

# Influencer Marketing Strategy of



**Who** are you as a company?

**What** is your product/service?

**Why** does anyone need it?

Do your **employees** know that?

Employee	Who are we?	What's our product or service?	Why does anyone need it?

## Who are your **customers**?

location • age • interests • the problem that you solve  
• income • hobbies • other characteristics

..... **aged**.....,  
**who** .....

.....

**For example:** Women aged 24-35 in Tallinn  
who want to learn swimming.

**Do your customers** know who you are and what you sell?

Customer	Who are we?	What's our product or service?	Why does anyone need it?

Are your customers **satisfied**  
with your product / service?



**NPS**



The **goal** of the campaign:

A large rectangular area enclosed by a dashed purple border, intended for writing the campaign goal.

KPI	Why?	Goal

## **Channels** to be visible on \*



\* channels where your customers spend time

## **Channels** to look for influencers:

- Your client base
- Instagram
  - Search by hashtags
  - Search by location
  - The Explore Page
  - Similar profiles
- Promoty



## Criteria for **selecting influencers:**

- Engagement
- Followers
- Quality of the content
- Topics and values

## Potential **collaboration partners** ♥

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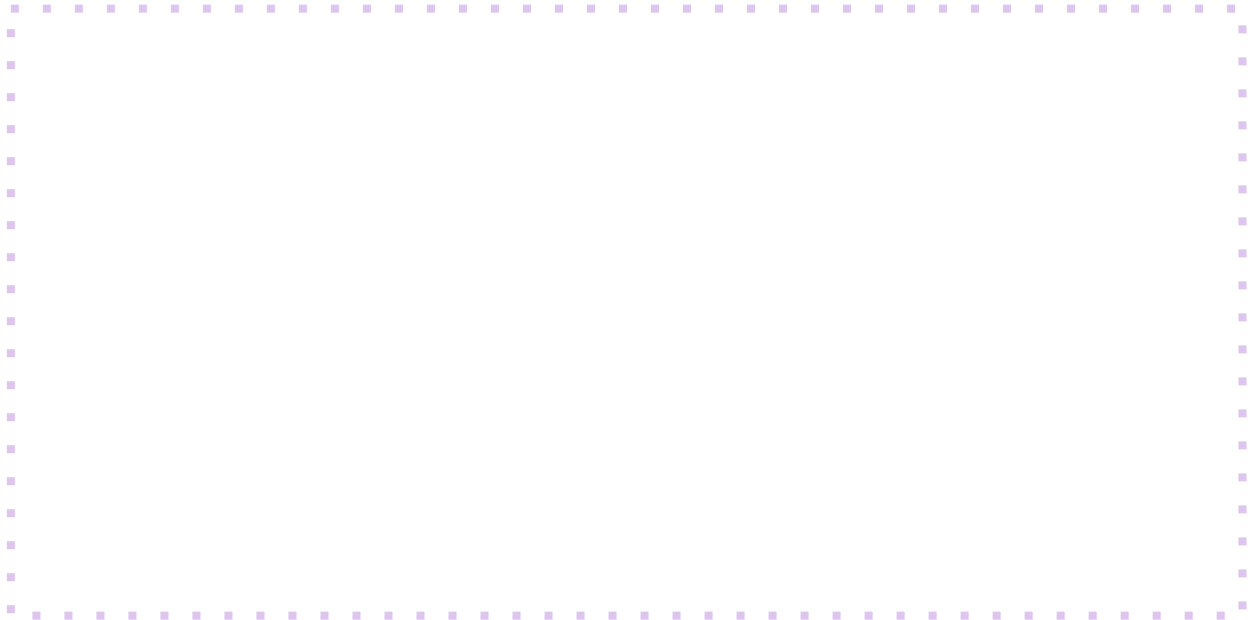
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## **Expectations** for the content



<b>DOs</b>	<b>DON'Ts</b>



