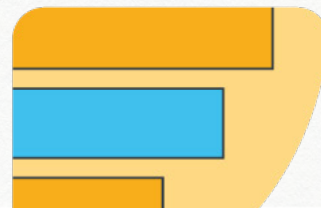
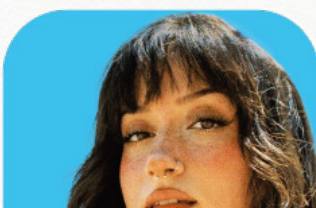
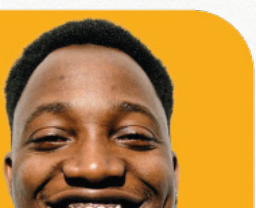
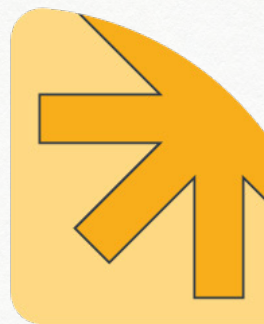
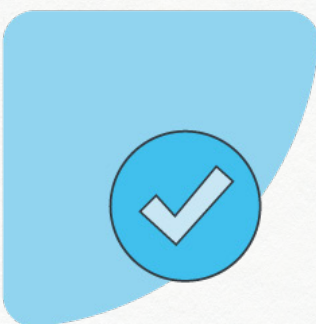
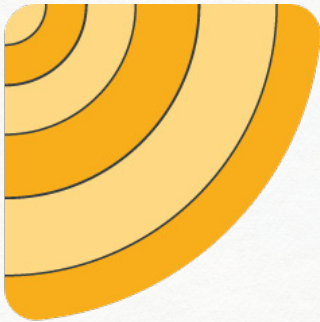


Mavrck by **Later**

# Holiday Influencer Marketing Strategy Guide

Download this planning guide to make sure you are set up for success to get the most ROI this holiday season.





## Social media management made easy

Crush your social goals, automate daily tasks, and turn followers into customers with Linkin.bio — all from one app.

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## Take your influencer marketing to the next level

Easily manage your influencer programs in one place and deliver ROI consistently with tools that take the guesswork out of influencer marketing.

[Book a Free Demo](#)

# Introduction

It's time to plan for the holiday season. There are a several key learnings to keep in mind when it comes to planning for holiday campaigns and beyond.:

1. According to Adobe's "Future of Creativity" Study conducted in May 2022, the creator economy has grown exponentially worldwide since 2020. Specifically, the study found that one in four people in the United States now consider themselves creators. With even more creator partners to evaluate for holiday collaborations, be sure to start your influencer search early.
2. Based on PwC's February 2023 Global Consumer Insights Pulse Survey, though consumers do have concerns over cutting costs to save money, 43% of survey respondents intend to shop online more over the next 6 months. With that in mind, consider using influencer-generated content (IGC) across your brand's website and ask your creator partners to push their audience to your site for easy online shopping.
3. Research from the Shopping Index report produced by Salesforce quarterly indicates that 17% of shoppers have used GPT to review products and find inspiration, with 10% of consumers saying they will likely use GPT when finalizing their holiday shopping lists. With the increasing number of AI tools available to marketers, make sure to leverage this technology within your influencer marketing campaigns — for example, by using AI to help you create your campaign briefs. Read how Mavrck has enhanced our influencer search through AI.

Brands need to make sure to start planning holiday promotions and related campaigns earlier to be prepared for the upcoming season.

If you haven't started identifying creator partners for your campaigns yet, now is the time. While finalizing your campaign requirements, make sure to give influencers unique tracking links that point to your e-commerce site to help drive traffic and online sales. If you haven't yet leveraged the power of AI to enhance your influencer marketing initiatives, don't fall behind.



**1 in 4**

**people in the United States now consider themselves creators.**



**43%**

**of survey respondents intend to shop online more over the next 6 months.**



**17%**

**of shoppers have used GPT to review products and find inspiration.**



**10%**

**of consumers say they will likely use GPT when finalizing their holiday shopping lists.**

# Key Considerations for Holiday Planning

## **One to two priority goals is best.**

As with any influencer campaign, finalizing your brand's goals and objectives is an important step of the process that comes before you even consider your content strategy. It's tempting to want to accomplish everything - drive awareness, consideration, loyalty, advocacy, and of course, sales. However, when you want to focus on everything at once, you often achieve very little.

We recommend focusing on one or two key objectives and clearly outlining them for creators in the campaign brief so they know what to optimize for. If your ultimate objective is to drive sales by running brand awareness campaigns, consider starting an influencer program now to create a path to conversion with consumers.

## **Creator inventory during the holiday season is limited.**

While influencers typically increase their posting cadence during the holidays to optimize for both increased collaboration opportunities and increased demand from their audience, there are still limited options when it comes to the pool of creator partners to choose from, especially if they have strict posting windows.

Brands need to solidify partnerships as soon as possible to guarantee your favorite influencers will be available to partner with you. If you really want to maximize your planning, [we recommend an ambassador program](#) that allows you to partner with influencers all year long, including during the holidays.



[Mavrck's American Girl® Case Study Wins 2023 MUSE Creative Award](#), earning Silver in the Branded Content: Influencer Marketing category.

## Holiday timing can cause rates to fluctuate.

To get the best rates for content creation and collaboration, we recommend reaching out to influencers as early as possible to lock in pre-holiday rates. Remember, you're up against other brands who are looking to work with creators during the holiday season.

To be competitive, you'll want to offer compensation that is attractive. It helps to have great products that creators want to talk about, but the holidays are when influencers earn a significant amount of income. It's important to keep this in mind while prioritizing your budget to work with the best influencers this time of year.

## Content (strategy) still reigns.

Between IGC and brand-created content, there are a lot of messages to listen to (or actively avoid) during the holiday season. To make a lasting impression on consumers — so much so that they actually purchase your products or services — you'll need to stand out. You'll also want to understand which messages will resonate during this time.

We recommend working with creators as consultants to come up with campaign concepts for your brand (and their content) that will capture their audience's attention and dollars. Influencers know their audience best and know how to create content that will appeal to them. Leverage survey capabilities, like we have at Mavrck, or work with influencers individually to ideate on campaign concepts for the holidays.



## Holiday Planning Tips

**Don't forget to leverage TikTok to stay up to speed on the latest trends and trending sounds.**

Incorporate these into your creator marketing strategy during the holiday season and capitalize on [the ever-growing #TikTokMadeMeBuyIt movement](#) (59.8B views and counting!). [According to Insider Intelligence](#), social commerce is expected to grow by 29.8% in 2023, with TikTok being the primary reason behind this massive increase.

**Incorporate [live shopping](#) into your creator marketing strategy.**

[Findings from a report by Coresight Research and Bambuser](#) indicate that by 2026 the livestream e-commerce market will reach \$67.8 billion and make up over 5% of the e-commerce sales. If you haven't already started activating creators to produce livestream content on behalf of your brand, consider launching campaigns that revolve around this unique content type.

**If you aren't yet activating creators within [a brand ambassador program](#), you need to start now.**

We know creators prefer long-term collaborations with multiple activations versus one-off partnerships. Start planning an ambassador program now so you can activate trusted creator partners during the entire holiday season. If you typically ship products to influencers, consider shipping special holiday packages to be showcased within content across multiple campaigns.



# Holiday Planning Checklist

Use the following checklist so that your brand team can get ahead of holiday planning for your upcoming influencer marketing campaigns. Given that content creators plan for their holiday collaborations well in advance, here are some recommendations on how your brand can stay ahead of the curve this season.

## August

- ☐ **Finalize** creator budgets.
- ☐ **Determine** creator role in integrated holiday plan.
- ☐ **Discuss** goals and objectives for influencer activations.

## September

- ☐ **Determine** content strategy, goals, and KPIs.
- ☐ **Create** influencer briefs.
- ☐ **Finalize** creator lists.

## September/October

- ☐ **Conduct** outreach to creators.  
Remember to include:
  - ☐ Influencer brief, content strategy, brand objectives
  - ☐ Content requirements, due dates
  - ☐ Draft review due date & information, if required
  - ☐ Product review requirement (if desired)
  - ☐ Compensation
  - ☐ Brand/product info (mood boards, dos/don'ts, etc.).

## 2–4 weeks before content live

- ☐ **Collect** influencer drafts (if applicable).
- ☐ **Give** feedback without changing the creator's voice.
- ☐ **Approve** final content.
- ☐ **Ask** influencers to enable paid/branded content.

## Content Launch

- ☐ **Monitor** creator content via a platform like Mavrck.
- ☐ **Engage** with/re-share IGC on brand social channels.
- ☐ **Repurpose** IGC on social, websites, and e-commerce.
- ☐ **Analyze** top-performing content to use in paid media.

## Beyond the Campaign

- ☐ **Analyze** performance to optimize for future campaigns.
- ☐ **Add** influencers to the ambassador program for long term.

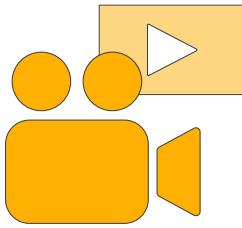
## Campaign Completion

- ☐ **Ensure** all influencers complete contractual obligations.
- ☐ **Send** payment to influencers in a timely manner.
- ☐ **Review** results within 1-2 weeks after completion.
- ☐ **Create** a report to share with greater teams.



# Additional Resources

Bookmark this:



## Influencer Marketing 101: Free Course

This course will teach you everything you need to know to run a successful influencer campaign.

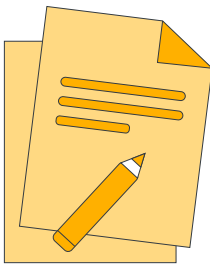
[Go to Course](#)



## Influencer & Creator Rates Revealed

We surveyed over 500 influencers and analyzed over 31K Instagram and TikTok posts to find out exactly how much \$\$\$ they're making from social media.

[Read Report](#)



## What Is an Influencer Marketing Platform? (+ Why You Need One)

Connect with creators, streamline campaign management, and report on results. Discover the benefits of having an influencer marketing platform for your next campaign.

[Read Blog Post](#)