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HOW TO MEASURE YOUR RETURN ON INFLUENCER SPEND





INTRO

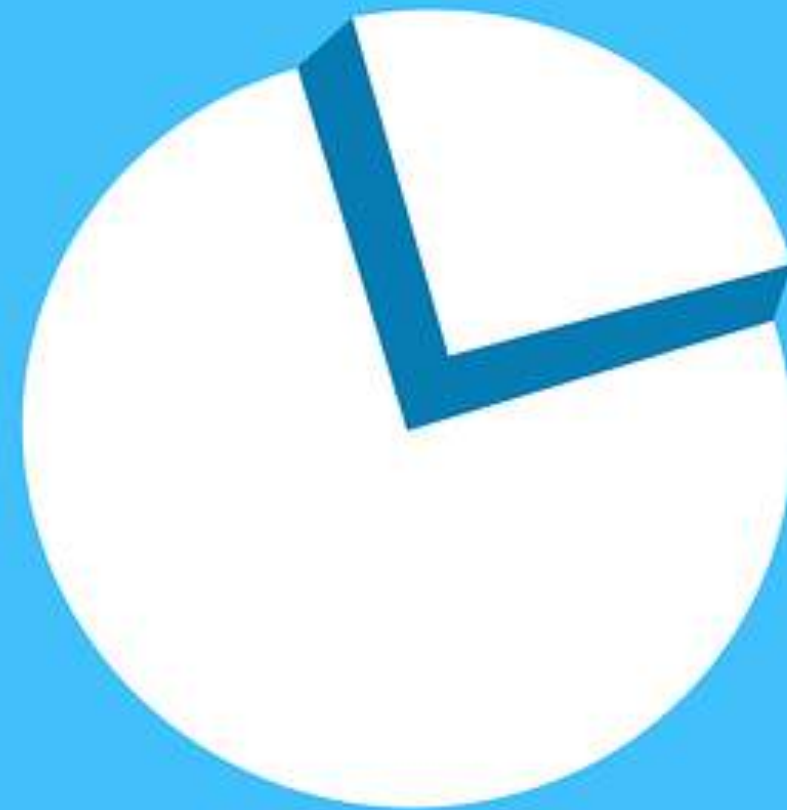
Brands partner with influencers to achieve a number of objectives, from awareness to conversions. That means the optimal way to measure your return on influencer spend, or ROIS, is highly dependent on your campaign's goals.

With such high variation in measurement across the influencer space, tracking ROIS has become a core challenge of the industry.

76% of marketers listed measuring the return of influencer spend as their number one challenge.



Once you've identified a measurable, time-based objective for your campaign, what steps should you take to measure your ROIS?



FIVE METHODS OF ROIS MEASUREMENT



**Brand
Awareness**



**Consumer
Engagement**



**Brand
Sentiment**



Conversions



**Specialists &
Software**



BRAND AWARENESS



If your campaign's objective is to build brand awareness, it's crucial to measure the rate at which influencer content is being consumed. This is quantified by blog views and social impressions.

These metrics, unlike reach, represent the actual number of people who saw a piece of content. Associating a campaign with a unique hashtag assists in identifying the content you need to measure as well.

The ability to gauge the number of consumers who experienced a campaign provides insight into how effectively influencer content drove brand awareness.

Unlike influencer marketing, traditional advertisements calculate brand awareness through estimated impression ranges. Influencers enable marketers to measure brand awareness with concrete data.





CONSUMER ENGAGEMENT



Is your influencer campaign implemented to boost consumer engagement? If so, you should be analyzing how your target audience reacts to content.

Influencers with large followings may result in a higher number of impressions, but there's a big difference between passively seeing content and actively engaging with it.

Engagement is typically measured by shares, comments and likes, ranked in that order. To measure the overall success of an engagement-focused campaign, calculate your contents' engagement rate.

Encouraging active participation, influencer marketing results in up to 16x more engagements than brand-led advertisements.



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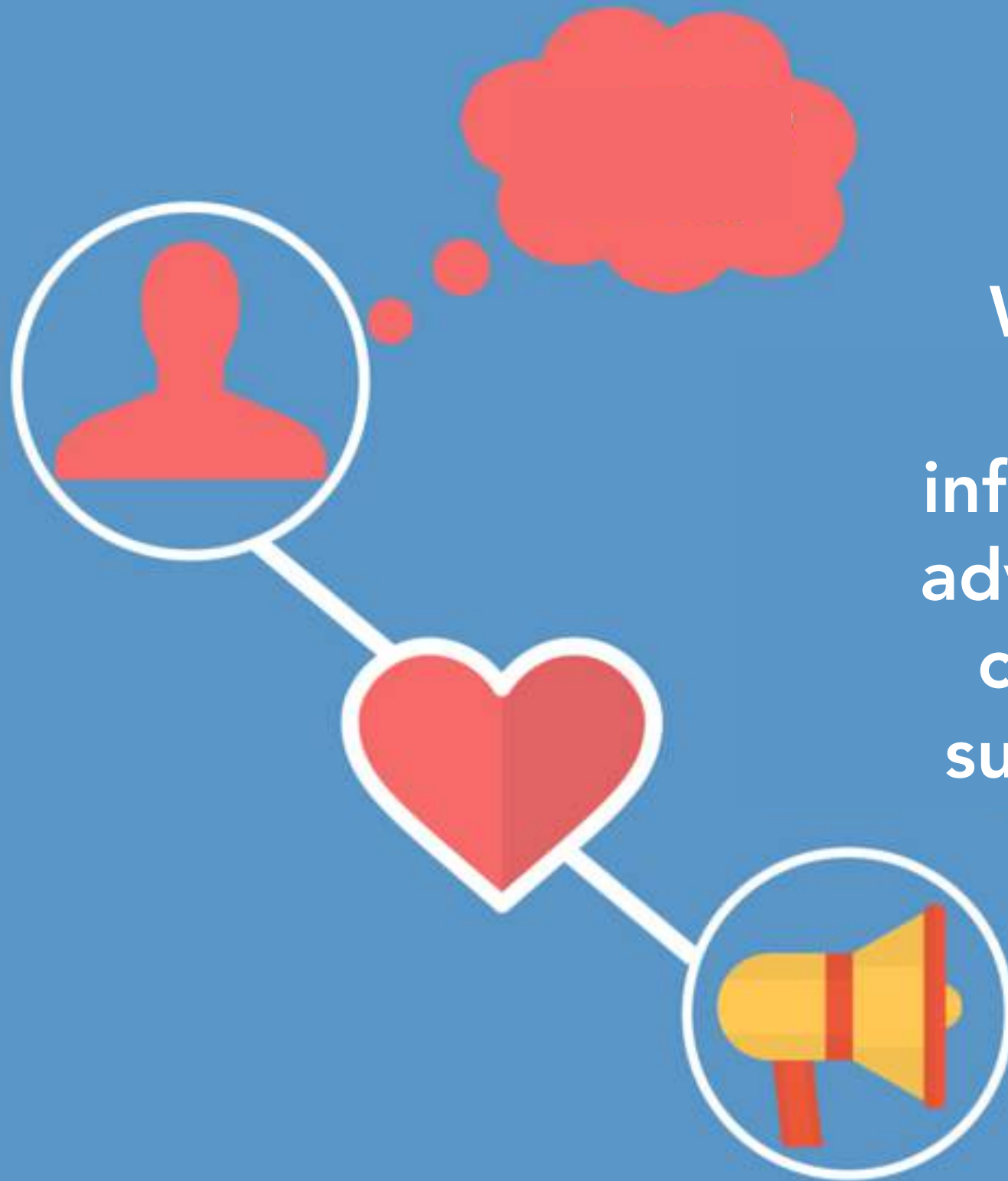
BRAND SENTIMENT



Some influencer campaigns are focused on consumers' perception of a brand. To measure opinion, marketers must analyze brand sentiment.

Marketers can examine impressions and engagements to calculate a campaign's impact on brand sentiment. You can determine the rate of positive, neutral and negative responses to content, providing an understanding of consumers' assessment of a campaign.

This assists in determining what content, key messages and interests resonates best with your target audience.



Without explicit access to consumer reactions via influencer content, traditional advertisers must rely on more complicated methods, like surveys, to determine brand sentiment.



CONVERSIONS



If your campaign is driving a specific call-to-action, like sales, subscriptions or contests, you need to measure the rate at which influencer content sparked consumer action.

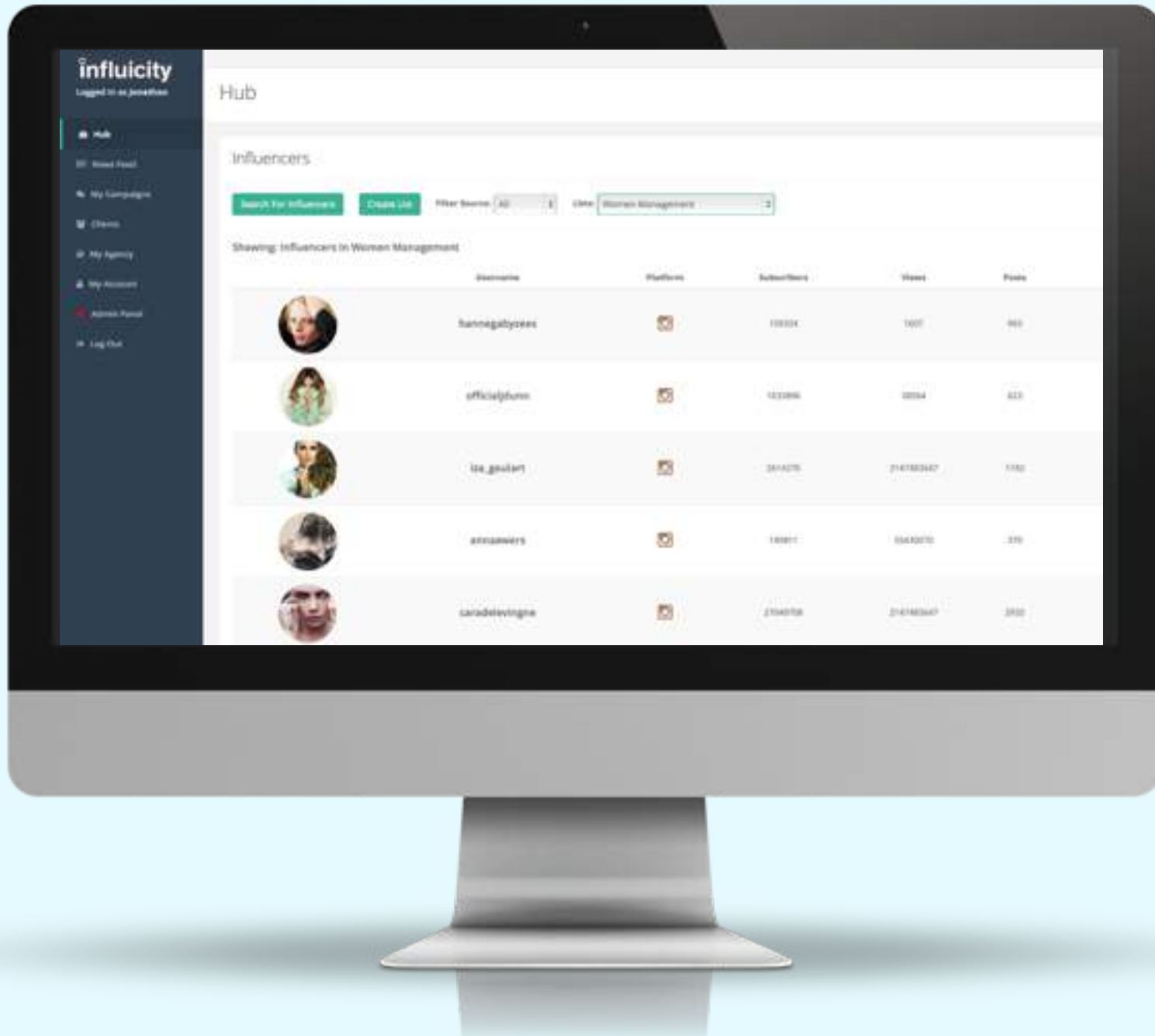
Marketers can track conversions and determine if actions are associated with an influencer campaign. By providing influencers with unique links, conversion pixels and promotion codes, you can easily identify what conversions are attributed to your influencers' efforts.

By leveraging these tools, you will know with certainty how many conversions each influencer is responsible for.



Due to influencer marketing's digital nature, marketers can not only monitor conversions but pinpoint what content drove consumer action. With traditional advertisement's lack of ability to trace conversions back to a specific ad, measuring a campaign's conversions is far more difficult.

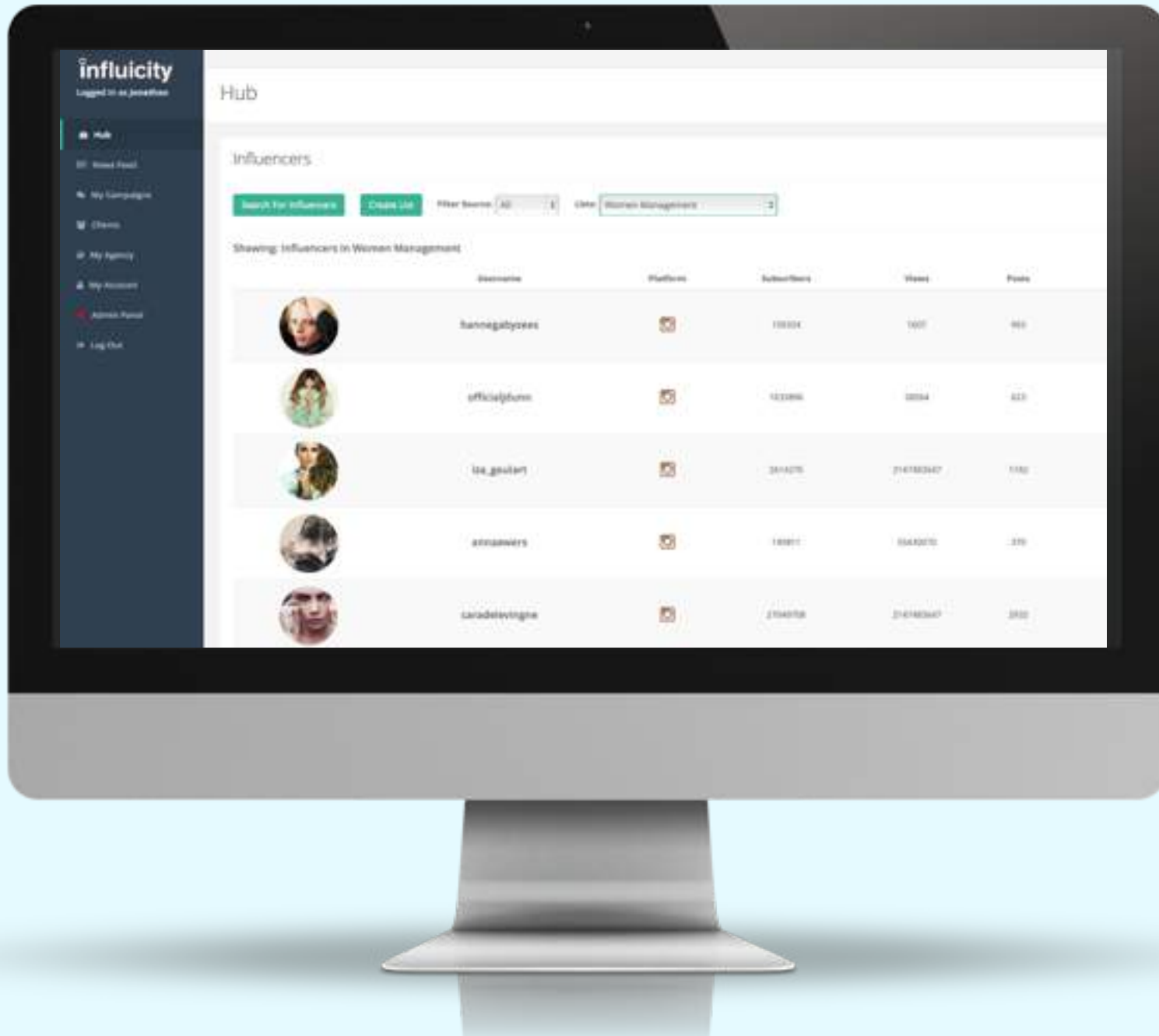




SPECIALISTS & SOFTWARE

When in doubt, seek a specialist out. All influencer campaigns can be measured. If you are struggling in identifying the correct method to track your ROIS, use a third party specialist or software.

From influencer agencies to data-driven technology, there are a number of solutions to measuring the return of influencer spend. If you are questioning the accuracy of your own calculations, seek out a partner in the space.



ABOUT INFLUCITY

We are leaders in influencer marketing.

Influicity is a tech company enabling marketers, agencies, and publishers to **manage & scale** their influencer operations.

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