



INFLUENCER MARKETING

A BEGINNER'S GUIDE



RUNWAE

**OUR MISSION
IS TO CULTIVATE
MEANINGFUL
PARTNERSHIPS AND
OPPORTUNITIES
THROUGH HONEST
DESIGN**

At Runwae we strive to empower brands and influencers while serving them as a reliable, trustworthy resource. We believe in protecting our users and forming profitable connections between them above all else.

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GETTING STARTED

TAKING THE FIRST STEPS ON YOUR JOURNEY TO INFLUENCER MARKETING

Influencer marketing has received a lot of hype in the recent years.

The appeal of authentic messaging, effortless content, and increased brand awareness has moved many brands to incorporate influencer marketing in their marketing strategies. However, executing successful influencer marketing campaigns can be very difficult. In this guide, you'll learn the how to get the most out of your influencer marketing efforts and common mistakes that you should look out for. Return to this guide from time to time for a refresher on the basics of effective influencer marketing. First, a quick look at influencer marketing and its benefits.

In its most simplistic form, Influencer marketing entails compensating an influencer in return for their support for a product or service. Influencers have been around for some time, but they have been gaining a lot of popularity in recent years. Social media has made it so that any person can become an influencer by providing them with immediate reach and connectivity.

In addition to increasing the number of influencers, social media has made influencers very valuable to brands. Brands can partner with influencers large or small in order to increase brand awareness, communicate with their consumers, and drive sales. As a result, the influencer marketing industry is increasing drastically.

You're on your way to modernizing your marketing efforts and changing the trajectory of your brand. Remember to place a focus on genuine and strategic partnerships. Be intentional about your goals and measure success for continuous improvement.

Happy marketing!



IDENTIFYING YOUR MARKETING GOALS

Like any advertising campaign, influencer marketing requires a specific goal for your marketing efforts. Is it sales? Brand awareness? Traffic? After identifying intentional goals, you'll be ready to find the influencers that will be strategic in helping you meet those goals.

Larger influencers with a large following may lend to large scale awareness more. The cosign from a large scale influencer won't be heard as well as a smaller influencer that has an intimate audience.

RESOURCES

WHAT DO YOU HAVE?

BE RESOURCEFUL IN TERMS OF WHAT YOU CAN OFFER AN INFLUENCER
AS AN INCENTIVE FOR AN AGREEMENT.

BUDGET

WHAT'S IN THE BANK?

Understand how much capital you can comfortably allocate to your influencer marketing campaigns and the duration that it should be spent over.

PRODUCTS

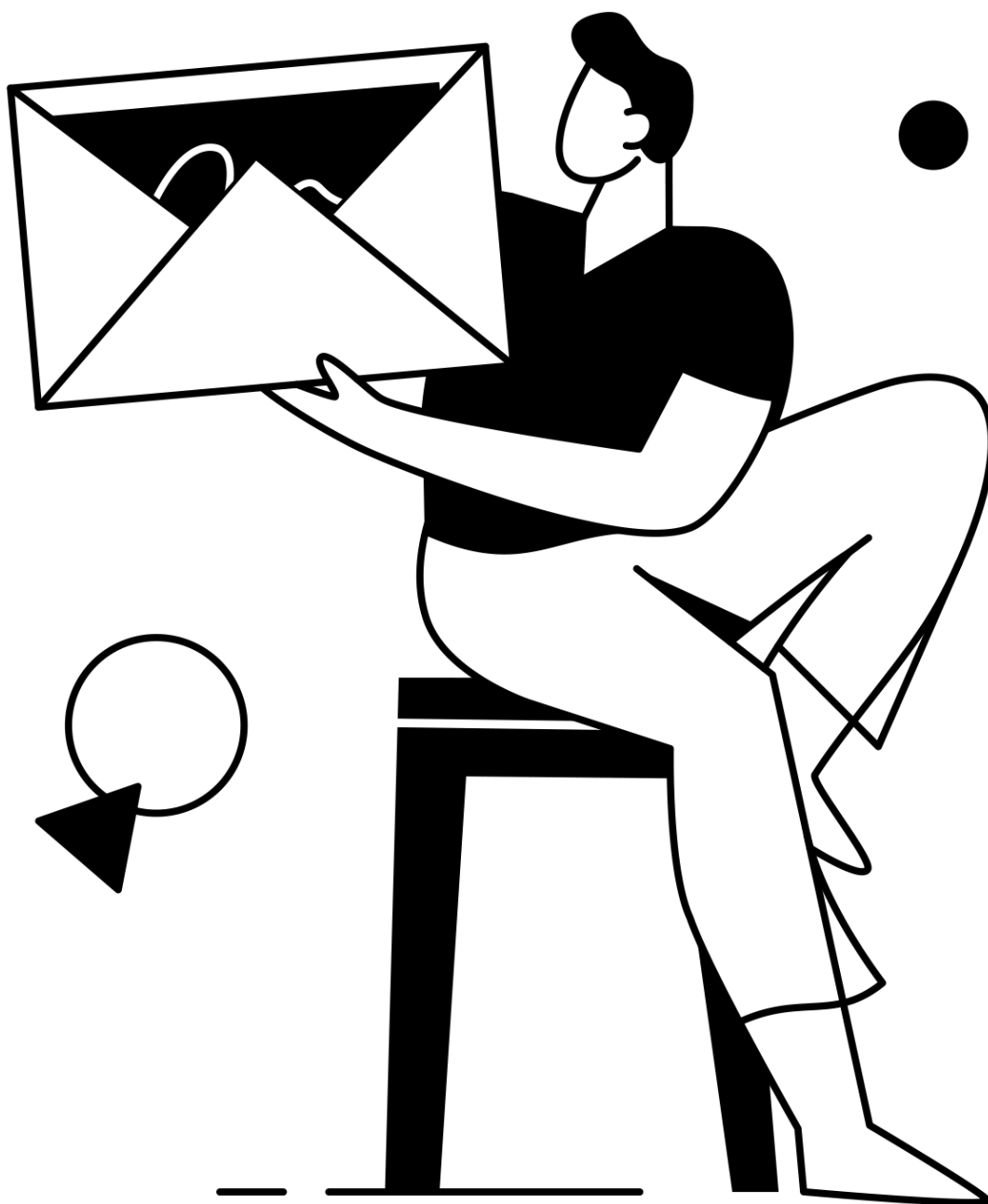
SAMPLES SPEAK

Many influencers will receive products in place of pay. If your budget is tight, work with those influencers who are product enthusiasts.

MERCHANDISE

BRAND BUILDING

Merchandise can affect a consumer's relationship with a brand significantly. A hoodie in the right hands can go a long way for your brand.



IMRPOVE BRAND MESSAGING

WITH INFLUENCER MARKETING

Finding Influencers

Too many brands look outward first. Tap into your existing resources first and exercise those. Usually, loyal customers make for the best representatives for the simple fact that their appreciation and connection to the product is proven. They may be more willing to go the extra mile for content and their message is more likely to be viewed as authentic by their audience. Instead of reaching out cold, check your mentions, hashtags, and geotags to see what people are excited about our product.

After looking inward, leverage tools to optimize your search. Traditionally, companies use influencer marketing agencies for lists or for matchmaking services. Many brands would consider this is an overpriced option today. As an alternative, you can find online networks that lend to influencer discovery and matchmaking. Many of these tools allow you to post an opportunity and let the influencers come to you. Then you just take your pick.

Reach out to influencers that you admire. Let them know what you appreciate about their work and how they exercise their influence. Effective influencer campaigns are genuine and their credibility can move audiences to purchase. Reach out to them personally on one of the many social media platforms. We always take a focus on building a lasting relationship with an influencer as opposed to one off deals. The only thing better than a collaboration with an effective influencer is a second collaboration with an effective influencer.

CHOOSING THE RIGHT INFLUENCER

FOR YOUR BRAND

**IF THE
COMMONALITY
BETWEEN VALUES IS
COMMUNICATED
EFFECTIVELY, A
PARTNERSHIP CAN
INTRIGUE AND
INFLUENCE
CONSUMERS.**

Use your influencer's audience to expand and diversify your consumer base.

You've decided to collaborate with an influencer to help your marketing efforts. You've identified your marketing goals and you've allocated resources. You even went through the work of locating influencers and vetting influencers that you might potentially collaborate with. Here are a few things to remember as you select the right influencer to proceed with.

Check the influencer's audience to make sure that their following is supportive and responsive to their content. The influencer's audience should relate to your target audience directly and your product should relate to them in some fashion. However, remember that an influencer's audience doesn't have to be identical to yours. Use your influencer's audience to expand and diversify your following or customer base.

Typically, a brand will partner with an influencer with identical values to reinforce their own: diversity, hard work, luxury, adventure, etc. Don't disqualify influencers that have a slightly different audience or values. If the commonality between values is communicated effectively, a partnership can intrigue and influence consumers.

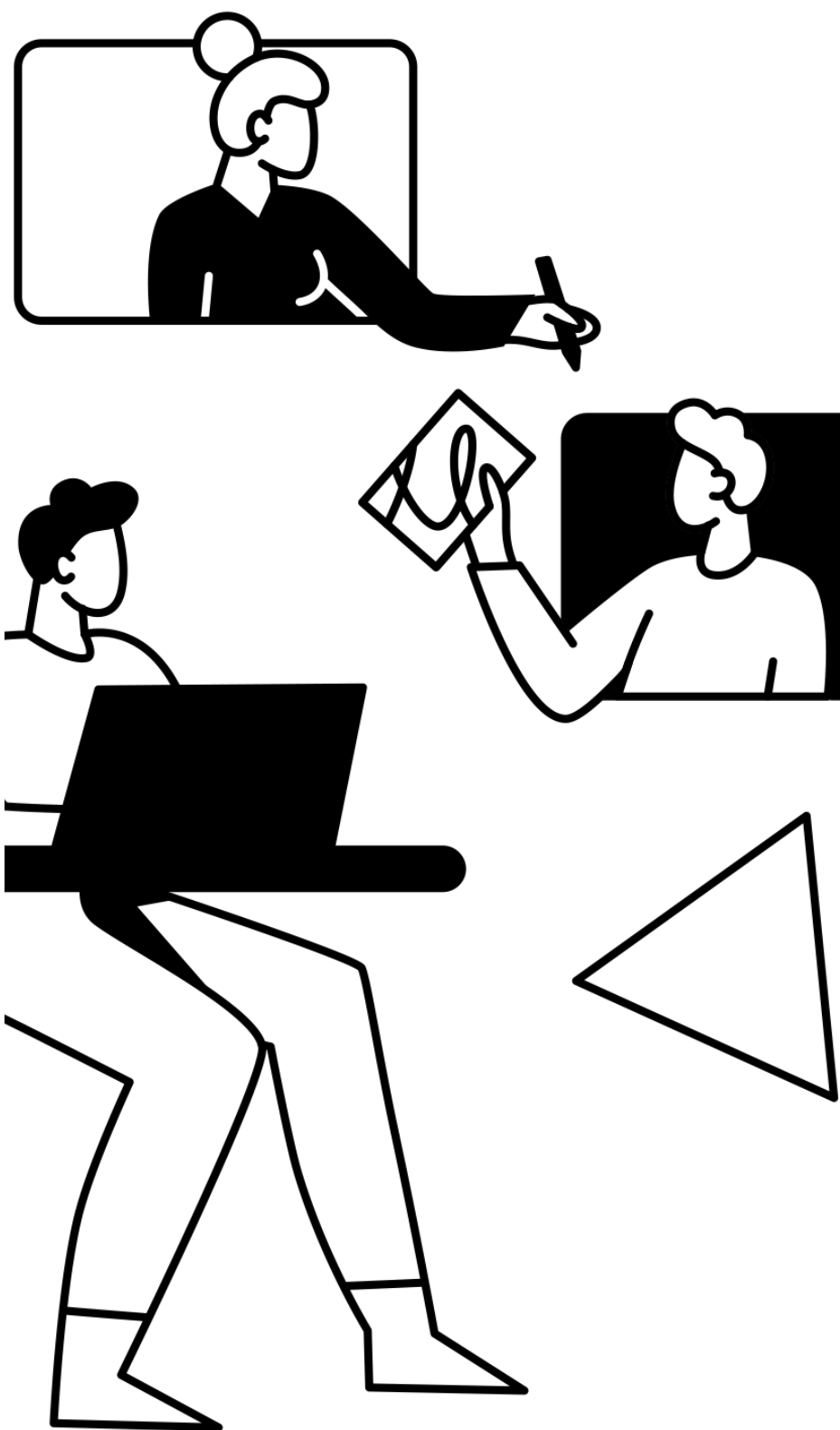
Find out why a particular influencer has an audience. Ask what makes them a successful influencer and what about their messaging gives them credibility. What do their followers value about their content? Is it the information that they receive, the quality of the content, or the entertainment? Connect these strengths with the influencer's ability to help you meet your end goal.

How To Price An Influencer

Influencer pricing is very misunderstood by the industry. The top two misunderstandings are that 1) pricing is dependent solely on the influencer and 2) the following and engagement of an influencer should dictate their price point. Here we discuss a few questions and misunderstandings regarding influencer pricing while offering some solutions.

The effectiveness of the channel is the true currency in influencer marketing. Not the size or relevance.

Understand the nature of the agreement from the influencer's perspective. Influencer marketing is a collaboration. Brands don't understand this: effective influencers view brands the same way that brands view influencers. Would you pay any two influencers the same rate for an opportunity? Similarly, an influencer will charge brands differently depending on the brand. The most effective influencers don't price based on the size of the brand, but the ultimate benefit to their audience and their brand. You can't price an influencer without the brand.



PRICING INFLUENCERS

Credible Influencers

Brands who equate an influencer's follower count to their worth haven't yet figured out effective influencer marketing. Consumers are moved by need and credibility above all. Many consumers who follow celebrities and engage with their content don't necessarily view them as credible: they don't respect their opinions or judgement. Instead, they follow them for entertainment.

Therefore, when an incredible or untrustworthy influencer makes a post with their recommendation for a product, many followers will not pay this much attention, much less be moved to purchase.

Attention Vs Awareness

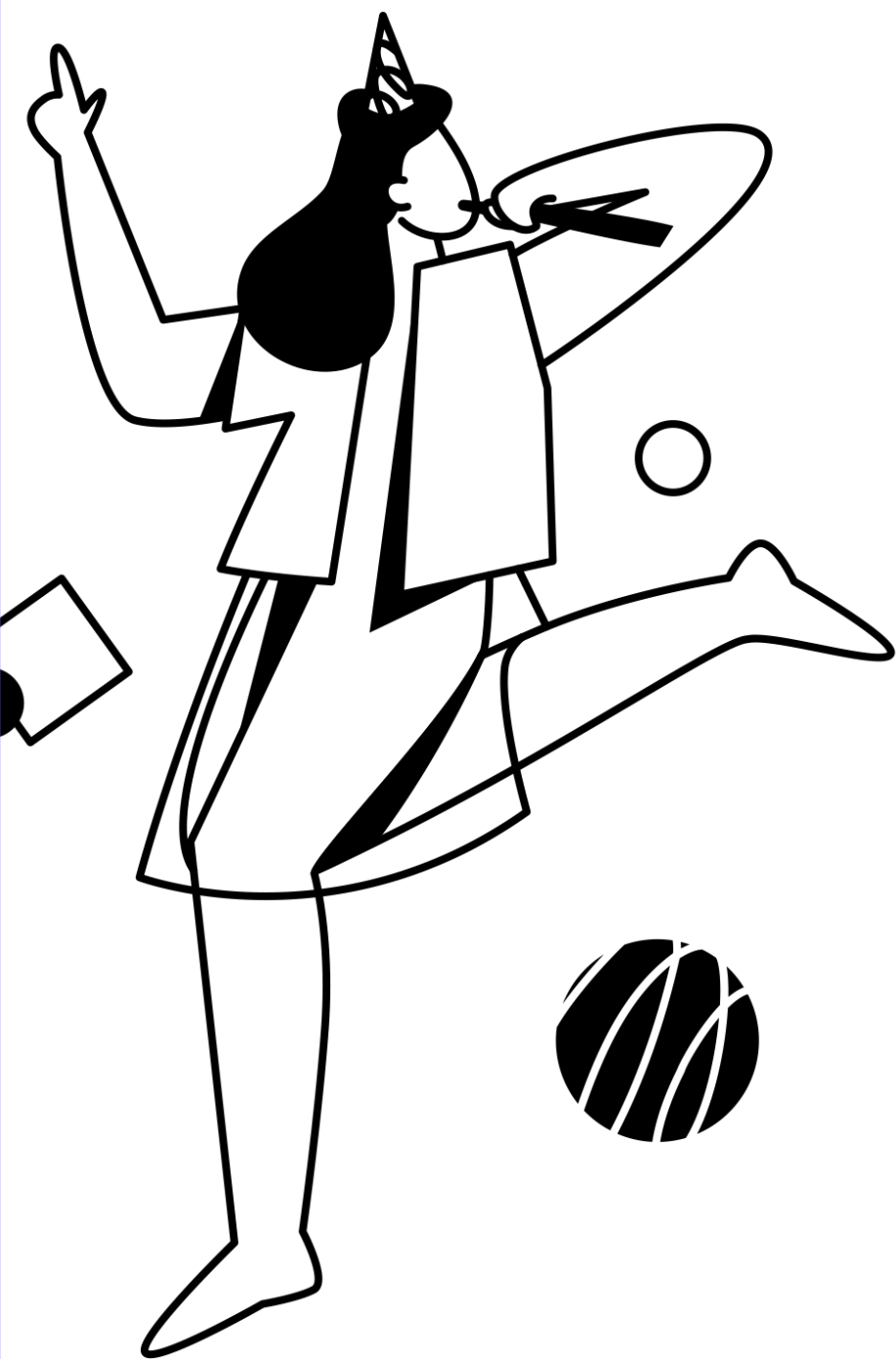
Brands may rely on the expansive following of influencers to spread awareness even if it's latent. However, those who rely on latent advertisement and seed planting disregard one simple fact: the volume and variety of content that we consume on a daily basis is

Contact a variety of influencers with a variety of offers. Gauge how their price point varies with their following and engagement. As mentioned earlier, influencer pricing can be very situational and often depends on more than the influencer. Furthermore, the influencer marketing industry is very un-standardized and growing rapidly. As a result, most reports or survey findings will be fairly inaccurate. Therefore, the most accurate way to price influencers is by asking. Conduct your research internally in order to understand pricing as it relates to your brand.

Following and engagement are not the end all for influencer pricing. Value is determined by how much the decision making of those followers is influenced. However, basic metrics can be good indicators for establishing a baseline for pricing. A few basic metrics to check include followers, likes, comments, and shares. In some cases, presence on other different platforms can also be an indicator of value. It's true that an influencer can have a significant following on one platform and limited influence on other platforms. However, dedicated following on multiple platforms can often be a sign of a person with real influence.

Are you looking for a story post, feed post, or just content? Be intentional about what you're looking for.

Are you looking for content or a story post because you want to engage this influencer, but don't have the budget for a full post? Do you want a story feature because you want to leverage the features of instagram stories to take a poll and gain feedback? Do you require a story post in order to portray strong support for your brand and a concrete collaboration? You may want the content from the influencer because showing the influencer's support to your following is sufficient to reinforce your existing base. This may be true in a situation where you want your existing following to purchase a product as opposed to increasing awareness or acquiring new customers.



MEASURING THE SUCCESS OF YOUR CAMPAIGN

Use tools that allow you to measure how much the influencer contributed to your business growth. This will allow you to continuously improve your price point as you continue to engage influencers.

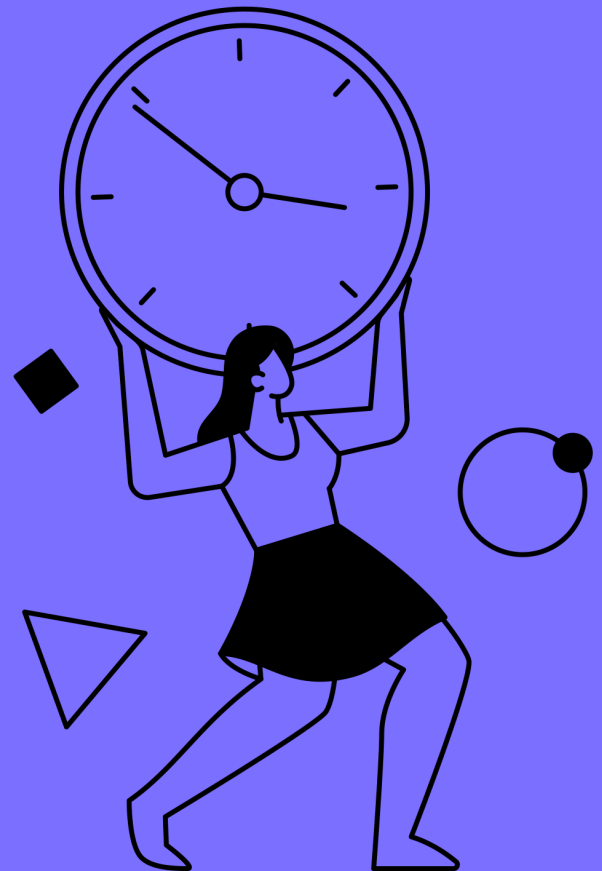
An influencer may contribute to the overall awareness of your product without increasing sales dramatically. Success for a brand awareness campaign can be measured through via engagement that comes in the form of likes, comments, and shares. This is often true of larger influencers that reach many people but don't move many people to purchase relatively.

On the contrary, microinfluencers may have a smaller reach while having more influence on each member their audience. They may not receive as much engagement on their posts, but they may contribute to more sales per follower than larger influencers. Using referral links for your influencers is the most direct way to measure the contribution of each influencer. This can be tedious and dif-

WHY RUNWAE?

What we do best

Runwae is a free platform for agreements between brands and influencers



INFLUENCER PROPOSALS

Just say what you're looking for and why in the caption of your post. Then receive countless proposals from experienced content creators for your influencer marketing campaign. Take the stress out of getting quality content for your brand. Let your influencers do the work for you!

TOP SPEED

Why wait for sales? Leverage influencers to reach your target market directly. Get setup on Runwae and start your campaigns within minutes. Once you post your campaign on Runwae, influencers will show interest and you can engage those that are the best fit for your marketing campaigns.

SECURE AGREEMENTS

Runwae is designed specifically for agreements between brands and influencers. Accept or reject proposals before submitting payment for an agreement. Payments on Runwae are handled through stripe, so we don't save any sensitive information.

SHOWCASE PRODUCTS

When you post a product on Runwae as an influencer marketing opportunity, it will be viewed by a network of growth oriented brands and influencers. You'll be marketing your products as you set up your marketing campaigns.

A BEGINNER'S GUIDE TO INFLUENCER MARKETING

Brief Summary

SETTING GOALS

What's the desired outcome of your campaign?

After identifying intentional goals, you'll be ready to find the influencers that will be strategic in helping you meet those goals. Depending on your phase of growth, your goals may vary on the scale of awareness to sales.

AUDITING RESOURCES

What can you afford to allocate to your marketing efforts?

Outline your budget for your campaign. Be resourceful in terms of what you can offer an influencer as an incentive for an agreement. Alternatives to money can be product samples or merchandise.

FINDING INFLUENCERS

Use the right tools for the best results.

Check your hashtags and mentions for loyal consumers. Search inexpensive influencer databases online. Find online networks that lend to influencer discovery and matchmaking. Reach out to influencers that you admire.

CHOOSING AN INFLUENCER

Be intentional but keep an open mind.

Check the influencer's audience to make sure that their following is supportive and responsive to their content. Remember that an influencer's audience doesn't have to be identical to yours. Use your influencer's audience to expand and diversify yours.

PRICING AN INFLUENCER

Determining how much you should compensate an influencer

Following and engagement metrics are not the end all for influencer pricing. The effectiveness of the channel is the true currency in influencer marketing. Conduct your own research to understand influencer pricing as it relates to your brand.

MEASURING SUCCESS

Continuously improve your marketing efforts.

Success is relative to the goals that you have set for your marketing effort. Make sure your measurement methods can inform how well you've accomplished your goals. Use these results to modify your approach to influencer marketing in the future.

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