

WELCOME



Influencer Marketing on a Budget

Session 3: Collaborating with Influencers

January 25, 2024

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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PRESENTER



Ingrid Deon:

- Founder and CEO of word-craft inc., a social media marketing agency headquartered in Yarmouth.
- Her specialty is organic social media strategy, content creation, and community management.
- word-craft works with large corporations such as Nestlé and Manulife, as well as small businesses and organizations.

Collaborating with influencers



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Recap of the last two weeks

1

Identify influencers to work with

2

Analyze their engagement/audience

3

Engage with influencers regularly

4

Track their engagement with you

5

Reach out to them via email or DM

**Recap of the
last two
weeks**

**What's considered
fair compensation?**

A fair exchange

Some influencers will swap services, but it depends on the influencer:

- Offer services from your tourism operation for free (overnight stay, a meal, a tour)
- Offer a discount on a high value service or product
- Offer an all-expenses paid trip to your area



When you can expect to pay

- You're asking for them to post on multiple platforms (social media + blog)
- You're working with an influencer who has a set rate in their media kit
- You're asking for special services (Instagram takeover, live on Facebook)
- You're getting content for your own use (photos for your website)



The legal stuff

What goes into the agreement?

You'll need a contract that spells out everything you've discussed:

- Include details about fees, payment schedule (hold back a portion until the project is completed), deliverables from the influencer
- Who will own the content? What rights will be assigned? How will you use the content?
- Adventure tourism? Outline insurance required
- Secret project? Include a confidentiality clause



Deliverables to consider

Get clear on the following:

- How many posts will they create?
- Where will they be posted? Which platforms?
- When will they be posted?
- Which analytics will they track?



Ad disclosure rules

Any relationship between businesses and influencers needs to be obvious:

- If an influencer is given something for free or is being paid, it needs to be clearly stated.
- **Use a hashtag:** #ad, #paid #sponsored #gifted
- If you're partnering on a series of social media posts, posts on different platforms, blogs -- the relationship needs to be disclosed on each post.
- **Exception: Instagram Stories.** The disclosure just happens on the first Story post.



What should you provide?

- **Speaking points:** What do you want them to say about you? Be specific.
- Your social media handles
- Tips for what they should bring/pack
- Safety equipment (if necessary)
- Welcome gifts
- **An itinerary:**
 - Consider their preferences
 - Arrange photo ops
 - Give them free time
 - Good, strong internet access



After the campaign

Campaign wrap up

You did it! Now what?

- **Analytics to get from the influencer:**
 - Number of engagements (likes, comments, shares, clicks) and reach per post
 - Screenshots of key comments or messages they received from followers
- **Follow up conversation:**
 - Talk about what you liked (or didn't like)
 - Talk about future partnerships
 - Ask them to recommend other influencers you could work with



Thank you

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UPCOMING WEBINARS

- **Thursday, February 1 @ 10:00 am** – AI: ChatGPT 101 – Presented by John Cody and Colin Alexander (Trailblaze AI)



See recordings of previous webinars and related tip sheets:

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