



# STRATEGIZING SOCIAL

## A MARKETER'S ACTIVATION GUIDE

In the evolving landscape of influencer marketing, traditional campaign strategies often prioritize top-down creative briefing and brand-led messaging. At IZEA, we invert this approach, starting with your main objective to ensure we capitalize on the outcome you're looking to achieve.

### HOW CONSUMERS USE SOCIAL TODAY

By identifying and understanding the behaviors of social media users, we create campaigns that not only resonate but drive measurable success. When combined with knowledge of your primary KPIs, we can build customized media strategies that support your goals as a marketer and enable meaningful, measurable outcomes.



## WHO THEY ARE

### The Scroller

Audiences are on social media seeking entertainment and/or information. TikTok's FYP and Instagram Reels are set up for discovery as one mindlessly scrolls. It's imperative to capture their attention and beat the algorithm.

#### IZEA Best Practices

- Benchmarking in order to lean into trends in a timely manner.
- Flexible budgets and quick turn approval in order to respond in time to participate in engaging trends.
- Macro/Mega creators to help make a big splash around brand tent poles.

### The Seeker

Social search is growing beyond Google as people seek visual content from trusted resources. Capitalize on your SEO strategy by integrating keywords and search terms in UGC captions so your brand is there with answers as people are actively searching.

#### IZEA Best Practices

- Specific caption instructions and review process.
- Include paid media to toggle ads as people search.
- Generate cost-efficient UGC so volume outweighs reach or content quality.

### The Follower

The very foundation of influencer marketing is within the organic following of creators and the topics that their community care about. Find the right creators who can speak to your target audience about the tools that can help them reach their goals. Creators have built their followings out of trust..

#### IZEA Best Practices

- Massive network with a wide range of verticals
- Evergreen calendar along with seasonal talking points that are relevant to audiences
- Brand ambassadors



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### CREATIVE BRIEFING GUIDE BY KPI

By recognizing your audience's behavior— as the Scroller, Seeker, or Follower—and their position within the marketing funnel, you can tailor your content strategy to effectively engage them. This also allows you to set precise engagement metrics as KPIs that accurately measure the success of your campaign.

#### AWARENESS

##### *Your brand objective*

**Be authentic. Make your brand present but not aggressive.**

##### *Content strategy*

Show up as a member of the community. Make content engaging and participatory  
Use low-fi video to fit natively on platforms like TikTok

##### *Measuring success*

Shares Engagement

##### *Platform presence*

Seeker

#### EDUCATION

**"Edutainment" Teach your audience something new**

Leverage influencer reviews/ product recommendations Create a library of organic content for social SEO Showcase tips and trips/how-to style content

Views

Scroller

#### CONVERSION

**Give your audience a reason to leave the app**

Communicate with urgency. Include CTA in the caption Highlight sales and LTOs in the first 3-5 seconds. Explain how to buy

Clicks

Follower

### MEDIA ACTIVATION GUIDE BY KPI

Paid media amplification is a valuable tool in any marketer's toolbox, allowing brands to align the call to action and behaviors to support key initiatives, whether that's a product launch, education, or in-store promotions. On social, paid support brings added value, expanding the reach of influencer content beyond followers, allowing for targeting of your audience with greater precision, and lengthens the useful post lift from days to months or years.

#### AWARENESS

##### *Use case*

**New product launch Rebranding/ relaunch**

##### *Media strategy*

KPI: Reach  
KPI: Impressions  
Retarget engaged users

##### *Measuring success*

CPM  
High frequency ad placement  
Brand lift study

#### EDUCATION

**Complex and innovative products Regulated industry**

KPI: Views  
KPI: Engagements  
Sequential messaging drip

ER  
VR  
Brand lift study

#### CONVERSION

**Seasonal promotions Retargeting**

KPI: Traffic  
Lookalike audiences

CTR  
Add to cart  
Integrations  
Conversion pixel  
Sales lift study