



To many brands and agencies, influencer marketing is a significantly rising need. Like any segment of marketing, influencer marketing comes with very specific processes and risks, and requires a SIGNIFICANT level of specific expertise. But as the industry is growing, so is the number of influencer marketing agencies and platforms. Which one should you choose?

Is the influencer marketing agency selecting the influencers based on a strong alignment with the campaign objectives, and after strict vetting, or because of an existing privileged relationship or access to a database?

You should have access to the following information:

- Audience matching details
- Details on the relevance to the campaign
- Details of cross-platform and media vetting against conflicts of interest, or risks and elements that may backfire against the brand

Is the influencer marketing agency ensuring that all local applicable regulations pertaining both to influencer marketing and the specific campaign market vertical are adhered to?

The influencer marketing agency should confirm that:

- it has a sound understanding of specific regulations (ie mandatory disclosures like paid partnerships)
- They have the capacity to be pro-actively involved with relevant industry bodies, like the MSA that regulates the marketing activities for the health industry in South Africa
- The relevant codes of practice per industry are adhered to

Ensure that the influencer marketing agency has:

- a sound understanding of all risks specific to the influencer marketing industry, and appropriate mitigating processes in place
- processes in place to perform a full vetting/due diligence on each influencer to identify potential conflicts of interest or anything that may backfire on the brand

Most of the industry's big fails are related to a mismatch in expectations and unclear or non existing contracts. Does the influencer marketing agency have contracts with the influencers that clearly detail all expectations and cover for most risks and protects the brand equity?

- Ask to review the influencer contract ensure that everything is detailed and accounted for

Is the influencer marketing agency recognised in the field, and does it have a clear track record in aligning deliverables with expectations?

- Ask for references from reputable clients
- Request case studies

Influencer Marketing is a fairly new industry comparatively, with no standardised terms and definitions. Does the influencer marketing agency speak the same language as you?

- Discuss and clarify all terms and metrics with the influencer marketing agency to ensure complete alignment

At R-Squared, we tick all the boxes