

# 21 Questions to a Successful Online Influencer Program



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# Nearly every brand in today's market is taking advantage of social media platforms to get in front of their ideal consumer.

Whether they are coughing up the big bucks for an experienced influencer or leveraging their Brand Ambassadors' personal networks – the goal is to increase brand awareness and drive trial. But how do you know how effective their efforts are? How are you tracking all those posts, likes and comments, and ultimately connecting them to an increase in awareness, trials, or sales? How is it possible to take a 30,000 ft view of your online program and understand the effectiveness of different tactics if you are not actively measuring results? Where do you start?

That's where this eBook comes in. The first step to measuring your program's effectiveness is to know what to ask. So we took the best of the best of our clients' online activation programs and curated the best questions to ask in a post-campaign survey. These questions are designed to help you take a data-centric approach – including accounting for key qualitative AND quantitative factors. By asking the right questions consistently, over time, you should have a pretty clear picture of what success looks like for your program.



# 1) How many people reacted to the post?

**(numerical question)**

*The purpose of this question is to measure the number of likes, hearts, etc. for by platform. Overtime, this data point will allow your analyst to see the most effective platform and rep.*

# 2) Was this a pre-recorded video or live stream?

**(dropdown)**

- a. Pre-recorded
- b. Live stream
- c. Neither, my post was only an image

*This allows you to understand the effectiveness of each post type when compared to shares, likes and views. Without tracking this metric, you may never know that the Live stream is more effective than a static image.*






### 3) What comments did you receive on your post?

**(qualitative)**

*Just like any good demo, understanding consumer feedback and common questions allows you to proactively offer those answers.*

### 4) How many times was your post shared?

If unknown, enter zero. **(numerical)**



## 5) How many times was your post viewed?

If unknown, enter zero. **(qualitative)**

*Measuring your online activity quantitatively, offers your analyst the ability to create benchmarks.*

## 6) How many people asked about or mentioned purchasing the product?

Enter zero if no one mentioned purchasing. **(numerical)**

*This question will allow you to easily calculate the potential purchases prompted by the post.*

## 7) Did anyone direct message you about your post?

If yes, please describe the conversation(s) in detail. Were they trying to find a place to buy? Did they have more questions about the brand? **(dropdown)**

a. No

b. Yes

*Leveraging Brand Ambassadors for online tactics is one way to put a brand expert in front of their audience. Brand Ambassadors already do this in-store, so transferring the skill online will be simple. They can easily answer questions and even follow-up with people who comment on their post about purchasing.*



## 8) Please provide a direct link to the post.

*You will be thankful for this when you are trying to validate someone who claims that 800+ views. Having a link to click on makes it effortless for the manager to review the post and "follow" it for future updates. If you don't, then finding the post will take more time and may even seem impossible.*

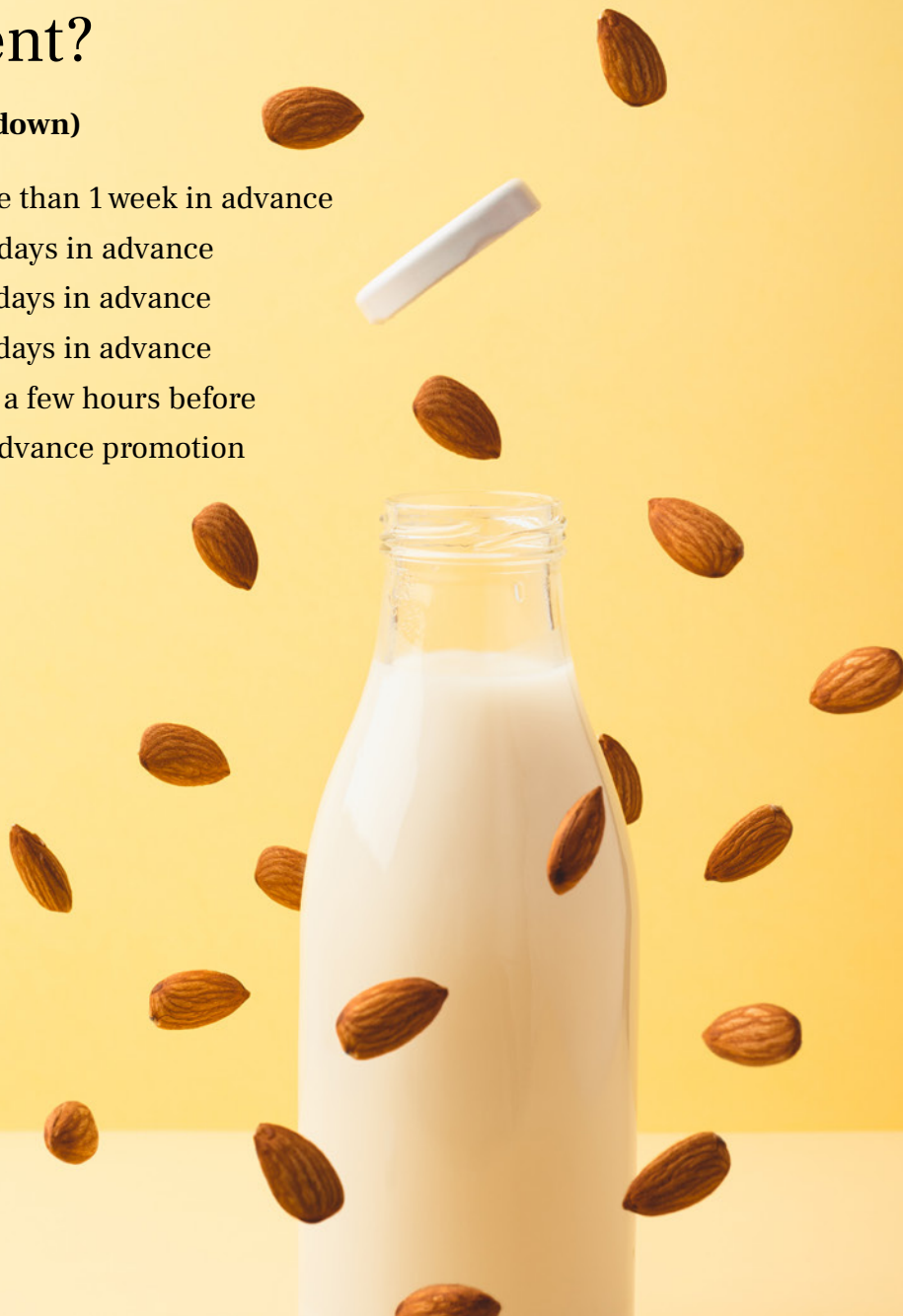
## 9) How many days ago was your post?

*This allows you to see the difference between different reports. If one BA influencer submits their post after only a day, and the other rep submits their report after 7 days, this question will allow you to see the variance in the data set.*

## 10) How far in advance did you start promoting your live stream/video/event?

**(dropdown)**

- a. More than 1 week in advance
- b. 6-7 days in advance
- c. 3-5 days in advance
- d. 1-2 days in advance
- e. Just a few hours before
- f. No advance promotion





## 11) Did you discuss your post with anyone in-person / offline? If yes, then how many?

**(dropdown + option)**

- a. Yes
- b. No

*Unlike someone with 10k followers, we've discovered that BA influencers are posting to people who they see and interact with in the flesh. This naturally stimulates a conversation and creates a dialogue about your brand offline. In our experience, it also results in an increased brand awareness. Don't miss out on asking about this!*

## 12) Which hashtags did you use?

**(checkbox – provide a list of the acceptable hashtags)**

*This allows the BA to go off script but still allows you the ability to measure the success of certain hashtags. You may find your target market is following one hashtag over the other.*

### 13) How many hashtags did you use on your post?

*This data point allows you to see the effectiveness of limiting the number of hashtags. It also helps you correlate the above question better. If someone uses 30 hashtags, it might dilute the reach of the post.*



### 14) Which of the following retailers did you tag?

**(checkbox format, provide a list of retailers)**

*Provide a list of your retailers (all of them) to ensure the BA is aware of those retailers, AND so you can promote your online activities with your retail partners.*

## 15) What day of the week did you post?

*This allows you to measure the effectiveness of the day of the week vs. the # of reactions, hashtags etc. Maybe it's #humpday for Wednesday posts and #Teatimetuesday for Tuesday.*

## 16) What time zone are you in?

**(dropdown)**

- a. Pacific
- b. Central
- c. Eastern
- d. Other

*Your virtual demos can happen at any time in Promomash, but this question allows for a sorting of data by time zone. If the BA is on the East Coast and posts at 3AM PST, then you may find that their reach is limited. The only way to really understand your potential is by tracking the potential brand impressions is by understanding the time of the post when it compares to every time zone.*



## 17) What time of day did you post?

(The time of your event should match the exact time of your post)

- a. 6 am - 9:59 am
- b. 10 am - 12:59 pm
- c. 1 - 3:59 pm
- d. 4 - 6:59 pm
- e. 7 - 10 pm
- f. Other

*You could ask this as an open-ended question, but the formatting of this question allows you to group the online activities for a better understanding and most effective timing. As soon as you begin seeing a pattern, you can guide your team to post during the most optimal time.*



## 18) How many unique connections do you have on this account?

*In order to understand which BAs are the more effective, you must track the number of people they are connected to both at the time of the post and over time. Calculating the BA's engagement rate is key to understanding their overall reach. You may find that one Ambassador has a mere 400 connections, but is able to reach 800+ views (true story [here](#)). Tracking the number of connections by BA will also provide a better understanding of the growth of your BA Influencer. If your BA had 100 followers last month and 200 the next month, then you can assume they are actively developing their network.*

## 19) Which platform did you post on?

**(multi-selection)**

- a. Facebook
- b. Instagram
- c. LinkedIn
- d. Tik Tok
- e. Other

*Online events should be evaluated by platform to ensure the separate of data. If you create an "event" per platform, then you can compare the data by platform and by rep to see which posts are most effective. Be sure to limit these options to your acceptable platforms.*

## 20) Which call to actions did you include in your post?


**(multi-selection)**

- a. Like
- b. Share
- c. Purchase in store
- d. Purchase online
- e. Other

*Not only does this question remind your Ambassadors to ask their connections to like, share and purchase, but it also provides you with the ability to cross-correlate this data point with other success metrics.*

## 21) Did you provide a promo code for purchasing? If yes, what promo code?

*For the first time ever, an online activity can track purchases. We've always joked about being able to put a tracker on every shopper to see if they purchase. With online activities, you can! By offering a promo code specific to each rep (easily done with Shopify), you can see which promo code is bringing in the most purchases. This is also a great incentive to the rep to provide a CTA for purchasing.*



# Let's Go!

*Now that you understand some key metrics for measuring the results of online brand activations, learn how Promomash can jump-start you on the path to making it a reality for your company. The combination of our powerful, innovative platform and award-winning Client Happiness & Success team can make your brand's reach unstoppable. Click to learn more and request a meeting with our pros!*

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