

A day in the life of an **influencer marketer**

No two days are alike for an influencer marketer. The role is part relationship builder, part creative, part data analyst—and it never stops!

Superfiliate has broken down a **typical full-time influencer marketing role** by day, week, month, and quarter to give you the full picture of what it takes to run a successful in-house influencer / affiliate program:

Every day

Relationship-building, creative oversight, and platform management.

- ☐ **Creator Communications:** Respond to DMs, emails, contract negotiations, milestone outreach.
- ☐ **Creator Sourcing:** Manual discovery across IG/TikTok/YouTube, tool management, inbound lead follow-ups.
- ☐ **Content Reviews:** Approve deliverables, provide feedback on drafts.
- ☐ **Affiliate Management:** Review applications, monitor codes/links, flag program issues.
- ☐ **Trend Analysis:** Podcasts, newsletters, webinars, social platform updates.
- ☐ **Tech Platform Support:** Daily comms with platform management contacts/success managers.
- ☐ **Social Team Sync:** Strategy alignment and campaign coordination.

Every week

Strategic execution and cross-functional collaboration.

- ☐ **Social Listening:** Monitor mentions, identify creators for programs/UGC.
- ☐ **Campaign Execution:** Create briefs for launches and upcoming campaigns.
- ☐ **Performance Tracking:** Revenue, commissions, metrics, content organization and distribution.
- ☐ **Cross-Team Collaboration:** Sync with paid, design, & marketing teams for launches and boosting.
- ☐ **Affiliate Hygiene:** Top performer check-ins, application reviews, code leakage monitoring.
- ☐ **Content Calendar Planning:** Paid post scheduling, internal date alignment.
- ☐ **Platform Optimization:** Data requests, troubleshooting, strategy refinement.

Every month

Relationship management and business operations.

- ☐ **Top Creator Recognition:** Identify and reward high performers with bonuses/gifts.
- ☐ **Product Seeding:** Coordinate gifting, ensure shipping/delivery, manage creator satisfaction.
- ☐ **Creator Relationship Management:** 1:1 check-ins with key partners.
- ☐ **Internal Reporting:** Monthly performance, ROI, revenue, and insights summary.
- ☐ **Community Management:** Newsletter creation, product updates, promo coordination.
- ☐ **Budget & Payment Management:** Track spend, process payouts, plan upcoming budgets.
- ☐ **Program Maintenance:** Review activity, remove inactive partners, refresh creative.

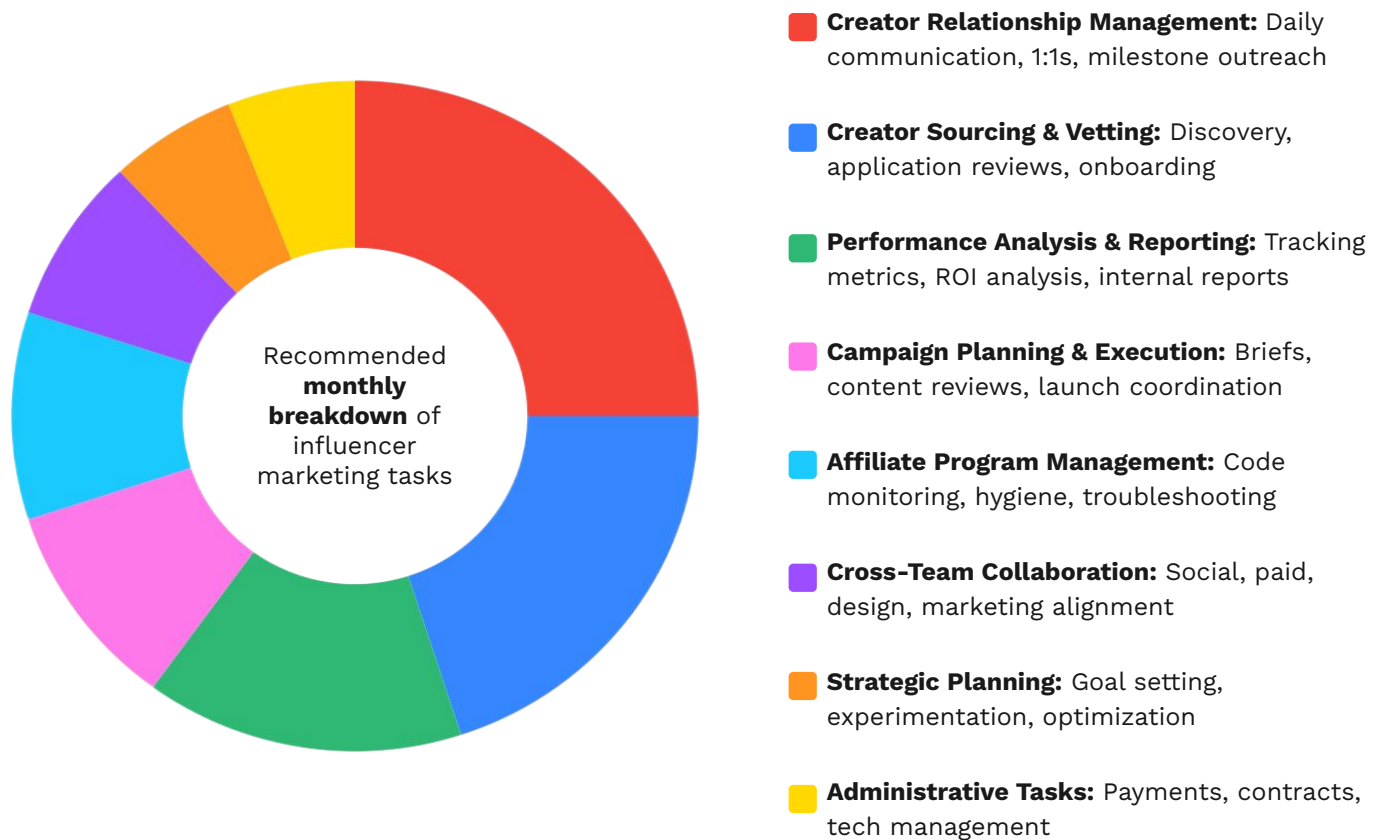
Every quarter

Strategic planning and program optimization.

- ☐ **Strategic Planning:** Align program goals with larger brand/business objectives.
- ☐ **QBR:** Gather quarterly insights and create a quarterly business review to compare performance to past quarters.
- ☐ **Experimentation (A/B testing):** Try out new incentives; tiered commission structure, additional gifting, increased payouts, sourcing within a new niche to diversify creators, etc.
- ☐ **Affiliate Program Audit:** Review who's driving conversions, re-engage stagnant affiliates, remove any inactives, and create goals to optimize performance.
- ☐ **Contract Renewals:** Refresh agreements with your long-term partners.
- ☐ **Tech + Tools Review:** Evaluate what's working (or not) with your current tech stack.

How should an influencer marketer **divide their time**?

Let's break down how an influencer marketer should structure their time each month for best results:



How many boxes are you currently **checking off**?

Every unchecked item on this list is missed opportunity to nurture creator relationships, test new strategies, or identify potential program weaknesses.

Need a **dedicated influencer marketing expert**?

SuperMatch is a free service from Superfiliate connecting you with influencer/affiliate marketing professionals who can handle every item on this checklist—from day one!

Send us a role description, and we will post it to a dedicated LinkedIn group of influencer marketers who are on the lookout for their next role.

[**Get in touch with our team**](#)

