

Micro-Influencer Marketing Campaign Implementation Checklist

Print off this checklist and tick off each step as you go through the '[Easily Execute Your Micro-Influencer Marketing Campaign Today](#)' guide on our Talk About Digital Podcast website.

Initiating Contact and Setting the Foundation

- Personalise your message to the influencer, mentioning why you chose them
- Clearly outline the campaign's purpose and what you aim to achieve together
- Express enthusiasm and openness to collaboration
- Detail the type of content you're expecting (e.g., Instagram posts, stories, reels)
- Specify the frequency and timing of posts
- Agree on any creative input the influencer may have, ensuring it aligns with your brand
- Discuss compensation upfront, whether it's monetary, products, or other forms of payment
- Ensure transparency about what the influencer will receive and what you expect in return
- Finalise the agreement in writing to avoid misunderstandings

Collaborating on Content Creation

- Include key messages, hashtags, and any specific phrases or brand mentions required
- Share your brand's style guide, including preferred colours, fonts, and visual elements
- Offer examples of successful past campaigns as inspiration
- Request drafts or previews of the content before it goes live
- Provide constructive feedback, focusing on alignment with brand values and messaging
- Ensure the content feels authentic to the influencer's style, avoiding overtly promotional tones
- Set a timeline for the approval process, ensuring there's enough time for revisions
- Confirm that all legal disclaimers, such as #ad or #sponsored tags, are included
- Give the final green light for content to be published

Coordinating the Campaign Launch

- Agree on exact dates and times for each post to go live
- Ensure that the influencer's posting schedule aligns with your own promotional activities
- Prepare your website, social media channels, and customer service team for increased traffic and engagement
- Share the influencer's content across your own social media platforms

- Use paid promotions to boost the influencer's posts to a broader audience
- Engage with the content by liking, commenting, and sharing to maximise visibility
- Track engagement metrics such as likes, shares, comments, and new followers
- Identify and respond to any issues or negative feedback swiftly
- Maintain ongoing communication with the influencer to adjust tactics if needed

Engaging with the Audience During the Campaign

- Monitor comments and messages across both your channels and the influencer's
- Engage with the audience by answering questions and thanking them for their support
- Use this opportunity to direct traffic to your website or special offers
- Prompt followers to share their own content related to the campaign, using specific hashtags
- Repost user-generated content on your social media channels
- Consider running a small contest or giveaway to encourage more participation
- Use the momentum generated by the influencer to create follow-up content
- Share behind-the-scenes stories or additional insights about the campaign on your channels

- Keep the conversation going with updates, polls, or questions related to the campaign

Post-Campaign Analysis and Relationship Building

- Analyse key performance indicators (KPIs) such as engagement rates, click-throughs, and conversions
- Compare the results against your initial goals to measure success
- Gather feedback from the influencer on what worked well and areas for improvement
- Provide the influencer with a summary of the campaign's performance
- Express gratitude for their contribution and highlight any positive outcomes
- Discuss potential ideas for future collaborations based on the success of this campaign
- Keep the influencer engaged with updates about your brand and any upcoming opportunities
- Consider offering exclusive partnerships or early access to new products
- Build a long-term relationship by collaborating on multiple campaigns, fostering loyalty and consistency

By using this checklist and following the related guide on the TAD website you will understand how to implement and execute your micro-influencer marketing campaign to ensure the biggest impact possible for your business growth.



If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.