

# Micro-Influencer Marketing Goal Setting Checklist

Print off this checklist and tick off each step as you go through the '[Easily Define Objectives and KPIs for Micro-Influencers](#)' guide on our Talk About Digital Podcast website.

## Understanding Micro-Influencers and Why They Matter

- Identify what a micro-influencer is
- Understand how micro-influencers can help attract new customers
- Identify potential micro-influencers in your industry or local area
- Check the engagement levels of these micro-influencers
- Reach out to micro-influencers with a clear partnership proposal
- Set clear objectives for the partnership

## Setting Clear Goals for Working with Micro-Influencers

- Reflect on your business needs
- Decide on the primary goal for your micro-influencer campaign
- Write down a specific and achievable goal
- Ensure the goal is directly linked to customer growth
- Set a realistic timeframe for achieving the goal

## **Choosing Simple Measurements (KPIs) to Track Success**

- Understand what KPIs are and why they are useful
- Choose KPIs that align with your specific goal (e.g., new followers, website traffic, sales)
- Set up tools to track your chosen KPIs (e.g., Google Analytics, social media insights)
- Regularly monitor your KPIs throughout the campaign

## **How to Set Goals and KPIs**

- Think about what your business needs using the provided questions
- Write down clear and achievable goals that are easy to understand
- Choose KPIs that match your goals and show whether you're gaining new customers
- Set up tracking for your KPIs before the campaign begins
- Monitor progress and adjust if necessary

## **Keeping Track of Your Goals and KPIs**

- Regularly track your KPIs using the selected tools
- Use social media insights to monitor the performance of the influencer's posts

- Gather and consider feedback from the influencer and their followers
- If needed, identify problems and adjust your strategy
- Revisit and, if necessary, adjust your KPIs to better reflect your goals
- Set a new timeframe to monitor the impact of any changes made

## **Making the Most of a Small Budget**

- Consider starting with smaller influencers with more engaged audiences
- Offer products or services instead of cash where possible
- Focus on building long-term relationships with influencers
- Explore working with existing customers who have social media followings
- Negotiate terms that fit within your budget
- Use affordable or free tools to track your KPIs (e.g., Google Analytics, Bitly, Canva)

## **Putting It All Together**

- Review your goals and KPIs using the provided checklist
- Confirm that all tracking tools and strategies are in place
- Launch your micro-influencer campaign
- Regularly review and adjust as needed based on your KPI tracking



- Plan for future campaigns based on the results and insights gained

By using this checklist and following the related guide on the TAD website you will understand how to define your micro-influencer marketing campaign objectives, goals, and KPIs so there is structure and purpose moving forward. Without purpose, what's the point!

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'.