

# INFLUENCER GUIDE



This guide includes recommendations for an influencer marketing campaign. Community-based organizations (CBOs) can use this guide in their fight against COVID-19 and vaccine myths in their communities.

## Introduction

With increased transparency online, people are turning to lesser-known influencers who are experts in their industry, such as nutritionists, small business owners, stylists, and mid-tier athletes. These influencers (it helps if they're "self-made") are much more relatable than high-profile celebrities. People often trust influencers more than large brands or celebrities on social media. Plus, influencers bring emotions, opinions, and a personable face to the table.

## How do I find the right influencer for my organization?

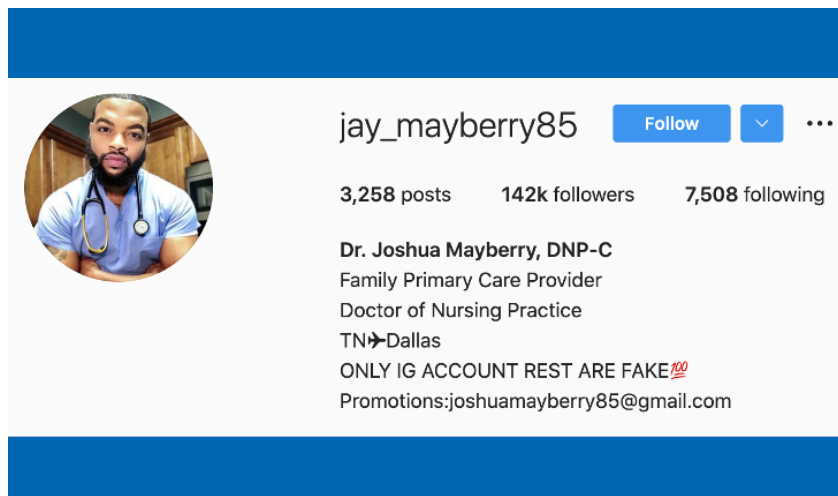
It's important for you to work with an influencer whose values and goals align with your organization. Your influencer should also be knowledgeable of the topic you want them to speak about. If you want your influencer to speak to their followers about the medical aspects of COVID-19, you can look for a nurse or scientist. If you want your influencer to speak about the impact COVID-19 has had on children, you could look for a teacher, principle, coach, or leader in foster care.

Take a look at your potential influencer's current social media posts to make sure their voice — friendly, professional, fun, or reserved — will enhance your organization. You'll also want to scan their posts for inappropriate or distasteful messages that clash with your organization's values and goals.



## How do I reach out to a potential influencer?

Once you find someone you'd like to partner with on social media, the first step is starting a conversation. Some influencers have an email or link to their website in their bio, as shown below:




If not, the best way to start a conversation is through direct messaging (DMing) the influencer. On TikTok, a person must follow you in order for you to message them. To work around this, you can find their account on Instagram and message them there. After you've started a conversation, explain that you'd like them to use their TikTok account. Here's an example of a message you could send to start a conversation:

"Hey there! My name is [name] and I'm with [organization], where we aim to [insert mission here]. We're looking to hire an influencer to help us spread the message about the safety of COVID-19 vaccines among marginalized communities. I'd love to have a conversation with you about a potential partnership! My email is \_\_\_\_\_ and my phone number is \_\_\_\_\_. Please feel free to reach out with any questions. You can also visit our website to learn more about our work: [URL] Thanks so much!"



# How do I negotiate the right price?

While some influencers may support an altruistic cause for a free or deeply discounted cost, it is important to have a budget in mind prior to reaching out to a potential influencer. Several variables can determine the right compensation, like follower count, engagement, expertise on the subject matter, and cross-platform opportunities. Once the influencer agrees to partner with you, it's time to agree on adequate compensation. While your organization may have a tight budget, take into account that creators of color often aren't paid adequate rates, although their content impacts mainstream culture. One way to be fair in your assessment is to use industry tools, like [inzpire.me](https://www.inzpire.me). You can enter an influencer's Instagram handle as well as how many posts and Instagram Stories you'd like them to create. The website will tell you their estimated reach, estimated post impressions, estimated Story impressions, and their engagement rate versus the average Instagram engagement rate. It will also show you how much you should offer them given these metrics and how many posts you want them to create.

 This calculator only shows results for influencers with Business or Creator accounts.

Influencer's Instagram username

 **iteachcustom**

How many posts should the influencer publish?

 **4**

How many stories should the influencer publish?

 **4**

Calculate

↓  
ESTIMATED PRICE  
**\$246 – \$293**

@iteachcustom can charge **\$246 – \$293** for 4 posts and 4 stories.

@iteachcustom is expected to reach **800** followers, create **6.4K** post impressions and **1.8K** story impressions, and generate an average engagement rate of **1.5%**.

**1.8K**  
ESTIMATED STORY  
IMPRESSIONS

**1.5K**  
FOLLOWERS



**1.5%** VS. 7.8%  
ENGAGEMENT RATE  
VS. BENCHMARK 

**800**  
ESTIMATED REACH

**6.4K**  
ESTIMATED POST  
IMPRESSIONS

**582**  
TOTAL POSTS

If this tool isn't available, you can estimate an influencer's price based on their follower count. You should also consider whether they have a high or low engagement rate. The higher the engagement rate, the higher the price. The ultimate goal is to get your audience to have more conversations about your topic or organization.



## Instagram



## TikTok

<b>1,000–10,000</b> Followers	<b>\$10–\$100</b> Per Post	<b>\$5–\$25</b> Per Post
<b>10,000–50,000</b> Followers	<b>\$100–\$500</b> Per Post	<b>\$25–\$125</b> Per Post
<b>50,000–500,000</b> Followers	<b>\$500–\$5,000</b> Per Post	<b>\$125–\$1,250</b> Per Post
<b>500,000–1,000,000</b> Followers	<b>\$5,000–\$10,000</b> Per Post	<b>\$1,250–\$2,500</b> Per Post
<b>1,000,000+</b> Followers	<b>\$10,000+</b> Per Post	<b>\$2,500+</b> Per Post

Using these flexible benchmarks, you can negotiate with the influencers to reach a price point you both agree on.



## What happens next?

After you and the influencer agree on a price, you will each sign a contract with clear expectations of each party. When creating a contract for your influencer, you can supply them with suggestions on types of engagement tactics to use in their posts. Examples include:

- Asking questions in the caption
- Telling people to leave a comment
- Utilizing Facebook and Instagram Stories, which include options like stickers, polls, and quizzes

It's best to ask your influencer to use talking points supplied by your organization instead of sticking to an exact script, which can sound forced or promotional.

When designing a contract for an influencer, you can specify how many posts you'd like them to create, whether they can use their own photos and post copy or if you will supply it, what their talking points should be, and the editing process (i.e. to ensure factual statements about COVID-19 only). The key is setting your expectations while remaining flexible enough to allow the influencer to apply their personality and unique voice to the subject matter.

From there, your influencer will get to work!