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Micro-Influencer Marketing Checklist

Working with micro-influencers can be a complex process. Make sure you don't miss a step with this simple checklist.

- ☐ Find influencer
- ☐ Review influencer's blog and/or social presence
- ☐ Confirm influencer shares content relevant to your niche
- ☐ Gather influencer contact information (using Hunter.io)
- ☐ Share influencer's content on social media (optional)
- ☐ Comment on influencer's blog (optional, if applicable)
- ☐ Tweet question to influencer (optional)
- ☐ Generate idea for project to collaborate on
- ☐ Establish goals and KPIs
- ☐ Establish compensation model
- ☐ Send outreach email
- ☐ If no response in one week, send follow-up email
- ☐ Establish and share guidelines for guest influencer content
- ☐ Establish meeting time to discuss project
- ☐ Execute project
- ☐ Measure results (increased engagement, shares, etc.)
- ☐ Schedule follow-up communication with influencer to continue relationship

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