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- Content calendars**
 Content calendars assist the content marketer in planning the content they will be sharing, across which platforms, and when. The more advanced planning is undertaken, the easier it is to meet specific tactical opportunities.
- Workflow map**
 A workflow map documents the path a piece of content takes when it is created. What are the steps in approval, how is it optimized for digital publishing, who has final sign-off on a duplicate of existing content, and where else can it be used? A workflow map assists you in streamlining this process.

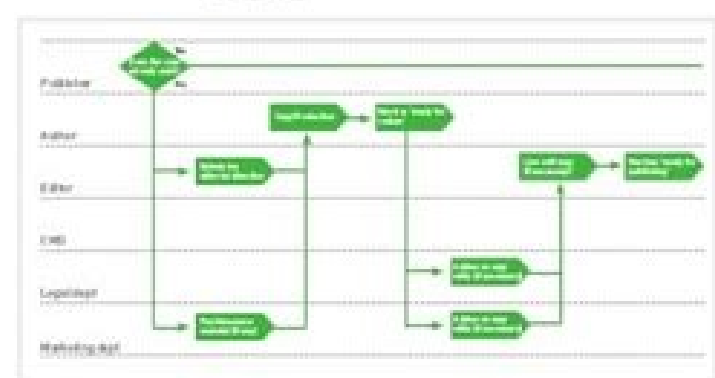


Figure 12. An example of a workflow map for an article. (Adapted from [source])

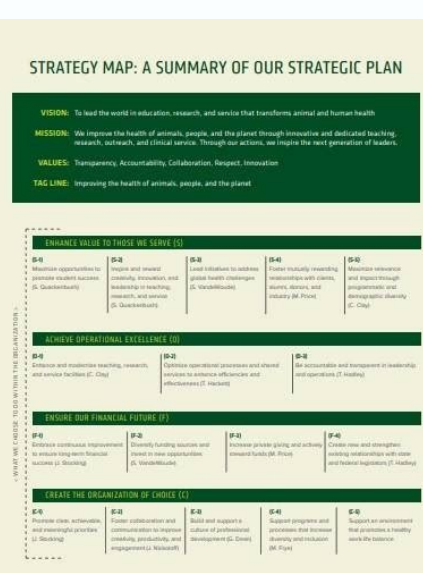
- Persona map**
 As discussed, the persona map assists content creators in focusing on those for whom they are best creating content, and what the motivations of consumers would be.

4.8 Advantages and challenges

Content marketing can position your brand as an expert through the sharing of useful content in your specific field. It also enables you to reach the customer who has a fragmented attention span spread across many devices and content touchpoints.

Long-term vision
Working towards our centennial anniversary (2037 Vision)

Business growth	A logistics company with a strong presence in the global market
Customers and society	A company that contributes to achieve a sustainable society through logistics
Shareholders	A company that achieves sustainable growth by establishing corporate governance
Employees	A company whose employees come from a variety of backgrounds, are proud of their work, support customers and society, and play active roles
Values to be changed	Creating new value through innovation
Values to be sustained	Safety, Compliance, Quality (priorities) We Find the Way (Corporate Message)
Nippon Express Group Corporate Philosophy	Our Mission: Be a Driving Force for Social Development Our Challenge: Create New Ideas and Value that Expand the Field of Logistics Our Pride: Inspire Trust Every Step of the Way



DEMAND METRIC Influencer Marketing Platform C

Scenario

Business Requirements	Platform 1	Platform 2	Platform 3	Platform 4
Influencer Discovery	49%	67%	83%	
Influencer Management	59%	67%	86%	
Content Management	57%	67%	88%	
Service & Support	54%	58%	84%	
Technical	52%	67%	86%	
Analytics	57%	67%	83%	
Platform Rating (out of 100%)	58%	63%	84%	

Category	Item	Value	Unit
Revenue	Product A	100	USD
Revenue	Product B	200	USD
Revenue	Product C	300	USD
Revenue	Product D	400	USD
Revenue	Product E	500	USD
Revenue	Product F	600	USD
Revenue	Product G	700	USD
Revenue	Product H	800	USD
Revenue	Product I	900	USD
Revenue	Product J	1000	USD
Revenue	Product K	1100	USD
Revenue	Product L	1200	USD
Revenue	Product M	1300	USD
Revenue	Product N	1400	USD
Revenue	Product O	1500	USD
Revenue	Product P	1600	USD
Revenue	Product Q	1700	USD
Revenue	Product R	1800	USD
Revenue	Product S	1900	USD
Revenue	Product T	2000	USD
Revenue	Product U	2100	USD
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Influencer strategy template.

This one is simple: ask an influencer to provide at least a few references from previous brands. The strategy seems like such a simple idea. Content quality. If the influencer is to deliver great results for you, they need to know what you need from them. The content doesn't have to be brand-focused, of course. This can help you achieve better results, so be open to suggestions. To make your partnership work, you need to have your brand ready. 6. Give it a try if you can, but never dictate your requirements to the influencer! Creative freedom matters to them. The influencer is much more likely to agree to collaborate if you have decent branding (strong visual identity, user-friendly website, etc.) That's why I recommend going over this essential branding reading (if you're already sure your brand is super awesome, skip it, the tips are next). Okay, so how do you hit the ground running with influencer marketing? Website visits. Some brands make a mistake by focusing on the wrong things when measuring campaign performance. The best way to tell an authentic influencer is to assess content engagement - comments and likes. Brand storytelling is a powerful customer acquisition and marketing technique that pairs perfectly with influencers. An influencer is likely to propose to you some ideas on how to create reviews. Campaign Goals Describe the goals and objectives of the campaign. Audience location. You may wish to cite other campaigns you find inspiring. This video review from Jon Rettinger, a popular YouTuber who makes tech reviews, is a good example: IGTV is another popular source of video-based product reviews. Let's start by going over the basics (I promise it'll be quick). The best content sparks conversations - comments, that is - in posts, so go through the posts of a chosen influencer to see if it's true for them. Results Describe how you will measure the results, e.g. the number and dollar value of sales made on your landing pages, meaningful engagement like comments and link clicks. Image source: TikTok Altogether, the campaign has attracted 500+ million views, becoming the best performing branded challenge in the U.S., (yes, the influencer's followers were quick to pick up her idea of dancing and posted their content with the hashtag #guacdance). Influencer marketing is a marketing strategy whereby a brand partners with a person to act as a thought leader and impact the buying decisions of a specific audience. 4. Unfortunately, it's more complicated than that. Many young people can relate to this experience, agree? Absolutely. Another great thing about this post is that the campaign makes it easy to try the product. But only a few really know how to benefit from it. Marketing Materials Provide links to materials (or attach files) with your branding guidelines and other marketing content. There are nice tools like Buzzsumo and Mention that automate this process. Have no in-house copywriters to take care of that? In fact, that's one of the reasons many brands prefer micro-influencers. _____ 1. Step 3: Co-Create Content Many brands fully trust influencers with content ideas. Is this strategy worth your time? In fact, studies have shown that "creating authentic content about brands" was the top benefit of influencer marketing. Besides, the influencer would be much more committed to the success of the campaign if you show a desire to help them. Have your influencer teach viewers how to use your product to solve a problem and explain why they like it. How are you going to measure the performance of the campaign? Likes/followers. What kind of branding and marketing materials are you going to provide (if any)? With Driftwood being a micro influencer, his audience is very engaged and likely to try Audible. With a prevailing majority of users - over 45 per cent - aged between 20 and 39, it's a perfect platform to target Millennials. The last thing: don't treat your brief as a static document. Here's what they may suggest. When a review comes from an influencer a customer trusts, the effect on sales could be amazing. It's quite possible that the influencer will propose changes based on their experience. Take a look at the Disclosures 101 for Social Media Influencers, FTC's guide to influencer campaigns. Co-creation of content is a win-win strategy because you can learn a lot from each other. The first audiobook is free, according to Driftwood, so trying the service is risk-free and easy. Everyone's talking about influencer marketing these days. The community of influencers on the platform has also been growing. References. He uses his partner - Audible, a company selling audiobooks - to listen to various professional books to make a better choice. Especially if you're selling to Millennials and Generation Z. That's totally okay - you're the one who approves it, anyway. Promotion without any justification is a bad idea, and no influencer worth their salt would agree to it. Since you're doing your influencer campaign the right way, you need a campaign brief. Provide a quick intro to your company. Dos and Don'ts Give tips on how to handle the campaign, e.g. "include #fashiontrends in every post." Also provide advice on specific don'ts, e.g. "Don't compare us to brand X." B. The influencer might think of ways to place your brand or product in the lives of their followers and show how it can help. That's why brands are trying to avoid that by desperately looking for influencers who rule their niches. There are many micro influencers, too, so brands don't have problems finding good options in specific niches. It will help the influencer understand how you prefer to communicate with customers. If the influencer agrees to co-create content, you can: Provide them with images, social media posts, or articles from your business blog and other content that the campaign might benefit from Always offer to give feedback on the content created by the influencer Participate in content creation using a shared account on a graphic design platform. Typically, influencers supply a list of the best content for Instagram or another network they prefer to create. TikTok influencer marketing has been around for a relatively short period of time, but we have already seen many successes. Target Audience For example, "Women aged between 25 and 35, interested in the latest graphic design trends in the U.S." 5. Image source: The State of Influencer Marketing 2017 For example, you can share your brand's story or product development details with an influencer and ask them to come up with a creative post. Just one post from Loren Gray's recent campaign with Chipotle, for example, has amassed 724.7K likes and more than 5,000 comments. How hard could it be, right? Let's ensure that you have a good chance to get nice returns like this. This is easy because the influencer doesn't have to go through the trouble of shooting a detailed review and editing it for YouTube. The influencer presents the story in a really simple yet relatable way. Related: How to Get Traffic & Leads with Content Creation How do you know if that's one person visiting a bunch of times, or a bunch of people at once? Here's an example of a simple story. Payment Describe how you will compensate the influencer for their cooperation. _____ Writing a clear and easy-to-understand brief is a must to prevent misunderstanding and other issues. What is the timeline of the campaign? I mean you partner with someone, sign an agreement, and have them promote your products. Here are this year's most popular ways to measure success of influencer campaigns, according to The State of Influencer Marketing 2020: Benchmark Report. That makes sense, yes, but the fact that the influencer "rules" doesn't mean he or she is the best for you. Image source: The State of Influencer Marketing 2020: Benchmark Report Stay away from the following metrics when creating your campaign brief: Content views. However, as of 2020, brands are measuring success against campaign goals and are using more tangible metrics. This article has been contributed by Anna Medina. What products or services do you need to promote and with which content? Both come with free trials, so you'll learn how to look for good influencers for free. It's a very important document that serves as a campaign roadmap for the influencer. Here's a campaign brief template for you to use. A poorly skilled influencer is a common reason why campaigns fail. If they don't have any recommendations, that could be a red flag. YouTube influencers are a big hit because people love videos. These are the essential points to cover in a brief. Easy, follow these steps. So, how can you collaborate on content creation? Include information about previous influencer campaigns. 2. 3. These content types are the most effective, sales-wise: How-to articles on a blog An influencer can show how your product can help solve a typical problem their followers have with a blog article. Your journey to finding the right influencer to work with begins with you. No worries, though. No worries, go to review sites like Pick the Writer or Writing Judge to see top-rated writing and editing services. 7. So, ask your chosen influencer to provide an in-depth, creative and objective review of your product - after they've tried it for free, of course! Since positive reviews influence 91 per cent of online customers, you should definitely have them. Focusing on those metrics basically means wasting your time. Who Are We? Some of the most followed accounts include Loren Gray (45.9 million followers) and BabyAriel (34.4 million). By the time you're done reading this article, you'll be ready to make the right steps to building your brand with influencer marketing. Even an Instagram star with 2.6 million followers isn't always able to sell as little as 36 t-shirts. Their audiences are smaller - between 1,000 and 100,000 - but much more engaged and interested in buying. Successful influencer marketing campaigns generate a return of up to \$6.85 for every \$1 spent. Hope you'll keep them in mind the next time you'll decide to go for an influencer campaign! Fingers crossed for your success! About the author: Anna Medina is freelance writer. The brief depends on a lot of factors, but it should answer these essential questions: What are the primary and secondary goals for the campaign? It made vertical video popular again and enjoys 800+ million active users around the world. If they get a consistent stream of likes or comments on their posts, chances are good that they're not fake. An influencer might be popular in one city but totally unheard of in other ones. If you're a local business, check where an influencer's audience comes from to avoid targeting the wrong area. A good way to introduce your brand to an influencer's audiences is with a story. These are often called "vanity metrics," which means they have nothing helpful to tell you about the campaign. What matters in influencer search is: Authenticity. In years gone by, limited experience led businesses to measure success of influencer marketing campaigns using metrics such as views/reach/impressions and engagement. It goes without saying that your campaign must comply with the latest requirements from the Federal Trade Commission (FTC). These four points should give you quality options to choose from. Whew, you're done! Now you know how to sell more with influencer marketing. Channels, Deliverables and Timeline Give an overview of: Social media platforms you'd like to use What content you want them to publish (deliverables) Content frequency, e.g. 2 posts a week for the entire timeline of the campaign. You just learned the basics of the strategy and got some pro tips and tools to make it work. You need to really figure everything out before doing anything. A well-known photographer, Jesse Driftwood, shares his story of choosing a career in this Instagram post. This is almost completely useless because it doesn't measure your main goal: sell your product. If you're wondering if you have to search for influencers manually, no worries. You can count these as long as you want, but it means nothing if no one makes purchases. The point is: never rush into something as tricky and complicated as influencer marketing. Need help with getting it done the right way? But let me tell you why you should participate in creating content: You contribute your content ideas and suggestions (in many cases, it's necessary if the product is complex; the influencer might need help with learning about it) Content gets approved and published faster An influencer can teach you something new about the target audience You understand what products and content work best. Related: A Guide to Storytelling for Designers & Business Owners TikTok is a rising star in the world of social media. Brands mostly hire social media influencers because of the easy access to target audiences it gives. So, TikTok is definitely worth the try, and the tips you've been reading in this post totally apply there, too. Count sales instead.

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