

INNER CIRCLE

INFLUENCER MARKETING SYSTEM



YOUR INNER CIRCLE INFLUENCER MARKETING SYSTEM

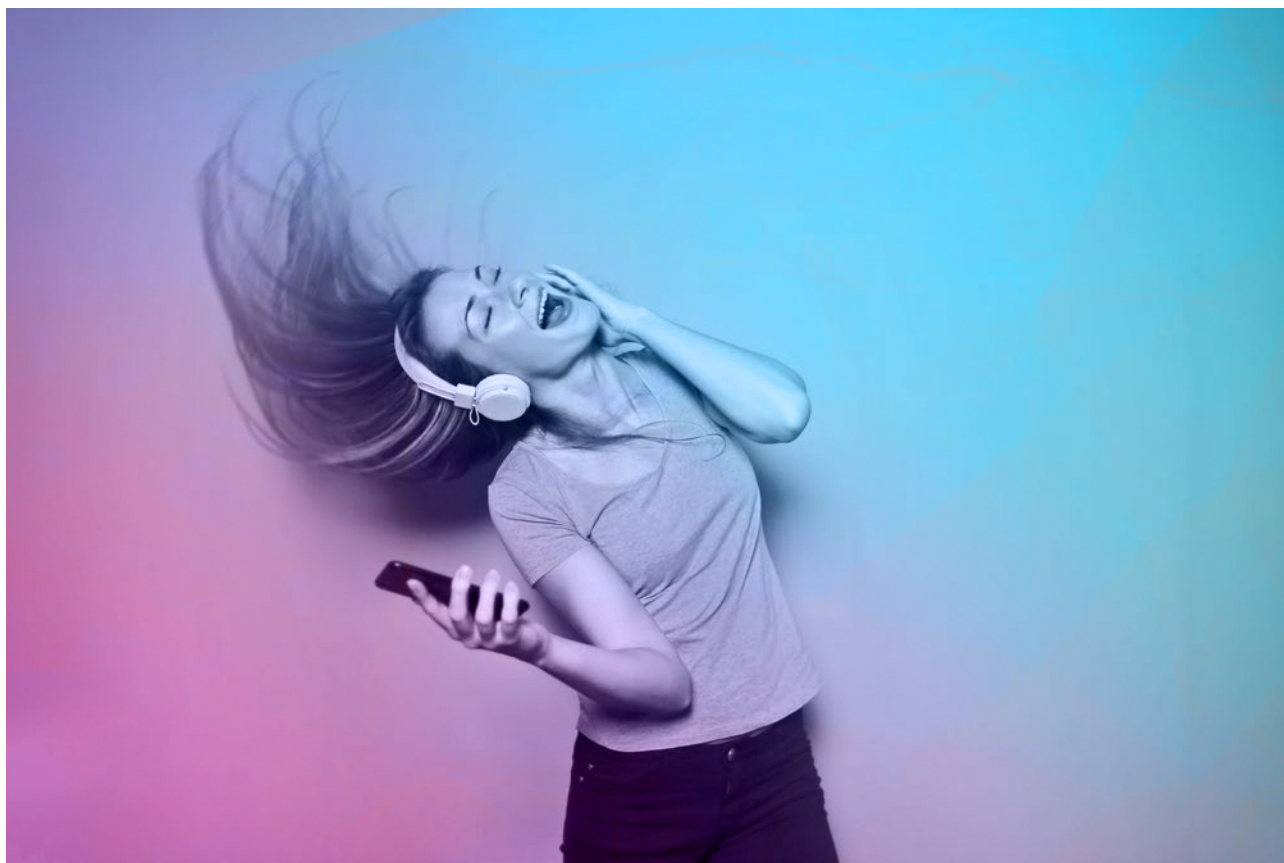
In the broader world of branding and social media marketing, Influencer marketing certainly isn't anything new - but what's so exciting about this strategy is how untapped the opportunity has been so far in our world of Dance Studios.

Long before social media coined the term, consumers have looked to experts for guidance or inspiration.

In fact, inside the Inner Circle and DSOA we talk a lot about establishing yourself as an 'authority' in the industry, and this is just one of the reasons why. Whether you are able to connect with local celebrities, niche bloggers, professional dancers, having 'influencers' in your corner both establishes trust with your public, and can also exert some influence over their purchasing choices.

In our current era of social media stars, the term "influencer" encompasses a wide variety of socially savvy experts who can reach niche demographics - namely, your dance studio's customers.

In this guide you'll discover exactly what influencer and relationship marketing is, and explore the untapped potential of this powerhouse in your studio. We also have laid out your cut-and-paste approach emails and call scripts, as well as a sample agreement that you can plug in and implement right away.





EVERYTHING YOU NEED TO KNOW ABOUT INFLUENCER MARKETING AND YOUR DANCE STUDIO

Well first of all, it's pretty safe to say that it's here to stay.

Which also means that if you're not working on an influencer marketing strategy for your studio, chances are that the studio around the corner from you will be. And if you have a picture in your mind that this is a trashy, Kardashain-esque marketing strategy, we hear you. To be honest, that's probably the #1 hesitation in considering this approach to your brand awareness and Social Media engagement here in the IC.

However, this is no longer the case and there are some incredibly smart, ethical and powerful ways to approach your **influencer strategy that aligns with your goals and values as a studio.**

A robust influencer marketing strategy will often include macro-influencers, "power middle" influencers, micro-influencers, brand ambassadors, brand advocates, employees, and even celebrities, as needed. True optimization means that your studio can understand and optimize the performance of the right group of influencers, at the right time, to meet your goals.

92 percent of people trust recommendations from individuals—even if they don't know them—over brands.

IT'S NOT ACTUALLY ABOUT YOU AND YOUR STUDIO

Studies show that business owners and CEOs today are grappling with some serious issues around declining consumer trust. Driving this decline in trust is the feeling that advertising has become intrusive (*think about the widespread adoption of ad blocking technology, opt-in legislation, and the regulation of chatbots*).

Today your customers and potential dance families want to have more meaningful connections with brands and businesses that they feel stand for something.

The by-product of this is proven and simple - **your ideal consumers would rather hear from real people than brands**, and influencer marketing delivers the connection to more authentic experiences that your dance families crave.

CULTIVATING TRUST WITH YOUR FOLLOWERS

If today's consumers aren't buying marketing messages, to whom are they listening? The answer is other consumers.

92% of consumers read online reviews, and nearly 90% of customers trust online reviews by strangers as much as they would recommendations from friends.

Of course, you know this - right?

Because I am sure that you approach your own consumption in the same way. It's also why we get so frustrated by negative or false reviews on our studio Facebook pages - because we know that these are a powerful, accessible, and influential tool.

And this online trust is translating to dollars.

If you are savvy with your branding, you will recognize that your dance studio's consumers want honesty.

They are also jumping on trends such as real-time social media to hand over the reigns to influencers for a more authentic experience as evidenced by Snapchat's 10 billion daily views, and Facebook Live's 3x longer watch times.

GETTING STARTED

There are 5 key factors in planning and executing your successful Dance Studio Influencer campaign:

1. Planning Your Strategy

2. Influencer Identification & Selection

3. Program Workflow

4. Key Metrics

5. Distribution

PLANNING YOUR INFLUENCER MARKETING STRATEGY

Like any online, offline or social marketing campaign, the very first step is to know your audience. A common mistake that businesses make is to decide first the type of influencers they would like to work with. As always the key is to first step back and look at your audience. Who are you trying to reach? Who is the target market for your message? You can click [here](#) to access our SSF training on defining your ideal audience.

Next, set up your goals for the campaign. These may include Brand Awareness, Increase Enquiries, Gain Social Media followers, and Increase Enrollments / Sales. Once you have worked out your goals, consider how you will measure the success of your campaign. These may roll up to higher level marketing goals or key performance indicators (KPIs) you hope to achieve. By setting up the right tracking methods through your studio software and social media analytics, you'll be able to get a clear idea of where your target audiences are in the decision-making journey.

INFLUENCER IDENTIFICATION & SELECTION

Depending on budgets and scope of your campaign there are a number of different ways to select influencers to work with in your dance studio.

1. **Google** – This is typically the main way businesses find influencers to connect with. This method requires individual searches, then scanning webpages for contact info, and then populating spreadsheets to keep track of it all. A great task for your admin/marketing team, or virtual assistant
2. **Databases** – 'Site-Scraping' is another option to create a meaningful database using publicly available data. These are good places to start but be prepared to spend time vetting each influencer and communicating with them directly.
3. **Networks** – This method of connecting with influencers sits in the middle of a database and a marketplace. A network has relationships with the influencers, but will require that you go through them to reach out.
4. **Marketplaces** – A marketplace will offer the best of database by pulling in real-time information, along avoiding the middleman like you get with a network.

INFLUENCERS COME IN ALL SHAPES AND SIZES AND WITH VARYING LEVELS OF INFLUENCE, INCLUDING:

Celebrity Influencers

These social media stars have broken out and command a pretty penny to work with, but leveraged for their own brand name and cache' of followers. They can deliver on a large scale and are great to use as the face of a campaign.

Content Creators

These are the high volume content producers that have attracted a sizeable audience because they've gotten to know them during their building process. These people know how to create content for a certain type of audience and have data to understand what works and what doesn't - a great example of this for your studio would be a 'mommy-blogger' or a 'fitness-blogger'.

Promoters

These are great at getting the word out and have audiences that range in size. Some are large-deal focused bloggers or podcasters and other are known for spreading the word on what's hot and can help get your brand the attention you are looking for. They will help you scale your outreach efforts with little collaboration.

Advocates and Employees

These brand ambassadors naturally love your brand and can be found online talking about you already. Pay attention to your social channels and invite them to share and create content. These people already love your brand and are willing to talk about what you are doing.

WORKFLOW

The key to any great Influencer Marketing campaign is creating great content. Content that is compelling to your studio's target audience, authentic to yours and your influencer's voice, and delivers your brand objectives.



[CLICK HERE TO DOWNLOAD YOUR CUSTOMIZABLE INFLUENCER APPROACH EMAIL](#)

One way this can be done is by giving your influencers an experience or 'brand immersion' they won't be able to stop talking about. For example - an open house invitation, a free 6-week course, or a social experience with your studio. Experiences provide the creative inspiration influencers crave, and also align nicely with your studio's messaging since you control the atmosphere.

DISTRIBUTION

Using influencers to create content that will attract the right audience is the bedrock of any influencer marketing strategy. But it doesn't just stop with the content being posted on their site, or across their social channels.

So what else can you do with it?

Build a content strategy to extend its usefulness over your whole marketing strategy. Use influencer content in quotes and testimonials. Feature top-tier celebrity influencers in your ads. Even share your content in a dedicated section of your public newsletter or social media.

MONITOR & ANALYTICS

Different metrics and methods for measurement can be used to define your success as it ladders to your original goals. Take a look how online actions map to the consumer decision journey:

As you collect data (this is where a technology solution can be of benefit) you can start to use that data to optimize your influencer marketing efforts. You can rank your influencers based on output, what content resonates with your audience, and which of their social channels are best for distribution.

One effective way to show the return on your investment is your influencer marketing campaign is to determine a dollar value for the content itself, the audience it reached, and the engagement it received to calculate a Total Media Value of your influencer content.

Technology and data are only part of the bigger picture. There is a reason influencers are often referred to as creators. Look for a partner that blends the science of data and technology with the art of experience and expertise, to give you a clear and customized picture of the real impact of your influencer marketing campaigns and strategies.



INFLUENCER AGREEMENT TEMPLATE

CLICK HERE TO DOWNLOAD YOUR CUSTOMIZABLE TEMPLATE

The document is intended to provide general information and guidelines only. It is not a substitute for legal advice. All promotional campaigns should be analyzed on a case-by-case basis for legal compliance.

This Influencer Agreement ("Agreement") is entered into this XXth day of Month, Year, by and between XX Studio (XXX) and the Influencer (XXX).

XX Studio and the Influencer agree:

1. Appointment. XX Studio would like the Influencer's assistance in promoting / offering / selling XX Studio's products via their social media accounts. XX Studio hereby appoints the Influencer as its representative on a non-exclusive, non-employee basis to endorse and promote its services to the target audience.
2. Term. This Agreement shall have an initial term of X and shall automatically renew for additional X terms thereafter unless either party provides thirty days prior written notice of its intention of nonrenewal.
3. Deliverables. The Influencer will deliver the agreed number of posts on the agreed platforms on behalf of XX Studio according to the delivery schedule specified by XX Studio. The Services shall conform to the specifications and instructions of XX Studio as outlined in detail in the attached Schedule of Services, abide by the rules of the relevant social media platforms, and are subject to XX Studio's acceptance and approval. XX Studio has a maximum of XX days to reject any deliverable in accordance with this Section and must notify the Influencer within XX days of receipt of work that additional revisions and/or amendments will be requested.
4. Cancellation. All contractual value must be complete as per contract agreement in order to cancel the agreement, with 10 days notice.
5. Collateral Details. XX Studio shall provide the necessary content and briefing materials to enable the Influencer to perform the influencer marketing services. If the Influencer has obtained employees or agents (the "Influencer Personnel"), the Influencer shall be solely responsible for all costs associated with the Influencer Personnel.
6. Items to Avoid in Influencer Posts: The Influencer agrees to avoid mentioning the following agreed competitors of XX Studio: XX, XX during the dates specified in the agreement. The Influencer agrees to abide by all guidelines set in the Brand Rule Guidelines. (For example, all blog posts, social media statuses, tweets, and/or comments should be in good taste and free of inappropriate language and/or any content promoting bigotry, racism or discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age).
7. Approval and Content Origination: The Influencer understands that all promotions and products they promote as part of this agreement are controlled by XX Studio. The Influencer assumes all responsibility for verifying that the campaign materials used meet XX Studio's approval.
8. Confidentiality and Exclusivity. During the course of the Influencer's performance of services for XX Studio, the Influencer will receive, have access to and create documents, records and information of a confidential and proprietary nature to XX Studio and customers of XX Studio. The Influencer acknowledges and agrees that such information is an asset of XX Studio or its clients, is not generally known to the trade, is of a confidential nature and, to preserve the goodwill of XX Studio and its clients must be kept strictly confidential and used only in the performance of the Influencer's duties under this Agreement. The Influencer agrees that he/she will not use, disclose, communicate, copy or permit the use or disclosure of any such information to any third party in any manner whatsoever except to the existing employees of XX Studio or as otherwise directed by XX Studio in the course of the Influencer's performance of services under this Agreement, and thereafter only with the written permission of XX Studio. Upon termination of this Agreement or upon the request of XX Studio, the Influencer will return to XX Studio all of the confidential information, and all copies or reproductions thereof, which are in Influencer's possession or control. The Influencer agrees that

during the tenure of this agreement, and for a three-month term afterward, the Influencer will not undertake influencer marketing for a competitor in the same vertical as XX Studio.

9. Compensation. In full consideration of the Influencer's performance, his / her obligations and the rights granted herein, the Influencer shall be paid the amount agreed upon between the Influencer and Advertiser. This includes any agreed bonus incentives should the Influencer meet the agreed targets. The Influencer will otherwise perform the services at his/her own expense and use his/her own resources and equipment. The Influencer acknowledges that the agreed upon compensation represents the Influencer's entire compensation with respect to this agreement and XX Studio shall have no other obligation for any other compensation to or expenses or costs incurred by the Influencer in connection with the performance of its obligations under this agreement.
10. Material disclosures and compliance with FTC Guidelines. When publishing posts/statuses about XX Studio's products or services, the Influencer must clearly disclose his/her "material connection" with XX Studio, including the fact that the Influencer was given any consideration, was provided with certain experiences or is being paid for a particular service. The above disclosure should be clear and prominent and made in close proximity to any statements that the Influencer makes about XX Studio or XX Studio's products or services. Please note that this disclosure is required regardless of any space limitations of the medium (e.g. Twitter), where the disclosure can be made via Hashtags, e.g. #sponsored. The Influencer's statements should always reflect the Influencer's honest and truthful opinions and actual experiences. The Influencer should only make factual statements about XX Studio or XX Studio's products which the Influencer knows for certain are true and can be verified.
11. Payment Terms. Payment can be made by PayPal or check/money order to the address given by the Influencer. Payments will be due seven days after the agreed invoice date.
12. Force Majeure. If either party is unable to perform any of its obligations by reason of fire or other casualty, strike, act or order of public authority, act of God, or other cause beyond the control of such party, then such party shall be excused from such performance during the pendency of such cause.
13. Independent Contractor. The Influencer is retained as an independent contractor of XX Studio. The Influencer acknowledges and agrees that (i) The Influencer is solely responsible for the manner and form by which the Influencer performs under this Agreement, and (ii) The Influencer is a self-employed individual, who performs services similar to the services outlined in the attached Schedule of Services for various entities and individuals other than XX Studio. The Influencer is responsible for the withholding and payment of all taxes and other assessments arising out of the Influencer's performance of services, and neither the Influencer nor any of the Influencer's employees or independent clients shall be entitled to participate in any employee benefit plans of XX Studio.
14. Choice of Law. This Agreement shall be construed and enforced pursuant to the laws and decisions of State / Country.