



## INFLUENCER OUTREACH PROGRAM QUICK PLAN

### Description

SocialMedia8 can run an Influencer Outreach program in order to invite Influencers to participate in a specific event or movement- such as beta testers for a new product or application, product testing, movie, game or music reviews. An Influencer Outreach program is one of the first steps to engage (potential) brand advocates with a brand, its products or services.

### Purpose

If a company starts to perform Influencer Outreach, it will increase connectivity and ignite engaging relationships between the brand and important opinion leaders. Moreover, it will distinguish the influencers from the masses and make them feel very special- because they are being treated as one of a kind and are enabled to be 'the first to know' about new developments, products or releases.

Influencer Outreach can be divided into 3 phases:

1. **Owned Media** – Many brands already have an opt-in databases with loyal brand fans
2. **Earned Media** – SocialMedia8 can identify influencers which could be potential brand fans
3. **Bought Media** – Some brands purchase databases which they use for Outreach activities

### Success outcomes

Engagement and connectivity with your brands fans with the opportunity to turn them into brand ambassadors. Increase of brand preference, loyalty and advocacy. The average estimated number of influencers SocialMedia8 expects to reach will be given prior to start of the Influencer Outreach program. SocialMedia8 will create a report to prove the results.

### Guiding principles

Social media and Influencer Outreach bring an **attractive value proposition** to the consumers that are most willing to engage in their online decision-making and buying process. Most value propositions lack a **human connection** with the journey of discovering the need for a particular product or service. Social media marketing offers that human connection.

Stories of successful buyers and their journeys provide the missing ingredient for deeper engagement in a buying decision-making process: **human connection with personal stories**. Online reputation, positive reviews and ratings by influencers are the **decision making differentiators** in the buying process of Digital Natives, advertising comes next. Around 92% of all 16-34 year old consumers only buy a product if their network of social influencers or connected peers have written a positive review about it (Forrester Research).

SocialMedia8's Influencer Outreach helps a brand invite influencers to participate in brand/product (marketing) activities.

### Deliverables

Completion of the project will provide the following:

- **Branded Outreach Template**
- Number of **Influencers** invited to participate in client's activities (i.e. beta-testing) and write about it

## Quantification

Estimated number of influencers SocialMedia8 expects to find and invite is for example: 250 beta testers in your 3 target markets.

## Timeline

Signed approval needed 4 weeks prior to Outreach program start. Fill out briefing template: 2 weeks prior to program start.

## Work steps

The figure below depicts the production of the Outreach program:



Client will provide a clear briefing with objectives, target audience, target markets, input regarding the Outreach Program and brand guide for the branded outreach template. The SocialMedia8 Account Director will send a detailed proposal to client for approval. After signed approval the Account Director and Strategy Director will create a de-briefing for the client. SocialMedia8 will send a detailed planning with all deliverables and milestones to client.

Social Media Specialists and the Strategy Director will create Influencer Outreach Plan and copy, based on project briefing and in accordance with client approval. SocialMedia8 will perform a final-pass edit for clarity, logic, and meaning, submitting the Influencer Outreach for detailed analysis by the client.

The Outreach will be done through a Branded Outreach Template. The templates can be personalized with first name, last name, related social hotspot, unique code and/or dynamic content. Influencers will be contacted through this branded outreach mailing. If needed contact will be made through direct messages. SocialMedia8 will continuously track and optimize the results of the Outreach program and will report this to client, complemented with valuable conclusions and recommendations by social media experts.

## Case studies

SocialMedia8 is WPP's leading social media marketing agency with offices in Amsterdam, London, Milan and Madrid. We are a WOMMA member and fully compliant to their code of ethics. We have performed Influencer Outreach projects, seeding campaigns and developed social media marketing strategies for over **100 leading brands**. Please see our [case studies](#) here.