



# MY EXPERIENCE

**@eadaoinfitzmaurice**

**@fia.digital**

CONTENT CREATOR

270K INSTA

130K TIKTOK

FOUNDER OF FIA DIGITAL

PODCASTER 'GOING VIRAL'

6+ YEARS WORKING IN SOCIAL MEDIA INDUSTRY

# INFLUENCER MARKETING

**WHY DO BRANDS USE INFLUENCER MARKETING AND WHAT ARE THE BENEFITS?**

**INFLUENCER MARKETING HELPS BRANDS:**

- **BUILD A STRONG COMMUNITY**
- **INCREASE SALES**
- **NEW CUSTOMERS**
- **DEVELOP TRUST IN YOUR PRODUCT OR SERVICE**
- **BRAND AWARENESS**
- **MARKET TO A NICHE AUDIENCE**
- **GROW YOUR OWN SOCIAL MEDIA PAGES**
- **HIGH-QUALITY CONTENT ABOUT YOUR BRAND AT A LOWER COST TO BILLBOARDS/RADIO/TV**





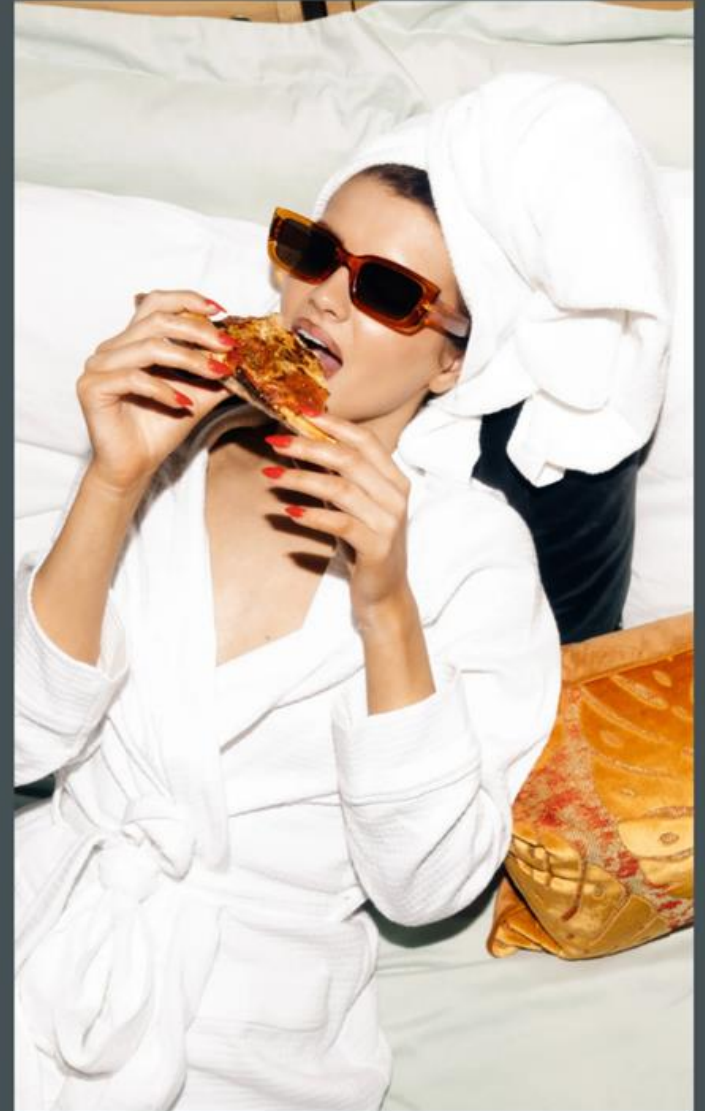
# INFLUENCER CATEGORIES

**INFLUENCERS ARE CATEGORISED IN TWO WAYS: NICHE  
INTEREST AND AUDIENCE SIZE**

**IN IRELAND, THE BIGGEST INFLUENCER CATEGORIES ARE:**

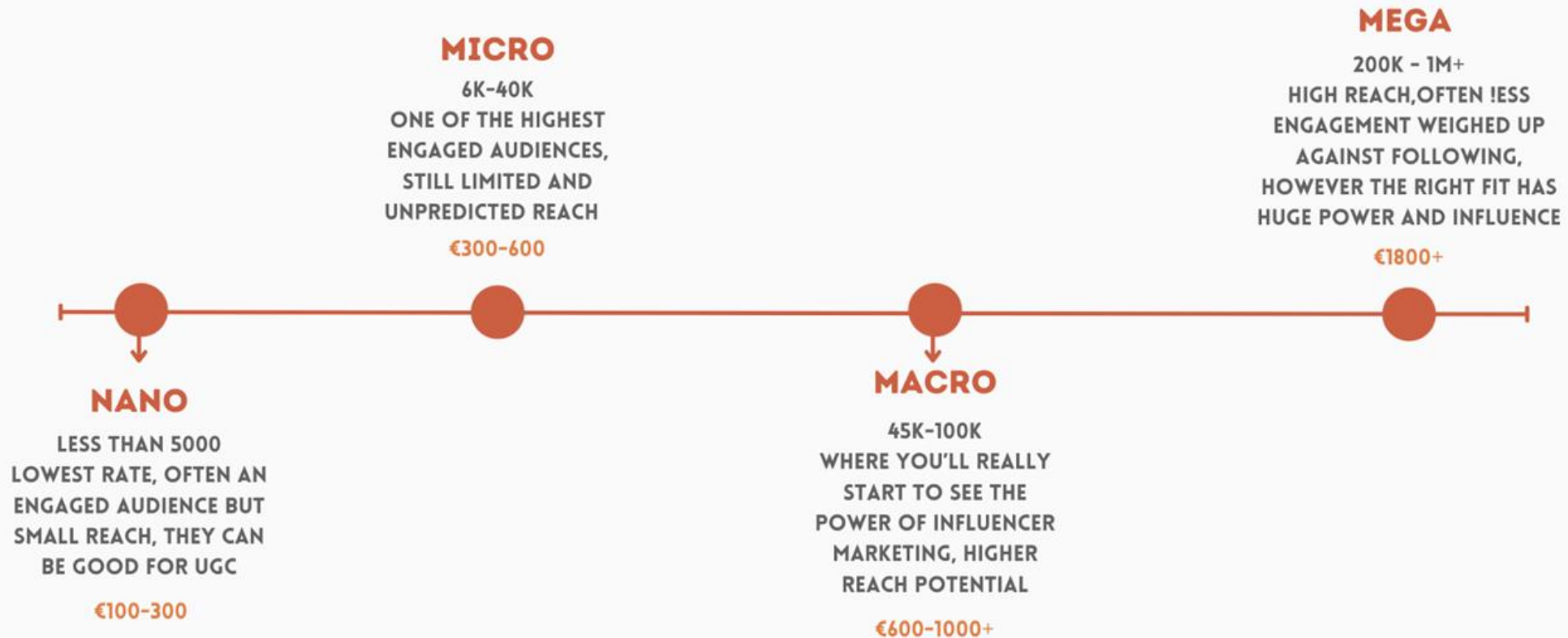
- **FOODIES**
- **INTERIORS / HOME**
- **LIFESTYLE**
- **PERSONALITY**
- **COMEDY**
- **HEALTH AND FITNESS**
- **BEAUTY**
- **OUTDOORS**
- **TRAVEL**
- **PARENTING**

**WHERE DOES YOUR BRAND SLOT INTO THIS? FIND A  
CREATOR THAT MATCHES YOUR CONSUMER RATHER THAN  
ONE WITH A BIG NUMBER ON THEIR ACCOUNT**



# FOLLOWERS

THE OTHER WAY TO CATEGORISE INFLUENCERS IS THROUGH AUDIENCE SIZE - THIS IS HOW INFLUENCER RATES ARE CALCULATED. THIS IS BASED ON IRISH MARKET.





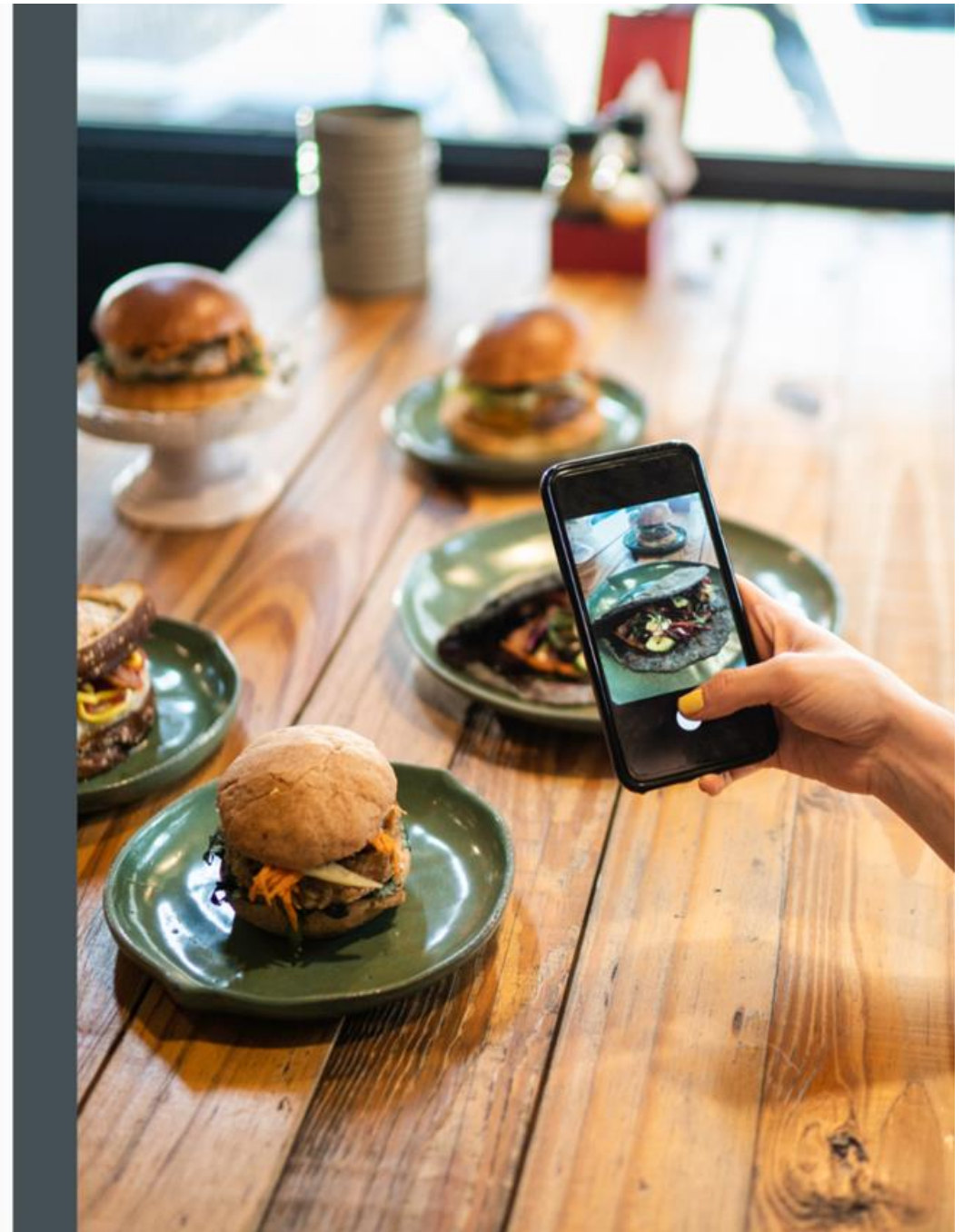
# THE INFLUENCER MARKETING BLUEPRINT

**BEFORE JUMPING HEAD-FIRST INTO INFLUENCER MARKETING, I RECOMMEND FIGURING OUT WHOSE AUDIENCE RESPONDS WELL TO YOUR BRAND**

**STEP ONE:**  
**GIFTED PRODUCT / INVITE / EXPERIENCE**

**STEP TWO:**  
**RESULTS.**  
**SEE WHO POSTED, DID YOU GET MORE TRACTION ON YOUR SOCIAL PAGES, WEBSITE ETC OFF THE BACK OF THE TAG?**

**STEP 3:**  
**PICK A HANDFUL OF INFLUENCERS THAT HAD SUCCESSFUL RESULTS FROM GIFTED CAMPAIGNS (A LOT OF BRANDS WORK WITH PR COMPANIES FROM THIS STEP ONWARDS)**



# THE INFLUENCER MARKETING BLUEPRINT

## STEP 4:

**CHOOSE A FEW INFLUENCERS WITH A MIX OF AUDIENCE SIZE, NICHE AND HAVE THEM ALL CREATE CONTENT RELATED TO A SIMILAR MARKETING CAMPAIGN**

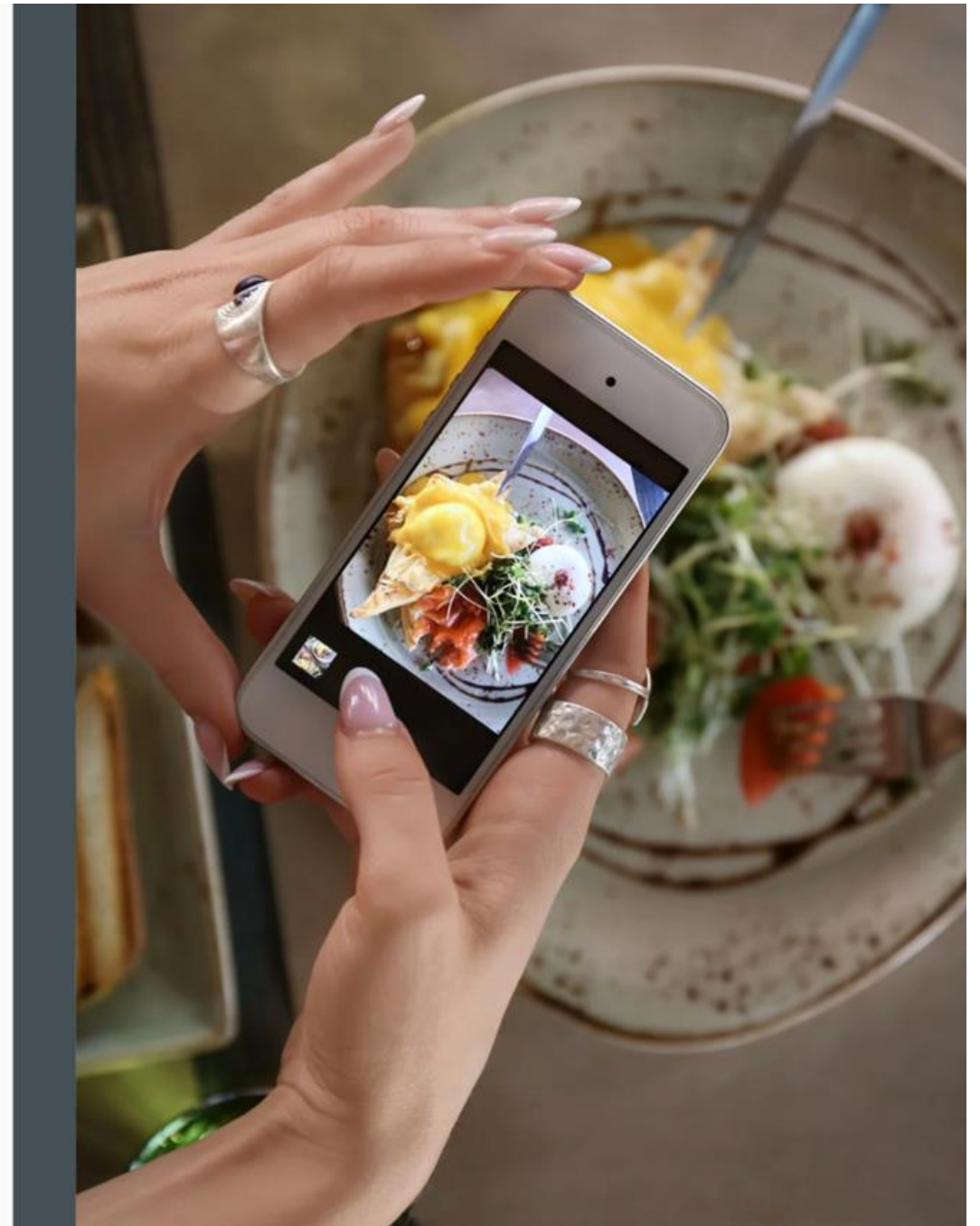
## STEP 5:

**RESULTS.**

**SEE WHICH PIECES OF CONTENT PERFORMED BEST, LEARN EVERYTHING YOU CAN FROM THE INSIGHTS - THEY MIGHT SURPRISE YOU**

## STEP 6:

**NOW YOU HAVE THE OPPORTUNITY TO SET UP BRAND AMBASSADORS - PROLONGED MARKETING RELATIONSHIPS, WHERE THE INFLUENCER GIVES YOU EXCLUSIVITY & UNDERSTANDS YOUR BRAND MORE DEEPLY, POSTS MORE OFTEN**



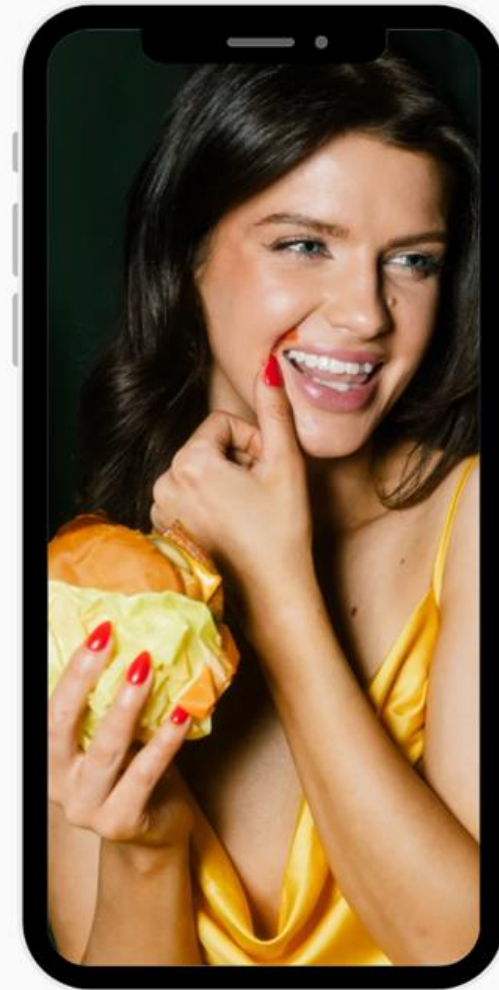


# HOW TO WORK WITH INFLUENCERS

**YOU CAN WORK WITH INFLUENCERS THROUGH #GIFTED AND #AD CAMPAIGNS.**

**HERE ARE MY TOP TIPS:**

- REACH OUT TO THEM ON INSTAGRAM DM'S OR EMAIL**
- IF YOU'RE DOING AN #AD IT'S USUALLY GOOD TO ALIGN WITH YOUR MARKETING CAMPAIGNS**
- BE CLEAR ON YOUR OBJECTIVES FOR INFLUENCER MARKETING, IS IT REACH / WEBSITE CLICKS - THIS INFORMATION WILL DETERMINE WHAT CONTENT THEY CREATE FOR YOU**
- IF YOU HAVE !OW BUDGET, OR ARE A NEW BUSINESS #GIFTED OR UGC COULD BE A GOOD OPTION FOR YOU**



**#AD VS #GIFTED**



## #GIFTED

#GIFTED MEANS THERE IS NO MONETARY EXCHANGE

BRANDS CANNOT ASK INFLUENCERS FOR CONTENT IN EXCHANGE FOR #GIFTED PRODUCTS OR EXPERIENCES

YOU CAN NOT INFLUENCE MESSAGING, OUTPUTS, SENTIMENT ETC.

YOU CAN NOT ASK FOR INSIGHTS AT THE END OF GIFTED CAMPAIGNS

GIFTED CAN BE BENEFICIAL FOR LOW BUDGET MARKETING AND TO SUSS OUT WHICH INFLUENCER (AND THEIR AUDIENCE) RESPONDS WELL TO YOUR PRODUCT.

## #AD

#AD MEANS THERE IS A MONETARY EXCHANGE

BECAUSE YOU'RE PAYING YOU CAN CHOOSE WHAT KIND OF CONTENT YOU'RE LOOKING FOR E.G A REEL AND 3 STORIES, YOU CAN ALSO HAVE INFLUENCE OVER MESSAGING, LANGUAGE, CREATIVE CONCEPT, EMBEDDED LINKS, CALL TO ACTION ETC.

YOU WILL ALSO BE ABLE TO ASK FOR INSIGHTS AT THE END OF THE CAMPAIGN, WHICH WILL BE HELPFUL FOR MARKET RESEARCH

ADS ARE ONE OF THE MOST POWERFUL FORMS OF BRAND AWARENESS, SOCIAL IS WHERE PEOPLE SEE BRANDS FIRST.

**#AD VS #GIFTED**

**WHAT INFLUENCERS ARE  
LOOKING FOR FROM THE BRAND**



## #GIFTED COLLABS

THERE'S NO PRESSURE REGARDING  
OUTPUTS - YOU UNDERSTAND #GIFTED  
MEANS THE INFLUENCER CHOOSES HOW  
AND WHEN THEY POST ABOUT THEIR  
EXPERIENCE

THERE'S NO ASKING FOR ANALYTICS  
WHEN THE CONTENT HAS GONE LIVE -  
THIS IS NOT STANDARD PRACTICE FOR  
GIFTED CONTENT

HELPFUL & NON-PUSHY GUIDELINES E.G  
"IF YOU DID ENJOY YOUR EXPERIENCE  
AND WANTED TO POST HERE'S THE TAGS"

FOLLOW UP AFTER CONTENT HAS GONE  
LIVE. THESE VIDEOS TAKE HOURS TO PUT  
TOGETHER.

IF PRODUCT GIFT, ALSO SENDING  
THROUGH THE ESTIMATED VALUE OF THE  
PR DROP FOR TAX

## ADS

KNOWING THE BRAND SEES ITSELF IN MY  
CONTENT AND THAT WE RELATE TO ONE  
ANOTHER'S AUDIENCES A.K.A THEY'RE NOT  
JUST CHOOSING TO WORK WITH ME BASED  
ON AUDIENCE SIZE

A CLEAR, CONCISE BRIEF THAT GIVES  
CREATIVE FREEDOM - INFLUENCERS KNOW  
THEIR AUDIENCE BEST AND THEIR STRENGTH  
IS FINDING THE CORRECT NARRATIVE FOR A  
BRAND ON THEIR PAGE

NO WEIRD HASHTAGS THAT MAKE NO SENSE /  
CAMPAIGN NAMES - THEY DONT WORK AND  
THEY AFFECT REACH AND DON'T WORK E.G  
TAYTOSPICYKISSES

ADDING EDITS THAT WERE NEVER MENTIONED  
ON THE BRIEF AFTER CONTENT HAS BEEN  
FILMED

GIVE 1-2 WEEKS FOR ANALYTICS TO BUILD  
UP, SOMETIMES CONTENT CAN BE A SLOW  
BURN

# **HOW TO REACH OUT TO INFLUENCERS?**



## I WILL NOT REPLY WHEN

IT'S OBVIOUSLY A 'SEND ALL' MESSAGE  
AND THERE IS NO PERSONAL TOUCHES

THERE'S JARGON AT THE START OF THE  
MESSAGE E.G 'WE'RE IMPRESSED WITH  
YOUR ABILITY TO HARNESS A NETWORK OF  
INDIVIDUALS'

THERE'S NO MENTION OF THE BRAND IN  
QUESTION

OPENING BY ASKING FOR CONTENT IN  
EXCHANGE FOR AN EXPERIENCE

ASKING FOR ANALYTICS

PRESSURE OF CONTENT CREATION /  
OUTPUTS IN ANY WAY ON THE FIRST EMAIL

NO UNDERSTANDING OF MY CONTENT OR  
AUDIENCE E.G GETTING ONTO ME ON  
BEHALF OF A FAST FASHION BRAND (IT'S  
CLEAR YOU DON'T ACC KNOW MY  
CONTENT)

## THE DREAM MESSAGE

OPEN USING MY NAME (AND SPELLING IT  
CORRECTLY) AND SAYING SOMETHING  
WITH A PERSONAL TOUCH SO I KNOW IT'S  
NOT COPY AND PASTE

IT'S SIMPLE AND TO THE POINT

OFFERING EXPERIENCE AND MENTIONING  
IT'S STRONG POINTS AND WHY IT'D SUIT  
MY CONTENT

MENTION A PIECE OF CONTENT YOU HAVE  
SEEN, AND HOW THIS EXPERIENCE YOUR  
PITCHING CAME TO MIND AS A RESULT

IT'S CLEAR YOU UNDERSTAND MY  
CONTENT AND MY AUDIENCE

NO MENTION OF CONTENT OUTPUTS IN  
EXCHANGE FOR GIFTED  
PRODUCT/EXPERIENCE

NO PRESSURE PUT ON / ASSUMPTION  
MADE ON AN INTRO EMAIL