

Intro to  
Influencer Marketing

(A step by step guide)

F O X

P R E M I U M   I N F L U E N C E R   M A R K E T I N G

# Summary

1. Who is Fox
2. What is influencer marketing?
3. Facts at a glance
4. Identifying the right creators
5. What you should be tracking
6. Finding and onboarding creators
7. Case studies



# Who is Fox

Fox is a social media agency specialising in delivering innovative marketing campaigns through the use of influencers.

We're a small team of highly motivated marketers who help brands create or improve their influencer marketing strategies. We manage every aspect of the campaign, from selecting creators, negotiating prices, ideation, performance analysis and payments.

Brands who trust us

Cosmetics

ARMANI  
beauty

BLOOM  
ORGANICS

Fashion

Paul Smith

FARFETCH

Tech

flowkey

CLARK

Lifestyle

Huel®

Wild

# What is influencer marketing?

## Let's start with the basics

Influencer marketing is a form of marketing that focuses on leveraging the power of influential people to promote products or services. These influential people, known as "influencers," have large followings on social media platforms such as Instagram, Twitter, or YouTube, TikTok, Twitch etc.

## Why and how to work with influencers?

Brands partner with influencers to reach a concentrated audience and increase brand awareness. Influencers typically receive compensation, such as monetary payment, free products, or exclusive experiences, in exchange for their promotion.

## Trust is everything

Influencer marketing is effective because consumers trust the opinions and recommendations of individuals on social media. The key to successful influencer marketing is finding the right influencer who aligns with your brand and has a relevant and engaged following.

Influencer marketing is a relatively new field, and it's constantly evolving as social media platforms and marketing practices change.

Let's dive in, on the next pages...



The major social-  
channels are...

Instagram, TikTok  
YouTube (Shorts), Twitch,  
LinkedIn

Authenticity is  
key - not kidding

Give your creators  
creative freedom. The  
content will be more  
genuine and thus will be  
watched and interacted  
with. Don't try to control  
the exact outcome.

Consumers buy  
due to trust

60% of consumers said  
that they have purchased  
a product because an  
influencer recommended  
it.

\$16 billion  
industry

More and more brands  
are shifting their  
marketing budgets into  
influencer marketing

Video-content  
is king

All major platforms have  
switched to short-form  
video-content. It's the  
only way to stay relevant -  
at least at the moment.

Don't overpay  
creators

Never take the first offer.  
Influencers and their  
managements are used to  
negotiating prices.

# Facts & Tipps at a glance

Influencers are  
still affordable

Expect CPMs of around  
10€-70€, depending on  
the channels, creator-  
following, popularity and  
negotiation skills. Partner  
agencies could be useful  
here ;-)

Consumers  
trust influencers

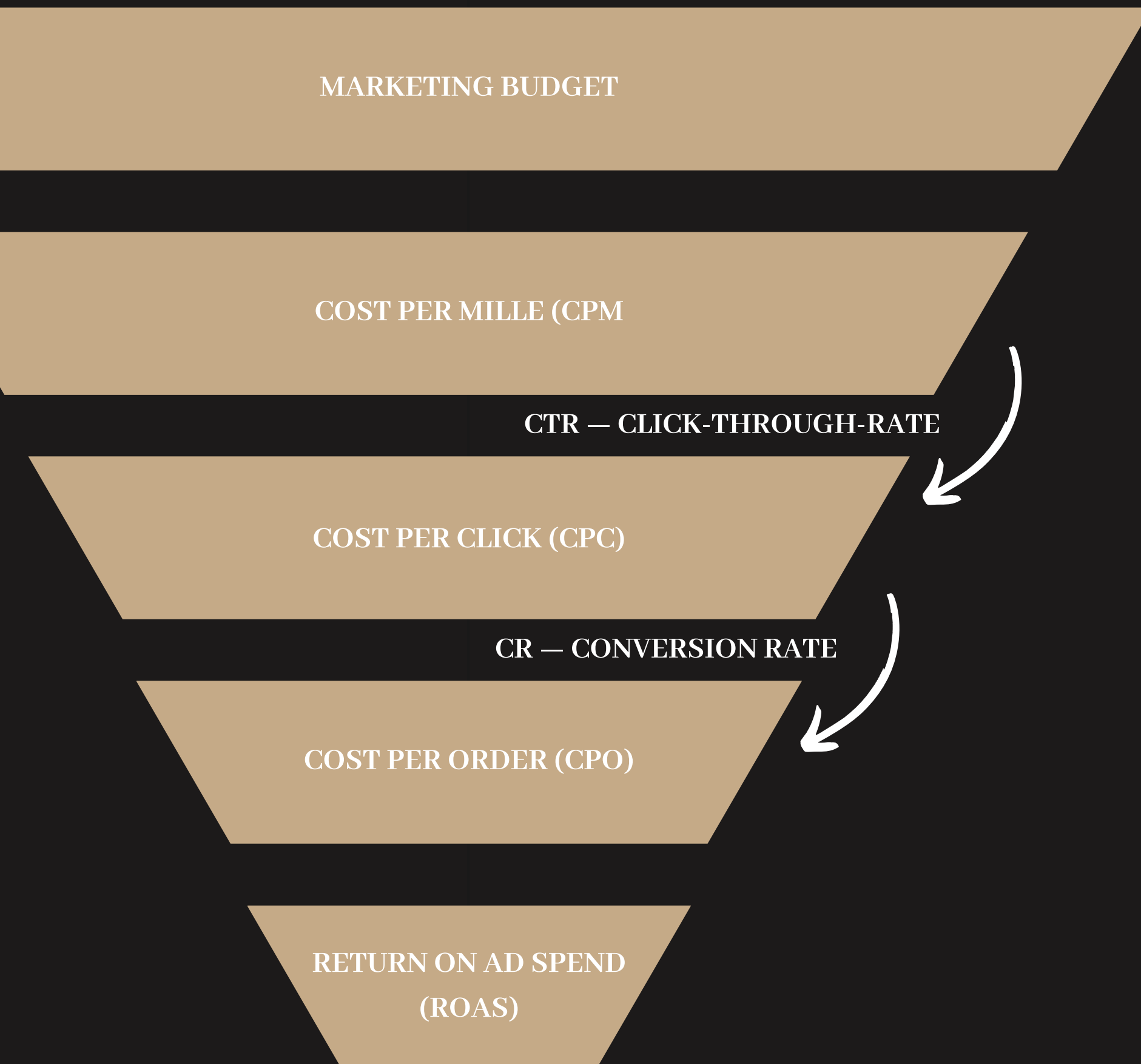
92% of consumers trust  
recommendations from  
friends and family more  
than any other form of  
advertising, making  
influencer marketing a  
trusted form of promotion

# Identifying the right creators

Influencer marketing is a game of hits and misses. Some will underperform, some will over-perform. And some will go viral. Your challenge is to find those who deliver the "biggest bang for the buck". Consequently you'll need to start with many to find a few.

Once you've found them, engage with them, build relationships, involve them in experiences and tie them to your brand. They will be your biggest advocates, and so will their followers.





# What you should be tracking

As with all marketing channels, you should be able to track as much as possible. Influencer marketing is no different. Only if you track & compare numbers, you'll be able to understand whether your campaign is a success and your budget is spend wisely.

You can track link-clicks with link-shortener tools, and track conversions with dedicated discount-codes per creator.

These are the base-line KPIs you should definitely be tracking.

# Finding & onboarding creators

(A step by step guide)

- 1 Create a long-list
- 2 Reach out
- 3 Keep track of data
- 4 Negotiate rates
- 5 Send contracts
- 6 Define posting dates
- 7 Track performance
- 8 Identify outperformers



# Finding & onboarding creators

(A step by step guide)

## Step 1

### Create a long list

Create a long-list of creators. 50-100 Creators at least. Responses will be slow and rare.

## Step 2

### Reach out & send a briefing

Be very concise and transparent in your first email. Make it clear if you're planning on paying them or just gifting them free products. Ask them if they are interested in collaborating, and inquire about their rates. You may want to include a briefing, to give them the full-scope of what you want from them. Keep the briefing as short as possible. Make sure they have enough creative freedom. Don't try to control them. It will backfire.

## Step 3

### Keep track of data

Come prepared. Use excel, google sheets or notion to keep track of every creator individually. You'll be handling lots of infos like links, addresses, performance, contracts, prices etc.

## Step 4

### Negotiate rates

Rates can vary greatly. Never take the first offer. Managements and creators will be bluffing. Be frank. It's not rare to negotiate the price by at least 30-50%. The stronger the brand, the easier it gets.

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# Finding & onboarding creators

(A step by step guide)

## Step 5

### Send the contracts

Keep the contracts short and in simple terms, you don't want to scare them off.

## Step 6

### Define posting dates

Ask them for a posting date and have them send the content to you for pre-approval. Stay on top of who needs to post when.

## Step 7

### Track performance

Instagram Reels, TikTok, Youtube videos etc. all have impressions / views public. Keep track of how many people have seen the content. Put this in relation to your spend to track CPMs, CPCs, CPOs etc.

## Step 8

### Identify outperformers

Every other creator will have an exceptional performance. Keep them close. Offer them long term partnerships to build a steady presence on social media. It's a numbers game after all. So keep onboarding new creators to identify new outperformers.

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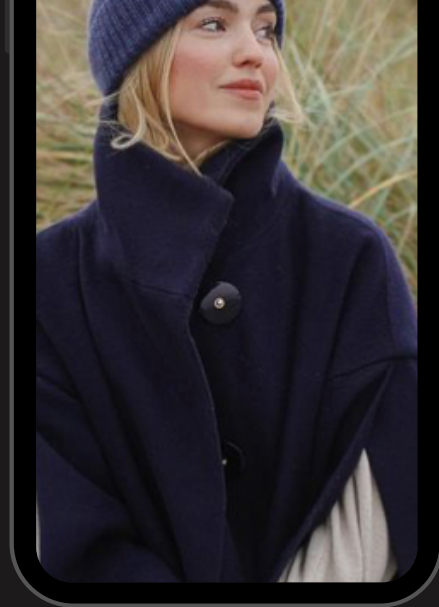
Track performance

8

Identify outperformers

# Case studies



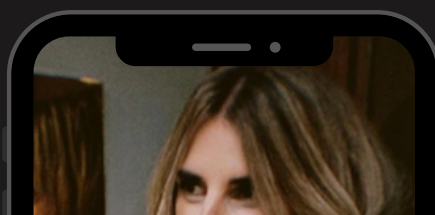
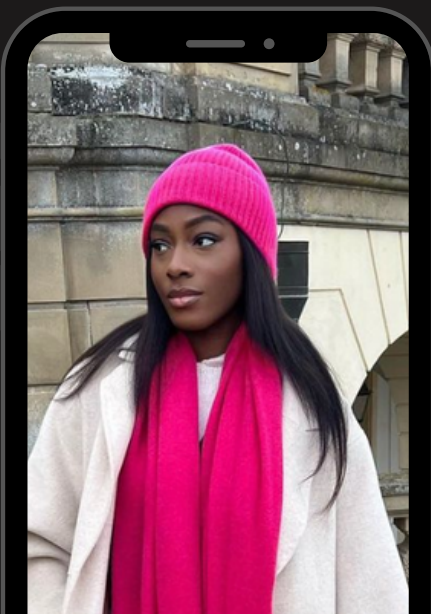
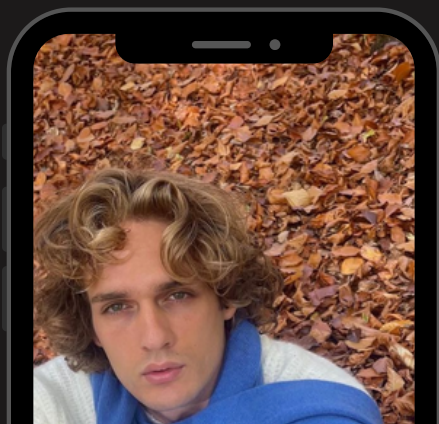


# Case study 1

## Goal: Content Creation & Brand Awareness

As the launch of the new collection approached, the team at Cashmere Brand Sainte Mer set out to create engaging and compelling content for the brand's website and Instagram profile. The result of this collaboration was a series of stunning photos & videos on the Instagram profiles and website, showcasing the new collection in a way that truly captured its luxury and beauty.

[www.sainte-mer.com](http://www.sainte-mer.com)



  
Market:  
Germany

  
Impressions:  
500.000+

  
#Creators  
12

  
#Posts /Videos  
30+



# Case study 2

Goal: Generate app downloads

For the past 12 months we've had the amazing opportunity to launch and build a global TikTok performance marketing campaign for an app client. Through our efforts, we were able to reach more than 40 million people around the world.


Working with influencers on TikTok allowed us to tap into an extremely viral community and to generate buzz and excitement for learning to play the piano with the app. The campaign was an immense success with outstanding KPIs.

  
Market:  
Worldwide

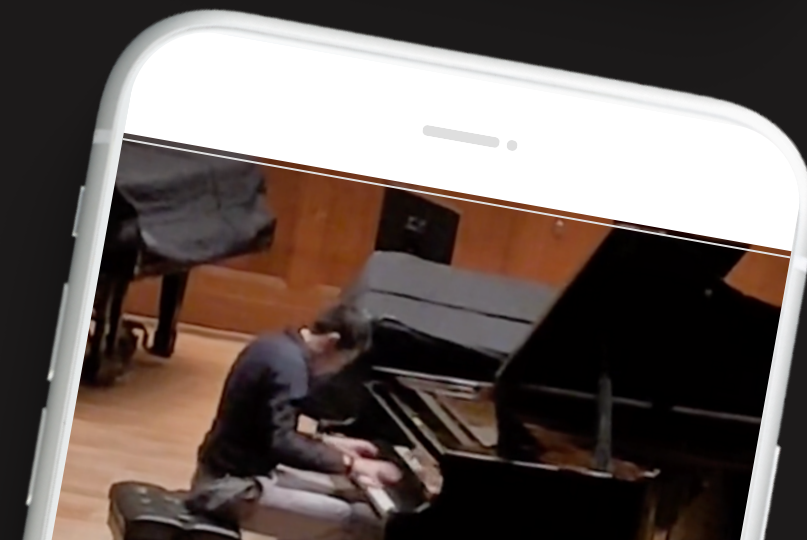
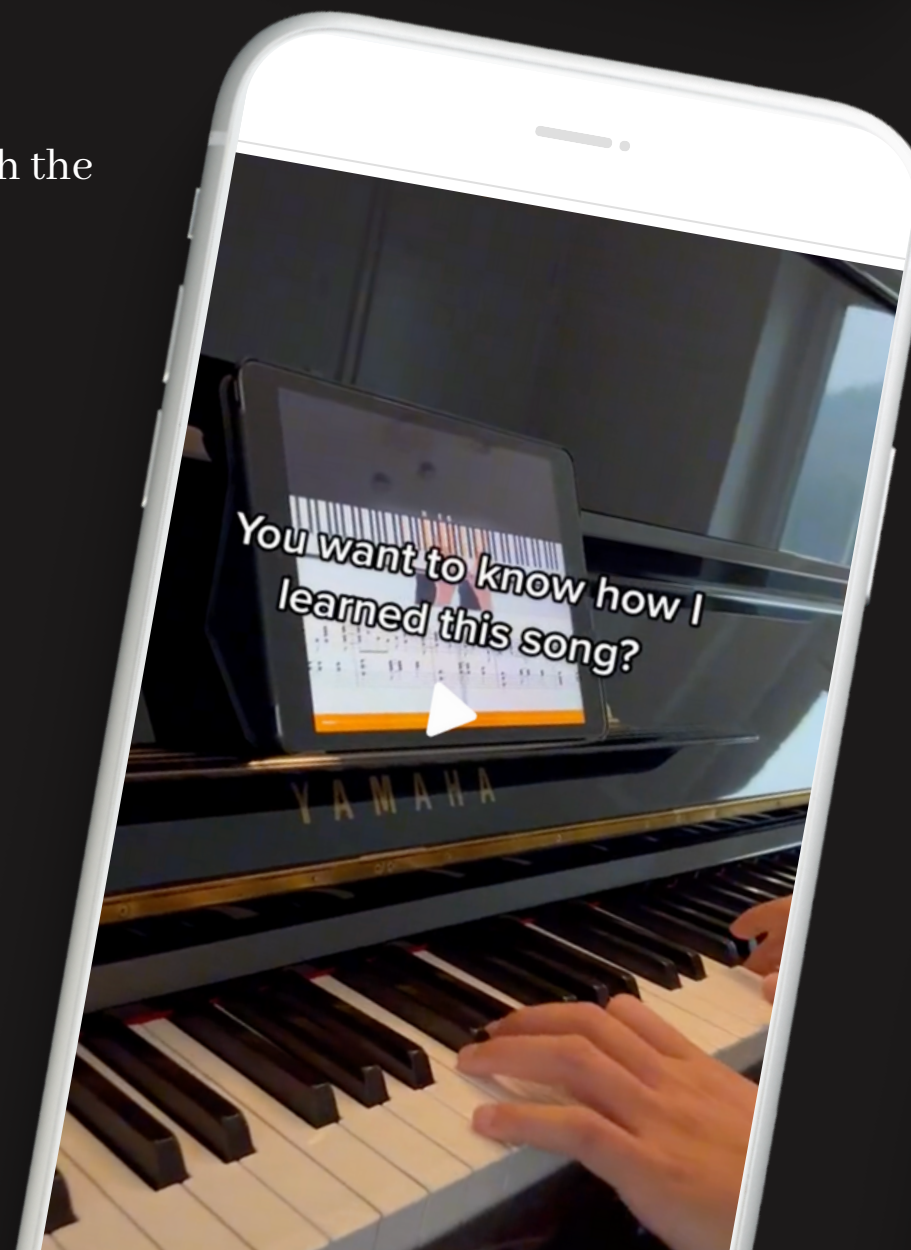
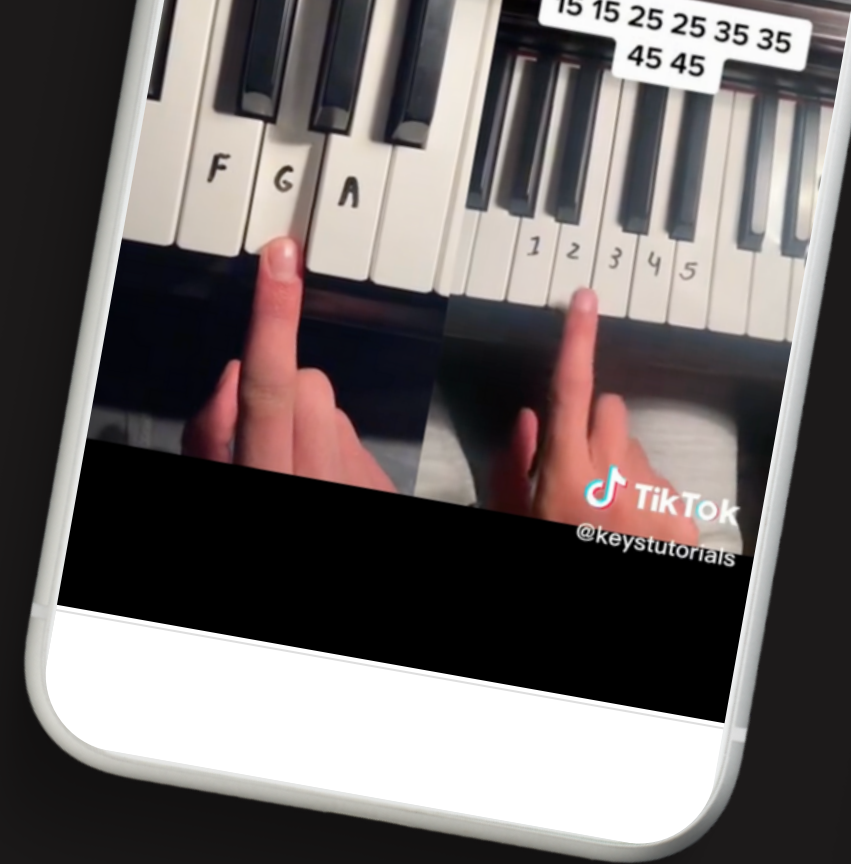
  
Impressions:  
40 mio+

  
Link Clicks  
150.000+

  
#Creators  
50+

  
#Videos  
150+

Content: [Sample 1](#) [Sample 2](#)



Rather have Fox run your  
campagins? Let's chat.

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THEFOXMGMT.COM