

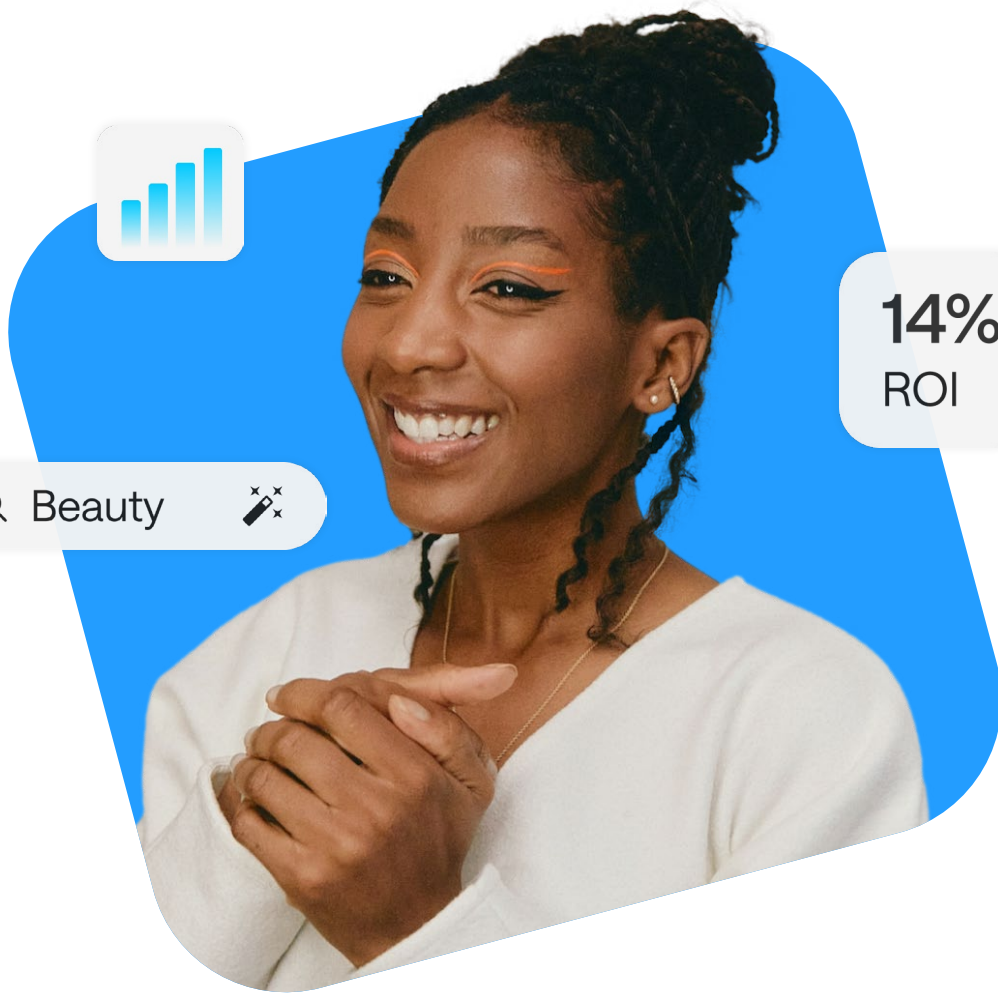
# Influencer Marketing Planning Guide





14%  
ROI

Q Beauty



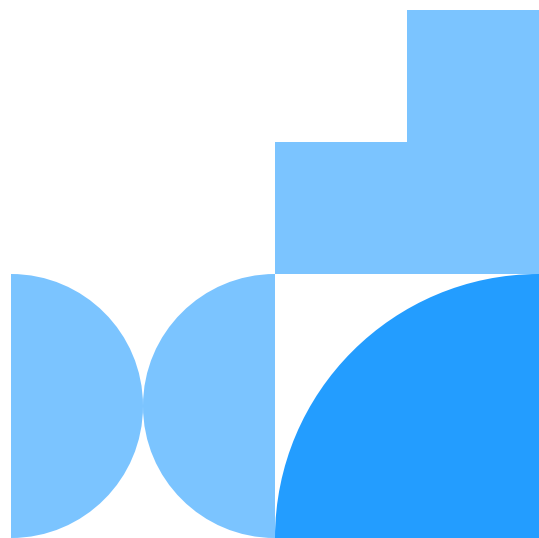
## Scale Your Influencer Marketing Program Faster

Find the right influencers, manage campaigns & payments, increase your bandwidth and get real ROI.

Get in Touch >

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## Introduction

Influencer campaign planning and influencer outreach can be a time-consuming yet rewarding process, which is why we recommend planning ahead. Preparing now will help you and your team pivot with ease should you encounter unforeseen challenges.

Don't know where to begin? Don't worry, we've got you covered. We've compiled our top how-to's and timeline recommendations so you can make this your best year yet!

# Influencer Marketing: Timeline Planning

Follow this planning checklist to make sure your influencer marketing strategy aligns with your marketing/business objectives for the year and is optimized along the way.

## Q4

- Meet across teams to align on marketing/business objectives for the next year
- Analyze current year's influencer campaigns
  - Identify top performing influencers and posts
  - Collect feedback from influencers
- Discuss goals for the next year's influencer activations
- Determine influencer budgets for the next year
- Finalize integrated influencer marketing strategy
- Create a calendar of all planned activations
- Make sure to incorporate diversity-related holidays or celebrations

# Q1

## January

- Finalize the content strategy, goals and KPIs of this year's influencer activations
- Create influencer briefs for this year's campaigns, prioritizing January/February/March
- Launch January campaigns
  - Conduct outreach to influencers
  - Finalize influencer selection
  - Collect influencer drafts, provide feedback & approve final content (if applicable)
  - Monitor IGC & engage with it and/or repurpose it
  - Promote top-performing IGC via paid media
  - Ensure influencers complete campaign
  - Send influencers payment
  - Create campaign reports
  - Review results of campaigns & optimize strategy for upcoming campaigns

## February & March

- Use learnings to revamp calendar as needed
  - Launch Feb/March campaigns following all steps
  - Review results of all campaigns & optimize strategy

## March

- Analyze quarterly performance of activations
  - If running an ambassador program, determine if lower performers should be removed and/or if new creators should be invited
  - Send influencer surveys to collect feedback & optimize for upcoming months

## Q2

### April, May & June

- Use learnings to revamp calendar
- Launch Apr/May/June campaigns following all steps
- Review results of all campaigns & optimize strategy

### June

- Analyze performance of activations for H1
- Re-evaluate ambassador program and influencer performance
- Send influencer surveys to collect feedback
- Review budgets to revamp strategy as needed

## Q3

### July, August & September

- Revamp current year's calendar as needed
- Launch July/Aug/Sept campaigns following all steps
- Review results of all campaigns & optimize strategy

### September

- Analyze quarterly performance of activations
- Re-evaluate ambassador program and influencer performance
- Send influencer surveys to collect feedback

# Q4

- Revamp the current year's calendar as needed
- Launch Oct/Nov/Dec campaigns following all steps
- Analyze yearly performance of influencer activations
- Re-evaluate ambassador program and influencer performance
- Send influencer surveys to collect feedback and optimize for the upcoming year
- Start planning your next year of influencer marketing strategy



# Brand Ambassador Program Benefits

## Create Strong Influencer Relationships

Influencers prefer long-term relationships over one-off campaigns and contracts. When you can promise an income stream that is many months or a year-long for them, it builds trust and makes them a better spokesperson for your brand. It also builds trust with their audience, aka your consumers, who will come to know your brand through their favorite creators.

## Scale Your Influencer Practice With Ease

Setting up an influencer campaign can be a lot of work. When you need to identify influencers, contract, and brief them on your brand for each new campaign, you're expending resources to do so. However, when you leverage ambassadors, you benefit from time savings of having influencers who are already contracted and have agreed to your requirements on a consistent basis. This allows you as a marketer to spend your time on more valuable efforts toward achieving your goals.

## Drive Brand Affinity and Trust

Due to the nature of a brand ambassador program, consumers are repeatedly exposed to positive brand messaging over a long period of time by brand advocates who have 'online' credibility. This allows marketers to achieve scale and speed to performance while building trust with your target consumers.

**We can help you build  
and scale your  
ambassador programs.**

Check out our Brand Ambassador Guide!

Get in Touch >

# Influencer Marketing: Budgeting Guide

The evidence is clear, the influencer marketing industry keeps growing. In 2022 the market soared to a massive \$16.4 billion, up from \$9.7 billion in 2020, and is expected to achieve \$21.4 billion in 2025 according to Influencer Marketing Hub estimates.

## Who Owns Influencer Marketing Budgets?

Budget is shared across different departments, such as Marketing or PR, R&D, Shopper Marketing, or E-commerce.

## Influencer Marketing Benefits

### Marketing

- Customer acquisition & testimonials
- Content creation at scale for product marketing
- Repurposed content on marketing & social channels

### Shopper Marketing

- Drive traffic to in-store purchases
- Promote brand & retailers

### Research & Development

- Product research via surveys & focus groups
- New product ideation & concept testing

### E-Commerce

- Website conversions amplified by ratings and reviews
- Sales channels increased and diversified by affiliate programs

# Influencer Marketing Budgets: Where to Start

When planning for your influencer marketing budget, consider these factors:

## Outcomes vs. Output:

What are the outcomes you're trying to accomplish? Here are a few to consider:

- **Awareness**
- **Conversions**
- **Sales**
- **Brand Lift**

## Influencer Marketing Experience:

What influencer marketing stage are you in?

- **Test:** Testing channels, objectives, and audiences.
- **Proof:** Connecting performance to the customer decision journey.
- **Scale:** Solidifying & growing budgets, activating creators at scale and seeing repeatable results.

## Budget Allocation:

Here's how your budget can be used when it comes to influencer activations:

- **Influencer Incentives:** Compensate creators you partner with properly and fairly.
- **Paid Media:** Promote top-performing IGC via paid efforts to further increase your ROI.
- **Agencies/Tech:** Platforms/services to manage your influencer marketing programs.
- **Always-on Incentives:** Have budget for consistent compensation for ongoing activations.
- **Reserve:** Allocating extra budget to cover unforeseen items.

# Budget Breakdown Examples

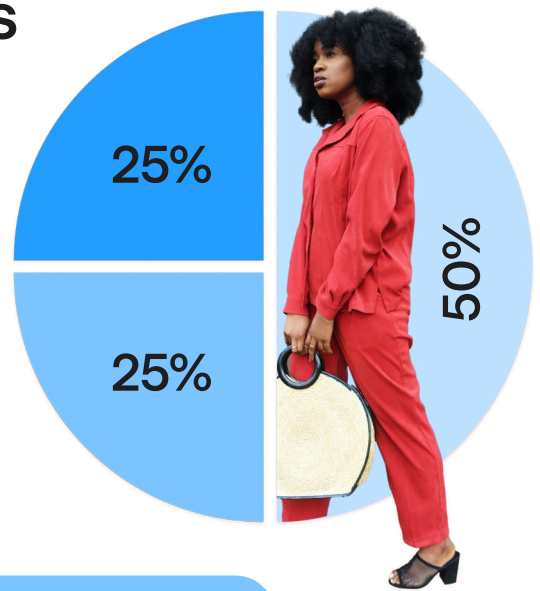
Here are some sample budgets to get you started that can serve as a guide and should be adapted based on your goals.

## \$10K - \$50K Budgets

**50% of budget used for an ambassador program or campaigns** to create high quality content distributed to the influencers' audience. Channels include TikTok, YouTube, Blog, Instagram.

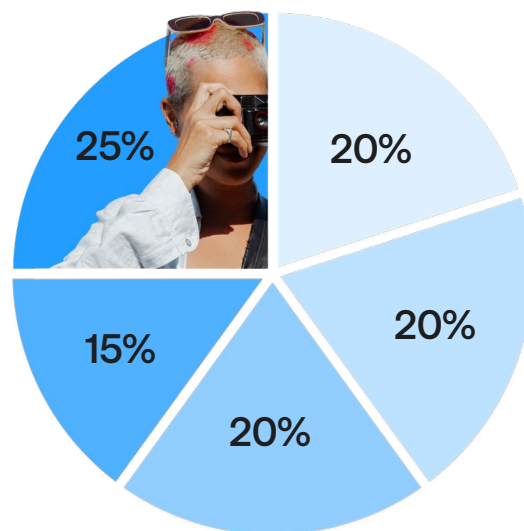
**25% of budget used for paid media** to distribute highest performing content to target audience through paid efforts. Channels include Instagram, Facebook via Ads Manager.

**25% of budget used for paid media** to leverage influencers & advocates to create product reviews in exchange for product or nominal compensation. Channels include Brand.com and e-commerce sites.



## \$100K - \$500K Budgets

**25% of budget used for paid media** to distribute highest performing content to target audience through paid efforts. Channels include Instagram, Facebook via Ads Manager.



**15% of budget used for an ambassador program or campaigns** to leverage influencers & advocates to create product reviews in exchange for product or nominal compensation. Channels include Brand.com and e-commerce sites.

**20% of budget used for a dedicated ambassador program** to create high quality content distributed to the influencers' audience. Channels include TikTok, YouTube, Blog, Instagram, etc.

**20% of budget for campaign plus ups** - i.e. Save budget for marketing campaigns, additional influencers and content.

**20% of budget used for platform fee** to receive data-backed insights and measurement via a platform such as Later Influence.

## \$1M Budgets

**25% of budget used for paid media** to distribute highest performing content to target audience. Channels include Instagram, Facebook via Ads Manager.

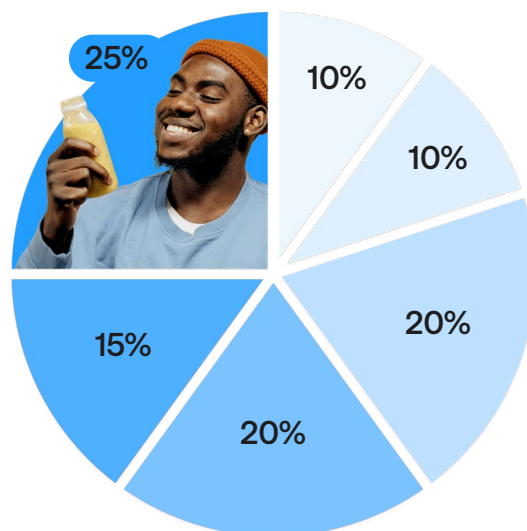
**15% of budget used for ratings & reviews** to leverage influencers & advocates to create product reviews in exchange for product or nominal compensation. Channels include Brand.com and e-commerce sites.

**20% of budget used for a dedicated ambassador program** to create high quality content distributed to the influencers' audience. Channels include TikTok, YouTube, Blog, Instagram, etc.

**20% of budget for platform fee + expertise/ services** to work with experts and data-backed insights/measurement via a company like Later Influence.

**10% of budget used for brand lift** to understand the impact of influencer marketing on the brand.

**10% of budget for campaign plus ups or events** i.e. Save budget for marketing campaigns, additional influencers and opportunities.



# How to Get the Most Out of Your Influencer Marketing Spend

## 1 Activate The Full Spectrum of Influence

- **Macro Influencers**  
Earn their living as a content creator (bloggers, YouTubers, journalists)
- **Micro Influencers**  
Have a side hustle creating content and aspire to become a Macro someday
- **Advocates**  
Consumers and employees who don't produce content often, but will do so for brands they are passionate about
- **Referrers**  
Share if the incentive is right, but will put in limited effort (think copy and paste a link)
- **Loyalists**  
Love your brand and purchase regularly, but will never share

## 2 Identify Advocates & Loyalists

- Use social listening tools to identify fans of your brand
- Share products and exclusive access to news and new releases
- Reward those who share and convert new customers via affiliate programs

## 3 Leverage Ambassadors

- Ambassadors may offer discounts for longer term partnerships and increased volume of content
- Ambassadors who truly love your brand will integrate it into organic content

## 4 Distribute Content

- Increase efficacy and lifespan of content
- Generate revenue
- Gain predictability and scale
- Get speed to performance
- Bridge gaps between programs
- Drive exponential additional value

# Influencer Marketing Maturity Scale

At Later Influence, we've created an Influencer Marketing Maturity Scale to help you build strong campaigns that are designed to increase your brand's ROI in influencer marketing. Use this as a guide to gauge your current level of success and find tactical ways to move to the next stage of success.

## Influencer Strategy

<h3>Level 1</h3> <p>Ad hoc, point in time influencer campaigns</p>	<h3>Level 2</h3> <p>Activating multiple influencer use cases</p>	<h3>Level 3</h3> <p>Multiple influencer use cases, involving multiple internal teams</p>	<h3>Level 4</h3> <p>Integrated, cross functional program with multiple influencer use cases planned annually</p>
<ul style="list-style-type: none"><li>• Minimal experience with influencer marketing.</li><li>• Testing campaigns and building internal benchmarks.</li><li>• Planning one or two campaigns in advance, only activating on a single social network (typically Instagram).</li><li>• Measuring results on total impressions or total engagements.</li><li>• Usually a single person supporting influencer marketing.</li></ul>	<ul style="list-style-type: none"><li>• Experienced with influencer programs and campaigns.</li><li>• Established brand benchmarks and testing new strategies.</li><li>• Planning campaigns on a quarterly basis, activating on multiple social networks.</li><li>• Running a brand ambassador program.</li><li>• Measuring results by engagement rate, CPM and CPE.</li><li>• Usually a dedicated individual or small team supporting this program.</li></ul>	<ul style="list-style-type: none"><li>• Dedicated and established influencer team that has scaled their program.</li><li>• Multiple benchmarks and KPIs are being tracked and new strategies consistently tested.</li><li>• Campaigns planned months or quarters in advance, activating on multiple social networks.</li><li>• Built a successful brand ambassador program.</li><li>• Using advanced measurement tactics.</li><li>• Multiple teams and business units are involved in these programs.</li></ul>	<ul style="list-style-type: none"><li>• Global enterprise program scaled across many brands, teams and/or product lines.</li><li>• Influencer marketing is clearly mapped to business success &amp; is a critical marketing function.</li><li>• Teams are pushed to meet and exceed influencer KPI's and established benchmarks.</li><li>• This influencer program is planned annually.</li><li>• It has a dedicated budget to scale, with cross functional stakeholders, across many influencer use cases.</li></ul>



# Influencer Marketing Maturity Scale

## Influencer Tactics

### Level 1

Ad hoc, point in time influencer campaigns

- Ad hoc campaign planning
- Micro or macro influencer campaigns on Instagram
- Little to no content repurposing
- Social networks activated on: Instagram, Facebook, Twitter
- Program-level reporting, tracking impressions and engagements
- Manual messaging and communication
- Demographic influencer segmentation

### Level 2

Activating multiple influencer use cases

- Quarterly campaign planning
- Always-on influencer recruitment
- Ratings & Reviews Program
- Activations on Pinterest, TikTok, Blog
- Long-form & short-form content
- Automated messaging & white labeled communication at scale
- Paid IGC amplification

### Level 4

Integrated, cross functional program with multiple influencer use cases planned annually

- Sampling program to scale reviews
- Customer referral program
- Employee advocate program
- Sales lift & LTV revenue tracking
- IGC used across multiple channels
- Influencer affiliate program
- Integrated strategies used:
  - Brand & product awareness
  - Influencer audience retargeting
  - SEO optimized long-form content
  - PR/crisis management
  - Content generation strategy
  - Ecommerce optimization

### Level 3

Multiple influencer use cases, involving multiple internal teams

- Influencer research programs
- Syndicating IGC to brand.com
- Activations on Twitch & YouTube
- Conversion tracking via promo code or conversion pixel
- Brand lift tracking
- Influencer-specific brand book
- Multi-network campaigns
- Influencer-level attribution & reporting

# The Benefits of Using an Influencer Marketing Platform

An influencer marketing platform is software designed to help enterprise businesses find relevant creators to work with, create targeted campaigns based on their goals, and easily measure and track performance. Platforms like Later Influence™ handle campaigns for major brands from start to finish — so you can get the most out of your influencer marketing strategy again and again.

Here are the benefits:

## ● **Benefit 1: Find Influencers Easily**

Finding the right influencers for your campaign can be a demanding task. Luckily, an influencer marketing platform lets brands connect with creators in just a few clicks.

Platforms like Later Influence use AI to match you with hundreds of relevant influencer partners in seconds based on your niche, target audience, and campaign goals. Even better? Automated outreach to get your campaigns off the ground from the moment you start.

## ● **Benefit 2: Streamline Campaign Management**

Between communicating with influencers, launching the campaign itself, and tracking results — there are tons of moving parts that contribute to a campaign's success. And with an influencer marketing platform, you'll have one centralized location for all of your tasks.

## ● **Benefit 3: Access to Professional Services**

PSA: Support teams that can troubleshoot or even run campaigns on behalf of a brand are a major benefit of using an influencer marketing platform. These professional services help brands craft campaign ideas, provide influencer management coaching, report bugs — you name it.

With personalized support, marketers can confidently launch campaigns autonomously or hand the reigns over to a trained pro — depending on their campaign needs. Either way, you'll have peace of mind knowing that there's an expert set of eyes supporting your campaigns.

## Read More:



Later Blog

### The Ultimate Guide to TikTok Influencer Marketing

TikTok influencers + brands = 📈

## Want Some Additional Resources?

Check out these Influencer Marketing Blogs and Free Resources:

- [Ultimate Guide to the TikTok Creator Marketplace](#)
- [What Brands Need To Know About Earned Media Value](#)
- [How Influencers Make Money With Premium Content](#)

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