



MAVERICK MINDSHARE

Own the Conversation

10 Things Your Next Influencer Campaign Must Have to Be a SUCCESS!

Set the Stage:

- Have clear expectations from your internal stakeholders.
- Set up the right channels, platforms, and content.
- Establish the right budget - there is such a thing!
- Set one clear goal (not 5, not 4, not 3, not even 2. ONE!)

Create Raving Fans:

- Target the right consumer.
- Create messaging that resonates with your ideal consumer (and doesn't alienate).
- Select the right influencers (niche, platform, audience).

Cue the Lights:

- Take a collaborative approach.
- Manage with precision - yes, this is also a thing!

Rock the ROI:

- Reporting and analytics that showcase insights with your data.

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