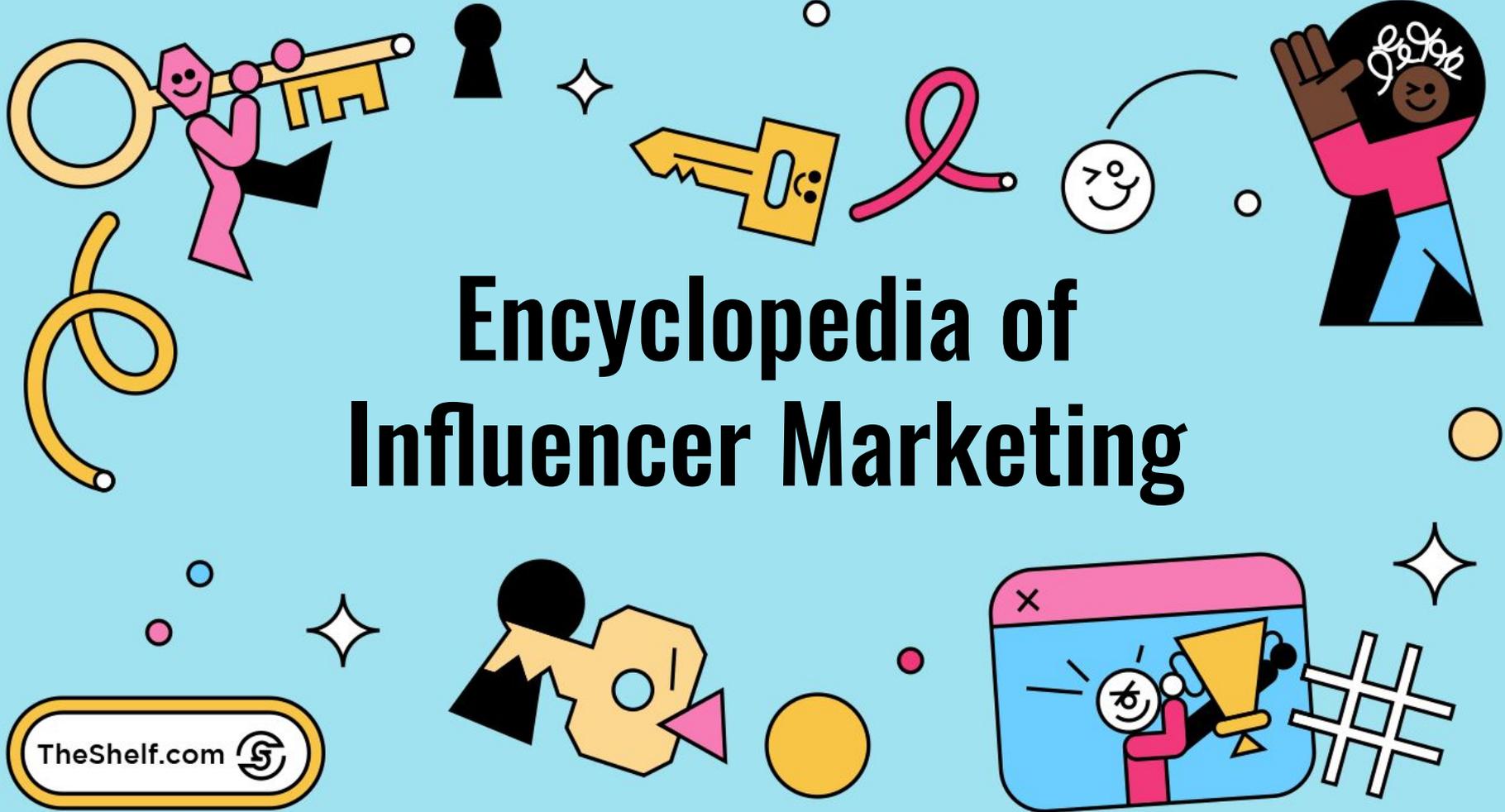


Encyclopedia of Influencer Marketing



TheShelf.com



Influencers can break through the noise and get your message heard

Social Media has become the go-to channel for customer acquisition, customer engagement, and customer service. It allows small brands to create responsive messages that resonate with their customers. It allows big brands the chance to be more responsive and agile, essentially behaving more like small brands.

Where paid ads are often thought of as non-personal marketing, influencer marketing is far more personal.

As marketers, we're on a steady diet of A/B testing - messages, images, marketing channels - to see which ones are working. Brands can leverage the power of influencers to get more mileage out of those messages and channels... all while creating new assets.

Pretty neat, but it takes some technical know-how (besides just looping influencers into the mix) to run an influencer marketing campaign that actually delivers on promised metrics. We put together this handy little guide to help brands understand and navigate the influencer space better.

Let's get started.

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What is influencer marketing?

Influencer marketing has become an important part of the digital landscape. But what (EXACTLY) is it?

A mommy blogger speaking well of a skin cream that helps reduce the discomfort of her daughter's eczema? Is it a celebrity endorsement? How do we define it? How does it really affect your marketing campaigns? More, how do brands translate ❤️ Instagram Likes ❤️ into conversions? We'll get into all of that in this guide, but first, let's start at the beginning:

Influencer Marketing is a form of word-of-mouth marketing where brands hire social media creators who have expertise and influence in specific areas (👉 important) to talk to their own audiences about the various benefits of the brand's products.

You can call them influencers, brand advocates, brand ambassadors, blog advocates...they essentially mean the same thing. There are a million and one terms floating around right now to describe the same process, and the multiplicity just confuses people. But influencers (or creators) are the people that others follow and keep up with for advice - whether it's fashion, beauty, health, fitness...or even more niche interests like car detailing or spelunking!



Why it works so darned well

(even though we know we're being marketed to)

Think about this: for every day in 2019, about 13,560 pieces of influencer-created sponsored content went up on Instagram ([Source](#)).

Well, between 2017 and 2019, the influencer market more than doubled in size, going from \$3B to \$6.5B in value. These days, 9 in 10 marketers are trying their hand at launching an influencer marketing campaign of one kind or another ([Source](#)).

That's a curious stat when you measure it against the tens of millions of people who have taken deliberate steps to make sure they're not exposed to ads by using ad blockers that are so sophisticated, they even help you skip pre-roll YouTube ads altogether. FYI: 42% of adults who use the Internet globally also use ad blockers. ([Source](#))

If people hate ads so much, why does influencer marketing even work on smart consumers?

Short answer: It's the presentation. Influencer marketing doesn't disrupt an Instagrammer's experience like a TV ad interrupts an episode of *The Bachelor*. And believe it or not, one of the reasons people go to social media in the first place is to learn about new trends, products, brands, and movements.



81% of millennial women say social media is the best way for brands to reach them.



85% of pinners use Pinterest when they want to start a new project.



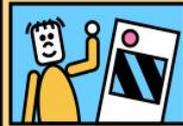
6 in 10 millennials use Pinterest to discover new products



8 in 10 people 18-49 years old use YouTube along with half of all internet users over the age of 75.



90% of YouTubers discover new brands or products on YouTube. 40% of the shoppers around the globe say they have purchased something they discovered on YouTube.



73% of teens say Instagram is the best way for brands to reach them.

The Power of Influencers

Are influencers really that impactful? The short answer is yes. Here are some stats to back it up!

62.3%

is the percentage of US marketers that used influencers in 2020 (amidst a global pandemic and as compared to 55.4% in 2019).
([Source](#))

72%

of respondents agreed that their social media consumption and posting (43%) have increased during the pandemic.
([Source](#))

\$15B

Influencer marketing is on track to become a \$15 billion dollar industry by 2022 and it shows no sign of slowing down.
([Source](#))

58%

of social media users have noticed more influencer content since the pandemic. More than half of social media users have had positive feelings toward the influencer content they see.
([Source](#))

80%

of consumers made a purchase recommended by an influencer through clicking on a link or image that was shared.
([Source](#))

45%

of people surveyed prefer Stories for learning about new trends ([Source](#))

66%

of respondents agree that social media plays a crucial role in impacting their decision to consider a brand
([Source](#))

61%

of consumers interact with an influencer at least once a day (35% interact with influencers multiple times a day).
([Source](#))

48%

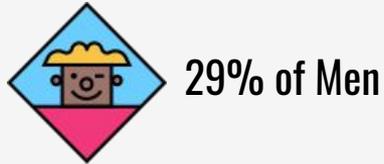
is the expected percentage increase of budget allocation for branded content shared by influencers in 2021.
([Source](#))

50%

of consumers surveyed have visited a website to buy a product or service as a result of seeing it in Stories
([Source](#))

% of people interested in what influencers have to say

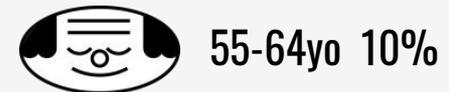
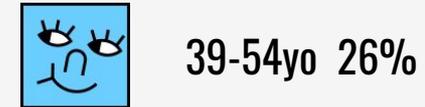
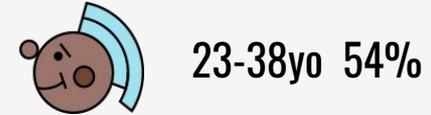
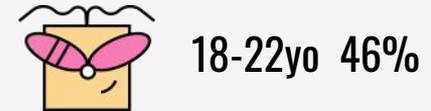
By Gender



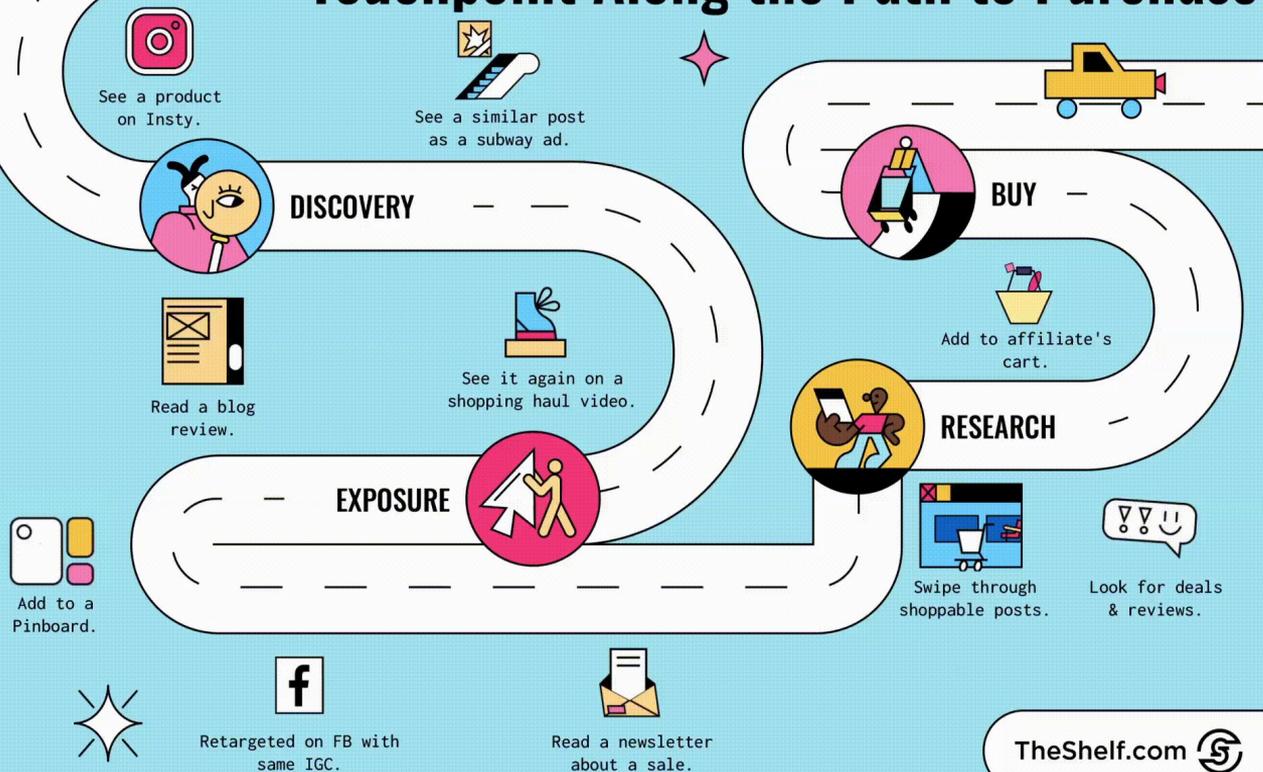
By Ethnicity



By Age



Influencer Marketing Creates Touchpoint Along the Path to Purchase



How it works

Multi-channel marketing works. For every channel you add, you can improve your ROI and effectiveness by up to 35%, according to Analytics Partners. Influencer marketing integrates pretty seamlessly with your overall digital marketing strategy because it lets brands show up at different touch points along the path to purchase.

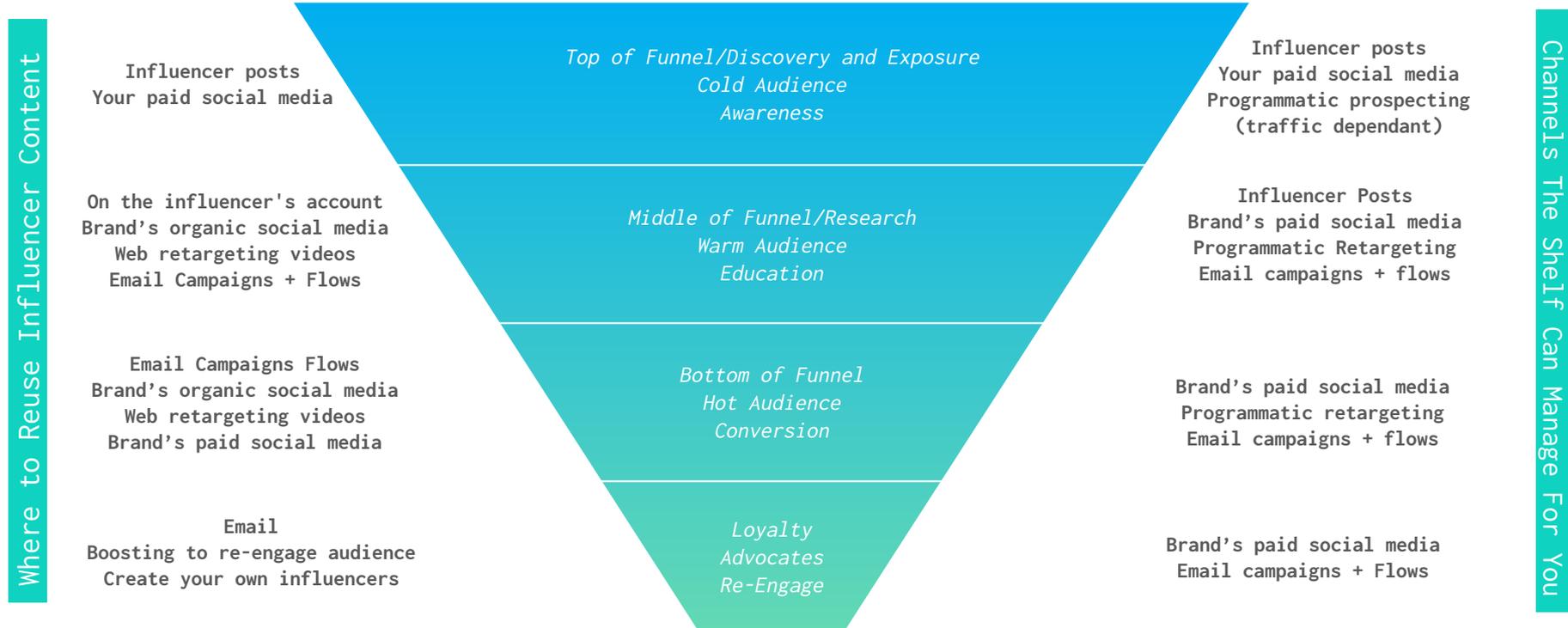
Studies show that conversions increase by at least 10% for brands that use influencer-generated content in the online purchase path. ([Source](#))

Earlier, we mentioned that 81% of millennial women say social media is the best way to reach them. Well, here's the rest of that stat:

- 36% say websites they trust are a good way to reach them
- 35% say online articles
- 35% say email
- 17% say online video

All of those channels - the subway ads, the Pinterest board, the newsletter - are access points for influencers to extol the virtues of your brand, creating a kind of echo chamber all across the web.

Influencer marketing works at every stage of the purchase process



We Covered the Basics.

Now let's talk about how to build the echo chamber.

The Important Elements of a Successful Influencer Marketing Campaign

Let's move on to some tactical elements of an influencer campaign.

We know. We know. How are we already talking about tactics?

Well, because we want to give you a basic understanding of how the puzzle pieces fit together. This will make it easier to understand how threading an influencer campaign throughout your digital strategy can help you hit all the important KPIs your brand is targeting this year. (And really, after the year we've had, don't we all just kinda need a win right now?)

There are 8 important elements that need to be present in any successful influencer campaign. These eight elements will create what we call the "echo chamber effect" where your original messaging (visuals, media, captions, language) shows up again and again at different points all along the buyer journey.

1. Campaign Goals
2. Campaign Structure
3. Platform Alignment
4. Influencer Selection
5. Sponsored Content
6. Campaign Management
7. Campaign Optimization
8. Repurposing Content

Element #1

Campaign Goals

Element #1: You Should Definitely Set Some Goals

We totally get why some marketers and brands are still giving influencer marketing the side eye.

There's a lot of talk about things like earned media value, brand-building, long-term value, playing the long game...

That's all great, but what part of influencer marketing lines up with ACTUAL business goals- the kind of business goals set by REAL companies?

So many brands are still under the misguided notion that influencer marketing is just a brand awareness play. Not the case. For brands, the value of running an influencer campaign goes far beyond just reach and Likes.

It's not that you can't accomplish important business goals with influencer marketing. More often than not, there's a disconnect between what a brand WANTS to accomplish and how it STRUCTURES its influencer campaigns to achieve that end. The former has EVERYTHING to do with the latter.

A well-planned influencer marketing strategy can help you accomplish REAL marketing goals and move the needle on larger organizational goals.



Brand Awareness



Growth in Sales



Product Reviews



How-to Videos



Ambassador Program



Micro Influencers



Content Creation



Casting



Product Launches



Product Placement



Traffic + Clicks



App Downloads



Storytelling



Search Rankings



Distribution



Follower Growth



Events



Newsletter List Growth



Always-On Initiatives



Ad Content + Videos

Element #2

Campaign Structure

What Do You Need Your Influencer Campaign to Do?

Element #2: We Have to Nail the Campaign Structure

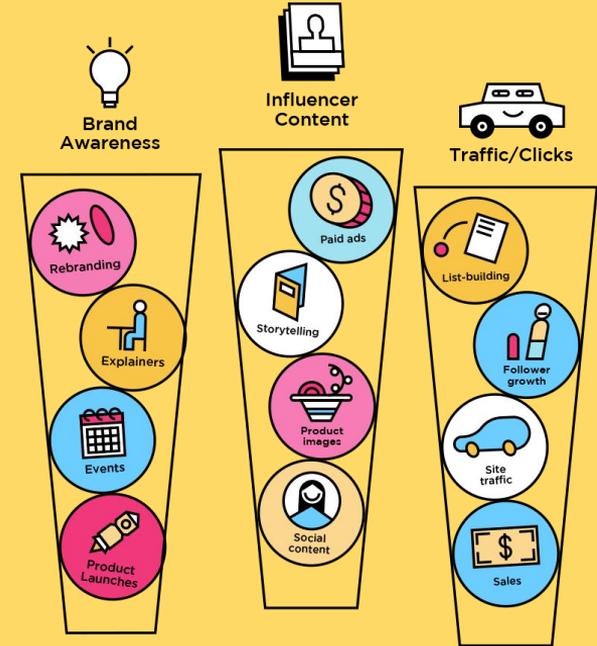
Influencer campaigns can (and should) be custom built to achieve specific goals. Knowing which outcomes you want to see will determine how your campaign is structured. For example...

Scenario 1 for Traffic/Clicks You partner with three or four Instagram macro-influencers who have really popular blogs. You do this because you want to drive tons of people to your site to shop your big sale, and use the blogger's discount code to buy a romper you know your audience will love.

Scenario 2 for Influencer Content You want to swap out your boring-as-hell product pics with influencer selfies or candid-looking shots of customers wearing that romper. You bring on a dozen or so Instagram nano-influencers who can take cute pics of themselves in it and leave reviews that fuel more people buying the romper and leaving their own reviews (hello, user-generated content).

Scenario 3 for Product Awareness You're also upselling a snug, new body shaper to pair with the romper and you have a couple of great YouTube macro-influencers in mind who are active on TikTok and Reels. These gals will talk shoppers through the different ways to style the romper with tips on how to match the right body shaper with the right outfit.

The point is once we know what your goals are, we know the best way to structure the campaign to meet those goals by tweaking the way we handle the rest of the campaign elements.



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Brand Awareness Campaigns work best when your goal is to introduce a new product, when you're rebranding, when you're trying to present a value prop big enough to interrupt the buyer's regular pattern.

Content Campaigns are best when your goal is to get a ton of influencer-generated content (especially evergreen content) that you can reuse across your branded channels and in online and offline ads.

Traffic/Clicks Campaigns work best for increasing site traffic, growing your list, getting sales and when you're also running retargeting campaigns (and need prospects to see your brand a few more times to stay top-of-mind).

Element #3

Platform Alignment

Element #3: Choosing the Right Platform for Your Campaigns

Instagram is the most popular platform for running influencer campaigns by a long-shot, with 79% of brands using Instagram for **influencer campaigns**, compared with Facebook (46%), YouTube (36%), Twitter (24%), and LinkedIn (12%), according to Influencer Marketing Hub.

The factors that determine where your influencer campaigns should run are your product and your audience:

- Knowing what your audience needs to see and hear in order to understand the value of your product
- Knowing where your audience spends time online
- Understanding which platform will give you the best shot at nailing the other two factors

For instance, platforms like Pinterest, Facebook, and TikTok are great social media platforms for reaching different types of audiences with different products. They each have their own culture, norms and way of presenting ideas. But they're not the only channels for influencer marketing.

If you're trying to reach busy professionals, for example, you may need to loop podcasts into the mix. Or add YouTube and Facebook if you're targeting a more mature demographic since those two platforms are so widely used by older social media users, especially now that churches, community groups, and in-person gatherings have gone virtual.



Which Social Media Platforms Are Best for Reaching Your Marketing Goals



FACEBOOK CAMPAIGNS ARE GREAT FOR...

- Building Community
- Brand Awareness

LINKEDIN CAMPAIGNS ARE GREAT FOR...

- Establishing Authority
- B2B Website Traffic
- Generating Leads

INSTAGRAM CAMPAIGNS ARE GREAT FOR...

- Product Launches
- Getting UGC
- Customer Engagement
- Gauging Customer Interest

TWITTER CAMPAIGNS ARE GREAT FOR...

- Relationship-Building
- Getting Clicks
- Getting Content Shared

TIKTOK CAMPAIGNS ARE GREAT FOR

- Sparking trends
- Brand culture
- Brand lift

YOUTUBE CAMPAIGNS ARE GREAT FOR...

- SEO
- Explainers
- Growing followers



Which platforms should you choose for your campaign?

The answer to this question eludes many marketing teams, so by default a lot of marketers just go ahead and run campaigns on Instagram alone. But each platform offers advantages that are naturally a good fit for achieving different campaign goals.

Instagram	TikTok	Pinterest	Facebook	YouTube	Blogs
<p>Good for product launches, ambassador programs, getting content, customer engagement, testing messages, gauging interest, ecommerce</p>	<p>Good for awareness, humanizing brand, contests, grabbing short videos to reuse as ads, reaching young consumers, brand culture</p>	<p>Good for brand lift, driving traffic to your site, SEO, targeting high-income HH, local targeting</p>	<p>Good for building community, brand lift, sharing content, shoppable, live demonstrations</p>	<p>Good for SEO, follower growth, affiliate programs, IGC and UGC, explainers, product placement, pillar content (for repurposing across IG, TikTok, FB, Pinterest)</p>	<p>Good for awareness, credibility, contests, coupon codes, explainers, affiliate programs, retargeting, SEO, driving traffic</p>
<p>Engagement Measures For Posts: Total saves + shares to stories + comments + likes / total followers. For Stories: sticker taps + replies + swipe-ups + shares + clicks to brand page / views</p>	<p>Engagement Measures Total likes + comments + shares / total views</p>	<p>Engagement Measures Link clicks + comments + close-ups + saves / impressions</p>	<p>Engagement Measures Link clicks + comments + saves + shares / reach</p>	<p>Engagement Measures Likes (to dislikes) + comments + new subscribes / views</p>	<p>Engagement Measures Likes, shares, pins, social shares, comments / total post traffic</p>
<p>Formats In-feed static images, carousel posts, video posts</p> <p>Stories - Photos and videos (up to 15 seconds long) that disappear after 24 hours</p> <p>Reels - 15-sec videos</p> <p>IGTV - videos 1m - 10m</p>	<p>Formats 15-second videos set to music</p>	<p>Formats Image or video pins</p> <p>Story Pins - Images or 20-sec videos that can be strung together behind a single pin</p>	<p>Formats In-feed posts</p> <p>Stories - 20-sec videos that are available for 24 hours</p> <p>Facebook Live - live video</p> <p>Facebook Watch - serial video content</p>	<p>Formats Videos - vertical and horizontal</p> <p>Shorts - 60-second vertical video</p> <p>Stories - mobile-only short videos up to 15 secs that are available for 7 days</p>	<p>Formats Blog posts, video, galleries</p>

Element #4

Influencer Selection

Element #4: Influencer Selection

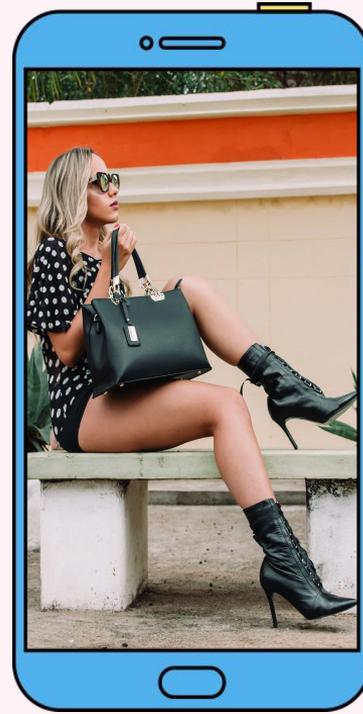
Influencer selection directly impacts a brand's ability to move the needle with a social media campaign, but most brands have no idea how to actually structure the influencer selection process. If you've had entire influencer campaigns fail to reach your promised metrics, your influencer selection process may be flawed.

On a good day, only about 2 in 5 marketers feel like they know what the heck they're doing when it comes time to recruit influencers ([Source](#)).

That's a **BIG DEAL** because knowing how to align the RIGHT influencer with the RIGHT concept determines how your influencer campaign will ultimately impact lift across metrics like brand awareness, follower growth, list-building, downloading your awesome thing, intent to purchase, or completing a purchase.

Yet, influencer selection remains one of the primary challenges for most of the marketing teams who sit down to plan an influencer campaign. Here's why it matters so darned much:

The influencers to the right both talk about fashion & are currently in their 20's. So, a brand working with either of these influencers will generally be talking to young women in their late teens to early 30s. BUT their distinctive values would shape which brands they work with and the kinds of messaging that would resonate with their followers.



Hip Young Style
Frequently wears
**NastyGal &
Forever21**

Vegan, Sustainable
Frequently wears
**Stella McCartney &
Modern Rarity**



Better ROI Lies Just Beyond Demographics and Vanity Metrics

Most marketing teams have a pretty good idea about the basic elements of an influencer checklist.

Finding your target audience and knowing how to reach them hinges on how good they are at choosing the right influencers for your campaign. In order for that influencer selection process to work, it needs to integrate a couple of other really important factors:

An influencer should be chosen based on the likelihood she'll be able to **create content for the specific buyer persona/audience segment** she's creating content to reach.

The influencer selected also needs to be great at **creating content for the specific platform(s)** where your target buyer is most likely to spend time. For instance, a food blogger who creates amazing-looking flatlays for Insta may not have the same knack for creating entertaining TikToks, and the entertainment factor is a huge part of TikTok culture.

An influencer should stick to **creative concepts** that support the messaging needed to push your target buyer deeper into your funnel and/or farther along on the purchase path.

Influencer Selection Criteria



Age



Gender



Marital Status



Family Size



Lifestyle



Follower Count



Engagement Rates



Platforms



Recent Posts



Previous Partnerships



Source



Authority & Influence



Audience Sentiment



Storytelling



Audience Size



Keywords Within Posts



Product Categories



Brand Affinity



Product Mentions



Hashtags + @mentions



Location or Language



Blog Post Comments



Price Range of Products



Virality of Similar Posts

Influencer Tiers

Not every influencer is the same; some will have stellar engagement rates and others just have millions of followers to amplify your brand. Below, we've broken down each influencer tier so you understand how they can work as partners.

Mega/Celebrity	Macro	Mid Tier	Micro	Nano
<p data-bbox="131 386 390 421">1M+ followers</p> <p data-bbox="108 476 394 517">Examples: @rashidaiones, Jackie Aina, @dameliofamilyofficial</p> <ul data-bbox="117 549 407 907" style="list-style-type: none">• Well-known influencers and celebs who have talent managers, and their fees are exponentially higher than other tiers.• Their average ERs are lower than other tiers, but they have greater overall reach.• With megas, you aren't just paying for their content, you're paying to be associated with them.	<p data-bbox="529 386 699 465">300K - 1M followers</p> <p data-bbox="465 476 759 517">Examples: @noelledowning, Jaime Page, @emilyroshannon</p> <ul data-bbox="473 549 763 885" style="list-style-type: none">• There is no industry standard for classifying macros, but the average range is from 300K - 1M followers.• Macros are experienced influencers who know what they're worth and charge accordingly.• Some may work as an influencer full-time and have a manager representing them.	<p data-bbox="877 386 1047 465">50K - 300K followers</p> <p data-bbox="819 503 1112 544">Examples: @kelvindavis, Styler at a Certain Age, @afashionnerd</p> <ul data-bbox="826 571 1116 828" style="list-style-type: none">• Not quite micros, not quite macros, these influencers expect more than just free product in exchange for posts.• Their ER% is higher than a typical macro or mega.• They're probably not a full-time influencer (yet).	<p data-bbox="1244 386 1414 465">5K - 50K followers</p> <p data-bbox="1174 503 1449 544">Examples: @twooutsiders, @kavandrew, @powerfitnessmom</p> <ul data-bbox="1182 571 1472 959" style="list-style-type: none">• The majority of influencers are in this tier. Micros' experience, content quality, and content themes vary widely.• Some are seasoned veterans and expect to be paid as such, while others are less pricey to work with based on their size.• Micros get higher engagement rates than macros and megas.	<p data-bbox="1597 386 1767 465">1K - 5K followers</p> <p data-bbox="1528 503 1767 544">Examples: @ilmissbstyle, @aundra.williams</p> <ul data-bbox="1535 571 1825 1014" style="list-style-type: none">• Typical nanos have between 1K-5K followers.• To be a nano influencer, there has to be evidence of "intent to influence."• Nanos have high ERs and devoted followers, most of whom they know in real life, which makes them sought-after by brands and marketers.• Their connection to, trust with, and influence over their audience is also what makes them great choices for brand ambassadors.

For more on engagement rates, go to the [Industry Benchmarks](#) section

Element #5

Sponsored Content

Element #5: Sponsored Content

Identifying your campaign goals and understanding who your audience is determines how we structure campaigns to get specific outcomes → which helps us pinpoint the best platforms to use to reach your customers → which then dictates the types of influencers we need (and the superpowers they need to have to make your campaign deliver on KPIs). And of course, all of this shapes the kind of content that influencers will create for your campaign.

There's a caveat here, because a BIG part of what we provide for our clients has to do with the creative concepts our strategy team comes up with to help guide and shape the direction of the influencers' content.

Our Account Managers serve as the bridge connecting the brand's desired KPIs with influencers who are best equipped to deliver. One of the ways we do that is by building out creative concepts BEFORE we even select any influencers.

Specifically as it relates to your content strategy, influencer marketing has some pretty compelling benefits:

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

DIY plumbing pipe Table



4men1lady.com



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

How and When to Use Bloggers

For campaign goals like driving traffic to your site, boosting SEO, demonstrating a product, or having customers use coupon codes, you can loop influential bloggers into the mix. Blogs have a much longer life cycle than social media content. So, working with bloggers provides you with additional touchpoints to connect with your customers as they're planning their purchases.

Blogs allow your products to be visible in content that can rank for any number of search terms (hello, SEO), depending on the creative ways your influencers incorporate your products into their posts. Plus, 9 in 10 bloggers share their content to social media, which is one of the biggest ways to drum up engagement for a blog post. But there are small differences in what makes a good blogger partner vs what makes a good social media influencer partner:

*High social media **follower counts** are not relevant to SEO, even though they can help boosting visibility of content that's shared to social. High **traffic** to their content is necessary, but not enough. High blog **Domain Authority (DA)** is necessary to increase the chances of a piece of content showing up in search results, but even that isn't enough.*

What matters more for choosing blogger partners...

Is finding bloggers who have a high percentage of shared content. That means they know how to craft headlines, visuals, and even snippet-worthy excerpts within their post to make sure their post is both visible AND shareable.

Here's a darned good example of what we mean...

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

When we first talked about this plumbing pipe table tutorial, it was back in 2016. Back then, this particular blog 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.

Element #6

**Campaign
Management**

Element #6: Campaign Management

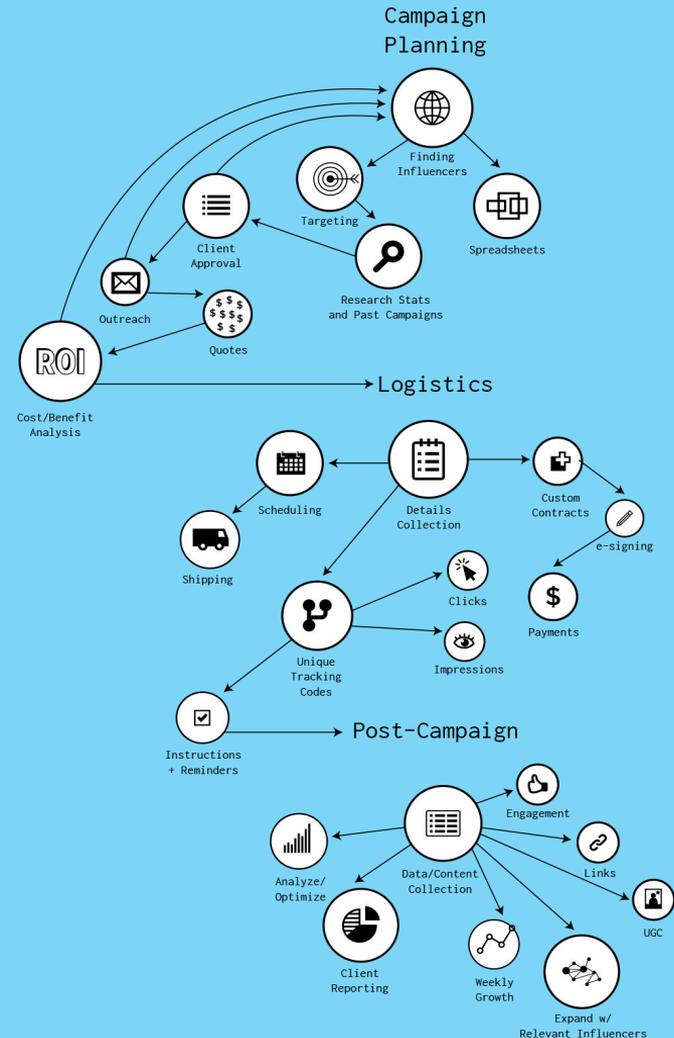
If we take a high-level view of an influencer campaign, there really are enough bells and whistles and cogs and doodads to keep a significant portion of your marketing team busy.

Contrary to popular belief, running an influencer campaign isn't a set-it-and-forget-it type of thing. Because...

Even if you give influencers 100% creative control and plan to approve anything and everything they send you, you'll still need a few people handling the logistics of managing a campaign and making sure the campaign content compels your audience to take the actions you want them to take.

Many of the problems that brands have with their campaigns can be traced back to the team (or lack of a team) running that campaign. In order for your influencer campaign to perform optimally, you need team members who will be taking ownership of some really important tasks such as:

- Finding influencers
- Avoiding influencers who buy followers/engagement (data which is available in the campaign dashboard)
- Sending product to influencers
- Maintaining brand safety
- Coming up with creative concepts and strategies
- Maintaining the timeline
- Setting up tracking pixels
- Ensuring compliance with FTC regulations (like adding disclaimers, identifying content as sponsored with #ad or [branded content tool](#))
- Adapting strategies to algorithm changes
- Integrating new features on social if they'll help your campaign
- Optimizing campaigns



Element #7

**Campaign
Optimization**

Element #7: Campaign Optimization

We are able to utilize campaign content to target the exact audiences that are most relevant to you, directly from the influencer's account. This supercharges social proof because endorsements come directly from the influencers' accounts, not the brand's account.

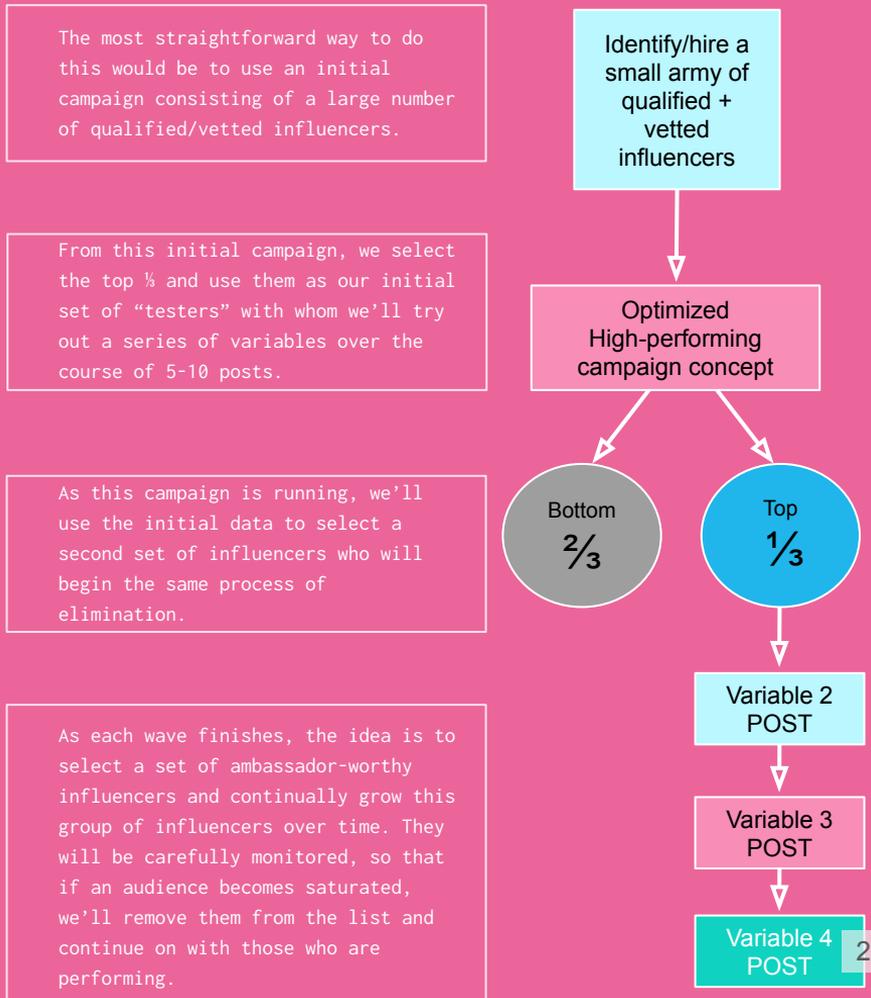
We use an Optimization Framework as a roadmap that allows us to continually improve the results of LIVE campaigns and deliver data that can have profound effects across ALL of your marketing channels.

We analyze the effectiveness of:

- Audience Targeting
- Platform Used
- Content Types
- Messaging, Themes and Concepts

We can move new customers through your sales funnel by retargeting people who interacted with the organic posts. This is leveraging the audience that the influencers have to expand and grow your brand.

We can expand your top-of-funnel reach by creating lookalike audiences of the people who engage with the organic influencer posts. This will tap into new audiences who share traits with users that have already shown an interest in your product's posts.



Variables Incorporated in Optimization

Take a look at the following 6 variables. This is a pretty good representation of the elements in your campaign that are monitored, tested, and optimized.

CTA	Concepts	Post Type	Verticals	Influencers	Distribution
<p>What is a CTA: Call to Action- A button or request for users to do something, to take some type of action.</p> <p>Why a CTA is important: Establishes connections, results in a conversion, expands customer reach, motivates your audience.</p> <p>CTAs are only as good as the concepts with which they are combined.</p>	<p>What are campaign concepts: Brand-safe creative ideas that make people want to engage with your campaign content.</p> <p>Why concepts are important: They are crafted to help the brand accomplish specific marketing goals.</p>	<p>What are post types: Post types refer to the combination of media formats + platform features.</p> <p>Why post types are important: Posts are the expression of the creative concepts fueling a campaign. Concepts should be matched with the post type that most effectively compels the target audience to take action.</p>	<p>What are verticals: Verticals are segments of your target audience identified by their commonalities.</p> <p>Why verticals are important: Identifying and optimizing content for different verticals helps to really nail campaign targeting, causing your messaging to be more effective.</p>	<p>What are influencers: Social media users whose followers look up to for advice and guidance on specific subjects.</p> <p>Why influencers are important: Knowing which influencers have the greatest impact radius will help you fine-tune your messaging and optimize the content that performs best.</p>	<p>What is distribution: Distribution entails getting greater reach for the top-performing content in your campaign.</p> <p>Why distribution is important: Knowing which pieces of content are working for your campaign lets you put more resources behind that content to reach more people for better ROI.</p>

Sample Variables Incorporated in Optimization

CTA	Concepts	Post Type	Verticals	Influencers	Distribution
Giveaways	Artistic Concepts	IG Photos	Fashionistas	Micro (IG)	Organic reach
Promos	Informational	IG Videos	Gen Z social	Mid (IG)	Boosting
Philanthropy	Reward Based	IG Stories	Shoppers	Macro (IG)	Dark-boosting
Store newsletter	Quizzes	IG Reels	Moms with a plan	Large Vloggers	Amplification
signups	Digital "Parties"	Youtube Videos	Adventurers		Facebook Groups
Store rewards	Community Content	YouTube Stories			Newsletters
program (encouraging participation)	Real / Relatable	YouTube Shorts			
	Aspirational	Facebook Live			
		Facebook Watch			
		Pinterest Pins			
		Pinterest Stories			
		TikTok Videos			

What Is **whitelisting** and how does it work?

Whitelisting is turning an influencer's organic posts into a paid ad and running it through their account (instead of running an ad/dark post through your brand's account).

Whitelisting is a paid tactic that is used to increase the reach of our influencers' content by creating ads out of their posts.

What kind of posts can be whitelisted?

- Facebook page posts
- Instagram feed posts
- Instagram Stories (up to 3 frames in a single Story)

Clickable CTA buttons: "Shop Now" or "Learn More" are required and added to all posts with trackable URLs (see right).

Targeting options: Lookalike audiences (based on their most engaged followers) and **interest targeting** (outlined below).

- All Facebook interest, demographic and behavior targeting, including age, gender, geo location
- Use "and" logic to target people who must meet multiple criteria, or "or" logic to target people who can meet any of the listed criteria

Here are the **benefits** of whitelisting:

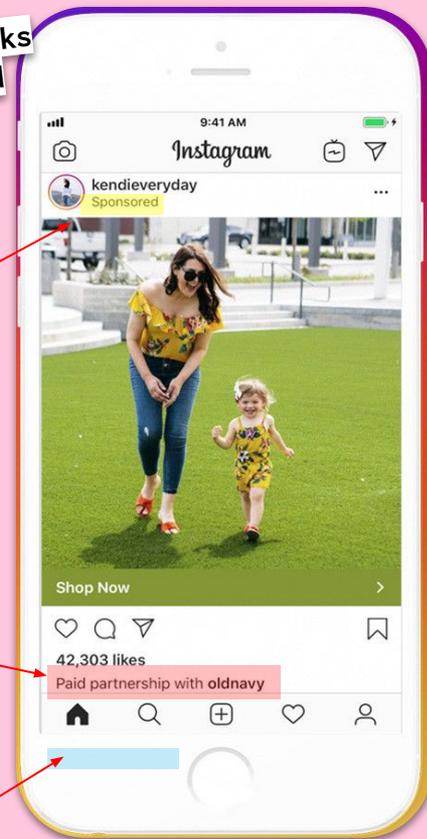
- Find customers you didn't know you had
- Reach new audiences
- Target audiences that would otherwise be unavailable to you

What a whitelisted ad looks like in an Instagram feed

Sponsored: indicates the post is an ad.

Paid Partnership: Indicates that the influencer was paid to post the original organic content. Added by the influencer to the post via the branded content tool.

Shop Now: Clickable CTA (doesn't appear on organic version of the ad).



Interested? Say No More!

Whitelisting

If you'd like us to run a whitelisting campaign for you, here's what we need:

1. Budget
2. Objectives (reach, clicks, or engagements)
3. Targeting (gender, age, interest, # of miles from center, etc.)

Then here's what happens next:

1. The Shelf gets your influencers set up for whitelisting
2. We create a paid campaign(s) with up to 40 posts per campaign
3. Our platform creates exact copies of influencers' original organic posts to run as ads.
4. We turn it on.

Once ads are running, the campaign automatically optimizes over time and allocates more budget to the top performing ads to ensure we get the lowest CPM/CPC possible. 🙌

Campaign performance reporting cadence: Bi-weekly

Let us explain the chart... When analyzing the CPC or CPM of a campaign, we need to compare those KPIs to campaigns which are set to the same objective (important). **That's because** setting a campaign to a **clicks objective** will optimize to drive the lowest CPC, vs. setting a campaign to **impressions objective** which will optimize for the most efficient CPM.

Industry Average vs Our Performance

Clicks Objective

Industry	\$1.71 CPC
The Shelf	\$0.41 CPC

Impressions Objective

Industry	\$7.19 CPM
The Shelf	\$1.52 CPM

Fun Fact: Whitelisting micro influencer content often delivers better results dollar-for-dollar than paying more \$ to partner with macro influencers with larger audiences 🤖



So, looking at The Shelf's CPC, when we've optimized campaigns for clicks, the cost ends up being about **75% lower** than the average clicks campaigns running on Facebook. And The Shelf's CPM for impression campaigns is about **77% cheaper** than the average CPM of impression campaigns on Facebook.

Humble Brag: We can get these kinds of results because we understand the message, the medium, and the targeting. By combining the right message, viewing the organic content, and utilizing targeted amplification through the influencer's accounts we are expanding your reach, in the most targeted and organic way possible. 🙌

Whitelisting vs Boosting vs Dark Posts

Boosting

Using the Branded Content Tool

IG Feed | FB Feed

The Branded Content Tool, also known as the “handshake tool” lets influencers tag your brand in a post using the tool, which allows your brand to boost the post from the backend of your page or Ads manager.

-Easy to boost influencer FB posts
-Allocate \$\$ to each post individually
-Do not have to use the same targeting for all branded content boosts
-Good for one-off boosts

👍
The Good

-Tedious, less effective for multiple posts
-Can't be done at scale or optimize based on individual ad performance (whitelisting can)
-Boosting IG branded content harder than FB
-Cannot boost IG Stories
-Can't add a CTA button or link to posts to drive traffic to your website

👎
The Meh

Done By...

Your brand (you must have FB Ad account access in order to boost posts)

Whitelisting

Through 🌟The Shelf🌟

IG Feed | IG Stories | FB Feed

Whitelisting is turning an influencer's organic posts into a paid ad and running it through their account (instead of running an ad/dark post through your brand's account).

Influencers give us advertising access to their FB and IG pages. Then, we create an exact copy of their post or Story, add a CTA button + website link, and run it as an ad.

-Can run ads at scale (up to 40 per campaign)
-FB, IG and IG Stories in same campaign
-Add CTA + link to all ads to drive clicks
-Objective-based w/ precise targeting
-Real-time optimization allocates more \$ to better-performing ads w/ the lowest CPM (this can't be done with boosting!)
-Comprehensive insights reporting

-Can't be done by the brand (sorry, y'all)
-Worthwhile if you have more than \$1K to spend on whitelisting, and more than just 1 or 2 posts you want to amplify with paid (otherwise, go with boosting)

The Shelf! 🙌

Dark Posts

AKA Social Ads (For Your Brand)

Wherever you want to run ads on social!

Social ads that appear as sponsored content in feeds of users you're specifically targeting.

Unlike boosted and organic posts, they don't appear on your timeline. They also don't show up organically in your followers' feeds.

They can be created with brand-produced assets OR influencer assets (which we recommend!).

-Use influencer assets in dark posts to help support your influencer campaign efforts
-Can target similar audiences as those in your whitelisting or boosting campaigns to “hit em from all sides”👉
-Makes your brand look cooler than the other side of the pillow

-Ads run through your brand account vs the influencers' pages
-Because of this ↑ dark posts are technically an alternative to boosting or whitelisting (but can be a great compliment to either of the two!)

Your brand (you must have FB ad account access in order to create dark posts)

Sample Budget Options

Whitelisting

Please refer to these example packages to see how whitelisting at various budget levels can drive additional clicks, reach and engagements for your influencer campaign.

	\$500 total spend	\$1000 total spend	\$1,500 total spend	\$2,000 total spend
Objective : Reach	Estimated Impressions: 90K - 170K	Estimated Impressions: 190K - 380K	Estimated Impressions: 300K - 550K	Estimated Impressions: 400K - 750K
	Estimated Engagements: 120 - 600	Estimated Engagements: 250 - 1,300	Estimated Engagements: 400 - 2.7K	Estimated Engagements: 600 - 2.8K
	Estimated Clicks: 40 - 70	Estimated Clicks: 90 - 150	Estimated Clicks: 140 - 250	Estimated Clicks: 200 - 310
Objective : Clicks	Estimated Impressions: 15K - 30K	Estimated Impressions: 35K - 70K	Estimated Impressions: 50K - 100K	Estimated Impressions: 65K - 145K
	Estimated Engagements: 200 - 500	Estimated Engagements: 450 - 1.1K	Estimated Engagements: 700 - 1.8K	Estimated Engagements: 1K - 2.5K
	Estimated Clicks: 90 - 200	Estimated Clicks: 190 - 410	Estimated Clicks: 300 - 500	Estimated Clicks: 400 - 900

* Please note that these estimates are based on historical metrics from previous whitelisting campaigns. Actual metrics will be determined greatly by targeting (narrower targeting = higher CPMs and CPCs) and the quality of the content itself. 34

Element #8

Repurposing Content

Element #8: Repurposing Your Sponsored Content

Influencer-generated content (IGC) refers to the marketing assets, or sponsored content (sometimes used interchangeably with user-generated content, or UGC), that influencers are hired to create for brands during influencer marketing campaigns, regardless of how influencers are paid for that content.

Sponsored content can be repurposed for evergreen brand awareness campaigns, social proof, testimonials, and lead generation. Syndicated content will extend the life and value of the sponsored content from your campaign and enable your influencer campaign to deliver returns for years to come. As little as 16% of brands have a strategy for IGC even though a quarter of search results for large brands are linked to IGC and content not created by the brand itself.

A Few Things to Keep in Mind

Before you reuse any influencer content, make sure you have permission to do so, and that usage falls within the scope of use outlined in the influencer agreement.

Plan ahead. Draft a plan for how you'll incorporate influencer content into your social content calendar.

Mix influencer content in with your traditional branded content. Remember: Balance is key.

Yes, you still have to tailor the content to the channel. Reformat assets to platform specs, and craft unique captions/post text. Check out how to do it in the next few pages.

Try out different methods of reusing, and multiple formats. Alternate between resharing, reposting, and repurposing (defined on the following slides). We suggest resharing IG stories and repurposing IG feed and Facebook posts.

Not all influencer content will be great for your pages. Reuse only high-quality content that is representative of your brand and/or compliments your existing brand aesthetic.



Neat Stat: Studies show that conversions increase by at least 10% for brands that use influencer-generated content in the online purchase path. ([Source](#))



Influencer-Generated Content (IGC) Reuse Terms at a Glance

Re-Share

What it is: Quite simply, when your page SHARES the influencer's original post from their page to yours.

Note: this is frequently referred to as "sharing" a post, and sometimes - to make things equally confusing - reposting a post. Typically we don't need to make such clear distinctions between re-share and repost, but for the purpose of creating a clear, precise deck with explanations for you, that's what we did. :)

- Defining Elements:**
- You do not upload a new asset to your post before RE-SHARING it
 - The post on your page appears as a SHARE rather than a photo or video.
 - RE-SHARES can only occur on the same platform that the original post was published to.

Level: 🍋 **Beginner**
Easy peasy, lemon squeezy.

Repost

A new post published to your page that looks as though it was "reposted" from an influencer's page.

Create a REPOST by **uploading** the influencer's asset to your post and pair it with quoted text from their original post caption.

- The post appears as though you REPOSTED an influencer's original post and added a sentence or two to the caption before doing so
- REPOSTS are confined to the channel the original post was published to.

😎 **Intermediate**
...But still pretty easy.

Repurpose

When a brand takes the influencer's assets, optimizes them for the channel, and then posts them directly to your page(s) with an original caption.

- **REPURPOSED POSTS** can occur on any platform, regardless of where the original post was published to.
- **REPURPOSED POSTS** include totally original captions (written by you) and multi-asset posts can feature assets from multiple influencers (if app.).
- Creativity is key!

👉 **Advanced-ish**
Requires some thought & planning.

Examples of Ways to Reuse IGC Across #AllTheThings!

These are just a few examples of how you could re-share, repost or repurpose influencer content. See the following detail slides for even more ideas!

Re-Share

- Reshare an influencer's live FB video broadcast onto your brand's page
- Re-share influencer giveaway posts published on their Instagram feed to your IG story to notify your existing followers of the giveaway and tell them how they can enter
- Help amplify an influencer's video published to Facebook Watch by sharing it to your page with a meaningful caption
- Embed influencer social posts of any type in your brand's blog posts
- When an influencer tweets a link to their sponsored blog post, "favorite" the tweet and then retweet it with a comment
- Create a playlist on your brand's YouTube account that is only for influencer YouTube videos. Add their videos (uploaded to their YouTube channel) to the playlist

Repost

- Quote an influencers' product review (or something they've said about your products in one of their post captions) in a tweet and tag them for credit/as the source
- Repost an influencer's Instagram feed giveaway post to your page with a caption outside the quoted text telling your followers how to enter the giveaway on the influencer's page
- Have influencers submit additional assets + captions for an Instagram or Story takeover on your brand page, and post them to your page on their behalf on the day of the takeover (have them cross-promote the takeover on your page so their followers know to go check out the content!)
- When an influencer posts to their Story and links to a sponsored blog post, do the same on your page (upload the asset and link to the blog post in the swipe up) rather than re-sharing their original story to yours (see Grove Collaborative repost example)

Repurpose

- Use influencer assets in ads that promote a new product launch or on product detail pages
- Feature influencer photos as "proof points" in abandoned cart reminders ("We noticed you still have X in your cart! So and so loves their X - here's what they said about it...")
- Chop up influencers' videos and string together into one that tells a story about your brand from your influencers' perspective, and post it to Facebook Watch or YouTube
- Get your influencers to create product demo videos they don't post to their pages that you can feature on product detail pages on your website
- Include influencer assets in e-books or another type of downloadable/gated content
- Create quote graphics using part or all of an influencer's caption/comment about your product(s) and post it to your social pages

Re-Share Influencer Posts

Re-share an influencer's post directly from their page to yours - no uploading assets required. Just click SHARE + add caption text.

Facebook

Choose to "Share" Facebook posts to your page with a unique caption for context.

Instagram

Share an influencer's page post to your Story and add some text using the text overlay feature to provide followers with context.

⚡ Expert Tip: Add a sentence in the caption to provide followers with some context before you hit "share." Otherwise they might see the post and think, this makes no sense, what's the connection?

Twitter

Retweet a tweet from an influencer with a comment.

LinkedIn

Share LinkedIn updates to your Company or Showcase page and add a quick caption for context. Don't forget hashtags!

Pinterest

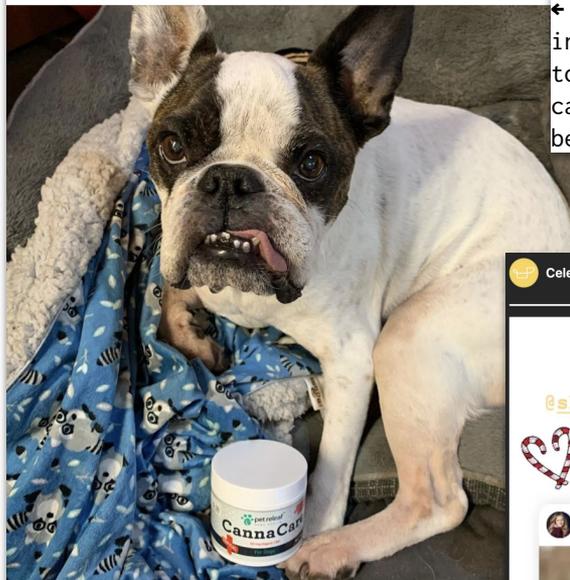
Repin a pinned article or blog post from an influencer's page to a relevant Pinterest board on your brand page.

YouTube

Add YouTube videos posted by influencers on their own channel to a playlist on your YouTube channel.

Pet Releaf
October 28 at 12:00 PM · 🌐

Topy is using our Canna Care Topical to help aid with his irritated paws!
Thank you, [Goin to the Dogs & Cats](#) for sharing! If you're in the Huntsville, AL area—make sure to stop in and pick up our award-winning Canna Care Topical for your pup's skin irritations! 🍀

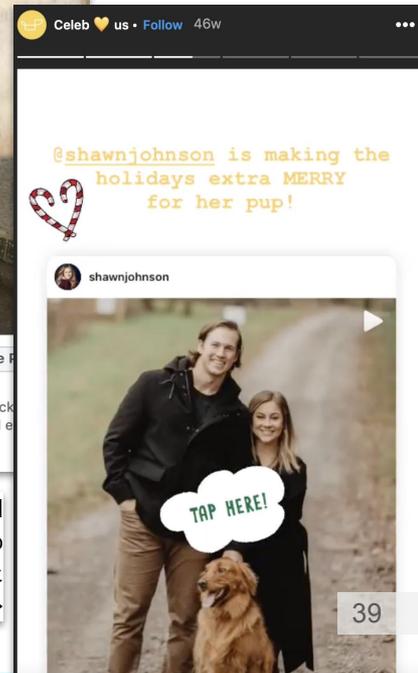


[Goin to the Dogs & Cats](#)
October 24 at 12:31 PM · 🌐

I've been super itchy for a couple months. My feet were all red from lick chewing them. Mom tried to spray me and smear me with creams and e socks...
[See More](#)

[@FurboDogCamera](#) re-shared an influencer's post to their Story and pinned it to highlights →

← **Pet Releaf** re-shared an influencer's Facebook post to their page with a caption written by them before sharing



Repost Influencer Content

This method requires that the original post already exists on the influencer's page, because you *will be using most of their original caption* as your post's text.

Facebook

Upload the asset directly to your FB page as a new post and use part or all of their original caption in your caption (put it in quotes). Add a sentence outside of the quotations for context. Tag them for credit.

Instagram

Post their content directly to your IG page or Story and quote their original caption or story text. Tag them for credit.

Expert Tip: Don't use a repost app to repost Instagram content! They may be free but they add ugly logos or text to the photo when sharing. #Tacky

Twitter

Upload the asset directly to a new tweet, and then quote part or all of their original tweet in your tweet copy. Tag their handle for credit.

LinkedIn

Create a new company page update by uploading the asset to a new post and quote all or part of their original caption + tag them for credit. Make sure to add a sentence outside of the quoted text to provide your followers with context.



↑ **Primo Water** reposted an influencer's post with their original caption in quotations, and added a short sentence from the brand at the end of the post.



Ruggable

October 26 at 3:00 PM · 🌐

"My new Ruggable is everything I need and more! #ad It's perfect for us fur-parents when we need a quick clean. It's water-resistant, non-toxic and totally safe for babies, pets, and anything else that makes its way on the rug!" - @sydelcurrylee



Ruggable reposted an influencer post and then created an ad out of it! #Fancy →

Repurpose on Facebook

First, edit or resize photo or video so it's optimized for Facebook.

Then, upload it directly as a new post.

Add a totally original caption. No quotations here!

Tag the influencer who created the asset for credit in the caption (OR, prior to uploading, add the influencer's handle, name and/or profile photo in small text overlay in the bottom corner of the asset).

Use IGC in Facebook Posts Like...

Individual photo

Individual video

Multi-photo post (multiple images uploaded to the page in a singular post - different from an album)

⚡ Expert Tip: Use multi-photo posts to display different influencers' assets in a single post!

Link carousel with 2-5 Photos (using a link from your website OR their blog post link, upload 2-5 of their photos as thumbnails)

⚡ Expert Tip: Use multiple images from different influencers to create unique-looking link carousels!



Wayfair

October 24 at 10:26 AM · 🌐

Knock knock. Who's there? @5acrefarmhouse, with the cutest front door on the block. And it could be yours too. Find similar styles through the link: <https://www.wayfair.com/iR639a97qf>



Neat Stat: almost 60% of marketers say that video posts drive more engagement on Facebook than static image posts (29%). ([Source](#))



Repurpose on Instagram

Edit or resize influencers' photo or video assets so they are optimized for posting to your Instagram page, IGTV or Story.

Upload it as a new post, video or Story and write a unique caption (or unique text overlay for Stories).

Tag them for credit in the text OR add credit to the visual asset itself.

Use IGC in Instagram Posts Like...

Single feed photo

Single feed video (15 - 59 seconds long)

Organic carousel (2-10 photos and/or videos)

Expert Tip: Use carousels to display different influencers' assets in a single post.

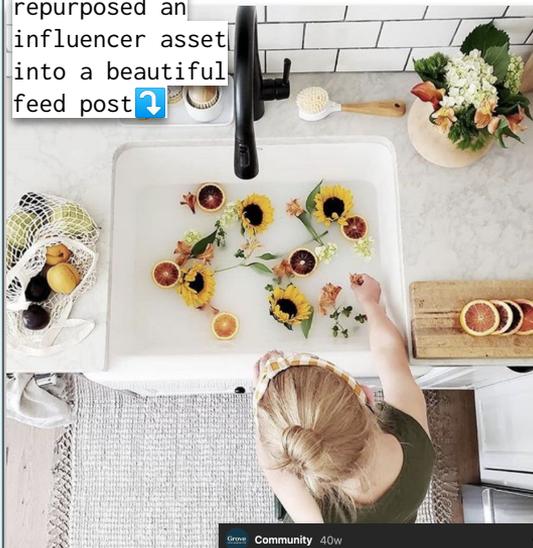
IGTV (videos 1 minute or longer)

Instagram Stories (photos & videos up to 15 seconds)

Expert Tip: String multiple frames of assets created by one influencer together, OR use a combo of assets from different influencers in a single Story to help tell a story.

Grove Collaborative

repurposed an influencer asset into a beautiful feed post



grovecollaborative • Following ...



grovecollaborative Have you ever tried a milk bath? Photo by @cynthia_harper_ 🐼

A milk bath is where you add milk — in liquid or powdered form — to warm water in your bathtub. Because milk is packed with natural acids and nutrients, some believe it can help moisturize and rejuvenate the skin. Research is limited, but some studies show that milk baths may be beneficial for a number of skin conditions including sunburn, poison ivy, eczema, psoriasis, and dry skin.

To make a milk bath, you can add 1 to 2 cups of milk to a full tub of warm water.

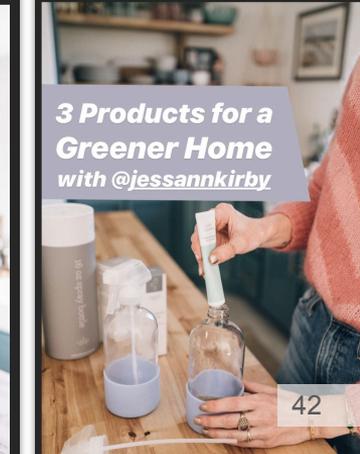
Community 40w



...and they repurpose influencer assets to include swipe up links to the influencer's original blog post →



Community 40w



Repurpose on LinkedIn

Edit or resize influencers' photo or video assets to optimize them for posting to your LinkedIn Company or Showcase page.

Pair the asset(s) with a short, compelling caption (and don't forget a relevant hashtag or two!).

Credit them by tagging them at the end of the caption or by giving credit on the visual asset itself.

Note: more often than not, we see companies repurposing long-form content (like links to articles or blog posts) into Company page updates, but companies can also repurpose visual assets the way Chewy did (see image right) to add some pizzazz to their LinkedIn page!

Use IGC in LinkedIn Posts Like...

Single feed photo

Single feed video (between 30 seconds and 5 min in length is recommended but can be up to 10 min long)

Link posts (featuring one link preview image)

Expert Tip: Repurpose an influencer's photo by editing the link preview image in a link post prior to publishing on your page.



Chewy
44,943 followers
2w • 🌐

+ Follow ...

Always happy to help animal rescue organizations on the glow up! Thank you, [We The Dogs DC, Inc.](#), for supporting pets in need! [#ChewyGivesBack](#)

📷: @adogphotographer



[#ChewyGivesBack](#)

👍❤️🌐 251 • 9 Comments

Repurpose on Pinterest

Repin or pin anew to extend the reach of your influencers' sponsored blog content.

See below for how-to specifics:

Use IGC in Pinterest posts like...

Link pins (pins created from a link with an image that populates from the link)

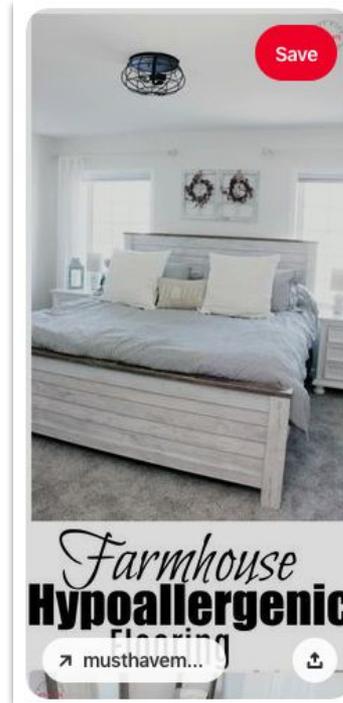
Using one of the two options below, you're able to select a pin "cover" from a few photo options pulled in from the blog post:

→ Option 1) While viewing their blog post, use the Pinterest browser extension to pin their post to your page. Add a short pin description for context.

→ Option 2) Grab the URL for their blog post, go to your Pinterest page, then click the + button to create a new pin. Add the link to their post then write a short pin description for context.

Photo pins (Allows you to use any photo or graphic you choose, rather than having to select from one of the limited image options provided to you in options 1 & 2 above)

→ Click + on your profile and choose to create a new pin by uploading a photo. Upload the photo then add a link to their blog post (or your website) and a pin description.



← Mohawk Flooring repins influencer blog posts with Pinterest-optimized images.

(but they sometimes forget to add a Pin description before pinning!)

STAINMASTER flooring repurposes influencer assets by creating entirely new channel-optimized graphics for Pinterest using a combo of the assets in one post →



Repurpose on Twitter

Edit or resize influencers' asset so it's optimized for sharing to Twitter.

Upload to a new tweet with tweet copy written by you, and tag them for credit at the end of the tweet.

Make sure to include relevant hashtags for reach or branding purposes.

Crazy stat from the geniuses at Hootsuite: Twitter's total website traffic is 3x larger than its actual user base. Millions of pieces of Twitter content are read by passive visitors, since Twitter allows you to search and read content without an account. #PassiveContentConsumption

Use IGC in Twitter Posts Like...

Tweet with one photo

Multi-image tweet (2-4 photos)

Expert Tip: Use multi-image tweets to display different influencers' assets in a single post!

Tweet with one video (up to 2.5 minutes long)



Mohawk Flooring repurposes influencer assets on Twitter and credits them by incorporating the influencer's blog name in the tweet copy.



Glossary & Benchmarks

Lots of jargon, we know. Let's decode it.

Calculations + Definitions

Metrics	Definition
Reach	Influencers' follower count at the time of posting
Unique Reach	Campaign-wide metric that means the sum of all influencers' follower counts across platforms
Total Potential Reach	Influencers' follower count x Total number of posts
Impressions	Total number of times the content is viewed on Instagram. This can come from the influencer's profile, scrolling on Instagram, searching hashtags, etc. (IG does not identify how many seconds qualifies)
Authenticated Total Impressions	Sum of all story views (called impressions) across all story frames
Engagements	Number of interactions on post (i.e. comments, likes, link clicks, shares, replies, profile visits, sticker taps)
Total Engagements	Likes + comments: sum across all posts (Stories: Link clicks, shares, replies, profile visits, sticker taps: sum across all frames)
Engagement Rate (ER)	Authenticated total engagements divided by total potential reach
IGC	Also called influencer-generated content, it's the total unique images and/or story frames created for a campaign. Also referred to often as User-Generated Content, or UGC.

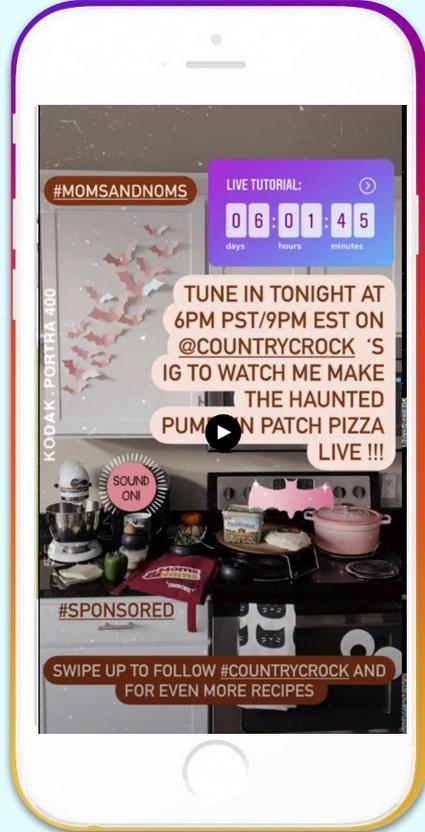
Calculations + Definitions- Rates

Metrics	Definition
Avg. Platform Engagement Rate	Average engagement rate from ALL the influencer's posts in last 60 days minus the last 15 days <i>(the last 15 days are subtracted as new posts are still gathering engagement)</i>
Campaign Platform's Engagement Rate	The overall engagement rate for the campaign as a whole <i>(total engagements from all campaigns posts divided by the total potential reach of the entire campaign)</i>
Impressions/Reach Rate <i>(IG Story Stats)</i>	Auth. total impressions divided by total potential reach
Engagements Rate <i>(IG Story Stats)</i>	Total engagement ÷ auth. total impressions
Authenticated Total Impressions / Impressions	Sum of all story views across all frames
Total Aggregate Follower Counts / Total Potential Reach	Influencers' follower count x total number of posts
Whitelisting	Using obtained permissions from influencers to run paid ads through their identity. (See the example in the whitelisting section)
CPC	Cost per Click: Your total digital spend, divided by your total number of clicks
CPE	Cost per Engagement: Your total digital spend, divided by the number of paid engagements
CPM	Cost per 1,000 Impressions: Your total digital spend, divided by your total paid impressions, then multiplied by 1,000

Calculations + Definitions

Metrics	Definition
Sticker Taps (on Stories)	A sticker is a design element that can be added to images or videos on Instagram to give context to posts. Stickers are usually things like related hashtags, @mentions, locations. They can also be more interactive things like quizzes, donations, polls, and emojis. So, sticker taps are responsive taps to the stickers on a post to show interest in the content. Total clicks on Influencers' "story stickers" is an important indicator of campaign success.
Swipe-Up	A swipe-up happens when a social media user slides their finger from the bottom of a Stories post to the top to find out more information, go to a sales page, or engage with social media content in another way. <i>Swipe Up to Buy</i> or just <i>Swipe Up</i> is commonly used in Stories as a call-to-action
Link Clicks (on Stories)	Total times someone swipes up on an influencer's swipe up link
Profile Visits (on Stories)	Total clicks to an influencer's profile from story slide
Replies (on Stories)	Total replies to an influencer's Instagram story using direct messaging
Shares to Stories	Instagram can share in-feed posts of other users by posting it to their own Stories for 24 hours.
Views	A view is a predetermined number of seconds a user allows a video to play. This magic number differs from platform to platform.
Clicks to Branded Pages	On Instagram, clicks to branded pages happen when users either click the branded link in an influencer's bio or swipe-up to go to the landing, sales, or product page of a promoted offer.

Examples of Story Stickers

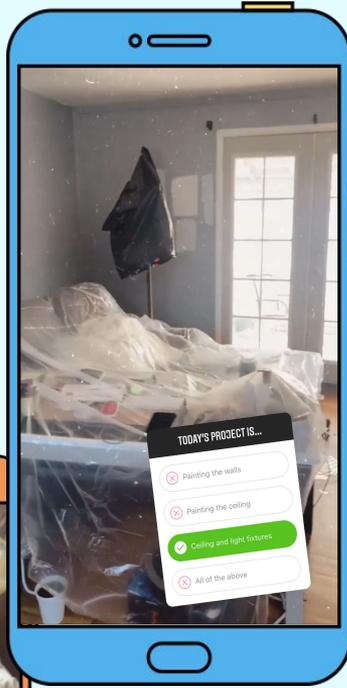


Countdowns

Brand Mentions

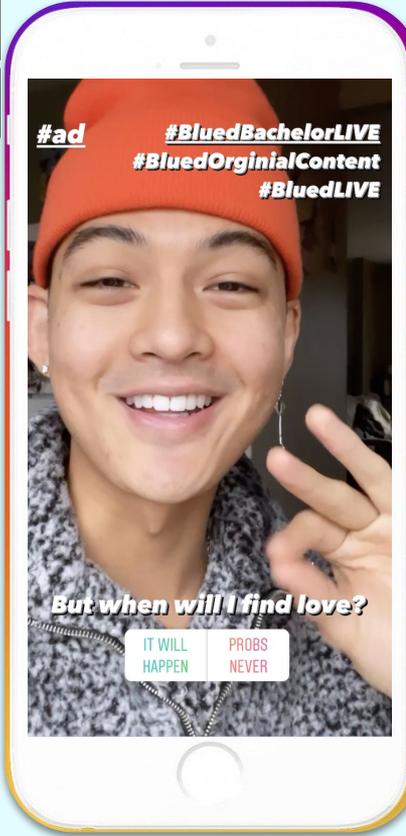


Sliders



Quizzes

Hashtags



Critical Data for Social Proof

Blogs

- 70% of consumers would rather learn about a company from a blog post than an advertisement ([Source](#))
- 72% of blog readers would rather watch the recap video than read the blog
- Using photos of real people instead of stock photos can result in a 35% conversion increase. ([Source](#))
- Blogs have been rated as the 5th most trustworthy source for gathering online information. ([Source](#))
- Internet users in the US spend 3X more time on blogs than they do on email. ([Source](#))
- 71% of B2B buyers read content during their buyers journey ([Source](#))
- 59% of people will share an article without reading it first, or ever. ([Source](#))

Snapchat

- 238 million people use Snapchat each day. ([Source](#))
- Over 70% of Instagram and Snapchat users watch Stories on both platforms daily. ([Source](#))
- On average, people spend 49.5 minutes per day on Snapchat and send 34.1 messages a day. ([Source](#))
- The average Snapchat user opens the app more than 30 times a day ([Source](#))
- 82% of Snapchatters are 34 years old or younger. ([Source](#))
- Nearly half of Snapchat's daily Discover viewers watch Discover every day of the week. ([Source](#))
- On average, more than 180 million Snapchatters engage with AR each day. ([Source](#))
- Over 100 million Snapchatters played Snap Games, like Bitmoji Party. ([Source](#))
- Snapchat users are 60% more likely to make impulse purchases. ([Source](#))

Pinterest

- Pinterest has grown by 150M users since Jan 2020.
- For every 100 impressions a Promoted Pin receives, brands get an average of 30 free views due to repinning ([Source](#))
- One study found that every \$1 spent on promoted Pins yielded \$2 in profit. ([Source](#))
- 90% of weekly Pinners make purchase decisions on Pinterest
- 98% report trying new things they find on Pinterest.
- Pins that promote a special sale or offer generate a 61% higher email conversion lift.
- Pinterest users start the buying and planning process 2X earlier than other consumers.
- Dads who use Pinterest actively search 62% more than the average pinner. They're more likely to head to direct search. ([Source](#))

Facebook

- 23% of those on Facebook daily have purchased something from an influencer/blogger recommendation. ([Source](#))
- 73% of U.S. Facebook users check the platform daily, and 93% use it weekly. ([Source](#))
- Facebook is the third most-visited website after Google and YouTube. ([Source](#))
- Facebook users spend 34 minutes a day on the platform, on average. ([Source](#))
- Facebook users are 4x more likely to watch live streams than recorded videos. ([Source](#))
- Square Facebook videos get 35% more views than landscape videos. ([Source](#))
- Videos now account for 11% of Facebook posts. ([Source](#))
- 80% of Facebook users access the platform solely on mobile devices. ([Source](#))

Critical Data for Social Proof

INSTAGRAM

- 1 in 4 Gen Z and Millennials actively seek stories of products and services they are considering buying. ([Source](#))
- 80% of all daily active Instagram users are watching Stories just as often as they're checking their feed. ([Source](#))
- 30% of users say they've bought a product they discovered on Instagram. ([Source](#))
- Instagram users spent an average of 30 minutes per day on the platform in 2020. ([Source](#))
- 2 in 3 people say the network helps foster interactions with brands. ([Source](#))
- 34% of those on Instagram daily have purchased something from an influencer or blogger recommendation. ([Source](#))
- 50% of Instagram users are more interested in a brand after seeing an ad for it on Instagram. ([Source](#))

TWITTER

- 29% of those on Twitter daily have purchased something from an influencer or blogger recommendation. ([Source](#))
- 87% of Twitter users also use Facebook, and 84% also use Instagram. ([Source](#))
- For brands, Twitter videos can mean a 34% increase in purchase intent by 34%, a 14% boost in positive brand sentiment. ([Source](#))
- 47% of US Twitter users prefer culturally relevant brands ([Source](#))
- 82% of Twitter users watch video content on the platform. ([Source](#))
- Twitter users are 38% more likely to post opinions about brands and products than other social media users. ([Source](#))
- Tweets with GIFs get 55% more engagement than those without. However, only 2% of Tweets contain GIFs. ([Source](#))

YOUTUBE

- **Video** content is 50X more likely to drive organic search traffic than plain text. ([Source](#))
- 26% of those on Youtube daily have purchased something from an influencer or blogger recommendation. ([Source](#))
- 90% of global shoppers say they discover new brands and products on YouTube.
- 70% of consumers in the US, Mexico and Colombia have purchased a product after seeing it on YouTube. ([Source](#))
- One quarter of YouTube users are over 55 years old. ([Source](#))
- 6 out of 10 people prefer online video platforms to live TV. ([Source](#))
- The number of hours people spending watching YouTube is up 60% yoy. ([Source](#))
- People use Google to be entertained, informed, and to save time (finding shortcuts for doing stuff.

TIKTOK

- In less than 18 months, the number of US adult TikTok users grew 5.5 times. ([Source](#))
- Half of TikTok's global audience is under the age of 34 with 26% between 18 and 24. ([Source](#))
- TikTok users spend an average of 52 minutes per day on the app. ([Source](#))
- 49% of US teens have used TikTok, compared to 9% of Americans overall. ([Source](#))
- Half of TikTok users say they've shared someone else's TikTok on another social network. ([Source](#))
- 41% of TikTokers upload reaction videos to content they've seen on TikTok. ([Source](#))
- Daily active TikTokers use the app more than any other social network, even when they don't engage with the content ([Source](#))
- 35% of TikTokers have participated in a hashtag challenge. ([Source](#))

Industry Benchmarks

💡 Something to consider...

We want you to consider these benchmarks ballpark numbers.

Several important elements will impact engagement rates, including:

- 👉 audience size
- 👉 content type
- 👉 platform
- 👉 vertical/category
- 👉 How platforms define and measure engagement

Also consider the multiple variations of how these four elements work together...

As well as the differences in the ways marketing teams actually define meaningful engagement

By Platform

Average Engagement by Platform

LinkedIn	0.54%
Twitter	0.04%
Facebook	0.15%
Instagram	1.5%

Twitter

Average Engagement by Follower Count

<1K	1.4%
<5K	1.2%
<10K	0.6%
<100K	0.4%
100K+	0.3%

Views

What Counts as a View by Platform

Facebook	3s
IG Feed/Stories	3s
LinkedIn	2s
Pinterest	2s
Snapchat	2s
Twitter (at 50% viewability)	2s

Whitelisting

Industry Average vs Our Performance

Clicks Objective

Industry	\$1.71 CPC
The Shelf	\$0.41 CPC

Impressions Objective

Industry	\$7.19 CPM
The Shelf	\$1.52 CPM

Instagram

Average Engagement by Follower Count

1K-5K	4.6%
5K-20K	1.6%
20K-100K	1.2%
100K-1M	1.1%
1M+	1.1%

TikTok

Average Engagement by Follower Count

<1K	9.3%
<5K	8.5%
<10K	8.1%
<100K	7.2%
100K+	5.3%

Facebook

Activity Frequency Per Person Per 30 Days (US)

Posts Liked	13
Comments Made	8
Posts Shared	2
Adverts Clicked	18

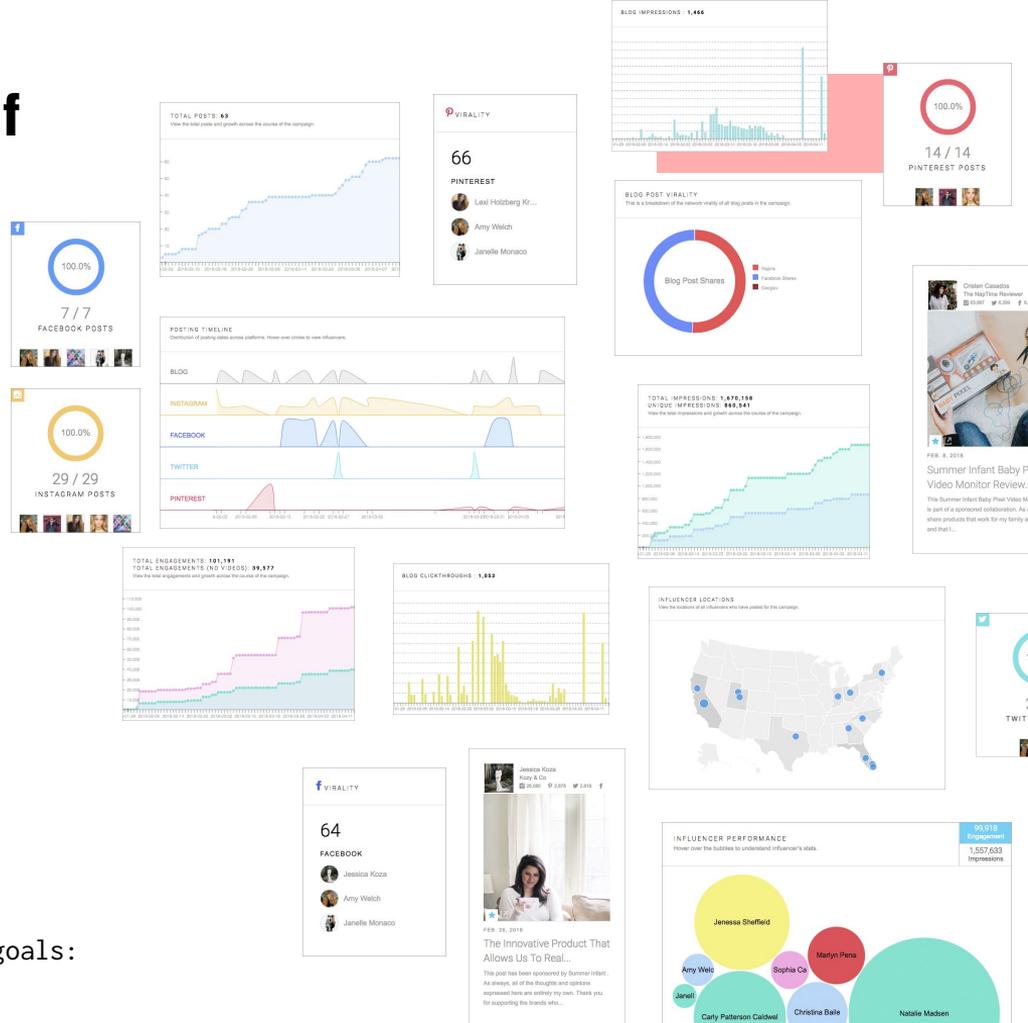
How We Assess Success with The Shelf

The Shelf Reporting

- Total Deliverables
- Impressions
- Unique and Total Potential Reach
- Authenticated Reach
- Engagement
- Video Views
- Link Opens
- Earned Media Value (EMV)
- Top/Lowest Performing Posts
- Blogs (impressions, click throughs, comments)

Whitelisting

- Paid Impressions
- Paid Reach
- Paid Engagements
- Paid Clicks
- CPM Engagement Rate
- CPE, CPC, CTR
- Optimize white listing campaigns depending on client goals:
- Reach, Clicks, Engagements, Brand awareness





Digital marketing strategies fit together like puzzle pieces.

Your influencer campaign should be one of those pieces.



We Are The Shelf

We connect brands with creative Instagram, TikTok, & YouTube storytellers to build captivating full-funnel influencer campaigns. If you're all about that ROI, we are the agency for you.

Contact us sales@theshelf.com

