



WHITE PAPER

INFLUENCER MARKETING CENTRE OF EXCELLENCE

PrimeInfluence

by **SOCIALLY POWERFUL**

Contents

01.

The Challenges of Scaling Influencer Marketing

02.

What is an Influencer Marketing Centre of Excellence?

03.

Why Your Business Needs an Influencer Marketing Centre of Excellence

04.

Guiding Principles for Establishing an Influencer Marketing Centre of Excellence

05.

Empowering Your Influencer Marketing Transformation Journey With PrimeInfluence

01.
THE CHALLENGES OF

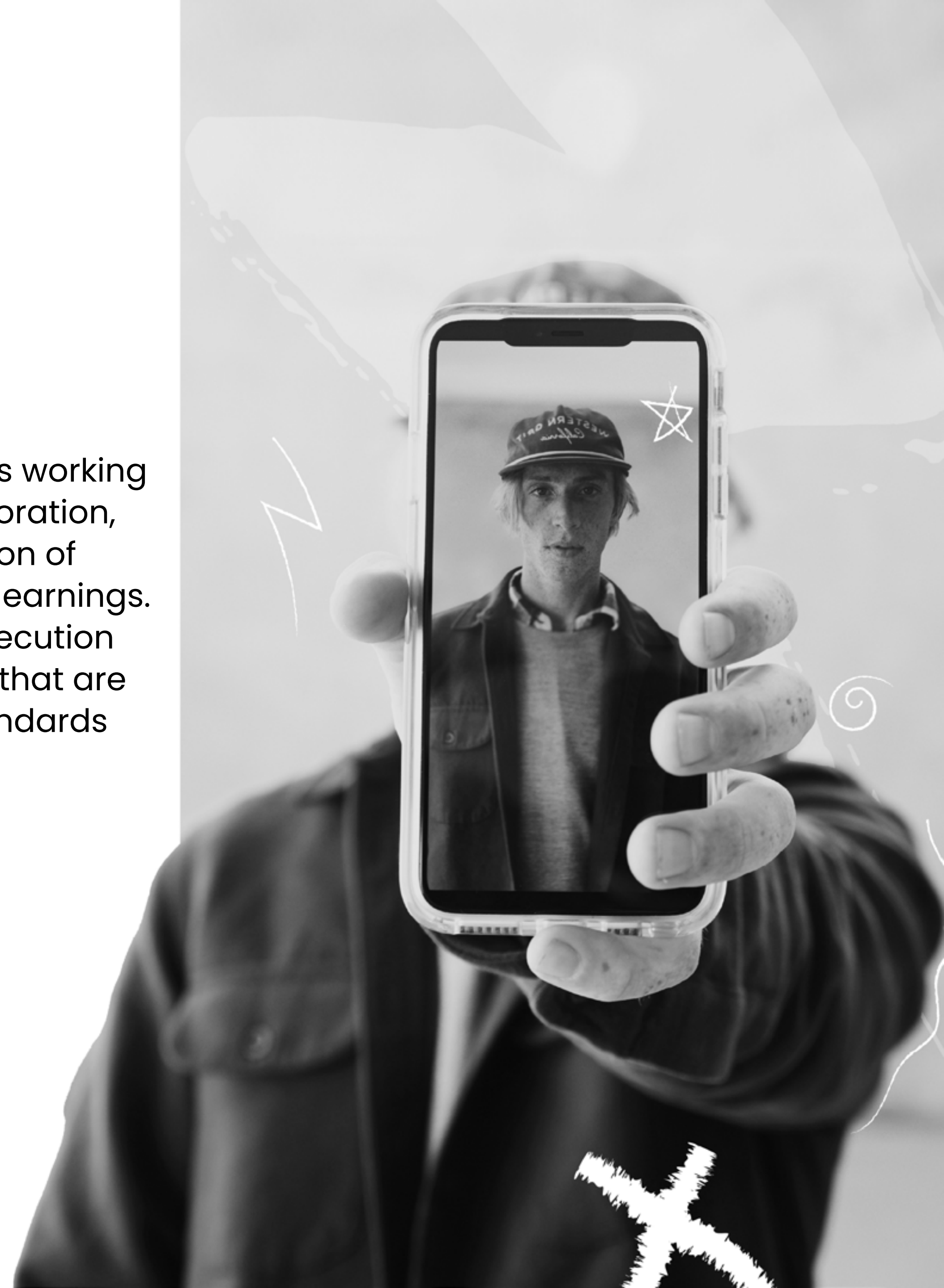
Scalping

INFLUENCER MARKETING

INFLUENCER MARKETING HAS BECOME INTEGRAL TO MARKETING STRATEGIES

As with anything, when influencer activities are scaled, it becomes harder to maintain standardized ways of working across teams, whether that's at a brand or local level.

In addition, this translates to teams working in 'silos' creating barriers to collaboration, knowledge sharing and optimisation of activities based on benchmarked learnings. This ultimately complicates the execution of influencer marketing strategies that are aligned with the global team's standards and goals.



02.

WHAT IS AN INFLUENCER

Marketing

CENTER OF EXCELLENCE?

WHAT IS A CENTRE OF EXCELLENCE? A CENTRE OF EXPERTS WHO ARE EXCELLENT AT WHAT THEY DO

A Centre of Excellence is a team of specialists acting as an authoritative and expert mouthpiece to drive the collaboration, communication and standardization needed to achieve a consistent approach to influencer marketing activities, aligned with the global and portfolio teams' targets and ambition.

The Influencer Marketing Centre of Excellence exists to provide coordination and consistency by centralizing existing expertise and resources through a unified voice, helping businesses attain and sustain world-class performance.

These centers also serve as a hub for cross-division/cross-team/cross-brand knowledge sharing and benchmarking to support continuous improvement, economies of scale and a reduction in duplicate activities.



03.

WHY YOUR BUSINESS NEEDS A



Influencer Marketing

CENTRE OF EXCELLENCE

INFLUENCER MARKETING AT SCALE OFTEN CREATES PAIN POINTS FOR ENTERPRISE BUSINESSES

*How an Influencer
Marketing Centre of
Excellence can help*

An influencer marketing Centre of Excellence is a centralized unit within an organization that focuses on developing and sharing best practices, expertise, and resources to enhance social media strategies across the organization.

This becomes crucial when influencer marketing activities begin to scale, creating common pain points for enterprises, including but not limited to the following:

3.1. Lack of leadership

→ Creating leadership and alignment with the global team's vision & objectives.

3.2. An inconsistent approach

→ Establishing a consistent approach to influencer management.

3.3. Duplicate activities

→ Reducing duplicate activities to achieve economies of scale.

3.4. Inability to benchmark influencer performance and fees

→ Supporting performance and fee benchmarking to streamline governance.

HOW AN INFLUENCER MARKETING CENTRE OF EXCELLENCE CAN UNLOCK SOLUTIONS TO THESE COMMON PAIN POINTS

By implementing a Centre of Excellence, businesses can unlock solutions to common pain points.

3.1. Creating leadership and alignment with the global team's vision & objectives.

Setting the influencer strategy at a global (or central) level and leveraging your Influencer Marketing Centre of Excellence team to enforce the implementation at local and brand levels is often the main objective for a Centre of Excellence. Offering guidance on the overall strategy and providing thought leadership with teams as they localize their strategy, ensuring the key elements required to meet the global vision and objectives are maintained.

3.2. Establishing a consistent approach to influencer management.

Teams operating in silos will establish their own approach to influencer management. Through a Centre of Excellence this process can be standardized, creating a cohesive approach across the end-to-end process from influencer outreach to contracting and briefing. This, in turn, guarantees a brand safe, legally sound and effective approach to influencer marketing.

3.3. Reducing duplicate activities to achieve economies of scale.

Duplication of tasks is often seen at global, local and brand level due to uncoordinated development of ways of working as the company expands. An Influencer Marketing Centre of Excellence can facilitate knowl-

edge sharing and offer access to learnings, training and templates. This creates efficient and effective ways of working, generating economies of scale across influencer marketing investments.

3.4. Supporting performance and fee benchmarking to streamline governance.

Teams often execute influencer campaigns without sharing performance and fee data across teams or markets, leading to inefficiencies in spend and influencer performance. Centralizing data through the Influencer Marketing Centre of Excellence enables teams to identify potential cost savings and optimize partnerships for better campaign results.

INFLUENCER MARKETING CENTRE OF EXCELLENCE

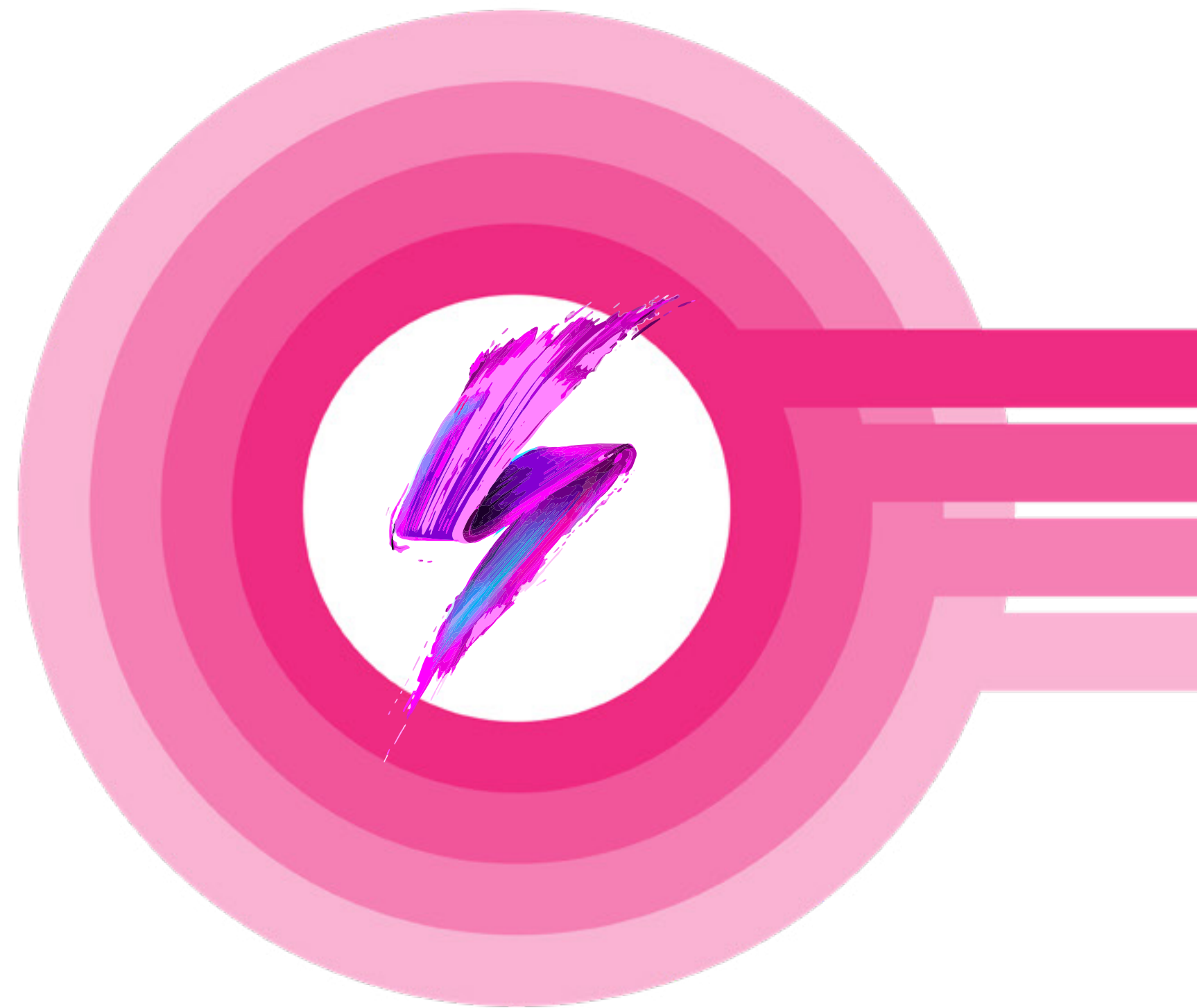


04.
GUIDING

Principles

*FOR ESTABLISHING AN INFLUENCER
MARKETING CENTRE OF EXCELLENCE*

GUIDING PRINCIPLES FOR ESTABLISHING AN INFLUENCER MARKETING CENTRE OF EXCELLENCE



4.1. STANDARDIZATION:

The first step for establishing an Influencer Marketing Centre of Excellence is to define and develop the standards and best practices you are looking to implement.

4.2. LEVERAGE EXISTING ASSETS:

Understanding what is already available to support the establishment of your Influencer Marketing Centre of Excellence.

4.3. MEASUREMENT CENTRALISATION:

Establishing a process for business wide measurement of influencer marketing results and influencer fees, including an understanding of what success looks like.

4.4. EASE OF ACCESS:

Achieve business-wide stakeholder buy-in by ensuring teams have visibility on the Centre of Excellence and the process for implementing into their influencer marketing activities.

4.1. STANDARDIZATION:

The first step for establishing an Influencer Marketing Centre of Excellence is to define and develop the standards and best practices you are looking to implement.

Example areas for standardisation in influencer marketing

Stakeholder Engagement: Engaging with key stakeholders across the organization to ensure alignment and support for social media initiatives.

Influencer Identification Guidelines: Defining a clear criteria for selecting influencer partners.

Influencer Management Templates: The templates that will be used by teams to manage influencers, across outreach emails, contracts & briefs, content calendar templates & social media policy templates, etc.

Tools: The technology you will be leveraging to centralize influencer marketing across the enterprise such as Dash Hudson, Traackr or ARIA by Socially Powerful for scheduling posts, managing accounts, and analyzing performance.

Leadership & Governance Structure: A governance structure, including a steering committee or leadership team, to set & enforce the strategic directions, policies, and standards.

4.2. LEVERAGE EXISTING ASSETS:

Understanding what is already available to support the establishment of your Influencer Marketing Centre of Excellence.

Example assets that you may be able to leverage straight away

Human Resource: Are there any members of your current team who have expertise in influencer marketing that can contribute to the Influencer Marketing Centre of Excellence?

Templates: Are any of the teams across the business already leveraging high quality templates that can be used for standardization?

Historical Data: Is there any data that teams can share that support best practices for influencer marketing?



4.3. MEASUREMENT CENTRALISATION:

Establishing a process for business wide measurement of influencer marketing results and influencer fees, including an understanding of what success looks like.

Approaches for centralizing the measurement process

Define Data Requirements: Establish the data and KPIs that teams will need to measure from their influencer campaigns e.g. Influencer Fee or Cost Per Engagement.


Standardize the CRM: Establish an influencer CRM tool that will be used to store and centralize the data for benchmarking purposes.

Define Success: Define clearly a benchmark for success, giving teams a point of reference when reporting on influencer campaigns.

Regular Audits & Assessment: Conducting periodic reviews of social media strategies, campaigns and outcomes to identify areas for improvement.



4.4. EASE OF ACCESS:



Achieve business-wide stakeholder buy-in by ensuring teams have visibility on the Influencer Marketing Centre of Excellence and the process for implementing into their influencer marketing activities.

How to ensure visibility & engagement with the Influencer Marketing Centre of Excellence

Communicate & Demonstrate Value: Provide transparency on how and why the Influencer Marketing Centre of Excellence is being implemented, especially when it comes to measurement and expectations.

Training the Teams: Providing access to resources and training opportunities to educate the team on the Influencer Marketing Centre of Excellence process & social media best practices.

Resources: Provide a clear access route or knowledge repository for the Influencer Marketing Centre of Excellence, ensuring the templates, best practices and learnings are easily accessible for team leaders.

WHAT ARE YOU WAITING FOR? START YOUR INFLUENCER MARKETING TRANSFORMATION JOURNEY

In conclusion, an influencer marketing Centre of Excellence is essential for a streamlined and effective social media marketing strategy, especially on a global scale.

By providing leadership, standardizing processes, reducing duplication, and facilitating performance benchmarking, an Influencer Marketing Centre of Excellence resolves common challenges in influencer marketing.

Implementing key principles such as standardization, leveraging existing assets, centralizing measurement, and ensuring accessibility, businesses can maximize the benefits of an Influencer Marketing Centre of Excellence.



05.

EMPOWERING YOUR

*Influencer
Marketing*

TRANSFORMATION JOURNEY WITH PRIMEINFLUENCE

TURN YOUR INFLUENCER MARKETING CENTRE OF EXCELLENCE INTO A CENTRE OF EXPERTISE WITH PRIME INFLUENCE BY SOCIALLY POWERFUL

Establishing the foundational elements of an influencer marketing Centre of Excellence can pose challenges for global team leaders, especially those with limited experience in influencer marketing.

Partnering with an agency can be invaluable, saving time, resources, and headaches associated with implementing new practices.

By enlisting an agency partner experienced in building influencer marketing center of excellences, you ensure your Influencer Marketing Centre of Excellence meets specific influencer marketing requirements.

Agencies offer insights from past client successes, crafting data-driven strategies and optimizing workflows aligned with industry best practices.

Moreover, agency partnerships provide ongoing support to refine and optimize your

Influencer Marketing Centre of Excellence, staying abreast of trends and leveraging technology for continued success.

Collaborating with an agency empowers businesses to maximize the potential of their Influencer Marketing Centre of Excellence, driving impactful results in influencer marketing.

Prime Influence

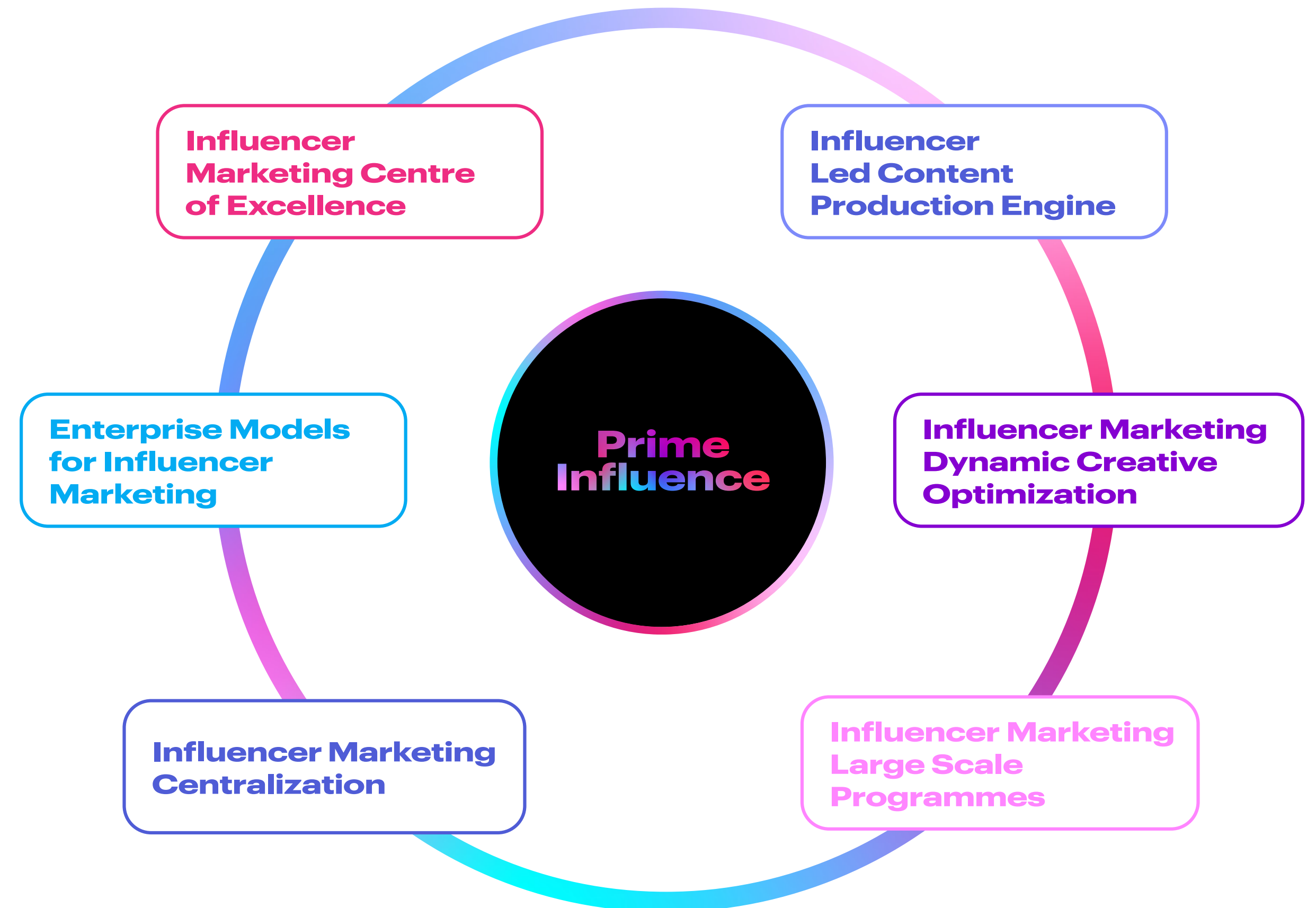
BY **SOCIALLY POWERFUL**

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...



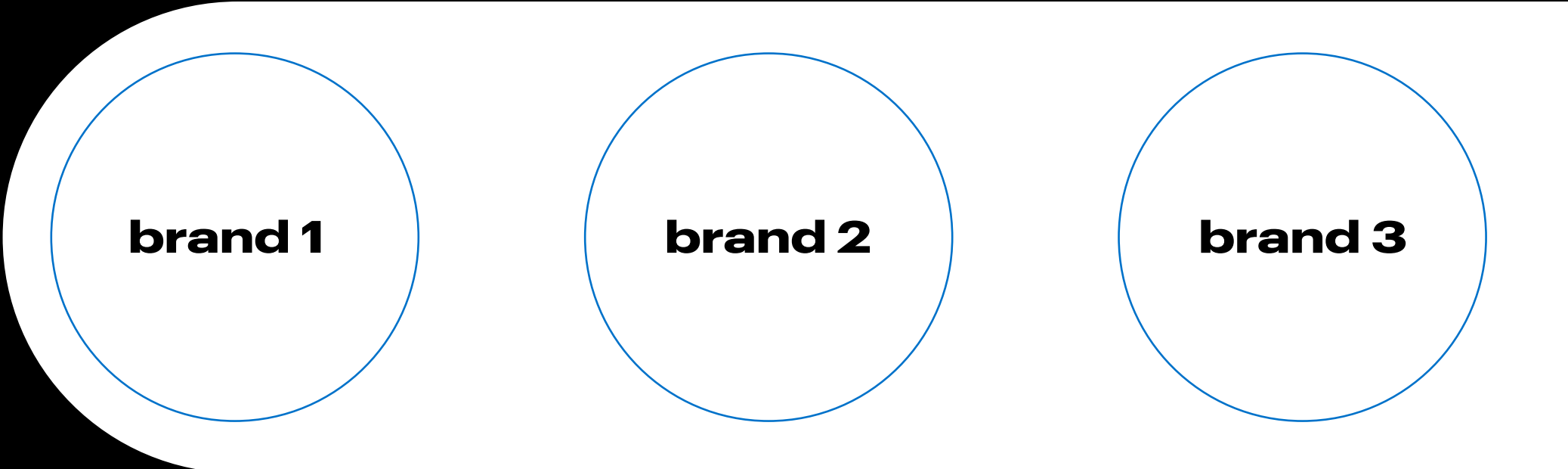
Within the PrimeInfluence solution we establish dedicated influencer functions for our enterprise partners. Built around their organizational model for influencer marketing.

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.



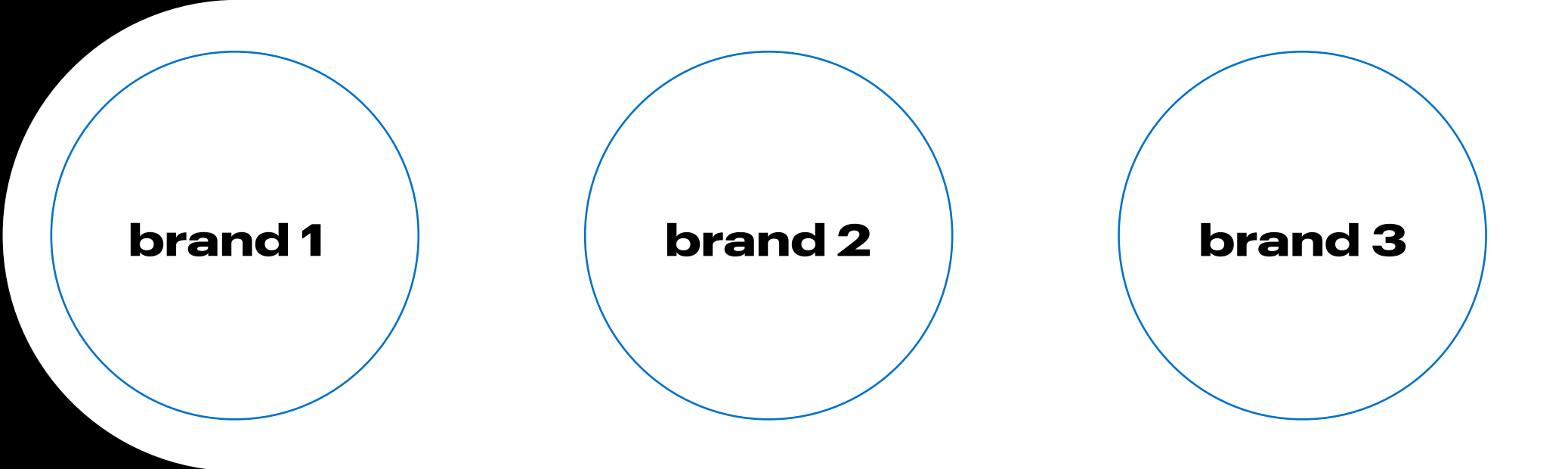
SOFTLINES



BRAND POD ***BRAND POD*** ***BRAND POD***



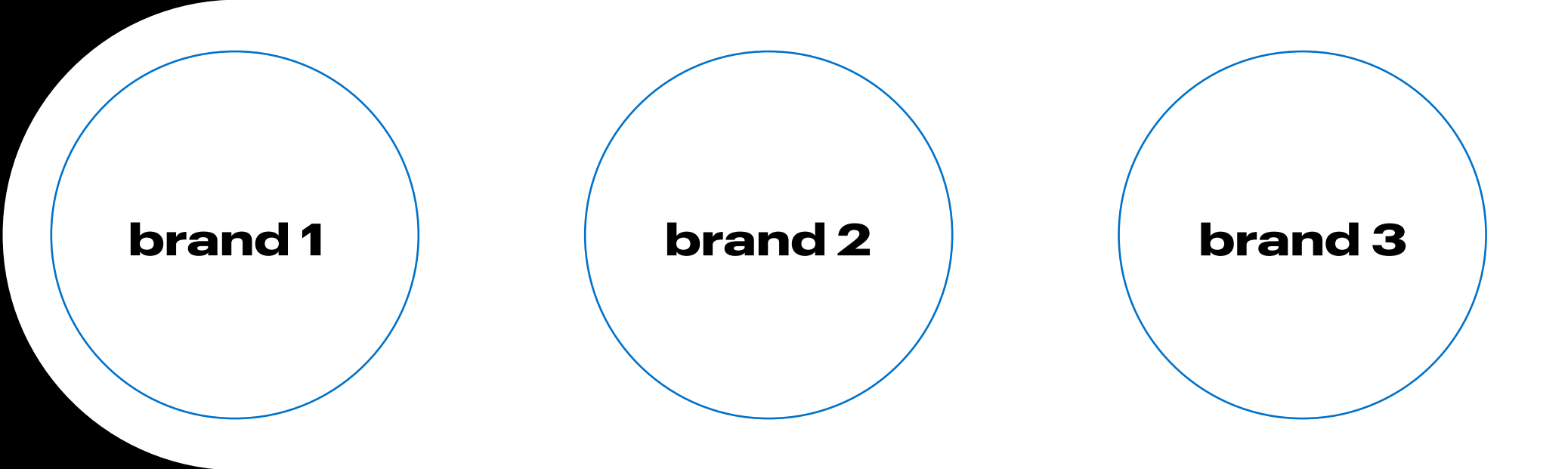
CONSUMABLES



BRAND POD ***BRAND POD*** ***BRAND POD***



HARDLINES



BRAND POD ***BRAND POD*** ***BRAND POD***



JOE SHEAVES

Strategist & Planner

joe@sociallypowerful.com



CORALIE HAMPSON

Global Business Director

coralie@sociallypowerful.com



MAJID BAHİ

CEO

tellmemore@sociallypowerful.com

Contributors

DISCLAIMER

The information provided in this whitepaper, including all text, graphics, data, and other materials, is for informational purposes only and is not intended to serve as a basis for financial, legal, or other professional advice. The observations and comments made herein are those of the authors and should not be taken as recommendations or endorsements. Neither the authors nor Socially Powerful Media Ltd assume any responsibility for errors, inaccuracies or omissions in the contents of this whitepaper.

No part of this whitepaper should be construed as an offer to buy or sell any financial instruments, nor should it be considered as investment advice. Actions taken based on any information found in this document are strictly at the reader's own risk. Socially Powerful Media Ltd and the authors disclaim any liability for any direct or consequential loss arising from the use of the material contained in this whitepaper.

This whitepaper is intended to provide general information and is not exhaustive on any subject treated. Readers should seek appropriate professional advice about the applicability of any opinions or recommendations with respect to their own circumstances or before making any decision based on the content of this whitepaper.





SOCIALLY POWERFUL