

Hello, hello, welcome back to Video Number 2. Here we'll talk about understanding the prerequisites to set up campaign objectives, your target audience and various strategies according to your brand type and need. We will also discuss broad budget requirements for different types of campaigns. So do stay tuned with us till the very end.

Let's begin with the prerequisites you need to have in place -

First, **brand positioning**. As we learnt in the previous video what brand positioning means, it's a 1-phrase description of your brand that creates an image of your brand in the eyes of the customer. Always have a crisp and clear brand positioning to stand out in the mind of the customers.

Once you have the right brand positioning, next is your **social media presence**. Optimize the handles and, if possible, have verified social media handles. [You can get your social media handles verified by following the steps given in the caption.](#) More often than not, customers will check your profile to ensure credibility of your brand. Ensuring this will establish your brand's credibility, develop connections with existing customers, and build trust with potential customers.

**A website or an online store** is another prerequisite to consider before running your campaign. Having an optimized website to effectively convey valuable information to your customers and optimize to drive sales or lead signups is essential.

If you don't have a website yet, don't worry. SmartBiz by Amazon lets you create your own e-commerce website in minutes- that too without any technical or coding or design skills. You can list unlimited products easily, provide multiple online payment options to your customers and directly ship your orders from integrated shipping partners- all from one place.

The next big step is defining your **target audience**. You can define your target audience on two major criterias-

First is based on **Demographics** - This aspect is basically defining people according to their age, gender, location, and even the languages they speak. This helps in building strategies that appeal to different groups.

The second one is based on **Psychographics** - It focuses on psychological characteristics and features, including core values, desires, interests, and spending habits. This psychographic segmentation can also be used to create buyer personas.

Your target audience is well-defined. Let's now look at major campaign objectives

1. **First is Brand Awareness:** If your goal is to generate brand buzz and awareness, the focus should be on influencer campaigns that aim to earn
  - One, **Brand mentions**, where influencers mention brands casually in their branded posts
  - Two, **Product reviews**. It involves influencers reviewing the products on their social media platforms for their followers
  - And third, **content sharing**. With this, Influencers encourage followers to share content or products with brand-specific hashtags, like these - *#ShareACoke, #HereToCreate, #IceBucketChallenge, and #MyCalvins*

This all will help a brand in generating brand awareness over social media and in the minds of its target audience. Macro influencers and celebrities are the best choice for generating brand awareness because their large number of followers.

2. Second is **engagement**. Audiences can be engaged through influencers in a plethora of ways. But if a brand wants to **increase followers or engagement on Social Media**, it can conduct Social Media Takeovers, Contests & Giveaways, brand focused Shoutouts and work with *bloggers to create blog posts, AR filter-based campaigns, Ask Me Anything* and other such ways to engage the audience with their social handles.

For engagement, micro and nano influencers are much more suitable categories than any other influencers.

3. And last but not least, **generating leads or sales:** If you wish to get two giggles with one tickle, that is generating conversions and revenue, you can try **creating custom coupon codes** where influencers are provided with custom coupons to share with their follower or **Promotions** through launching seasonal or pre-launch promotional campaigns. Haul videos, Try-on videos (like Amazon Finds), try-on challenges with specific product links and custom codes shared across influencer stories are also different ways of generating sales.

Influencers who have established affiliate marketing programs can effectively drive conversions and sales by promoting your products or services and earning a commission for each sale. So working nano and micro influencers would be ideal.

It is important to communicate your objectives clearly with the influencer as it builds trust, and the influencer can help you with unique, trending ideas for the campaign.

Let's now look at how one can set up a campaign's Key Performance Indicator or KPIs according to the objectives to **measure results**. Measuring the efficiency of a campaign requires strict monitoring and data collection. Some metrics that can be measured easily include

- I. Direct sales

- II. Website traffic
- III. Social media mentions
- IV. Post engagement rate and shares
- V. Increase in followers

Measuring results depends on the set KPIs for a campaign. KPIs are the quantitative, measurable values against which the real results of the campaign will be measured.

These KPIs differ depending on the objective of the campaign. There are commonly used KPIs for a marketing campaign. Let's take a look at those -

1. For the objective of awareness, reach or unique video views are ideal KPIs
2. For the objective of engagement, likes/comments, follow on social media page
3. For the objective of Conversions, there are 3 KPIs we can look at -
  - a. **Clicks or Website visits** - Influencers will ask the audience to click on the links at the end of their content. Once a user clicks on the link, they might stay and explore the website, which is called a website visit. This can be tracked by creating UTM links for each influencer.
  - b. **Signups/registrations/Downloads/Installs/Leads** is another way - Depending on the website user interface (UI), the visitor might be expected to sign up or download an app.
  - c. Another one, **orders and subscriptions** -The user will have to pay to subscribe to a service or place an order. This can also be tracked by generating coupon codes.

And you're all ready to set your KPIs for your campaign! Let's move on and look at the different campaign strategies that one chooses according to the campaign type and goal.

We have the 3 most popular marketing strategies brands adopt:

- a) First is a **pilot campaign**. It's a small-scale campaign launched with a variety of strategies instead of 1 best strategy to check the reliability of strategies before campaigns are done at a larger scale. This is a testing phase to check what works and what doesn't for your brand and your products. Depending on your niche, the testing period is around 2 to 4 weeks.

Just like when Mamaearth launched its pilot influencer campaign collaborating with micro momfluencers and parenting influencers. They sent product samples to these influencers, who shared their genuine reviews and experiences on Instagram. This pilot campaign helped Mamaearth increase brand awareness and reach its target audience simultaneously.

b) **Hero-Hub-Hygiene** is the Second most popular campaign strategy to leverage content to gain more audience.

- Starting from the top, **Hero content** focuses more on the big moments of the brand, generating a huge awareness about the brand. Viral campaigns and videos fall under this category. Often, brands also create and promote hero content during key topical occasions for the brand/ product category. *For example, Plum Goodness x Debasree Banerjee. Debasree created content on her YouTube channel and Instagram featuring the brand's skincare routines, makeup looks, and product reviews, helping them tap into Debasree's beauty-conscious audience and boost their brand visibility.*
- The middle level consists of **Hub content** focusing on regularly pushing out content to a targeted group of people. It includes low-budget regular campaigns that reinforce your brand message to your audience. Look at *Epigamia's Food Influencer Campaign, where they collaborated with food influencers to create content featuring their yogurt-based products. Food influencers shared recipes, food pairing ideas, and innovative ways to incorporate Epigamia yogurts in different dishes. They showcased the versatility and taste of the products, driving interest and engagement among their followers. Or when Souled Store collaborated with influencers to promote their products through videos, giveaways and contests.*
- Now, the last one is **Hygiene content** that every brand has to do in order to stay ahead of its competitors in the eyes of its customers. It can also be called an always-on pull strategy that lands people's interest in the brand. It involves "how to" content, questionnaires, FAQs, or anything that keeps the engagement alive on social media. People already know about the brand, and this type of content helps in retaining their existing customers.

The Hero-hub-hygiene strategy works in steps in three simple steps

- Hero first to generate awareness,
- Next hub for consideration
- And hygiene for conversion

And you're good to go!

### c) Third strategy is **BARTER CAMPAIGNS**

Barter campaigns are where influencers are given products or services in exchange of brand promotions. There are no monetary benefits involved for the influencer.

Barter as a strategy can be used for two reasons -

- To understand working with influencers, get product/service feedback, etc.

- And scaled-up barter campaigns can assist in mass awareness/engagement using 100+ influencers

You can send the product directly, or the influencer can make a purchase directly on your website and reimburse them, or you can share a coupon code through which they can order directly without paying.

If we talk about one of the notable barter campaigns by a small brand is the "Mommy Bloggers' Kitchen" campaign by Slurrp Farm, a homegrown brand specialising in healthy and organic food products for children. Influencers created content featuring the products, shared their reviews, and gave their followers discount codes for products. It helped to promote the brand's offerings, reaching a wider audience and driving sales.

But how much budget do you actually need to assemble all the resources and people? Let's discuss that-

First and foremost thing to know is, "*What stage is your company at?*" Is your company ready to invest a certain amount in influencer marketing? -

Say your company is at the starting stage, and is new to influencer marketing, you can go for a Pilot campaign.

Pilot campaigns essentially require a budget of 2 to 5 lakh and can go upto 10 Lakhs. Try out a mixture of 4-6 strategies. Keep track of things and analyze what worked out and what didn't.

But if you're a well-established brand in the market, **you can go-big...** Go-big strategies are all-round objective campaigns. A budget of 10 to 15 lakhs a month is suitable for a pan-India campaign.

Your campaign budget will be dependent on the budgets you are comfortable with. Remember, experimenting is the key to perfecting your strategy for best returns.

We'll have more content in the next video on how to select the right set of influencers depending on various metrics. Stay tuned!

