



WHITE PAPER

INFLUENCER MARKETING CENTRALIZATION FOR EFFICIENCY & COST TRANSPARENCY

PrimeInfluence

by SOCIALLY POWERFUL

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01.

WHAT DOES IT MEAN TO

centralize

INFLUENCER MARKETING?

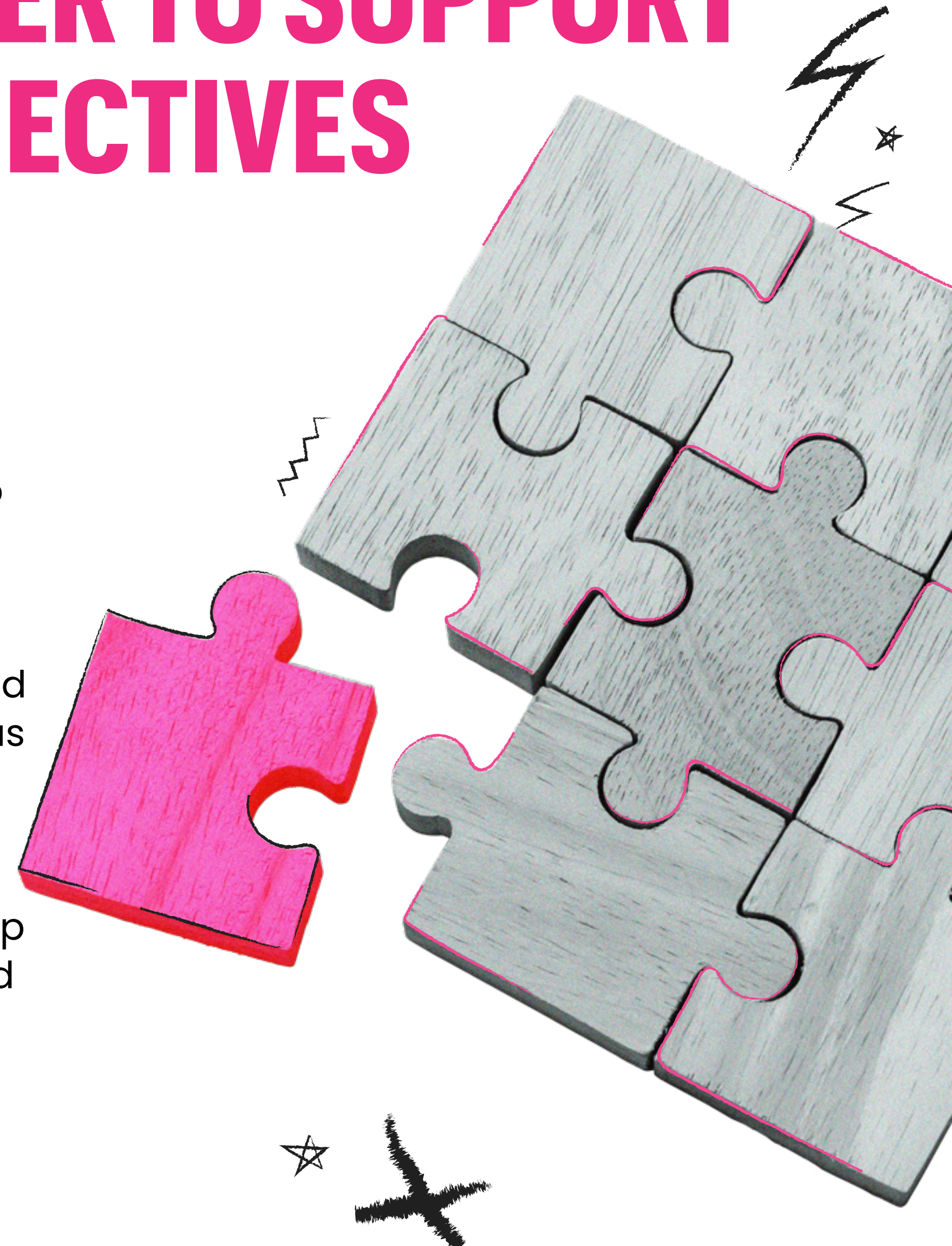
CREATING A CENTRAL MARKETING ECOSYSTEM WHERE ALL TEAMS WORK TOGETHER TO SUPPORT THE OVERARCHING BUSINESS OBJECTIVES

Centralization is a real hot topic in the world of marketing these days, but what does it actually mean for businesses looking to implement it as part of their influencer marketing operations?

Centralization, in the context of influencer marketing, refers to the activity of storing all of your influencer marketing activities & data (including influencer analytics and fees) via a curated suite of central tools to facilitate better decision making, resource allocation and strategy execution.

Making it simple to unify best practices and efficient ways of working across the various teams within an organization.

Furthermore, it facilitates transparency, accountability & knowledge sharing to help procurement teams identify discounts and cost saving opportunities.



02.

USING TOOLS TO CENTRALIZE

centralize

INFLUENCER MARKETING

INFLUENCER MARKETING IS OFTEN EXECUTED AT A LOCAL LEVEL CREATING SILOED WAYS OF WORKING

For enterprises, the strategy for influencer marketing is often set at the enterprise level and then executed at a brand level. This is due to the nature of influencer marketing to be most effective when localized, with influencers acting as a mouthpiece for the brand and creating content that is authentic to the local nuances.

However, It is often very easy for local brand managers to execute influencer marketing activities in line with their specific goals and objectives, outside of the global or enterprise level strategy.

In cases where a centralized approach isn't leveraged it is commonplace to see brands operating in silos, executing influencer marketing activities inefficiently with minimal transparency, collaboration and without a standardized way of working.

By leveraging a curated suite of tools to centralize influencer marketing, enterprises can counter these challenges and maximize the effectiveness and efficiency of these activities.

03.

WHERE TO CENTRALIZE AND

the tools

YOU CAN USE

CENTRALIZATION TOOLS CONSOLIDATE INFLUENCER ACTIVITIES, STREAMLINING OPERATIONS IN LINE WITH THE OBJECTIVES

NON-EXHAUSTIVE

Through the strategic selection of these tools tailored to individual business needs, organizations can construct a customized solution that simplifies their workflow towards achieving enterprise-level goals.

There a wide variety of variables that enterprise business can centralize for their influencer marketing operations, including but not limited to, the below:

TOOLS

| | | | |
|--|----------|----------|-------|
| Influencer Fees & Cost Transparency | traackr | ARIA | |
| Influencer Performance & Metrics <i>(Audience, Contact, etc.)</i> | traackr | ARIA | |
| Influencer Content Management & Rights | Canto | bynder | QUANT |
| Influencer Contracts | Ironclad | DocuSign | |
| Relationship Management | traackr | ARIA | |
| Performance Benchmarks & KPIs | traackr | ARIA | |

04.

THE BENEFITS OF

Centralizing

INFLUENCER MARKETING

WITH A FULLY CENTRALIZED MODEL THAT COMBINES THE TOOLS LISTED ABOVE, ENTERPRISE BUSINESSES CAN UNLOCK A MORE EFFICIENT AND EFFECTIVE WAY OF WORKING

4.1. *Consistency, Compliance Governance & Brand Safety*

4.2. *Cost Transparency & Accountability*

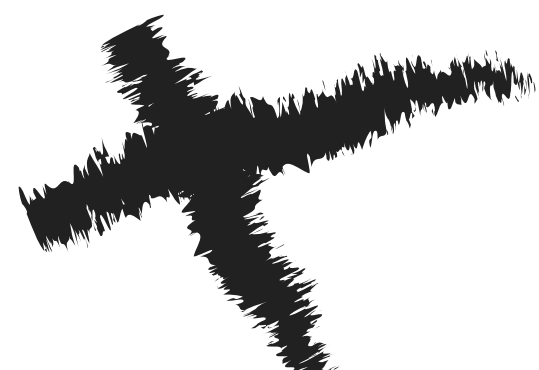
4.3. *Reduced Duplication & Increase Economies of Scale*

4.4. *Simplified Knowledge Transfer to Increase effectiveness*

4.5. *Performance Optimisation*

4.6. *Efficient Ways of Working*

4.7. *Simplified Scaling of Influencer Activities*



THE BENEFITS OF CENTRALIZING INFLUENCER MARKETING

4.1. Consistency, Compliance Governance & Brand Safety

Centralizing influencer marketing processes with templates, training, and legal guidance enables organizations to efficiently manage brand presence across all influencer activities. For instance, providing clear briefing documents ensures influencers comply with legal requirements and brand guidelines.

4.2. Transparency & Accountability

Centralizing influencer data in a portal promotes transparency. Requiring both internal and external teams to provide accurate costs for influencer collaborations enables brand and procurement teams to negotiate efficiently by knowing fee benchmarks and identifying potential discounts for repeat collaborations.

4.3. Reduced Duplication & Increased Economies of Scale

Sharing data, learnings, and best practices among brand teams reduces duplicate activities and promotes informed decision-making. For instance, repeatedly working with a high performing influencer allows for cost-efficient agreements, like service level agreements for multiple content pieces.

4.4. Simplified Knowledge Sharing to Improve Effectiveness

By centralizing templates, training and best practices, teams within the organization are able to access a single source of information, speeding up knowledge sharing and problem-solving. This supports the delivery of consistent high performance activities aligned with enterprise objectives.

4.5. Performance Optimisation

Centralizing influencer data gives leadership teams visibility to make informed decisions. They can easily spot low-cost, under-performing, or top-performing influencers, ensuring continuous improvement in influencers' performance and efficiency across the business.

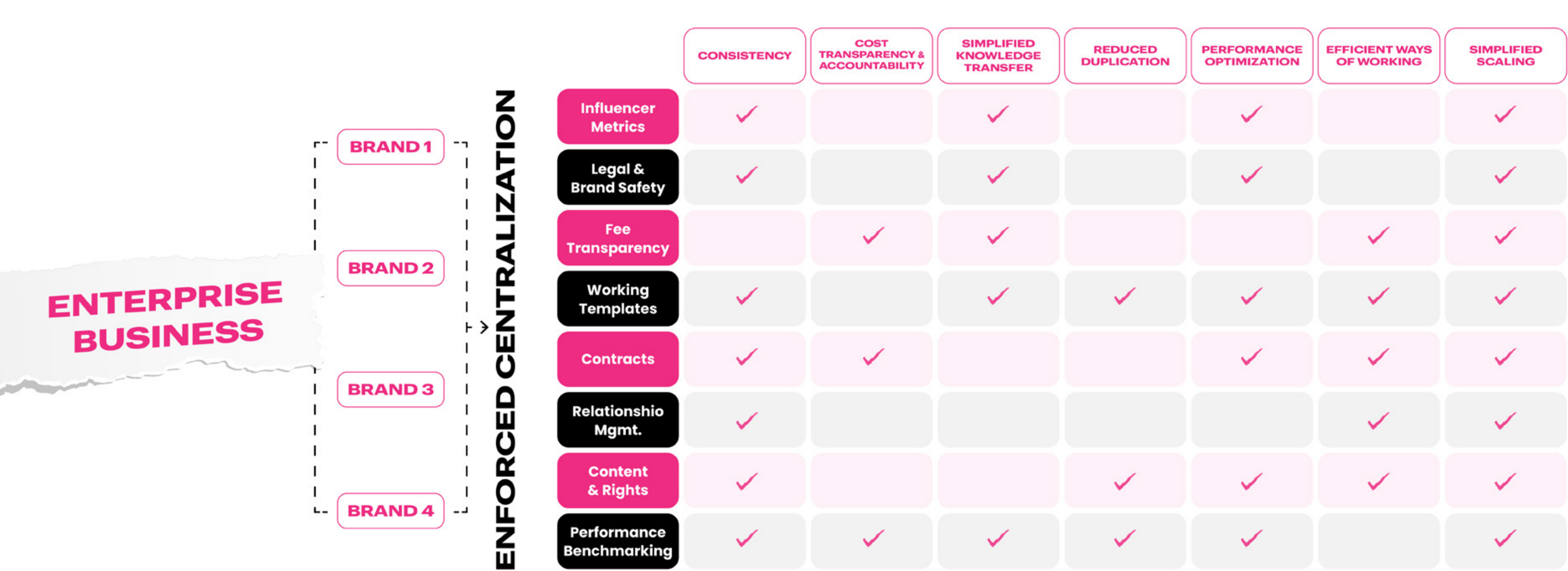
4.6. Efficient Ways of Working

With all teams using centralized tools, the enterprise achieves buy-in for the agreed way of working. This streamlines day-to-day activities, optimizing resource allocation, facilitating communication, and enhancing collaboration.

4.7. Simplified Scaling of Influencer Activities

Centralizing all influencer data helps enterprise leaders make informed decisions about scaling activities. Furthermore, they can leverage centralized influencer management templates to scale faster, with streamlined processes like outreach, engagement, briefing, and contracting through best practice documents. This simplifies campaign execution, supporting scale.

WHAT BENEFITS CAN I SEE WHEN CENTRALIZING DIFFERENT ELEMENTS OF INFLUENCER MARKETING?



05.

GUIDING PRINCIPLES TO

kickstart

A CENTRALIZED INFLUENCER MARKETING APPROACH

WE'VE OUTLINED 3 GUIDING PRINCIPLES TO HELP KICKSTART YOUR CENTRALIZATION TRANSFORMATION

Centralizing influencer marketing efforts becomes significantly easier for enterprise businesses when they utilize tools. However, to ensure success, we've outlined some guiding principles to make your centralization efforts as effective as possible.



5.1. THOROUGHLY ASSESS THE TOOLS:

Centralization tools can be expensive. Especially when you are leveraging multiple for a fully centralized approach to influencer marketing. By spending time properly assessing the different tools and their suitability to your businesses specific objectives you can ensure no budget is wasted paying on tools you don't need.

5.2. ENSURE BUSINESS WIDE BUY IN:

Without a consensus view on the value of centralizing influencer marketing activities, enterprise businesses can find it difficult to achieve alignment, consistency, and smooth implementation across teams.

5.3. TRAIN YOUR TEAM & ENFORCE ACCOUNTABILITY:

Training helps ensure that employees have the knowledge required to use the centralized suite of tools. Making teams accountable for their role in following & contributing to the centralization effort promotes adherence to standards and procedures, and drives overall organizational success.

EMPOWER EFFICIENT AND EFFECTIVE INFLUENCER MARKETING BY CENTRALIZING ACTIVITIES WITH PRIMEINFLUENCE

In conclusion, centralizing influencer marketing for enterprise businesses through tools empowers efficient and transparent ways of working. It consolidates decision-making, optimizes resource allocation, and streamlines strategy execution across the organization.

Through our PrimeInfluencer solution, we help enterprise businesses centralize influencer marketing.

Helping them ensure consistency, compliance governance, and cost transparency while reducing duplication of efforts and increasing economies of scale.

Simplifying knowledge sharing, enhancing performance optimization, and fostering efficient ways of working.



06.

EMPOWERING YOUR

*Influencer
Marketing*

TRANSFORMATION JOURNEY WITH PRIMEINFLUENCE

Prime Influence

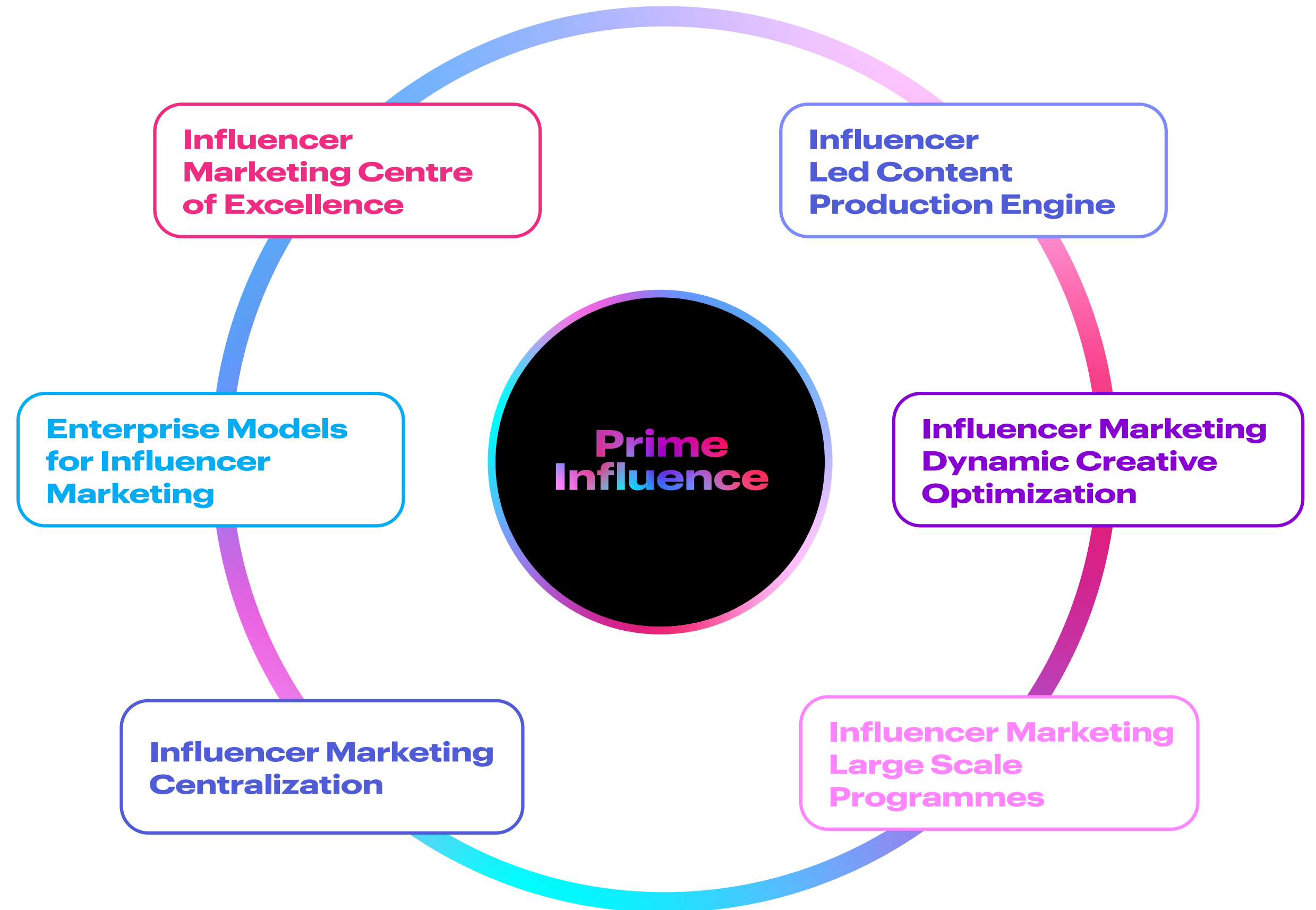
BY **SOCIALLY POWERFUL**

PrimeInfluence is Socially Powerful's solution & service to help enterprises transform influencer marketing to be more efficient and effective.

These white papers offer some initial guidance on how to start your influencer marketing transformation journey.

Unlock efficiency and effectiveness

ACCESS SPECIALIST GUIDANCE ACROSS...



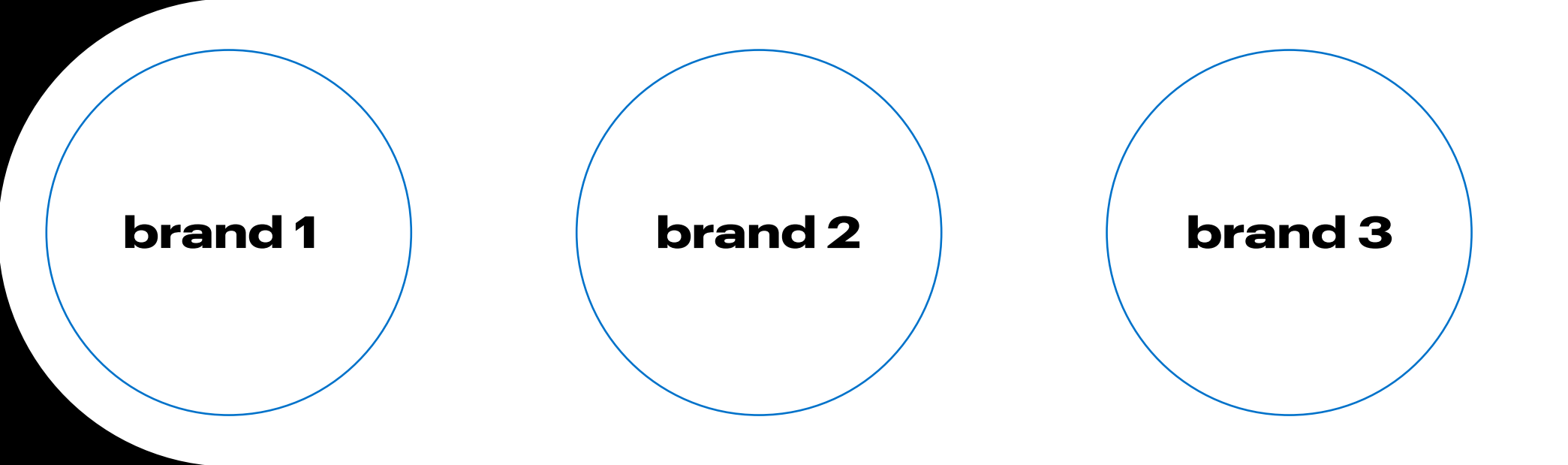
Within the PrimeInfluence solution we establish dedicated influencer functions for our enterprise partners. Built around their organizational model for influencer marketing.

These dedicated agencies deliver bespoke influencer marketing strategies through category leads that connect the team to each division within the business.

Ensuring each brand has access to the collective power of the agency but benefits from a bespoke touch through their category lead and brand pod.



SOFTLINES



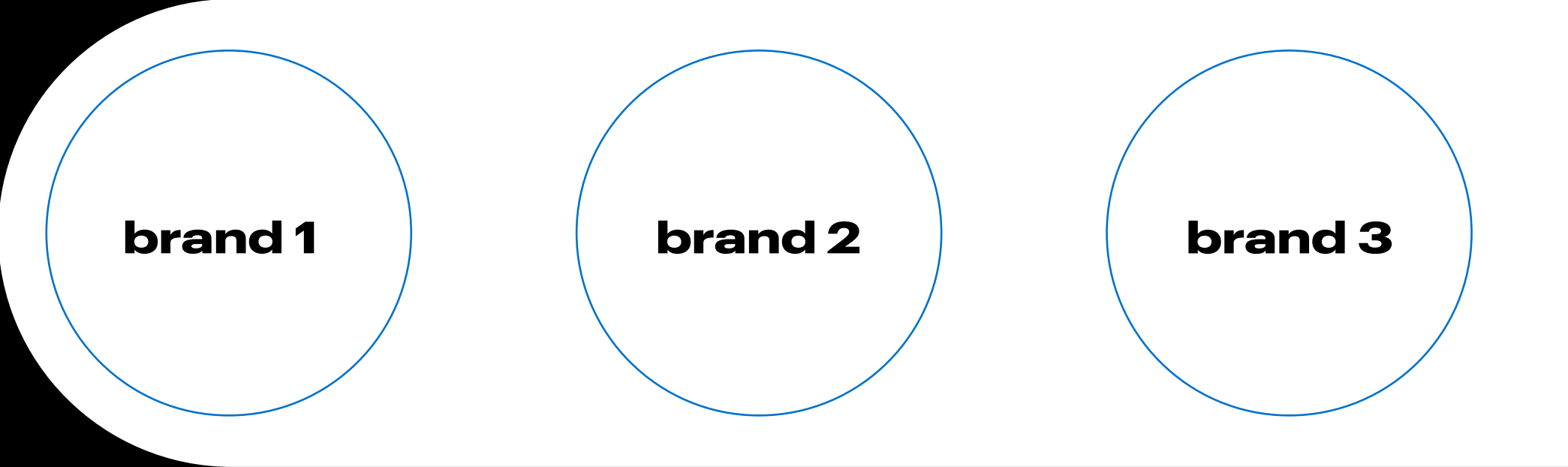
BRAND POD

BRAND POD

BRAND POD



CONSUMABLES



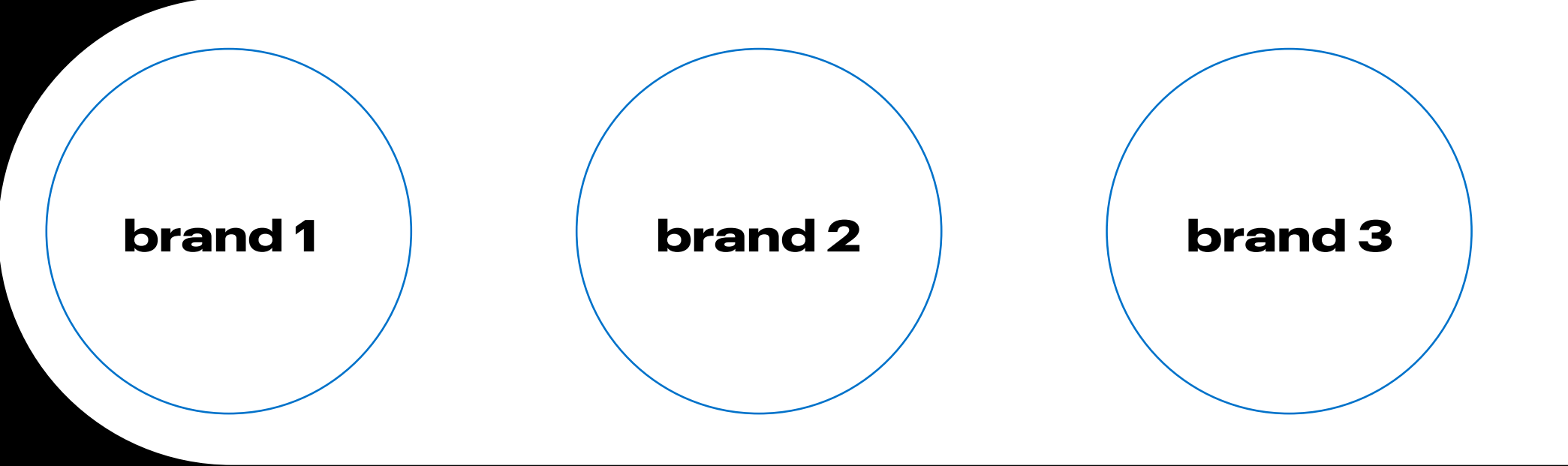
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HARDLINES



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