

FRAMEWORK

INFLUENCER MARKETING CAMPAIGN CREATION PROCESS



THE 10TH HOUSE

ABOUT THE WORKBOOK



IMPLEMENT WORKSHOP TEACHINGS

Gild Creative Group is an award-winning full-service influencer marketing firm.

Their mission is to provide superior marketing services to clients that consciously innovate and elevate the well-being of culture with their products or platform. Their CEO and Founder, Tiffany Hardin was kind enough to share their proven strategies for influencer marketing success.

IT'S TIME TO PUT THOSE TEACHINGS INTO PRACTICE!

By the end of this download, you will have a complete understanding of their detailed process.

xoxo, The 10th House Team



IS IT RIGHT FOR YOU?

CONSIDERATIONS

TO DETERMINE INFLUENCER MARKETING SUCCESS

- Have a strategy and defined budget
- Have creative briefs for talent
- Have clear success metrics
- Have paid marketing support
- Have great program management and a supportive timeline for creators
- Have a responsive Talent Point of Contact
- Pay talent quickly and on-time
- Content that can be repurposed
- Have a clear mar-tech stack to attribute influencer action to conversion
- Deeper support for creator-related issues

GILD CREATIVE GROUP

DETAILED PROCESS

IDENTIFY GOALS + TARGET AUDIENCE OF CAMPAIGN

- Awareness vs. Consideration vs. Conversions
- Audience gender, location, interests, etc.



IDEATE LIST OF ALIGNED INFLUENCERS FOR BRAND APPROVAL



OUTREACH + NEGOTIATIONS

- Pricing varies by influencer, should be approached as a conversation with give/take
 - Determining factors include following, ER%, past brand collabs, category
 - Fees are impacted by deliverable format, platform(s), usage terms, exclusivity



CONTRACTING + CAMPAIGN BRIEFING



CONTENT CREATION + PREVIEW

Brand has final approval before content goes live



LIVE POSTS

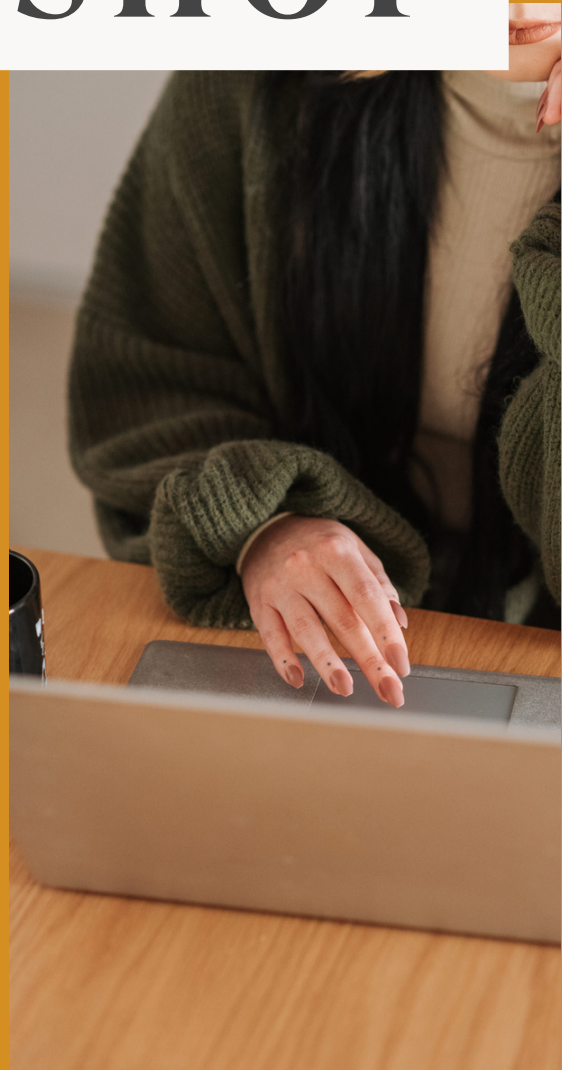
Share live links and capture story frames



REPORTING

- Leverage analytic tools, such as Klear
- Influencers provide insight screenshots

HOST A 10TH HOUSE WORKSHOP



ARE YOU INTERESTED IN HOSTING A WORKSHOP OR EVENT? SUBMIT A WORKSHOP FORM AND SCHEDULE A CONSULT WITH OUR HEAD OF PROGRAMMING!

SUBMIT A
WORKSHOP FORM
HERE

The 10th House Team