

THINGS YOU SHOULD HAVE IN PLACE TO BE ABLE TO MEASURE INFLUENCER MARKETING

HAVE A CLEAR PLAN FOR:



PURPOSE AND GOAL

Define both short- and long-term goals for your investment in influencers. The short-term goals should advantageously be able to be followed up every month, while long-term goals should be measured differently and evaluated only after 6 to 12 months.

SHORT-TERM

Quality of content
Reach

No of interactions
Engagement rate

No of Clicks
Click through rate

MID-TERM

No of conversions
Conversion rate

Revenue
ROI

LONG-TERM

Brand awareness
Brand preference



KPI:S

Set up clear key figures that you can measure and evaluate your results on, to see if the investment has given the expected and desired effect. KPIs can vary over the year depending on the target for the current period.



EXPECTED EFFECT

Estimate what you will get for the expected results and ROI of your influencer marketing.

UTM TAGS

Create UTM tags and use Google Analytics to read the impact of your influencer marketing.

GOOGLE ANALYTICS

Google Analytics helps you track your influencer marketing activities, as well as how influencer marketing affects your other digital channels.

CHECKLIST FOR YOUR UTM TAGS

- SOURCE
- CAMPAIGN
- PLATFORM
- NAME OF INFLUENCER