

Promote Fitness on Social Media as a Micro-Influencer

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The Rise of Influencer Marketing

- Why influencer marketing is a trend
- What makes someone an “influencer”?
- Qualities that brands look for in an influencer

Influencer Terminology

- Ambassador
- Mega, micro, nano
- Partnership / collaboration
- Exclusive versus freelance
- One-off versus relationship

Getting Started as a Micro-Influencer

- What’s your niche / specialization / USP?
- What’s your sphere of influence (i.e., audience)?
- Influencer platforms: Social media (especially Instagram), blog, YouTube, podcast
- Follower numbers versus engagement (% engagement)
- Media kit

Micro-Influencer Content Creation

- Content creator versus content distributor
- Content angle: reviews, tags/mentions/shout-outs, ambassador, master trainer/educator
- Packaging posts or videos (e.g., roundup, haul, focused topic, listicle)
- Writing authentic social captions
- Staying on brand
- Planning posts/Stories in advance; editorial calendar

What to Know About Brand / Influencer Partnerships

- Be selective; the brands / influencers you work with ultimately reflect your brand
- Manage expectations — awareness versus sales
- Tracking ROI, traffic and/or conversions
- Deliverables: photography; video; blog post; social posts (which platforms, how many); brand messaging or tone; use of specific links, savings codes, hashtags, etc.
- Brand / Influencer Agreement
- Paid collaboration versus free product (one-time pay versus retainer)
- #sponsored and other disclosures (FTC regulations)

How to Reach Brands (or Influencers) for Collaborations

- Traditional PR or ad agencies
- Brand / influencer agencies
- Pitch directly to brands / influencers
- Search and interact on social
- Gain attention with non-sponsored posts (user-generated content – UGC)

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