

WEBINAR

Get Under the Influence: Launch a Social Media Influencer Campaign & Build Brand Awareness

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/cannabis-instagram-influencers/>

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Get Under the Influence: Launch a Social Media Influencer Campaign & Build Brand Awareness

Build Trust Quickly with Crucial Partnerships

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Today, we'll be covering:

- The value that cannabis Instagram influencers can bring to your brand
- How to connect with worthwhile influencers and negotiate a deal
- What it takes to create a successful influencer campaign that drives new customers to your brand
- Why tracking the effectiveness of your influencer campaign can help you make better deals in the future

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My name is Eduardo Silva. I'm the VP of Sales here at Foottraffik, and I'm really excited to be sharing this information with you today.

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Foottraffik is a digital advertising and analytics agency. We've been in business for over five years now, exclusively focused on dispensaries and delivery services within North America. We're really excited to be helping advance our industry forward.

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A couple of housekeeping items before we get started.

If you have your cell phones on you, please put them facing down on your desk or mute them. We are going to be covering a lot of information in a very short window of time and it helps to retain focus.

Familiarize yourself with the Zoom interface. If you haven't become a master at Zoom yet, if you go to the bottom of your screen there is a Q&A button. We do have moderators with us today that will be addressing questions throughout the webinar.

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It may seem like influencer marketing is out of reach, for a younger crowd, or just too difficult to get started with—but it's actually easier than you might think to get

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started.

According to the Pew Research Center, 7 out of 10 Americans are on social media, with 40% of US adults on Instagram. That means your target market is likely on Instagram.

So we know who's using this platform. The next question that people tend to ask about influencer marketing is whether it's actually worth it. Does it work? Does it actually get people to make a purchase or follow the brands that influencers market?

Unsurprisingly, it does, and the reason it works may surprise you.

Basically, influencer marketing works because the influencers are more like friends and family to their followers. They aren't seen as advertisers. They're tastemakers whose own opinions, endorsements, and purchasing decisions spark that crucial aspirational urge in their audiences. Their followers have chosen to add them to their feeds and enjoy consuming their content, even when it's sponsored.

When you work with an influencer, some of the trust and credibility they've built up with their audience is transferred to your brand. If they're authentic, then your brand may be seen as authentic. As long as you find a worthwhile representative, you can build instant cachet for your brand.

That said, there's no single figure or formula for the effectiveness of influencer marketing. It's a bit of an amorphous field and a lot of things I've mentioned are intangible. But marketing industry estimates generally

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quote 16 times more engagement on social media when influencer marketing is used. In dollars and cents, that's \$5.78 in earned media value for every \$1 spent.

Once you're ready to capitalize on the benefits of influencer marketing, you might think that the first hurdle you face is actually connecting with an influencer to get a campaign underway.

Let's clear this misconception up from the get-go. You can't just DM someone one, ask them to rep your brand, and then send them money. I mean, technically, you could, but you won't get any sort of effective strategy and measurable results.

Before starting any type of campaign, you first need to be clear on your goals. What is it that you want to achieve with influencer marketing? Otherwise, you risk the chance of blowing your marketing dollars on a campaign with no purpose. Basically, you'll just be paying for some pretty pictures.

So what kind of goal should you be thinking about? After all, you can't technically sell cannabis products on Instagram. That will get your account shut down. And any influencer isn't going to take that risk.

Maybe your goal is to build brand awareness. If you're new to the area, this could be helpful for increasing the reach of your social account, getting people to sign up for your loyalty program or newsletter, or just getting people to talk about your dispensary.

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If your goal is still sales, you're going to need to get a little creative.

For example, you can have your influencer share an SMS opt-in code or a link to your newsletter signup. Those individuals who use the influencer's code can then receive a trackable coupon code via email or text or link to your menu. Because all of this would happen off of social media, you wouldn't be seen as selling cannabis on Instagram. And as long as you use revenue attribution, you will be able to monitor which sales are a direct result of your influencer campaign.

Which brings me to an important component of your goal. As you're developing it, think about how you will measure it. Consider what a successful campaign will look like. Will your followers exceed a certain number? Will you get a certain amount of email or SMS signups?

This can be tough to do with your first campaign because there's no real reference point for success with influencer marketing. It's still a new beast and we're learning more about it all the time. That doesn't mean that you shouldn't make projections though. Those numbers will give you something to aim for and give you something to negotiate with when it comes time to talk to potential influencers for your brand. This can be readjusted as you get more information. Do keep this in the back of your mind because the amount you'll want to invest in influencer marketing should be tied to what it can actually achieve for you.

If it seems that you aren't going to get the return on your investment that you'd like, it may be wise to seek out other forms of digital marketing with more guaranteed returns. That's something we can certainly help you with.

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You can schedule a call with me at foottraffik.me/call to talk about this further.

Ok, you know your goal. Now it's time to find influencers. Now, I've primarily focused on Instagram so far and will continue to do so, but I want to be clear that there are influencers on other platforms that you can work with. You can hire a podcast influencer or a YouTube influencer or even a Facebook influencer. You'll want to find these influencers on their respective platforms. Basically, you're going to want to search for them where they are.

You can start by searching industry related words or hashtags on your chosen platform to see who shows up consistently and has a sizable following, a good relationship with their followers, and the respect of their online community. There are influencer search engines you can use as well to locate ideal candidates as well as agencies that represent influencers.

Once you know what you want to accomplish, you can use that as a filter for sorting through influencers.

For example, if you want to increase your local followers, then an influencer in your area would be key. Otherwise, you may get more followers, but they may not actually be able to shop at your dispensary. Hey, followers are great, but customers are better, right?

You'll also want to find someone whose followers are your target audience. They should be able to easily relate to them

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If you only have a certain amount of budget, then you may need to steer clear of celebrity influencers. In that case, a good place to look for an influencer is within your own followers. Someone who is already passionate about your brand can be a great online spokesperson for it.

At this point, don't forget to follow any potential candidates. That way, you can see what they're up to as you continue to put your plan together.

So you know who's out there and your goal, now it's time to dig a little deeper on strategy.

For example, do you want to hire one influencer—the proverbial putting your eggs in one basket—or do you want to hire several small influencers? How much of your marketing budget are you willing to invest in this?

Also, consider the types of posts you may want to partner on. You've seen what the influencers in your area are doing, did any of their different campaigns appeal to you? Did they give you insight into how you want to approach your influencer campaign? For example, are you looking for one post or a series? Do you want to have the influencer visit your dispensary or host an event?

Think outside the box here. You don't just have to have them post a selfie inside your dispensary or with your products. You can interview them for your social accounts, you can have them interview you or one of your budtenders.

If they're known in the industry, maybe you want them to

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sample some of your products and share their thoughts while mentioning where they got such great bud.

As your strategy begins to emerge, you'll want to take another look at your list of potential influencers. Are there certain influencers whose style may work best with your strategy? This should help you narrow down your list.

Great! You have a few influencers in mind. It's time to reach out to them, right?

Well, not quite. Before reaching out to them, it's time to take an even closer look. You should probably create a spreadsheet now if you haven't already and include the influencer's name and a link to their profiles. You can then populate the other columns with the following information.

How many followers do they have and who are those followers? Click on profiles and make sure that any influencer you're considering has real followers who are likely to be part of your target audience.

How many of their followers interact with the influencer? Take a look at the comments on any potential influencers' posts. Are people leaving genuine comments and interacting with the influencer? Does he or she answer their followers' comments? You want to see some level of interaction. After all, this is what social media is supposed to be about. You can create a scale here to be able to compare across influencers. Something simple like "low, medium, or high interaction."

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As you're checking over a potential hire's account, see what kind of content she generates. Are they mostly still images? A mix of videos and stills? Carousels? Reels? Stories. Also, check their communication style. Is it in line with your brand voice?

How often are they posting? We know that Instagram's algorithm favors people who post consistently. If you are looking at influencers who are only posting occasionally, you may want to scratch them off your list.

Are they following the platform's regulations for sponsored content? You don't want to work with someone that is going to get your brand into trouble. Make sure anyone you're considering working with is following the rules sponsored posts. Otherwise, you risk losing the trust of the very people you are trying to reach.

Now, jump off of Instagram or whatever platform you're planning on using and hit up Google. Search potential influencers' names to see what kind of press they have and what types of other activities they may be associated with.

Remember, this person is going to be tied to your brand. You want to make sure that the association is a positive one for you, not a hindrance. There are influencers who have gotten themselves into trouble for not being culturally sensitive or for doing some really tone-deaf things. These are not the types of influencers you want to be associated with, so don't skip this step.

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Now it's finally time to reach out! You've been able to get a general idea of potential partners' style and their accounts, but it's time to get some data.

Write up a short message with who you are, what you're hoping to achieve, and how you think the influencer may be able to help you. You should also ask to see their portfolio so you can better understand how they've worked with brands in the past and the types of metrics they provide.

Most influencers have information in their profiles regarding how they can be contacted with opportunities. For some, you may need to contact a manager or agency. Others may be contacted directly.

Send your message out and await a response!

There's no guarantee that your first choice will be available or even contact you back. Make sure to reach out to a few different potential partners so that you continue to have options on who to work with. You'll have plenty of opportunities to further narrow down your list as you begin to engage with your potential partners.

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Before moving to the next step, take a step back and think about how your potential influencer has treated you so far. Were they really responsive to your request? Did they provide you with the information you asked for? Were they thorough and knowledgeable? Did they show excitement about a potential partnership?

It's really important that they are interested in providing

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you with quality content that is brand appropriate for both of you. The media that results from your partnership is going to be on their account and it's going to be tied to your brand through hashtags or tags. If they aren't that into you, it may be better to find a different influencer.

After all, part of influencer marketing is about building trust and brand awareness. If your chosen influencer doesn't care about your brand, that's going to be really hard to do. They may not give you their best content and you'll end up paying for substandard work.

Let's talk about what you need to negotiate with an influencer. These should all be included in your contract so that everything is as clear as possible.

First up, what kind of media will the influencer be responsible for creating? Is there anything you want included, like a particular CTA or branding element?

Are there tags or hashtags you want them to use?

Do you want to be able to review posts before they go live? If you want to make sure everything is on brand, this is a good idea. You can give your chosen influencer some creative license while still providing guidelines to ensure you're protecting your brand.

You also want to make sure that you have access to the stats relating to your posts. Be clear on which stats you want, like impressions, comments, shares, et cetera, as well as when you want them. If you are embarking on a multi-post campaign, you may want to indicate that you

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want regular reports. This will help you change things up as necessary if you find that something isn't working.

Of course, there's the issue of payment to hammer out. You'll need to decide whether you'll be paying an influencer based on the posts or media they create or on the views, followers, or conversions you receive.

Depending on the influencer you're working with, this may not be negotiable. They may have a set way of doing things, so just check in so you understand exactly what you're paying for and what you'll receive. If you do want to have payment based on things like views, ensure that those views directly tie in to your goal.

If you are working with a cannabis influencer, you may want to negotiate for a period of exclusivity so that they don't represent another dispensary brand for a given amount of time after your campaign.

Now, If the influencer you choose to work with has experience, they may have a standard contract they like to use. You may still want to have your legal team give it a look over to make sure everything is acceptable and up to snuff.

Alternatively, you can propose your own contract that has already been vetted by your legal team.

In terms of cost, that's going to vary because it's such a new field and there's no real organization that covers everything. If you work with someone that has 10k to 100k followers, then a sponsored post may cost around \$1,000 to \$10,000.

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As I mentioned, during the contract phase, you'll want to secure the rights to any data that pertains to your sponsored content.

Your influencer should provide you with these numbers at specified intervals so you can assess the effectiveness of your campaign.

If the goal of your campaign includes off-platform actions like SMS opt-ins or coupon code use, then you'll also want systems in place to monitor those. So for SMS, for example, you'd want a unique opt-in code that allows you to track how many new people are opting-in.

Compare these metrics with your goals. Did you get the new followers you were hoping for? An increase in engagement on your own posts? Increased transactions on the day of the post?

Most likely, you won't be able to run a traditional ROI analysis to tie sales to your campaign. You will need to focus on the other measurable aspects of the goal you set before the campaign started. Did you hit those numbers? Was there anything you could have improved on?

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If you've opted to run multiple campaigns and spread your budget around, you may be wondering whether you should run simultaneous campaigns.

Ultimately, this is up to you, however, it may be a good idea to run one campaign first so that you can see the type of response you get and go through the whole process. Then you can use what you've learned to make

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subsequent campaigns even better.

Otherwise, you may find that there was something that was overlooked and it has affected all of your campaigns.

That said, after measuring the effectiveness of your campaigns, if you're interested in doing more influencer marketing, then you will want to do a post mortem on your campaign to identify what could be improved upon.

You've already done a lot of legwork, and hopefully, you'll be able to use some of it for future campaigns. Plus, with the added knowledge you've gained from running one campaign, you can streamline your due diligence process and more easily pinpoint the types of influencers you may want to work with, the best kinds of content for your brand, and the right types of goals and strategies that are most effective for the platform you are using, your budget, and your dispensary.

Before jumping into our Q&A, I want to countdown five of our top tips so they're fresh in your mind after this webinar.

1. Set a clear, measurable goal for your campaign and keep it in mind throughout the process.
2. Invest in researching potential influencers. Don't skip due diligence! You don't want your partnership to hurt your brand.
3. Ensure that the influencer you want to work with is excited to work with you and is able to give you metrics

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you need to track the effectiveness of your campaign.

4. Double and triple-check that everything you want is covered by your contract and that it's clear. Make sure to include any language regarding regulations that they need to follow to keep your brand out of hot water.

5. Do a recap of your campaign to see whether it helped you reach your goals and what can be improved upon for your next campaign.

Questions?

If I only have \$2,000 a month to invest in marketing, should I hire an influencer or do something else?

The return on investment from influencer marketing is really hard to determine. If you only have a couple of thousand to invest in marketing, then I think you should focus on channels that provide measurable results. We run campaigns for as littles as \$1,000 a month for one-store dispensaries and help them drive tens of thousands of dollars in sales from that. That's going to be more valuable than getting followers on social media. Focusing on local SEO is also really important because it helps ensure that you show up when people do simple searches like "dispensary near me." Again, that's going to lead to measurable sales, which is crucial when you have a small marketing budget. I'd love to discuss this with you online, so be sure to schedule a call with me at foottraffik.me/call

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Thanks so much for joining us today. I hope you have a clearer understanding of what it takes to launch an influencer campaign and whether it's right for your brand.

Also, for sticking with us, you've qualified for your free yetis.

Let's get your shipping information and get one of those to you quickly. Schedule a call at foottraffik.me/call



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