



# The Quintessential Guide To --- ONLINE INFLUENCING



**£11  
BILLION**

THE INFLUENCER MARKETING  
INDUSTRY HAS GROWN FROM  
£1.7 BILLION TO £11 BILLION  
SINCE JUST 2016.



**90%**

90% OF BRANDS FIND  
INFLUENCER MARKETING  
CAMPAIGNS TO BE EFFECTIVE.  
THIS WILL LIKELY GROW IN 2022.

# WELCOME TO NEO INFLUENCER MANAGEMENT

Our influencers actively participate in our extensive Influencer Programmes, which help them to establish themselves within their niche, grow their following, boost engagement, and secure partnership opportunities with brands.

Through our Industry knowledge and experience, we provide our influencers with detailed, up-to-date advice and 1-1 guidance, and support them from beginning to end during all brand collaborations and campaigns.

In order for you to develop, grow and secure brand collaborations, please take full advantage of our services whilst you are a Client of Neo Influencers Management.

AS A CLIENT OF NEO INFLUENCERS, YOU WILL BE FEATURED ON OUR WEBSITE AND SOCIAL MEDIA.

YOU SHOULD STATE THAT WE ARE YOUR MANAGEMENT AGENCY IN YOUR SOCIAL MEDIA BIO'S (E.G., [MGMT@NEOINFLUENCERMGMT](#))

# A MESSAGE FROM THE OWNER

Hi there, I am Sarah Lucia, the owner and founder of Neo Influencer Management.

Since I started my own journey in 2017, I have helped over 1000 Influencers and Bloggers to launch, develop, grow and establish themselves in their careers.

As a Vuelio award-nominated Influencer and Blogger, and a Top 10 Best-Selling Amazon category author, I have had the opportunity to work with and build relationships with a variety of top brands and PR companies.

Many of my blog posts feature on the first page of Google and I have appeared on BBC Radio (and other radio stations) on many occasions.

I have Level 7 qualifications in Digital Marketing and Social Media Digital Skills and have spent a decade working as a fully-qualified Teacher, Life Coach and NLP Master Practitioner.

I am dedicated to helping others to grow and develop...So, you know you are in great hands!

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# Setting Up

## CHAPTER ONE



# Types of Instagram Accounts

"What type of account do I actually need?"

Did you know that there are three different types of Instagram account? Quite a lot of people don't. If they do, they don't really seem to know the difference between the different types of accounts.

Before you set up your Instagram Influencer account - or even if you already have yours set up and running, it is very important to ensure that you are using the right type of account. Luckily, this setting can be changed at any time.

The type of account you use makes a big difference to how you manage your impact and progress on Instagram and to the features that you have access to.

## HOW TO CHANGE YOUR ACCOUNT TYPE

This is a very easy change to make.

1. Go to settings
2. Click the three horizontal lines at the top of your page
3. Select "Account"
4. You will see the available types of accounts you can switch to
5. Click on the account type you want to be
6. Change this back at any time.



## Personal Instagram Accounts

Almost all Instagram accounts start as a personal account. This is the default setting when starting a new account on Instagram.

The biggest downside to having a personal account is that you do not have access to Instagram Analytics - a necessary tool for Influencers. You are also unable to schedule posts, monetise your account or add contact details.

## Creator Instagram Accounts - USE THIS!

This is the type of account you want to have as an Influencer! As the most recent type of account to be launched by Instagram, the creator account gives content creators and Influencers the opportunity to gain access to some of the best features used in Business accounts.

You are able to do the following:

- Choose a category label to clearly show which niche your personal brand falls into
- Add links to Instagram stories
- Use Instagram Analytics and Insights
- Create and manage promotions
- Access "branded content" tools and features

## Business Instagram Accounts

A business profile is what it says on the tin - it is for businesses. Brands have the ability to *manage* "branded content", access Instagram Shopping, display business contact details, run and manage ads and more. The main downside to having a business account is that it has to be linked to a Facebook page and it can only link to *one* Facebook page.



# Instagram Security

**"Hackers are everywhere! Protect yourself!"**

Instagram is becoming more targeted by hackers every day, which is why it is so important to protect yourself and your account.

Almost all Influencers know of at least one other Influencer who has been a victim of hacking! It is a scary thought and often prompts us to change our passwords.

Although it is impossible to be 100% safe online, there are more things you can do than just changing your password and hoping for the best.

## **How to find the Security settings on Instagram**

- Click on the three horizontal lines on your main profile page
- Go to Settings
- Click on the Security tab

Here you will see a variety of ways to protect your account:

- **Password**

Change your password WEEKLY. Yes, this may seem like a lot but a small change can make a big difference.

- **Login activity**

Check your "login activity" every few days to be sure that no other devices have been or are logged into your account. If you see any suspicious devices listed here, you can change your password and log all other devices out immediately!

- **Saved login information**

Do NOT enable either of these options! If a hacker manages to gain access to your account, they may be able to get into it again via these tabs.

- **Two-factor authentication**

DO THIS NOW! If you have not already set up two-factor authentication, you should *definitely* do this right now. It is the best way to ensure the safety of your account. If a device that is not recognised (has not logged in to your account before) tries to log in to your account, they will be asked for either

1. A login code from your authentication app
2. A code from a text message (to your phone)
3. Login request notifications sent to you
4. Backup codes (for when you can't access your account) - you should write these down somewhere SAFE!
5. Trusted devices (this shows which devices you have previously told Instagram are safe to log in to your account)

- **Security check-up**

You should run this via the Instagram app periodically to check the security of your account. You can update or change your password, email address, mobile phone number, two-factor authentication.

- **Apps and Websites**

This will show you which apps have access to or are connected to your account. Check it every now and then to make sure there are none that you do not recognise. If there are, remove them!



# First Impressions

CHAPTER TWO



# Choosing Your Niche

Focus on your "Aim", not your "Niche"

A "niche" is basically a type of industry you will focus your content on. For example; fashion, parenting, beauty (this includes skincare), travel, entertainment, fitness, mental wellbeing etc.

**I'm going to start pretty outspoken here...**

I hate the word "niche"! You will find many split opinions on this one all over the internet from various influential influencers and bloggers alike.

My personal opinion is that you don't need to spend ages stressing over whether you fit into a "niche" or even whether there is any point in actually starting a career as an influencer or blogger in the first place

...because there are already so many people in your chosen niche already, right?!

**WRONG!**

**Influencers  
INFLUENCE.  
Influencers  
INSPIRE. They  
do not follow  
anybody else.**

If you can pinpoint what you actually want to achieve with your content, and who you want to inspire, you will find that your profile and style automatically just slips into a niche category by itself.

When I stopped thinking about what I wanted to take pictures of and started thinking about what I wanted to CHANGE and INFLUENCE, I finally found my niche/s.

Think about how you can help to inspire and inform your audience.

There is also nothing wrong with having more than one “niche”, as long as you can promote your content in a seamless way.

*My wider niche went through a few stages at first - from being for single mums, then women, to lifestyle, and then finally to the current wellness and beauty niche's.*

Regardless of what people say about the best niche for Influencers to succeed and make money in, you should think realistically about how long you will be able to post about a certain topic.

Yes, the fashion industry is booming, but if you are not a fashion fanatic or don't have much in the way of fashionable clothing and accessories then there isn't much point in trying to follow this trend.

Find something that you enjoy, that you are good at and what people tend to go to you for or ask you about.

# FIND YOUR NICHE

ANSWER THESE QUESTIONS TO HELP YOU FIND  
YOUR NICHE/S

---

WHAT ARE YOUR  
HOBBIES?

---

WHAT ARE YOU  
PASSIONATE  
ABOUT?

---

WHAT ARE YOU  
PROUD OF?

---

WHAT  
DIFFICULTIES  
HAVE YOU  
OVERCOME?

---

WHAT ARE YOU  
GOOD AT?

---

WHAT PROBLEMS  
CAN YOU SOLVE?

---

HOW CAN YOU  
HELP / INSPIRE  
PEOPLE?

---

WHAT DO PEOPLE  
ASK YOU FOR  
HELP OR ADVICE  
ABOUT?

---

WHAT ARE YOUR  
TOP 3 IDEAS FOR  
A NICHE?

---

Do you already know what your niche is or who your target audience is?

If no, then don't worry! As you work your way through the next few sections, you will begin to get a clearer idea of who your target audience and ideal niche is and how you can create the perfect content for them.

If yes, then great! This is *never* a wasted exercise. Even after *years* of working as an influencer, even the most famous influencers sit down and remind themselves of the above and below questions.

This enables you to be able to create and direct the absolute best content for your audience, which in turn will increase your following, engagement and collaboration opportunities.





# Your Target Audience

"Target your audience, not the World."

It might be hard to accept, but not everyone is going to love – or even care about what you post and promote!

Before you start posting anything at all, you need to know who you are actually directing your content to. Who is it for?

If you try to appeal to everyone, you will appeal to no-one.

There are two types of target audience:

- The first is your *wider* audience (the umbrella description for your audience)
- The second is the *specific* audience (the actual *person* you want to appeal to)

My wider target audience is women, aged 25-40 who are interested in using the skin, hair and wellness products that are right for them.

This is obviously a *very* broad term to describe my audience, so...

**If you try to  
appeal to  
everyone, you  
will appeal to  
no-one.**

The even more targeted version of this is my target PERSON:

- A Woman
- Aged around 30-35
- She works a lot and doesn't always have time for herself
- Earns between £20-£45k
- She wants to look and feel healthy, but doesn't really know how to
- She loves having clear skin and beautiful hair, but doesn't know what types of products to use
- Pamper nights are her fave!
- She is a bit more of a "girly-girl" than a "tom-boy"

*If you can pinpoint your niche and target PERSON, you will be able to target your content completely to your audience.*

*When it comes to Instagram Ads and Giveaways (see Chapter 6 in this booklet), it really is beneficial to be 100% clear on who you want to aim your campaign at.*

*Study your target person (a few of them) and find out what other interests they have. This will help you to target your campaigns and general content toward them even more.*

*What kind of hashtags are they using? What is their tone of voice? Who else do they follow?*

# YOUR TARGET AUDIENCE

ANSWER THESE QUESTIONS TO HELP YOU  
PINPOINT YOUR TARGET AUDIENCE

**GENDER / AGE**

**DO THEY WORK?  
WHAT INDUSTRY?  
WHAT ARE THEIR  
HOURS LIKE?**

**WHAT IS THEIR  
INCOME?**

**WHAT DO THEY  
LOVE DOING?  
HOBBIES ETC.**

**WHAT ARE THEIR  
PAIN POINTS /  
WHAT DO THEY  
NEED HELP WITH?**

**HOW CAN YOU  
HELP THEM SOLVE  
THEIR PROBLEMS?**

**WHAT HASHTAGS  
AND KEYWORDS  
DO THEY USE?**



# Your Profile Picture

Who do you want brands and followers to see?

Getting your profile picture right is more important than many aspiring influencers realise!

There are a few key things you should remember when choosing your profile picture:

- High quality photography
- Only YOU in the photo
- Good lighting
- Strike a smile or a nice pose (looking dishevelled and having a face like a slapped fish is just not going to cut it)
- Clear background - too much business will distract from your gorgeous face!

Have a look through your follow list on Instagram and see how many people are making this simple mistakes.

You might be surprised.



## GOOD PROFILE PICTURES



## BAD PROFILE PICTURES



**CAN'T SEE HER FACE**

**WHICH ONE IS SHE?**



**AGAIN, WHICH ONE IS SHE?**



**LOW QUALITY**



**BAD LIGHTING**



# Your Bio

**"A blank bio leaves your audience with a blank impression."**

After your profile picture, your bio is the next thing people see when they visit your page.

This is where they will learn a (very) quick and "to-the-point" explanation of who you are, what you do and how you can help them.

## NAME & AGE

Obviously, if you want to be an influencer then you need to tell people your name. This doesn't have to be your real name though. You could use your first name and a made-up last name, or you could put down your brand name if you are your own brand.

It is important that you put your real age. Firstly, for security reasons, but also because some brands have age limits on collaborations and campaigns.

## LOCATION

Don't put down the street you live in - that would cause a personal protection concern. However, you should definitely include your home city in your bio. This helps increase following and brands sometimes only ship to certain countries.

## PHYSICAL DESCRIPTION

If you are a model or you want to work with brands, it is always quite helpful to include a few physical descriptions in your bio.

Think about including some of your measurements, height, skin type or any skin concerns etc.

Beauty and skincare influencers often include a hashtag or a word that describes their skin type (rosacea, acne, combination skin etc.)

## EMOJI'S

Instagram is a visual platform, just like Pinterest. Emoji's grab people's attention before plain text does and can also describe something in a very quick and simple way.

Not including any emoji's in your bio can make it seem too corporate or "boring". However, putting too many in can make your bio seem immature or unprofessional.

There is a balance, but you should definitely include at least *one* emoji in your bio.

*My wider niche went through a few stages at first - from being for single mums, then women, to lifestyle, and then finally to the current wellness and beauty niche's.*





# Links In Your Bio

## Find the missing links...

If you have a creator or business account, you are able to add links to your profile. **Don't miss this option out!**

Too many people do not include their contact information and then wonder why brands don't contact them or agree to collaborations. There are many things you can add into your links and contact info...here are a few ideas you could use:

### EMAIL

Of course, the first contact link that anybody would look for when thinking about a collaboration is the email link. Make sure this is clear in your "contact section".

### WEBSITE / BLOG / VLOG

If your other form of exposure is via your website, blog or a YouTube channel, don't forget to include this as another link on your profile page.

### 21 BUTTONS

Again, link to this as other influencers or your followers can have a simple and fast way to access your outfits. Don't lose money, just because you forgot to link this in your profile.



## LINKTR.EE

Linktr.ee is a free online bio linking tool.

You can add all of your links into one nice, clean and professional-looking link on your profile page.

Thanks to a recent update, you are now also able to separate your links with headings and use it to collect money from donations and services etc.



You can personalise the background, add another profile picture, include a short bio and add links to anywhere!

***I would personally recommend you use this tool if you have more than one link to add to your profile.***



# IG Stories Highlights

"All your fave things in one place"

Instagram offers all profiles the opportunity to add your favourite and most important stories to "highlights".

**These are some of the most common topics for highlights:**

## SHOWCASING BRAND COLLABORATIONS

If you have worked with a lot of brands, you might choose to add all of your featured stories into one highlight - or even separate them into picture and video highlights.

However, if you have also/instead worked with or have an ongoing relationship with a select few (main) brands, you should give them their own highlights - particularly if they were paid collaborations.

This will help you to stand out to prospective future brands, as they will see that you give more appreciation and exposure to brands on your profile - even after working with them.

**More than 5 highlights can "overload" your audience and turn them off clicking on your highlights**

## BLOG POSTS

Do you already run your own blog - or contribute to one? If so, think about adding some pictures of your blog posts (with links) to your highlights. You can separate them via topic or date etc.

## TRAVEL DESTINATIONS

If you are a travel influencer or just do a lot of travel in general, a popular theme for highlights is "Travel". You can add photos and videos from your favourite places around your city, other countries you have visited, festivals etc.

## SHOPPABLE OUTFITS

Many fashion influencers have a '21 Buttons' account (more on this later). You can add your fave old outfits with clickable links for your followers to browse - all in one place, very nifty!

## TIPS AND TUTORIALS

Beauty influencers, such as makeup artists, skinfluencers (skincare influencers) and nail technicians can use highlights to draw in more interest toward their content and gain a better-targeted following. If you fall into one of these categories, why not add a few of your reel and story tips and tutorials to a highlight and give new interests an opportunity to see how you can help them.

***Too much variation can turn prospective new followers away. Even in the Lifestyle niche, you should still try to find a core focus topic in order to be able to target your perfect, most engaged audience.***



# Your Style

## CHAPTER THREE

# Feed Aesthetics

"Your branding at it's core."

Your Instagram aesthetic is a potential deal-maker or breaker when it comes to securing brand collaborations and gaining (and maintaining) new followers.

The first thing people see on your page (after your profile pic and bio etc.) is your feed aesthetic. How you decide to set out your feed aesthetic will directly influence (or rather, be influenced *by*) your branding, personality, values and voice.

Aesthetics of your feed =

- colours you use
- tones of your colours (warm, cool, bright, dark etc.)
- the overall cohesion of your feed
- types of photos you take
- the posing / styling of the photos
- tone of voice (how you communicate with your audience)

Knowing your target audience is once again the most important factor in this chapter.

What kind of photos does your target audience already follow and engage in? What tone of voice attracts them? Which colours convey your personality? etc.

**Your branding should directly influence your Instagram feed aesthetics. - and vice versa.**

# The Psychology of Colours

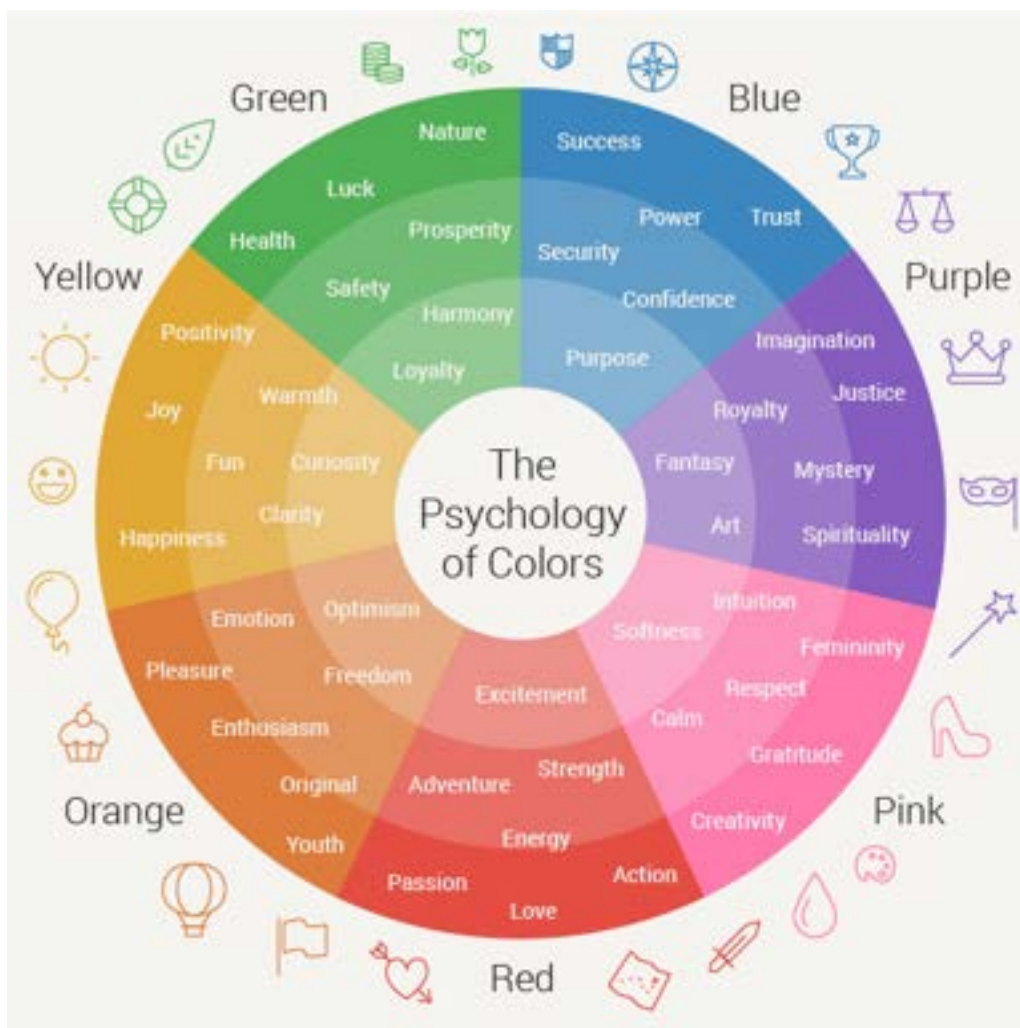
*True or False?*

Research has shown that up to 90% of peoples judgements about a product or service are based entirely on colour.

*True!*

This means that the colours you decide to use in your branding will ultimately, subconsciously guide a certain type of person toward your feed.

***Think about what personality / vibe and message you want your feed to portray and choose 2-3 colours from the below circle to use in your feed.***



## How to choose your feed aesthetic / branding colours

Most colour palettes in content marketing consist of around 5 colours, which are used in varying degrees.

There are normally three colours, which are used the most:

**Base:** This is the dominant colour that you will use in all of your branding. For example, a fashion influencer might choose to use the colour brown (most closely associated with reds and oranges). The *tone* of this base (is it more orange or brown) will set the tone for the rest of your colours.

**Accent:** The accent colour is the second most-used colour in your palette. It is important to make sure that your secondary colour / accent colour is visually pleasing alongside your base colour but that it stands out enough to be a clear part of your branding.

**Background / Neutral:** This colour is more used in the background and is often a white, grey, black or beige.

# YOUR BRANDING

ANSWER THESE QUESTIONS TO HELP YOU CHOOSE  
WHICH COLOURS AND AESTHETICS TO USE  
FOR YOUR INSTAGRAM FEED

---

WHAT IS YOUR  
BRAND / FEED  
PERSONALITY?

---

E.g. warm & friendly, corporate, informative,  
funny, empowering etc.

HOW WILL YOU  
MAKE SURE YOUR  
TONE OF VOICE  
MATCHES THE  
ABOVE?

---

E.g. Your captions will be: helpful and soft /  
one-liners / to-the-point / jokes / positive etc.

HOW WILL YOUR  
IMAGERY MATCH  
YOUR TONE OF  
VOICE / BRAND  
PERSONALITY?

---

E.g. Funny will have memes / fun reels / light-  
hearted photos. Warm & friendly will have  
"softer" content, nothing too serious etc.

CHOOSE TWO  
POSSIBLE BASE  
COLOURS TO  
REFLECT YOUR  
ABOVE CHOICES.

---

CHOOSE TWO  
POSSIBLE ACCENT  
COLOURS TO  
REFLECT YOUR  
ABOVE CHOICES.

---

CHOOSE TWO  
POSSIBLE  
BACKGROUND  
COLOURS TO  
REFLECT YOUR  
ABOVE CHOICES.

---



## AESTHETIC FEED EXAMPLES

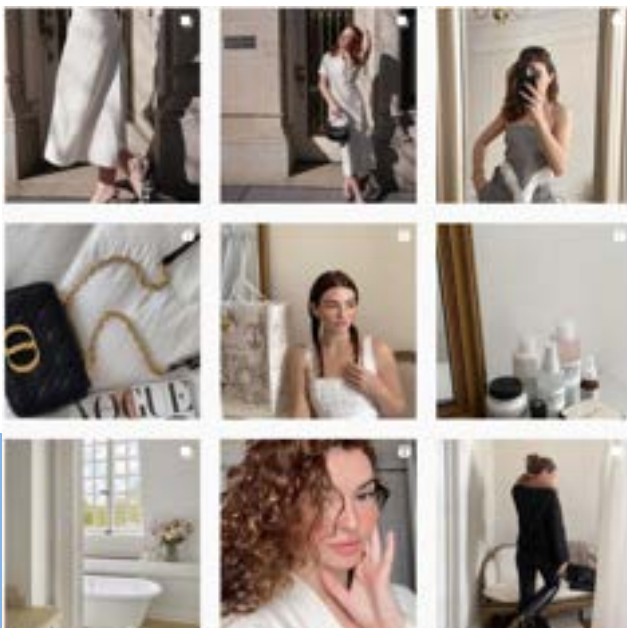
**@mintchalk\_**

Colourful: Pastel and bold combination  
& same shots, different ways



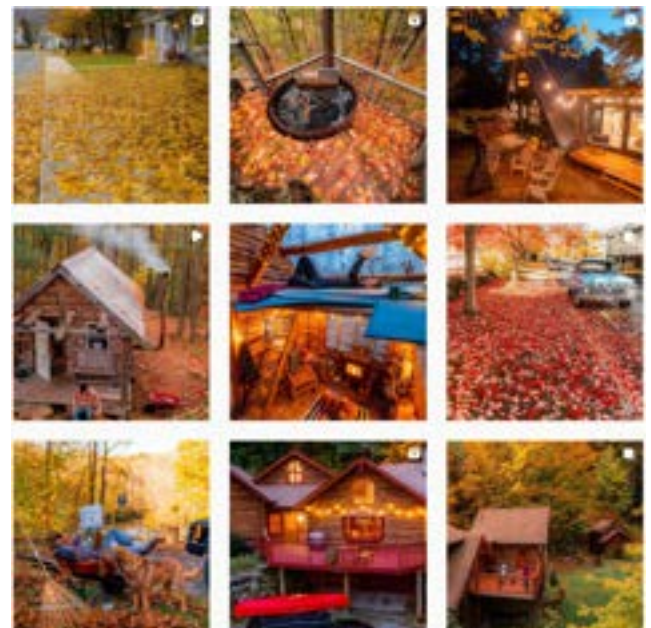
**@k.els.e.y**

Minimalist, clean: Natural,  
white, black



**@kylefinndempsey**

Autumn theme: orange,  
brown, green, yellow



# Popular Layouts

## Patterns Vs. Random

There are a ton of different layouts used in the Instaworld, but we have listed the most popular ones here.

### Horizontal

The horizontal layout tends to alternate between quotes and pictures, different colours (e.g. red, blue, pink, green etc.) or three photos / poses of the same outfit or product in each row.



### Vertical

The vertical layout can have three different "themes / topics" in three different columns. Although the middle column is normally lined with quotes, this is not a hard and fast rule. Have fun with it and do it your way. Maybe you want close-ups of an outfit or product on the sides and then a full body or full image in the centre etc.



## Checkerboard

One of the most popular Instagram layouts is the checkerboard. This can be a super fun way to arrange your feed and your imagination can take charge! Alternate each box with an image and a quote, dark and light, close-up and full image, product and skin application, product and wearing the outfit etc.



## Rainbow



Although this layout idea is quite difficult to achieve *properly*, it doesn't mean that you can't give it a go. Rainbow layouts usually have nine boxes (one big square of three rows) with one main feature colour and then one row where that colour "fades" into the next feature colour. In this example to the left, you can clearly see how the blue begins to fade into the purple, creating a seamless transition.

## Puzzle

Probably considered as the most tricky layout on Instagram is the puzzle layout! However, it is actually really simple to achieve. There are a ton of apps (like Gridmaker), which allow you to break up one large photo into nine separate squares (or 3, or 6 etc.)





# Deleting Vs. Archiving

## Don't forget about the data!

Most people realise that when you delete a post on Instagram, you are also deleting all of the data that goes with that post (likes, comments, shares, saves, reach, impressions etc.)

However, not many people realise that you can *archive* a post, rather than deleting it - and save all of that precious data!

When you archive a post, it disappears from your main feed in the public view (so, people can't see it anymore - it is as if it has been deleted), but it stays in your Instagram Archives folder.

Posts in your archive folder can be restored at any point, incase you decide you want to use them again in the future.

Use this to help you decide whether to delete or archive:

### The post I want to remove from my feed:

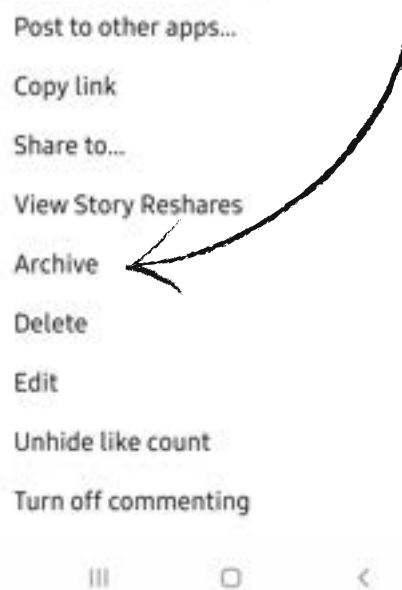
- *Has lots of views and interactions* - **ARCHIVE**
- *Does not have many views and interactions* - **DELETE**
- *Is an old giveaway / contest* - **ARCHIVE** (it will have lots of good data)
- *Is a one-off post (reminder / alert etc.)* - **EITHER** (depends on the interactions for that post).

## How to archive a post

You are only able to archive and find your archived content via the mobile Instagram app. That said though, archiving a post and finding your archived posts could not be easier.

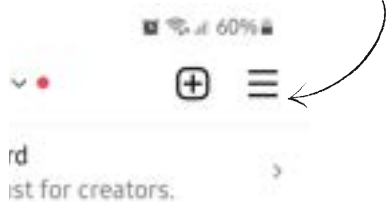
### TO ARCHIVE A POST

**1. Click on the three little lines at the top right of the post you want to archive and click on "Archive". Done!**

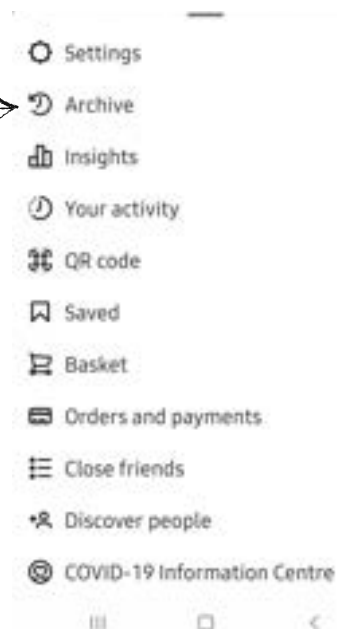


### TO FIND YOUR ARCHIVED POST

**1. Click on the three little lines at the top right of your profile**



**2. Click where it says "Archive"**





# **Creating Your Content**

CHAPTER FOUR



# Content Planning

"Ahead of time, saves time"

Planning your content days *ahead of time* is one of the most important things you can do! Not only will it save you a LOT of time, but it will also make your content *better*!

**When planning your content days, you should think about:**

- 2-3 locations, depending on time
- If you are a fashion influencer, do the locations have anywhere near where you can change outfits?
- 4 outfits per location, again depending on how much time you have available
- A rough idea of what content you will take - poses / product positioning, lighting requirements etc.
- What kind of weather you want to shoot in (if outside)
- Will you be changing your make up/hair looks or product set-ups at all? If so, factor this time into your day

Being prepared like this will reduce any stress from creeping up and ruining your day, and will also mean that you will have enough time to get everything done that you have planned!

**Use our 'Content Day Planner' to help you plan your day and save time (and stress!)**

## INSTAGRAM CONTENT PLANNER APPS



### PREVIEW - OUR FAVE!

- Plan and schedule (inc. auto-post) single & carousel posts for automatic upload (inc. first comment)
- Plan and schedule Reels and videos (with covers)
- Plan and schedule Stories
- Reply to comments in-app
- See stats for individual posts
- Tag people and locations
- In-app filters and editing
- Caption ideas
- hashtag ideas
- Font changer
- Stock photos
- Repost function
- Image splitter

**Please remember that many of the functions in these apps are only available on paid plans.**



### LATER

- Manage Instagram, Facebook, Pinterest & Twitter
- Save time with quick schedule time slots
- Plan and schedule posts and videos (*auto-post only with a Business profile*)
- Plan single and carousel posts
- Tag people and locations
- Add labels to media



### PLANOLY

- Plan and and schedule posts and stories (*auto-post only with a Business profile*)
- Reply to comments in-app
- See stats for individual posts
- hashtag manager
- Repost function
- Image splitter





# 100 Content Ideas

1. Introduce / reintroduce yourself
2. Share your goals for this month
3. Ask for advice
4. Ask your followers what they want to see more of
5. Your routines - morning, evening, fitness, skincare etc.
6. Share a positive message
7. Share your goals for this year
8. Tips and tricks
9. Share inspirational, motivational or funny quotes
10. Host or collaborate on a giveaway
11. Outfit photos
12. Collaborations: Product placement vs. Product endorsement
13. Celebrations for birthdays / anniversaries etc.
14. Share a photo of you at work
15. Milestones
16. Look at the world calendar for ideas of special celebrations
17. Throwbacks
18. Shopping hauls
19. Flatlay's with favourite products
20. Create and share a challenge
21. Discuss your day job
22. Share your holiday snaps
23. Behind the scenes
24. Share what you are listening to
25. What is in your bag?
26. Share your favourite recipes
27. Create a meme
28. Organisation tips
29. What you achieved this week

**Content  
ideas for  
ALL niches**

- 
30. Trying new things (hairstyle, dance, makeup etc.)
  31. General poses (in a car, by a wall, in a chair etc.)
  32. Share your top 10 of something
  33. Create a series (set of posts about a specific topic)
  34. Share your motivations
  35. Share your decorating or new renovations
  36. Selfies
  37. Share a tutorial
  38. Share what you are watching
  39. Introduce your pet/s
  40. Share interesting statistics or research from your niche
  41. How you broke bad habits / started good ones
  42. A day in your life
  43. Share what you are reading
  44. Nature / architecture photography
  45. Mirror selfie
  46. Do an AMA ("ask me anything") post
  47. What you did on the weekend
  48. Talk about a moment in your life when things changed
  49. Announcements
  50. Productivity tips
  51. Photograph the sunrise / sunset
  52. Introduce your family and friends
  53. Photo of a healthy homemade meal
  54. Run a poll
  55. Jump on trending subjects
  56. Discuss your background and memories
  57. Tell a story about an event from your life
  58. Share your days out
  59. Discuss current events
  60. Tell the story behind the photo
  61. Feature a follower
  62. Expel myths about your niche
  63. Mention a new blog post
  64. Discuss some mistakes you have made
  65. Share your makeup looks or hair styling ideas
- 

- 
66. Photograph of your new piece of jewellery
  67. Showcase someone you admire
  68. Share why you started influencing in the first place
  69. Share a funny moment
  70. Interview a leader/brand/influencer in your niche industry
  71. Collections (shoes, bags, toys, skincare, jewellery etc.)
  72. Use a stock photo to describe a story
  73. How to save money
  74. Promote one of your other social media accounts
  75. Share your current hobbies
  76. Showcase your expertise on a subject
  77. Items you can't live without
  78. Share your to-do list for the day
  79. Share photos of things you are throwing away
  80. "Things you should own" (toys, skincare, shoes, clothes etc.)
  81. What you achieved today
  82. How to save money
  83. Repost your favourite influencer / brand
  84. Answer questions people often ask you
  85. Post your work area / work space
  86. Travel guides for your city / hometown
  87. Items you wish you didn't buy
  88. Share how you edit your photos
  89. Discuss how you plan your social media (if you do)
  90. CTA ("Call to action") - Ask your followers to share / save / tag a friend in the comments
  91. Discuss a new project
  92. Empties or products you used this year / month
  93. Share something you tried but it didn't work
  94. Ask audience to guess something about your photo
  95. Jump and take the photo mid-air
  96. Highlights from photoshoots or content days
  97. Everyday makeup/outfits or school run outfits etc.
  98. Share a photo with your best friend / partner / children
  99. Your coffee or tea
  100. Share a black and white photo to break up your feed a little



# Must-Have Equipment for Influencers

**"Half-way efforts produce half-way results!"**

Many people think that to be an influencer, all you need is a decent phone camera and a good pose. **Not true!** In order to really stand out and have high quality content, there are a few things you need to really take things to the next step.

Of course, not everyone has the money to go out and buy all of this at one time, so it won't hurt if you have to save up and buy the pieces one bit at a time.

The Lifestyle niche is one in which you may not need some of the below equipment. However, the content for almost all other niches will require the following.

## **Equipment every influencer should have:**

Many people think that to be an influencer, all you need is a decent phone camera and a good pose.

- **Camera phone:** This is important for photos, reels and stories. Must be of a good quality.
- **Phone or camera tripod:** The Gorilla Pod is a fabulous tripod that is able to wrap around poles, hang on / from things and mould into pretty much any position.



- **Digital Camera:** It is pretty obvious that most digital cameras are a much better option for photography than mobile phone cameras! There are a lot of affordable digital cameras now, with the most popular for influencers being:

- Canon G7X Mk II or Mk III
- Canon EOS M50
- Nikon Z 50
- Panasonic Lumix G100 pr LX100.

- **Ring lights:** Ring lights are an absolute necessity for almost every influencer. Natural lighting is not always easy to capture at home, and shadows from your room light can ruin your photos - or at the very least, make it difficult to take good ones.

Beauty influencers are more likely to use a smaller desktop sized ring light, whereas fashion influencers are more likely to use full height ring lights. You can buy affordable ones on Amazon and eBay.

- **Mobile Microphones:** If you intend to produce a lot of ASMR content, a good quality microphone is extremely important! If you can't afford one just yet, mobile phone headphones can be quite good at picking up certain sounds.

- **Props:** Anything goes! You can use almost anything as a prop. The following props can add the perfect extra finishing touch to your content:

- Synthetic house plants and background greenery
- White or yellow fairy lights
- Flowers
- Books
- Materials with different textures
- Ornaments



# Must-Have Editing Apps for Influencers

**"It's all in the edit!"**

Don't have any professional lighting or a ring light?

*Editing apps can fix that.*

Need to get rid of the background in an image or some annoying objects that take away from the focus of the photo?

*Editing apps can fix that.*

Want to get a nice filter on your photos so your feed looks consistent, but you don't like the generic ones on Instagram?

*Editing apps can fix that.*

Spent ages on capturing content, only to realise that your photos are not as clear as you first thought?

*Editing apps can fix that.*

Don't like the bulge from your huge takeaway dinner last night?

*I don't like to promote body-shape changing, but editing can fix that too.*

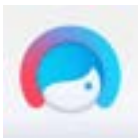
I have put together a list of the top "must-have" editing apps for influencers. Although all of these apps have many of the same features, they all do them differently and they all have their own specialities.

## MUST-HAVE EDITING APPS



### LIGHTROOM

- Make quick and easy edits with free presets
- Create your own presets
- Import presets you have bought online
- Improve your photo in a tap with Lightroom auto
- Adjust light settings like contrast, exposure, highlights, and shadows
- Colour mixer and grading tools
- Enhance photos with the clarity, texture, dehaze, and grain sliders
- Use curves to make advanced edits to highlights, midtones, shadows, and colour



### FACETUNE 2

- Change the shape of your facial appearances
- Whiten and brighten your teeth
- Smooth skin and remove temporary imperfections like pimples and blemishes
- Brighten dark circles under your eyes
- Change your eye colour and remove red-eye
- Colour over grey hair and fill bald patches
- Apply makeup tones
- Enhance the photo and blur the background or sharpening
- Adjust lighting or add special effects
- Change the background or make the background whiter
- Remove smudges and unwanted marks on the photo





## LENSA

- Amazing "Magic Correction" tool that automatically adjusts the photo and makes you stand out - with only one touch
- Remove facial imperfections
- Manually or automatically blur the background
- Remove bags under the eyes and thicken eyebrows
- Adjust individual colour intensities to make your photo more festive, personal or sad etc.
- Change the temperature of the image to change the mood



## SNAPSEED

- Use fine and precise control to manually adjust the exposure, white balance and colour
- sharpen or blur images
- Rotate images and fix the perspective of skewed images
- Use the selective "control point" to position up to 8 points on the image and assign enhancements
- Remove unwanted people and objects from your image
- Add text to your images
- Soften images and create a "glamour glow" - great for fashion, portraits or dark / luxurious product photography
- Alter the contrast between the shadows, midtones and highlights
- Use effects like Drama, Grunge, Grainy Film, Vintage, Retrolux and Noir to create an instant effect
- Blend two photos together using Double Exposure





# Stories

## "Show off a bit of you and what you do"

There are more than a few good reasons for why you should be posting to your stories *every day*.

One of the most obvious ones is that the more you use your stories and the more people see them, the more likely they are to engage in your most recent posts.

### **1. Show off who you are, without filling up your feed with unwanted photos.**

Instagram stories allow you to post as many photos, images, videos or memes as you like, without filling up your feed. How many times have you come across a meme that is you all over, but you know you can't share it to your main feed because it will completely mess up your styling.

### **2. Learn more about your audience**

Stories offer a range of features that you can use to connect with your audience. You can use the poll tool to find out genuine things about your followers, such as the type of content they want to see from you.

The questions feature can give your followers a chance to ask you questions they might not have otherwise had a chance to ask. The quiz feature allows your audience to be able to get to know you better etc.

### **3. Show off collaborations more**

You can post the best photos from your collaborations on your main feed, but you can also share un-boxings, try-ons, mini-tutorials etc. on your stories - as well as links to the product webpage.

### **4. Introduce a new product or build excitement for an event**

Whether you are an influencer getting ready to launch your own small business, or there is an important event or milestone coming up (Valentines Day, Christmas, a birthday etc.), you can show it off on your stories.

Behind the scenes, guides and giveaways are also all great topics that you can feature.

### **5. Run a takeover**

Connect with other content creators and brands by doing a takeover event. You can ask another influencer to takeover your stories for 24-hours or more and open yourself up to a new audience.

If you are launching your own small business, you can think about asking them to show how they use your product.

You might even think about asking a brand if you can takeover their stories for 24-hours (this normally only tends to happen if you are a bigger influencer with a larger follower etc.)



# Reels

"grow. Grow. GROW!"

Want to grow your followers faster? The answer is: "Reels!"

You may have already noticed that reels often tend to get more views and engagement than stories and posts - combined! You can share your reels to the explore page if your account is public and share them to your main feed page and stories (for a teaser highlight to share with your followers).

With posts and stories, you are able to jump on hashtag and topic trends to get in front of a new audience, but reels allow you to also get in on audio and effect / filter trends.

You can share reel videos up to a minute long now, which opens up the opportunity to show more to your audience. However, with that said it is more effective to create a shorter reel, as it captures the attention of the viewer and keeps them there.

Reels differ from stories in that they are a permanent addition to your profile, they last longer, you have more options like AR effects, can adjust the speed of each reel video and add transitions, and combine multiple videos of different lengths.

Add voiceovers to your reels or use an overlay to create a different effect. Using the hands-free feature lets you press the record button and film, rather than holding it down - so, you can leave your video on the tripod and step back to record and then go back and forth.



# Hashtags

## "Reach the right audience"

Using the right hashtags can connect you to the right audience, introduce you to a new audience and expand your reach on Instagram.

Brands often create their own hashtags. As hashtags are an important part of influencer marketing, you should use these hashtags when posting with or in any of their products, as the brand will see it and may repost you or contact you. Following brand hashtags can also introduce you to other people who follow or like a certain brand.

When you use a hashtag, it appears in the hashtag page. Everyone who clicks on that hashtag can then see your post - either on the 'Top' or 'Recents' pages. The story for that specific hashtag might also feature it, which again can lead to more exposure (and more followers / engagement).

## TYPES OF HASHTAGS

Trending - Used correctly, trending hashtags can dramatically increase your views and engagement

Niche - The main hashtags used for wider topic niche's tend to be oversaturated or even banned. Using "sub-niche" hashtags can help get you in front of a large audience, e.g. #fashionbloggeruk #wellnessjourney

Branded - Tagging branded hashtags in your posts can increase your reach and exposure, with the possibility of being reposted

Communities - Community hashtags are exactly what they say: a community of like-minded people. Community hashtags include those such as #fibrowarriors #mytravelgram #fashionfamily

Location - Reach a local audience or those interested in the same holiday destinations as you, e.g. #londoneye #barcelona

Events, Occasions and Milestones - Special hashtags on your birthday, Valentines Day, Christmas, Eid, Easter etc. will be relevant for at least a month before and after, increasing your reach for a longer period of time.

Content - Tag specific hashtags that relate to the content you are posting, e.g. #reeddiffusers #workoutoutfit

Topic - Specific topics related to your content #pampernight #legday

## HOW MANY HASHTAGS TO USE

Instagram suggested in their 2022 strategy that you should use between 3-5 hashtags in each post, although they allow up to 30. *You should experiment to find how many work for you.*

Very high density > 500k+ > Use 3 hashtags per post

High density > 100k - 500k > Use 5 hashtags per post

Medium density > 20k - 100k > Use 15 hashtags per post

Low density > Low density > Use 7 hashtags per post

## BANNED HASHTAGS

Instagram bans hashtags that have been reported by users of the platform - usually because the hashtag has been over-used or it goes against Instagram guidelines.

Using a banned hashtag can result in your post not being shown to anyone in the News Feed. In the worst-case scenario, you could get a "shadowban" or even have your account removed completely (see Chapter 5 in this booklet).

*It is therefore, very important to check your hashtags before you use them in your posts, stories and reels.*

### **How to avoid using banned hashtags**

#### Check to see if hashtags you use are banned

Go to the explore page and type in the hashtag you want to check. If you get a message saying that recent posts using that hashtag have been hidden, or nothing shows up at all, *don't* use it - it has been banned!

#### Create your own hashtag banks

Create 4 sets of hashtags from the groups above (very high density, high density, medium density and low density). You should do this for all niches you create content for. It is always a good idea to search for new hashtags to add to your sets every few weeks / once a month.

Rotate between your saved selections for different posts, so as not to repeat too many hashtags and get your account flagged for being "spammy".



# **You And Your Audience**

**CHAPTER FIVE**





# How To Get New Followers & Grow Engagement

"The only way to grow is organically"

Although the number of followers you have does have an impact on how brand and new followers perceive you to be as an influencer, it really is not everything. As I always say, engagement is more important (to a certain extent).

Getting followers organically can be a slow process, but it isn't actually difficult to do.

Here are the main things you should be doing if you want to gain more followers organically (which, by the way is the only way you should ever grow your followers!)

## 1. Be consistent in your theme

This goes back to knowing your target audience (Chapter 2). If you know who your audience is - *exactly* who they are, then you will be able to make the exact type of content they want to see.

For example, a fashion influencer should only be posting about fashion and fashion accessories etc.. They shouldn't be posting content or chasing collaborations for chocolate bars or books.

**Grow the  
*right* way:  
Organically!**



It is also important to make sure that your aesthetics and branding is consistent and on-point, so that people are drawn in and attracted to your aesthetics.

## **2. Create a regular posting schedule**

Your audience should know when to expect posts from you. If you have a sporadic posting schedule, Instagram is also less likely to give your post any extra attention. Using a content planner like the ones mentioned in Chapter 4 can help you to stay consistent.

## **3. Create shareable and saveable content**

Instagram loves shareable content because it means that more people stay on the platform for longer. Shareable content could be informative, interesting, funny, real talk and even emotional content.

## **4. Use the right hashtags**

Read the last chapter for hashtag tips.

## **5. Write engaging captions**

There is an ongoing discussion about whether short-form or long-form captions are better. People see their favourite influencers posting with one sentence captions and think they should do the same...but what is their engagement like? Outside of engagement groups, they likely only get likes and comments, but people only spend a second on their post.

Writing engaging comments means that people are more likely to stay on your post for longer. Instagram recently told us that they actually take into consideration how long your audience spends on your post when rating the importance of your post.

## **6. Optimise your bio and profile**

Use keywords and one hashtag in your bio to appear in searches, Make sure your profile name includes a keyword too. Your profile should have links to your other social networks and websites, so that followers can learn more about you and follow you on other platforms.

Your highlights should also be neatly presented, with clear headings. This will give people something else about you to see, which might pull them in to following you. Check out Chapter 2 for info on how to use your Instagram highlights.

## **7. Create shareable and saveable content**

Instagram loves shareable content because it means that more people stay on the platform for longer. Shareable content could be informative, interesting, funny, real talk and even emotional content.

## **8. Engage with other people and communities**

Spend an hour a day (this can be broken up) engaging with other accounts. It will draw attention to your account and many people will return the favour - and even follow you. Try not to use generic comments like, "great photo", as these can sometimes be flagged by Instagram as spam.

## **9. Use hashtags and location tags in your Stories**

Hashtags and location tags that are placed into stories also show up on their respective hashtag or location search page. If people see your content on these pages, they are likely to engage with you - which can always lead to a follow.



# Why You Are Losing Followers

**"Nobody likes me anymore!"**

Have you been wondering why your number of followers is not growing, even though you are seeing a lot of new followers on your notifications?

*Go into your settings and look at your followers metrics.*

You are likely to see that although you may be getting 10 new followers a day, you are losing 5 or 6 too! That's ok.

People unfollow for a number of reasons. Here are some of the most common reasons:

## **1. Follow for Follow**

Unfortunately, there are a lot of people who only follow because they want - or *expect* a follow back. Many of these people will stay a follower of yours for a few days before unfollowing.

You should *never* play the follow/unfollow game yourself. Not only is it pretty unethical, but it also puts you at risk of lowering your engagement.

**"Why don't they  
like me  
anymore?"**

When people follow you just because you followed them, they don't engage in your content. Over time, this will lower your engagement. Lowering your engagement will lower your chances of getting new followers - and getting new collaborations with brands.

## **2. Poor posting schedule**

People like consistency and being able to expect things. Instagram is the same! Instagram does not like accounts that are inconsistent in their posting. Keeping a tight posting schedule can help to keep you in the green with Instagram - and therefore keep you in the eyes of new prospective followers.

## **3. Being lazy**

Social media is called "social media" because that is exactly what it is - social. If you want people to follow you and *stay* a loyal follower, you need to be proactive in your Instagram strategy.

Make sure you are prompt in your replies to messages and comments, and try your best to reply to as many comments as possible. It also helps to make conversations with people by actually starting the chat in a DM. This builds familiarity and trust - very strong characteristics of higher-level influencers.

## **4. Too much of the same (or too varied) content**

Consistency is one of the most talked about traits of an influencers social media strategy. This does not only mean that you need to be posting regularly, but also that you should be posting content that is all from the same niche/s.

With that said though, you should be very careful not to make your feed "boring" by only posting about the same sub-topic. It might help you to note down your main niche and then all of the topics that fall into that niche. Once you have done this, note down all the sub-topics that you could post about.

## 5. Wrong hashtags

Although using the wrong hashtags is not likely to cause you to actually *lose* followers, it *is* going to significantly limit the reach of your post and the engagement it receives. When I say "wrong hashtags", I mean more along the lines of not following the suggested hashtag strategy in Chapter 4.

Using too many high density or low density hashtags means your post won't be seen by many people. Using too many industry-related hashtags means that your post won't be seen by the optimum number of people within your chosen audience. Make sure you follow the hashtag strategy you created in Chapter 4 to get the best results.

## 6. Boring captions

This one is pretty obvious. Your followers follow you because they enjoy your content or find it useful or informative etc. There are quite a few influencers who literally just make their caption a few emoji's - and sometimes, they write nothing at all!

When you see an influencer doing this in their captions, but they seem to still be getting a lot of interactions with the post, it is very likely because of they either have an amazing photo or video post - and I mean amazing! Or they are participating in forced engagement groups in order to get the interactions on the post.

To get *new* followers and keep them, you need to create interesting, fun, informative or personal posts etc. Something that catches your audience and keeps them captive on your post. One-liners can be suitable on some posts, but try not to do it all the time, as this can get repetitive and boring for your followers (unless your visual content is outstanding!)

## **7. Bad first impressions**

In Chapter 2, I discussed how important first impressions are to new followers. Read Chapter 2 again and make sure that you get your niche, target audience, profile picture, bio, links and highlights on point.

## **8. Too many collaborations**

All influencers want to get brand collaborations. I completely agree. However, unfortunately this is not exactly why your followers follow you. If you constantly post collaboration content then it gives a vibe that you are only posting in order to gain money or goodies from the interactions of your followers.

Most people that follow you would love *real* interactions, not just being "sold to". It is great if you do happen to have a lot of collaborative content to shoot and post, but try to do it in an organic way.

Read Chapter 7 - '*Types Of Collaboration Content*' to learn about how to shoot content for brand collaborations in an organic way, rather than in a "sales-y" way.

## **9. Instagram bans and blocks**

Read on to learn about the shadowban and action blocks put in place by Instagram. These can make you lose followers - and stops new people from seeing your content.

## **10. Theme lacking cohesiveness**

As mentioned before, your audience follow you because they like your content. Changing your content up too much (or too little) can put your followers off and make them hit the unfollow button. If you post about exercise, people probably follow you for inspiration or ideas. If you suddenly post about flowers, they don't care. If this happens too much (e.g. you post about sweets, food, fashion etc.) then they will stop finding your content as interesting and simply unfollow you.





# Gain Loops And Engagement Groups

"Organic growth wins the race!"

One of the most "taboo" subjects for influencers is the discussion of engagement groups and gain groups. Although many influencers hate admitting they are part of one of these groups, most influencers actually *are*. They do this in order to gain followers (the wrong way).

The problem with this is that all of this engagement and following back is pointless in the long run - and yet many of us have done or still do it.

## The Truth About Engagement Groups

Engagement groups are a great way to meet other influencers, both inside and outside of your niche and to grow your engagement in an "organic" way.

However, is this kind of organic growth really organic? If you are engaging with each other with the sole intent to grow engagement from each other, then it is technically "forced engagement".

You are pushing for this to happen, rather than actually letting new followers find you and engage with your content in a truly organic way.



With all of that said though, engagement groups are very popular - we even run one on Telegram, but they do come with risks, including getting "caught" by Instagram and being blocked or banned.

## **Basic Rules of Most Engagement Groups**

- Follow everyone who is in the same engagement group
- Like, comment *and* save the other Influencers posts
- When you save the posts from that group, you may be asked to create a separate "save folder" to make it easier to prove that you have saved everyones content. People are also able to remind you to save if you have missed one - and vice versa.
- You normally have to send in a screenshot of your saves *before* you send in your own post update
- Most engagement groups do not allow any "normal talking" - they only ask you to send in your saves and the three emoji's when you want people to engage in a new post on your page

## **Codewords and safe links**

- Always use code if you decide to talk in an engagement group, to prevent you or others from being "flagged" by Instagram. Like = l1ke, comment = c0mm3nt, save = sav3 etc.
- Only send SAFE links to Telegram or Whatsapp groups.

To make a link safe, you need to remove the question mark and everything after it from the end of your link. You can do this by copying and pasting the link into your notes on your phone and just deleting that part. Or you could simply copy + paste the link into the group but delete the "unsafe" part *before* you send it.

## The Truth About Gain Loops

Gain loops are where one or a couple of people host a group of influencers who want to gain followers.

- You all have to follow each other.
- The problem with this is that the people you follow in the group are there *only* to get more followers. This means that they are likely completely uninterested in your content.
- Which, means that they are unlikely to engage in your content.
- This ends up with you having a low engagement rate.
- Resulting in you not being able to secure any work with brands, because your followers don't seem to be interacting with your content.

With all of this said though, there are now more gain loops and follow loops that are specific to a certain niche, e.g fashion follow loop, parenting gain loop etc. Sticking to a follow group won't fix the problem of low engagement, but the other participants in the group are more likely to engage in your content, as they can relate to it more.

Personally, I only ever joined one follow loop (quite a long time ago) and it **stressed me OUT!** It was so time-consuming, and as a single mum of a small child, I just did not have the time. I have deleted every invite since then and avoid them like the plague!

Of course, you should make your own decisions on how important the number of followers you have is compared to your engagement, but my advice would be to steer well clear of them.



# Shadowbans & Action Blocks

"Instagram is watching you!"

## Shadowbans

Pretty much all influencers have heard of the infamous "shadowban"! This is a real thing, where Instagram hides or restricts your content without actually letting you know. A shadowban tends to last around 14 days. *Yep, not very fair!*

However, this normally only happens if a user has violated Instagram's guidelines or the content is - or has been reported as being inappropriate. If you get shadowbanned, your content won't appear on the explore, hashtag or location pages, or anyone's feed, unless they follow you already.

Here are some things that can get you shadowbanned:

- Using banned hashtags (see Chapter 4 to learn how to use hashtags the right way).
- Violating Instagram's community guidelines
- Spammy content (mass liking, commenting, following/unfollowing)
- Using bots/unauthorised apps (follow/unfollow, auto-posting)
- Posting too often (3x+ a day)
- Editing a caption *after* posting it
- Messaging a lot of people with the same message

# Action Blocks

Action blocks are very much like shadowbans, except that you are actually informed when you are action blocked (and it is much easier to understand *why* you have been blocked).

There are different types of action blocks:

## 1. Engagement block

This happens when you engage too fast or too often. As with a shadowban, if you like, comment, save, follow or unfollow too many accounts in too short a time, you will likely be action blocked as you have gone against Instagram's guidelines and terms of service. The engagement blocks don't tend to last very long.

## 2. Action block with an expiry date

The first time you get an action block, you are likely to receive a warning with an expiry date (could be a day to a week on average). The more you break the rules or engage too much, the longer your action block will be. You can actually be action blocked for up to *30 days*!

## 3. Permanent block

If you continue to persistently break Instagram's community guidelines and terms of service, you are at risk of being permanently blocked or locked out of your account.

## HOW TO FIX OR GET AROUND AN ACTION BLOCK

- Use a different device or WIFI account
- Clear the Instagram / Internet cache on your phone
- Remove hashtags from your posts
- Uninstall and reinstall the platform app
- Take a break for a day or two (don't go on Instagram)
- Report the action block if you think it was a mistake



# Understanding Instagram Analytics

"Study the data!"

Instagram analytics can seem like a complete nightmare for aspiring influencers - and even experienced ones. Luckily, this short guide will help you to be able to understand analytics, find your way around it and use it all to your advantage.

The **Overview** provides with just that - a quick overview of the main metrics you need to know. You can change the time-period you can see the data for by clicking the top left corner and switching between 7/14/30 and 90 days or the previous month. This will also give you a comparison number - e.g., the past 7 days vs. the 7 days before that.

## INSIGHTS OVERVIEW

### ACCOUNTS REACHED

This tells you how many accounts on Instagram your content has been seen by. Remember though, that this does *not* mean how many different times your content was seen, as one single account could see the same content more than once.

The percentage shows you a plus or minus number to describe how much better (or worse) your content has done in this comparison period.

If you click on the **Accounts Reached** tab, you will be taken to a page that shows a more detailed view of your audience, including:

- Location (by town/city/country)
- Top age ranges
- Genders

- 1. Is your target audience reflected in your analytic metrics?*
- 2. Are you targeting the right locations with your location tags, hashtags and brands you collaborate with?*
- 3. Is your content reaching the right genders and age ranges? If not, what do you need to change?*

- How many of these accounts were followers vs. non-followers
- Which of your content reached how many accounts (posts, reels, stories, videos)

- 1. Which of your content is performing the best? Why?*
- 2. Looking at your "worst" performing content types, what could you do to make them more appealing to your target audience?*

- Top posts
- Top stories
- Top reels
- Top IGTV videos
- Top live videos

- 1. What are your best performing pieces of content? Why?*
- 2. What are your "worst" performing pieces of content? Why is that?*
- 3. Look for patterns in these metrics. Do you see any recurring wins / issues? How can you fix / replicate these?*

- How many impressions you had (how many times your content was seen in total)
- Profile activity (profile visits, website taps, email button taps)

*1. This information can tell you how popular your content is and whether people wanted to know more by clicking on links in your profile.*

## ACCOUNTS ENGAGED

This tells you how many accounts actually engaged in your content. You are given much of the same information as with **Accounts Reached**, but with a few differences.

The same things (but you analyse them differently), include:

- Location (by town/city/country)
- Top age ranges
- Genders

*1. Is your target audience engaged in your content?*

*2. Are you targeting the right locations with your location tags, hashtags and brands you collaborate with?*

*3. Is your content being engaged with by the right genders and age ranges? If not, what do you need to change?*

- How many of these accounts were followers vs. non-followers

*1. The most important thing you can take from these metrics is whether or not your followers are actually bothered about your content.*

*2. What you would want to see is more of your followers engaging in your content than non-followers.*

*3. If more non-followers are engaging with your content, you should have a look through your followers list and remove anyone who is not engaging in your content.*



## Content Interactions

- Post/story/reels/video interactions (likes, comments, saves, shares)

*1. Are people stopping to read your content or just scanning and liking?*

*2. Are people finding your content saveable or shareable?*

- Top posts/stories/reels/videos

## TOTAL FOLLOWERS

This is one of the most used metrics on Instagram analytics. You can find out the following things by clicking on the Total Followers tab:

- Total followers, in comparison to the previous time-period
- Growth (overall, follows and unfollows)

*1. The growth aspect of this is very helpful. It can show whether your content is getting more popular or not. It can also show if your content is not reaching the right prospective followers.*

*2. Another reason this is very helpful is if you have recently changed your Instagram strategy. You can see whether or not it is working and how well.*

- Top locations
- Age ranges
- Genders
- Most active times

*1. Another one of the most important metrics to pay attention to is the "most active times" of your followers.*

*2. This is a clear guideline for which days and times you should be posting. It is the main times your followers are on the platform and engaged. USE IT TO YOUR ADVANTAGE!*

## CONTENT YOU'VE SHARED

You can see your posts, stories and reels here. Once you click on each tab, you can then switch through the tabs at the top to see your data in order of :

- Website taps
- Saves
- Reach
- Profile visits
- Post interactions
- Likes
- Impressions
- Follows
- Comments
- Video views
- Text button taps
- Email button taps
- Call button taps
- Business address taps

These viewing options are extremely helpful because they can give you a quick and easy birds-eye-view of which pieces of content have done the best in specific metrics.

So, if you want to know which posts had the most people clicking through to your profile, just click on that metric and you will see.

This is also a useful tool when you are thinking about clearing out or neatening up your feed. You can see which posts are performing the "worst" and archive them so they are not in public view. If you are concerned about the first impressions a brand might have of your account, this is a good step to take.



# **INSTAGRAM GIVEAWAYS**

**CHAPTER SIX**



# Instagram Giveaways

## "Attract and Grow!"

Giveaways are seen *all the time* on Instagram. Did you know that it is not only businesses that run these campaigns though? That's right, influencers of all sizes also run their own (or even collaborative) giveaways.

Running giveaway campaigns can seem like a very daunting process for many people, but they really shouldn't be. Once you understand how to use them for your benefit, they can make a huge difference to your following, engagement and sales.

With all the giveaways running on Instagram, you might think that it is a waste of your time and money, but you could not be more wrong. Giveaways are a fun reward for your current followers, as they get "first dibs" at entering your contests.

It also gives new accounts the opportunity to get eyes on your account. In other words, you can reach a whole new audience. Your engagement rate will also grow in the period that your giveaway is live. As long as you stay on top of your engagement activity, it should not drop down much after your giveaway has ended.

Even if people do not engage or enter your competition, the fact remains that your brand (you as an influencer) has been seen by many more people than if you had not run a giveaway. If they see your account pop up again somewhere else in the future, they are more likely to check out your page.

# HOW TO RUN A GIVEAWAY ON INSTAGRAM

## **1. Decide on your goal / what you want to achieve. Here are some ideas:**

- Get more visitors to your website
- Create and develop a new hashtag
- Get more sales on a new product or service
- Get more followers on your Instagram page
- Boost engagement on a brand collaboration
- Gain more email subscribers
- Grow awareness of your brand
- Boost engagement on your recent posts

## **2. Think about your target audience and how you can engage them in your giveaway.**

Refer back to Chapter Two for a reminder on how to figure out your target audience. Your audience for your giveaway is likely to be the same or similar to your general target audience.

- What kind of product or service would they like?
- What locations are they based in?
- What is their gender / age range?
- What are their other interests / hashtags they might use?

## **3. Pick the actual product or service that you will be giving away.**

- Is it relevant to your existing audience?
- Is it relevant to your target audience?
- Is it something worth the effort? For example, if you are only giving away a bar of £10 soap, don't ask people to like, tag 3 people, share and save. It just is not worth their time in relation to the prize they would receive.

- On the other hand, offering a prize that is too big and completely unrelated (like a phone, laptop, holiday etc.), can lead to people only entering the giveaway for that reason and then unfollowing you after, as they have no real reason to follow you.
- Unless it is a collaborative giveaway with a brand, try to keep your giveaway item/s to a maximum of £100 (\$136).
- You could offer:
  - A single prize
  - A "package" of prizes
  - A service you provide or a gift card to your personal small biz
  - A "package of services
  - A mixture of product/s and service/s
    - Think about the postage costs, if there are any. You will have to pay this yourself, so consider how much it will cost you if you intend to send a package or a larger prize.
    - You could even offer to send a product or provide a service for the first 10/50/100 people who engage in all of your giveaway requirements. Just be sure to set a limit to this so you don't end up "out of pocket".

#### **4. Decide on how you want the participants of your giveaway to engage in order to enter your giveaway.**

Keeping in mind your goal for this giveaway, use a combination of the below entry requirements (use only two or three).

- Like
- Comment / caption the post
- Follow
- Tag a friend
- Share the post to their story
- Save the post
- Answer a question (this can be quite a fun one)

*Here are some combinations you could use. You can mix and match, depending on the particular goal for your giveaway.*

*If you want engagement:*

- Like this post
- Comment / caption the post
- Save the post

*If you want followers:*

- Like
- Follow
- Tag a friend

*If you want more website visits or email subscribers:*

- Like
- Click the link in bio to enter (create a landing page to your website. If you are not sure how to do this, please get in touch with us and we can help you).

*If you want to grow awareness of your brand:*

- Like
- Tag a friend
- Share this post to your story

## **5. Write out your caption**

There are a ton of ways that you can write the caption for your giveaway, but most of them follow roughly the same format:

- Caption heading
- Location (if not worldwide)
- Intro to what is being given away (e.g., How do you fancy winning yourself... / Grab yourself or a loved one... etc.)
- Any special treatments (e.g. gift box, extra free gift etc.)



1. How to enter (*written as clear bullet points with emoji's*)
2. Note that you will be checking that people have engaged properly
3. Date giveaway ends
4. Date winner is announced (*include HOW they will be notified, as many spam accounts try to use giveaways for their own sneaky purposes!*)
5. Are there any age restrictions (*18 years or older*)?
6. **You MUST mention that your giveaway is not endorsed or affiliated in any way with Instagram or its partners.**
7. Add your hashtags. Try to be as specific to your own particular niche as possible. A quick hashtag search on Instagram will give you some ideas on which ones to use.

When it comes to picking a winner, *PLEASE* save yourself the stress and time of doing yourself!

Use an app or an online application like [commentpicker.com](https://commentpicker.com) or [simplifiers.com](https://simplifiers.com).

These online platforms will look at your post and pick a winner fairly. Once the winner is picked, it is always a good idea to just double-check yourself that they really have completed all the entry requirements you had set out.



# **BRAND COLLABORATIONS**

**CHAPTER SEVEN**



## AFFILIATE VS. AMBASSADOR VS. GIFTED

### Individual Brand Influencer Marketing Strategies

Every brand - small, medium and big, has their own influencer marketing strategy. They all choose how they want to work with influencers, and many of them reach out for different opportunities to the lucky ones.

Although it depends on each individual brand, the main way that most operate seems to be:

- **Bigger** brands tend to mostly offer **affiliate** opportunities, although *gifted* and *ambassador* opportunities do tend to be on offer to some influencers at certain times.
- **Medium** sized brands tend to mostly offer **ambassador** opportunities, although some also offer *gifted* and *affiliate*.
- **Small to medium** sized brands tend to mostly offer **gifted** opportunities, although some choose to also offer *ambassador* and *affiliate*.

I have put together a very clear comparison chart to help you understand what each different type of collaboration opportunity entails.

As mentioned above, brands are completely in charge of how they deliver their influencer marketing strategy, although those detailed in the chart are the most popular.

## COLLABORATION TYPE COMPARISON

	AFFILIATE	AMBASSADOR	GIFTED
FREE ITEM	NO	NO	YES
PERSONAL DISCOUNT CODE	YES	YES	SOMETIMES FOR FUTURE USE
PAID CASH	COMMISSION ON SALES	COMMISSION, PRODUCTS AND / OR DISCOUNTS	NO
EXTRA BENEFITS	NO	SEE ABOVE	NO
DISCOUNT CODE FOR FOLLOWERS	YES	YES	SOMETIMES
REPEAT COLLABORATION	YES	YES	SOMETIMES
YOUR CONTENT SHARED BY THE BRAND	NO	SOMETIMES	YES

Hopefully, this comparison chart has helped to clear up any misconceptions or questions you had about the different types of collaborations.

Although some ambassador and gifted opportunities can be presented as exciting, it is unfortunately true that many actually *are* scams. See below to find out how to spot the scams!



# Securing Gifted and Paid Collaborations

"...and turning them down!"

## GIFTED COLLABORATIONS (Sponsored Posts)

Sadly, most influencers jump at the chance for pretty much any collaboration if it is gifted. Many see these opportunities as a "freebie" or "easy work".

The problem here is that any future brands you want to work with, who have a larger following and are more commercially popular, are more likely to turn you down.

Working with anyone and everyone who is not necessarily within your specific niche can actually seriously damage your reputation as an influencer.

**Make sure you ONLY work with brands who fit nicely into your specific niche and sub-niches.**

This is where it comes right back to Chapter Two (which, is mentioned repeatedly throughout this guide).

Knowing your exact target audience and brand personality will help you in securing the right types of collaborations with the right brands.

## PAID COLLABORATIONS

Of course, we all want paid collaborations all of the time, but realistically unless you are a super-influencer with over 100k followers and a good engagement rate, this is extremely unlikely.

### **Results from a recent study conducted by Forward Influencers of 40 influencers showed the following:**

- Influencers with up to **10k followers**
  - An average of 75% receive *only* gifted opportunities
  - An average of 25% receive *1-2 in 10* paid opportunities
- Influencers with **10-20k followers**
  - An average of 60% receive *only* gifted opportunities
  - An average of 40% receive *1-2 in 10* paid opportunities
- Influencers with **20-50k followers**
  - An average of 25% receive *only* gifted opportunities
  - An average of 50% receive *1-2 in 10* paid opportunities
  - An average of 25% receive *2-3 in 10* paid opportunities
- Influencers with **50-75k followers**
  - An average of 25% receive *only* gifted opportunities
  - An average of 25% receive *1-2 in 10* paid opportunities
  - An average of 50% receive *3-5 in 10* paid opportunities
- Around 70% of influencers said they either reached out to brands themselves or their agency did so for them.
- Around 10% said they were approached by brands for ambassador and gifted opportunities.
- Of that 10%, half said they were unfortunately only approached by scam brands.
- 15% of the influencers we asked said that they were not confident in reaching out to brands themselves.



## How much to charge (your fees)

There is no set amount that you should be asking for when it comes to paid collaborations. There are a lot of suggestions on the Internet about what you should charge with a certain amount of followers. However, they are all very different suggestions, so it is best for you to decide yourself what your time and effort is actually worth to you.

The main consensus is that most brands pay an average of £10 per Instagram post for every 1000 followers an influencers has. However, with that said, there *are* brands out there who will pay more than £50 per post (or package), depending on the individual influencers engagement rate.

## Engagement Rate

Your engagement rate shows how many of your followers are actually engaging in your content, as a percentage. Obviously, a higher number is better.

There are a few different math equations that you can use to calculate your engagement rate in different ways, but there are also a number of Instagram engagement calculators online that you can use to do the math for you.

Using an online calculator tends to be the best option, as different brands calculate the engagement rate in a variety of ways and you can also provide a screenshot of the online calculator result in any brand collaboration requests you make.

Bear in mind that many brands and calculators differ in their calculation methods, so you might also decide to find the top, bottom or average of a few of them.

*The top two online engagement rate calculators are Phlanx.com and Inbeat.co.*

If you decide that you want to work out your engagement rate yourself, there are two main equations you can use:

### **Engagement rate by Followers**

$(\text{LIKES} + \text{COMMENTS}) / \text{FOLLOWERS} \times 100$

- Add together the likes and comments (not including your own) from all of your posts in the past 7 days (or your last 12 posts - compare the numbers you get from both ways)
- Divide this number by your number of followers
- Times this number by 100
- The final number you get is your engagement rate as a percentage

### **Engagement rate by Impressions**

$(\text{LIKES} + \text{COMMENTS} + \text{SAVES}) / \text{IMPRESSIONS} \times 100$

- Add together the likes, comments (not including your own) and saves from all of your posts in the past 7 days (or your last 12 posts - compare the numbers you get from both ways)
- Divide this number by your number of impressions on those posts (you can see this information in Instagram analytics)
- Times this number by 100
- The final number you get is your engagement rate as a percentage

Look back at your worksheets from Chapter Two and note down below, a list of 20 brands you would love to work with. Choose whether you would work with them in an ambassador, gifted or paid capacity (or all of them). Be open-minded though, don't expect to jump straight into consistently paid partnerships.

## MY IDEAL COLLABS

USE THIS WORKSHEET TO HELP YOU PINPOINT THE TOP BRANDS YOU WOULD LIKE TO WORK WITH AND IN WHAT CAPACITY.

[illegible]

## MY IDEAL COLLABS

CONTINUED...

[illegible]

## YOUR NEXT STEPS

1. The first thing you need to do is to make sure that you have your contact information and links available and visible on your Instagram profile.
2. Make sure that your feed is completely consistent in the theme, branding, tone of voice and colours.
3. Make sure your feed is completely consistent with your niche and target audience.
4. Create your own Media Kit using the tips below, or better still, use one of ours, which we can make professionally personalised and bespoke to you.
5. Begin to make a "behind-the-scenes" secondary relationship with the brands in your list above. You can do this by making sure you like, comment and share their posts - not necessarily all of them, but enough for them to see your name on repeat. You could also subscribe to their website mailing list, if you haven't already. This will give you something to discuss and show you know about them more.
6. Tag all of the brands that you have listed above in any *relevant* posts you publish.
7. If possible, it is a good idea to already have at least one product from each of the *bigger* brands that you want to work with - you can tag these in your posts and make yourself more visible to the brands.
8. Bear in mind that although you have listed 20 brands above, you would not be expected to own a product from every single one of them. Only the bigger ones - to show your dedication to them. It is more likely to get them on your side for a collaboration when you ask for one.
9. Don't expect the brands you listed above to come directly to you or us. You often need to do the work yourself (or we can do it on your behalf). Type out a few different generic Instagram DM and email templates for brands - but DON'T send anything yet! Better still, use the templates we have available and save yourself the trouble.



# Getting Reoccurring Collaborations

**"If you have the data, flaunt it!"**

Most influencers work with a brand only once and then never speak to them again.

They either don't realise that they may be able to secure another collaboration with a brand or they may just not want to be "cheeky!"

On the contrary, asking a brand for a second collaboration is not cheeky at all. If you have the data to prove that your first collaboration was a success, you should definitely think about approaching them for a second collaboration.

Instagram analytics and any affiliate or ambassador codes will show whether or not a collaboration has been successful. If it has, it is likely the brand will want to work with you again.

It is also quite widely known that single collaborations are not always very successful compared to reoccurring collaborations.

This is because (as mentioned earlier), many influencers collaborate on a lot of content and individual products can therefore be missed in the mix on your feed.

**You don't  
get it if you  
don't ask!**

Securing repeated collaborations with brands can be beneficial to both the brand and influencer.

Not only will the influencers audience be exposed to the brands products more regularly (and we all know that repetitive marketing works!), but the influencer will be seen as more of a trusted individual by brands and their audience.

When you are thinking about approaching a brand for another collaboration, you should highlight the best results from your previous collaboration.

It could be that you managed to get three people to buy a product from them using your code, they gained 100 new followers as a result of your content or even just that you had a very high engagement on your previous content.

If your previous agreement with the brand was a gifted one and it went *very* well, you might consider asking them for a paid collaboration next time.

If you think they might not agree to this, you could even offer them a package, in return for a paid collaboration instead.

Obviously, if the data you have does not show a strong result in your previous collaboration, it would be strongly suggested that you *do not* request a second partnership! This could make the brand feel as though you are only after "freebies" from their brand...and you definitely don't want that!





# How To Reach Out To Brands

**"Stand out, don't fade out!"**

Reaching out to brands is one of the main processes that many aspiring influencers feel uncomfortable doing. However, when they learn how to do it - *the right way*, they quickly become comfortable with doing it.

There are a variety of ways to reach out to brands, not just via email or Instagram DM.

You could email, DM, apply via their contact forms, application forms, via an app and via an agency, such as Neo Influencer Management etc. All brands have a certain preference around how they like to be approached though, so it is important to do your research before-hand.

This will also show that you are taking the responsibility of a collaboration more seriously.

There is also a certain number of steps you need to reach *before* you contact a brand. You cannot simply see a brand you want to work with, send them a DM saying you like their brand and want to collaborate and then assume they will reply with an offer.

## REMEMBER THAT EACH BRAND IS DIFFERENT

The step-by-step checklist on the next page will help you to become much more confident in reaching out to brands yourself. You should be more clear in how to contact individual brands and will have a better chance of success.

### **Don't be disheartened if a brand does not reply!**

There is an old saying that for every 100 emails you send to a brand, you are likely to only get 10 replies - and only ONE of these will be in agreement to partner on a collaboration.

However, from extensive experience and having known thousands of influencers, it is more likely that this number is more like:

For every 100 emails you send to a brand, you are likely to get an average of 40 replies - and at least 5-10 of these will be in agreement for a collaboration.

*However, these numbers obviously completely change with each individual influencer and each brand.*

If you have not had any replies after sending out 15-20 emails, you should get in touch with Neo Influencer Management and we will discuss what you have and have not done, help you to figure out what the problem is and how to fix it and we will also help you to secure a collaboration.

### **Step-By-Step**

Use the step-by-step checklist with **EVERY** brand you want to arrange a partnership with and tick off the boxes as you achieve each step.

# BRAND OUTREACH CHECKLIST

TICK YOUR WAY THROUGH THIS CHECKLIST TO GUARANTEE  
YOURSELF THE BEST CHANCE OF A COLLABORATION!

## GENERAL

My contact info is clear in my bio or the links in my bio

My feed clearly matches my niche

My feed looks established and clean

Any previous collaboration posts with other brands  
are clearly labelled as "Paid partnership"

Any previous collaboration posts are well presented  
and have good engagement

## BRAND SPECIFIC

My target audience will be interested in the brand

I am following the brand on Instagram

I have subscribed to the brands mailing list (if they  
have one)

# BRAND OUTREACH CHECKLIST

CONTINUED

I have been engaging with the brands content for at least 2 weeks

I have tagged 1 or 2 things that I own from that brand in my own content

I have researched the brand and learned about any new products or campaigns they have

I have tried to find out how the brand prefers to be contacted by influencers for collaborations (email, DM, contact / application forms, via an app etc.)

I have created (or had Neo Influencer create) a professional, detailed and clean Media Kit

I have written out draft emails or DM's to send to the individual brand (or used the Neo Influencer templates)



# Types Of Collaboration Content

## "Promote without promoting"

There are three main ways that collaboration content can be created. Each brand has a preference on which one/s they prefer but they don't always communicate this with the influencer.

To save having an unnecessary conversation about what kind of content they would like from you - and to also stop you from looking inexperienced, the best way to find this out is by going onto their Instagram and looking at their story or highlights of previous collaborations.

You will see that most of the influencers they have worked with have either promoted their content via:

- **Product Placement**
- **Product Endorsement**

These different types of content target different types of audience. They also say a lot about the brand - as well as the individual influencer doing the promoting.

How a product is promoted is a key part of influencing. The brand wants you to make sure that *their* product is set firmly in the eyes of *your* audience - that what *you* are promoting is clear.

## PRODUCT PLACEMENT

Product placement is sometimes also known as "hidden advertising". It is growing in popularity with some brands and businesses as it is a more *discreet* form of advertising.

This type of influencer advertising is sleek and natural and has been proven to be more likely to make someone buy the product or service.

The product in product placement advertising is included in a "natural" scene as a type of subliminal messaging. It is more authentic and also gives influencers the chance to showcase the product in any way they want.

### How to do product placement

Product placement is when a product is "in the background" and not directly pointed out or mentioned in the caption in any obvious way.

However, although the direct advertising is not an obvious one, the brand still gets tagged at the end of the caption, so the brand can grow awareness and the audience can see where the product is from if they would like to check it out or buy it.

You tend to find a lot of fashion influencers using product placement in their brand collaboration content, as clothing can easily be used in "active" or "lifestyle" shots.

It is important to remember though, that if you are working with a brand to promote one of their coats, you should **only** be tagging *that brand* in your post. Even if you are wearing boots, jewellery and a hat from different brands, you should *only* tag the brand you are collaborating with in your post.

## EXAMPLES OF PRODUCT PLACEMENT



These examples show that the influencers have not directly mentioned the brand in the caption. Instead, they have written a caption that is relevant to them and their audience.

Although you can't see it in these examples (as the captions were too long to fit the whole things into the frames), the brands are just tagged at the end.

E.g. "Tee @flylevelshop [ad]" and "Outfit from @bloomchicfashion"



## PRODUCT ENDORSEMENT

Product endorsement is basically an "in-your-face" type of advertising, in which you create content that is directed entirely towards the product.

Unlike product placement, a product endorsement is a clear declaration of the Influencers support and love for the brand. The caption should include phrases that discuss the features, ingredients, shaping etc. of the product. Think of it as a "shining testimonial" for that brand and product. The product and the brand are the stars of the show in your post.

### How to do product endorsement

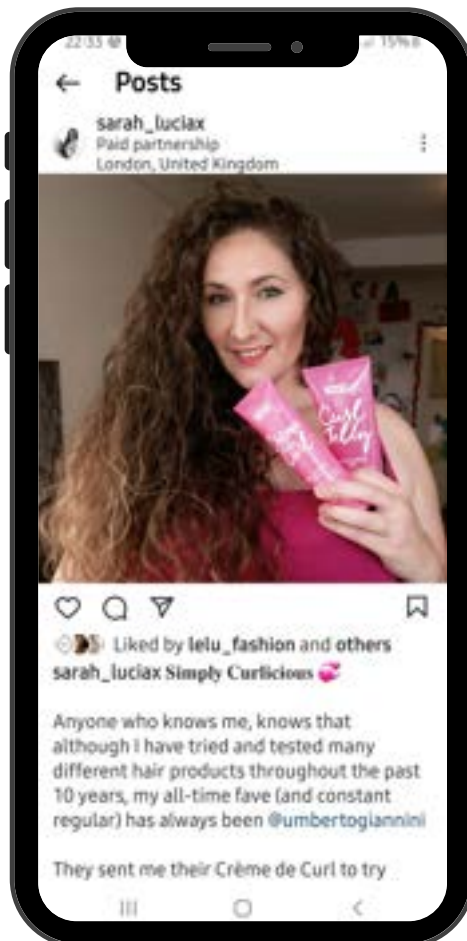
Creating content for a product endorsement is not always as simple as it sounds. The product should not just be IN the photo and mentioned in the caption, it should be the MAIN FEATURE of the photo and caption.

For example, if you are promoting a hair styling gel, you should have use that gel in your hair and have your hair as a big feature in the photo, (often alongside you holding the product).

If you are promoting a dress from a clothing brand, you should be actually *wearing* that dress. Fashion brands don't tend to appreciate sending someone a piece of clothing, just to see a photo of it laying flat on a bed! It is always best to show that product actually being worn to show how it fits etc.

Beauty Influencers should use the product in a reel or story to show your audience how to use it, and post a photo of how it looks on the skin etc. You could also take some (high-quality) photos of the product itself and have those as the actual post. You can show the texture, shape, colours etc.

## EXAMPLES OF PRODUCT ENDORSEMENT





# Scam Collaborations

"Don't just trust the hype!"

Have you ever got one of those annoying DM's that suggest you can get a paid holiday abroad, free gifts and a monthly allowance?

...All you need to do is pay for £25 shipping or buy your first item?

## SCAM ALERT!

As mentioned above, the only types of *true* collaborations types are:

- **Affiliate**

You buy a product/s from the brand using a "personal discount" code and you also get a discount code for your followers. You get paid cash from commission when a sale is made with your followers discount code.

- **Ambassador**

Kind of like an Ambassador collaboration, but you can get paid in either cash, products or extra (larger) discounts. This is often a more popular option than Affiliate collaborations.

- **Gifted / Sponsored Post**

This one is obvious. You are given a product/s for free in return for content creation. You are not paid in any way, but you may be given a personal discount code and/or code for your followers.

There are a few obvious ways that you can spot a scam offer for a collaboration. Unfortunately, some of the more "clued-up" scammers are growing more aware of these tell-tale signs and are finding ways around them.

If you are ever are really not sure about the legitimacy of a brand and their offers, please do not hesitate to contact us and we can find this out for you.

## HOW TO SPOT A FAKE COLLABORATION OFFER

- **They message you asking you to DM their "main account"**

You will never be asked to message a different account for the same brand. If a brand wants to contact you about a possible collaboration, they will contact you directly.

- **There are multiple "brand rep" accounts pointing toward the "main account"**

A real brand will almost always only have one single account. If they do happen to have a second account, it is more likely to be a "support" page, rather than lots of separate "brand reps".

- **They tell you that you will get a free item (or FOUR) if you pay for shipping**

You should *never* be asked to pay for shipping! You might agree to pay for shipping if you work with a very small brand as an ambassador, but it should never be more than £5 at the max!

- **They say you have to pay for the item first but then they will refund you**

There *are* real brands who work and advertise predominantly on Amazon, so they want to get reviews. These brands *will* pay you back. However, it is almost impossible to be sure of which brands of this type are legitimate and which are scams, so it is strongly suggested that you stay away from these types of offers.

- **You are offered large discounts ranging from 50% to 90%**

Although there are some brands that offer this size of discount, it is *extremely* rare!

The majority of brands that offer this amount of discount are selling products that are at least 3-5 times the amount they bought them for in the first place. Some jewellery brands actually pay around £5 for a necklace and then sell it for £60, when it is actually only worth between £5-10 at the absolute maximum.

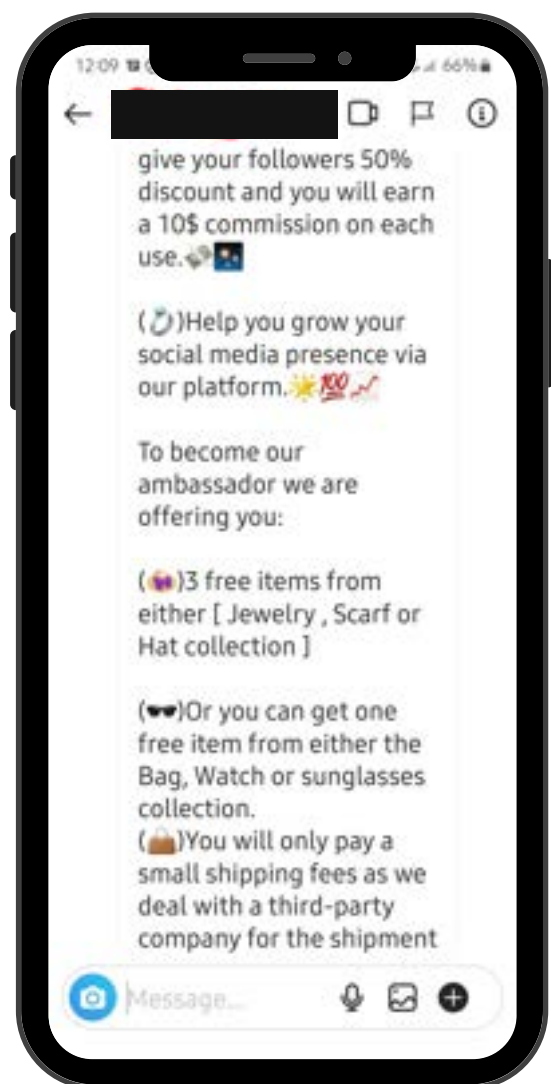
Do thorough research of any brand before you accept paying for any product/s up front.

- **You cannot find any clear proof of legitimacy**

Is the brand on 'Trust Pilot'? If not, why? If yes, what are the most recent reviews like? Are they verified?

Are there any other reviews online? Not just from other influencers, but from people in the general public!

It is extremely important that you can find "social proof" of a brands legitimacy *before* you commit to a collaboration or give out any private information.





**"If you want to look professional, act professional!"**

It is often thought that Influencers do not need a Media Kit unless they are getting paid for their brand collaborations.

This is not actually true. Even Influencers who only work on a gifted basis need to market themselves professionally.

There are a lot of people and agencies offering Media Kits for £5-10, and although some of these may be of a good quality, you ultimately get what you pay for.

A Media Kit should not look like it was created by a child. It should not be over-designed or too sparse. It should include all information that a brand would find necessary to know about before agreeing to a collaboration of any kind.

Think about it in the mind of a brand's Influencer Marketing Coordinator. What would you want to know about an Influencer before deciding to work with them?

You can follow our guide below to create your own Media Kit using Canva, or you could get us to create a professional, tried and tested and bespoke one for you.

**EMAIL US IF YOU WOULD LIKE US TO CREATE  
YOUR PROFESSIONAL MEDIA KIT!**

## WHAT SHOULD BE IN A MEDIA KIT?

- **Who you are**

- Your name - this should be the name you use for your blog, so you don't confuse anyone
- Links to social media - *use the app "linktr.ee" for this*
- Contact details - a professional email, not one from school!

- **Bio**

- Write a bit about which niche/s and sub-niche/s you fit into
- Your values (sustainability, natural products, vegan, fun etc.)
- What type of content and collaborations it is that you want

- **Statistics about your social media accounts**

- Use Instagram Analytics to find out most of this data
- Total social media followers and amount on each platform
- Monthly reach and impressions
- Blog or website subscribers (if any)
- Who your target audience is (gender, age and location)
- Engagement rate (contact us and we will tell you this info)

- **Accolades and accomplishments**

- This is your time to really shine! Describe some of the things you are proud of (that relate to your Influencing career).
- Do NOT talk about that amazing certificate you got for being a team-player at work, this is not a CV for a *normal* job.
- Have you worked with any well-known brands?
- Have you won or been nominated for any (known) awards?
- Have you featured on the radio, TV or in any publications?

- **Fees**

- What services do you offer? Do you offer any packages?
- How much do you charge for your services?

Are you working on a ambassador, gifted or paid basis - or does it depend on the brand?





# **PLANNING AND MOTIVATION**

**CHAPTER EIGHT**



GOT  
THIS

# Goal Setting

"Aim high, achieve higher!"

Setting goals - more specifically, SMART goals is one of the best ways to stay on-track and progress in your Influencer journey.

If you were asked right now what your Influencer goals are for this week, month or year, would you be able to answer?

Most Influencers - especially those just starting out, tend to think that their goals as Influencers are always follower or brand-related. However, although they might not know it just yet, these are actually *not* their main aims.

Let's say for example that you want to be able to have at least one paid campaign by the end of the year.

That's great, but how are you going to do that exactly?

Think about the individual steps you need to take in order to achieve your goals.

Use the SMART goal setting template on the next page to help you set a realistic and achievable goal for this month.

If you would like help setting short-term goals to help you reach your main goal, please contact us and we can help you.

**To reach the  
top, you  
have to take  
the stairs.**

# SET YOUR GOALS

ANSWER THESE QUESTIONS TO HELP YOU SET A  
SMART GOAL FOR THE COMING MONTH

WHAT DO YOU  
WANT TO  
ACHIEVE IN THE  
NEXT MONTH?

---

E.G. RAISE MY ENGAGEMENT RATE

S = SPECIFIC (BE  
SPECIFIC WITH THE  
AMOUNT, TYPE,  
PLATFORM ETC.)

---

E.G. RAISE MY ENGAGEMENT RATE ON INSTAGRAM  
BY 3%

M = MEASURABLE  
(HOW WILL YOU  
TRACK  
ACHIEVEMENT?)

---

E.G. INSTAGRAM ANALYTICS & ONLINE  
CALCULATORS WILL SHOW WHETHER  
ENGAGEMENT HAS GROWN BY 3% OR NOT

A = ACHIEVABLE  
(IS THIS ACTUALLY  
ACHIEVABLE IN  
THIS TIME-FRAME?)

---

E.G. GIVEN YOUR TIME AND CURRENT  
KNOWLEDGE, IS THIS ACHIEVABLE? IF NOT, WHO  
CAN HELP (NEO INFLUENCER MGMT CAN!)

R = RELEVANT (IS  
THIS GOAL  
ACTUALLY GOING  
TO HELP YOUR  
PROGRESS?)

---

E.G. YES

T = TIME (SET  
YOURSELF A  
DEADLINE)

---

E.G. BY THE END OF THE MONTH



GOT  
THIS

# Social Media Strategy

"What, when, why, how..."

Every brand has a social media strategy, so it stands to reason that every Influencer should have one too.

Your social media strategy is literally your "Holy Grail" of what you want to achieve on your social media profiles. It lays out which actions and steps you need to take to achieve your goals and is more in-depth and specific to your personal branding than general SMART goal planning is.

You will need to take a good hard look at the current state of the social media platform that you want to create your strategy for and complete an audit of what is going well and what needs to be improved.

Your social media strategy will likely also include a social media content calendar and content plan and methods on how you will track specific metrics to see progress made.

Everything you have learned from this booklet and created as a result of it is necessary to the creation of your ideal social media strategy.

If you would like us to help you create your social media strategy, please check out our 4-week Intense Strategy Course!

**"TRY OUR  
INTENSE  
INSTAGRAM  
STRATEGY  
COURSE!"**

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*THANK YOU FOR YOUR UNDERSTANDING AND AGREEMENT.*

# LET'S GET STARTED!

Thank you so much for taking the time to read our Quintessential Guide To Online Influencing.

All written from knowledge and experience, this guide goes into far more detail on many subjects than a lot of other guides out there in the Influencing world, so we sincerely hope that it has helped you feel more confident in how to develop in your influencing career.

Following this guide and the activities included will ensure that you have the best (informed) opportunities available to you in your journey - and that you will do it safely and with a secure understanding every step of the way.

If you any questions, concerns, recommendations, queries about any of our other services, please do not hesitate to either email us directly at [hello@neoinfluencermgmt.com](mailto:hello@neoinfluencermgmt.com) or message us on Instagram at [@neoinfluencermgmt](https://www.instagram.com/neoinfluencermgmt).