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INFLUENCER MARKETING

MISTAKES

To avoid

Avoiding these 5 most common mistakes is the key to stay on growth and success track :

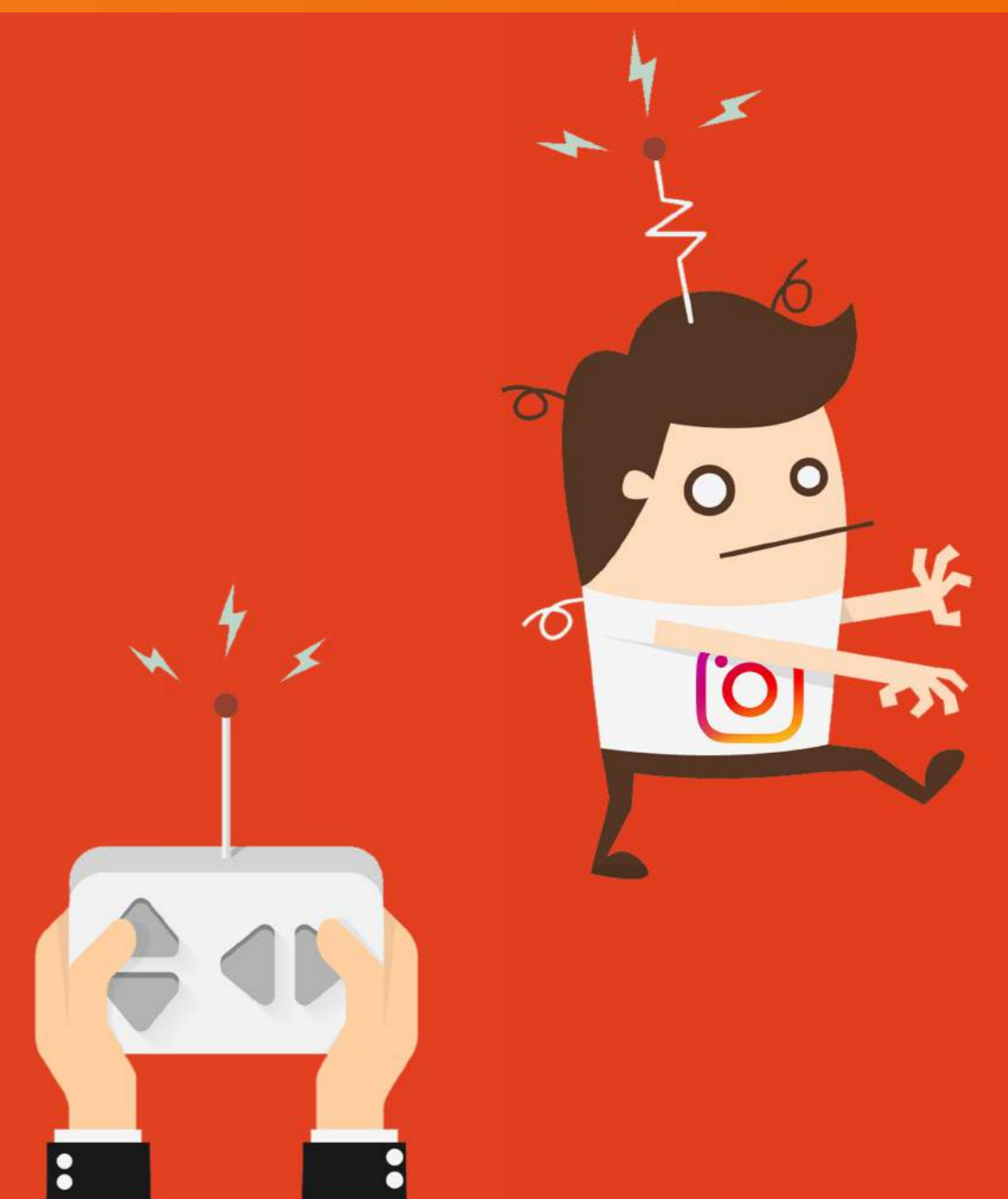


1 Choosing the wrong influencer

At times, a celebrity may be in the limelight for the wrong reasons and using such influencers can be detrimental to the brand's interests. To see whether he/she is the right fit, review the tone, comments, audience and posts.

2 Not involving the influencer

Don't overpower the influencer by controlling every step of the campaign! Much better : design it in collaboration with your influencers since they know how their followers are likely to respond to.



3 Not setting clear goals

By forgetting to set clear goals, you will not know what to measure and whether or not your campaign was successful. Clearly defining views, reach, comments, clicks, shares, sales conversion, referrals and tags will help to optimize your budget.

4 Not sharing posts

Boost the influencer's post visibility! Sharing and tagging influencer's posts will show your appreciation and clarifies your brand's connection with the influencer.



5 Looking only at followers

While getting more followers is important, it is not the only measure of success in influencer marketing. With iFluenz, you can find influencers that are aligned with your brand ethos. Don't wait to launch your campaign!

