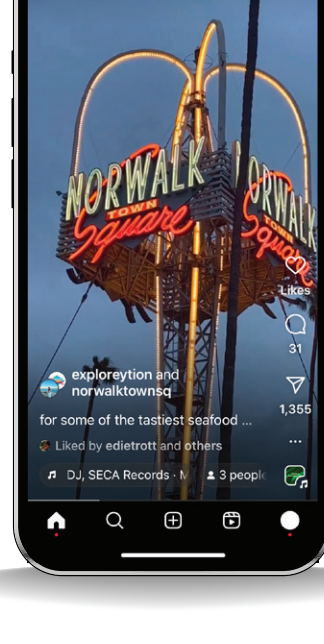


Merchant Minute — Using social media influencers to drive in-store sales.



In collaboration with regional influencer, @exploreytion—a well-followed social poster based in Los Angeles and Orange County, The Blazin' Claw at Norwalk Town Square harnessed the power of social media to spread the word about their unique and tasty menu. Rey, the influencer behind @exploreytion, was invited to experience the full spectrum of offerings at The Blazin' Claw. During the visit, she tried a variety of items from the menu, documented the experience with photos and video to create engaging content that was posted to her Instagram.



The post was a hit with
impressive reach!!

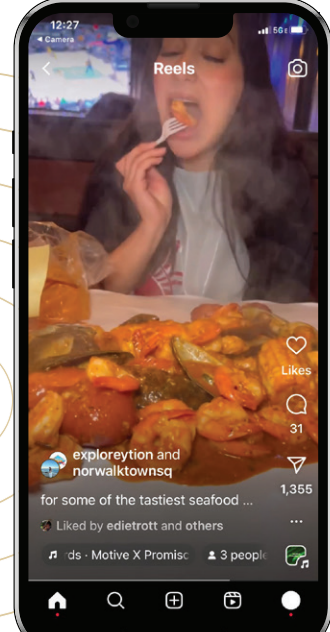
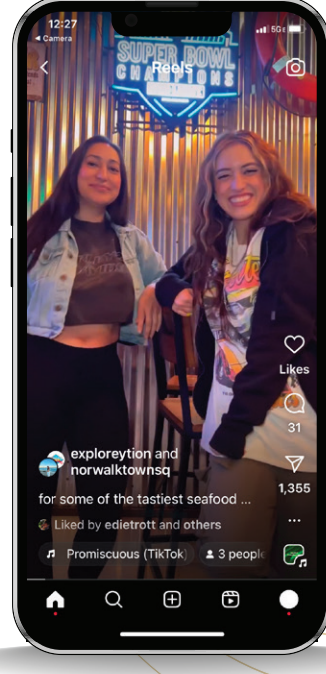
36,256
Views

1,062 likes

31 comments

1,345 shares

297 saves



The sweet taste
of sales success



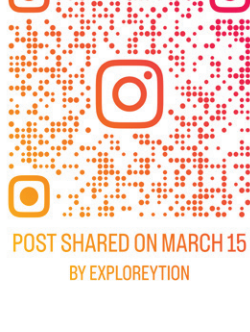
After @exploreytion's Instagram post went live on March 15th, The Blazin' Claw tracked sales increases that ultimately reached double digits!

+6.5%

March Sales
(vs. Feb)

+13.4%

April Sales
(vs. Feb)



Check out the full reel!

Want a free guide on using influencer marketing, including price negotiation and types of collaborations?

[CLICK HERE](#)

So how do you find your own influencer?

Step 1: Find your own influencer

Step 2: Connect & Verify

Step 3: Reach out & Engage

Step 1 Sourcing & Research



To find micro/regional influencers who are local to your shopping center, restaurant, or retail store, etc.—utilize Instagram's geographical search engine space via the "search" tab. There are also several agencies, like Glocally and C.S. Media OC, that can assist in finding micro-influencers.

- Type in what you are looking for (e.g. Anaheim Foodie Content Creator)
- Use the main search feed which will populate trending content in the area or you can go to the geo location space and search your location and scroll/-source from there (e.g. search for Anaheim, California)
- **IMPORTANT:** To determine if they are in fact an influencer and/or content creator currently taking paid partnerships, review their profile's bio (look for keywords like digital creator, content creator, lifestyle creator, foodie, etc.).
- Review reels and posts to see if they are collabing with other brands.
- If you like them, give them a follow — and then we're off to step 2!



Step 2 Connecting, Nurturing & Verifying

- Follow any influencer or creator that you are interested in working with **BEFORE** you send them a direct message
- Engage with their content—leave them a comment on a video you genuinely are loving or respond to their most recent story slide
- Treat them like a human and make space to engage with their content so that the algorithm doesn't mark your future outreach message—as spam

Step 3 Reaching Out & Engaging



- Once you have established (for the creator and for the algorithm) that you are not a bot or spam site—you can reach out directly.
- Their Instagram profile bio should note if they prefer email or direct message for collaboration inquiries
- If their preference isn't noted, click their link in bio and check for a "collaborations" or "inquiries" reference.
- If all else fails (or if their bio says DM to inquire, etc.) then you can send them a direct message on Instagram.
- Be friendly, genuine, and polite—drop a compliment about their content first, then note that you're interested in working with them, and ask if they can message or email you their current partnership rates.
- Know what you want from them before you reach out (e.g. one collaboration reel and five story slides, etc.)



When you love shopping centers,
it shows.

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Marketing with Influencers: *What you need to know*



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COMPANIES

1

HOW TO UTILIZE INFLUENCERS

- Collaboration Instagram reels are the best way to currently use influencers.
- A collaboration reel means that the influencer creates the video and tags you as a collaborator (you can currently add 3 Instagram profiles to one piece of content). The influencer's video will live on their page, your page, and an additional page (if needed). This gives you access to their loyal communities, to their engagements, and to their reach.
- You can also use influencers for stories at a live event or enjoying a restaurant, etc. The influencer will tag you in their stories, exposing you to their audience, and allowing you to share the story to your page as well.
- You can also utilize influencers for static image posts (single image or carousel of multiple images), TikTok videos, and/or YouTube videos.
- Utilizing the same influencer multiple times per year for a campaign effect is a very strong choice as well—as it allows their audiences to build more trust in you, as their favorite creator continues to partner with you (think the law of sevens in marketing—a consumer needs to see something at least 7 times before purchasing— the “7” is not important, just the overall idea of repetition).
- Think of influencers/content creators as a personalized review from a trusted community member—would you buy something on Amazon without reading the reviews first? Do you check Yelp before attending a restaurant for the first time? This is the same effect—real humans reviewing actual spaces and things.

2

WHAT TO EXPECT: PARTNERSHIP FEES

- Micro/regional influencers will usually have an Instagram following of 2k-20k.
- Pricing usually ranges from \$350-\$1,000 per partnership (this range would include a package of 1 collaboration reel and 5 story slides).
- The more platforms you want them to post to, the more fees will be added.
- If you hire them for multiple partnerships throughout the year (campaign), they will sometimes give you a deal.
- If you are sending them to a restaurant or retail store, you should include a per diem of \$50-\$100 (depending on what type of experience you want them to capture). This would be additional to their partnership fee (e.g. a \$350 partnership fee + \$50 per diem/reimbursement for a total of \$400).

3

HOW TO TRACK INFLUENCER RESULTS

- For collaboration posts – you can review the insights from your page.
- For stories & non-collaboration posts – influencers can provide you with an insights report.
- Insights will include views, comments, likes, shares, and post saves.
- You can learn a lot from the comments section—are people commenting “I’d love to go there!” etc.

When you *love*
shopping centers, it shows.

