

Verbatim

# LEVERAGING MICRO-INFLUENCERS FOR EVENT MARKETING

# WHY INFLUENCER MARKETING?

**\$6.50**

Businesses generate ~\$6.50 in revenue for every \$1 invested in influencer marketing.

\*Source: HubSpot

**82%**

of consumers rely on opinions they find on social media.

\*Source: Meltwater

**50% / 20%**

of marketers plan to increase their investment / 20% of those plan to try it for the first time in 2024.

\*Source: HubSpot



# WHY DOES THIS MATTER?

- Organic reach can be limited (from brand accounts)
- Influencer content adds trust and relevance
- Paid ads are powerful...  
... but even more stronger when paired with influencer content
- Micro-influencers = built-in trust, niche credibility, and human connection

It's about **believable** visibility.

# MICRO- INFLUENCERS 101

- ❑ Cost = more volume, more testing
- ❑ Greater availability
- ❑ Improved trust
- ❑ Multi-market reach



# WHO'S A GOOD FIT?

## MATCHES YOUR AUDIENCE'S ENERGY

Are they speaking your attendees' language? Or just posting aesthetic content?

## ACTUAL INFLUENCE (NOT JUST REACH)

Do people engage with their content? Comment thoughtfully? Take action?

## CREATES QUALITY CONTENT

Make sure they can tell a story, shoot a video, go live—whatever their preferred medium is.

## SHOWS UP CONSISTENTLY

Specifically, in your niche. Have they built credibility over time, or would this be a one-off industry mention?

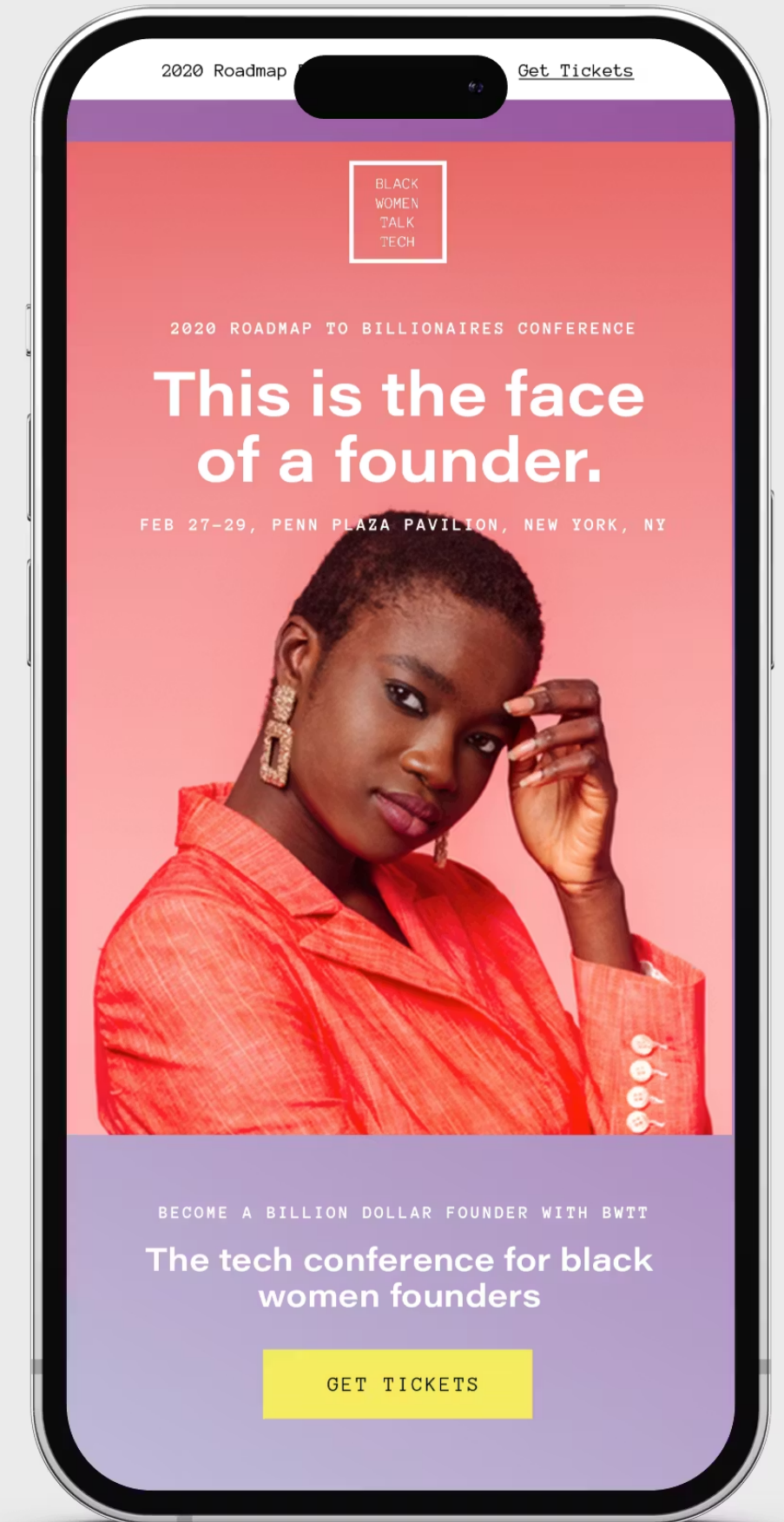
## PLUGGED INTO THE COMMUNITY

Past attendees, speakers, local ecosystem players = easier activation + trust.

# WHERE TO FIND THE RIGHT INFLUENCERS

## Look at:

- Past attendees
- Past speakers
- Local creators in your space
- Community members who already love you
- Who *your audience* is following and engaging with
- Speakers at industry-specific and industry-adjacent conferences + events







# OUTREACH THAT WORKS

1

Lead with **"why them."**

3

Show what's **in it** for them.

5

Use your **credibility**.

5

Never, ever **ghost**. 🙊

2

Be **specific** in your ask.

4

Be prepared to **follow up**!

6

Be ready to **move fast**.

6

Make it **easy** to say yes.

# INTEGRATING INFLUENCERS INTO YOUR EVENT

- Book them as speakers, panelists, or moderators
- Assign them a **real** role
- **Goal:** Shift the messaging from "check this out" to "come experience this **with** me"
- Boosts their excitement *and* the audience's





# BUILD A **CAMPAIGN**, NOT A TRANSACTION

- ❑ Co-created content
- ❑ Use takeovers, countdowns, live content
- ❑ Plan a series of webinars, virtual or IRL events leading up to the main event (*if budget and time allow*)
- ❑ Empower in-person activations
- ❑ Encourage UGC (and amplify it)!



# CAMPAIGN BRIEFS 101

## What to Include:

- Key event dates and posting timeline
- Deliverables (what, when, where)
- Optional swipe copy + assets (logos, photos, templates)
- Turnaround expectations for review + approval
- FTC disclosure language
- Custom link and hashtags

## Avoid:

- 10-page PDFs with legal jargon (unless it's for Compliance)
- Rigid word-for-word scripts
- Vague goals ("Create buzz")





# CONTRACTING 101

*This isn't legal advice. Please talk to your lawyer.*

## What to Include:

- Deliverables + deadlines
- Usage rights
- Compensation terms (aim for no longer than Net 30!)
- FTC disclosure compliance
- Exclusivity
- Platform-specific terms
- Language around engagement pods



# SAMPLE ACTIVATION TIMELINE

*Adjust the timing for an IRL event.  
And if you have more time, that's  
even better!*

## 10-12 Weeks Out:

Soft intro posts, start warming up audiences

## 8-10 Weeks:

Announce event + save-the-date

## 6-8 Weeks:

Highlight agenda, speakers, location.

## 4-6 Weeks:

Publish core content, start pushing registrations

## 2 Weeks:

Hype content, last-call CTAs

## Post-Event:

Recaps, thank yous, UGC





# MAKE IT **EASY** FOR THEM

- ❑ Give clear briefs, swipe copy, and assets
- ❑ Provide a posting calendar
- ❑ Respond fast to questions
- ❑ Be generous (and creative!) with compensation
- ❑ Treat them like collaborators, *not* contractors

# TRACK WHAT MATTERS

- ❑ Custom links for registrations
- ❑ Branded hashtag volume (if applicable)
- ❑ Engagement rate
- ❑ Engagement *quality*
- ❑ Event attendance spikes
- ❑ UGC production
- ❑ Website/landing page traffic





# ACTION ITEMS FOR YOUR NEXT EVENT

- ❑ Audit your audience
- ❑ Shortlist aligned micro-influencers
- ❑ Draft a thoughtful, useful brief
- ❑ Build the content runway early
- ❑ Think long-term. Not just one post or one IG story.





**LET'S GET TO  
WORK.**

**Brianna Doe | Verbatim**

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