

# INFLUENCER MARKETING STRATEGY

## CHOOSE THE RIGHT GOAL FOR YOUR CAMPAIGNS



Goal	Branding		Interaction		Conversion	
Campaign type	Reach	Awareness	Traffic	Engagement	Conversion	Sales
Campaign description	Deliver your message to the maximum amount of people	Get the maximum amount of impressions	Drive people to an e-commerce website or landing page	Induce people to interact with content, such as liking, commenting and sharing	Accomplish specific actions like a download or newsletter subscription	Generate sales on an e-commerce website
Key metric	Reach	Impressions	Clicks	Engagement rate	Conversions	Sales & Revenue
KPI	CPM	CPM	CPC	CPI	CPA	CPS & RO
KPI description	The cost per reaching 1000 users	The cost per reaching 1000 users	Cost Per Click	Cost Per Interaction	Cost Per Action	Cost Per Sale & Return On Investment