



BASSINTEGRASS

# Working with Influencers

How to work with influencers to build trust and drive engagement.



Northern Territory  
**MAJOR  
EVENTS**  
Company

# Working with Influencers

Social media influencers can help market your event to a new, targeted audience.

## Why use influencers?

They can provide you with copyright-free content, help launch an event, or even take over your social media platforms for a while. Depending on what you need, there is an influencer who can get creative for you.

## STEP 1: DEFINE YOUR OBJECTIVE

What do you want to achieve? Do you want to sell more tickets? Grow your social media following? Source quality images? To find the right influencer you need to decide what you want. Set Key Performance Indicators (KPI) and deliverables.

## STEP 2: DECIDE WHAT TYPE OF INFLUENCER

### Bloggers

Bloggers produce online articles that can be found by search engines such as Google. The more positive written endorsements online about you and your event, the better. Long term, bloggers can help increase awareness, build your reputation and drive traffic to your website.

### Social media influencers

There are many different social media platforms. Influencers exist on all of them, and the strength of their content, size of their following and how engaged their audience is varies enormously. Here are a few key facts about the main platforms, to help you decide which ones might be for you:

**Instagram:** Key audience is 18-40 year olds – emphasis on images/visuals

**Facebook:** Key audience is 30-60 year olds – the biggest and broadest platform

**Twitter:** Key audience is 25-45 year-old professionals – emphasis on events and news

**You Tube/Vloggers:** Key audience is 18-40 year olds – emphasis on videos

### Photographers

If you just need some visuals to create your own content, a professional photographer can provide images for your website, print collateral and social media channels. You could also negotiate for high-resolution images from an influencer, especially those on Instagram. It may only cost you lunch or a night's accommodation.

## STEP 3: RESEARCH YOUR INFLUENCERS

### Are they right for you?

For the best return on investment, select an influencer who has symmetry with your brand - it would be a waste of time using a famous food influencer to promote a music event. Consider who your target audience is, how old they are and what interests they have. Will your influencer resonate with them? Examine more than just an influencer's content to determine how influential they are. Read the comments – how engaged is their audience?

### What platforms are they active on?

Is the influencer dominant on only one channel, or active across many? The greater the spread of their influence, the better the return for you. Social media images, videos and posts can get quickly swamped, but articles by bloggers can appear in searches for years to come. Should you try a combination?

### Is their content good quality?

Look for a steady stream of great, relevant content on social media platforms. Blogs should include quality visuals for more impact. How do you want your event to be portrayed? If you were a viewer, would this influencer's content be enough to inspire you to investigate further? If the answer is no, move on.

### Do they engage with their audience?

Engagement is about more than the number of followers an influencer has. Someone with a highly engaged audience of 10,000 followers has much



more influence than someone with an audience of one million who doesn't engage or listen. People are inspired by visuals and words - beautiful photos without good communication will only hold a person's attention for so long. Does an influencer convey their experiences well? Do they actively engage with their audience and provide extra value or guidance? They should be articulate and authentic.

### Are their followers real?

Some influencers have begun buying followers (fake accounts). This is a major problem on Instagram.

Signs an account is not real include:

- No posts on their feed, or a very limited number of posts
- They follow thousands of accounts and have no followers themselves
- No profile picture or bio
- Strange and cryptic usernames

### Have you done an online search?

Some bloggers and influencers are featured regularly in traditional media and/or other areas, which gives them even more reach. If they're good, their content should appear on the first or second page of Google.

### How many email subscribers does a blogger have?

Ask a blogger for their email open rates, and click-through rates - if that number is high, they are seen as a trusted source. There is no point having a huge subscriber list if only a fraction of emails are opened. Ask how often they send emails and what type of content they include. Subscribe to their emails, to get a better idea.

### STEP 4: APPROACH INFLUENCERS

Ask for their media kit and/or previous case studies. If they're professional, they should have a media kit and statistics. Ask who they've worked for, what their brief was, and what content they delivered, along with actual results of their campaigns.

### STEP 5: NEGOTIATE DELIVERABLES

As with any marketing activity, negotiated deliverables should link back to your overall objective, set out in Step 1. Discuss the KPIs and deliverables you made, to make sure you and the influencer are on the same page. Consider matters such as how many posts you want them to do and what @accounts and #hashtags you want them to use. Make sure you and your influencer understand the Australian Association of National Advertisers code of ethics <http://aana.com.au/content/uploads/2014/05/AANA-Code-of-Ethics.pdf>.





## Example Objectives

### Objective: Increase awareness of your event

- Tag @yourevent in every post caption (Instagram/ Facebook/Twitter)
- Reference #youreventhashtag in every caption, if you have one (Instagram/Twitter)
- Tag the geolocation of your event on each post (Instagram/Facebook)
- Write meaningful, descriptive captions and/or blogs of the experience – no vague one-liners!
- Link your event name and website (Blogs)

### Objective: Drive ticket sales

- Include a trackable link to your call-to-action page in blogs and social media posts
- Include a trackable link to your call-to-action page in your bio (Instagram)
- Provide the influencer with unique 'booking codes' for people to quote when they click through to your call-to-action page and make a booking (eg 'to get this special Instagram deal, quote SpecialDeal2020 when booking')

### Objective: Secure visual content for marketing

- Confirm the number of high-resolution images to be licensed and/or supplied with full copyright for your future marketing use (both online and print)
- Confirm what format they should be supplied in? (JPEG, CMYK, TIFF etc.)

## STEP 6: REPORT BACK ON RESULTS

Once you've set your agreed objectives and deliverables, ensure you can track the success of the influencer's work by agreeing a mutually acceptable reporting due date. Their reporting could include:

### For social influencers:

- **Reach** – how many people did their content reach?
- **Engagement** – how many people liked, commented or shared their content?
- **Video views** – how many times was video content viewed, and how long on average was it viewed for?
- **Social shares** – how many re-grams or shares did the content receive from other social accounts (especially big ones)? Where else was it distributed?
- **Fanbase increase** – how many new followers/fans did you receive from the influencer's work? (Note your follower numbers prior to engaging the influencer, to track growth).
- **Website referrals** – how many people clicked through to your website?

### For bloggers:

- **Website referrals** – how many people clicked through to your website from theirs? How many found their blog post via Google, then clicked through to you from there?
- **Engagement** – how many people commented on the content?
- **Email open rate** – how many people opened their email?
- **Number of page views and average time spent on site** – how many people read the content and how long did they stay on the site?
- **Screenshots** – have they provided a visual demonstration of key posts/highlights?

For further information to help you plan, run, finance and report on your event, get in touch with us on (08)8999 6286 or email [ntmec.grants@nt.gov.au](mailto:ntmec.grants@nt.gov.au).