



HOW TO SELL MORE WITH INFLUENCER MARKETING

SUCCESS SECRETS REVEALED

SOPHIA NOREEN | @BOSSITCLUB. ALL RIGHTS RESERVED



Hey There!

I am so happy you have decided to take the first step and downloaded this How-To Guide for Brands Optimize Your Social Media Campaigns and Sell More. We know how difficult it is to get your product and service out there in front of your ideal client. We know how difficult it is to find the right influencer and affiliate to represent your product or service. We know how difficult it is to organize a campaign that will convert to sales and brand name awareness !

Our How-To Guide will help you get started by asking you a series of questions regarding your business to help you get started and push into action creating a successful campaign!

xoxo

Sophia Noreen

What you will learn in this How-To Guide

- ☐ When should you start planning your campaign?
- ☐ How To Identify Your Ideal Customer (IC) ?
- ☐ How to ensure your Ideal Influencer Avatar (IIA) is speaking to your IC
- ☐ What psychographics data should you keep in mind regarding your IC?

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When should you start planning your campaign?

Planning your campaign will take time and energy. You will need to reach out to a number of potential affiliates and potential IIA before enough will say yes. You will need to qualify a number of candidates before you reach your ideal number. Then comes the contracts and the negotiations. The Boss It Club Campaign Prep Strategy will help you focus your energy and target the IIA and IAA that will provide your brand the exposure it needs!

Let's do a quick exercise and find your ideal time to start your ***Sophia's Campaign Scheduling Strategy™***. You will work backwards from your launch, subtracting the date to find the ideal time you should start prepping for your campaign. With this strategy, you will not be waiting until the final moments to line up IIAs and IAAs.

When do I want to launch my next product/service? _____ (Sophia's example Sept 1st)

- Backdate 2 weeks to _____ (ex Aug 15th)
- From _____ (ex Aug 15th to Sept 1st)
- **Objective:** This time will be used by the IIA and IAA for delivery of product/service and content creation

- Backdate 2 weeks- to _____ (ex Aug 1st)
- From _____ (ex. Aug 15th to Aug 1st)
- **Objective:** During this time frame, you will negotiate and finalize IIA and IAA service agreements

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When should you start planning your campaign?

- Backdate 2 weeks to _____(ex July 15th)
- From_____ (ex. July15th to Aug 1st)
- **Objective:** This time will be used to finalize your IIA and IAA based on the Boss It Club Criteria and offer the opportunity to join the campaign

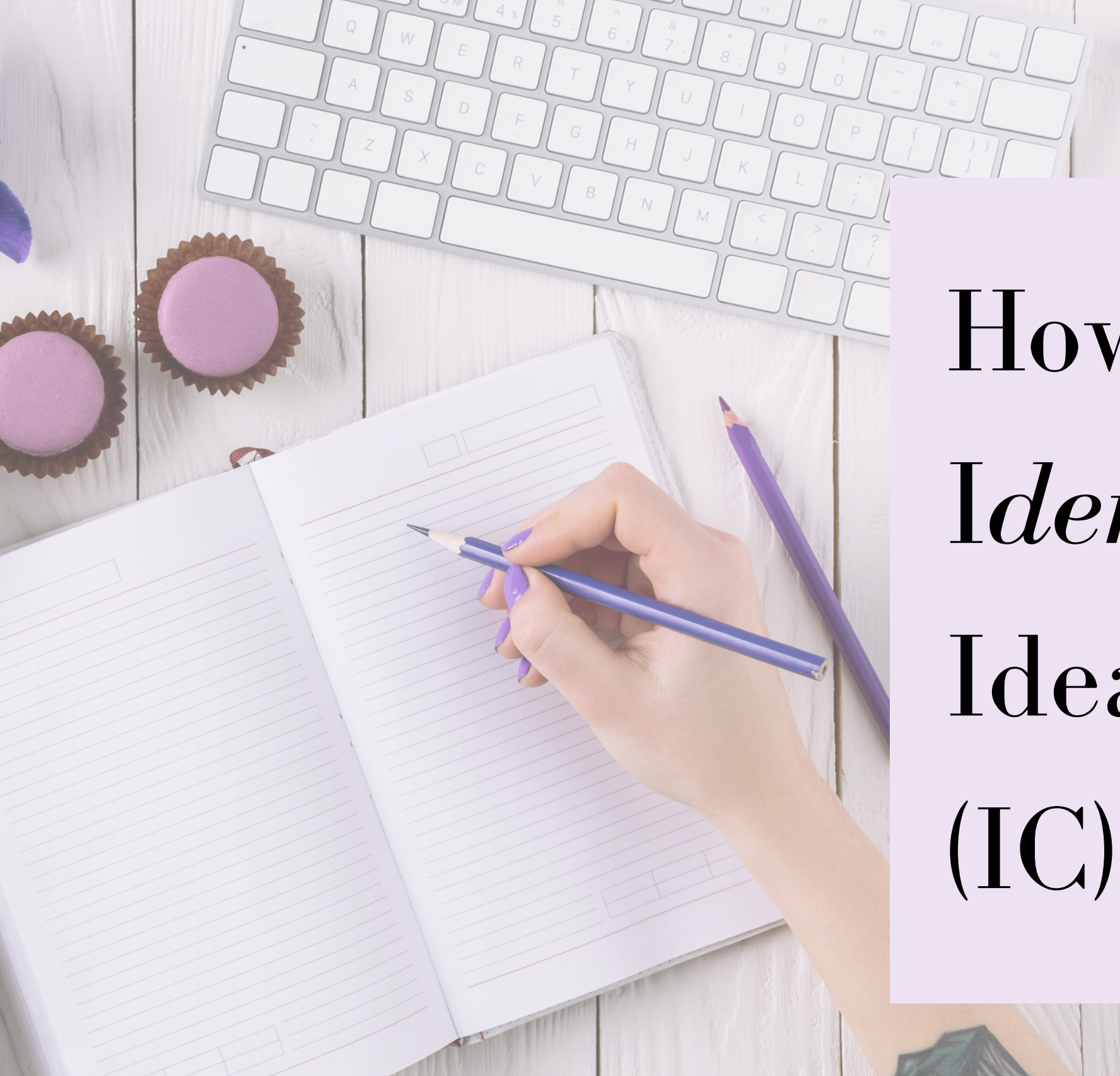
- Backdate 2 weeks to _____(July 1st)
- From_____ (July 15th to July 1st)
- **Objective:** This time will be used to reach out to your IIA and IAA to see if he/she is interested in participating in the launch and requesting media kits as part of the application process.

- Backdate 4 to 8 weeks to _____(June 1st to May 1st)
- From _____(May 1st or June 1st to July 1st)
- **Objective:** This time will be used to engage with your potential IIA and potential IAA to understand if they satisfy all the criteria. _____ (June 1st to May 1st).

Additional Notes

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How To *Identify* Your Ideal Customer (IC) ?

Who is your Ideal Customer (IC)? Have you really sat down and thought about who you are speaking to when you promote your product? Can you picture your IC using your services or product? Do you know the demographic data? Do you know the psychometric data? This is the first step in completing a successful campaign. You must know who you are speaking too.

Demographic Data: Many creative entrepreneurs inherently know who they are catering their services or products for. But have you explicitly completed an exercise where you write down details about your IC? On the next two pages, the exercise below will encourage you to think explicitly about your IC.

- What is the age demographics of your IC who will be purchasing your product/service? (check as many as possible; keep in mind that you should narrow down your IC for your campaign to the most likely to purchase your product/service)

☐ 18-29 ☐ 25-45 ☐ 30-49 ☐ 50-64 ☐ 65+

- What gender category does your IC identify with?

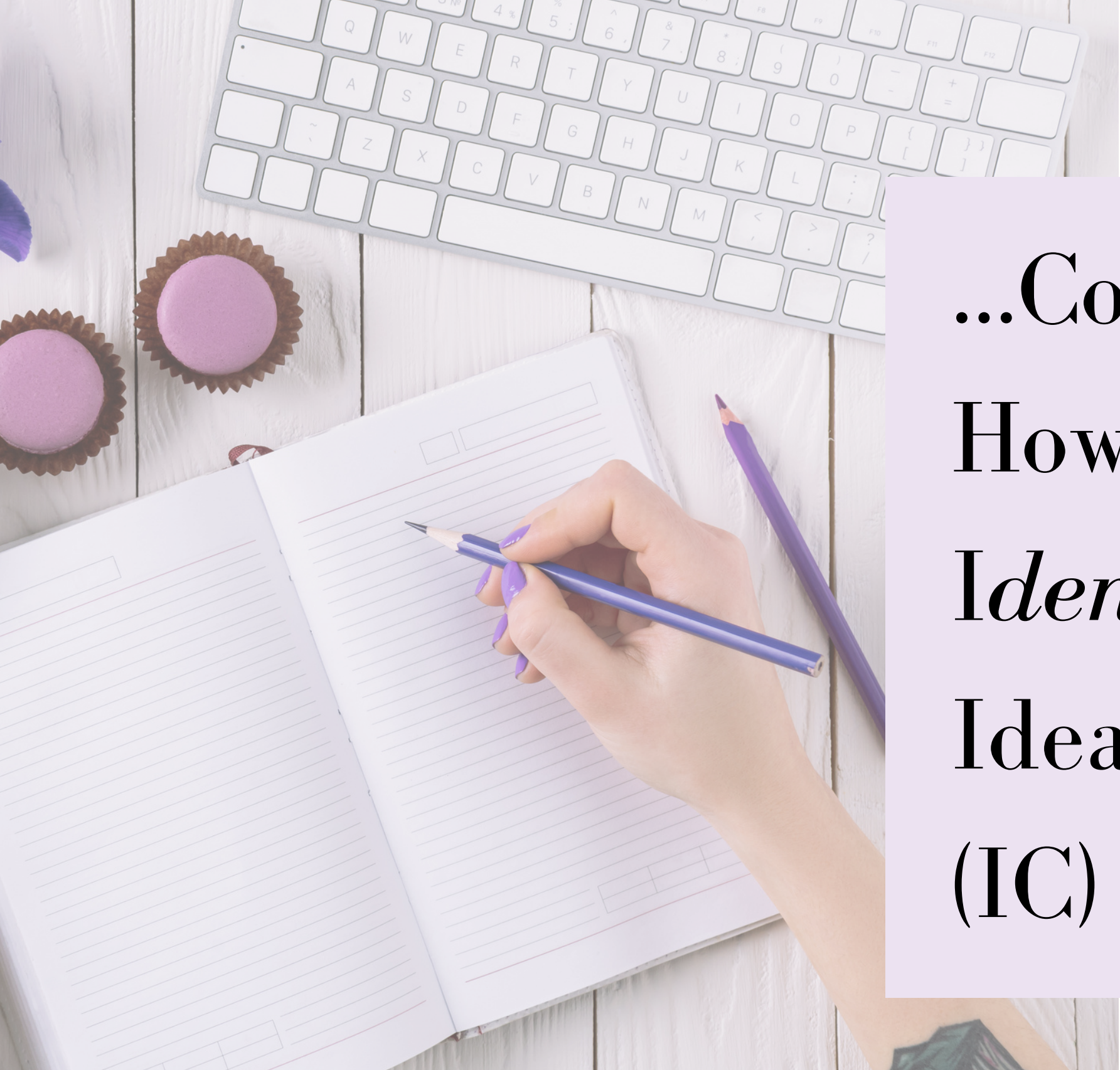
☐ Male ☐ Female ☐ Transgender ☐ Gender Neutral ☐ Other

- What is the marital status of your IC?

☐ Single ☐ Dating ☐ Married ☐ Widowed ☐ Divorced ☐ Separated ☐ Other

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...Continued How To *Identify* Your Ideal Customer (IC) ?

- Does your IC have children?

☐ Yes ☐ No

- If the answer above is YES, how many children approximately does your IC have?

☐ 1-2 ☐ 3-4 ☐ 4-6 ☐ 6+

- What is your IC's average household income?

☐ \$10,000 to \$29,999 ☐ \$30,000-\$49,999
☐ \$50,000 to \$69,999 ☐ \$70,000-\$89,999
☐ \$90,000 or More

(Note: currency ranges are in USD.)

- What is the motivation for your IC to purchase your product (digital, service or product)

- What social media platform does your IC spend most of her/his time? Choose One

☐ Facebook ☐ Instagram ☐ Snapchat ☐ TikTok ☐ YouTube ☐ Other

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How to ensure your Ideal Influencer Avatar (IIA) is speaking to your IC

So now that you have now identified your IC, you need to ensure your Ideal Influencer Avatar (IIA) is speaking to your IC. To ensure your campaign is off to a successful start, your IIA must be attracting and speaking to your IC. Think of one of the IIA you had in mind. Now answer the questions below regarding who follows this IIA. Who is your IIA speaking to? My suggestion is to complete this activity without looking at the previous two worksheets, then compare both to see if you have selected the best IIA for your campaign.

Who is an example IIA you had in the mind for your campaign? _____

Think about this IIA when completing the activity below.

What are the demographics for the followers of the IIA?

- What is the age demographics of your IIA followers?

☐ 18-29 ☐ 25-45 ☐ 30-49 ☐ 50-64 ☐ 65+

- What gender category does your IIA followers identify with?

☐ Male ☐ Female ☐ Transgender ☐ Gender Neutral ☐ Other

- What is the marital status of your IIA followers?

☐ Single ☐ Dating ☐ Married ☐ Widowed ☐ Divorced ☐ Separated ☐ Other

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How to ensure your Ideal Influencer Avatar (IIA) is speaking to your IC

- Does your IIA followers have children?

☐ Yes ☐ No

- If the answer above is YES, how many children approximately does your IIA followers have?

☐ 1-2 ☐ 3-4 ☐ 4-6 ☐ 6+

- What is your IIA follower's average household income?

☐ \$10,000 to \$29,999 ☐ \$30,000-\$49,999
☐ \$50,000 to \$69,999 ☐ \$70,000-\$89,999
☐ \$90,000 or More

(Note: currency ranges are in USD.)

- What is the motivation for your IIA followers to purchase your product (digital, service or product)?

- What social media platform does your IIA followers spend most of her/his time? Choose One

☐ Facebook ☐ Instagram ☐ Snapchat ☐ TikTok ☐ YouTube ☐ Other

Now compare your IC demographics and IIA followers demographics and ensure you have chosen the appropriate influencer to be your IIA.

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What psychographics data should you keep in mind regarding your IC?

First, we need to understand what is the definition of psychographics. In general, psychographics will include your IC beliefs, lifestyle and habits. Psychographics can also include an individual's perception of barriers and limitations. Understanding a customer's psychographics will provide you with an advantage when planning your marketing campaigns. Answer the questions below regarding your IC's psychographics and then how your product or service will interact with each psychographic listed below.

IC's Motivation

My IC is motivated to _____ and my _____ product/service will help them accomplish this goal.

IC's Barriers

My IC may hesitate to purchase my _____ because they may perceive the product/service to be _____

How my IIA will reduce my IC hesitation?

My IIA will provide social proof by _____ to reduce my IC's perceived barrier that my product/services is _____

Additional Notes