How to Pick the Right Influencers for Your Destination & How to Work with Them
• 15+ years working in public relations, marketing, communications and events in Montreal, Miami and Toronto.

• Over her years in the industry, Nicole has worked a range of tourism, travel, fashion, beauty, arts and entertainment, cannabis, cultural events and festivals, hospitality, F&B, tech, health and wellness, nightlife, charity/non-profit and design clients

**Nicole Amiel**

_Director, Eastern Canada, Beattie Tartan_
PRESENTATION OVERVIEW

- Influencer Marketing Fast Facts
- Determining Audience & Goals
- Selecting Influencer
- Communication
- Contracts
- Hosting Best Practices
- Follow-Up
Quick Survey:

How many have you ever used an influencer code to purchase an item?

How many of you have ever been inspired to purchase something after seeing it styled or used on an influencer?

How many of you have visited a restaurant or exhibit in this city or another city after learning about it from an influencer?

As much as we love to hate them, working with influencers is a strategy **that does work.**
The increase in influencer marketing in the last five years mirrors the decrease in print advertising. Brands will spend $15 billion on influencers by 2022.

17% of companies spend over half their marketing budget on influencers.

89% of companies who use influencer marketing say ROI from influencer marketing is comparable to or better than other marketing channels.

Businesses are making $5.20 for every $1 spent on influencer marketing.

63% of marketers intend to increase their influencer marketing budget in the next year.

91% of millennials trust online reviews as much as friends and family.

50% of consumers will take some action after reading a positive review.
Determining Audience & Goals

Questions to ask yourself

1. Who is your organization’s target audience? Create a marketing persona including:
   • Age
   • Gender
   • Occupation
   • Residence
   • Interests/Hobbies

2. What platform is this target audience found on?
   • Instagram
   • Facebook
   • Tik Tok
   • YouTube
   • Blogs/Web Pages

3. What is the end goal of engaging with an influencer?
   • Promote a new product
   • Increase business traffic
   • Grow social media following
Influencer Research

Once you’ve determined your target audience and campaign goals - research influencers that fit within your parameters.

**Tips for researching:**

- Search for articles of top bloggers/influencers in your area/industry

- Research the influencers you are already aware of - look at which influencers they follow/engage/partner with to make yourself familiar with less mainstream influencers

- Search relevant hashtags to the type of influencer you are looking for i.e. #yyzmom #torontoinfluencer #kingstonontario #kingstonontario #ygk #kingston #ygklove

- Use influencer databases like Cision or HYPR

- Ask your network. Looking for an influencer that promotes recreation? Have a sporty friend? Ask them who they follow!
Influencer Selection

Selection criteria:

- Authentic relationship with product/service - influencers that promote brands/services that they are authentically connected to invoke a larger trust within their audience

- Influencers audience directly aligns with your organizations target audience

- Number of followers isn’t everything - an engaged audience > a large audience
  - consider using tools like Hypeauditor or social blade to determine engagement rate:
    - Abide by engagement rate chart: (most influencer fall in the 2.4%+)
      - less than 1,000  –  8%
      - 1,000 to 10,000  –  4%
      - 10,000 to 100,000  –  2.4%
      - 100,000 to 1,000,000  –  2%
      - 1,000,000+  –  1.7%
Influencer Selection

Selection criteria:

- Budget - generally speaking the more followers an influencer has the higher price tag they come with

- Ask for their rate card and media kit; you can also request case studies of similar campaigns that they have worked on with brands, destinations or operators
Once you’ve selected your chosen influencer it’s time to reach out to see if they are interested in the partnership and if so, what type of engagement they are accepting.

Most influencers have their email address on their social media channels and/or website. To remain professional, email communication is encouraged.

Direct messaging through social platforms can be used as a secondary communication tool that tends to be more casual in nature with the ask directly upfront and then moving the conversation to email in order to complete the tactical organization (contract agreement, asset delivery, etc.). Using email is also recommended so that you have a record of all communications should anything go awry.

**Three different types of engagements:**

- **Paid Sponsorship** - Direct payment to the influencer for the type of content they are publishing. Each influencer has their own rate that they charge for different types of posts (blog, social media feed, social media stories, etc.).
- **Hosted** - Having the influencer experience your services with their visit being paid for.
- **Gifted** - Sending products to influencer for them to “unbox” at home.
Communication (cont’d)

Due to the high volume of requests that influencers receive, the subject line of the email is extremely important to capture influencers attention and have your email stand out from the crowd.

Must-have elements to include in initial email:

- Brief overview of your organization/ background on your company
- Connection on acknowledging you understand the influencer’s brand/interests and reason why you think they are a great fit
- Brief overview of the ask/campaign
- Request for media kit or bespoke pricing for your program
- And ask if they are interest in exploring a collaboration further
Developing Contracts

Items to include in contract:

• Compensation
• Visitation and posting dates
• Timeline
• Type of content/ deliverables agreed upon
• Key messaging to include
• Social handles and hashtags to include

Clauses to consider including in contract:

• Influencer cannot post competitive brand for 1-2 weeks before or after post
• Influencer cannot tag any other brand in the post
• Influencer must send content for approval ahead of posting
• Influencer must provide developed content to organization for reshare
• Influencer must send campaign analytics
• IMPORTANT: Influencer must also uphold health and safety standards especially in times of COVID and respect the supporting partners.
Developing Contracts

Examples from BC:

Content follows the following best practices:

- Videos are socially optimized (vertical/square orientation, designed for sound off, attention grabbing, short)
- Music rights are in place for videos featuring music
- Watermarks aren’t featured on photos
- Marketing-speak ( cliched words and phrases) is avoided or used sparingly
- Content is factually correct and free of grammar and spelling errors
- Content is descriptive, factual and specific (brand journalism vs. content marketing)
  - Content adheres to the following safety and responsibility best practices:
    - Lifejackets and PFDs are visible on all persons in a vessel on the water (paddleboard, canoe, kayak, boat, etc.)
    - Skiers and snowmobilers are wearing backpacks if they are in a backcountry area
    - Skiers, snowmobilers, and bikers are wearing helmets
    - No public drinking is visible and there is no evidence of public drinking
    - Dogs are in areas where dogs are permitted (Provincial, National, and public parks)
    - Tents are in a legal camping area
    - People are in a legal hiking area and on designated hiking/walking trails
    - Campfires are in a legal fire area and there is no fire ban when sharing or promoting content in real-time
    - Does not feature unsafe activities (i.e. backflips off rocks or cliffs)
    - Does not feature illegal activities
    - If content is shot with a drone, the content captured is in legal area for shooting with drone and was captured with all proper permissions and licences
    - It is an actual place/experience a traveller to BC could go to/have
    - Wildlife is respected (respectful distance, no human interactions, not being fed)
    - Seasonal and geographic dispersion are considered; lesser known areas are featured
KEY BRAND MESSAGING:

Thank you for your interest in sharing the story. Below are some of the key brand messages surrounding the resort to share with your audience. We look forward to exploring a collaboration with you further.

- Take back family time at [Resort Name] where family memories can last forever. The resort is a perfect home away from home with a wide variety of accommodation options, suited for families of all sizes.
- Beach lounges, fringe lounge, daily summer hot pools, beach yoga, beach cabanas, and outdoor fire pits.
- Relax and enjoy oceanfront view.

FAMILY

- Adventure and outdoor activities, including water sports, bike rentals, sailing, and golf.
- Kids club, supervised by trained professionals, for ages 4-12.
- nightly kid’s meals, including a children’s menu.

SURF STORM

- Fresh fish & chips, fish tacos, burgers, and more, all cooked in the ultimate Tofino surf and surfari.
- Selecting a piece of land to build your own surf and surfari.
- Every suite at [Resort Name] has a fully-equipped kitchen making dining in easy. Enjoy a variety of restaurants in the area.
- On-site fitness center includes a fully-equipped kitchen making dining in easy. Enjoy a variety of restaurants in the area.

CUISINE

- Brunch at [Resort Name] includes a rotating menu with local specialties.
- Tasting menu with local specialties.
- Healthy, seasonal, and sustainable menu.
- Brunch at [Resort Name] includes a rotating menu with local specialties.

ROMANCE

- Relaxes the stage for romantic crystal gifts. Sign-up and recharge together.
- Sunset boat ride, private wine tasting, local chocolate, and chocolate, wine and chocolate, and chocolate, wine and chocolate.

PHOTOGRAPHY STANDARDS

- Images should be authentic and not edited to enhance the destination.
- Images should be high-quality and feature the destination.
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LET US LEARN MORE ABOUT YOU

We're excited that you're interested in staying with us! While undertaking activities as a resort ambassador, we of course ask that you please display respect for tourism partners, visitors, and the environment. We also ask that you understand this is a media agreement and coverage for media exposure, at or outside of the resort, is expected.

Please outline a few preferred visit dates + number of nights requested

Accommodation preference (# of birds)

Number of travellers in group

Full names of all travellers (please detail ages of any traveller under 18)

Diabetes and allergies of all travellers

Do you plan to travel via a car?

Are you planning to celebrate anything in particular? Do you have any special requests?

Please outline your contact information

E-mail: __________________________

Cellphone number: __________________________

Address: __________________________

Are you able to provide a minimum of two additional high-res photos that the supporting partner can use for advertising and promotional use?

When will the posts/coverage go live?

Samples of work (blog posts, social media collaborations)

INSTAGRAM

Instagram handle + number of followers

Number of Instagram static posts you will share that feature the resort

Number of Instagram stories you will post per each day of visit

Do you agree to tag (geo-tag) and mention @pacificsands (and supporting partners) in your posts? (Please answer yes or no)

Do you agree to mention @pacificsands in your Instagram stories for the duration of your time in Tinio, allowing the resort to share your content?

Do you agree to include a swipe-up to pacificsands.com in your Instagram story?

Are you planning to add your star to your story highlights?

Do you agree to screenshot your Instagram story analytics and share with us within 5 days of your stay? (Please answer yes or no)

BLOG

Website URL and UVM
Influencer Campaign Agreement

Client: [Client name]
Campaign: [Campaign name]
Date: [Date]

This letter when executed by you [Influencer name, handle] and us (collectively – on behalf of our client) shall constitute our agreement for [Client name] and influencer campaign. For receipt of which is acknowledged, we agree as follows:

1. Influencer Campaign: [Influencer name] will provide the following:
   a. Instagram Stories (2-frame)
      Details: In-store trying on coats and additional outfits
      Requested Date/Time: April 4, 11am
      No approvals
   b. Instagram Stories (4-6 frame)
      Details: Product knowledge about items (worn outside or home), remind followers to attend in-store event on April 11 at Pacific Center – include 10% off code (see f. below).
      Requested Date/Time: April 11, 9:30am
      No approvals
   c. Instagram Static Post (Carousel)
      Details: Featuring spring launch items and encourage followers to come to store for personal appearance. Photo does not have to be taken in store.
      Requested Date/Time: May 7, 8:30am
      Approvals required: Please send photo and caption for review prior to posting
   d. Attendance at a store on May 9, 12:30pm
      Minimum commitment: 1 hour attendance
   e. Tagging in all content:
      MaxMara Vancouver
      @MaxMara
      Geotag: Pacific Centre
   f. Other
      • Special offer details: [Influencer name] to offer followers exclusive 10% discount when they present the code [Code] from April 11-13 at Max Mara Pacific Centre
      • Exclusivity: [Influencer name] agrees to post content exclusively for [Client name], free from other partnerships/promotion/brands during the agreed upon dates of collaboration outlined above.

2. Influencer Fee: [Client name] will provide the following, by [Date]:
   a. $____ CAD in fee, payable to $____
   b. $____ CAD worth of contra (products)

3. Influencer Agreement:
   a. Agreement: The Influencer understands that all promotions and products they promote as part of this agreement are controlled by the Advertiser. The Influencer assumes all responsibility for verifying that the campaign materials meet the Advertiser’s approval.
   b. Compensation: In full consideration of the Influencer’s performance, to the extent and conditions outlined herein, the Influencer shall be paid the amount agreed upon between the Influencer and Advertiser.
   c. Exclusivity: The Influencer agrees to post content exclusively for [Client name] and will not work with any other partners, sponsors, or promotions that may conflict or overlap during the contracted period.
   d. Assignment: The Influencer assigns all rights, interests, and obligations under this agreement to the Advertiser.

4. Commissions:
   The Influencer shall be paid as agreed upon between the Influencer and Advertiser.

5. Rights and Responsibilities:
   a. Intellectual Property: The Influencer agrees to protect the Advertiser’s intellectual property and trademarks.
   b. Confidentiality: The Influencer agrees to maintain confidentiality of the Advertiser’s proprietary information.

6. End of Contract:
   The contract shall terminate automatically upon completion of the agreed-upon services.

7. Termination:
   a. Cause: The contract may be terminated by either party for cause, including but not limited to failure to meet agreed-upon obligations.

8. Entire Agreement:
   This agreement constitutes the entire understanding between the parties and supersedes all prior negotiations and agreements.

9. Governing Law:
   The governing law for this contract is [State].

10. Waiver:
    A waiver of any provision of this agreement is not a waiver of any other provision, and a waiver at any time or on any occasion shall not be construed as a bar, prevention, or preclusion of any similar waiver at any other time or on any other occasion.

11. Headings:
    The headings in this agreement are for convenience only and are not intended to define, limit, or describe the scope or extent of the agreement.

12. Assignment:
    The Advertiser may assign this agreement to any affiliated company or subsidiary without the Influencer’s consent.

13. Complete Agreement:
    This agreement, including any attachments, constitutes the complete and exclusive agreement between the parties and supersedes all prior negotiations and understandings.

14. Successors and Assigns:
    The rights and obligations of the parties shall be binding upon and inure to the benefit of their respective successors and assigns.

15. Entire Agreement:
    This agreement constitutes the entire understanding between the parties and supersedes all prior negotiations and agreements.

16. Governing Law:
    The governing law for this contract is [State].

17. Waiver:
    A waiver of any provision of this agreement is not a waiver of any other provision, and a waiver at any time or on any occasion shall not be construed as a bar, prevention, or preclusion of any similar waiver at any other time or on any other occasion.

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    The Advertiser may assign this agreement to any affiliated company or subsidiary without the Influencer’s consent.

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21. Successors and Assigns:
    The rights and obligations of the parties shall be binding upon and inure to the benefit of their respective successors and assigns.

22. Entire Agreement:
    This agreement constitutes the entire understanding between the parties and supersedes all prior negotiations and agreements.

23. Governing Law:
    The governing law for this contract is [State].

24. Waiver:
    A waiver of any provision of this agreement is not a waiver of any other provision, and a waiver at any time or on any occasion shall not be construed as a bar, prevention, or preclusion of any similar waiver at any other time or on any other occasion.

25. Headings:
    The headings in this agreement are for convenience only and are not intended to define, limit, or describe the scope or extent of the agreement.
Hosting Best Practices

- Create an itinerary that walks through the experience step-by-step that leaves every box checked so the influencer doesn’t have to coordinate any part of their visit.

- Prep team internally for who to expect and directions on how to ensure they have a positive experience; providing a picture of the influencer is extremely helpful as well as written instructions for FoH staff.

- If available - have the person that coordinated the experience connect with the influencer in person to put a face to the name and further develop the relationship.

- Provide your organization’s top quality experience - you can’t control what the influencer is going to say but you can control the quality of their experience.

- Add an element of surprise - include something in the experience that the influencer wasn’t expecting for an authentic, real-time element of surprise and delight.
<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Address</th>
<th>Reservations Required, Allergies, Food restrictions, etc.</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00/30 PM</td>
<td>Travel from TO to Kingston by car</td>
<td></td>
<td>Bryen Dunn will be traveling from TO to Kingston by car. He will need to rent a car for the duration of his stay. Fuel and rental costs are estimated to be $250. The hotel has a car rental agreement with the local rental company.</td>
<td></td>
</tr>
</tbody>
</table>
| 3:00/00 PM | Check in to Frontrancs Club    | 225 King St E, Kingston, ON K7L 3A7 | Confirmation: 270923939
Room: Double Suite
Room number: 204
Check-in: 03:00 PM Friday, 2 October 2020
Check-out: 11:00 AM Sunday, 4 October 2020
Rooms: 1
Nights: 2
Adults: 1
Arrival time: 36
Dietary Requirements: 36
Cancellation policy: There is a 7-day cancellation policy for individual guestroom reservations. There is a three-week cancellation policy for group accommodation bookings and meeting rooms.
Guarantee policy: Rates are based on single & double occupancy. A full gourmet breakfast is included in the rate. Check-in time is after 3:00 p.m. Arrangements can be made for check-ins before 3:00 p.m. and after 11:00 p.m. Please contact the Club directly to settle these issues.
Parking policy: Parking at the hotel is complimentary for our registered guests. | Steve Weir |
| 4:30/00 AM | Kingston Coffee House         | 322 King Street East | If you're looking for a coffee pick me up, we recommend stopping by Kingston Coffee House. Enjoy beautiful views of Springer Market Square and City Hall. Bottles of wine are sold outside the coffee shop or you can sit in the square that has additional seating. $10 Gift Card purchased | Nicole Amiel |
| 6:30/00 PM | Atomics- Supper               | 71 Brock St, Kingston, ON K7L 2Z9 | Steak Italian bistro & bar offering pizza, pasta & some Mediterranean dishes with a modern focus. Reservation made under his name, $75 gift card purchased. | Allison Migneault |
| 8:30/00 PM | Free time recommendation: Mustikki | 73 Brock St, Kingston, ON K7L 1R8 | If looking for an after-dinner outing, Mustikki Cafe hosts live music every evening and supports all musicians and artists locally, nationally, and internationally. It's located next door to Atomics. They're best known for their huge selection of fine whiskey and unique varieties of espresso, espressos based coffee, and drip coffee. This Friday, local Kingston band [atomicsband] will be performing. Cover and reservation not required, tips accepted. | Bonnie Rudock |
Follow-up

*So what is the ROI on influencer marketing?*

The ROI can be difficult to measure so the follow-up with the influencer is crucial to determine the analytics they received on their content.

Consider analytic tracking platforms like [Dove Tail](#) that capture the campaign analytics for you.

The follow-up also provides the opportunity to discuss future partnership opportunities to keep an open line of communication between your organization and the influencer.

An additional way to track ROI is by providing the influencer with a promotion code to provide to their audience track how many purchases/visitations were made from the partnership.
IN CONCLUSION

1. Look at engagement thoroughly and check out their audience 
   (followers are NOT everything)

2. Clearly outline the expectations to the influencer

3. Create a thorough contract outlining all details

4. If you don't have a budget, get creative with service offerings, events and mailers - they may work for contra if you provide something exclusive that they could get anywhere else

5. Track the ROI as best as you can - creating a code or a specific hashtag may allow you to more easily track the program’s success
Thank you!