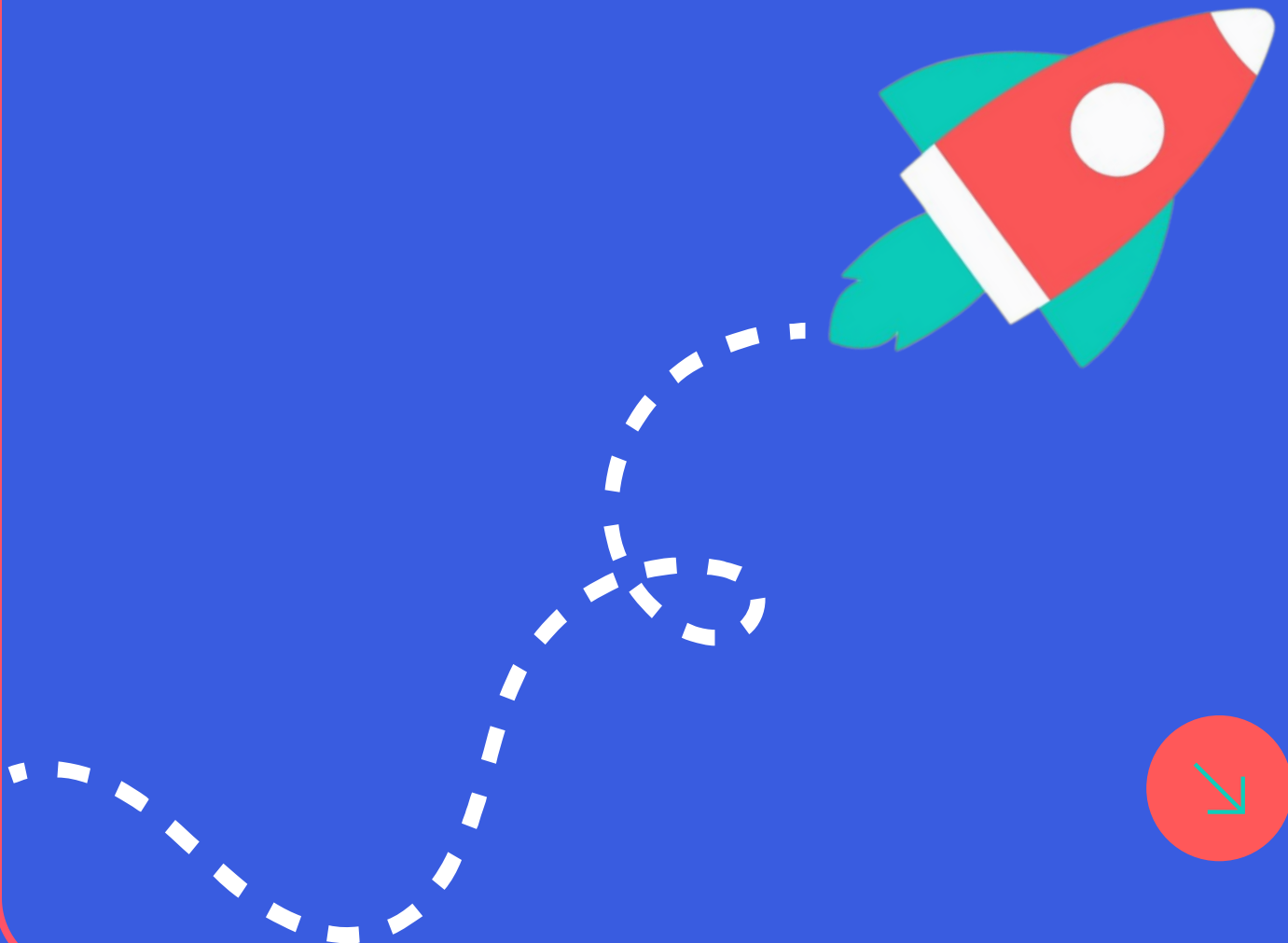


SaaS Influencer Marketing Guide



SaaSfluencer Influencer Marketing Quick Start Guide

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Intro:

If you're a founder or otherwise in charge of growth at your SaaS company, there are so many potential ways to fuel rocketship-like growth for your startup.

Working with the right B2B influencers can be the piece of the growth strategy that your brand is missing. We've seen influencer marketing have a ton of benefits, such as:

- Build a stronger brand presence
- Improve your brand sentiment
- Drive high quality signups
- Get critical product feedback
- Test with various audiences to identify your *true* target audience
- Learn how to message your product authentically by speaking the language customers use to speak about your product
- Build long term relationships with creators who become brand ambassadors
- Build trust with key buyers, who may eventually turn into qualified sales leads

Influencer marketing is one of the most impactful things a company can do to build an authentic relationship with their target audience. But, it can also be a full time job for you, or someone on your team to figure out how to start and run an influencer marketing program from scratch. So we've put together this short intro doc to help you take some shortcuts! If you have questions or want some support as you're going through this process, feel free to reach out to us at **hello@growsaasfluencer.com**.

1. Source

1. Find influencers who have a natural tie to your brand
2. You can do this manually by searching topics, exploring related hashtags, finding and saving influencers's profiles on TikTok and Instagram. You can use a platform like Aspire or Grin to find influencers as well, but unfortunately we've found those platforms to be heavily skewed toward CPG products, and lifestyle brands, and not geared toward B2B SaaS Products or the influencers who would be appropriate to partner with for SaaS. We also struggled with their search tools and found that we couldn't narrow a search down to our specific desired creator niche, and overall didn't find it the best use of time.
3. If you'd like to take a shortcut to finding the right influencers, we have a **vetted list of 300+ SaaS appropriate creators** especially in the prosumer tools space, whose content focuses on topics like: career development, consulting, corporate humor, tech, product management, MBA, personal finance, etc. Email hello@growsaasfluence.com asking for how to purchase the vetted SaaSfluencers list.

2. Vet

1. Scroll through the influencers' profile, and get a sense for what content themes they typically talk about.
 - a. Is there an overall fit with your brand?
 - b. Would they be right for a particular one of your campaigns, but maybe not the others?
 - c. General engagement- you don't need a formula or a special tool to give you a score for engagement (although some of those influencer tools can do that). We recommend just doing a spot check:
 - i. Are their videos getting thousands of views but not many likes, comments or shares?
 - ii. Think twice about working with them if viewers aren't engaging with, and sharing their video, they're also not very likely to buy or sign up for your product.
2. Peep their previous paid ad performance.

- a. Check their views on paid ads specifically, and whether they are somewhat aligned with their organic video performance. Most influencers's ads don't do as well as their organic content, which is to be expected, but watch out for *huge* disparities in video performance. Some influencers are great at creating ads that feel like organic content and therefore they perform strongly. Others take a big departure from their organic style when they create ads, and usually their audience can tell, and engagement severely drops. Red Flags to look for: huge dips in engagement, FAR fewer views than what they normally get, dramatically less shares and likes. If that's happening, they're likely not going to garner many signups for your product regardless of how many views their usual videos get, and it won't be a good investment.
3. Likely in their bio you can view their Beacons page, or similar website to see which other brands they've worked with.
 - a. Are the other brands they've worked with in SaaS?
 - b. Do they have examples of campaigns pitching a similar type of product to yours, or at least a product that would resonate with a similar audience as their past brand deals?

3. Outreach

1. I've found that outreach and ongoing communication is most effectively done via email. It's really hard to keep up with DMs on your company's IG page (it's very easy to get distracted and go down a content rabbit hole). Keep it over email whenever possible.
2. Some influencers have their (or their manager's) email address right in their bio. Others you'll have to dig around for it. On IG, you can DM them and provide your email address for them to follow up (but hope it doesn't get stuck in their external messages folder). On Tiktok and twitter, making the first contact can be really hard because you cannot DM a user unless they are already following you back.
3. If an influencer doesn't list their contact info anywhere on their IG or TT you can try a few other places:

- a. Their youtube account. We've found some success with finding their email address listed on the about page of their (usually old) YouTube account.
 - b. Chasing people down on their LinkedIn page, again asking for their email so you can move the contact from LinkedIn to your inbox.
 - c. Some influencers (especially the up and coming ones who aren't all set up for brand deals yet) don't have contact information easily accessible. If you're having trouble getting the contact info for the influencers you want to work with, our **vetted list of 300+ SaaS appropriate creators** has email addresses for 95% of them so you can save yourself time searching for their information. To purchase the creator list, send us an email at hello@growsaasfluence.com.
4. In your outreach email, legitimize yourself and your company (because let's face it, sometimes early-stage startups can look a little scammy when they don't have their website polished, branding finished etc. lol)
 5. Mention what you like or respect about their content and why the partnership with your company would make sense for your brand, and theirs.
 6. **Here's a template you can use:**

a. Hi____,

I'm [Name] with [Company], [a bit about what your company does, in plain english]. I'm reaching out because we'd love to explore a potential TikTok/IG/LinkedIn etc, partnership with you. Since you have an awesome account centered around [topic], we thought it could be a good fit for our audience and yours to work together! I particularly loved your video about [XYZ- make it clear you've at least gotten to know a bit about them and their content]

We are looking for creators to make a series of [X #] of videos for us. We have a list of suggested video themes and hooks that we're happy to share, but we'd would love to hear your ideas for promoting the product in a fun an engaging way too! If you're interested in this opportunity, feel free to email me back with any of you ideas, and your typical rates for a partnership like this. I'll be happy to chat and give you some more details if you feel it's a good fit.

Hope to work with you soon!

Best,

[Your Name @ Company]

4. Negotiate

1. Time to start thinking through numbers.
2. If you have a hard and fast budget, how much budget have you been given?
3. If you don't have a hard and fast budget already set, your founder might be asking you things like "How much should we set aside to try influencer marketing?" "How much does an influencer cost?" "How much money do you need to run a quick experiment with influencer?" To help get to those answers:
 - a. "How much money do you need to run a quick experiment with influencers?"
 - i. We've been successful running a small influencer test with about 15k
 - ii. We were able to spend \$12k on 10-12 creator videos, and invest \$3k/mo for an influencer marketing advisor/consultant. We met with her once a week to review our plan, show her which creators we planned to work with, get her ideas on our upcoming campaigns, and get answers to anything we were stuck on. This sped up the process a LOT, helped us avoid wasting money on mistakes. I would highly recommend doing this when you're getting the program up and running. If you're interested in working with us to take some shortcuts with your influencer program, we'd be happy to chat- you can [book a call here](#).
4. Think about your brand's current CAC: is it \$25? is it \$150? That will drastically change how much you're willing to pay an influencer to promote your product.
 - a. CAC: Customer acquisition cost. This is not how much it costs for someone to sign up for the free version of your product. This is how much it costs to get someone to sign up and eventually **convert to a paying customer**. Your founder will want you to spend something that's in line with your current CAC. Let's do an example:

- i. An automatic influencer calculator is included in our list of templates, but it's easy enough to create your own.
 - ii. An influencer's median number of views on their recent videos was 100,000
 - iii. You expect to get around 80,000 views on your partnership video (remember, organic content usually outperforms sponsored content).
 - iv. Out of those 80k viewers, you expect that ~1000 of them will sign up.
 - v. Then take your company's conversion rate from free to paid- is it 5% 7% 10%? Let's assume it's 10%. So, we multiply the free to paid conversion rate by the number of signups: $.10 * 1000 = 100$ paying users. So we can expect to get ~100 paying users from this campaign once the free user goes through the entire product funnel (which won't be immediate).
 - vi. If your company's target CAC is \$25, you can afford to pay that influencer roughly \$2,500, maximum. ($\$25 * 100 = \$2,500$)
5. Now, if you don't have a target CAC, or if your founder doesn't really know what your company's CAC is yet, that's okay. We can use another formula to estimate how much is reasonable to pay an influencer.
- a. Look at the influencer's past 15 videos and find the average and median number of views they got on those 15 most recently videos (exclude any pinned posts because they've been racking up views for a long time).
 - b. CPM = cost per mille (or cost per 1000 views)
 - c. A great target price for an influencer is somewhere in the \$50-\$75 CPM range. Sometimes it's worth paying more than this, but it's a good starting point.
 - d. \$50 CPM means I'm paying about 5 cents per view. ($\$50/1000 = \$.05$)
 - e. I prefer to use median number of views as compare to average, because averages overly emphasize outliers. Median is a clearer picture of how many views an influencer *usually* gets.
 - f. As a median, if an influencer is getting about 20k views in their videos, you can offer to pay around \$1000 per video. If your founder is more flexible

on the marketing budget, you can afford to pay more like \$75 CPM, or \$1,500.

6. Saving money! Pitching a series of ads is mutually beneficial because:
 - a. You can offer to pay less per video (perhaps a series of 3 videos for \$2,500 in this case?)
 - b. You get the continued exposure to their audience which builds trust
 - c. You spend significantly less time sourcing, vetting and negotiating with new influencers, which is what takes up majority of your time when running an influencer program.
7. Remember, views does not = signups, and signups does not = paying customers. Over time, as you see how your campaigns convert, you'll get a clearer idea of how many signups each campaign drives, and what percentage of those convert to paying customers. Your campaigns will become more systematic over time once you develop these insights.

5. Contracting:

1. You'll want to list specific dates for both the draft, and the posting dates.
2. List the price per video, and any additional pay you've agreed on for performance.
3. Although you may not wind up wanting to use an influencer's video in the future, I recommend you write in the rights for licensing the content for organic social use in the contract. Why? because you want to pay a low price for this, and if you wait until the influencer's video has gone viral, they'll request a way higher price for usage rights.
4. I typically ask to license the video for ~10% of the total video price, for 6 months of usage.
5. Allow them to propose revisions to the contract.
6. Send final version via DocuSign or Agree.com. Collect their signature.

6. Creative Brief

1. Done over email. This is where you discuss the goals for the campaign, who you're trying to reach and with what message.
2. If you have a brand kit/guidelines, send that for them to learn about your brand.
3. Some influencers will shoot their own content showcasing the product (which is preferred). But they might not unless you specifically require that in your contract. Others may ask you for product visuals, which you can send via a google drive or notion file (and be prepared that an influencer may use those images exactly as they are provided).
4. So, it's good to have on hand anonymized product screenshots that you're happy with influencers using in their content.

7. Content Reviews

1. Build in enough days in your content schedule to review the video before it goes live, and give them enough time to re-shoot and make any revisions. We particularly loved using frame.io for video drafts and comments, because you can comment, annotate, etc in real time on the video and it leaves your comments right in place.
2. But if not, you can write a feedback email with time-stamped bullet points with your feedback.
3. Be polite but clear and assertive about what changes you want made. Most influencers on are happy to provide one round of revisions, but be sparing with asking for many rounds of revisions. Try to get all of your comments handled in one shot.
4. Once you're happy with the final edit, remind them of the selected posting date (and time if you specified).
5. Remind them to send you the analytics from their video 2-3 days after posting.

8. Payment

1. I highly recommend paying via Paypal friends and family to avoid a tax nightmare at the end of the year.

2. Paypal friends and family usually allows you to avoid paying the Paypal fee, and makes it so the influencer doesn't get hit with that fee either.
3. If you pay via ACH or somewhere outside of Paypal, you'll need to get a W9 from each influencer and file separate tax paperwork for every influencer you worked with. Cannot say this enough - this is a HUGE pain.
4. Some of the platforms like Aspire will let you pay influencers through their platform. The way this works is- they eat the paypal fee, so neither you nor the influencer have to pay that fee. However, those platforms cost a few hundred per month to use, so we recommend sticking with Paypal.

9. Analytics:

1. 2-3 days after the campaign goes live, follow up to make sure you get screenshots of the video's analytics.
2. You will then be able to learn about what demographic of people watched the video, where the drop-off point was in the video (when people lost interest), and how many engagements it received.
3. You can compare this to the analytics you see on your website- how many website views, sign ups and conversions, to assess how well the campaign performed.
4. You can also use sentiment analysis tools like Siftsy to get a more wholistic picture of how your audience perceived the campaign, whether the comments are relevant to your product, or off topic, what language are users using to describe your product, etc.
5. Following up with the influencer to let them know how much you enjoyed working with them, or how well the campaign went is also always very much appreciated on their end!

Have Questions? Need access to any of our templates?

Send us an email at hello@growsaasfluence.com.

If you want ongoing support running your influencer marketing program, we offer influencer marketing consulting packages to help you get started! Feel free to [book an intro call](#) or check out our [website](#).