



## Checklist 8 - Seeing Influence Marketing in the Light of the Four Ms

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Digital and mobiles have become increasingly persuasive in the lives of consumers, and so marketers need to meet the demands of the customers of today. For this, it is crucial to see influencer marketing in the light of the four Ms. Here is a checklist to help you*

### #1 Make

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | After you place the customer at the front and center of your influence marketing, build personas and profiles based on who they are in the life cycle of purchase. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Ask some quality questions from yourself and your company/team.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Ask questions like:  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Are the customers in the Research stage?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Are the customers still looking for information?   | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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6 Do the customers need validation from peers and colleagues- meaning they are in the Awareness stage?

7 Or maybe the customer is ready to buy and purchase the product? This would mean they are in a Purchase stage.

8 Identify at which stage the audience is.

9 This will help you get straight to the customer through the right person at the right time.

### #2 Manage

1 Move to the managed stage now.

2 Make use of text analytics and linguistic mapping to identify what phrases are used by influencers to bring about actions from the target audience.

3 Influencers can cause several different actions:

4 They can cause an increased negative or positive view of the product.

*Notes*



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5 They can move the customer to the next stage of the purchase life cycle

6 Influencers can take the customer off the path altogether as well.

7 They can also disrupt the brand message completely.

### #3 Monitor

1 Monitor the relationship between a small group of people and their immediate circle of influencers based on their latest needs.

2 Ask yourself about who is the influencer you should be connecting with.

3 Consider the factors coming into play with great focus.

### #4 Measures

1 Have the ability to measure who is responsible for what in influence marketing.

*Notes*



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2 Know the objectives of your campaign and keep a measure and analysis of the results generated.

 

3 Ask questions like:

 

- > *How was the campaign taken to be?*
- > *What message reached out the most?*
- > *Who brought by the desired action the most?*
- > *How good and effective was targeting?*
- > *How much progress has been made to our goals?*
- > *Did the campaign add to the bottom line while enhancing the top line?*
- > *What was the overall effect on the brand and our competitors?*

*Notes*