

Influencer Management Checklist

A Step-by-Step Guide Created by Lamphill on Effective Influencer Management

1. Initial Research and Goal Setting

- **Define Campaign Objectives:**
 - Increase brand awareness
 - Drive sales or leads
 - Boost social media engagement
 - Promote a new product or service
- **Identify Target Audience:**
 - Demographics (age, gender, location)
 - Interests and behaviors
 - Preferred social media platforms
- **Set Key Performance Indicators (KPIs):**
 - Number of impressions
 - Engagement rate (likes, comments, shares)
 - Click-through rate (CTR)
 - Conversion rate

2. Influencer Discovery

- **Research Potential Influencers:**
 - Use platforms like Grin, Meltwater, Upfluence, etc.
 - Search hashtags related to your industry
 - Analyze competitors' influencer collaborations
- **Evaluate Influencers:**
 - Audience demographics and engagement
 - Content quality and relevance
 - Past collaborations and brand affinity
- **Create a Shortlist:**
 - List potential influencers with contact details
 - Include notes on why they are a good fit

3. Outreach and Relationship Building

- **Craft Personalized Outreach Messages:**
 - Introduce your brand and campaign
 - Explain why you chose them
 - Highlight potential benefits for the influencer
- **Establish Communication Channels:**
 - Preferred method (email, DM, phone)
 - Schedule initial meetings or calls
- **Negotiate Terms and Conditions:**
 - Compensation (monetary, product, commission)
 - Content deliverables and deadlines
 - Usage rights and exclusivity clauses

4. Campaign Planning and Execution

- **Create a Detailed Campaign Brief:**
 - Campaign objectives and key messages
 - Content guidelines and creative direction
 - Posting schedule and deadlines
- **Collaborate on Content Creation:**
 - Provide necessary assets (logos, product info)
 - Offer feedback and approve drafts
- **Schedule and Publish Content:**
 - Use a content calendar for tracking
 - Ensure timely posting according to plan

5. Monitoring and Engagement

- **Track Campaign Performance:**
 - Monitor engagement metrics (likes, comments, shares)
 - Use platform analytics to track reach and impressions
- **Engage with Audience:**
 - Respond to comments and messages
 - Share influencer posts on brand channels
- **Manage Issues Promptly:**
 - Address negative feedback or crises
 - Communicate transparently with influencers

6. Performance Analysis and Reporting

- **Gather Data and Insights:**
 - Collect metrics from influencer posts
 - Use analytics tools for detailed reports
- **Evaluate Campaign Success:**
 - Compare results with KPIs and objectives
 - Identify strengths and areas for improvement
- **Prepare a Comprehensive Report:**
 - Summarize key findings and ROI
 - Share insights with stakeholders and influencers

7. Post-Campaign Follow-Up

- **Thank Influencers:**
 - Express appreciation for their efforts
 - Send a personalized thank you note or gift
- **Review Long-Term Relationships:**
 - Discuss future collaboration opportunities
 - Provide constructive feedback
- **Gather Testimonials and Case Studies:**
 - Ask for feedback on working with your brand
 - Create case studies for future reference

8. Continuous Improvement

- **Stay Updated on Trends:**
 - Follow industry news and influencer marketing trends
 - Attend webinars and conferences
- **Refine Your Strategy:**
 - Implement learnings from previous campaigns
 - Test new approaches and platforms
- **Build a Strong Network:**
 - Maintain relationships with influencers
 - Engage with new potential partners regularly

This practical tool provided by Lamphill will help guide marketing professionals through the complex process of influencer management, ensuring they cover all essential steps for successful campaigns.