



INFLUENCER

— SALES —

ONLINE INFLUENCER SALES WORKBOOK

www.influencer-sales.com

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Explore



Offline	Online	Tools	Partners
Presentations Volunteer Associations (MPI, SHRM) Community Involvement	Create and curate targeted, relevant content to share on social networks Post comments Offer insights Join groups Grow networks	<ul style="list-style-type: none"> ▪ Prospecting emails ▪ Buzzsumo ▪ RightRelevance ▪ Snip.ly ▪ Lead nurturing campaigns ▪ Retargeting ▪ Niche placement/listings 	Industry Experts Marketing Revenue Management Operations CVBs/DMOs

Share Relevant Content

Why:

Where?

YOU - Thought Leader / Valuable Resource

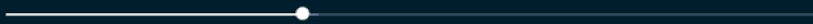
Relevant

- Answer a common question
- Answer a business challenge
- Provide helpful insights
- Value of your destination (city)
- RARELY ABOUT YOUR PRODUCT

Content

- Articles
- Videos
- Infographics
- Interviews
- Blogs

CREATE OR CURATE



-4:13

INFLUENCER
SALES



Tools for the Explore Phase

YOUR PERSONA / YOUR CONTENT		
Persona Challenge or Goal	Content	Your Introduction
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
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_____	_____	_____

Buzzsumo:

Right Relevance:

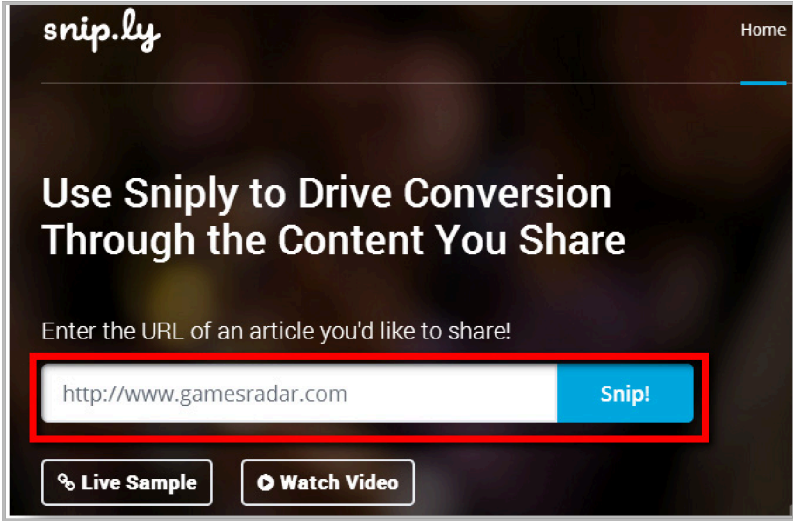
ACTIVITY:

Audience Pain Points:

Article/Content/Video:

Intro:

Meet Snip.ly



What:

Why:

Notes:

Influencer Explore/Prospecting Emails

Four Components to Influencer Explore Emails

1. _____
2. _____
3. _____
4. _____

Strong Subject Lines:

1. _____
Sample: _____
2. _____
Sample: _____
3. _____
Sample: _____
4. _____
Sample: _____

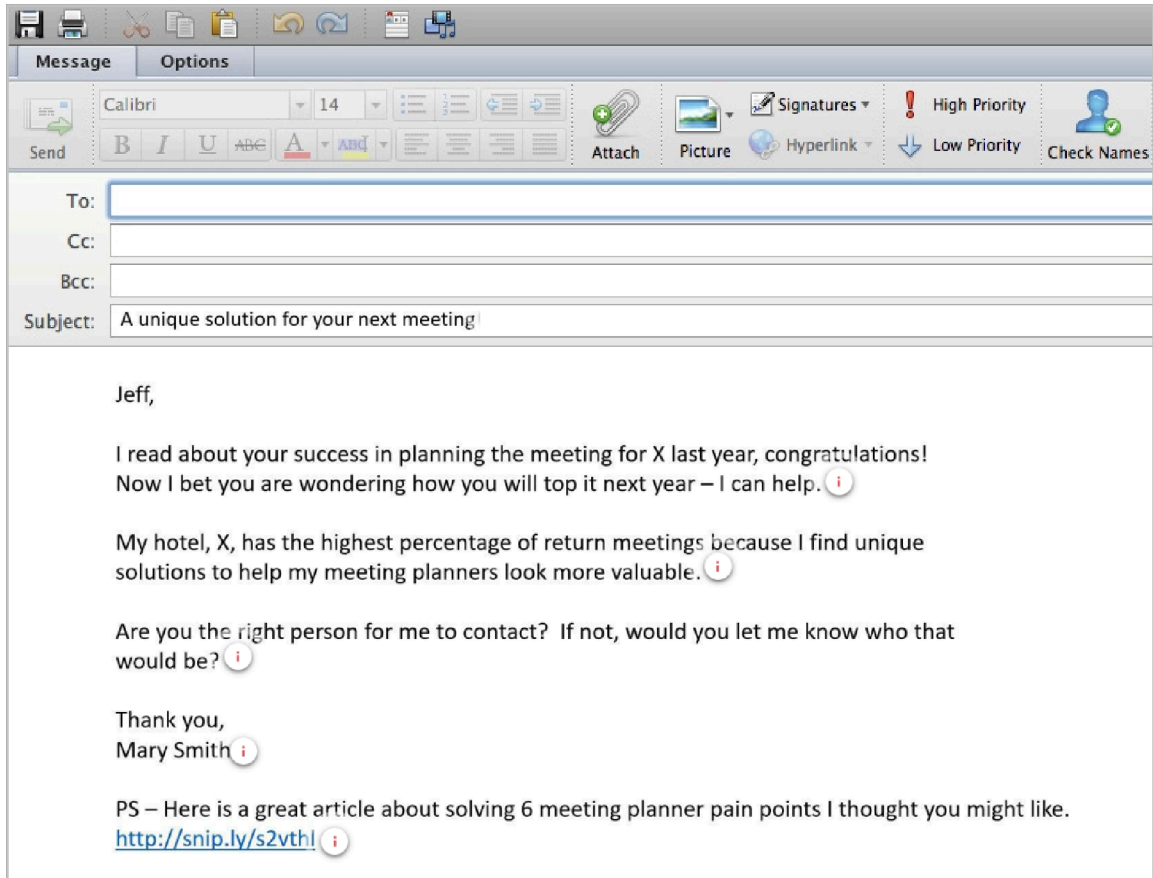
Make It Personal:

Clear and Concise:

Call to Action:

Thought Leadership:

Build an Influencer From Scratch



Notes:
