

Influicity Platform FAQ's - Marketers & Agencies

Table of Contents:

1. Influicity
2. Influicity Hub
3. Influicity Search
4. Influencer Profile
5. Running a Campaign
6. Reports & Analytics

1. Influicity

What is Influicity?

Influicity is an influencer platform used by marketers & agencies, to manage and scale their influencer operations.

What social media platforms does Influicity incorporate?

YouTube, Instagram, Facebook and Twitter.

What is an influencer?

Generally, an influencer has a minimum of 5,000 subscribers although this number can be lower. For example, influencers with a very specific niche might have smaller audiences.

2. Influicity Hub

What is the Influicity Hub for?

The Influicity Hub enables marketers and agencies to build a catalogue of their influencers to develop, monitor and nurture relationships.

What are "Lists" for?

Lists are useful for categorizing your network of influencers so that you can easily monitor and keep track of them in your Hub.

How do I build my Hub?

You can build your Hub by directly searching using the influencer's username OR by Magic Search.

What happens after I invite an influencer to my Hub?

By inviting an influencer to the Hub, you are letting the influencer know that you hope to connect with them via Influicity, either to build a relationship with them or discuss current opportunities. An email is sent out to the influencers via our system or someone from our Influencer Relations Team will

connect with them via various social channels. Influencers will then have the options to accept or decline your invitation.

What do I do when the influencers are not responding to my Hub invitation?

Please note that there is usually a 24 hour to 2 week lead time. Influencers are busy and getting their attention takes some time.

3. Influicity Search

How do I search for influencers?

You can search for influencers by using the influencer's username OR by generating a specific request using Magic Search.

4. Influencer Profiles

What is Fair Market Value (FMV)?

FMV is a way of understanding the value of an influencer's content. It leverages our proprietary algorithm to provide an estimated media value which is ideal for planning and evaluating ROI.

5. Running a Campaign

What should I include in my brief?

This is where you influencer will get all the information needed to make a decision on whether or not to accept your campaign offer. Aim to give as much information as possible, information such as:

- Product background and overview
- Campaign Overview
- Influencer ask - what specifically are you asking the influencer to do? Be specific
- Platform(s)
- Number of posts
- Key messaging - what will the influencer be saying about the product (max 3 items)
- Call to action - landing page, hashtag, tags, etc.
- Timeline - flight dates, submission dates, posting dates
- Sample creative (for reference only)
- Where content must be shared Preferred method sponsorship disclosure (verbally or through a hashtag)
- Any special requests of the influencer

What is the lead time for an influencer campaign?

The lead time can range from 2 weeks to 2 months depending on factors such as influencer selection, influencer response, difficulty of the campaign ask, influencer compliance, etc.

Can I send the roster for client approval?

Yes! Add them in as a user in the “Clients & Brands” section and send it over for approval. They’ll have limited access so influencers’ Fair Market Values will NOT be available.

Why do we have to bid for the influencers?

Influencer pricing is determined by the influencer and the advertiser. Pricing has to be determined and agreed upon, and Influicity makes it easy by providing a bidding system. The system provides you with a centralized platform that makes the process of putting in an offer incredibly straightforward.

What happens after I submit a campaign?

An email with the campaign details and offer is sent out to the influencers via our system or someone from our Influencer Relations Team will connect with them via various social channels. Influencers will then respond by accepting, counter-bidding or declining your offer.

What do I do when the influencers are not responding to my offer?

Please note that there is usually a 24 hour to 2 week lead time. Influencers are busy and getting their attention takes some time.

What if the influencer does not accept my offer?

Influencers have many reasons for accepting and declining offers. Price is just one of those reasons. If price is their deciding factor and they provide a counter offer, you will have the opportunity to see the counter offer and make a decision.

If an influencer accepts my bid, can I withdraw the offer if I change my mind?

No. If you decide to do this, you will be charged a penalty.

Is there a penalty for cancelling my offer once an influencer accepts?

Yes. The penalty is based on the influencer’s rate.

6. Reports & Analytics

Why isn’t data being reported for my campaign?

The active URL of the content must be submitted and approved in the “Creative” tab in order for our system to track and analyze its data.

What does “Average View Duration - Percentage” mean?

This metric indicates the average percentage of the video watched before drop-off.