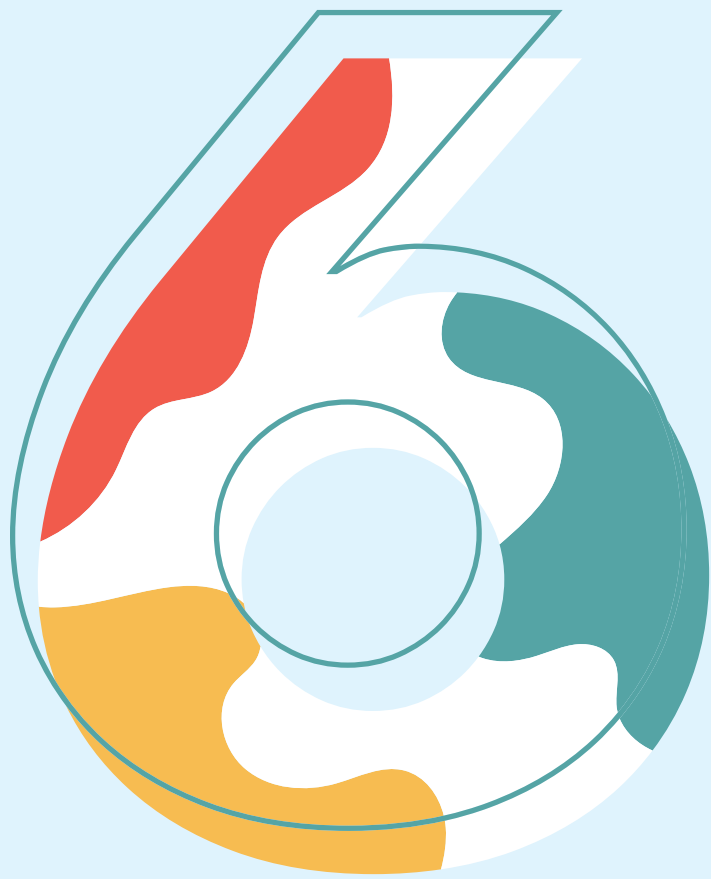
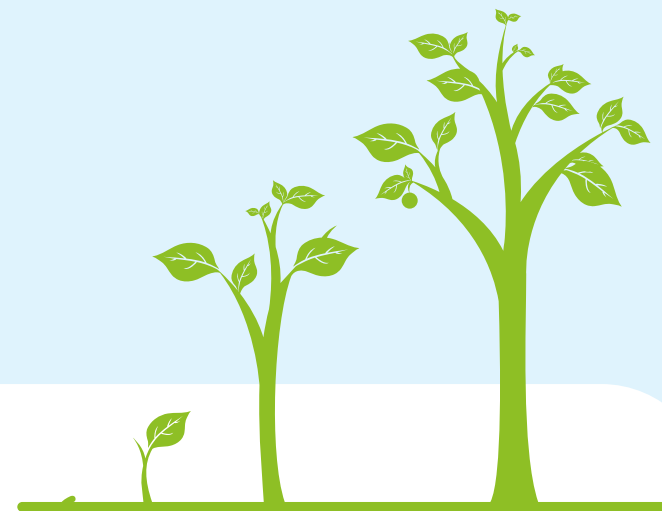


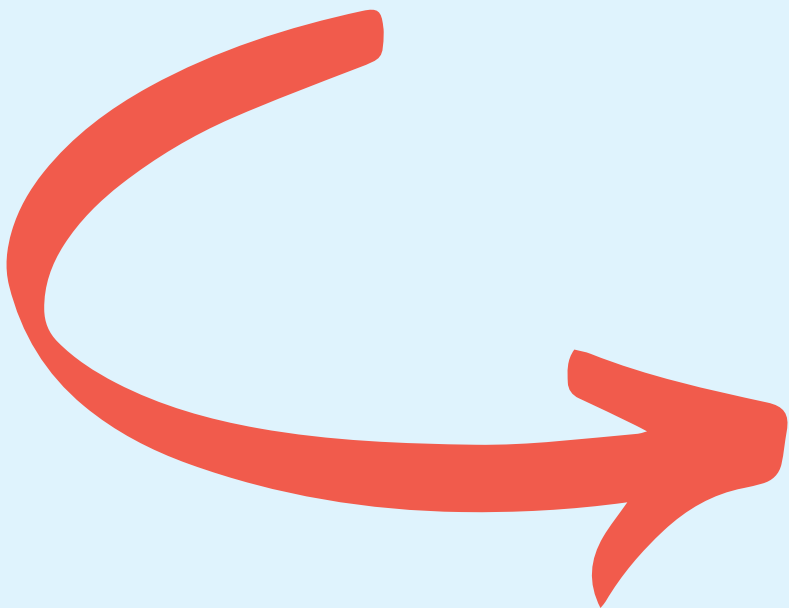


tips for working with influencers



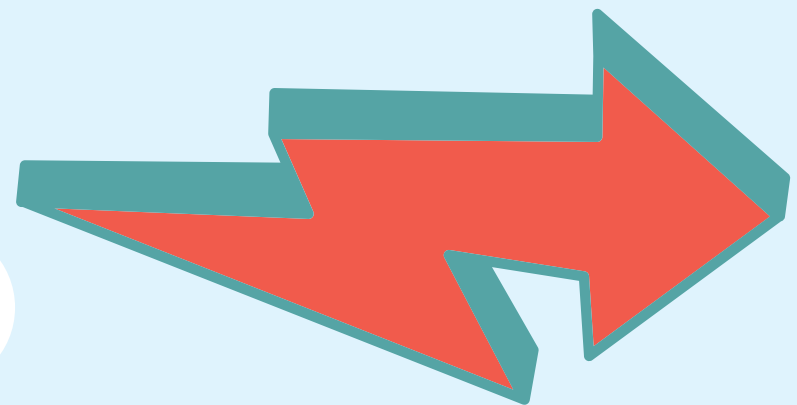


**Influencers are becoming one of the
best brand development tools
a company can use.**



**Brands can
piggyback on trust
that influencers have
built with their
fan base.**

What are the **most** important things to bear in mind when working with influencers?



1

**Decide on your
budget and terms
early on.**



2

Find the right influencers.



Use tools to help you make the selection such as BuzzSumo.





Ask the questions:

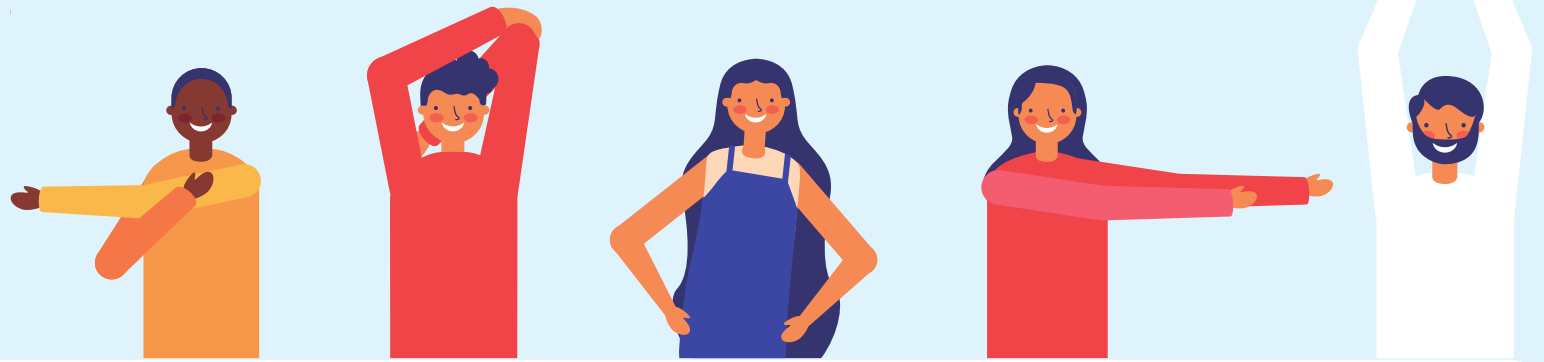


Do we share the same audience?

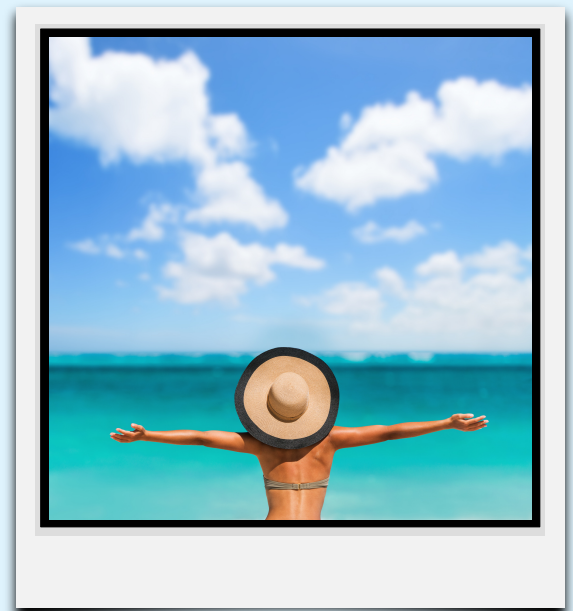
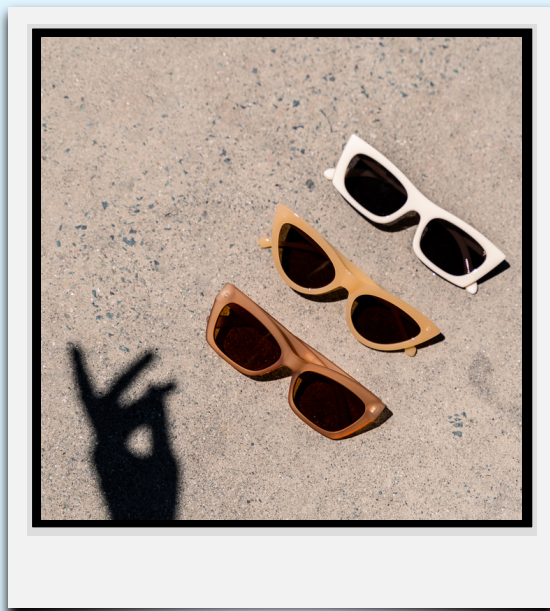


Do we share the same values?

3



**Check out past campaigns
and collaborations they
have done.**





Propose an affiliate relationship

Influencers who are paid a commission, are more likely to go the extra mile to make sure the campaign is successful.





**Influencers like to work with
brands that give them
flexibility.**

**Give them creative
freedom.**



6

Provide influencers
with **trackable links** so
you can easily assess
the success of the
campaign and measure
ROI.



**Keen to chat about activating
an influencer campaign for
your brand?**

**Contact us on:
info@p1communications.com**



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