

75 - How To Successfully Use Influencer Marketing To Grow Your Business 6 Figures & Beyond With

Amber Renae

By: Ilana Wechsler

Brief Background About Amber Renae

- Civil Engineer, serial Entrepreneur, Fashion Editor, and TV Presenter, Amber Renae is a celebrated style icon who draws on her vast life experience to motivate, enlighten, and entertain her audiences.
- She loves helping entrepreneurs and small business owners take their businesses to the next level.
- Amber also has a course called Influencer Nation, a 6-week online Instagram Growth and Monetization course to help you set up your Instagram for scale and to ensure that your time spent on the platform is strategic – not soul-crushing.
- Learn more about her on her website: <http://www.amberrenae.com/>

Identify the Influential Influencers

- Identify which influences are going to be influential to your demographic to your target market
- Get a really clear understanding of obviously, you're going to know your own demographic, but really making sure that that influencer has influence or has audience within that demographic.
- And there are some free tools on the marketplace, you can just google things like Social Blade, or, you know, some of the other tools



we'll talk about in a second. But you can actually get a breakdown of audience insights.

How To Spot Influencers With Fake Follower

- There's a tool like Social Blade, which is a free tool, and that will actually tell you if there are abnormalities in follower growth.
- So what you're trying to look for here, not necessarily likes, because again, likes can be purchased, you're looking for comments. So if they have like 100,000 followers, and they're averaging like one comment per post, then you know that that's a fake account.
- So if you're an account with, you know, zero to 5000 followers, you want to try and get an engagement rate of about 3 to 4%.
- But again, looking at that engagement rate is pretty much the quickest way to figure out if it's a fake account or not.

Ways To Get In Touch With Influencers

- Two ways of doing it are either direct outreach, so you know, finding someone, going to the searching hashtags that your audience will be searching for, and see who has 2,000 3,000 5,000 followers, and if using that hashtag over and over again, that will let you know that account is someone who is communicating to your audience that you want to get in front of, and that will let you know, like cool, I want to do a collaboration with them.

- And then the other way of doing it if you want to kind of go on bulk, which is what I'm doing at the moment to feel one of my webinars is to use an influencer marketplace.
- The Right Fit and that is basically like a marketplace. So it's got influences on there. With every size, every shape, every demographic, most of the ones on the right feet are from Australia.

Common Mistakes That People Make

- I guess the biggest mistake is taking on a brand deal that doesn't suit your audience and you've just done it or, you know, cash or the collaboration or whatever it is.
- So for you as a brand on the other side, when you're trying to hire an influencer, that would come down to making sure that you have understood their audience and that you know, that your audience will be interested in what you have to collaborate on.

Which Types of Businesses Influencer Marketing Works Best

- Obviously, e-commerce, and anything to do with fashion, beauty, you know, shopping anything like that.
- If I was a dentist in let's say, John Coast, I would, I would absolutely use influencer marketing I would get my influencer in for a clean and scale or like a, you know, an easy to treat treatment that's that everyone would want to come and do and I would give my influencer free dental treatments which you know, as an influencer, I would love for dentistry.



How Much Information You Have to Give Away

- The simple answer is, give as much as necessary to demonstrate that you actually know what you're doing. And that, you know, more than the person who's reading the piece, right?
- With schematics and everything, like, literally just here's a process map 1234, you can visualize it and get a graphic designer to create a visual if you want, and then just give some insight into each of those steps.

Results, Testimonials, & Call-To-Action

- **Results**
 - Okay, what was the impact of that? To the business? What was the impact to the, to the marketing person who, who runs the campaigns, or the market manager or the business owner?
 - “Oh, you meant that I could then, you know, that spent 10 hours a week less on just trying to evaluate my metrics and trying to work out all these numbers, and explaining it to my team, right?”
 - Whatever these things you can get into with the client and go beyond just that, that punchy headline to Okay, here's the benefit. And I gave the example of Justine.
 - And, you know, it was yes, I was able to implement a process and free up my time, get my VA trained on certain things. So she could take over. And then it meant that I could spend time with my kids.

- **Testimonials**

- Both have a place. And in our case study, we actually want the testimonial we want the client in their words, to tell us what was the benefit to you. Okay.
- And if you have a good question, if you're in a pub with a mate, who might be interested in this particular service, how would you tell them? How would you say like, what, how, what would you say to them to explain what we did for you?

Anfernee's Process to Promote his Case Studies

- One is you want to put your case studies on your own website. You know, you can set it up as an article, or blog, whatever it might be, but you definitely want to have a section or page, which is customer success stories.
- Mention your case study in your LinkedIn summary. Like if you want to read that case, study, send me a PM, and I'll send you the link or click down to my featured section. And in the feature section, you can actually add links to those case studies.
- If you have lead magnets, and most of us do that life in the digital marketing world, make sure you incorporate at least one case study in each of your lead magnets.
- For those of us who are doing presentations, and going out and speaking on the web at summits, conferences, webinars, inside your presentation deck, includes a slide for each case like one for your case study.