
INFLUENCER CAMPAIGN GUIDE GERMANY ECOHERO



Executive summary

This is a guide for ecohero to apply influencer marketing in their social media strategy. The company has no experience with this until now and therefore asked to create a manual for this. This manual is made with the information from the research justification and follows the recommendation to apply this as soon as people can order from the website.

This report contains information about what the goals of influencer marketing are, and which influencers are suitable for the German market. In addition, an appropriate way to approach the influencers. It shows which products are available and with which influencer what product fits. Finally, this report contains a number of examples to give you an idea of what the influencer campaign might look like.

This is a suitable option for ecohero because it fits with the kind of company they are and with their ambitions to inspire more people to choose for sustainable alternatives. Influencer marketing will help increase brand awareness and performance because more people will hear about ecohero. After presenting the professional product to the management team of ecohero they decided to allocate a part of the budget specifically to influencer marketing, this was approved by the main investor. Influencers offer an opportunity to present the product to the target group and introduce ecohero to the German market. A risk is namely that the target group cannot find ecohero, influencer marketing helps to reduce this risk.

This was suggested to the management of ecohero and received the following feedback The management van ecohero and the investors expect a good return on investment, when choosing the right influencers this will be possible. The incompany supervisor agreed that this would be an acceptable solution

This solution would be feasible because ecohero already has the needed budget and manpower to perform this. Although it will take some practice and experience to learn which influencer work best and what is the best strategy for ecohero. This solution can be integrated as soon as the website and Instagram shop is ready.

In the best scenario, the influencer campaign improves performance on social media. This includes more engagement, more followers and a wider reach. In the best scenario, this increases the number of sales and ecohero gains more brand awareness in Germany. The costs incurred by this way of marketing are recovered and per influencer a profit is made. In the worst scenario, the influencers do not succeed in inspiring their followers to make a purchase or the chosen influencers do not want to promote the products for free. In that case, the strategy will have to be adjusted.

1 Goals of the influencer campaign

Before the plan can be set out, it must be clear what goals ecohero wants to achieve with this campaign. Below are the 4 main goals, once these have been achieved the campaign can be considered a success.

1. Increase brand awareness

Firstly the goal of the influencer campaign is to create more brand awareness in the new market (Germany). The influencer has to be able to reach the target group and let them know about the brand. By increasing brand awareness

2. Increase the amount of followers by 20%

Currently ecohero has quite a lot of followers. However, the problem is that these followers are not real people who are interested in the company and do not result in engagement etc. The influencer campaign will have to result in new followers who are actually interested in ecohero. These followers will increase engagement on the social media account.

3. Increase the amount of people reached by 40%

Influencers promoting the brand will generate traffic to the Instagram page. This will help to increase the total amount of people that are being reached by social media. It is important to reach as many people from the target group as possible because they might be a potential customer for ecohero.

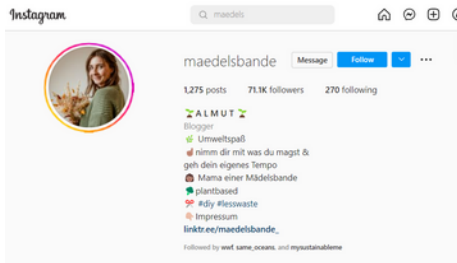
4. Generate sales from each influencer

The main goal of using influencer marketing is to generate more sales, these sales can both be online or offline. The influencer must try to inspire the target audience to become a valuable customer of ecohero.

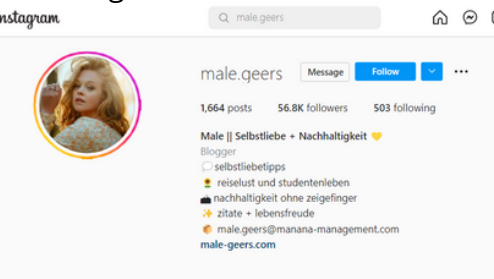
2. List of influencer by priority

According to the strategy that has been described in the new social media strategy have these influencers been found. They are listed based on their priority, the criteria for this were the amount of followers, engagement on their account and how much their content was in line with ecohero's brand image. Since the influencer won't receive compensation in the form of money not everyone might be interested to participate in the campaign. For that reason, we will start by approaching the 10 most relevant influencers. The rest will be as back-up, find the whole list in the appendix.

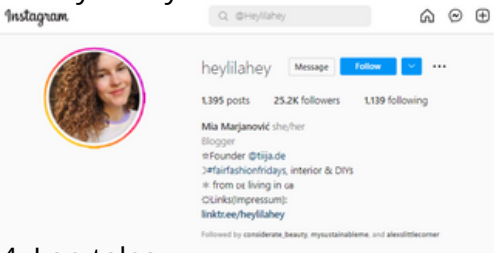
1. Maedelsbande



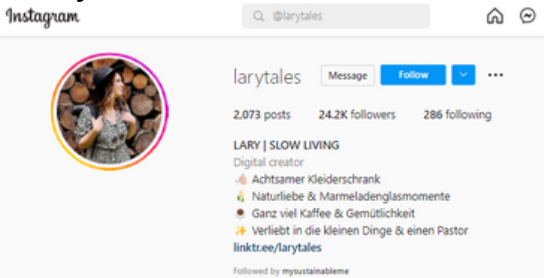
2. Male.geers



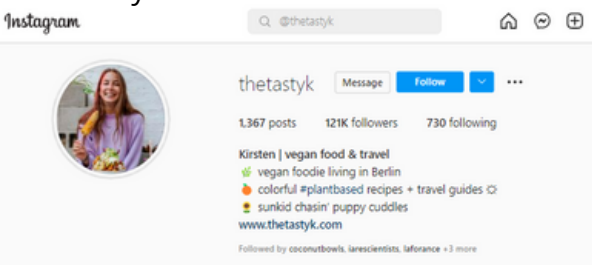
3. Heylilahey



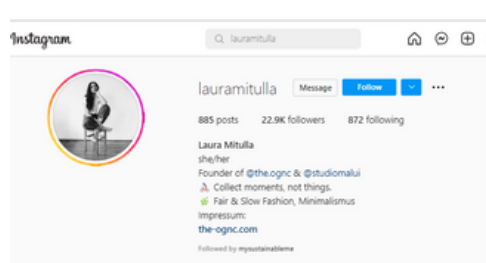
4. Larytales



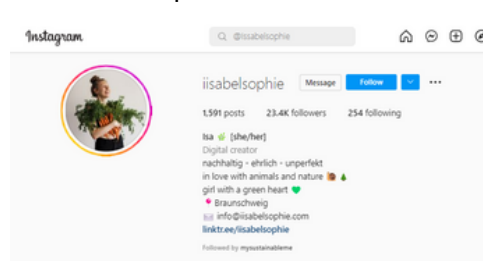
5. Thetastyk



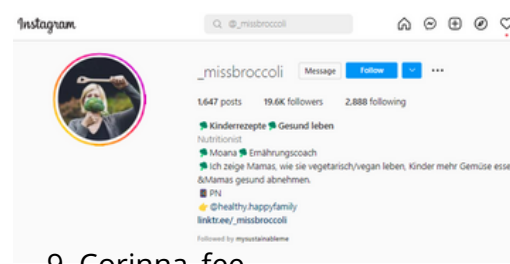
6. Lauramitulla



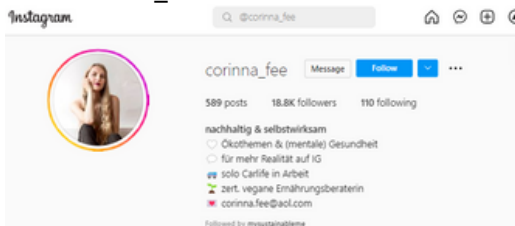
7. Issabelsophie



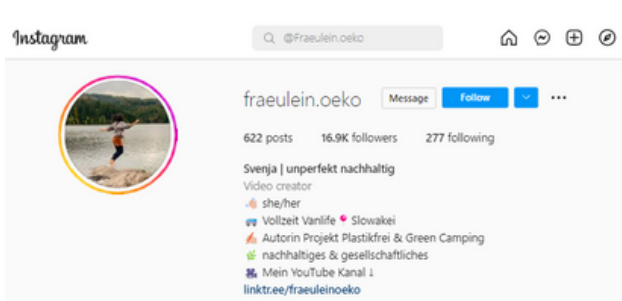
8. Missbroccoli



9. Corinna_fee

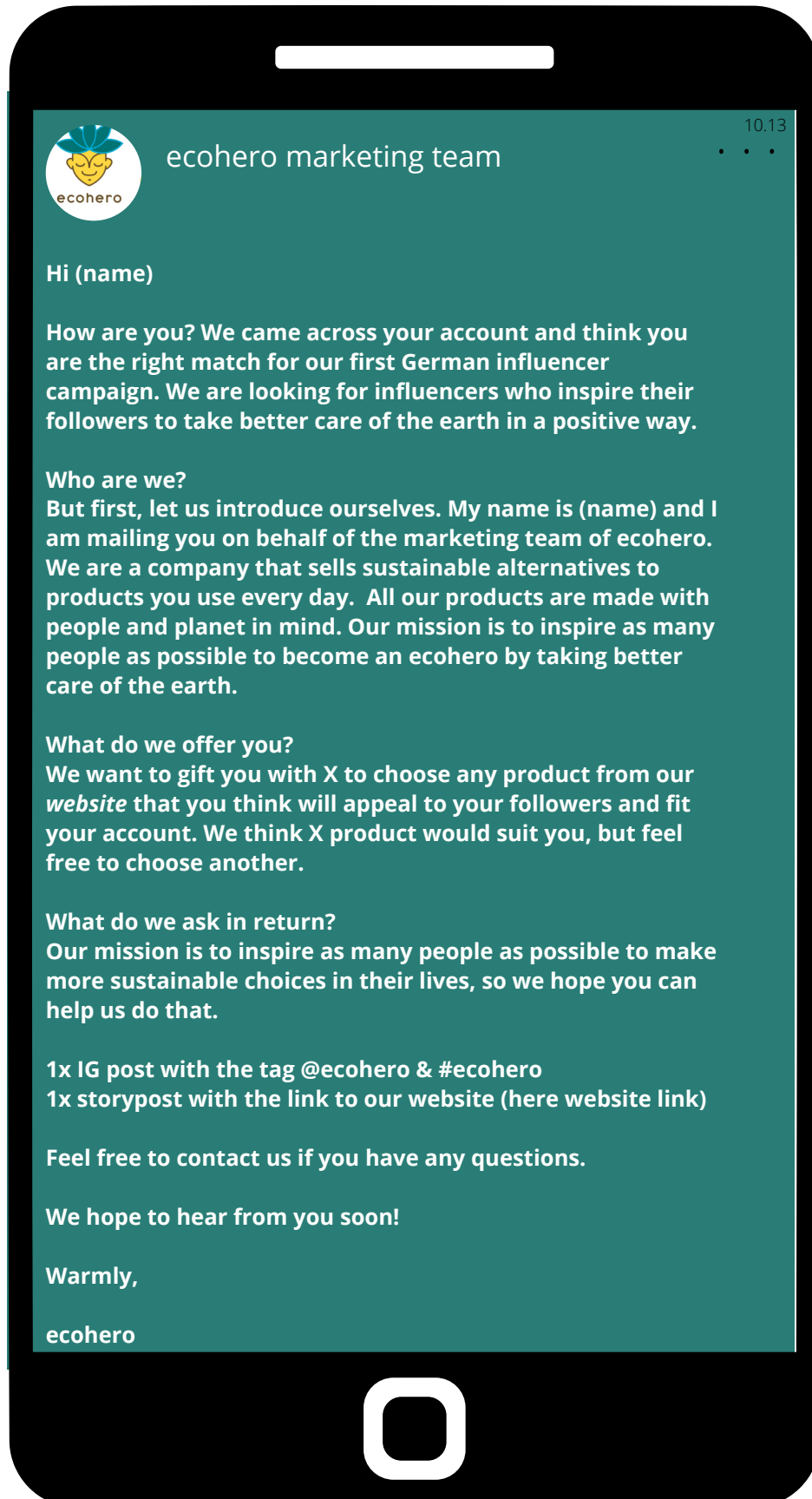


10. Fraulein.oeko




3. How to approach the influencer

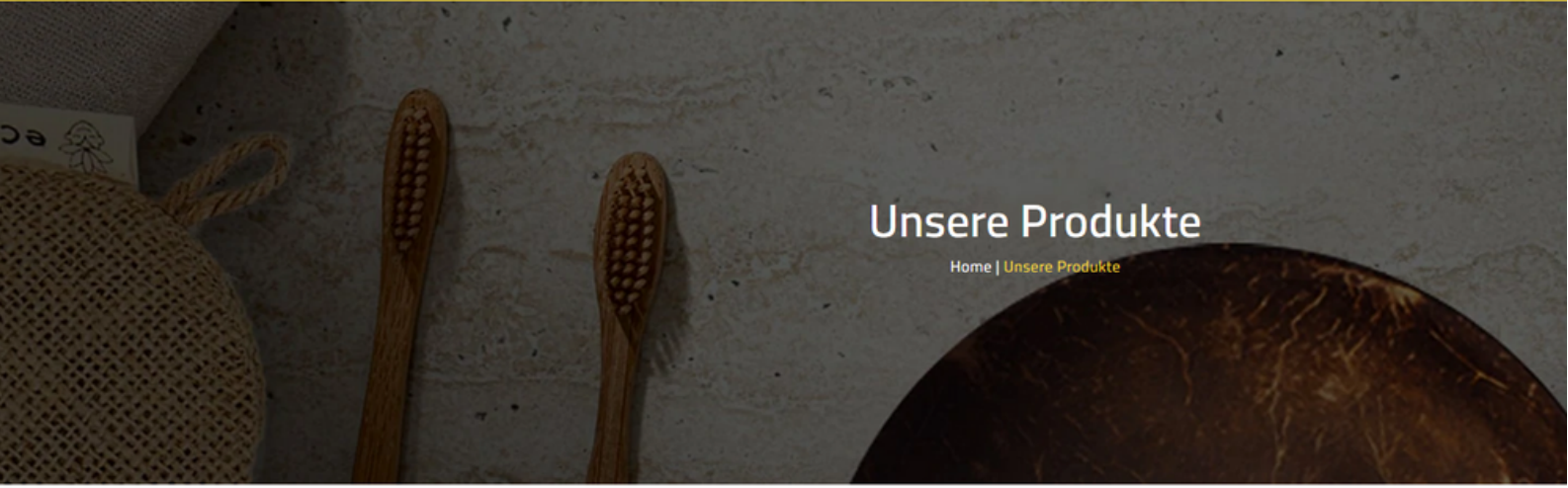
The first impression is of great importance therefore it is important to send out a good message to the chosen influencers. Depending on the influencer, they will be contacted via email (if indicated on their account) or via direct message. Depending on the kind of reaction we receive further communication takes place. But this will be the standard message to send out



4. Catalogue

The chosen influencers can choose from different products from the website. These are the products available through the site and eventually in supermarkets.

HOME UNSERE PRODUKTE ÜBER UNS GESCHÄFTSKUND*INNEN IMPRESSUM KONTAKT




Unsere Produkte

Home | [Unsere Produkte](#)

Produkte


9 Produkte Sortieren nach: Alphabetisch, A-Z



Bambus-Strohhalme
€11,99 EUR


Menge 1 [+](#) [-](#) [IN DEN WARENKORB LEGEN](#)

AUSVERKAUFT



Bambus-Tablett
€35,99 EUR

Menge 1 [+](#) [-](#) [AUSVERKAUFT](#)



Bambus-Wattestäbchen
€12,99 EUR

Menge 1 [+](#) [-](#) [IN DEN WARENKORB LEGEN](#)

4. Catalogue



Make-Up-Entferner-Reinigungspads

€19,99 EUR

Menge 1 +

IN DEN WARENKORB LEGEN



Make-Up-Entferner-Reinigungspads Nachfüllpack

€12,99 EUR

Menge 1 +

IN DEN WARENKORB LEGEN



Wiederverwendbare Küchentücher Aus Bambusfasern

€10,99 EUR

Menge 1 +

IN DEN WARENKORB LEGEN



Bambus-Wattestäbchen Nachfüllpack

€6,20 EUR

Menge 1 +

IN DEN WARENKORB LEGEN



Bambuszahnbürsten Familienpackung

€10,99 EUR

Menge 1 +

IN DEN WARENKORB LEGEN



Kokosnussschalen-Set

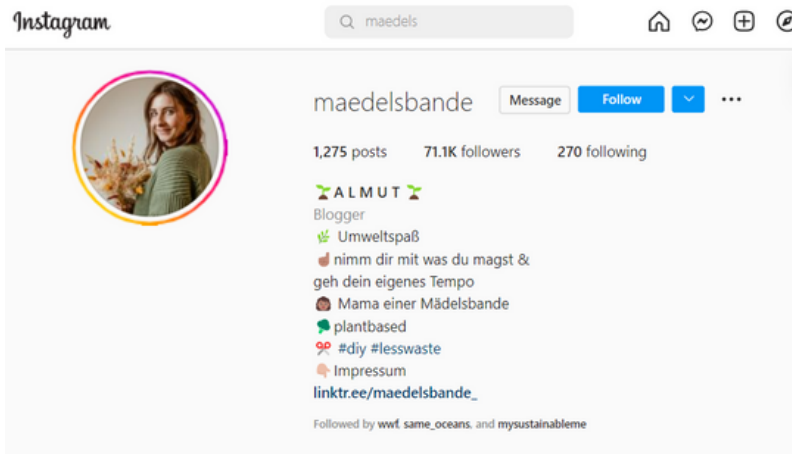
€17,99 EUR

Menge 1 +

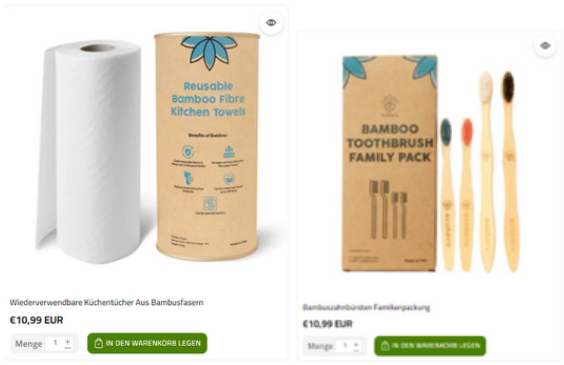
IN DEN WARENKORB LEGEN

5. Product suggestion per influencer

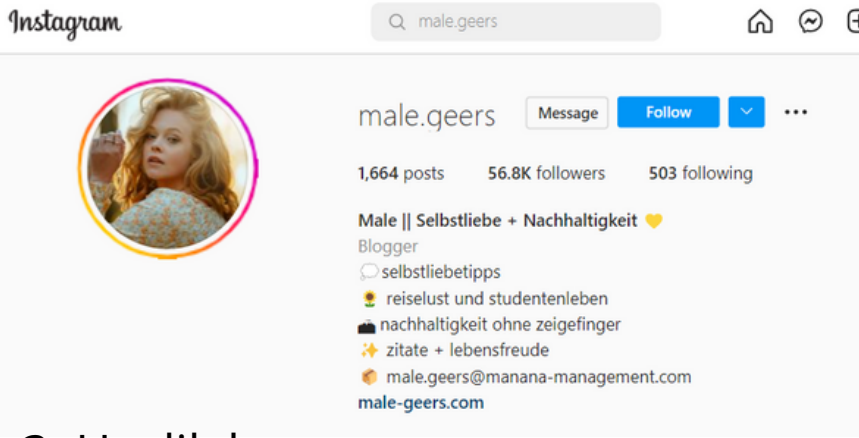
1. Maedelsbande



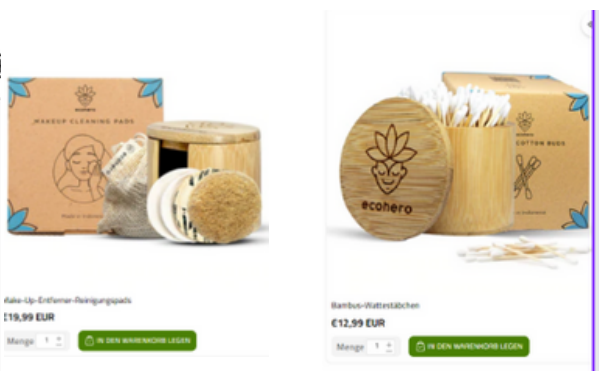
Instagram profile of **maedelsbande**. The profile shows a circular profile picture of a woman with long brown hair. The bio includes: **ALMUT**, Blogger, Umweltspaß, nimm dir mit was du magst & geh dein eigenes Tempo, Mama einer Mädelsbande, plantbased, #diy #lesswaste, Impressum, and a link to linktr.ee/maedelsbande. It also mentions being followed by *wrf same_oceans* and *mysustainableme*.



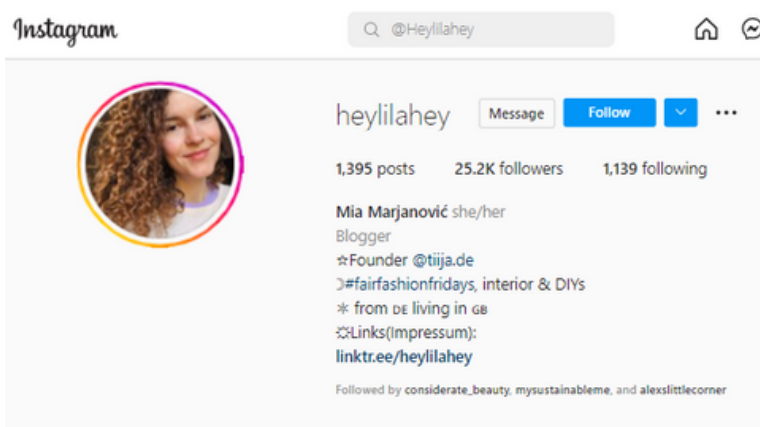
2. Male.geers



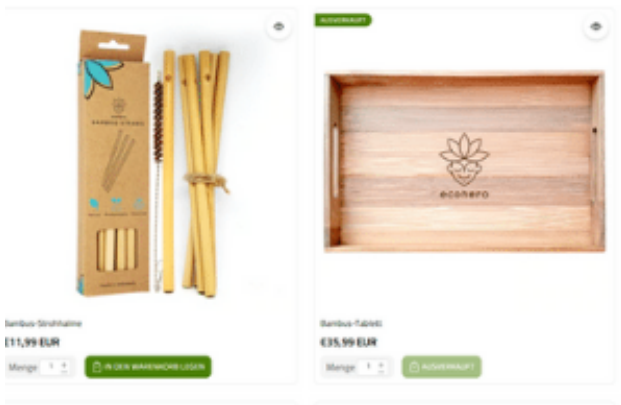
Instagram profile of **male.geers**. The profile shows a circular profile picture of a woman with blonde hair. The bio includes: **Male || Selbstliebe + Nachhaltigkeit**, Blogger, selbstliebetipps, reiselust und studentenleben, nachhaltigkei ohne zeigefinger, zitate + lebensfreude, male.geers@manana-management.com, and a link to male-geers.com.



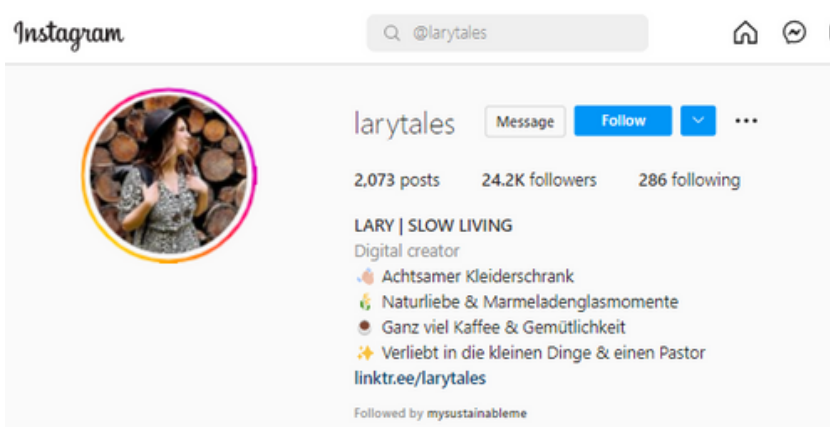
3. Heylilahey



Instagram profile of **heyililahey**. The profile shows a circular profile picture of a woman with curly hair. The bio includes: **Mia Marjanović she/her**, Blogger, ☆Founder @tijja.de, >#fairfashionfridays, interior & DIYs, * from de living in gb, ✨Links(Imprimus): linktr.ee/heyililahey. It also mentions being followed by *considerate_beauty*, *mysustainableme*, and *alexslittlecorner*.



4. Larytales



Instagram profile of **larytales**. The profile shows a circular profile picture of a woman with long dark hair. The bio includes: **LARY | SLOW LIVING**, Digital creator, Achtsamer Kleiderschrank, Naturliebe & Marmeladenglasmomente, Ganz viel Kaffee & Gemütlichkeit, Verliebt in die kleinen Dinge & einen Pastor, and a link to linktr.ee/larytales. It also mentions being followed by *mysustainableme*.



5. Product suggestion per influencer

5. Thetastyk

Instagram

Search: @thetastyk


thetastyk

Message Follow


1,367 posts 121K followers 730 following

Kirsten | vegan food & travel
🌱 vegan foodie living in Berlin
🍌 colorful #plantbased recipes + travel guides 🌍
🐶 sunkid chasin' puppy cuddles
www.thetastyk.com

Followed by coconutbowls, iarescientists, laforance +3 more



Kokosnussschalen-Set
€17,99 EUR
Menge: 1 [IN DEN WARENKORB LEGEN](#)



Wiederverwendbare Küchentücher Aus Bambusfasern
0,99 EUR
Länge: 1 [IN DEN WARENKORB LEGEN](#)

6. Lauramitulla

Instagram

Search: lauramitulla


lauramitulla

Message Follow

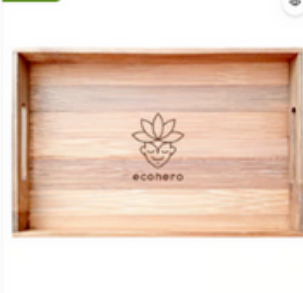
885 posts 22.9K followers 872 following

Laura Mitulla
she/her
Founder of @the.ognc & @studiomalui
📸 Collect moments, not things.
🌱 Fair & Slow Fashion, Minimalismus
Impressum:
the-ognc.com

Followed by mysustainableme



Bambus-Strohhalme
€11,99 EUR
Menge: 1 [IN DEN WARENKORB LEGEN](#)



Bambus-Tablett
€35,99 EUR
Menge: 1 [AUSVERKAUFT](#)

7. Issabelsophie

Instagram

Search: @issabelsophie


iisabelsophie

Message Follow

1,591 posts 23.4K followers 254 following

Isa 🌱 [she/her]
Digital creator
nachhaltig - ehrlich - unperfekt
in love with animals and nature 🐾 🌿
girl with a green heart ❤️
📍 Braunschweig
📧 info@iisabelsophie.com
linktr.ee/iisabelsophie

Followed by mysustainableme



Kokosnussschalen-Set
€17,99 EUR
Menge: 1 [IN DEN WARENKORB LEGEN](#)

5. Product suggestion per influencer

8. Missbroccoli

Instagram

@_missbroccoli

Message

Follow

...

1,647 posts

19.6K followers

2,888 following

Kinderrezepte

Gesund leben

Nutritionist

Moana Ernährungcoach

Ich zeige Mamas, wie sie vegetarisch/vegan leben, Kinder mehr Gemüse essen & Mamas gesund abnehmen.

PN

@healthy.happyfamily

linktr.ee/_missbroccoli

Followed by mysustainableme




Kokosnusshäfen-Set
€17,99 EUR
Menge: 1

+

-

IN DEN WARENKORB LEGEN



Reusable Bamboo Fibre Kitchen Towels
€0,99 EUR
Menge: 1

+

-

IN DEN WARENKORB LEGEN

9. Corinna_fee

Instagram

@corinna_fee

Message

Follow

...

589 posts

18.8K followers

110 following

nachhaltig & selbstwirksam

Ökothemen & (mentale) Gesundheit


für mehr Realität auf IG

solo Carlife in Arbeit

zert. vegane Ernährungsberaterin

corinna.fee@aol.com

Followed by mysustainableme




Kake-Up Entfernen-Reinigungsset
€19,99 EUR
Menge: 1

+

-

IN DEN WARENKORB LEGEN



Bambus-Plattenslächchen
€12,99 EUR
Menge: 1

+

-

IN DEN WARENKORB LEGEN

10. Fraeulein.oeko

Instagram

@Fraeulein.oeko

Message

Follow

...

622 posts

16.9K followers

277 following

Svenja | unperfekt nachhaltig

Video creator

she/her

Vollzeit Vanlife Slowakei

Autorin Projekt Plastikfrei & Green Camping

nachhaltiges & gesellschaftliches

Mein YouTube Kanal

linktr.ee/fraeuleinoeko




Kokosnusshäfen-Set
€17,99 EUR
Menge: 1

+

-

IN DEN WARENKORB LEGEN



Reusable Bamboo Fibre Kitchen Towels
€0,99 EUR
Menge: 1

+

-

IN DEN WARENKORB LEGEN

6. Examples of content

To give an idea what kind of content the Influencer could create a few examples have been shared below. This can be used if the influencer asked for more guidelines about what we are expecting from them.

1. Tutorial

People love to go on social media to get inspired and learn new things. One of the content that results in the most engagement are tutorials. The products of ecohero are suitable to create tutorials about.

Picture 6.1: Tutorial example



2. Unboxing

The PR package should be a real present. With the unboxing the influencer involves the viewer into the experience of opening the product and showing their first impression.

Picture 6.2: Unboxing example



2. Explain

The influencer can also explain something about the product or about ecohero itself. Showing the viewer more insights behind the product/company

Picture 6.2: Explain example

