

Choosing The Right Brand Partner & Measuring Your Influencer Marketing Efforts

The right brand partner can transform the trajectory of your business. But what makes a powerful partnership?

Just as a design requires meticulous planning, so does an influencer marketing brand match.

Today we'll review:

- Selecting the perfect partner
- Measuring and reporting

Get ready to craft your playbook for influencer marketing success today!



what we do

ultraviolet is a digital marketing agency focused on the strategies and activities that help home brands and design professionals succeed online. We believe that great work deserves to be seen and celebrated and we know how to build a brand blueprint that can make that happen. We connect the dots between your story, expanding community, and inspired content. We are committed to increasing your industry influence so you can keep building your business and honoring your vision.



ultraviolet
marketing at a higher frequency



our digital marketing flywheel



meet a few of our design collaborators



Kevin O'Gara
Kevin Francis Design



Laurie March
Remodeler and Producer



Jaclyn Isaac
Doni Douglas Designs



Alyson Morgan
Author, Photographer, Herbalist



John Colaneri
Designer, Builder, & HGTV personality



Jessica Dolan
2540 Love & Co.



Riya Jose
Kin and Casa



Kirsten Grove
We Three Design

client features



New England **HOME** House Beautiful

HGTV Atlanta **HOME**

Southern Living

MIDWEST **HOME**

HGTV magazine



MAGNOLIA
NETWORK

VERANDA

Selecting the right partner

what makes a good partner?

Friends are listening to influencers they follow when styling and remodeling their homes. Often, they look to them first for recommendations and guidance.

Getting the word out about your company via a story on an influencer's blog and social media is the most authentic way to reach your potential customers.

Your company may also have more specific goals for the relationship.

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“

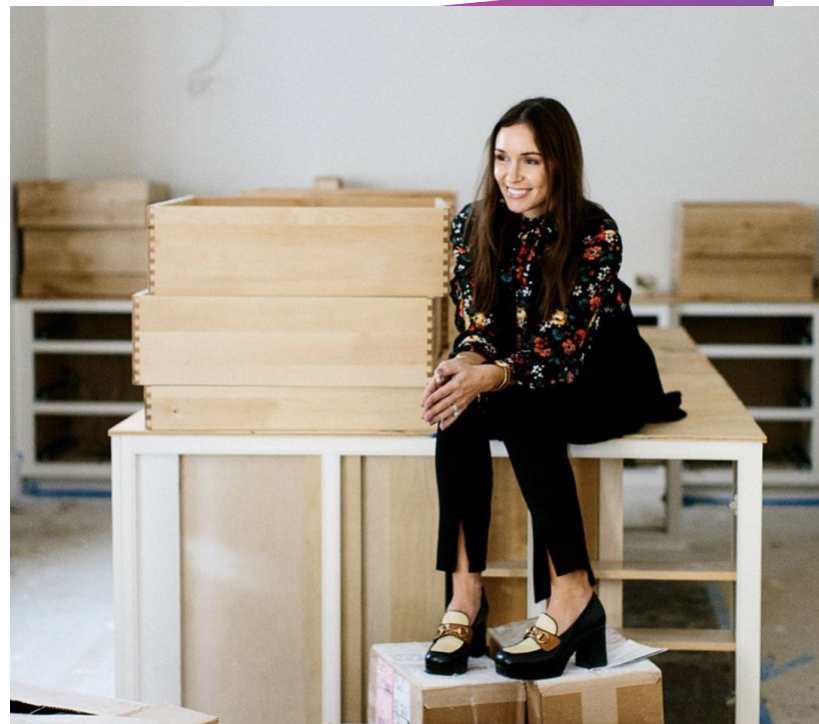
I always make sure any partnership I take on is the right fit because honestly... readers can smell BS a mile away! It's not worth it!

Joanna Hawley of jojotastic gets real about her life as much as she does about the products she endorses on social.

how do influencers help your brand:

- Sustained relationships
- Build brand awareness
- Showcase projects featuring your products
- Launch new products
- Secure professional photography + video
- Grow a community of engaged followers
- Build presence at events
- Trusted customer support
- and sell!

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MA Allen from MA Allen Interiors

how to qualify an influencer?

Pursuing someone with a large amount of followers isn't always the best match for your company.

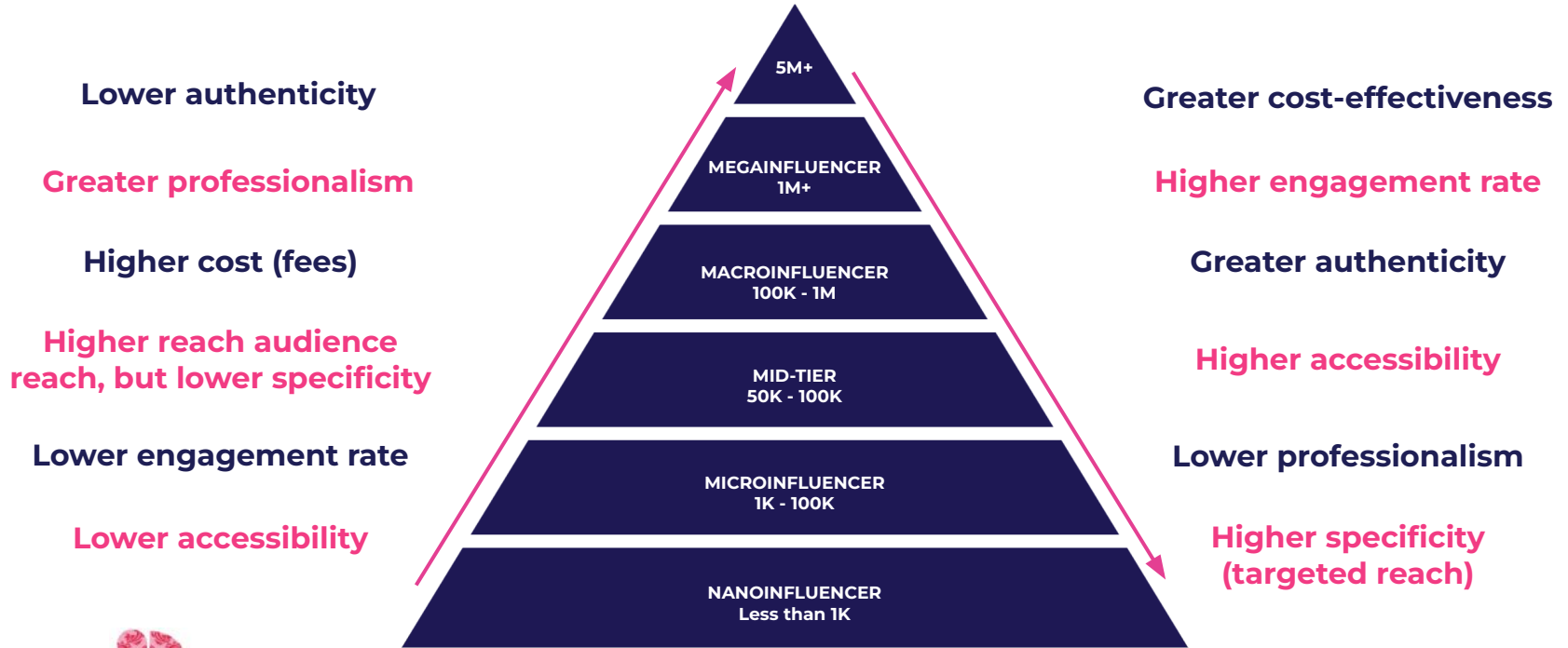
The best match is an influencer who speaks to your target audience and....

- Is a natural fit for your brand
- Posts consistently
- Writes well
- Professionally shoots projects
- Engages with his/her audience
- Is responsive to your communications



Evette Rios

influencer tiers by reach



is influencer marketing right for every brand?

If your goal is ... then ...

Awareness



try an unexpected brand partnership instead

Sales



choose a creator who is niched down in the specific product category

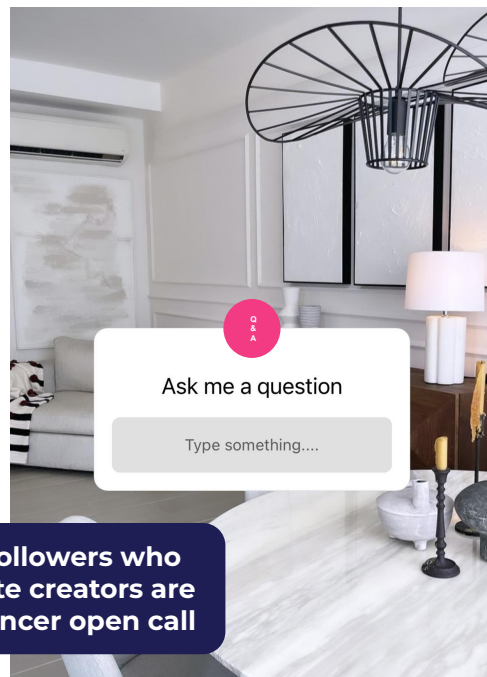
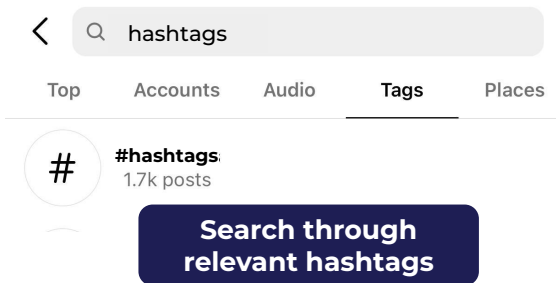
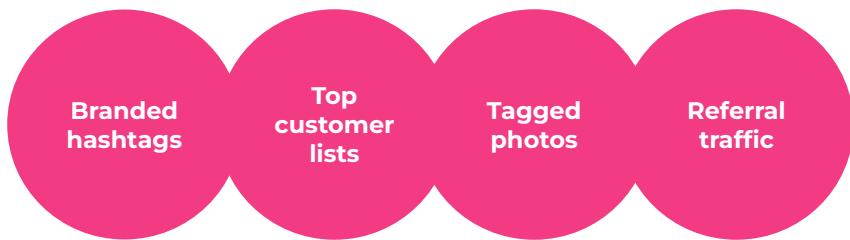
Content



select several nano/micro-influencers & license their content for social proof advertising

how to find relevant influencers

Your biggest brand advocate could be right under your nose in your inbox, DMs, or comment section:



anatomy of an influencer partnership

A successful influencer partnership includes a **contract & clear communication** of the following...

Clearly defined brand goals and deadlines.

An influencer who has genuine connection with their audience.

Fair compensation that appropriately values the influencer's time.

A campaign brief that outlines the deliverables, sets expectations, and provides the influencer with samples.

types of influencer partnerships

Depending on your brand's goals, an influencer partnership could include any or a combination of the following:

Content that lives exclusively on their channel, your brand's, or both

Photo rights for social media, digital advertising, print, billboards, etc

One time compensation, royalties, or increased affiliate commission

Hosting events, appearances, live videos, & media tours

Dedicated newsletter to their subscribers

Product collaboration & brand ambassador

establishing rates

While there isn't a standard formula for calculating influencer compensation, it's important to remember:

A starting point for influencer rates is **\$100 per 1,000 followers**

Category exclusivity, like usage, is an **added cost**

Each piece of content has an **associated cost** (Stories, feed posts, Reels, etc)

Video content is more expensive

Everything is negotiable

understanding content rights & usage

Here are some helpful reminders:

Usage rights **must be granted** for everywhere that you'd like to publicly use an influencer's content.

Using content in association with direct commerce (website, product pages, email newsletters) is outside standard social media releases

Promoting an influencer's content as an ad falls outside standard social media releases

Usage typically has an expiration date. The longer the term, the more expensive the rights

If the influencer works with a photographer or videographer, additional usage rights may be needed

be human

Just like in any partnership, **clear communication** of expectations **sets everyone up for success.**

- Schedule meetings or calls to allow you & the influencer to get know one another.
- Show examples of the kind of content that you're looking for, both from the influencer's own feed & inspiration.
- Provide deadlines, both for the brand and the influencer. Don't forget to include at least one round of edits.
- Be transparent about your brand's goals.

elements of an influencer campaign



Influencer
publishes
content on
their own
channel(s)



Clear deadlines:



Brand guidelines +
overview



Product information



Content examples
+ moodboards



asset amplification plan

little to no budget? innovate.

Brands that don't have to budget to pay tens or hundreds of thousands for campaigns with macro to mega influencers are offering **more than one time payments.**

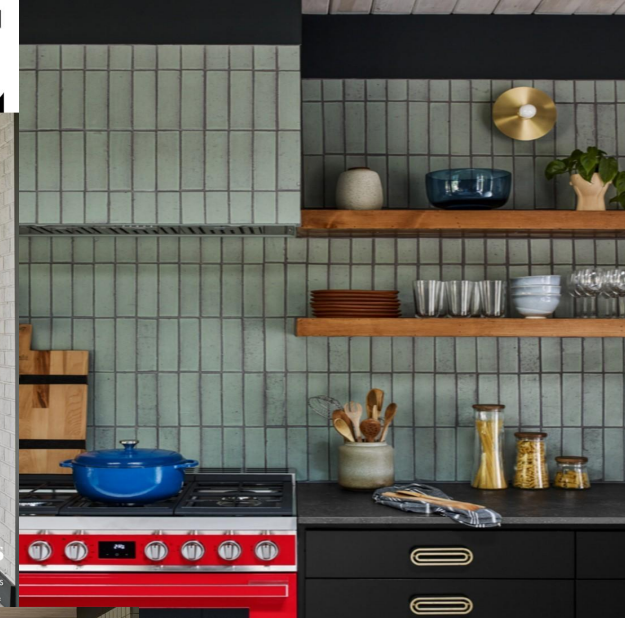
Beauty brand
Nudestix has brought
on two influencers as
investors through a
**CSOP, or celebrity
stock option plan.**

**Incentivize
campaign results -**
video views, email
signups, sales.

Smaller campaign fee
+ higher affiliate
commission.

designer partnerships

In #hotlantamidmod, Jessica Davis collaborated with **Fireclay Tile**, **VELUX Skylights**, **Polycor**, and **Spoonflower Wallpaper**



designer partnerships

In #HomeOnANashvilleHill,
Kelly Ladwig and Sarah
Robertson of Studio Dearborn
collaborated with **Crate &
Barrel**, **Visual Comfort**,
Polycor, **Dacor Kitchen**,
Benjamin Moore, **Wusthof**,
Pratt and Larson, **Cal Faucets**,
and **Docking Drawer**



designer partnerships

In #TheCottageBungalow, Shavonda Gardner collaborated with **Fireclay Tile**, **Banana Republic**, **Polycor**, **ILV**, **Kelly Ventura**, **Thompson Traders**, **Lutron Electronics**, and **Sherwin Williams**.



Measuring & reporting

the campaign component

Campaigns are measurables with a clear focus and established goals that happen within a defined period of time, but live on as digital evergreen content.

They include a defined journey with a **series of steps that nurture the B2B and/or B2C target audiences** to take action.



campaigns / strategy & execution

This work starts with the development of a **Campaign Brief** that includes an outline and timeline with the components.

- **These components include, but are not limited to:**
 - The Goals & Target Audience
 - The Story/Focus: Product/Event/People/Education
 - KPIs: What does success look like?
 - Timeline
 - CTAs: What are the actions we want the target audience to take?
- **The assets:**
 - Copywriting, interviews and design for associated landing pages, blogs, emails and workflows, social
 - Related SEO and tagging
 - Promotions: advertising if applicable, partners/co-marketing,
- **Content development:**
 - Blogs, landing pages, website pages, E books, technical guides etc are developed to assist with reaching the KPI's and achieving the goals of a given campaign

content development

In conjunction with the social and campaign strategies, the content development strategy and execution helps decide what assets will be created, tweaked or improved in order to fuel the success of a campaign.

These assets are used to move buyers through the funnel and are used to convert users.

These site assets include:

- Blogs
- Landing pages
- Website pages
- E-books
- Inspiration books

The process:

These assets are used at different points of the buyers funnel.

The strategy identifies what content is needed for users based off of the buyer's journey and where users may need more content/guidance in order to convert. Once these assets are identified, they are developed and placed accordingly.



example of a campaign in action



blog post
publishes
about
influencer
kitchen
reveal



Email #1:

highlights the
collaboration and links
to the blog post



Email #2:

includes a CTA
and landing
page for more
information.



Email 3:

users sign up on the landing
page, then enters contact into
a workflow further targeting
with emails and info to
eventually convert them.



Email #4:

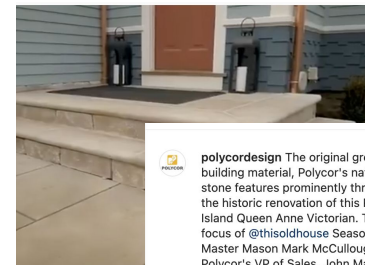
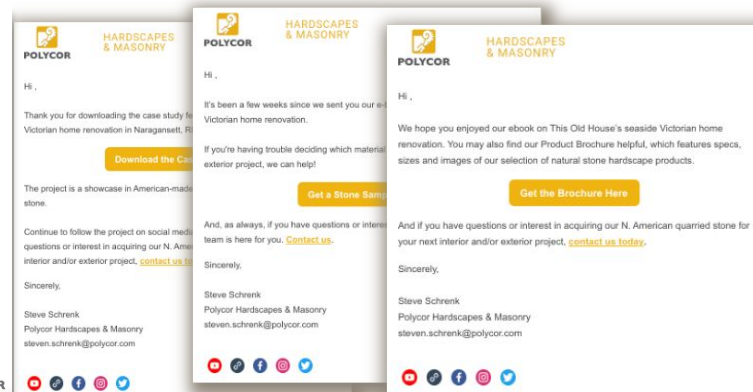
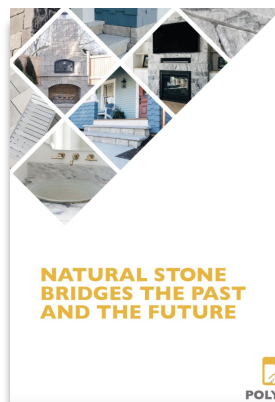
once a user
converts, an
automated thank
you email is sent
out and the
process repeats .



social amplification running concurrently

Campaign Assets

- Blogs
- Landing Pages
- Ebook
- Emails
- Social Media
- Workflows based on actions taken on blog, ebook and forms



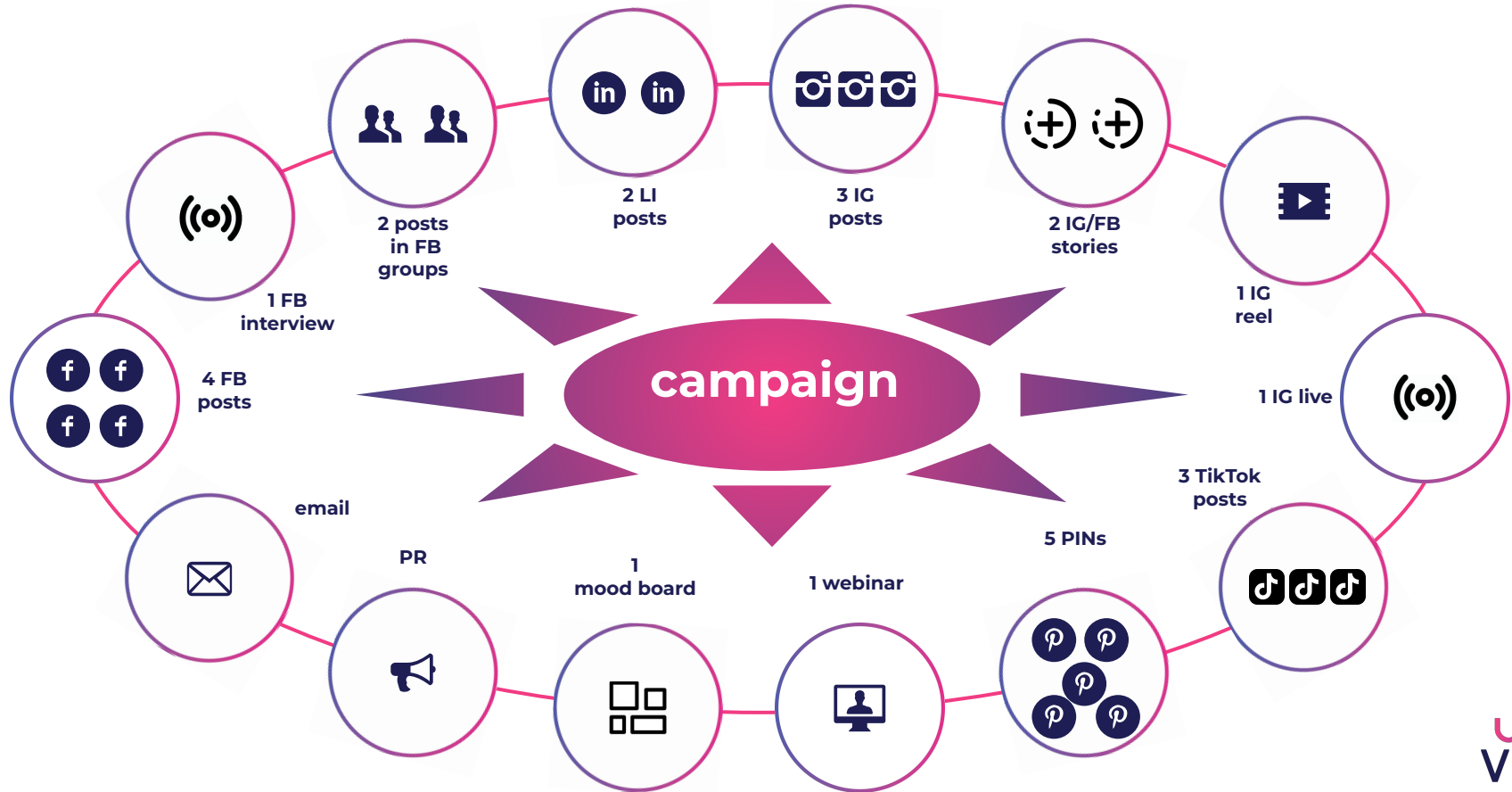
polycordesign The original green building material, Polycor's natural stone features prominently throughout the historic renovation of this Rhode Island Queen Anne Victorian. The focus of @thisoldhouse Season 42, Master Mason Mark McCullough takes Polycor's VP of Sales, John Machunis, through the home to talk about the different applications of Polycor's granite and limestone.



15,647 views

MARCH 11, 2021

amplification example / getting conversions



reporting & tools

your ROI

what to track

growth, reach, impressions, engagement

conversions

referral traffic (influencer blogs, pr, social)

e-commerce

how to track

social media analytics

landing pages

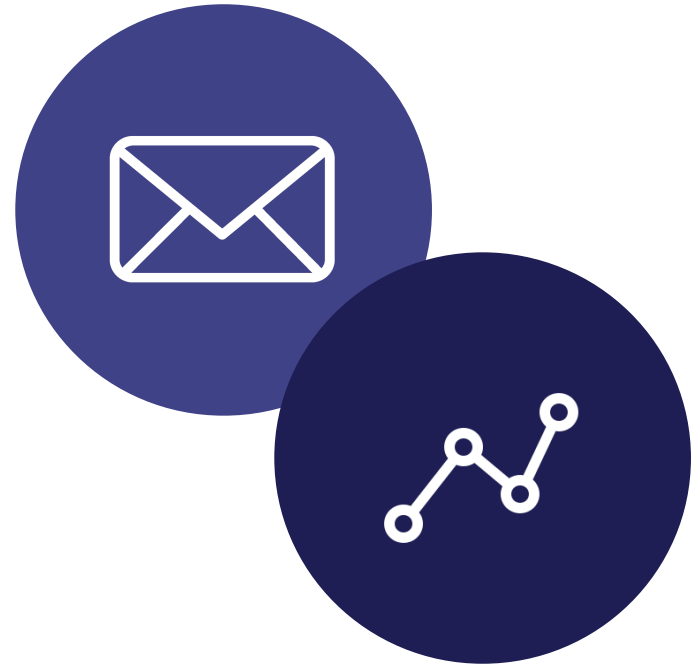
google analytics

promo codes

HubSpot

HubSpot is an **all-in-one sales, marketing and CRM tool** streamlines and automates processes and creates synergy between marketing and sales.

HubSpot uses the **inbound marketing** philosophy to turn users from strangers into brand evangelists through lead nurturing and moving them through the buyer's funnel.



Tailwind

Tailwind is a **scheduling tool** designed for Pinterest & Instagram.

With this powerful tool, content creators, bloggers, and brands can visually plan and schedule content, **create** Pins, **grow** reach, and **measure results**.

What would you like to do today?

Send marketing emails, create designs for social, or upload your own media to schedule a post.

Create Designs

Send emails

Upload media

Make the most out of Tailwind

+ Add additional account ⓘ

➤ Set up auto post ⓘ

⚙ Install browser extension ⓘ

➤ Add email contacts ⓘ

🔒 Install mobile app ⓘ

➤ Set up Smart.bio ⓘ

Your Schedule

Scheduled

Failed/Missed Posts 0

Customize your plan

Filter

Today

Jul 10 - 16

Sunday 10 8 posts	Monday 11 9 posts	Tuesday 12 2 posts	Wednesday 13 8 posts	Thursday 14 8 posts	Friday 15 5 posts	Saturday 16 5 posts
<div>@lucyinteriors ★</div> <div>Nothing like an office wit...</div> <div>1:13PM (CDT)</div>	<div>@lucyinteriors ★</div> <div>Nothing like an office wi...</div> <div>7:03PM (CDT)</div>	<div>@lucyinteriors ★</div> <div>A happy hour hideaway...</div> <div>12:19PM (CDT)</div>	<div>@lucyinteriors ★</div> <div>After a great triumph, a...</div> <div>11:29AM (CDT)</div>	<div>@lucyinteriors ★</div> <div>A dream workspace...</div> <div>1:02AM (CDT)</div>	<div>@lucyinteriors ★</div> <div>Working in an office has...</div> <div>8:19AM (CDT)</div>	<div>@lucyinteriors ★</div> <div>Designed to showcase a...</div> <div>10:39AM (CDT)</div>
<div>@lucyinteriors ★</div> <div>Reading your favorite boo...</div> <div>4:20PM (CDT)</div>	<div>@lucyinteriors ★</div> <div>Every house designed fo...</div> <div>8:05PM (CDT)</div>	<div>@lucyinteriors ★</div> <div>Nothing like an office wi...</div> <div>4:05PM (CDT)</div>	<div>@lucyinteriors ★</div> <div>After a great triumph, a...</div> <div>11:29AM (CDT)</div>	<div>@lucyinteriors ★</div> <div>Home sweet officel A...</div> <div>1:02AM (CDT)</div>	<div>@lucyinteriors ★</div> <div>Associated with...</div> <div>3:57PM (CDT)</div>	<div>@lucyinteriors ★</div> <div>Breakfast for two in this...</div> <div>1:35PM (CDT)</div>

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Q&A
thank you!





What are your greatest marketing challenges?



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