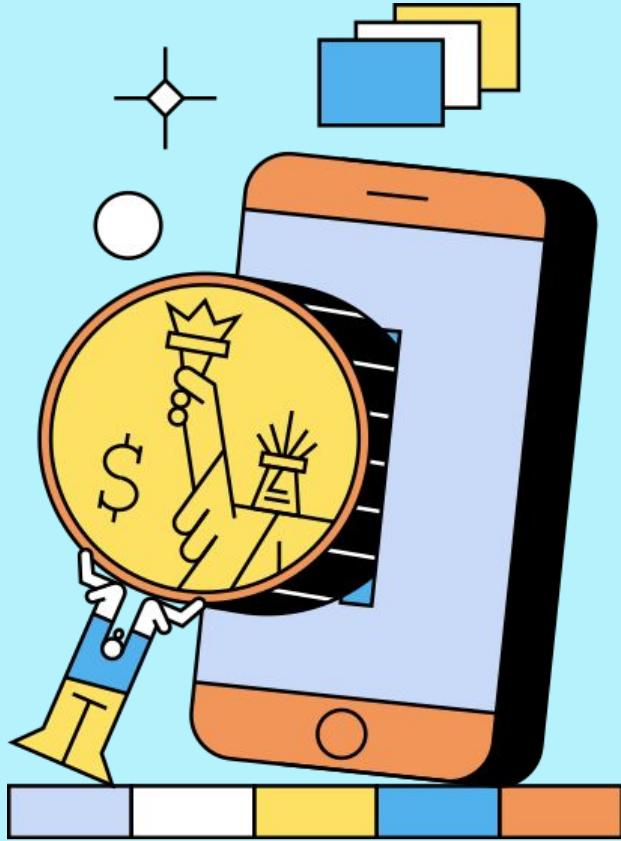


Boost Your SEO with Strategic Influencer Marketing



A Few Quick Thoughts Heading Into This Talk...

The most effective influencer marketing strategies weave rather seamlessly into every aspect of your overall marketing plan, and helps nudge your prospects along the path to purchase through:

- Branded channels
- Branded content
- Good PR
- Paid Social
- Adwords campaigns
- Offline ads

But...



We would venture a pretty solid bet that most brands still think of influencer marketing as a top-of-funnel strategy that's almost exclusively used for achieving brand lift.

And yes, influencer marketing is GREAT for raising brand awareness, but your influencer campaign can help you achieve a number of important benchmarks for your marketing department, one of which is better results with your SEO efforts.

Influencer marketing affects, SEO, improves SEO, and it can have a dramatic effect on your SEO.

What is SEO, exactly?

Good question. SEO, or search engine optimization is a strategy designed to help your content to show up high in search results. And it takes some doing.

An effective SEO strategy requires tons of high-quality content. And as Google's search algorithm continues to get more and more sophisticated, it becomes super hard to game the system with hacks that worked just 12 months ago.

These days, content teams have to be committed to their ABCs - Always Be Creating. And that's not always easy for small teams.



Content, Content and More Friggin' Content

Not to get into a big, long thing about how much content you're going to need to successfully pull off SEO, but the ballyhoo is well-warranted. And necessary.

Your SEO strategy helps you index all of your products on the internet so prospects can find them. It helps you grow your site's Domain Authority, which signals to Google and searchers that your website is trustworthy.

Let's face it: today, Google pretty plays a key role in validating your existence. And Google relies on the content produce by you and about you to do it.

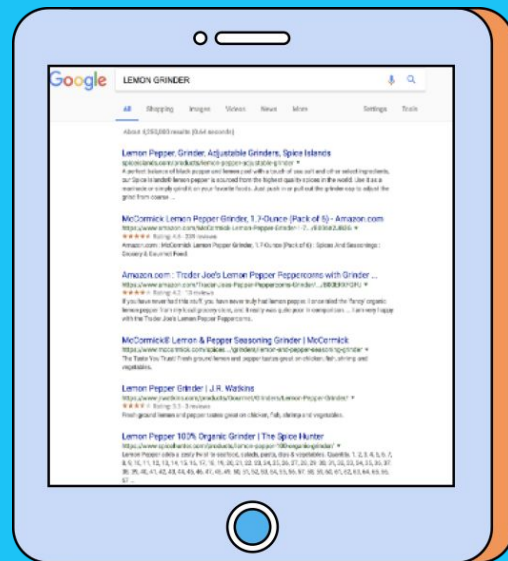
Produce Quality Relevant Content

Keep it Fresh

Target Long-tail Keywords

Keep Messaging Relevant to Your Products

Grow Domain Authority



While the endgame for just about every marketing campaign is to turn strangers into customers and raving fans, the goal of SEO is to help brands get found online.

And the truth is... if you want to get found online, you have to find a way to show up high in search results for the thing you sell, for your area of expertise, and for other topics closely tied to the thing you're an expert at...

Here's the great thing about this though... optimizing branded content for search engines doesn't mean you're stuck writing keyword-optimized blog posts. There's other stuff - cooler stuff - you can do.

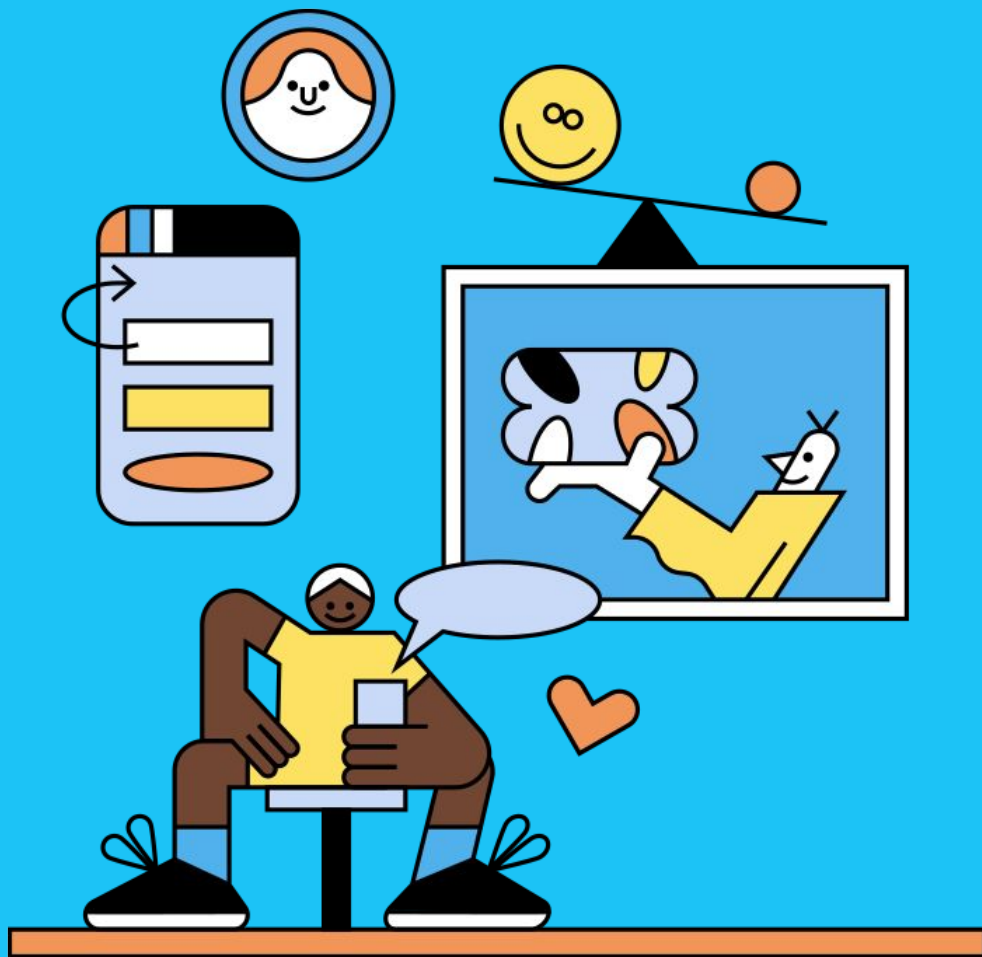
Which brings us [finally] to the point of this book.



Your influencer campaign should absolutely tie into your SEO strategy.

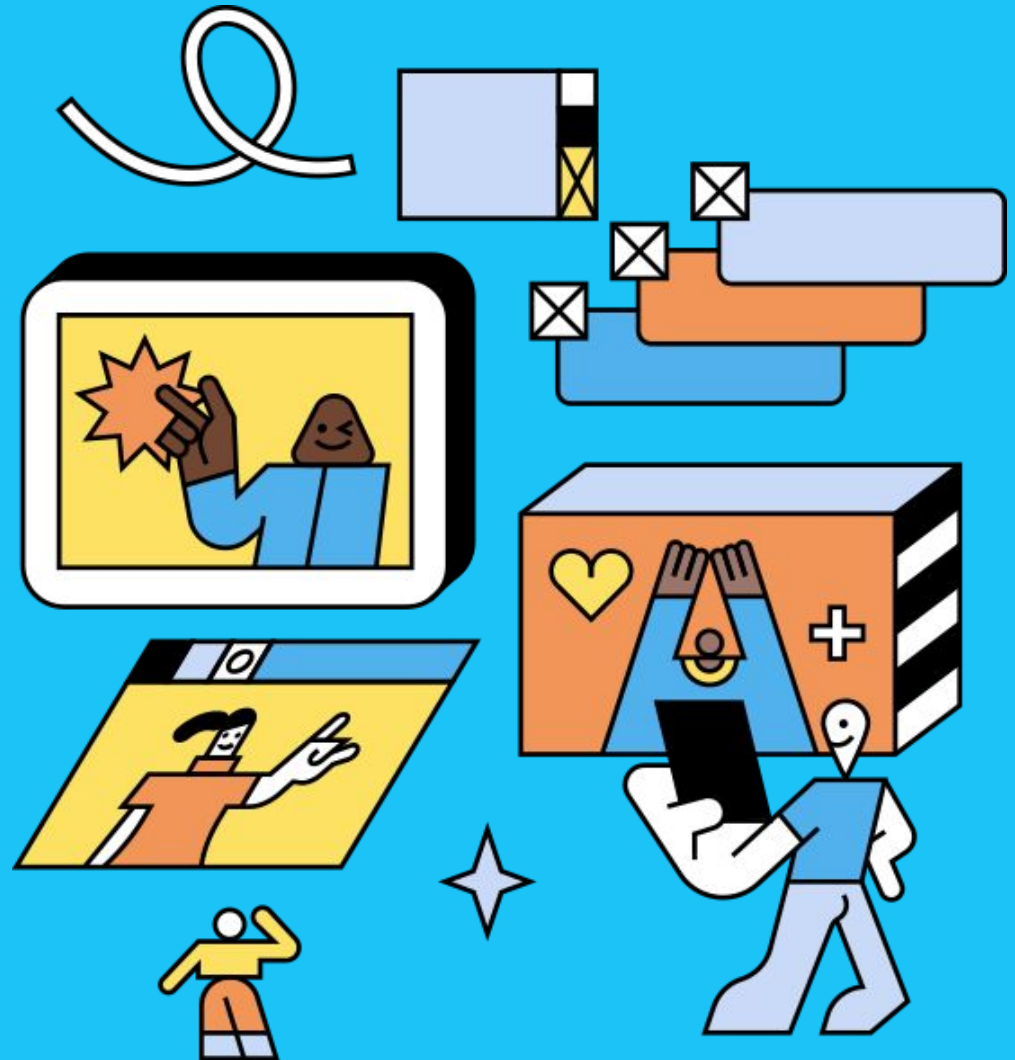
SEO does a couple of things really well:

- It helps potential customers find you online (and tells them you exist)
- It helps your brand to show up in search results without having to shell out money for ads
- It helps level the playing field between you and your competitors
- It can help you to establish your brand and/or team members as experts



And influencer marketing does a couple of things really well:

- It helps potential customers find you online (and tells them what you're about)
- It gives your brand a voice so that your tribe can find you and connect with your brand
- It's more affordable than bringing in a creative agency to create a bunch of branded content for you
- It helps level the playing field between you and the big companies
- It lends a bit of social proof to your brand so that you can be seen as trustworthy



But search engine optimization has its challenges, too:

- Hard to scale
- Takes time (usually months) to see any results from your efforts
- Branded content is naturally perceived as biased



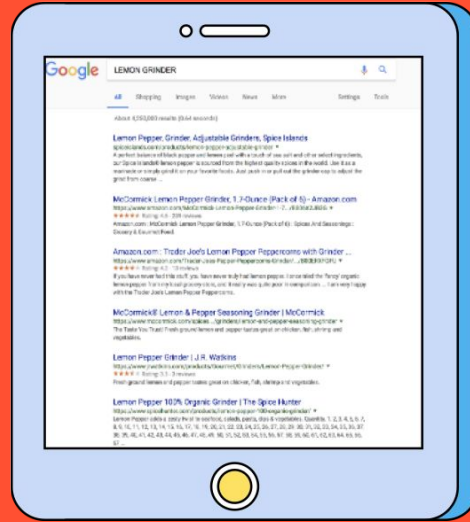
The challenges listed on the previous page are precisely what influencer marketing helps to fix.

Scale content creation by outsourcing it to an army of influencers.

Expand your visibility by aligning influencer selection with keyword research so you have a diverse group of creators building content specifically designed to target different long-tail keywords.

Amplify your messaging by bringing in creators who are also raving fans who can promote content and increase the likelihood of making your content go viral.

Prove your value by leveraging the Domain Authority of your influencer partners and adopting their endorsements as much-needed social proof.



Crowdsource Content Creation with an Army of Advocates

Get Those Diverse Perspectives

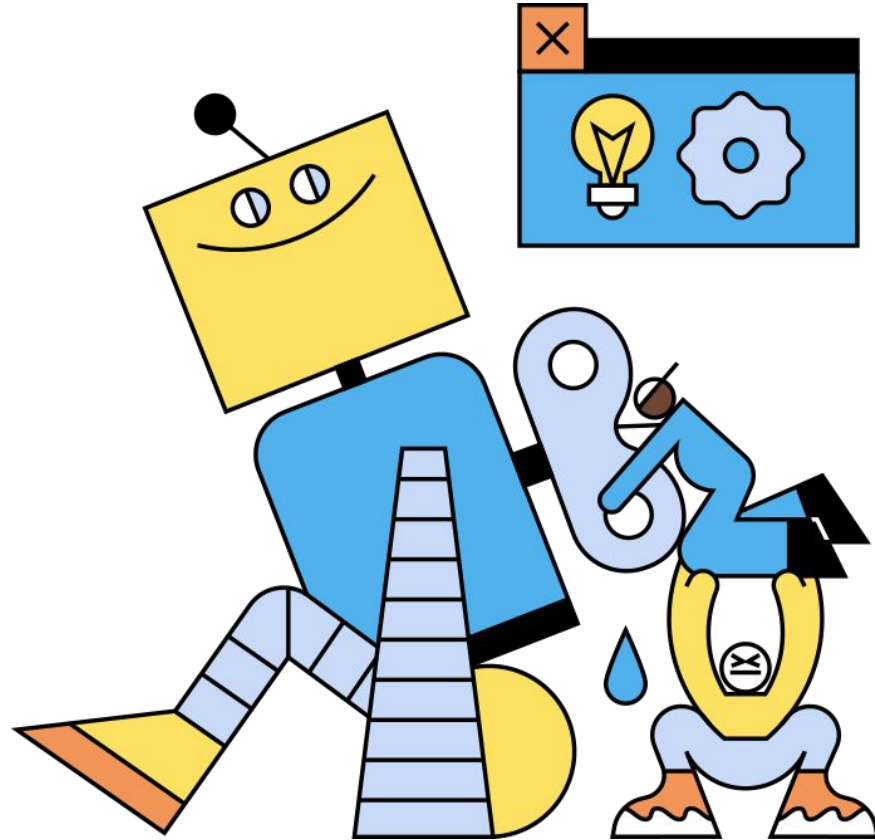
Collect Organic, Authentic Reviews

Leverage Social Virality

Utilize Someone Else's Domain Authority

The rest of this guide will deal with exactly how to set up your influencer campaigns to support SEO.

And vice versa.





Step #1: Choose the Right Influencer Partners

For 73% of brands who run influencer marketing campaigns, this is THE biggest challenge.

Beyond verifying the follower numbers and making sure the engagement that shows up isn't just a string of emojis and a couple of randos calling every post "a great pic", influencer selection is probably the single biggest element of an influencer campaign that directly impacts your ROI.

It's also the toughest part of the campaign setup because you pretty much have to nail the targeting.

Why targeting the right influencers matters so much...

Let's say the influencers to the right both talk about fashion & are currently in their 20's.

But they clearly target different demographics, which means they will appeal to different types of brands in the same vertical.

Finding the right influencer partner requires you to know more about an influencer than demographic info and follower count.



Hip Young Style

Frequently wears
NastyGal &
Forever21

Vegan, Sustainable

Frequently wears
Stella McCartney &
Modern Rarity



Here's another example to drive home the point...

On Instagram, different food bloggers focus on different types of foods, and draw interest from different niche audiences.

Street food, desserts, keto dishes, vegetarian, vegan, homemade baby foods... you name it.

As a brand, you can't assume that every food blogger will successfully help you accomplish your campaign goals. Only product-level analysis will provide you with the insights you need to target (and recruit) the influencers who already have sway with your audience.



Vegan Food Artist
Her **non-meat** recipes are both exotic and healthy.

Finger-Food Aficionado
Her secret ingredient is **bacon**.
Wrapped around everything.

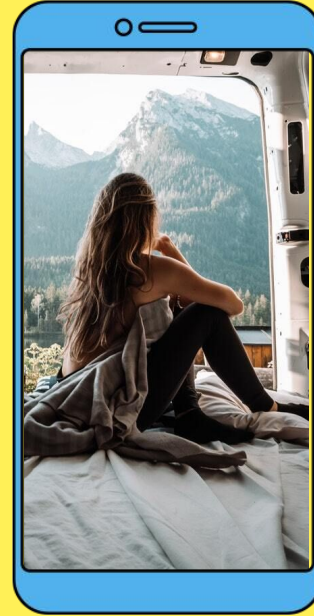


And maybe one more...

Vacations, travel,
accommodations, activities...

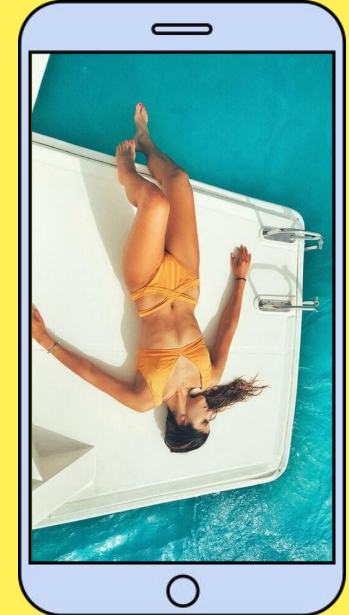
Van life or private jet? Treetop
AirBnB or 5-star hotel?

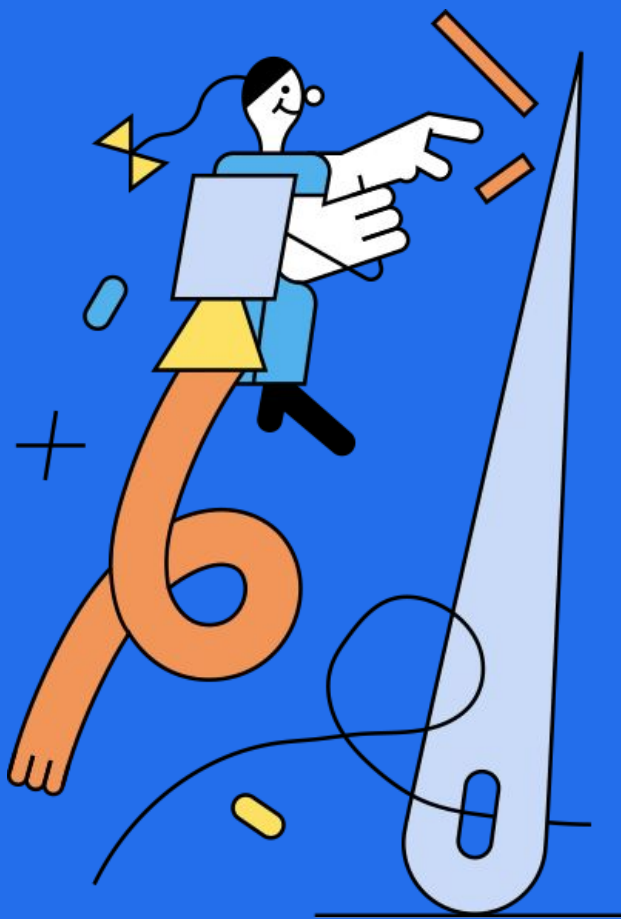
These are the types of
characteristics that can be
targeted by identifying shopping
habits of your influencers and
aligning them with those of your
own target audience.



The Outdoorsy Camper
Loves **roughing it**.
Off the beaten path.
Sleeping in a tent.

The Luxe Traveler
5-star hotels.
First class.
Luxe destinations.





Step #2: Figure Out Which Influencers Can Move the Needle

Next on the list of important tasks is to identify which influencers will be able to make an impact on SEO by zeroing in on the selection criteria that matters most when you're making an SEO play.

(The assumption here being not all influencer selection criteria matters... and you need to zero in on the ones that actually do).

Influencer Selection Criteria Checklist

Let's start by making sure we're on the same page when we talk about influencer selection. Your influencer selection process should include an assessment of the following characteristics:

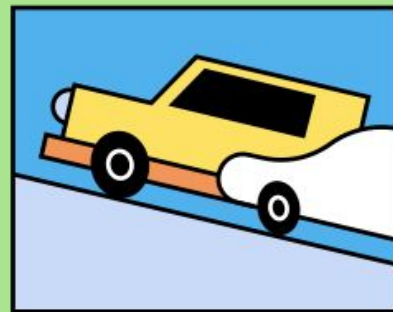
- ❑ **Source** (influencer networks, casting call, agents, cold outreach, or platforms)
- ❑ **Campaign goals**
- ❑ **Follower count**
- ❑ **Engagement ratio**
- ❑ **Demographics** (age, gender, income, family size)
- ❑ **Vertical of influence** (beauty, fashion, DIY, home decor, luxury, travel, lifestyle, crafts, education, finance, entrepreneurship, inspo)
- ❑ **Diversity** (ethnicity, race, background, niche/subcultures)
- ❑ **Activity & Performance** across platforms (frequency of posts, blog Domain Authority, topics covered, virality of content)
- ❑ **Brand mentions/affinities, purchase habits**
- ❑ **Previous campaign performance**
- ❑ **Content type/quality**
- ❑ **Audience sentiment**



High **follower counts** are not relevant to SEO.

High **traffic** to their content is necessary, but not enough.

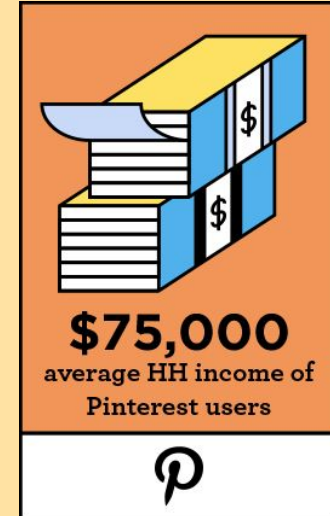
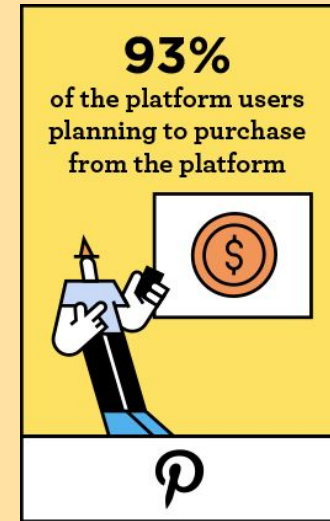
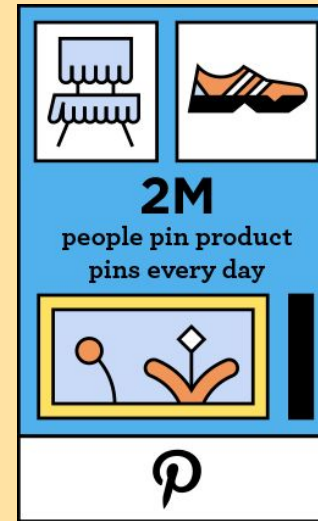
High **Domain Authority** (DA) of their blog is necessary, but not enough.



The criteria that DOES matter:

Finding influencers that have a high percentage of shared content.

This is the only surefire way to ensure you aren't investing in false-positives.



Here's an example of what we mean...

This collage on the right is from a 2013 4men1lady.com blog post.

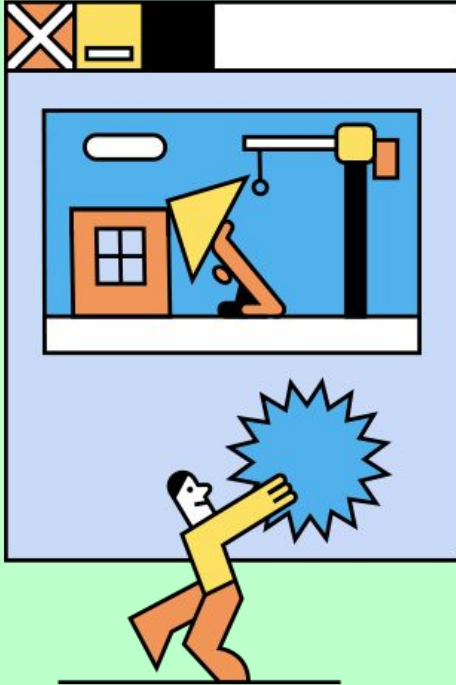
When we initially presented this content, it wasn't a book - it was a masterclass taught by a member of The Shelf team, back in 2016. Back then, this particular blog post post ranked #4 on Google for the search term "diy pipe table" and had been repinned **88,000+** times.

In 2020, this same blog post, dated 2013, STILL ranks #4 in search results for "diy pipe table". It's been repinned **122,000+** times. And the Domain Authority for this site is currently 51.



supply list
34 D, 60 L, 30 H
Plumbing Pipe Table on Casters.

- 3, 2x12 boards cut at 60 in each
- 3, 1x4 boards cut at 30 in each
- 4, 6 inch long, 1-inch pipes
- 4, 14.25 inch long, 1-inch pipes
- 4, 10 inch long, 1-inch pipe
- 1, 39.5 inch long, 1-inch pipe
- 4, 1 1/8 plastic sockets
- 4, 1-inch floor flanges
- 6, 1-inch t-joints
- 4, 4-inch threaded stem casters



Strategy #3: Be strategically specific

The spot where the rubber meets the road happens where you successfully tie your content concepts to the keywords for which you want to rank.

That means being very specific about the focus of any content influencer partners create for the campaign. So, we want to avoid broad topics and go very niche.

You need to make sure your themes and concepts are keyword-optimized to support your SEO efforts.

PRODUCT

Fish
(or other food/kitchen products)

BAD CONCEPTS

(too broad, peeps usu. search recipes by food group, meal plan (keto, vegan, etc) or main entree/keyword)

“30 Minute Meals”

GOOD CONCEPTS

(niched way down, lets you target different types meal plans with variations of the same entree/keyword)

“Fish Recipe for People Who Hate Fish”

“Indian Fish Soup with Turmeric”

“Fish Dishes for Lent”



PRODUCT

Water
Sweetener
Protein powder

BAD CONCEPTS

(too broad to know you're talking to your audience, SERPS will incl everything from fruit to Kool-Aid)

"Flavoring Your Water"

GOOD CONCEPTS

(lets you zero in on product benefits with a topic that's frequently being searched, can organically embed product in ingredients list)

"Water Detox Recipe with Fruit"



489

Pins ⓘ



2 405 318

bit.ly clicks



PRODUCT

(Anything with pretty packaging)

BAD CONCEPTS

(super basic, requires zero creativity, won't be found unless user is specifically searching for the brand being reviewed (when 97% of Pinterest users conducting unbranded searches))

“A Review of My New Favorite (Product Name)”

GOOD CONCEPTS

(presentation matters on IG and Pinterest, great contextual integration, memorable - can appeal to Boho style, upcyclers,, plant lovers, interior design buffs, etc...)

“Upcycled Tea Tin Planter”





Here's the Big Takeaway

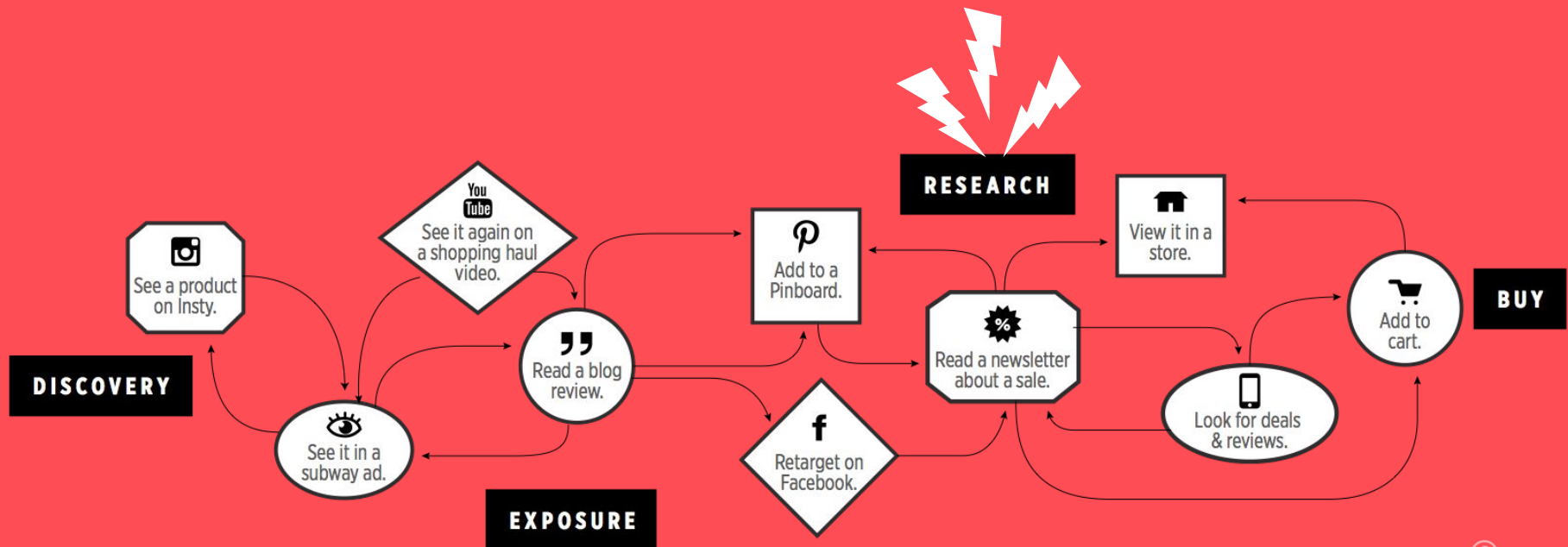
As the Google algorithm gets more and more sophisticated...

Planning an influencer marketing campaign within the context of your overall digital marketing / content marketing strategy

... will make the difference between having a memorable influencer campaign and having a campaign that is memorable AND exceeds all the metrics.

Influencer marketing is the only option for truly influencing your customers at the purchase-decision-making point. To stay top-of-mind and reach them wherever they may be on the web, bake that keyword strategy right into your IM campaign. Then... retarget like crazy.

Complimentary at every stage // Requirement at the RESEARCH stage.



We are The Shelf.

We're experts at Full-Funnel Influencer Marketing™ (that's where you pretty much get to tick all the boxes and deliver the kind of ROI that keeps the bigwigs happy).



We've worked with a ton of amazing brands and agencies.

FAMOUS
footwear.

baï

drybar

pepsi

evenflo

mullen

CURIO

COLUMBUS.

DONALD J PLINER
♦

ticketmaster®

PERRY ELLIS

careerbuilder®

original
Penguin

LIVE NATION

SIMON™

M
Mixbook

Hanes

FIRST AID BEAUTY

Nestlé

4moms

häberlein & mauerer

FitTea

PILOT

eos™
evolution of smooth™

iqloo

hawkemedia

cybex

KEVITA.
Revitalize. From the Inside.

SHIPT™

graze

Dr Dennis Gross
SKINCARE

The End

Contact The Shelf team for game-changing 🦄 strategies for your next influencer marketing campaign. sales@theshef.com

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