



Marketing with Influencers: *What you need to know*



NewMark Merrill
COMPANIES

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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.

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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).

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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.

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