



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









Recap of the last two weeks



Identify influencers to work with

Recap of the last two weeks

2

Analyze their engagement/audience

3

Engage with influencers regularly



Track their engagement with you



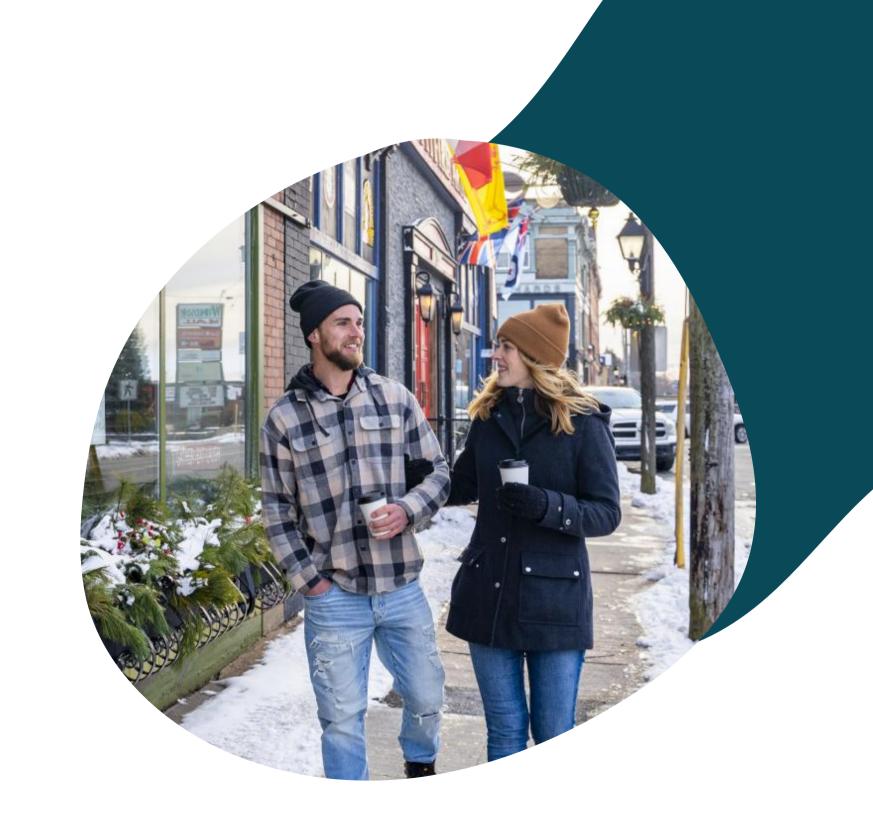
Reach out to them via email or DM

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





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 – Al: ChatGPT 101 –
 Presented by John Cody and Colin Alexander (Trailblaze Al)



See recordings of previous webinars and related tip sheets:

https://tourismns.ca/webinarseries







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