



INFLUENCER 101

An introductory guide to kickstart effective influencer marketing campaigns.

Why Influencers?

Influencers produce native ads for loyal fan bases that resonate with consumers and enhance overall ad performance.

Top performing influencers can be leveraged to run more targeted paid ads which have higher authenticity leading to better conversion rates.

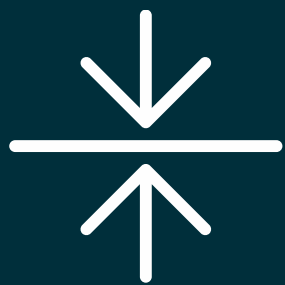


✓ **AUTHENTIC**

✓ **NATIVE**

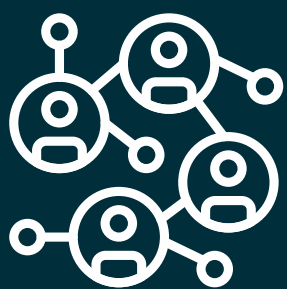
✓ **TRUSTED**

How to Know it's "Working?"



Align business objectives with your measurement framework

Strategically utilize influencers across platforms to meet objectives, while avoiding vanity metrics



Leverage 3rd party partners to answer questions such as brand lift, sales lift and foot traffic lift from influencer campaigns

Measurement Plan Tips



Have a clear plan for measuring organic and paid impressions



Ensure proper UTM tagging & utilize Google Analytics



Determine if non-working costs will be included in campaign evaluation



Determine if posts will be amplified from the brand's page

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