Lamphills

Pre-Campaign Planning

1. **Define Your Goals and Objectives**
   - Increase brand awareness
   - Drive sales
   - Enhance social media presence
   - Promote a product launch
   - Increase website traffic
2. **Identify Your Target Audience**
   - Demographics: age, gender, location, income
   - Interests and behaviours
   - Platforms they frequent
3. **Set a Budget**
   - Allocate funds for influencer fees, content production, and ad spend
   - Consider additional costs: giveaways, shipping products, tracking tools
4. **Research and Select the Right Influencers**
   - Relevance to your brand
   - Audience engagement rate
   - Follower demographics
   - Content quality and style
   - Authenticity and alignment with brand values
5. **Define Your Campaign Message and Creative Brief**
   - Key messages and themes
   - Specific hashtags and mentions
   - Creative guidelines: tone, style, and format
   - Deliverables: type and number of posts

Campaign Execution

1. **Reach Out to Influencers**
   - Personalised pitch
   - Collaboration proposal
   - Clear communication of expectations and deliverables
2. **Negotiate Terms and Contracts**

- ○ Payment terms (flat fee, commission, free products)
- ○ Content rights and usage
- ○ Campaign timeline
- ○ Performance metrics and reporting
3. **Provide Influencers with Campaign Materials**
   - ○ Product samples
   - ○ Branding assets (logos, images, guidelines)
   - ○ Detailed brief with critical messages and goals
4. **Create a Content Calendar**
   - ○ Schedule of posts
   - ○ Key dates and deadlines
   - ○ Coordination with other marketing activities

During the Campaign

1. **Monitor Content Creation and Approval**
   - ○ Review drafts and provide feedback
   - ○ Ensure compliance with guidelines and messaging
   - ○ Verify the inclusion of necessary tags and disclosures
2. **Track Campaign Performance in Real-Time**
   - ○ Engagement metrics: likes, comments, shares
   - ○ Reach and impressions
   - ○ Traffic to the website or landing page
   - ○ Sales conversions or leads generated
3. **Engage with the Audience**
   - ○ Respond to comments and messages
   - ○ Repost influencer content on your channels
   - ○ Foster a sense of community around the campaign

Post-Campaign Analysis

1. **Analyze Campaign Results**
   - ○ Compare performance metrics to initial goals
   - ○ Use tracking tools to gather data (Google Analytics, social media insights)
   - ○ Calculate ROI: total spend vs. revenue generated
2. **Gather Influencer Feedback**
   - ○ Conduct a post-campaign survey or interview
   - ○ Understand their experience and suggestions for improvement
3. **Compile a Campaign Report**
   - ○ Summary of performance metrics
   - ○ Visuals and examples of influencer content
   - ○ Key learnings and takeaways
4. **Thank Influencers and Maintain Relationships**
   - ○ Send a thank-you note or gift

- ○ Share campaign results with them
- ○ Discuss potential future collaborations

Optimization and Future Planning

1. **Identify What Worked and What Didn't**
   - ○ Analyze high-performing content and strategies
   - ○ Understand reasons for underperformance
2. **Refine Your Strategy**
   - ○ Adjust target audience or platforms if necessary
   - ○ Improve the influencer selection process
   - ○ Update content guidelines and briefs
3. **Plan Future Campaigns**
   - ○ Set new goals based on past performance
   - ○ Consider long-term partnerships with top-performing influencers
   - ○ Experiment with different types of influencer collaborations (takeovers, events, co-branded products)

Tools and Resources

1. **Influencer Marketing Platforms**
   - ○ Tools for discovering and managing influencers (e.g., AspireIQ, Traackr, Upfluence)
2. **Analytics Tools**
   - ○ Social media analytics (e.g., Sprout Social, Hootsuite)
   - ○ Website and conversion tracking (e.g., Google Analytics, UTM parameters)
3. **Project Management Tools**
   - ○ Platforms for scheduling and collaboration (e.g., Asana, Trello)
4. **Legal Resources**
   - ○ Templates for influencer agreements and contracts
   - ○ Guidelines for FTC compliance and disclosures