



Strategic Guide To Instagram Influencer Marketing 2022

TIPS FOR INSTAGRAM INFLUENCER MARKETING STRATEGY

1. IDENTIFY YOUR GOAL:

*Building Brand Image | Brand Awareness | Improving Online Visibility
Increasing Number Of Followers | Optimizing Content | Generating More Leads
Increasing Business Revenue | Getting More Sales & Conversions | Building SEO Links*

2. KNOW YOUR AUDIENCE:

Want to drive more traffic to your website ? The best way is to Plan & Outline particular details about your targeted audience. It includes their:

Age | Location | Ideal Budget | Interests | Track the times when they login

3. UNDERSTAND THE RULES:

The advertising rules may vary in different regions. Make sure to be transparent and upfront with the influencer. They must be able to recognize the sponsored posts.

FTC guidelines you need to follow:

Always use hashtags #sponsored, or #ad for disclosure or agreements upfront, so viewers can easily notice the post. Video reviews should include written as well as verbal disclosure of the collaboration/partnership. The brands must use the Branded Content tag on instagram to represent partnership.

4. TO CONSIDER THE 3 R'S OF INFLUENCE:

Relevance: *It is important to ensure that the influencer has the right kind of audience that can benefit your business.*

Reach: *It represents the number of followers that can potentially connect with your brand message and buy the products. Bigger is not always better. Even an influencer with a small audience can help get more profit and sales.*

Resonance: *Niche influencers tend to have a more engaging and engaged audience.*

Resonance refers to a high level of engagement of followers with the audience.

5. SHORTLIST INFLUENCERS:

Always check whether or not your shortlisted influencer is relevant, reputed & has powerful marketing skills. It's important their fans or followers trust their opinions and reviews shared by them.

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This is the definitive guide to how to effectively use [Instagram Influencer Marketing](#). The best practices, tips, and tricks you need to know for success.