll be using this sheet multiple times, it is likely you'll have these points memorised. The criteria to look out for will soon become second nature to you!



INFLUENCER EVALUATION SHEET

INFLUENCE *'reach by relevancy by relationship = influence'.*

Reach

/ 5

Relevancy

/ 5

Relationship

AUDIENCE

An influencer's reach is important, a large following is useless if the influencer is not aligned with your brand.

- Do they have a large, engaged social media following? Y/N
- Do they have credibility or an expert status in a specific subject area? Y/N
- Have they built a brand around their personality, interests, hobbies or skills? Y/N
- Is their content appealing, does it stand out? Is their content on brand for you (aka does it share a similar aesthetic with your brand)? Y/N
- Do they feature brands in their content? Y/N
- Do they have the ability to encourage their followers to take certain actions? Y/N
- Do they have a strong relationship with their audience? Y/N

EXERCISE 3.

Plan how you will reach out to your influencers

TASKS:

Draft an outreach message you can copy & paste to each influencer you reach out to.



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WRITE YOUR OUTREACH MESSAGE

EXAMPLES:

Hi Sophie, we'd love to send you an Oodie (valued at \$99) of your choice in return for x1 15 second video of you wearing your oodie (can be a Boomerang), and x1 Instagram post and x1 Instagram story mentioning @the_oodie (with analytics screenshot). How does that sound? :)

Hey Legend lady, Thank you so much for your interest in Tonik and our campaign! We would love to know what it is you would like to improve health / wellness wise so we can send you the best suited Tonik to benefit you! If you could please let us know that would be super! If you want to check out the different Toniks please click here and it has a break down: www.thetonik.com.au Speak soon, we can't wait to work with you! Tonik HQ x

WRITE YOURS HERE:

EXERCISE 4.

Write out your terms of the agreement

TASKS:

Your brief is what the influencer will refer to for terms of the agreement.

The first example is good for gifting campaigns. Contrast this with the second example which is straight to the point, typical of a situation where you have paid the influencer to post.



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WRITE YOUR BRIEF

EXAMPLES:

Fluff is: asking for your beauty issues. Help get our message out. A message that's not about our products, but about an awareness of the beauty industry. We've all got issues with it. Instead of the industry telling us how to think, let's start telling the industry what we think. If you agree, post a selfie, talk about your Beauty Issues and tag @itsall.fluff in your caption.

Our fair trade, vegan chocolate wants a place in your pantry! In exchange for \$50, we'd love for you to post two instagram stories:

- 1. A video of you unboxing the chocolates*
- 2. A video of you taking a bite of the chocolate and reading out some of our key ingredients!*

Please post on 13/07 at 7PM EST

WRITE YOURS HERE:

EXERCISE 5.

FOLLOWING UP WITH INFLUENCERS

TASKS:

Draft a follow up message for

1) Influencers who haven't replied to the initial outreach message you sent

2) Influencers who you've paid or gifted, and haven't fulfilled the terms you agreed on



5 TRACKING YOUR CAMPAIGN

1) OUTREACH FOLLOWUP

2) PERFORMING TERMS FOLLOWUP
