



Influencer marketing

The ultimate guide by theright.fit



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Intro- *duction*





What is an influencer?

We've actually always been influenced. Would you believe that well before the age of the 'influencer' your purchasing decisions were being influenced?

The power of persuasive purchasing and decision making has always been an inherent part of any brand's growth strategy; the 'influencers' just looked a little bit different back then. Whether it was the Spice Girls showing young girls what they "really really wanted" or Roger Federer flexing his new Rolex watch, the ability to shift consumer behaviour has always been apparent.

Thanks to the evolving nature of digital platforms, brands no longer need to rely on word-of-mouth or foot the bill for a celebrity to endorse their brand. Thanks to social media, it has become super easy for brands to build a sense of community and a loyal following.

Social media opened up the floodgates to endless possibility; anyone could be an influencer and it fed real opportunities back to smaller businesses who traditionally hadn't had the budget to push their brands. That's why the power of the influencer has so quickly become a million-dollar business.

Today, influencers fit into the following categories:

- Celebs: Artists, Athletes & Pop Culture Stars
- Industry Experts & Thought Leaders
- Macro, Micro or Nano Influencers
- Bloggers & Content Creators

I know what you're thinking - if anyone can be an influencer, if any brand can access these platforms, then how do you succeed? How do you cut through the noise to make sure your brand and message is not only heard but is shared?

Well, it's simple. And you've definitely come to the right place.

Welcome to theright.fit. We are here to take all of the fuss and clutter out of the equation, to make sure you get the reach, engagement and awareness you've been hoping for. So let's get started: here is your 'go-to' guide on influencer marketing.

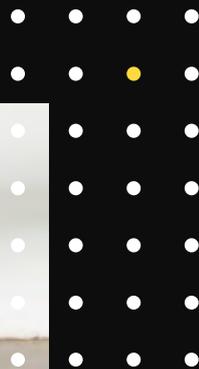
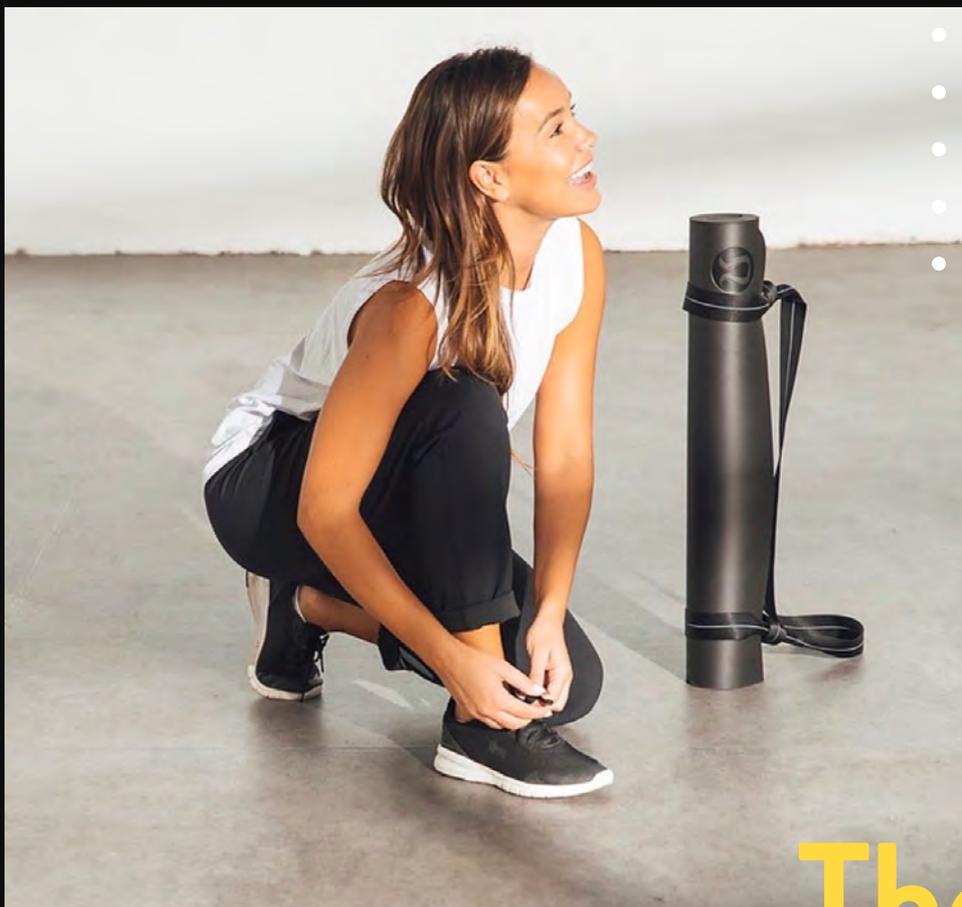


Why use influencers?

Influencer marketing gives brands the opportunity to engage with a broader community of potential customers, as well as increase sales in a new and engaging way. Leaving behind the often expensive and difficult parameters set out by traditional forms of advertising, influencer marketing offers brands an alternative path to building a strong and loyal following.

The benefits are short and simple:

- **Authoritative Voice:** It gives all brands an equal opportunity to position themselves as an authoritative leaders within an industry.
- **Content Quality:** Working with an influencer will help you create high quality and authentic content at scale.
- **Reach:** Working with an influencer expands your reach. Influencers come with an already built-in fan base. With their help alone, you have the opportunity to share your brand's story with a greater audience than ever before.
- **Increase sales and keep your customers:** Influencers already come with a loyal customer base. Whilst some brands often struggle to create a long lasting, trusting relationship with their customers, an influencer already has it. The likelihood of someone returning is 37% higher than other more traditional forms of marketing.



The stats



Influencer marketing stats

Influencer marketing is the fastest growing form of marketing globally, with platforms such as Instagram reaching 1 billion monthly active users and being well on its way to the second billion.

These Instagram users post 95 million photos and videos and upload 400 million Instagram Stories per day. Instagram users 'like' an incredible 4.2 billion posts every day.

With this level of engagement and amount of content available, the quantitative success of influencer marketing really speaks for itself.

Scroll to the next page to see why influencer marketing is an affordable and essential part of the marketing mix, with a great ROI!



Instagram users post 95 million photos and videos every day



Instagram users post 400 million 'stories' every day



Instagram users 'like' 4.2 billion posts every day



93% of brands use influencer marketing as part of their marketing strategy.

49% of consumers depend on influencer recommendations for products and services.

60% of Instagram users say Instagram is where they go to learn about a product or service before purchasing.

87% of brands see it as an efficient and effective way to create authentic content.

71% of consumers are more likely to make a purchase based on a social media recommendation.

95% of brands believe influencer marketing to be an effective tactic.

\$6.50 On average, businesses generate \$6.50 for every \$1 invested in influencer marketing.

39% of brands plan to increase their influencer marketing budget this year.

93% of marketers spend more than \$10,000 on influencer campaigns.

97% of influencers charge less than \$500 for every sponsored post.

Influencer types

We're sure you've heard the terms 'micro' and 'macro', but what does it all mean? And what's right for your brand? Well, this list helps demystify those industry terms!



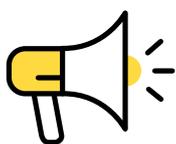
Mega-Influencers

Who are they:

These are the top-tier influencers, who are often celebrities and other well-known social media stars with the highest following. Think Kimmy K, Gigi Hadid and Kayla Itsines. They're likely to have a following in the millions and are the highest paid influencers in the industry.

Why use them:

Whilst mega-influencers come with a large price tag, they are the ones to engage if you want your brand to be recognised globally. Because they have a huge loyal following across all their social channels, their content is able to reach a vast audience quickly, giving your brand optimum exposure. Using one of these names also gives your brand the kudos of being promoted by a highly recognisable public figure.



Macro-Influencers

Who are they:

These influencers have 100k to 1 million followers and usually obtained their fame from the internet, whether through blogging, going viral or being a social media star. Most earn their living as a full-time content creator (i.e. Bloggers, YouTubers, Editors, Journalists,). Prices for macro-influencers vary on a campaign-to-campaign basis and on the particular influencer. Many who are experts in a particular niche (e.g. gaming) can command higher fees than general lifestyle influencers.

Why use them:

Macro influencers really are the happy medium between micro- and mega-influencers, as you really get the best of both worlds. They have large, usually engaged and loyal audiences and work well for brands looking to advertise to a specific niche audience (i.e. fitness, fashion or beauty). So, if you are trying to target a certain audience but still want to target the masses, macro-influencers are the way for your brand to go.



Micro-Influencers

Who are they:

Micro-influencers are the biggest group of influencers on social media. They are often known for being topic or industry experts (i.e. vegan foodies, travel experts or fashionistas). Since they are often experts in their subject and are passionate about it, they've gained credibility and a very loyal audience. Micro-influencers have under 30k followers and usually have some experience working with brands.

Why use them:

Micro-influencers are the most effective in terms of getting loyal followers with their established "trust-factor". Their followers know that they would never promote something that they don't like or care about, so this will work in your brand's favour if you are able to leverage the niche that made them "famous".



Nano-Influencers

Who are they:

Nano-influencers are Instagram users who have under 5,000 followers. Their accounts are neither glamorous nor polished, photos are neither posed nor retouched with dozens of filters. They give the feeling of being a guy or girl next door.

Why use them:

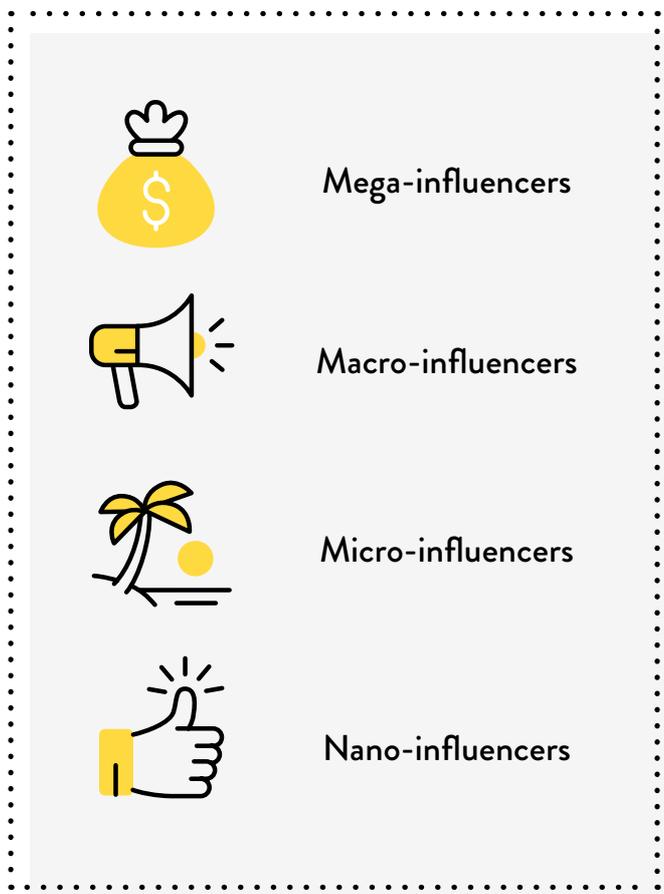
Today, it is commonly thought that a big number of followers means there is an actual influence on people. However, a word from a small influencer can have a much bigger impact than one who has hundreds of thousands of followers. Leading brands have learned the value of this new trend and have already included nano-influencers into their marketing strategy. They have very close relationships with their followers, and because of this their engagement levels are much higher. Nano-influencers are admired by their following, as it seems as if what they have could almost be attainable. They are also a more cost effective choice for brands.

Our advice?

When trying to decide on which type of influencer to engage with, it's important to think about your main goal for the campaign.

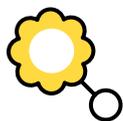
Are you looking to raise brand awareness, and are you looking to reach audiences globally? Or is it to increase sales and in a particular niche? Who you look to work with is of course also dictated by your budget.

It's important to make the right decisions for your brand, one that authentically reflects the kind of message you are wanting to share with your new and existing customers.



Common influencer categories

The great thing about influencer marketing is there is a niche for almost everything! Looking for a vegan foodie in NSW with kids? You bet you can find one that matches just that! We've broken down for you some common categories that are used to define influencers and common categories that campaigns are executed in.



Mummy/Parenting:

Mummy and parenting influencers share their parenting, family and mother/fatherhood journey with their following. They often recommend products and have a very strong and loyal following. They have the ability to try new and different products and give an authentic review to their viewers. Mummy and daddy bloggers can be a great way to turn a brand into a household name!



Business/Finance:

Business and finance influencers cover all types of industries, including the realms of many business topics (marketing, sales, technology, entrepreneurship, retail, etc) and personal

finance. While financial influencers are often most popular on Twitter, LinkedIn and through their blogs, many are using Instagram as a way of engaging with their customers as well as a way to acquire new customers.

Business and financial influencers can be anyone from an entrepreneur or small business owner to a mortgage broker or financial planner. You can also look at larger names like Mark Bouris, David Koch or the judges of Shark Tank! These kinds of Influencers are trusted by their digital community and are a great way of getting the voice of your brand or company, especially for those in the B2B space.



Tech/Gaming:

Gaming influencers review games, live stream and promote competitions in their field. Tech

influencers inspire curiosity and creativity in the tech world, teaching tips and tricks and motivating people in their community. Tech and gaming influencers can be anyone from a professional online gamer or a software developer to a self-professed 'tech head'. Their following is profusely loyal and will often vet any purchasing decision by them, following their products endorsements.



Beauty/Makeup:

A beauty influencer's popularity comes from sharing their expertise on the topics of skincare, hair care and makeup. Popular beauty influencers amass enormous audiences who trust their beauty advice, tutorials and product recommendations.

Beauty and makeup influencers hold great persuasive power when it comes to making purchasing decisions. These kinds of influencers won't necessarily be makeup professionals in the traditional sense, but their self-taught expertise is valued and trusted by their loyal following. You can find these influencers across all channels, but predominantly YouTube, Instagram and TikTok.



Sustainability/Eco:

These influencers use their platforms to promote sustainability around food, clothing, consumption and living and promote eco-friendly products through their own shops and e-commerce sites. They have a loyal niche following and have built a very strong voice of authority with their audience.



Fitness/Sports:

Fitness and sports influencers have a strong following, inspiring their audience to take up a new sport, try a new sports drink/food/supplement, trial new fitness equipment and basically inspire followers to have a similar lifestyle. These kinds of bloggers could be an athlete, a retired sporting star, a personal trainer or simply someone who has a strong interest in fitness. Many also have not just a social following, but often their own training programs, websites for hosting blog content, or host face-to-face training sessions, so are a fantastic way to create a comprehensive online and offline campaign.



Fashion:

Fashion influencers create content of all kinds, including 'Try On Hauls', static images/photos, styling videos, unboxing stories, and much more, that have the power to influence the opinion and fashion purchasing behaviour of their following. They will share with their followers style tips, ensuring their followers are exposed to the go-to pieces for each season. These influencers are usually found on visual channels like Instagram and TikTok.



Health/Wellness:

Health and wellness influencers frequently post about supplements, healthy foods, vitamins, meals, cooking tips and balancing work and life commitments. They promote a healthy, natural lifestyle to their following, with tips and tricks on how to achieve that. They could be a spiritual adviser, yoga instructor, meditation coach, nutritionist, or merely someone who is passionate about living a healthy, well rounded lifestyle.



Travel:

Travel influencers can promote destinations, hotels, services or products associated with travel, such as luggage, insurance and airlines. Travel influencers can be adventure based, luxury or alternative, sharing with their community travel recommendations and must-do activities that match their followers' interests.



Food:

Food influencers post reviews of restaurants, posting about specific menu items, as well as images of themselves at various restaurants/cafés and writing recipes using a brand's product. They may be a chef or just a 'foodie'; their often quick and easy-to-learn style of cooking is what gains them such a strong and loyal following.



Where should I use an influencer?

Influencers can engage with their followers across a multitude of different digital platforms. Influencers are able to create engaging content that can be presented uniquely across all of their social channels, giving brands a unique opportunity to engage and acquire new customers in a way they haven't been able to before.



Blogs:

Long-form content for SEO generally starts at a minimum of 500-800 words. Most bloggers charge depending on the amount of website traffic they receive each month.



Instagram:

Instagram really is THE platform to engage with today. The platform offers multiple different ways of engaging with followers, but most importantly, it enables influencers to tag and comment on the brand and why they like it. Instagram's images (if negotiated) can last for years, so we recommended using Instagram if you are looking to make a more long-term and meaningful statement.



LinkedIn:

LinkedIn is a great place to post B2B marketing campaigns, engaging with businesses on a professional level. Influencers on this platform are most likely business professionals, business owners and thought leaders who are deeply respected within their industry.



Snap Chat:

Snap Chat offers a more instantaneous form of communication. The short clips are only live for a certain amount of time and can only be viewed once by followers. It is perceived as being more casual and informal. This platform could be used to reinforce a message for a brand as part of a longer campaign spread over multiple platforms.



TikTok:

TikTok is about entertaining, offering an outlet for influencers to show their creative side.

The short 2-minute clips are an opportunity for brands to highlight their product in a more playful and entertaining way.



YouTube:

Because YouTube videos take more time in planning (crafting a storyline, organising props, writing scripts), shooting and editing, including music and overlays, these are generally more expensive than the other channels. \$3,000+ is generally the starting rate for a high quality YouTube video to be shot and shared by an influencer. These rates increase depending on the type of video required (i.e. if it requires them to film in multiple locations on multiple days), editing and the size of the YouTuber's following.

The next steps





4 steps to tracking a campaign's success

Like any digital marketing effort, the success of your influencer marketing campaign should be determined by both qualitative and quantitative analysis. It's important to learn how to use influencers in a data driven way. Here are some tips to ensure you are able to meaningfully track the success of your campaign.

Step 1.

Start by setting your campaign goal

Think of very specific goals based around realistic targets (i.e. boosting brand awareness, improving consideration, increasing conversion, growing customer loyalty, increasing your followers, driving sign-ups to your newsletter, or many more).

Step 2.

Define success metrics

The best types of targets are SMART: Specific, Measurable, Attainable, Realistic and Timebound. Consider mapping your desired performance against your goals as well as a Unit Cost Per Result.

For example, if your goal is brand awareness, your target could be to achieve a reach of 100,000 new followers. If we assume that your

budget is \$1,000 for hiring influencers, your targeted cost per reach would then be $\$1,000 / 100,000 = \0.01 Cost Per Reach.

Step 3.

Track your campaign

There's a number of ways to track the campaign and each influencer involved.

- **Self-reporting by the influencer:** The influencer can let you know the insights from their post by providing the number of likes, comments, reach, impressions, etc from Instagram, or the number of views, likes and comments on Facebook and Instagram, etc. They can give you screenshots to verify this.
- **Use UTM Parameters on Google URL Builder and Google Analytics:** For campaigns that have a conversion element, it may be useful to set up your Google Campaign URL Builder to monitor specific clicks to your



campaign landing page, clicks that have been driven by your influencer's campaign activity.

- **Use a coupon code:** If your focus is direct sales, you can use a unique coupon code per influencer that provides a discount and see how many times this has been used. Unfortunately, this doesn't capture traffic to the website or visitors to your Instagram or Facebook page that an influencer may drive, which is very valuable, as you can retarget these people with ads.
- **Use the 'in paid partnership' feature:** You can do this if the campaign is on Instagram and your brand has access to this feature.

Step 4.

Calculate and measure ROI

Finally, you should calculate and measure the ROI that you've achieved through your influencer marketing campaigns.

To compute your ROI from an influencer marketing campaign, here's what you can do:

- a. List your influencer marketing goal, i.e. awareness, consideration or conversion.
- b. Track the performance that you've achieved in terms of KPIs, e.g. total no of people reached, total number of video views,

total number of sign-ups, etc. If you work with multiple influencers, you can use the techniques above to easily monitor the performance due to each influencer.

- c. Estimate the cost of your campaign, e.g. fees paid to influencers, man hours used to manage influencers, agency fees to manage influencers, etc.
- d. Estimate the Cost Per Result for your campaign. This can be your Cost Per Reach, Cost Per Video View, Cost Per Sign-Up, or even Cost Per Sale.
- e. If your campaign involves generating actual product sales, you can compute your Campaign ROI by using the following formula:

Total Influencer Campaign ROI: [(Revenue - Cost) / Cost] X 100

This can be expressed as a percentage and can be assigned to individual influencers, so long as you can attribute that sale to him or her.



Analytics on theright.fit

On theright.fit platform, each influencer has an ‘analytics’ tab you can see directly on their profile before engaging them. This gives you all the information on their audiences and many other areas, so you can decide if they are the right influencer for your brand and campaign.

The information you can see on their analytics is more detailed than just the insights you can get from Instagram. Below is a list of all the information we provide about influencers on our platform for our customers!

Engagement rate:

The percentage of the influencer’s audience that like/comment on a post. Don’t be concerned about low numbers - an excellent engagement rate is 4% and above! Between 1-3% is a good rate, so look for influencers in this bracket.



Total followers:

The up-to-date, total number of followers the influencer has on any of the social channels they have an active presence on.

Job’s booked:

The number of jobs the talent has booked and successfully completed through the platform, so you can see how experienced they are.

Theright.fit star rating:



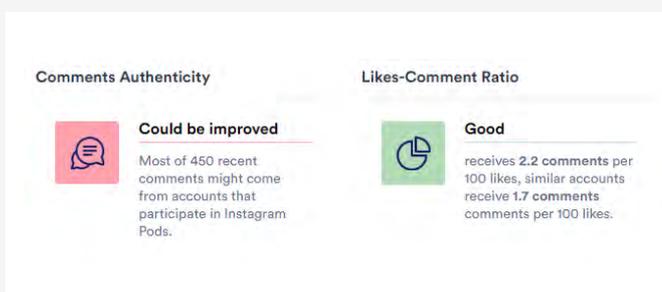
This is the average rating by theright.fit clients who have booked the influencer previously. This is a fantastic way to see the experience that other brands have had with this person, and you can read their reviews and feedback.

Average engagement per post:

The average sum of both likes and comments this influencer receives on their posts.

Comment authenticity:

This checks that the comments are genuine, from authentic Instagram accounts, i.e. not just an emoji or a bot saying “nice page!” It is important to see that the comments are authentic and that their audience is genuinely interested in the content the influencer creates.



Likes/comment ratio:

This checks how many genuine comments the talent gets per 100 likes.

Audience follower trend:

It's important to check this graph to make sure there have been no large spikes in a short period of time. This would imply they have purchased their followers.

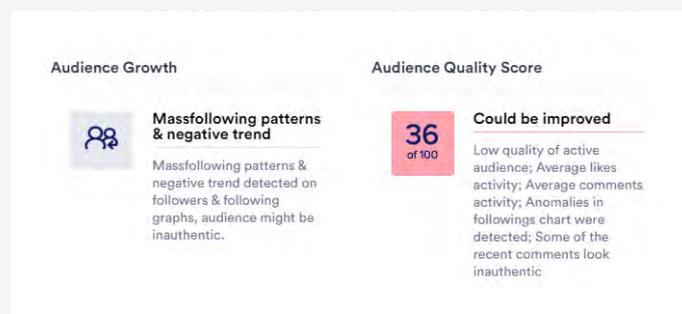
We want a slow, organic growth trend across the time period. If there is a large spike in follower growth, be sure to enquire with that influencer as to why. They may have been on a TV show or similar, but it's important to find out!

Audience following trend:

This is important to check to see that they haven't been doing mass following and then unfollowing in an attempt to gain followers, leading to an inauthentic audience. Again, you want to check for slow, organic growth or level trend in activity.

Audience growth:

This will give you a simple explanation as to whether we believe they have or haven't engaged in inauthentic following.



Audience quality score:

Once you have made sure their following is genuine, you want to make sure they are engaged with the talent. This score tells you whether their audience comments or likes their posts regularly.

Audience reachability:

This tells you the percentage of accounts that follow the talent who have less than 1,500



followers themselves. This would imply they are 'real' Instagram accounts, and not bots or fake followers.

Audience authenticity:

This gives you a breakdown on the number of accounts our algorithm believes to be genuine people who follow the influencer.

Post frequency:



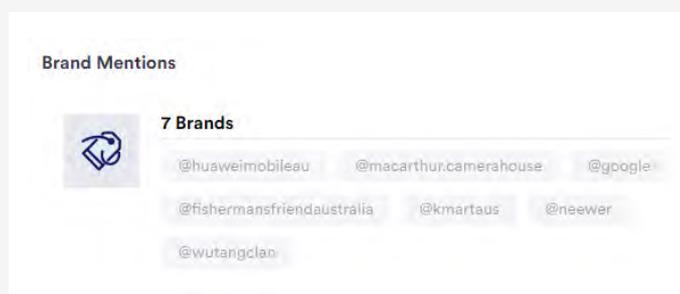
This is the average number of posts the influencer does each week. This gives you an indication of how active this influencer is on Instagram.

Brand mentions:

This is the 3 main categories the influencer usually posts about. This is important to check, as this is the content that their audience is interested in and the reason that they follow this influencer.

Brand mentions (tags):

These are the brands the influencer has tagged in the last 3 months. This is an easy way to check if they have posted about a competitor brand, or a brand that doesn't align with your brand values.





Influencer marketing campaign checklist

Have I set my goals for this campaign?

Remember to check they are SMART goals!

Who is my target audience for this campaign (age, location, interests, gender, etc)?

Ensure your chosen influencer reflects this and it is clearly outlined in your brief.

Have I identified what channels will be best for my campaign?

Now that you know which social platform is best for each audience, decide which platform you want to find an influencer to execute your campaign on.

Have I put together a brief? Have I provided reference images or a mood board?

Taking into consideration all of the information you have thought through above, take time to think through specific features and aspects of the campaign you would like to be included. What do you want the look and feel of the campaign to be? How many posts would you like created? Mood boards and images are often a great way to express the aesthetic you are after. The more detail you include the better.

How many posts do I want them to do? And on what channels?

Instagram, Facebook, Snapchat, Instagram Stories? Be specific with what you require.

What hashtags and brand tags do I want them to use?

Where would you like them? Tagged on the photo or in the caption?

Is it OK for other brands to be featured in the post?

If not, make sure you mention this clearly in your brief.

Would I like to approve the image /copy before it's posted?

Make sure it is clear with the influencer whether or not you would like final approval of all content before going live.



How long do I want the content to stay online?

Be specific, e.g. 1 week, 1 month or indefinitely. Ensure your budget reflects your request.

Have I checked the engagement rate of the influencer?

What sort of brand sentiment do they receive on sponsored posts? What did you outline in your SMART objectives? What does success look like on this campaign?

Have I checked their audience are similar to my target audience?

Check that gender, age and country align so that I know I'm speaking to the right people. It's incredibly important that the Influencer's audience is reflective of your brand's customers.

Is the chosen influencer aligned with my company?

Do they have on-brand content on their socials? Do they stand for the same moral and ethical things your brand stands for? Are the same things important to each brand? This is important to ensure the authenticity of the collaboration.

Have they worked with a competitor brand in the last 3 months?

Is there a conflict of interest for you? Have they worked with one of your competitors in the last 3-6 months? Have they ever supported a conflicting product? These are important things to establish before selecting your influencer.

Will you be providing them with the product?

Ensure you ask them for their best address and factor mailing the product into your lead time. Make sure you make it clear whether or not the product should be returned to you after the content has been created.

Have you set up tracking so you know the ROI of the campaign?

Whether it's coupon codes, bitly links, hashtags or self reporting, make sure you set up a reporting framework to ensure you can track the overall success of the campaign from the start.

Have I confirmed everything in writing with the influencer?

We've got you covered! On theright.fit this is done automatically with legally binding contracts.



What is contra collaboration?

Contra is when the influencer is 'gifted' a product and/or service to review and create authentic content about. In this instance, the influencer is not paid for their work, but rather the payment is the product or service itself.

This is a great option for businesses that have an attractive and unique product and/or service to offer an influencer but who may be lacking budget to support an influencer campaign.

Here are the answers to some common questions about contra collaborations using theright.fit contra collab tool.

Can I dictate what the influencers posts or writes?

Contra is a collaborative relationship. Don't forget that they know their audience best and what will resonate. We recommend giving them all the information they need on the brand/product/service and then letting them do their thing!

If you want to control the messaging and type of post, then a paid campaign is the best way to go.

Do I have to pay the influencer?

No. Contra is a barter arrangement between two parties who exchange goods or services without any remuneration reward.

How many influencers can I collaborate with?

As many as you'd like! There is no limit on the number of influencers you can gift using the contra collaboration tools on theright.fit

How many offers can I run?

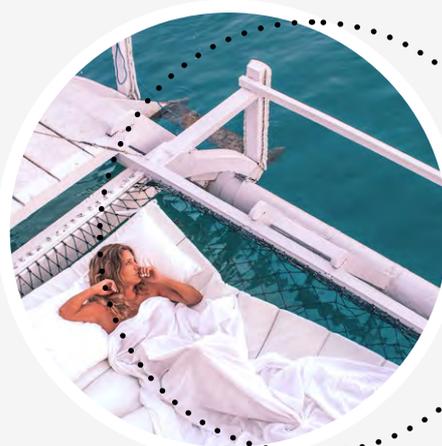
As many offers as you'd like! If you're a PR agency, you can use this for multiple brands. If you're a brand, you can use it for multiple different products or campaigns (i.e. Mother's Day, Christmas, etc).

Can I invite influencers to attend media events or launches?

Absolutely! We know the importance of getting the right crowd in the room. You can list your event invite and influencers can apply to attend, making sure you get the best social coverage of your event.

How else can I use this to help my brand?

You can use contra arrangements to build up Google reviews, Facebook reviews, ask for testimonials to use in your marketing material, or even to create content that the influencer doesn't share, but you use on your channels (before and after photos are a great example of this)!





How to write an influencer brief

Giving an influencer a clear brief is fundamental to your campaign's success. Empower the influencer with as much information on your brand, the product and what you'd like them to help deliver as you can. Then let them bring the content to life in a way that will resonate best with their audience.

Remember, be clear but don't be dictatorial - they know their audience best and you're engaging with an influencer because they have built this trust with their followers.



Campaign overview:

A large rectangular area defined by a dotted border, intended for writing the campaign overview.

Mandatories:

A large rectangular area defined by a dotted border, intended for writing the mandatory requirements.



Reference images & mood board:



Example brief

Client: Olchoo Industry / www.olchoo.com.au

Product you will be promoting: The new socks by Olchoo. Funky designs created by local Australian artists, made with organic cotton.

Contact person name & email: Sally / sally@olchoosocks.com.au

Date for content approval: Please send content and caption for approval by Monday 25th May.

Date for publication: Content must go live before the 30th May.

Reporting requirements: Screenshot of insights must be provided to sally@olchoo.com.au 72hrs after the post is complete.

Instagram links to tag: www.instagram.com/olchoo. Please pin tag in the photo and also reference @olchoosocks in the caption.

Campaign Hashtags: #olchooindustry #olchoosocks #australiandesigners #sockaddict #olchoosocksathome

Deliverables:

1 x In-feed Instagram post to remain online no less than 60 days

Minimum 1 x Instagram Story with swipe-up link to www.olchooindustry.com.au/socks

High-res images provided to sally@olchoo.com.au



Campaign overview:

Repurposing some artwork by iconic Australian designers, we have created some fun socks for your everyday wear. They are soft, easy to wash, reversible and made for both men and women. We love them for work and home, and 10% of proceeds go to supporting the Australian artists too! Made in Sydney by Australians, for Australians. Supporting local.

To support the launch of the new product, we are looking for our selected influencers to:

1. Let their followers know that Olchoo Industry now sell socks
2. Let their followers know that they can purchase this online direct from the Olchoo website
3. Tell their audience that this product also supports local Aussie artists.

Mandatories:

Must be clearly a post about the product, including a call to action to your audience to try/ check it out for themselves.

Brand Instagram handle must be mentioned in the copy of the post, as well as pin tagged in the photo.

Hashtags must be used at the end of the first caption.

Reference images & mood board:





Setting a budget

Make sure that you establish a realistic influencer marketing budget that enables you to engage with platforms to track your ROI as well.

If you are unsure of where to start when it comes to establishing a budget we recommend:

- a. Benchmark with online ads - how much are you spending for a cost per click or cost per acquisition on other marketing channels? This can help you set similar rates for reaching a similar number of followers via influencer marketing.
- b. Benchmark with offline advertising - when you use an influencer don't forget that they are also the photographer, stylist, model, editor, retoucher, creative director all in one! How much would it cost you to hire all of those elements and create a photo shoot yourself? Consider that when setting your budget
- c. Review our budget guide or ask influencers for quotes for their work - this will then help you craft a campaign you can afford, based on what you want to achieve.

See the following page for the Influencer Rate Card, which will help you set a budget and start your brief.

For campaigns being executed on TikTok, LinkedIn, Twitter, Snapchat or Facebook, think about your budget in terms of:

- How long will it take this influencer to create this content for me?
- How many followers does this person have and how engaged is their audience?
- How likely is this person to positively influence my target audience?
- How much do I want to work with this person?
- How many rounds of revisions or content approval am I expecting?
- What is the value of their audience and the endorsement to their audience for my brand?

Remember: be realistic and fair in the rates you set for influencers. They have spent a long time, often decades or years, building their following, and this is their profession, so compensate them accordingly.



Influencer rate card

Rates can often differ depending on the type of influencer and the category they fall within. This guide will help you set a indicative budget and start your brief for Instagram influencers.

When calculating rates, please consider the individual influencer, outcome required and content requests. Each influencer can give you a specific quote based on your campaign and requirements.

Followers / account	Ballpark rate / post
3 - 20K	\$75 - \$300
20 - 100K	\$300 - \$600
100 - 250K	\$550 - \$800
200 - 500K	\$800 - \$1,200
500K+	\$1,200+

The rates listed above are to be used as a rough guide only. When calculating rates, please consider the individual influencer, outcome required and content requests. Rates are calculated using an approximate average on theright.fit.



The details



Glossary

We know there are so many different terms being thrown around when it comes to the world of influencers that it can seem a bit overwhelming, so we have handpicked and broken down the key terms to make your life a little easier.

Brand Ambassador

Having a brand ambassador in influencer marketing means that you are engaging with an influencer to become the face of your brand and/or specific product over time. This would mean that the type of campaign you run with the influencer would go on for an extended period of time to ensure the influencer's face becomes a trusted part of your brand. This would usually involve the influencer creating multiple pieces of content across a variety of channels. It is often more effective than a one-off post.

CTA

This refers to the 'call to action' within your campaign. It's important to have a very clear understanding of what you want your influencer to achieve from the get-go. What do you want their followers to do? In other words, is it to purchase a product, download a discount code, sign-up to a mailing list, etc?

Deliverables

This refers to the content or posts that are to be created by the influencer in exchange for monetary compensation. When building out your campaign, make sure you very clearly state what is expected as a tangible outcome from your influencer, i.e. how many posts? On what platforms? How long must they stay live for?

Engagement

This refers to the number of likes, comments and shares a post receives. These numbers are compared to the number of followers the account has. For example, if the account has a high number of followers but a low number of likes, this would be considered 'low engagement'. Below are some rough guides for what is considered low to high engagement rates.

Less than 1% = low engagement rate

Between 1% - 3% = good engagement rate

Between 3% - 6% = very high engagement rate



Impressions

This refers to how many times your content is displayed. An impression means that the content was delivered to someone's feed, not necessarily engaged with.

Reach

This refers to how many people see a particular piece of content, essentially measuring how far its impact reaches.

ROI

This term is pretty standard, meaning 'return on investment'. In this world, it refers to what marketers get in return for spending money on influencer marketing. There are multiple ways this can be calculated; it really depends on what the initial goal of the collaboration was, i.e. increase sales, increase awareness, increase the number of followers or sign-ups to a newsletter, etc.

Sentiment

Sentiment in this industry refers to an opinion that is either positive, negative or neutral that is expressed by the influencer's followers. In influencer marketing, sentiment is used to analyse the audience's response to a brand or influencer's content. It's a way of gauging

whether the audience had a positive response to the campaign or a negative one.

Swipe Up

This is a commonly used call to action that is embedded in Instagram stories. When watching an Instagram story on your feed, the influencer will often encourage their followers to 'swipe up' to shop or view more information. This means a link to your brand's website is embedded in the clip. Once the follower literally swipes up on their screen, they are taken directly to your homepage to hopefully purchase and discover your brand/product further.



Frequently asked questions

Is influencer marketing only for fashion and beauty brands?

Not at all! Influencer marketing can be used across multiple categories and is suitable for all types of clients - including B2B, finance, technology and government. For every industry, there is a suitable influencer on a suitable channel!

Are influencers just hot/good looking people on instagram?

Another common misconception! No, influencers can be journalists, tech experts, mummy bloggers, etc as you've learned in this guide.

As some channels are predominantly visual channels, like Instagram, the images and lifestyle that influencers on these channels present will always be more appealing, but this aesthetic value is only one aspect of their job.

Influencers are incredibly strategic and talented when it comes to content creation. They understand their niche and their audience in such depth that it makes them the greatest selling/endorsement tool for brands to use.

Can I reshare the content?

Yes. If you credit the influencer, you can reshare their content on your social channels.

Can I use the images that an influencer creates on other places like my website?

Not without the influencer's permission.

Wanting to share the content created by the influencer more broadly may add an additional cost to the overall campaign. Make sure you check with the influencer before using their content for other purposes.

Can I ask the influencer not to work with my competitor?

You can ask for exclusivity in the category for a period of time, just like TV, print ads, etc.

However, a non-compete in this instance would cost much more and would need to be negotiated with the talent.

Do I own the content or does the influencer?

The copyright of the content remains with the influencer unless otherwise negotiated with you and purchased accordingly via the contract.



Can I pay an influencer commission only?

No, an influencer can't be held accountable for your conversion, like paying a TV commercial based on sales. The influencer must be paid for the content they create regardless of the outcome. Remember that it takes time, energy and skill to create content. Plus, they have invested a great deal of time in growing and nurturing their audience.

Is influencer marketing an affordable option for small brands/start-ups?

Yes, it is affordable and attainable for all brands, small or large. As discussed in this guide, there are a lot of variants when it comes to influencer marketing, i.e. what type of influencer you use (macro, micro, etc) and how many posts they create for your brand. All of these aspects attribute to the overall cost. However, compared to traditional forms of advertising and marketing, influencer marketing enables all brands to get their foot in the door.

Are there any laws I need to know about?

There are laws when it comes to the types of images you are able to share on social media platforms, and there are also guidelines in place from the AANA about making sure it is clear that influencer posts are clearly distinguishable

as paid or gifted. You can see this guide [here](#).

It is also important to follow and uphold the integrity of theright.fit contract you sign with your chosen Influencer.





What do clients have to say?

“After failing at social media influencers, we were introduced to theright.fit, which has completely turned it around for us. The talent is a community of genuinely wonderful people, all super eager to raise each other up in a collaborative sense. theright.fit is now our first point of call for influencer marketing - we don't know what we did without it!”

Hayley Worley, The Sheet Society

“It was great to have influencers that actually want to create content on the product in return for contra, versus the current strategy of searching for influencers who fit into my brands and hope for the best when we send to them.”

Dianna Mannion, Coty Inc

“Using theright.fit has accelerated Koala's influencer program by enabling me to connect to thousands of talented Australian creators through a quick and seamless briefing process. I've been able to book hundreds of creators, saving me time and energy. I've been on a lot of influencer booking platforms, and theright.fit is by far the best.”

Bernice Averion, Koala

“theright.fit helped us to show over 3.2 million people every day how to #LiveTheFrenchWay through incredible content that really highlighted the beauty and unrivalled luxury of our Sofitel properties, and we couldn't be more pleased.”

Nick Aldrich, Accor Pacific



Just some brands we've worked with





Get in touch

So what's next?

We hope this helped you navigate your way through the exciting and often complex world of the digital influencer. Influencer marketing is an incredible tool. When used strategically, it can have a markedly profitable and positive impact on both your brand and your business.

At theright.fit we have over 12,000 fully vetted influencers ready to pitch for your brand and help bring your campaign to life.

✉ contact@theright.fit

🌐 theright.fit

