

AGENCY GUIDE: **THE DEFINITIVE GUIDE TO** **IMPROVING CAMPAIGN** **PERFORMANCE AND CLIENT** **RELATIONS**

KEY POINTS



Choosing creators is arguably the most important part of an influencer marketing campaign. Agencies must consider multiple factors to ensure a successful collaboration, such as the influencer's relevance to the brand, the audience they reach, and the type of content they produce. These elements are fundamental to campaigns that meet the client's objectives and maximise return on investment (ROI).



Vanity metrics, such as followers and likes, can be misleading and fail to reflect a campaign's true results. Brands must, instead, focus on metrics that directly relate to their business objectives, such as conversion rates and ROI.



Agencies play a critical role in executing influencer marketing campaigns and **educating brands on the most effective metrics** and strategies. The most critical tasks are highlighting meaningful metrics, showing platform-specific benefits, and demonstrating the long-term effects of influencer partnerships.



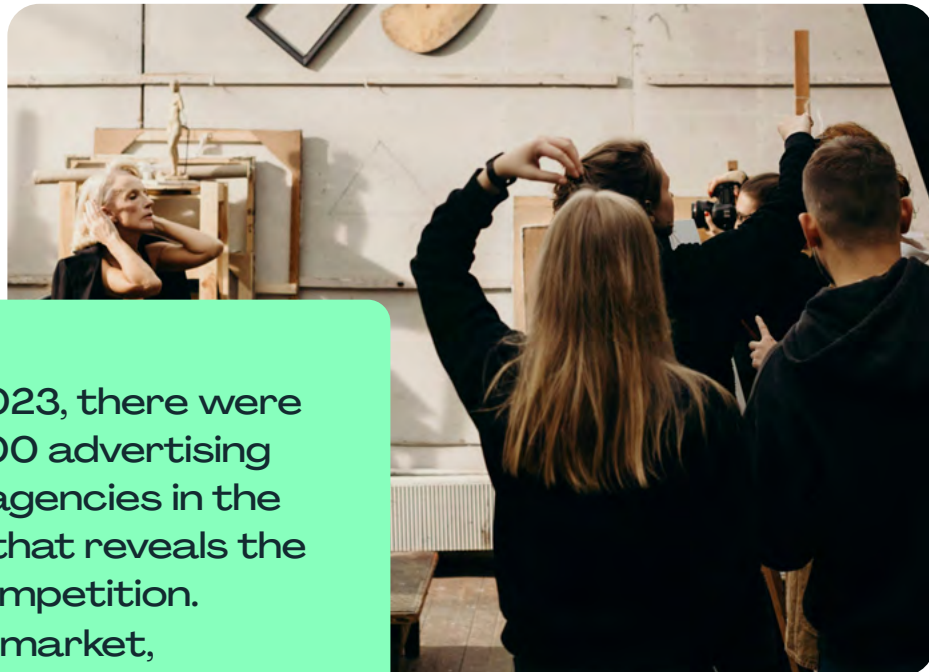
Successful influencer marketing isn't solely about immediate gains; it should also **encourage long-term relationships and increase brand loyalty**. Agencies should emphasise the importance of sustained engagement and the cumulative effect of ongoing partnerships with influencers.

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INTRODUCTION

At the end of 2023, there were more than 17,000 advertising and marketing agencies in the UK. It's a figure that reveals the sector's high competition. In this crowded market, effective campaigns and excellent customer relationship management are crucial. This comprehensive guide from Kolsquare shares proven tactics and practical tips that can boost your campaign performance and strengthen ties with your clients.





Analysis of the current situation of influencer marketing in the UK

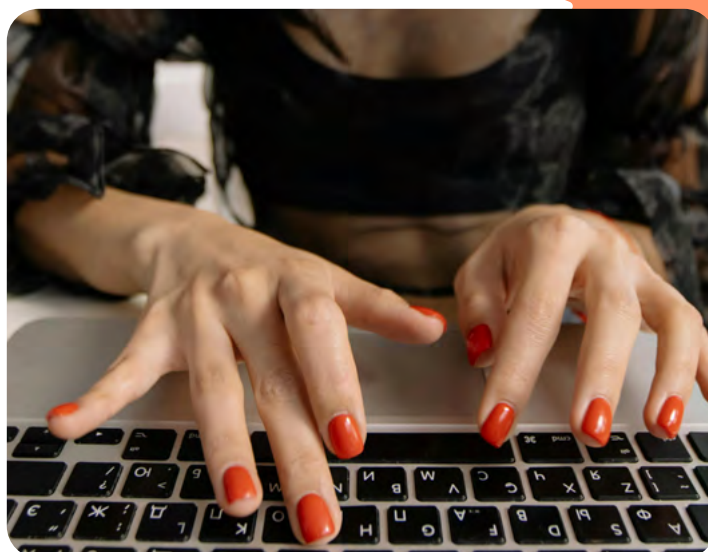
In the UK, influencer marketing continues to be one of the fastest growing parts of the marketing sector, with an estimated spend of **£896m** in 2024. In addition, **1 in 4 marketers** now use influencer partnerships to achieve their brand objectives.

Despite this growth, many brands approach these campaigns hesitantly. They only allocate, on average, 0.08% of their budgets to influencer marketing. With little available cash, brands must optimise resource use to maximise impact. However, it shows great potential. Studies show that influencer collaborations achieve an **ROI up to three times higher than other types of marketing**, even **with an average of 62% less investment**.

When it comes to the perception of influencer marketing, **69% of retail marketers** consider it a beneficial way to build brand awareness. In addition, brands seek to increase online traffic and clicks (62%) and direct sales growth (62%). They also see growth in reach and engagement (46%).

Metrics like reach and engagement are essential performance indicators to judge brand visibility. Other noteworthy objectives include closeness, credibility, and brand perception.

However, there is variation in the prioritisation of goals between **agencies and advertising professionals: agencies emphasise strategy, authenticity and analytics, while advertisers** prioritise reach, influence, engagement, and recommendations.



TikTok, Instagram, Facebook, and YouTube are the leading platforms for influencer marketing in the UK

TikTok, Instagram, Facebook, and YouTube are the leading platforms for influencer marketing in the UK in 2024. Around half of the UK population uses Instagram, 4 out of 5 use YouTube, and 2/3^{ds} use Facebook. In contrast, **only 1/3rd uses TikTok**. However, that number has doubled in the last two years due to the platform's fast growth.

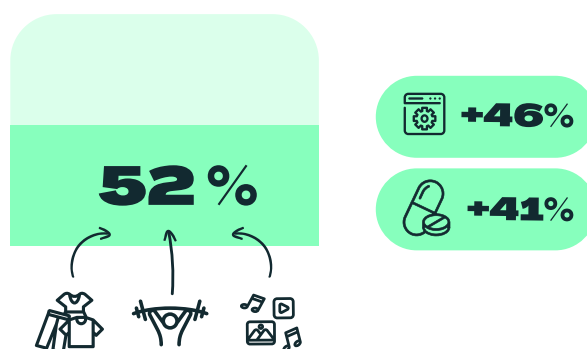
However, **TikTok is the top network for difficult-to-reach Gen Z audiences**, with **76%** of Gen Z smartphone owners engaging with the platform.

Instagram is the preferred platform for Millennials, representing 50% of the total audience.

Branded content and paid content

In terms of branded content, Instagram experienced a slight decrease of 6%, while **TikTok showed a significant increase of 215%**. This increase signals that a growing number of brands are leveraging TikTok's potential to reach target audiences.

Similarly, the value of paid content on **Instagram has increased by 2%**, while **TikTok saw a 66% increase**. These trends show the evolution of content and advertising spending on both platforms.



Leading market sectors

The **Sports & Fitness, Fashion, and Entertainment industries** are leading the field in influencer marketing. Together, they account for 52% of the market's media value. US and UK consumers favour food & drink and beauty content for influencer marketing, while Gen Z prefer fitness, gaming, and lifestyle topics.

However, it is worth noting the growth in the **Tech & Software sector, which gained 46%** network value.

Similarly, the Pharma sector has shown a promising 41% growth. These expanding markets indicate a progressive shift towards implementing influencer marketing initiatives in areas historically dominated by traditional advertising.

Lack of compliance with influencer marketing rules

Regulatory compliance in influencer marketing is still far from a reality. **An EU study** showed that, while 97% of influencers published branded content, only 20% followed legislation to **include hashtags or descriptions that indicate the content is advertising**.

It is estimated that only **1 in 4 pieces of content follow the rules**. Against this backdrop, agencies can play an important role in improving compliance by ensuring influencers are transparent and honest.

PERSPECTIVE ON THE CRUCIAL ROLE OF AGENCIES AS INTERMEDIARIES IN THE UK MARKET

Agencies play an important role in influencer marketing in the UK because they **connect brands with influencers** who can effectively promote their products or services.

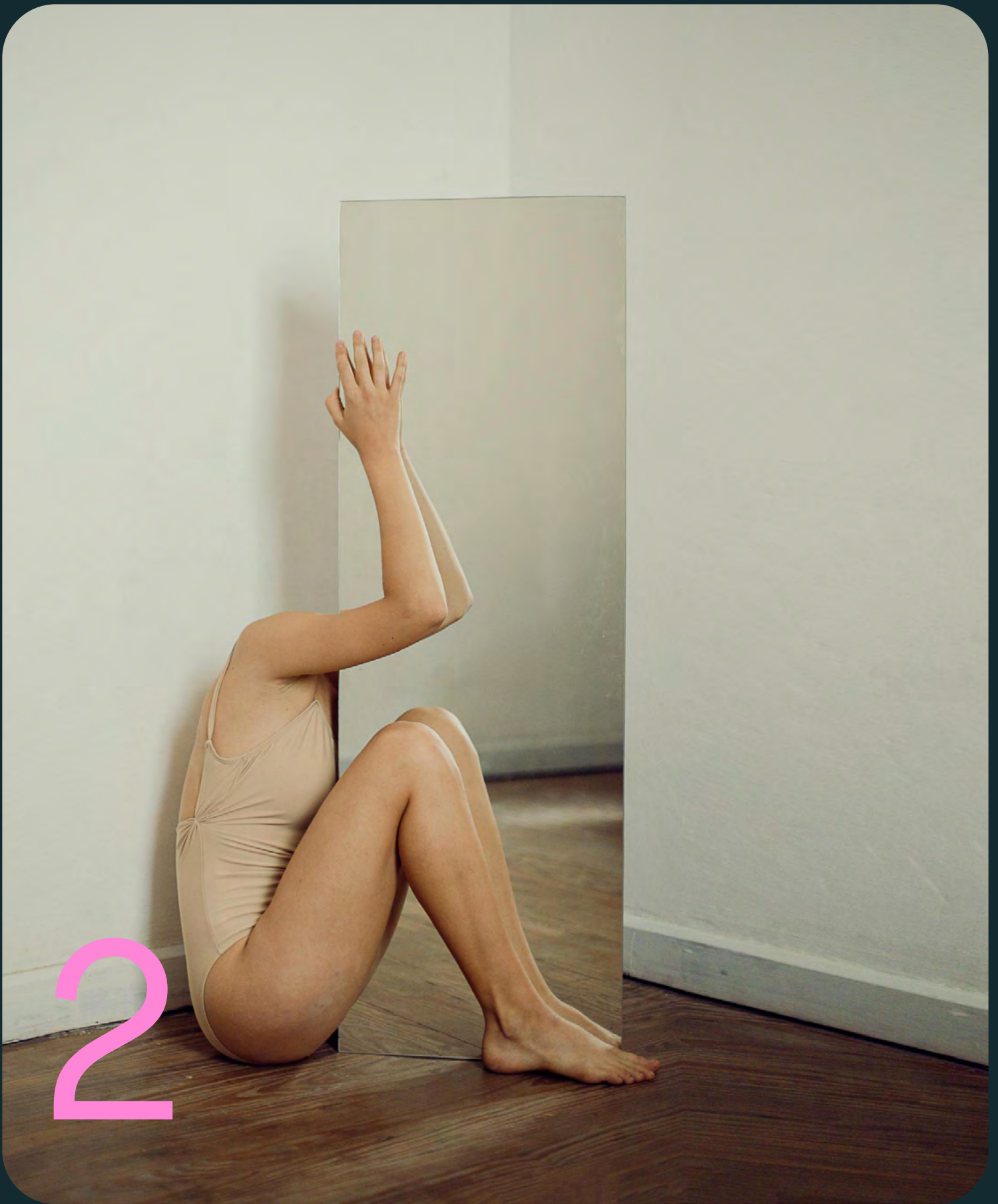
As an agency, you are experts in developing strategies that help brands successfully reach their target audiences through influencer collaborations.

Throughout this creative and, at times, complex process, agencies play several key roles. Firstly, they help brands discover influencers with a similar target audience who create content relevant to their industry. They are also responsible for establishing partnerships and agreements between brands and influencers. Agencies aim to ensure that both parties benefit mutually from any collaboration. They can also assist in managing and monitoring influencer marketing campaigns to check objectives are met.

Agencies add value through their **experience and knowledge of the influencer marketing sector**. They maintain an awareness of the latest trends and the best practices influencers should employ to promote products and services.

Crucially, agencies also have access to an established network of influencers. They can build relationships with these influencers and use their experience to ensure fluid and serious negotiations.













Selection of influencers and relevant metrics

When it comes to influencer selection, agencies must consider several factors, such as the influencer's relevance to the brand, their audience, and the type of content they produce. These factors ensure they create campaigns that effectively achieve the client's objectives.

These are some of the most important metrics to evaluate when selecting the best profiles:

|  METRICS |  DEFINITION |  CALCULATION |  RELEVANCE |
|--|--|--|---|
| Outreach | The total number of people who see the influencer's content. | Total number of views/ impressions. Unique to the influencer's content. | High |
| Engagement rate | The percentage of the audience that interacts with the influencer's content. (likes, comments, shares) compared to the total number of followers | Engagement Rate = (Interactions / Total Followers) * 100. | High |
| Click-through rate (CTR) | The percentage of the people who view the influencer's content who click on a link. | CTR = (Number of Clicks / Number of Impressions) * 100 | High |
| Conversion Rate | The percentage of people who take a desired action (e.g. make a purchase, register) after clicking on the influencer's link or promotional code. | Conversion Rate = (Nu- mber of Conversions / Number of Clicks) * 100. | High |
| Return on Investment (ROI) | The ratio between the net profit generated by the influencer campaign and the cost of the campaign. | ROI = (Profit - Invest- ment) * 100. | High |
| Overlap Audience | It allows brands to analyse the overlap of audiences in the campaigns, i.e. the audience share of an influencer that matches the audience of another creator. | Information obtained through the Kolsquare platform. | High |
| Compliance Score | This metric helps brands assess whether KOLs follow legal regulations around social media posting. It evaluates KOLs' Instagram posts and Reels from the last three months to determine their compliance with the legislation. | Information obtained through the Kolsquare platform. | High |

|  METRICS |  DEFINITION |  CALCULATION |  RELEVANCE |
|--|---|--|---|
| Brand Sentiment | The general perception and attitude towards the brand by the audience, after being exposed to the influencer's content. | <ul style="list-style-type: none"> -Social listening -Surveys | Medium |
| Brand awareness | The extent to which the influencer's content increases brand awareness and familiarity among the target audience. | <ul style="list-style-type: none"> -Volume of mentions and searches. -Traffic statistics -Increase in the number of followers. | Medium |
| Audience demographics | Detailed information about the demographics (age, gender, location, interests of the influencer's audience). | <ul style="list-style-type: none"> - Use of specialised platforms -Third-party reports. | Medium |
| Quality of content | The quality and relevance of the content to the brand and campaign objectives. | <ul style="list-style-type: none"> - Engagement - Relationship of the content to the audience. | Medium |
| Prints | The total number of times the influencer's content is published, regardless of whether it is clicked on or interacted with. | <ul style="list-style-type: none"> -Specialised platforms -Statistics for each social network, on Instagram, for example: $\frac{\text{Total Interactions}}{\text{Total Reach}} = \text{Engagement.}$ | Low |
| Voice fee | The percentage of the overall conversation about a topic or industry that the influencer's content takes up. | <ul style="list-style-type: none"> -Value of visibility of your brand / Value of total visibility of the market = Share of voice. | Low |

A. ROI IS KEY TO BRANDING STRATEGIES

Each of the above metrics is highly important for the development and evaluation of influencer marketing campaigns. However, ROI is arguably the most valued achievement for brands.

To measure the ROI of a campaign, agencies can use a variety of metrics, including:



COST PER ENGAGEMENT (CPE):

This metric measures the cost associated with generating certain types of engagement, such as likes or comments, through an influencer's content. It is calculated by dividing the total cost of the influencer campaign by the number of interactions generated. Brands can compare the CPE from influencer marketing with other forms of advertising, such as paid social media advertising.



COST PER ACQUISITION (CPA):

CPA determines the cost of acquiring a new customer through an influencer marketing campaign. This metric considers both the total cost of the influencer campaign and the number of conversions achieved. It is calculated by dividing the total cost of the influencer campaign by the number of conversions generated.



RETURN ON ADVERTISING SPEND (ROAS):

ROAS measures the revenue generated by an influencer marketing campaign relative to its cost. It is calculated by dividing the revenue generated from the campaign by the total cost of the campaign.



CUSTOMER LIFETIME VALUE (LTV):

LTV assesses the total revenue generated by a customer over the course of their relationship with a brand. Influencer marketing can help increase LTV by introducing the brand to new customers and encouraging repeat purchases. The calculation is the average purchase value multiplied by the average number of purchases per customer per year multiplied by the average length of customer relationship.

By using these metrics (CPE, CPA, ROAS and LTV), agencies can give brands valuable insights into the financial impact of their influencer marketing campaigns and help them optimise their future campaigns for better results.



3

Content strategy development and
contract negotiation

Understanding creators' rights and the influencer marketing industry is essential for establishing successful and mutually beneficial collaborations between brands and creators. This extensive knowledge forms a strong foundation for effective negotiations, resulting in beneficial campaigns for both parties. Therefore, we have prepared a list of strategies and practices that enable you to negotiate fruitful deals for your clients.

Establish a clear budget and boundaries

Before starting the influencer selection or negotiation process, it's crucial to clarify the represented brand's budget. The client must define the funds they are willing to invest in the campaign and their objectives.

When it comes to negotiating the influencer's pay, the best outcome is undoubtedly a deal in which both parties feel happy and valued. Navigating this path involves a combination of **transparency, flexibility and respect, along with a deep understanding of market standards.**

HOW TO HANDLE PRICE OBJECTIONS

Dealing with objections to costs is a common part of any negotiation. It is important to approach these disputes with empathy and understanding by clearly explaining the reasons behind the offered rate and keeping the discussion constructive. Other productive strategies include listening carefully to concerns, approaching the conversation in a professional manner, and being willing to adjust the rate to increase the likelihood of finding a mutually beneficial solution.

PROVIDING VALUE BEYOND MONETARY COMPENSATION: ADDITIONAL CREATIVE OPPORTUNITIES

When a brand cannot match the payments offered by larger companies, it can offer additional creative opportunities as an effective negotiating tactic. This approach adds value and can improve the terms of the deal for the influencer, resulting in more equal gains.



Research the influencer and prepare a customised proposal

With a clear budget and KPIs, finding influencers who suit the client's needs is possible. Before contacting them, it is necessary to research their profiles to understand their audiences, content style, metrics, and rates. Use this information to prepare a customised proposal, including details about the duration of the collaboration, the number of publications, the brand's message, and the expected investment.

SIMPLIFY ANALYSIS WITH THE SUPPORT OF TECHNOLOGICAL TOOLS

There are an estimated 98,000 active influencers of various audience sizes on social networks in the UK. With this vast pool of creators, analysing and selecting the best profiles for each client is a real challenge for agencies. However, thanks to advances in technology and artificial intelligence, it is possible to simplify analysis and discovery by tracking key metrics, such as reach, engagement, follower growth, and audience demographics, with a couple of clicks.

Platforms such as [Kolsquare](#) offer everything above, in addition to tools for campaign management, identification of relevant influencers for a specific brand, content analysis, approximation of collaboration costs, and comparative analysis of different influencers.

Initiate negotiation and define achievable KPIs

Once you have submitted your initial proposal, wait for a response from the creators you wish to collaborate with. If they are interested, discuss specific details such as:

- ✓ Frequency of publication and deadlines.
- ✓ Types of campaigns and content.
- ✓ The call for action.
- ✓ KPIs and targets you plan to achieve.
- ✓ Details of exclusivity and durability.
- ✓ Creative expectations.

THINKING ABOUT LONG-TERM PARTNERSHIPS

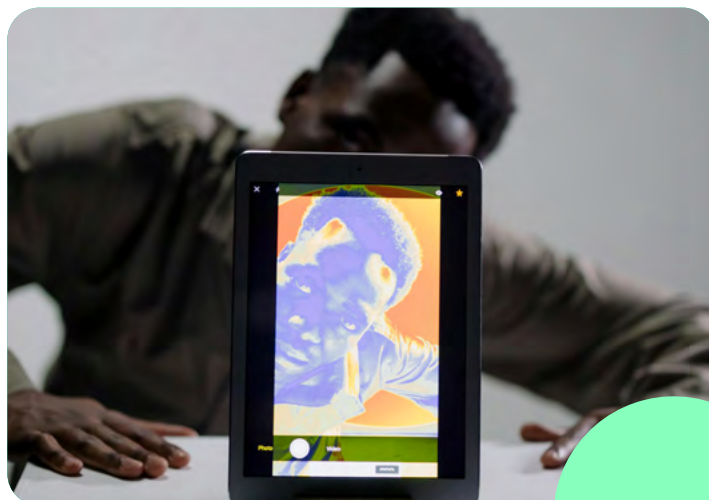
When negotiating collaborations with influencers, focusing solely on one-off campaigns is unlikely to develop lasting relationships. However, showing long-term commitment can increase the trust and confidence influencers and their communities feel towards the brand, thus fostering stronger and more successful relationships.



Establish clear terms in the contract and rights of use

Once both parties agree on the details of the collaboration, it's time to formalise the agreement through a contract. Make sure to include clear terms about the duration of the collaboration, content usage rights, and any exclusivity clauses.

Formalising the agreed terms in a contract makes them more easily legally enforceable and adds transparency. The contract will also serve as a reference point for obligations and responsibilities throughout the collaboration, protecting the interests of both parties.



EDITIONS AND CONTENT CHANGES

It is important to include the number of revisions and edits expected from the influencer within the contract to avoid disagreements. This number should be reasonable and consistent with the agreed fee. If unlimited revisions are requested, the influencer may, rightly, require additional compensation for their time and effort.

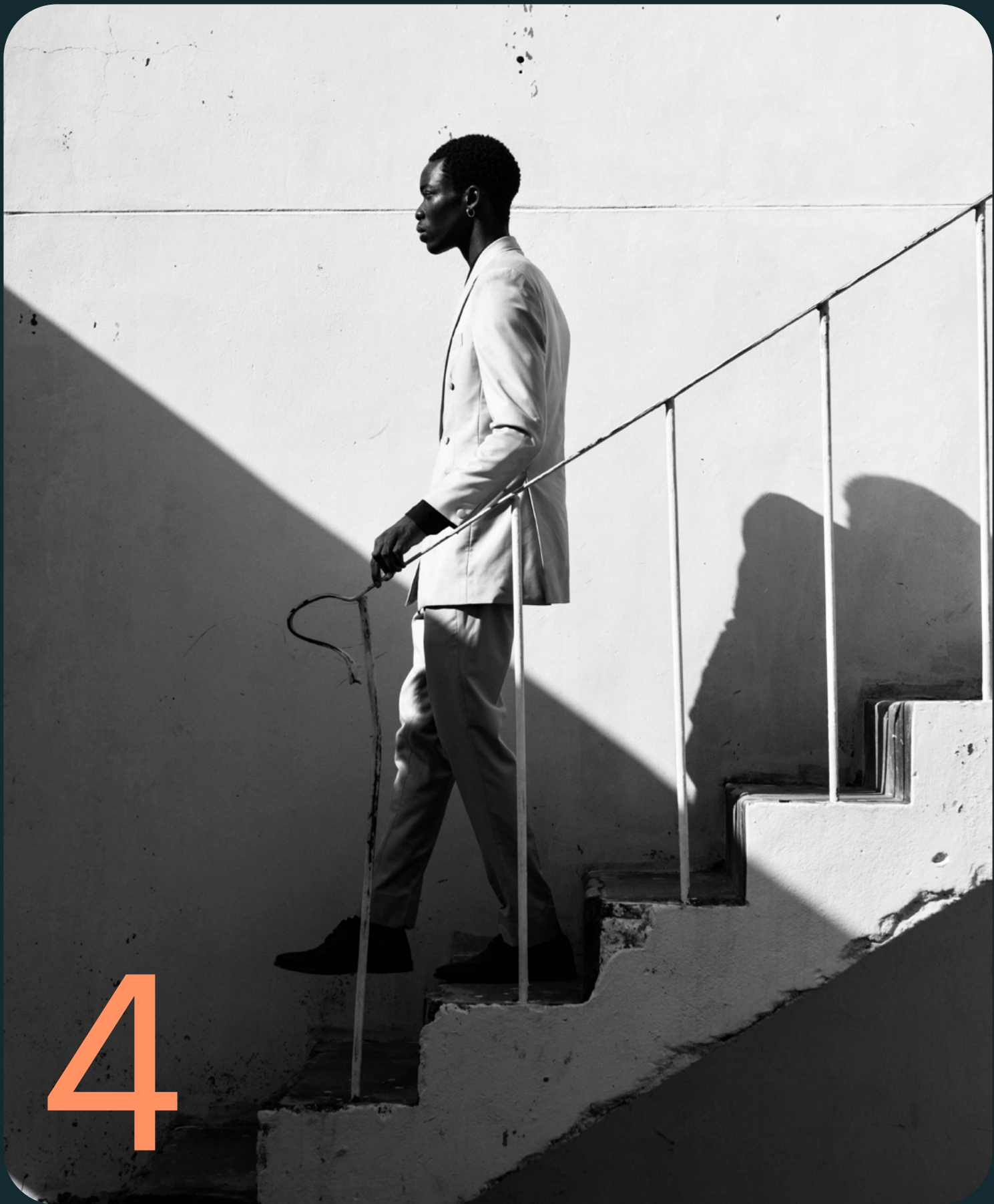
Maintain constant communication

After the negotiation is complete, the contract is signed, and the campaign officially starts, it is crucial to maintain open and consistent communication channels. Regular follow-ups and consistent feedback help maintain and improve the relationship with the brand and influencer. This also forms the basis for future partnership opportunities.

IN THE CASE OF DISAGREEMENTS, USE EXPECTATION MANAGEMENT TOGETHER WITH MONITORING AND FOLLOW-UPS

The most appropriate way to avoid tensions is to closely monitor influencers' activities to ensure they comply with the agreed requirements. This may include tracking social media posts, reviewing content before publication, and monitoring customer interactions. Consistent monitoring can help to identify and address any problems or misunderstandings quickly.

By following these steps and strategies, you will be able to negotiate contracts with influencers effectively, ensuring that the brand image is respected and that all legal and commercial requirements are met. Open communication and transparency are key to building successful long-term influencer relationships.



Campaign optimisation and reporting



As stated at the start of the guide, it is estimated that there are around [17,000 advertising agencies](#) in the UK. These agencies have undergone a technological transformation in recent years to prioritise digital media, including influencer marketing services in their portfolios. The high competition in the market demands that agencies develop strong pitches that motivate brands to choose them.

For this reason, we have prepared tips to help you create a compelling pitch that convinces potential clients to work with your agency.

A. HOW TO BUILD A STRONG CASE FOR SELLING INFLUENCER MARKETING CAMPAIGNS

✓ PROVIDE RELEVANT DATA AND STATISTICS FOR YOUR CLIENT:

Just like journalists undertaking investigative work, influencer marketing agencies should provide context to their clients. Concrete data that answers clients' questions will give them a more complete picture. Consider the following commonly asked questions: *Why invest in influencer marketing now? What is the potential impact? Why is it relevant to them?* The goal is to convince the client that there are benefits they are missing out on.

✓ PERSONALISE THE CAMPAIGN WITH CLEAR COMMERCIAL OBJECTIVES:

Although many marketers today understand the value of collaborations with influencers, agencies must keep making solid arguments that justify decisions and proposed marketing plans. The best way for brands to visualize the development and results, beyond simple social media posts, is to clearly outline the business objectives of each action. When developing the presentation, show the brand how your customised plan will help them achieve their business objectives. Cover all the details, from influencer suggestions to trends and metrics.

✓ SHOW COLLABORATION EXAMPLES:

Presenting your clients with potential creators that fit their vision and brand values can help them visualise the potential collaboration. Share basic metrics about influencers (such as audience size, engagement level, video viewing rate, etc.) and explain why you think they're a good fit.

✓ SHARE SUCCESS STORIES FROM OTHER CLIENTS:

Show how other brands benefit from influencer marketing campaigns. You can do this using your own client portfolio, respecting the confidentiality terms of each contract. Alternatively, you can highlight other profitable campaigns in their industry. Stuck for ideas? In our blog, we regularly share [successful campaigns in the UK](#) and around the world. .

✓ ELEVATE YOUR PROPOSITION WITH MARKET TRENDS:

It's a smart move to exceed the client's expectations by showing them market trends that could fit their influencer marketing campaign. It can also be beneficial to emphasise the media value and share of conversation competitors possess and the danger, both short and long-term, of failing to compete.

B. FIVE KEY ELEMENTS YOU MUST INCLUDE IN INFLUENCER MARKETING REPORTS

Reports are valuable tools for identifying the strengths and weaknesses of a strategy. Many marketing agencies face the challenge of producing these reports near-constantly due to the volume of information or the number of clients they manage simultaneously.

We recommend that you include the following components, which are essential for strategic decision-making.

1. EVALUATION OF THE OVERALL PERFORMANCE OF THE CAMPAIGN.

Each campaign offers valuable lessons and data that can improve future strategies. When summarising the results of a campaign, it is crucial to track and report three main categories of key performance indicators (KPIs).

The critical metrics to include are:

- ✓ **Brand Awareness**
 - The number of influencers activated for the campaign.
 - Total number of publications or mentions.
 - Mentions/ reach of each influencer.
 - Estimated impressions.
- ✓ **Outreach**
 - The number of views.
 - Engagement.
 - The number of comments.
 - Audience credibility (an additional metric provided by Kolsquare).
 - Clicks.
 - Website traffic.
- ✓ **Budget and Conversion**
 - Sales.
 - The invested budget (an additional metric provided by Kolsquare).
 - ROI (an additional calculation provided by Kolsquare).
 - Cost per publication.
 - Cost per commitment.
 - Cost per view.
 - Cost per thousand impressions.
 - Cost per click.

Include an image of the results of a campaign on **Kolsquare**, eg.

2. CONTENT ANALYSIS.

You should identify which pieces of content performed best on each platform. A detailed breakdown of the metrics of the top creators' posts will help identify trends and guide future strategies.

3. PERFORMANCE AND PROFILE OF CREATORS.

Analysing the performance of each influencer to discover which types of content and creator perform best on different metrics. This analysis should inform future influencer selection.

4. PERFORMANCE BY SOCIAL PLATFORM.

Evaluating performance on each platform is essential to understanding where the campaign was most successful. Comparing KPIs across platforms reveals insights into audience behaviour.

5. LESSONS LEARNED AND NEXT STEPS.

Finally, extract the key insights from the campaign and use them to establish your approach in your future efforts. Identifying mistakes and areas for improvement, along with a list of proposed experiments, will ensure continued success, even in an industry as dynamic as influencer marketing.

Note: Here is a basic template to help you build influencer marketing reports for your clients fast.

General information

1. Client's name:
2. Name of the campaign:
3. Campaign period:

Executive Summary.

Brief description of the campaign's objectives and the key results achieved during the campaign period.

PERFORMANCE ANALYSIS

1. SCOPE AND PARTICIPATION:

- Total number of influencers activated.
- Total reach of the campaign (number of people who saw content related to the campaign).
- Total impressions generated.
- Total number of interactions (likes, comments, shares, etc.).
- Average engagement rate.

2. IMPACT ON SOCIAL NETWORKS:

- Main social platforms used in the campaign (e.g. Instagram, YouTube, TikTok).
- Distribution of content by platform.
- Key performance metrics for each platform (reach, impressions, interactions).

3. CONTENT GENERATED:

- Type of content created by influencers (feed posts, stories, videos, etc.).
- Highlighted examples of content generated by influencers.
- Qualitative feedback on the quality and resonance of the content..

4. ROI AND SPENDING EFFICIENCY

- Total cost of the campaign.
- Spending efficiency metrics (cost per publication, cost per thousand impressions, cost per interaction, etc.).
- Estimated value of the results obtained compared to the expenditure invested.

CONCLUSIONS AND RECOMMENDATIONS:

Summary of the main findings, including a performance analysis and recommendations for future influencer marketing campaigns. Consider incorporating suggestions, such as for optimising reach, improving engagement, and adjusting content strategy.

ADDITIONAL INFORMATION:

- Full list of activated influencers, including relevant demographics and individual performance metrics.
- Additional examples of influencer-generated content.
- Additional charts or tables to visualise key data.

This reporting template provides a general structure that can be adapted according to the specific needs of each client and campaign. Keep the report clear, concise, and focused on key results to communicate with clients effectively.



Tips for agencies: build long-term partnerships with your clients.

In addition to everything we have discussed so far, we are sharing some practical tips that will help you to navigate and ground your customers' expectations to foster long-term relationships.

Here are the key tactics:

✓ **THINK AS A BRAND, NOT AS AN AGENCY:**

Although it sounds paradoxical, at times, agencies only think about their business interests. They push to obtain the highest budgets, then attempt to justify them after the fact. However, it is best to promote a win-win business relationship and develop campaigns that genuinely meet the needs of each client. Sometimes, a brand will benefit more from a micro-influencer than a mega-influencer collaboration. Agencies should choose the campaign that best fits the brand, rather than the most profitable.

✓ **BE OPEN TO DIVERSE APPROACHES:**

Agencies must stay open to different approaches and give them a place in the creative process. This does not mean wasting time entertaining poor ideas that end up diverting the essential objective of the campaign. Instead, the goal is to show your client that you're open to their opinions. When possible, find a way to ground clients' ideas with the experience and expertise you have as an agency.

✓ **CREATE A TRANSPARENT PROJECT PLAN:**

It's essential to establish a clear and understandable roadmap for the project. The plan should be detailed enough to provide a clear overview of all phases and tasks designated to the responsible parties. At the same time, it should be flexible enough to adapt to any unexpected changes.

✓ **PLANS SHOULD INCLUDE:**

- A timeline indicating the different phases of the project, the specific tasks to be completed in each phase, and the responsible parties.
- An established and regular set of communication milestones for updating stakeholders on the project's progress and any challenges.
- Contingency plans that address possible obstacles or delays that may arise during the influencer marketing campaign. Such measures ensure the project stays on track, even in adverse situations.

✓ **IMPLEMENT TOOLS TO IMPROVE YOUR REPORTING AND INCENTIVISE CUSTOMER ENGAGEMENT:**

Influencer marketing platforms make it easy to gather key metrics accurately. They save time and effort, allowing you to focus on the more strategic parts of the campaign. On [Kolsquare](#), for example, influencer managers have complete control over the entire campaign. They can access the organisation dashboard to visualise how tasks and responsibilities are distributed.

The key benefit here is that it enables you to make informed decisions that help meet the objectives of each campaign. Once the campaign is underway, you're one click away from pre-prepared reports that give you valuable insights into the performance of each team member and the overall **impact of each campaign**.



In-house vs. agency influencer marketing: How does the role of agencies running influencer campaigns differ from that of brands?

In this relatively new industry, many brands still rely on trial and error to shape effective influencer marketing strategies. However, with time and, as a consequence, the professionalisation of the market, more agencies now offer well-structured, specialised services that successfully meet business objectives.

Despite this progress, many brands still keep their influencer marketing in-house, which reduces commercial opportunities for agencies. Therefore, agencies must emphasise their strengths, skills, and the value of being specialists in the field to brands and other market players. In general, brands need to think about the two essential components they need to manage their influencer marketing campaigns in-house: good industry knowledge and sufficient time available. However, we understand that many brands run on tight schedules, and lack time for campaigns.

The advantage of agencies, is that they have a wealth of creative expertise and talent. They can optimise campaign design times while still providing fresh and informed perspectives. These valuable creative sparks can transform campaigns, yet they may never come from within brands' limited in-house teams.

In addition, **specialised knowledge and experience** are key factors. Agencies must show their broad experience across a wide range of industries and markets. Brands must be confident that the agency understands the best practices and possesses many insights and hands-on knowledge. This comprehensive expertise especially benefits brands looking to innovate and differentiate themselves in a competitive marketplace.

Another significant advantage for brands is **access to a wider influencer network**. Certainly, finding influencers independently may appeal due to its lower costs. Yet, while these in-house influencer marketing campaigns may be the cheapest option initially, the process will be time-intensive and trickier to scale.

Due to these factors, **the scalability and flexibility of agencies** are important benefits that appeal to clients. Agencies can scale their efforts quickly according to the campaign's needs, giving brands the flexibility to engage in influencer marketing without committing long-term resources. Brands can then take advantage of any one-off marketing opportunities and adapt quickly to market changes.

Finally, it is important that agencies show brands the full breadth and depth of the relationships they've established with influencers. Promote your agency as the ideal solution for brands looking to reach **new audiences or specific niches**. After all, this access makes it easier for brands to find the most beneficial influencers for each campaign, maximising their impact.



WHAT CHALLENGES DOES THIS POSE FOR AGENCIES WHEN MANAGING INFLUENCER CAMPAIGNS AND CONTENT?

When companies have their own in-house influencer marketing teams, agencies face several unique challenges when managing their influencer campaigns and content.

These challenges include:

1. DIRECT COMPETITION

Agencies must compete with in-house teams for relevance and control in these campaigns. Many brands that choose to run campaigns, at least partially, in-house do so to avoid relying on third parties. Agencies, therefore, have a smaller target market and less chance of making these brands clients. Similarly, in-house teams can handle many of the functions traditionally performed by agencies. The agency must then fight to justify its added value confidently and consistently.

2. REDUCED AUTONOMY

Companies with in-house teams that still choose to hire agencies often want to maintain control over campaigns. Without autonomy, agencies may struggle to implement innovative ideas and strategies. In addition, trying to align the ideas of all actors may require more time and effort.

3. BUDGET AND RESOURCES

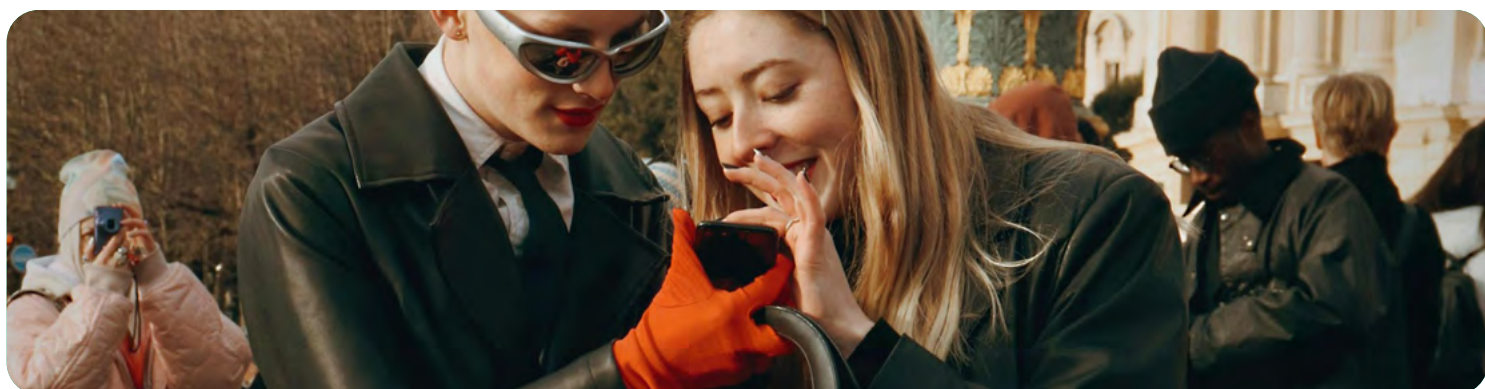
Justifying the cost of their services versus investment in in-house teams is undoubtedly one of the biggest challenges. Agencies must demonstrate that their services provide a significant ROI that justifies the additional expenditure compared to the costs of in-house teams.

4. EXPERTISE AND SPECIALISED SKILLS VS IN-HOUSE CAPABILITIES

Agencies should highlight their expertise in creating highly complex campaigns, applying creativity, and influencer relationship management. Skills-wise, agencies often possess more knowledge than in-house teams.

5. MEASURING ROI AND RESULTS

As agencies, you must create detailed reports that offer in-depth campaign analysis. However, when a brand hesitates between an in-house influencer marketing campaign management or hiring an agency, your reports must clearly demonstrate the added value you provide compared to an in-house team.





Managing brand expectations in
influencer marketing campaigns

Influencer marketing strategies are powerful tools for companies hoping to achieve a range of brand objectives, especially aspirations of connecting with younger audiences. They also represent an alternative to traditional advertising methods, which are now becoming ineffective. Younger generations, in particular, are immune to these outdated methods. As these methods grow stale, 72% of Millennials and Gen Z now follow influencers on social media, demonstrating the potential benefit of influencer marketing strategies.

The advantages are clear, but launching an influencer marketing campaign does not automatically guarantee success. Various factors and actors influence the results. For this reason, agencies must know how to manage and adjust brands' expectations. Educating clients on the most important aspects of this type of strategy is beneficial for all.

The dangers of vanity metrics

Vanity Metrics, such as follower count, likes and comments, have long been used as primary indicators of success in social media campaigns. These metrics are easy to measure and understand, providing an immediate sense of achievement. However, they often do not reflect the actual value and effectiveness of a campaign. For example, a large number of followers does not necessarily translate into high engagement or conversion rates. Bots, inactive accounts, and non-target audiences can inflate these numbers without contributing to the brand's goals.

Brands that have not yet internalised more sophisticated aspects of influencer marketing often cling to these metrics, expecting them to be leading indicators of success. This can create significant friction between agencies and brands as agencies struggle to shift the focus to more actionable and revealing metrics. In the face of this, agencies must take on an 'educator' role and demonstrate the truly valuable metrics in influencer marketing campaigns.



The role of agencies in educating brands

The role of agencies is not limited to campaign management and influencer research. They also play an educational role in helping brands understand the value and impact of influencer marketing. This involves:

1. EXPLAIN THE IMPORTANCE OF ENGAGEMENT METRICS

Agencies should emphasise metrics that reflect genuine interactions, such as engagement rates, comments indicating meaningful interactions, and the number of times content is shared. These metrics provide a clearer picture of how the content resonates with the audience.

In addition, it is critical to highlight metrics that directly correlate to business objectives, such as click-through rates, conversion rates and sales data, which provide a more accurate measure of a campaign's impact on the bottom line.

Our recommendation is to include the following metrics, at the very least. These metrics are valid for any market:

- ✓ **Engagement Rate:**
 - Measures audience interactions with the influencer's content, including likes, comments, shares and saves.
 - It indicates how engaged the audience is with the content, which is a good indicator of its impact and relevance.

- ✓ **Conversion Rate:**
 - The proportion of followers who take a desired action, such as clicking on a link, signing up for a free trial, or making a purchase.
 - It directly reflects the return on investment (ROI) and shows how the campaign influences consumers' purchasing decisions.

- ✓ **Reach and Effective Reach:**
 - Reach refers to the number of people who have viewed the content, while effective reach considers the quality of these views, for example, whether the people viewed are part of the target audience.
 - It allows you to understand the extent of the campaign's visibility and whether it is reaching the right audience.

- ✓ **Audience Overlap (Kolsquare tool):**
 - Measures the overlap of audiences between different influencers used in a campaign.
 - It helps avoid redundancy in the audience and maximises effective outreach by ensuring you reach a diverse and broad audience.

- ✓ **Compliance Score (Kolsquare tool):**
 - This unique metric provided by Kolsquare analyses and ensures that influencers comply with brand policies and advertising regulations.
 - It ensures that content is appropriate and aligned with brand values, as well as preventing potential legal or reputational issues.

- ✓ **Return on Investment (ROI):**
 - Calculate the profit made in relation to the investment made in the campaign.
 - It is a crucial element in assessing the financial success of the campaign and justifying the influencer marketing spend.

- ✓ **Follower Growth Rate (Follower Growth Rate):**
 - Measures the increase in the number of followers during and after the campaign.
 - This indicates the content's ability to attract and retain new followers, expanding the audience base in the long term.

- ✓ **Audience Sentiment:**
 - Description: Qualitative analysis of comments and interactions to determine whether sentiment towards the campaign is positive, negative or neutral.
 - It helps to understand the audience's perception of the brand and campaign with the goal of adjusting future strategies accordingly.



2. SHOW THE SPECIFIC BENEFITS OF EACH PLATFORM

Each social media platform has its unique strengths and audience demographics. Agencies should educate brands on the specific advantages of different platforms, helping them understand where their target audience is most active and how to adapt their strategies to those areas.

It is important to clarify that when we talk about platforms, we are not only referring to the various social networks but also to the integration of technological platforms that facilitate the monitoring and measurement of campaigns with accurate and impartial data. When brands still have doubts about the accuracy of the data, [influencer marketing platforms](#) can be a strategic ally, centralising data, offering autonomy and measuring each stage of the evolution of the campaign.

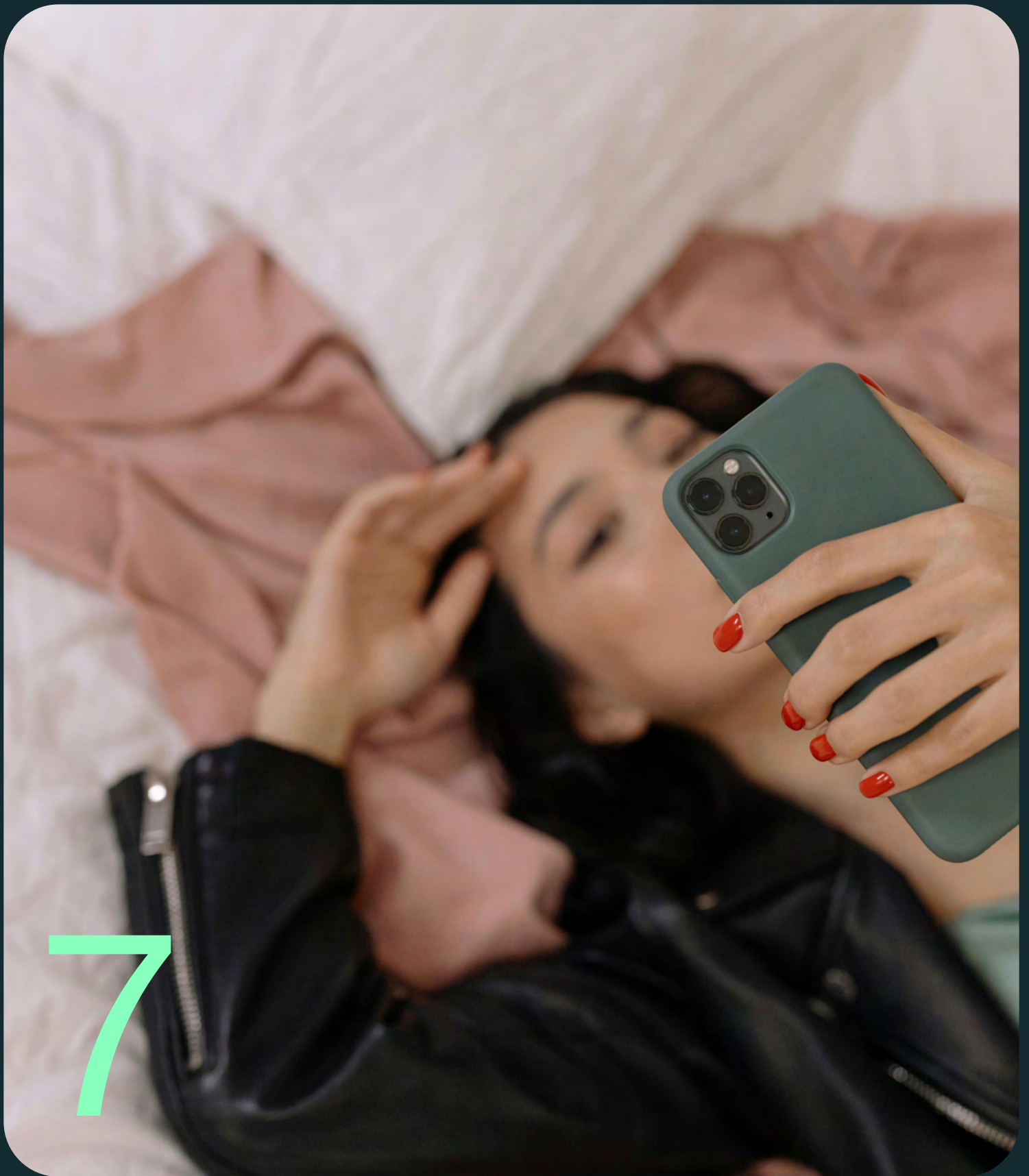


3. DEMONSTRATE LONG-TERM BENEFITS

Influencer marketing is not just about immediate gains. It's also about building long-term relationships and brand loyalty. Agencies must convey the importance of sustained engagement and the cumulative effect of ongoing partnerships with influencers.

WHAT TO DO IN THE FACE OF RESISTANCE TO CHANGE?

Agencies can present comparative analyses showing the performance of past campaigns using vanity metrics versus those using meaningful metrics, including clear graphs and statistics that demonstrate the impact on return on investment (ROI). In addition, agencies should implement pilot campaigns with data-driven metrics, evaluate the results, and share them with the brand to show the tangible benefits. It's also useful to provide access to analytical tools that allow brands to visualise in real time the impact of meaningful metrics on their campaigns and provide training on how to use these tools so that brands can analyse and understand the data themselves.



Marketing and representation: can influencer agencies do both?

When influencer marketing agencies represent brands and influencers, a conflict of interest can emerge. This is because agencies may be responsible for promoting and securing deals for the influencers they represent, which may influence the decisions they make on behalf of the brands or companies that engage their services. Conflicts of interest can arise when agencies prioritise the interests of influencers over the interests of the brands seeking to promote their products or services.

It is important to note that not all influencers and influencer marketing agencies experience conflicts of interest. Many agencies and influencers work ethically and transparently, ensuring that their actions align with the objectives of the brands they represent. However, it is critical that agencies are aware of this possibility and take steps to avoid conflicts of interest.

Advantages of the dual role

One of the main advantages, and one that can serve as an argument to a potential client, is **optimised communication and coordination**. Agencies acting as agents and marketers can optimise communication between brands and influencers, reducing delays and misunderstandings. A unified approach ensures consistency of message and strategic alignment between all parties involved.

Another benefit is greater **bargaining power**. Agencies with direct relationships with influencers can leverage these connections to negotiate better deals for brands, obtaining more favourable terms and rates. They can also offer brands exclusive access to top-tier influencers that may not be available through other channels.

Holistic campaign management is also a competitive advantage. Agencies can develop more cohesive and integrated marketing strategies, ensuring that KOLs' content aligns perfectly with overall campaign objectives. By managing both sides of the partnership, agencies can ensure smoother campaign execution and make quick adjustments if necessary.

Disadvantages of dual role

Potential conflicts of interest are a major concern when brands know that an agency is acting as a double agent. Naturally, certain agencies may be tempted to present results in a more favourable light to maintain good relations with both the brand and the influencer. In addition, there may be a perceived or actual bias when negotiating deals, as the agency may prioritise its own or the influencer's interests over those of the brand.

This creates another difficulty: **trust issues**. Some brands may question transparency, so it is essential to act ethically and responsibly in the management and negotiation of contracts, ensuring that both parties benefit in a balanced way.

Finally, **legal and ethical considerations** are crucial. Agencies must navigate complex disclosure requirements to ensure that all parties are aware of their dual role. Maintaining ethical boundaries can be challenging, especially when financial incentives may encourage behaviours that benefit the agency more than the client or influencer.



ABOUT



KOLSQUARE IS EUROPE'S LEADING INFLUENCER MARKETING PLATFORM

Kolsquare is a data-driven solution that allows brands to scale their KOL Marketing strategies and implement authentic partnerships with KOLs (Key Opinion Leaders).

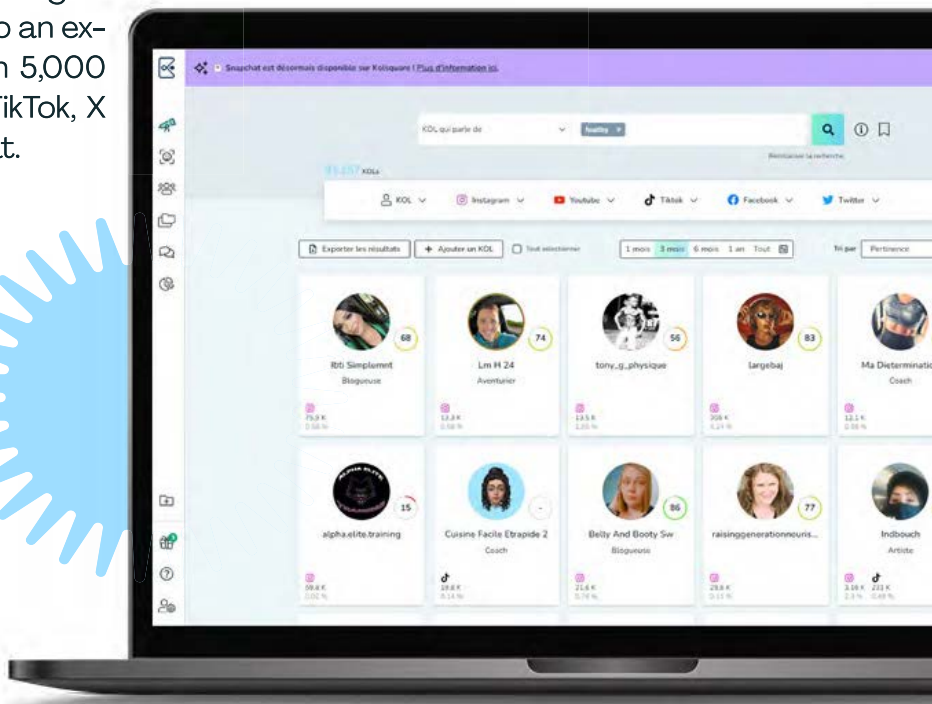
Kolsquare's technology enables marketing professionals to easily identify the best Content Creators' profiles by filtering their content and audience, and to build and manage their campaigns from A to Z, including measuring results and benchmarking performance against competitors.

Kolsquare has built a thriving global community of influencer marketing experts, and offers hundreds of customers (Coca-Cola, Netflix, Sony Music, Publicis, Sézane, Sephora,, Lush, Hermès...) the latest Big Data, AI and Machine Learning technologies to drive inspiring partnerships, tapping into an exhaustive network of KOLs with more than 5,000 followers in 180 countries on Instagram, TikTok, X (Twitter), Facebook, YouTube and SnapChat.

As a Certified B Corporation, Kolsquare has been pioneering Responsible Influence by championing transparency, ethical practices, and meaningful collaborations to inspire change.

Visit www.kolsquare.com for more information or to book a demonstration with one of our influence experts. Or contact us directly at contact@kolsquare.com.

Request a demo →

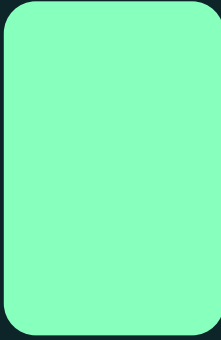


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Sophie Douez

Journalist

sophie.douez@kolsquare.com

Lucie Torres

SEO & Content Manager

lucie.torres@kolsquare.com



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