

Influencers: Organic Influencer Outreach

Hi this is Susan. Now that we've identified influencers it's time to talk about how and when we should reach out to them. Nailing this strategy is vital, because unlike a standalone marketing campaign, a strong influencer relationship can continue to drive value for our brands long after the first engagement.

Influencer marketing can take many forms. Some may cost money, such as sponsorships. Some may be organic, such as product testimonials or co-marketing. BuzzSumo is most useful for two specific influencer marketing tasks. Influencer identification and organic influencer outreach.

Organic influencer outreach is relational, not paid. The goal here is to build our network and look for ways to collaborate with others. This means thinking about what we can offer to influencers, as well as what they might offer us. It's also a long-term strategy. It takes time to build relationships with leaders in our industry. So, how do we do it?

To start, here's something we shouldn't do. We shouldn't mass email a list of influencers with a link to our company's latest blog post, and ask them to share it. We're saying email marketing has no place, but these types of emails offer nothing of value to the influencer. At best, they aren't very effective. At worst, they get our email sent directly to spam.

Instead, one of the simplest things we can do first is to enthusiastically join the influencer's audience. We can share, like, and comment on their posts. We can quote them in our content. BuzzSumo makes this easy with outreach lists.

Influencers can be added to one or many outreach lists by clicking the box beside their names. Once the list is established use the content tab to find the most recent articles and videos published by the influencers on your list. Share them, comment on them, link to them.

Influencer marketing is a long-term strategy, but it's a daily activity too. We should ideally spend at least a few minutes every day building these relationships.

Once we've spent some time investing in a influencer's content, we will have created a relational base. Now, it's time to look for other ways to connect. For example, is there a conference we'll both be attending? If we have a product or service we could offer a free trial. If we host events we might offer a ticket, or create a separate gathering for industry thought leaders. We can also leverage our own content. If we publish research we can offer it to an influencer for review first, before the content goes live.

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Organic outreach takes time to gain traction. That means we need to get going long before we can comfortably ask for what we need from our influencers.

Every collaborator is also a potential sharer. If you're concerned that you don't have enough experience or clout in an industry to make connections with top tier influencers, look for people who have a smaller but highly engaged audience and begin your outreach there. A few strong micro influencers maybe even better than one macro influencer.

To recap

- Begin nurturing your influencer relationships long before you want to ask for something. Use BuzzSumo for influencer identification, and organic influencer outreach.
- Focus on the value you can offer to influencers.
- Begin with promoting other's content, and look for ways to collaborate.