

Hyper Influencer Marketing – Cheat Sheet

How To Become A Successful Social Media Influencer

What Is Influencer Marketing

- Influencer marketing is the most used marketing strategy in social media.
- Influencers have lots of followers and brands want them to advertise their products.
- With Influencer Marketing, the brand gains a good reputation and high prestige.
- Becoming an influencer is about having your opinion followed by a particular audience.
- To be a successful influencer, you must know how to make beautiful publications.
- New Influencers are 'born' on TikTok, nowadays. This is a huge opportunity.

Choose Your Niche

- To stand out you must find a target audience to address.
- You must talk to that audience about a specific topic(niche).
- Niche selection depends on your skills. Pick something you are good at!
- You can choose one of the following:
 - Fashion
 - Art
 - Travel
 - Food
 - Geek
 - Babies
 - Gamers
 - Makeup
 - Comedy

- Photography
- Fitness
- Evaluate according to your content, what would be your ideal audience
- Choose a leading social network.
- You must know how that network works, its secrets.
- Focus on the network where there is a higher number of people interested in your niche.

Instagram

- **How Instagram Works.**
 - Instagram's algorithm prioritizes highly committed stories and posts.
 - Resources like Instagram Stories & Instagram TV should be part of your marketing strategy.
 - Instagram's operation is based on humanization Evaluate according to your content, what would be your ideal audience
- **Getting A Business Account.**
 - You can convert your Instagram account to a business account or a creator account.
 - You can change it from the "Switch to Business Account" or "Switch to Creator Account" option on the settings tab.
 - Or you can simply create a new account with that option active.
 - Creator accounts have been specially designed for influencers.
 - Brands will pay for advertising on Instagram done from the influencers' advertising account.
- **Being Consistent.**
 - Being consistent is not about posting too much; it's about creating quality content.
 - To do this in a more organized way, you can create a posting calendar.
 - Applications to use: Planoly, Preview app, Garmy or Google Calendar.

- **Use The Right Hashtags.**

- Hashtags allow users to find your posts quickly and help them go viral.
- By increasing visibility, you increase the reach of your message.
- The more hashtags you use, the more visible your publication is.
- Research what hashtags your competition, your followers, and industry influencers use.
- Try to use less generic and more specific hashtags.
- Keep your hashtags short and easy to remember. Avoid fancy words.
- Use hashtags on your Instagram stories too, so they have a greater reach.

- **Writing Captions.**

- Captions is a powerful tool that is available to all influencers.
- Brands connect with people through stories. Do the same.
- Identify the tone of what you want to communicate.
- Watch the beginning. First words are most important.
- Make a call to action.
- Use emojis.

- **Analyze Your Audience.**

- It allows you to adapt your content strategy according to your followers.
- Knowing the best times of day to share content.
- Once you upload an image, analyze what happens. More followers or less?
- Build your posting strategy on what your followers want to see.
- Analyze the engagement rate of your posts.

- **Connect With Other Influencers.**

- Networking is essential for an influencer.
- Connecting with other influencers can help you get brand partnerships.
- It will help you to give visibility to your content.
- You will increase your self-esteem and self-confidence.
- You will be aware of market trends.
- Attend the same events as them.
- Reach out to them in person.

- **Interact With Your Followers.**

- It makes them feel special.
- Don't just post. Interact with them and call them to action.
- Ask your followers what they think about this, or that.
- Generate interaction with questions and polls in your stories.

- **Contacting Brands.**

- Do your research about the brand before contacting them.
- Don't ask for collaboration with brands you don't know.
- Find a brand that your audience will like their products.
- Write a clear and precise message to the brand.
- Have a portfolio of your work or a Social Media Kit.
- Persist for an alliance with the brand without being pushy.

YouTube

- **Create a YouTube account.**

- Go to Youtube.com and click on your profile image in the top right-hand corner.
- Although My Channel option appears in the menu, YouTube channels are not created unless you do so manually.
- If you wish to use a different name (e.g., a stage name), then click Use a business or other name.

- **Be Yourself.**

- Your viewers will notice right away if you are authentic or not.
- You don't have to copy someone else's style. Be genuine
- You want brands to take you into account as a genuine influencer.
- Creator accounts have been specially designed for influencers.
- Brands will pay for advertising on Instagram done from the influencers' advertising account.

- **Set Your Goals.**

- Build your reputation as a brand.
- As an Influencer you are a product in the market, and you have to fit with your audience.
- Develop organization and discipline. Use calendars to help you with your schedule.
- Become an effective researcher. Search for the latest trends on your topic.
- Understand your audience and create content based on what they like to see.

- **Be Consistent.**

- Maintain a good upload frequency. This will help you be more organized and keep your audience engaged.
 - Be organized. Keep a well-planned content calendar.
- **Analyze Your Data.**
- Measure organic views.
 - Viewing time metric is critical to identify whether you are engaging the audience with your content, or not.
 - Identify the tone of what you want to communicate.
 - Analyze your retention metric.
 - Check if your other videos are in the recommended videos section a video of yours is being watched.
- **Contacting Brands.**
- Include a PDF document in your proposal with some previous actions you have done with other brands.
 - Do your research about the brand.
 - Tell them why you chose them for an alliance.

TikTok

- **What TikTok Is & How To Get A PRO Account.**
- TikTok is an app in which users can create and share fun videos.
 - You can get TikTok PRO account, which is especially designed for content creators.
 - Open your TikTok application.
 - Go to the button that takes you to your profile.
 - Then, click on the three dots at the top of your screen.

- When the drop-down menu opens, select the Manage Account option.
- At the bottom, you'll find the "Switch your account to Pro" option.
- Being Pro, you will have tools available such as statistics.
- Select the Category you wish to belong to.
- Include a phone number or e-mail
- You will then receive a message by SMS with a four-digit code
- You include it in your account, and you have a TikTok PRO account.

- **Videos You Should Create.**

- Music videos or montages.
- Physical Comedy and Memes.
- Duets.
- Challenge videos.
- Compilation videos.
- Tutorials.

- **Your TikTok Strategy.**

- Interact with your audience.
- Produce quality but also fun content.
- Post frequently.
- Analyze what your competitors do.
- Analyze your audience and post videos similar with those that they like.

- **Get More Followers With Hashtags.**

- They increase your followers because they increase the digital word of mouth.

- They help you find your competition because when you click on a hashtag you use, you can see who else is using it, so you can rethink or strengthen your marketing efforts.
- They make your products more visible because they help create or strengthen your branding and visibility.
- Create challenge hashtags.

- **Get More Followers With Challenges.**

- Start a new challenge or join an existing one.
- This will help your videos go viral which will get you more followers.
- Starting a challenge with a sponsored product in the video will get to at the top of the Influencers list.

- **Post Frequently & Use TikTok Analytics.**

- The key to success in TikTok is to be true to yourself, and consistency is what allows you to stay in the minds of your followers.
- Analyze follower insights.
- Analyze content insights.

- **Contacting Brands.**

- Find brands interested in your niche.
- You must already have a well-established audience in that niche.
- Make your Social Media Kit available to the brand.
- Show the brand why they need you and why your presence at TikTok can be vital to them.