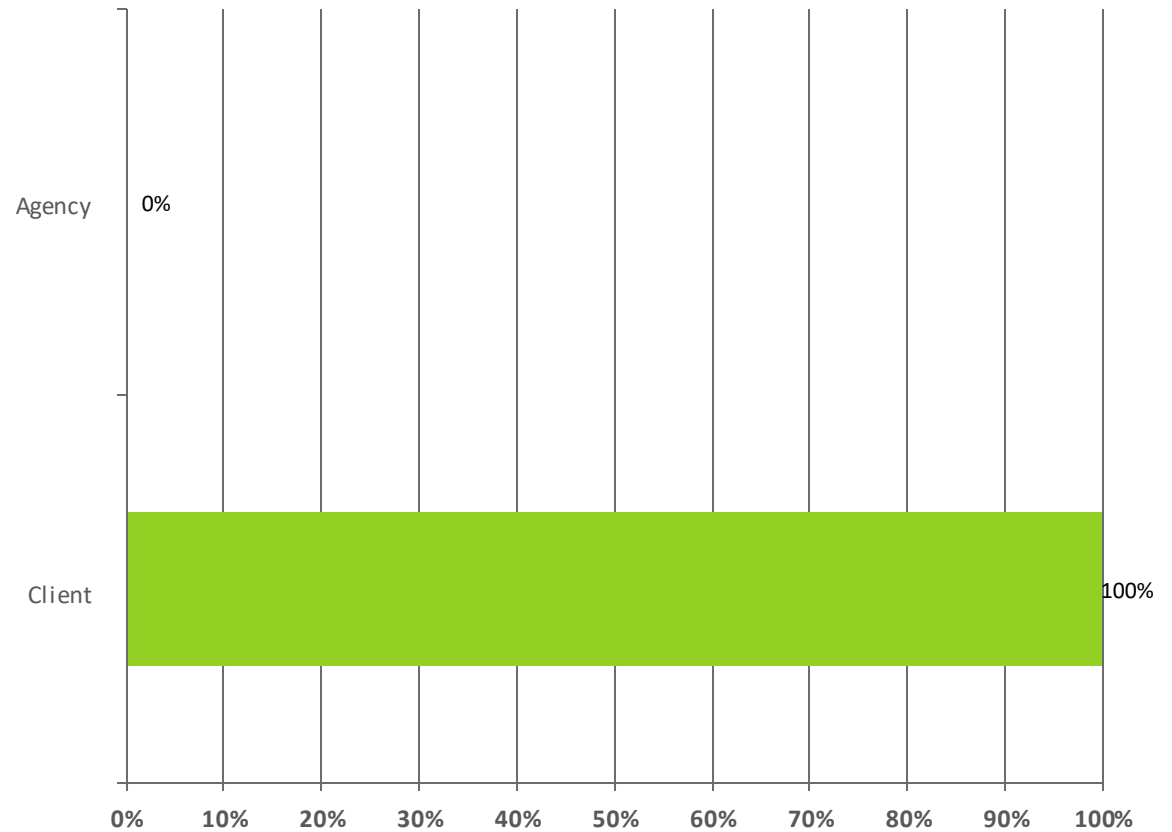


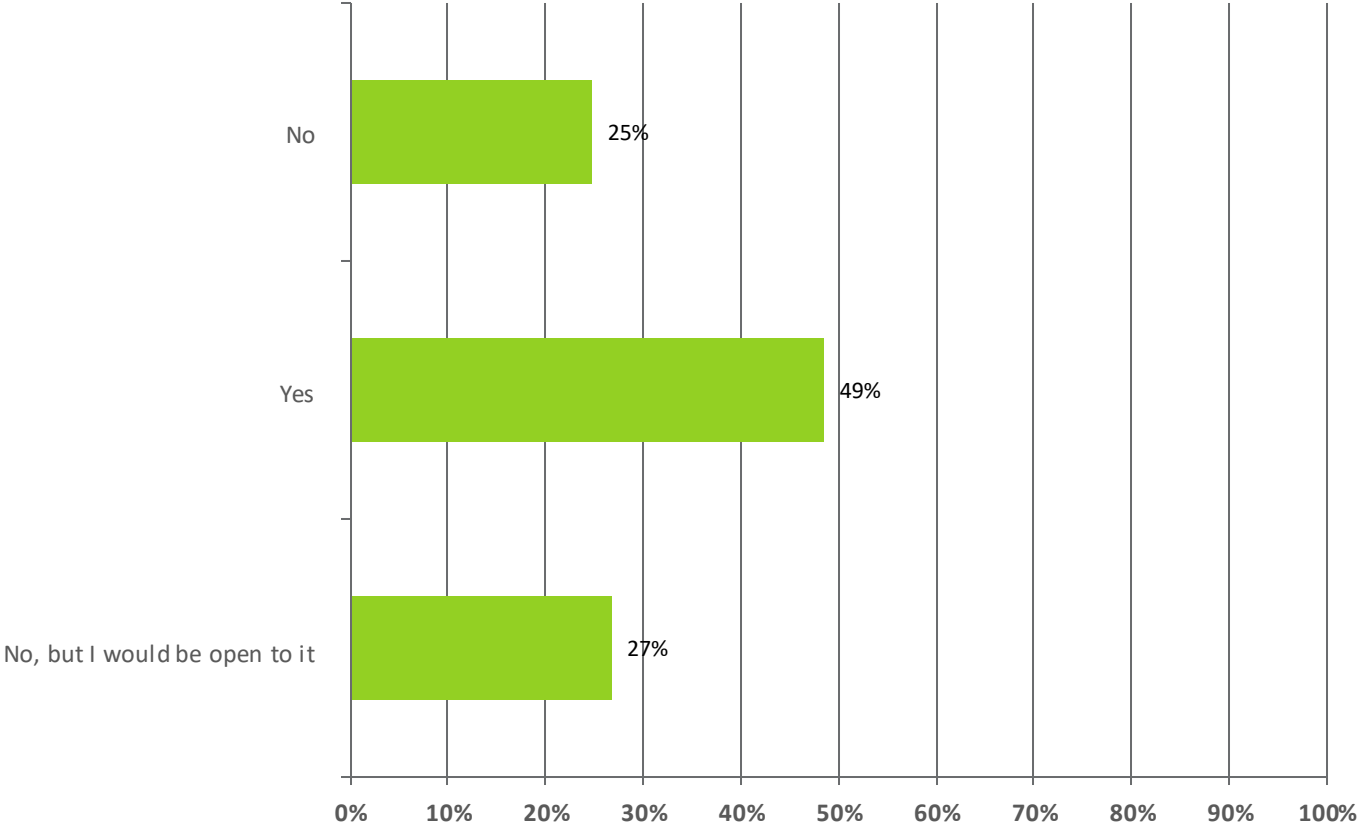


# Influencer Marketing

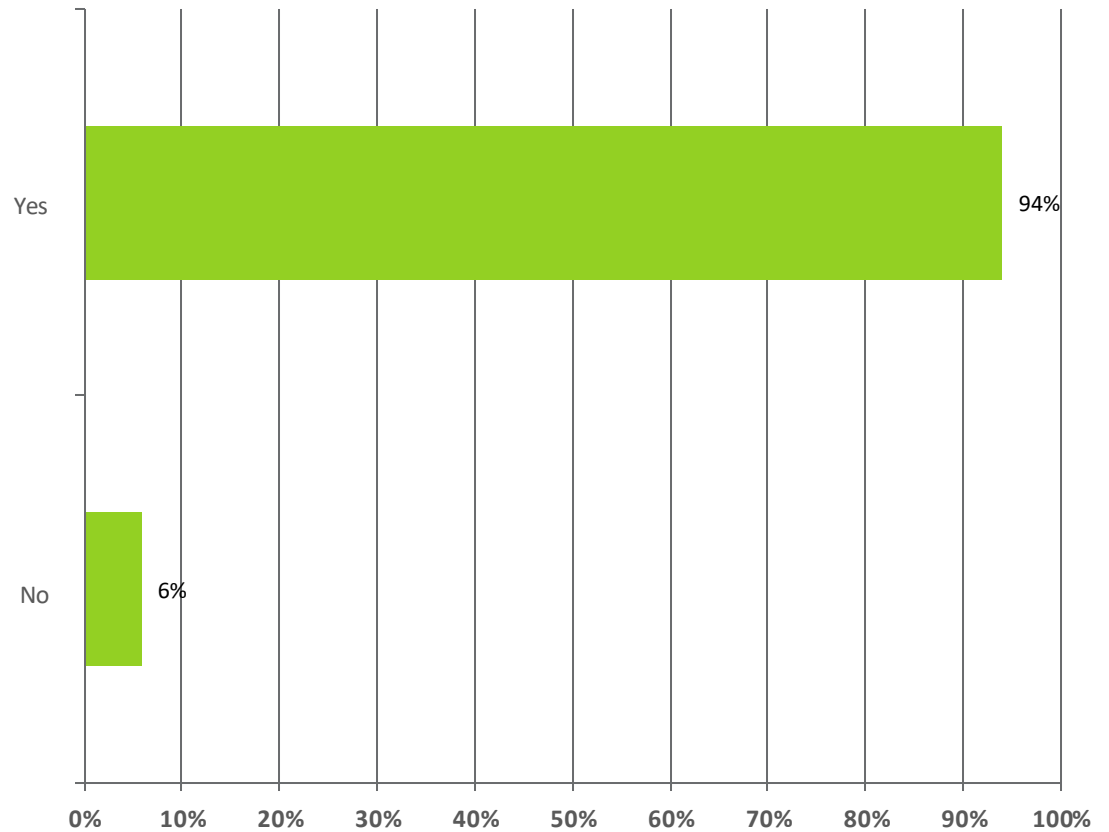
*q15. Do you work in an agency or are you on the client side?*



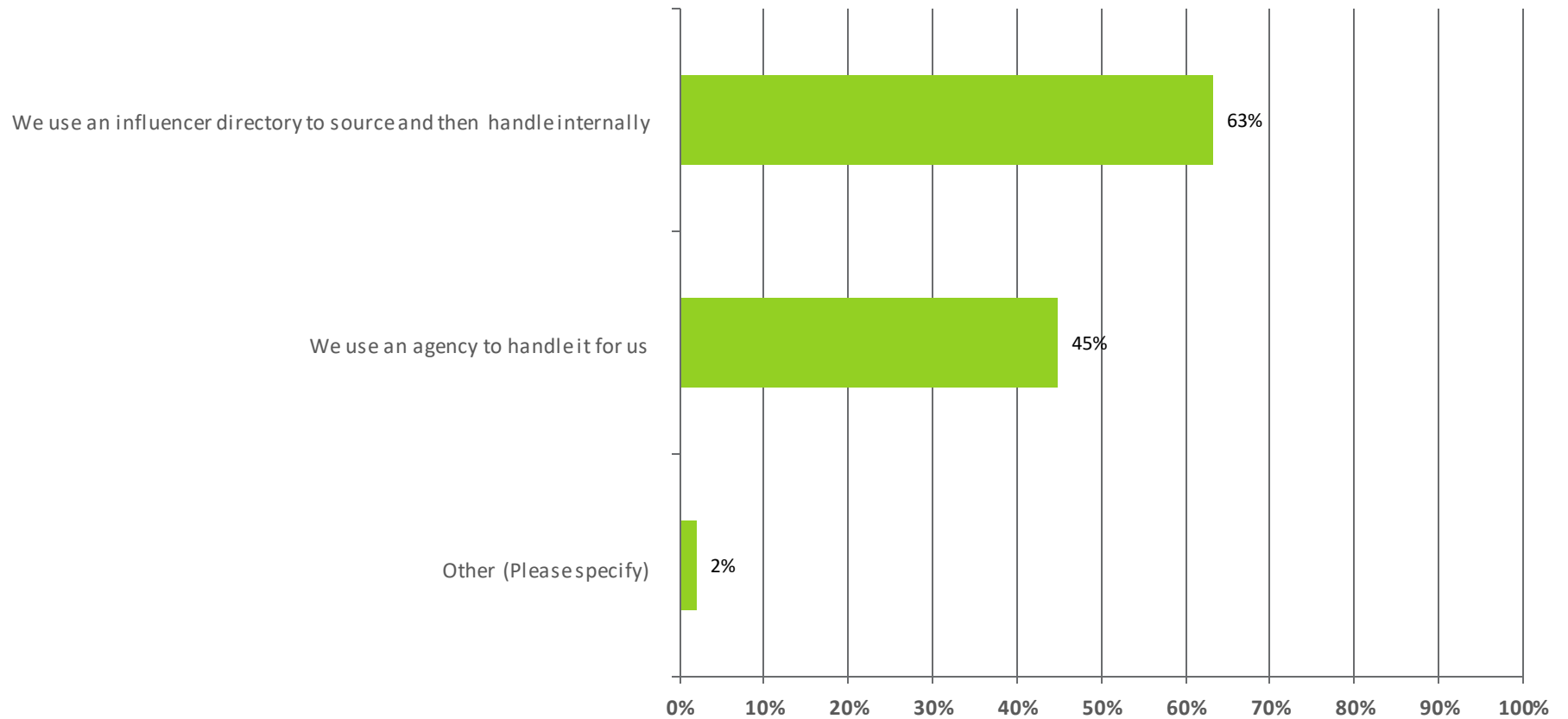
*q1. Do you work with social media influencers to reach your target audience?*



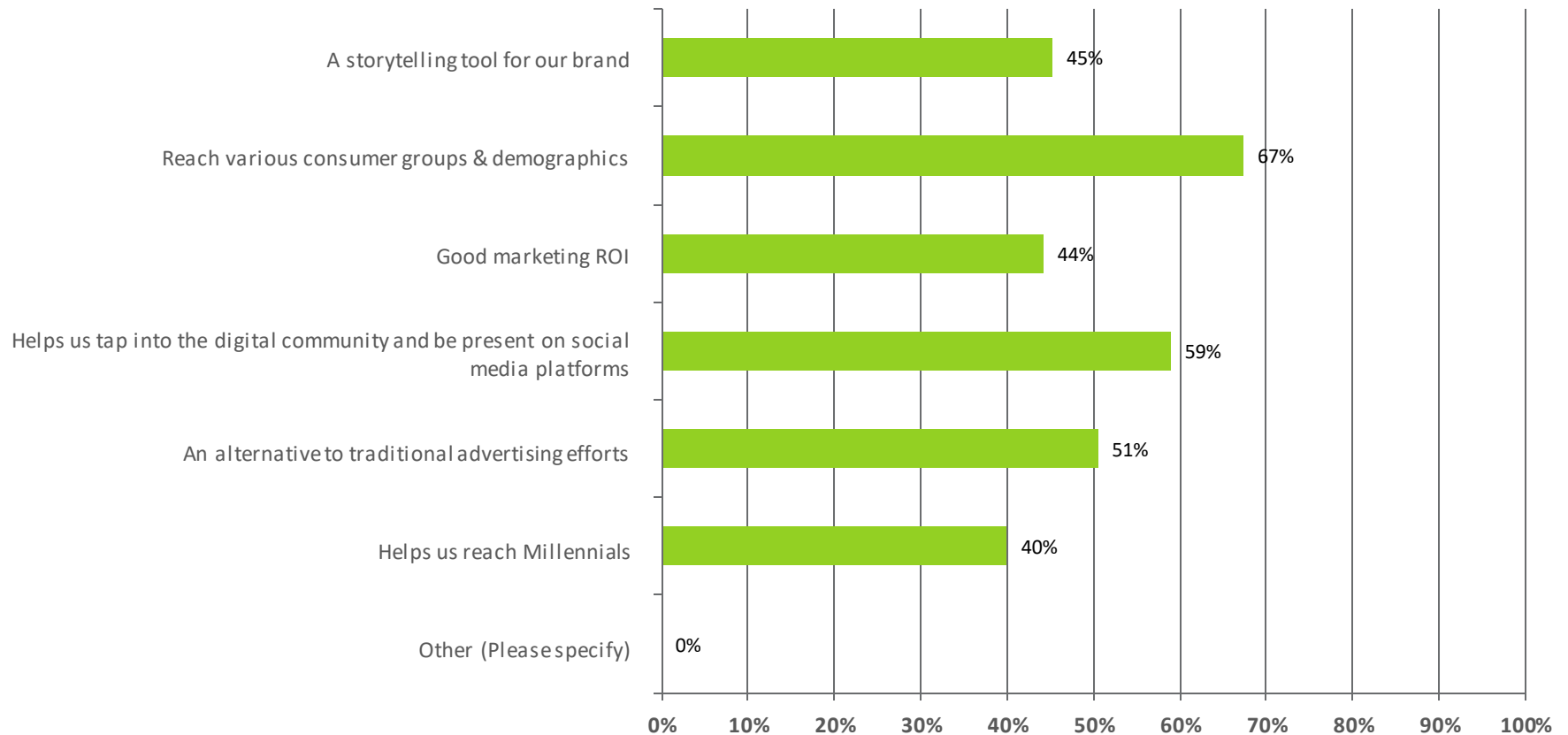
*q2. Do you feel that social media influencer marketing is important for brands?*



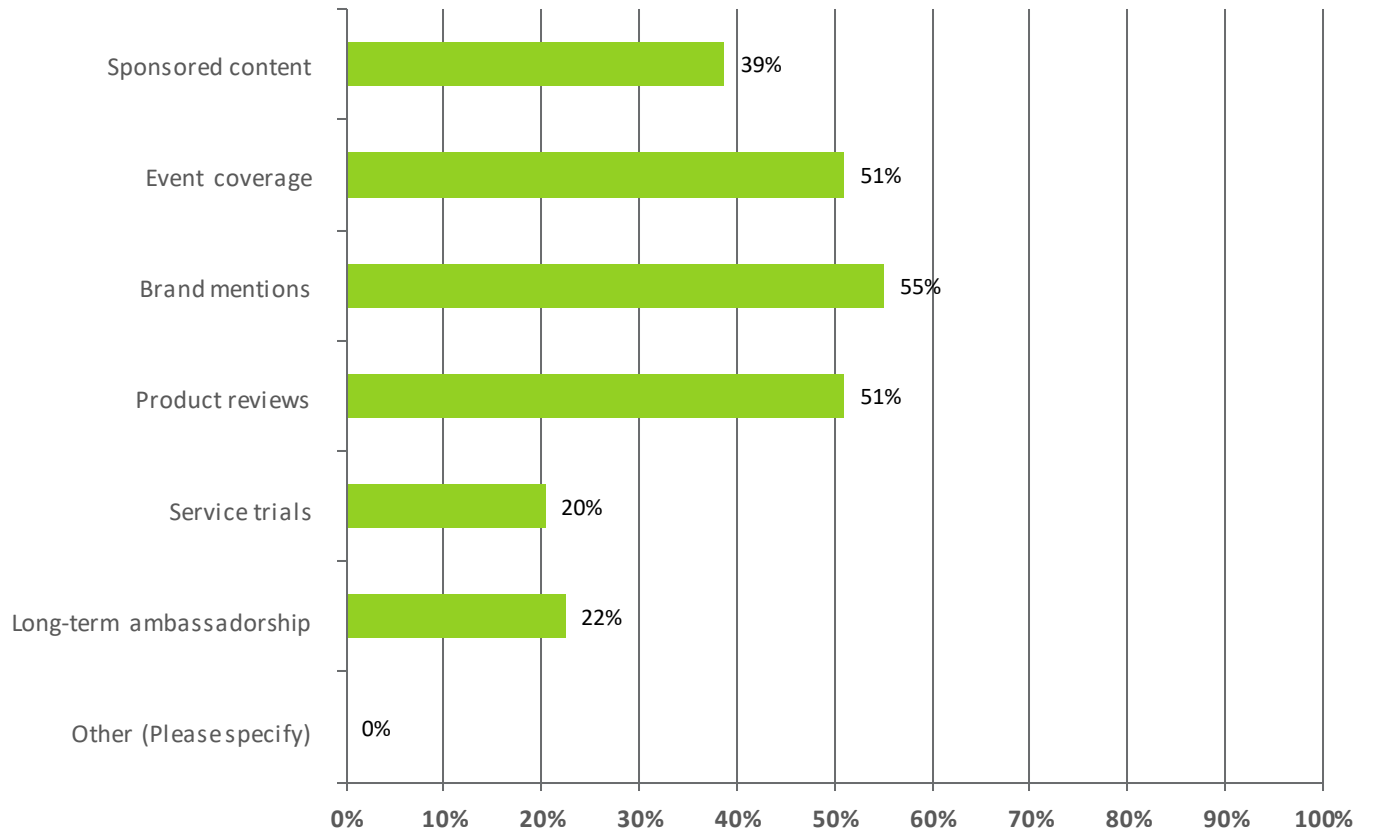
### q3. How do you manage social media influencers?



## q4\_rc. Why do you feel social media influencer marketing is important?

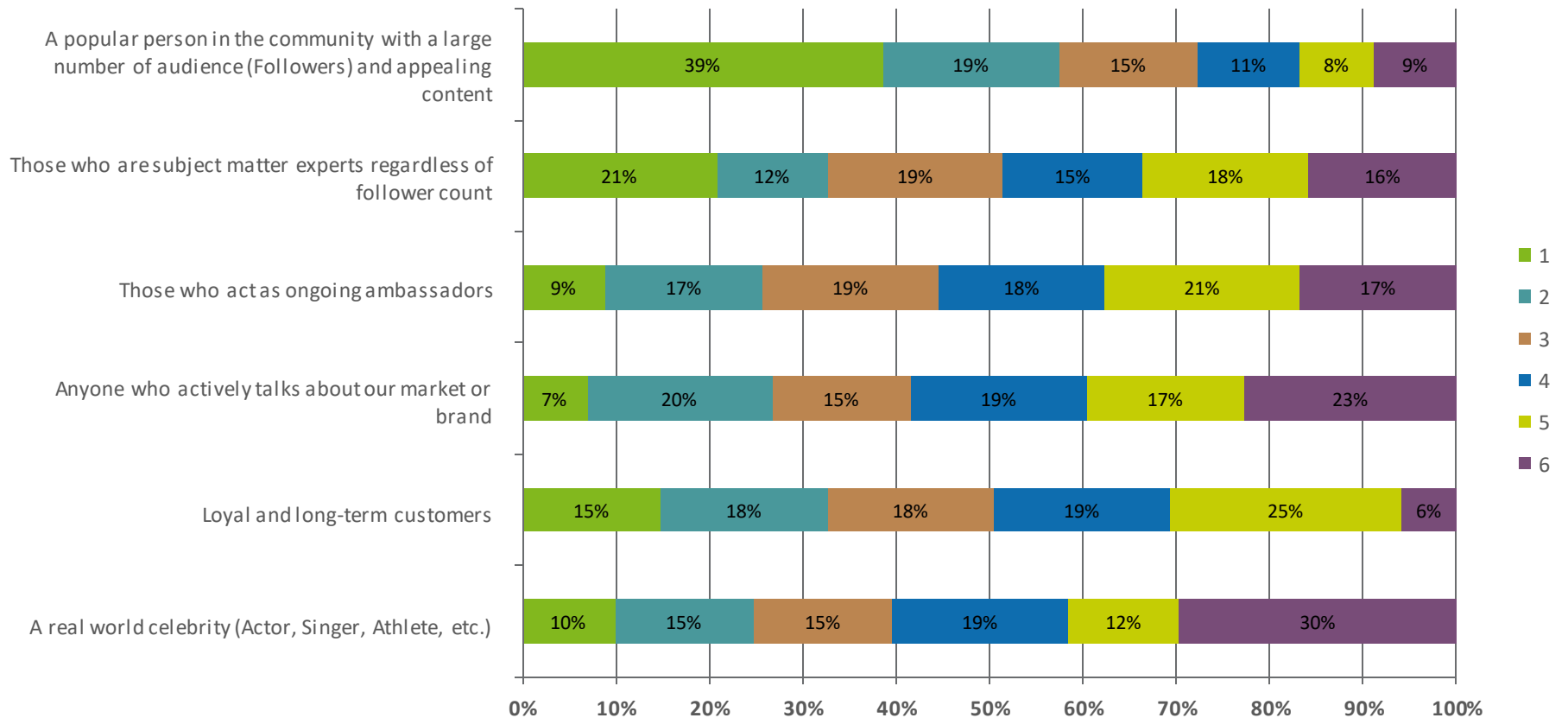


## q5. How do you partner with social media influencers for your campaigns?



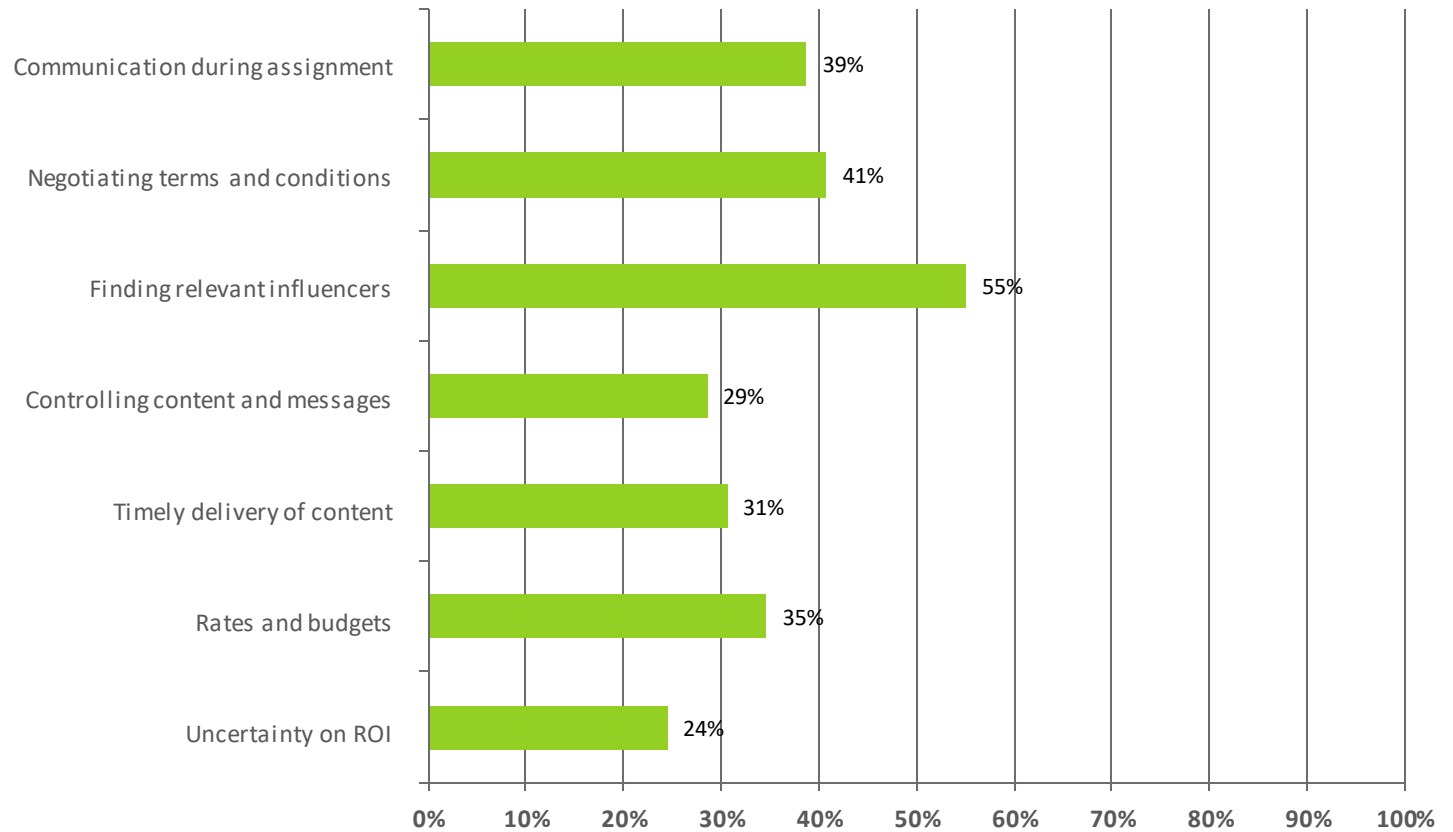
Base (49)

**q6.q6\_grid. What types of influencers do you believe to be most successful?  
(Rank in order of importance, 1 = most important)**

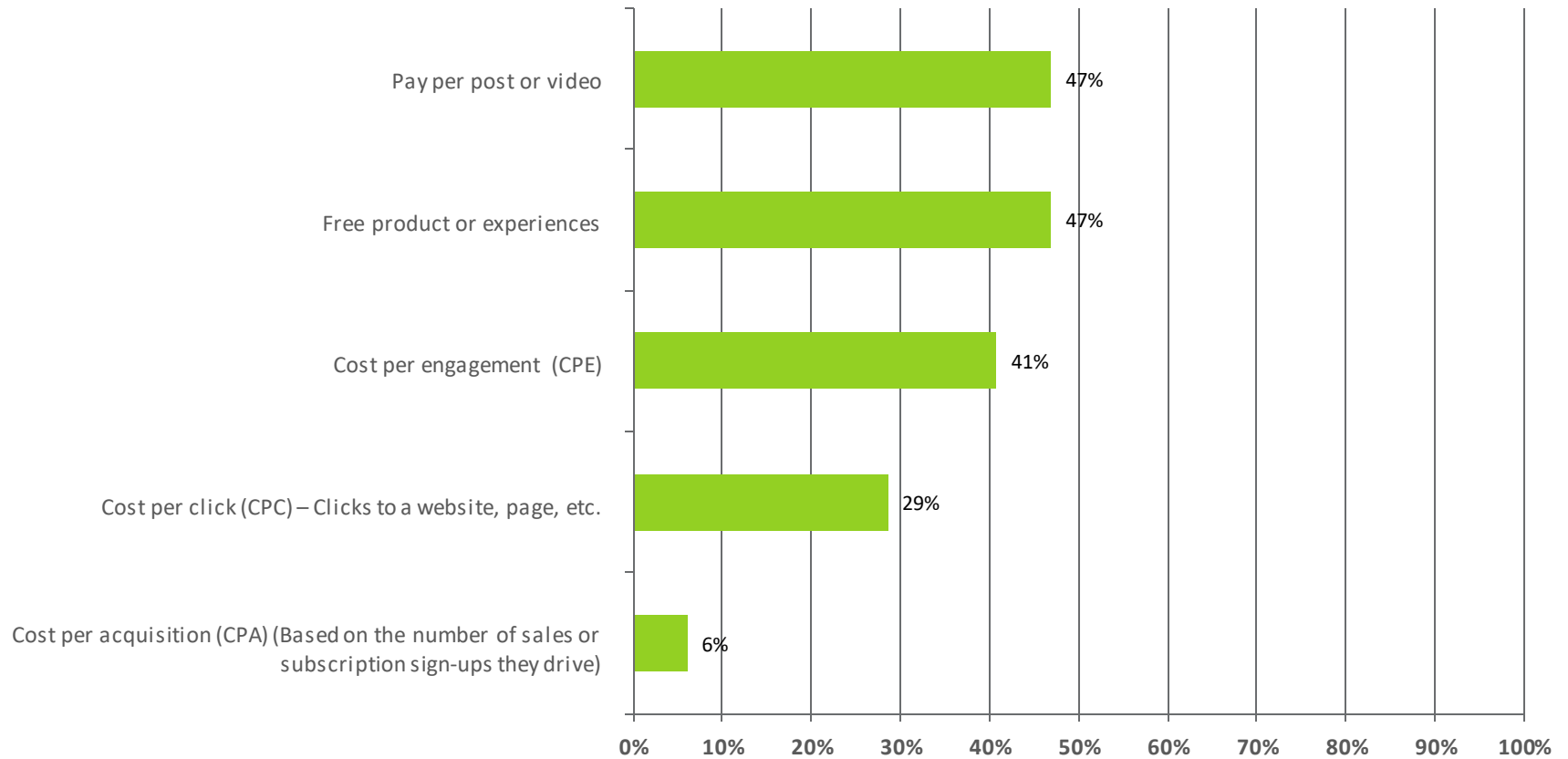




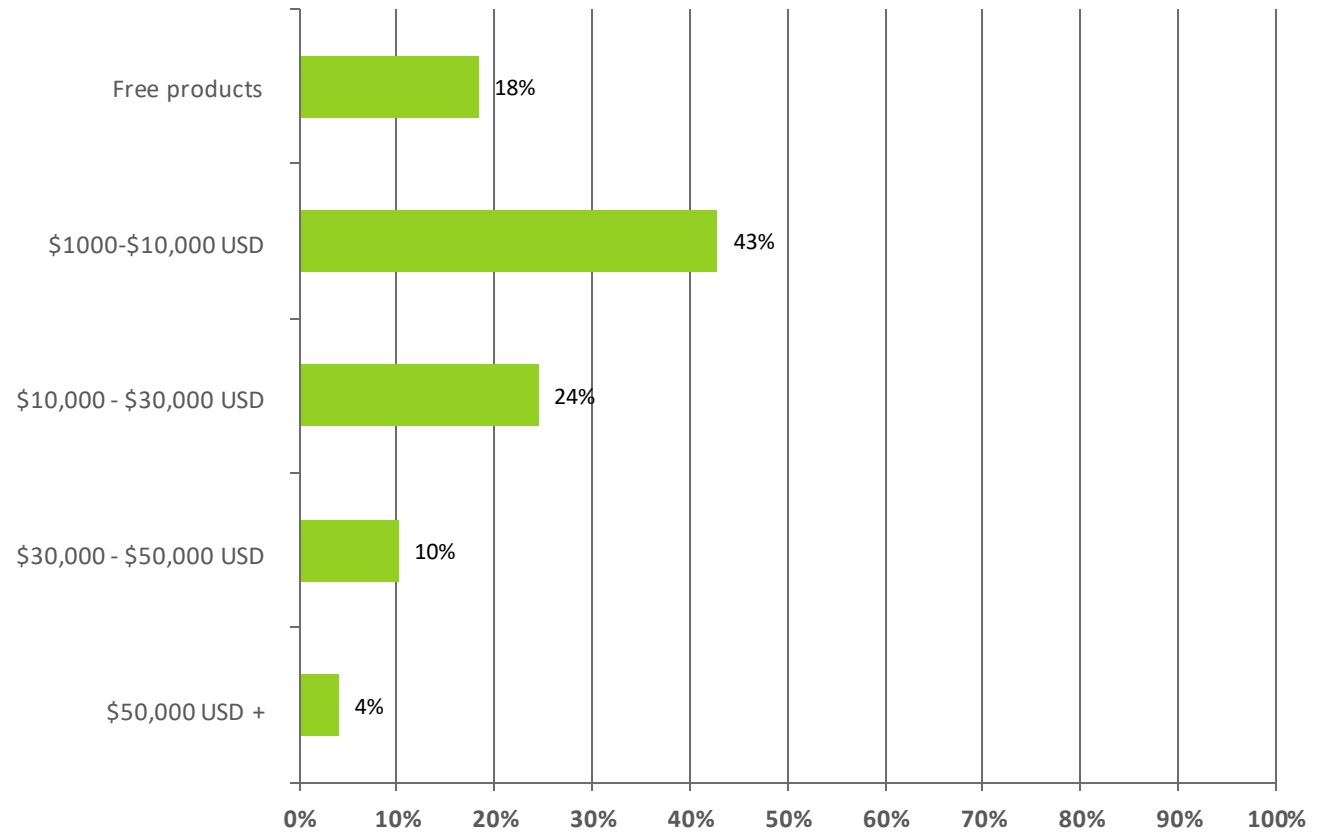
**q7. What are some of the challenges you faced from working with social media influencers?**



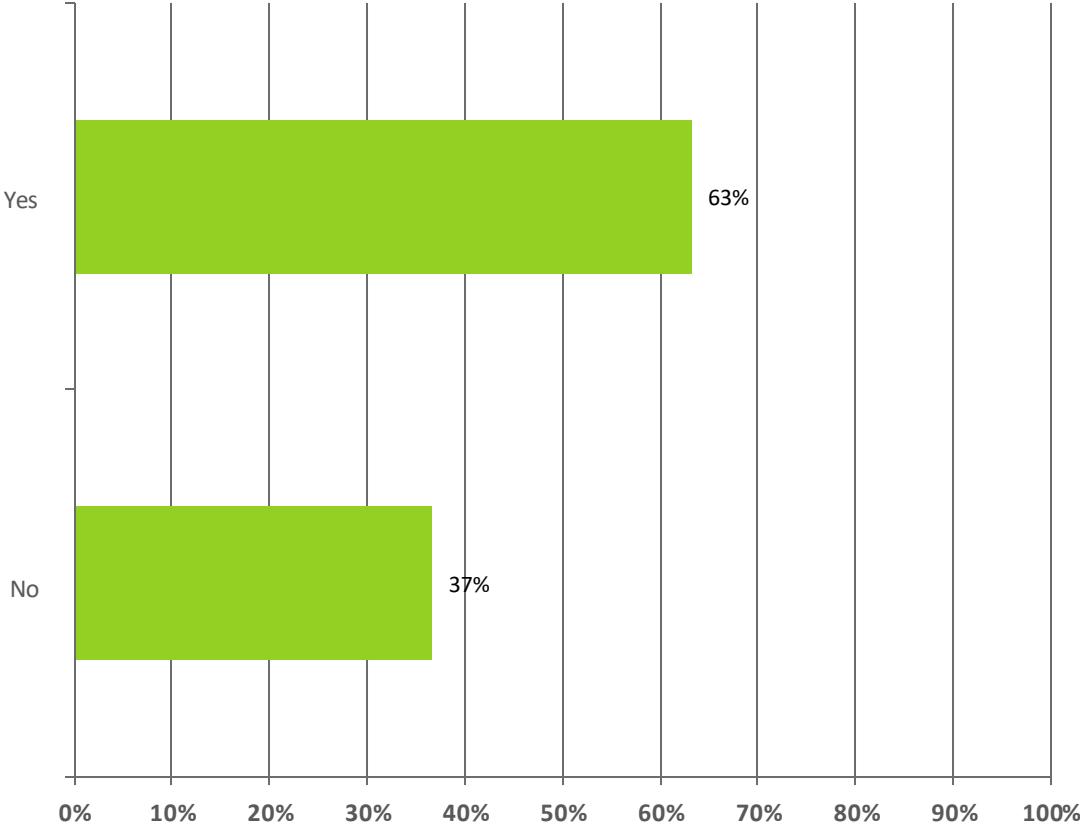
## q8. How do social media influencers charge you?



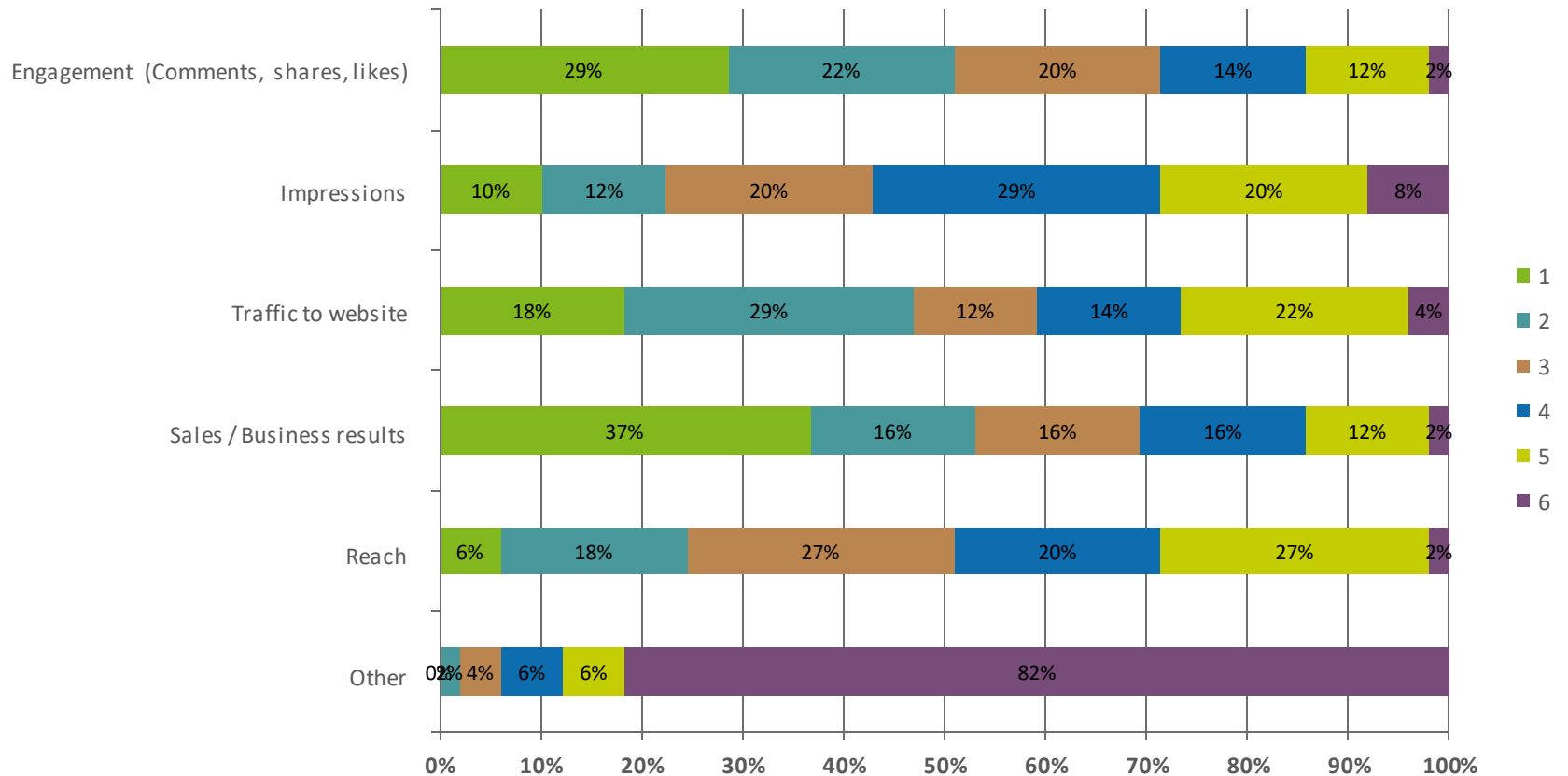
**q9. How much budget do you assign per social media influencer engagement campaign?**



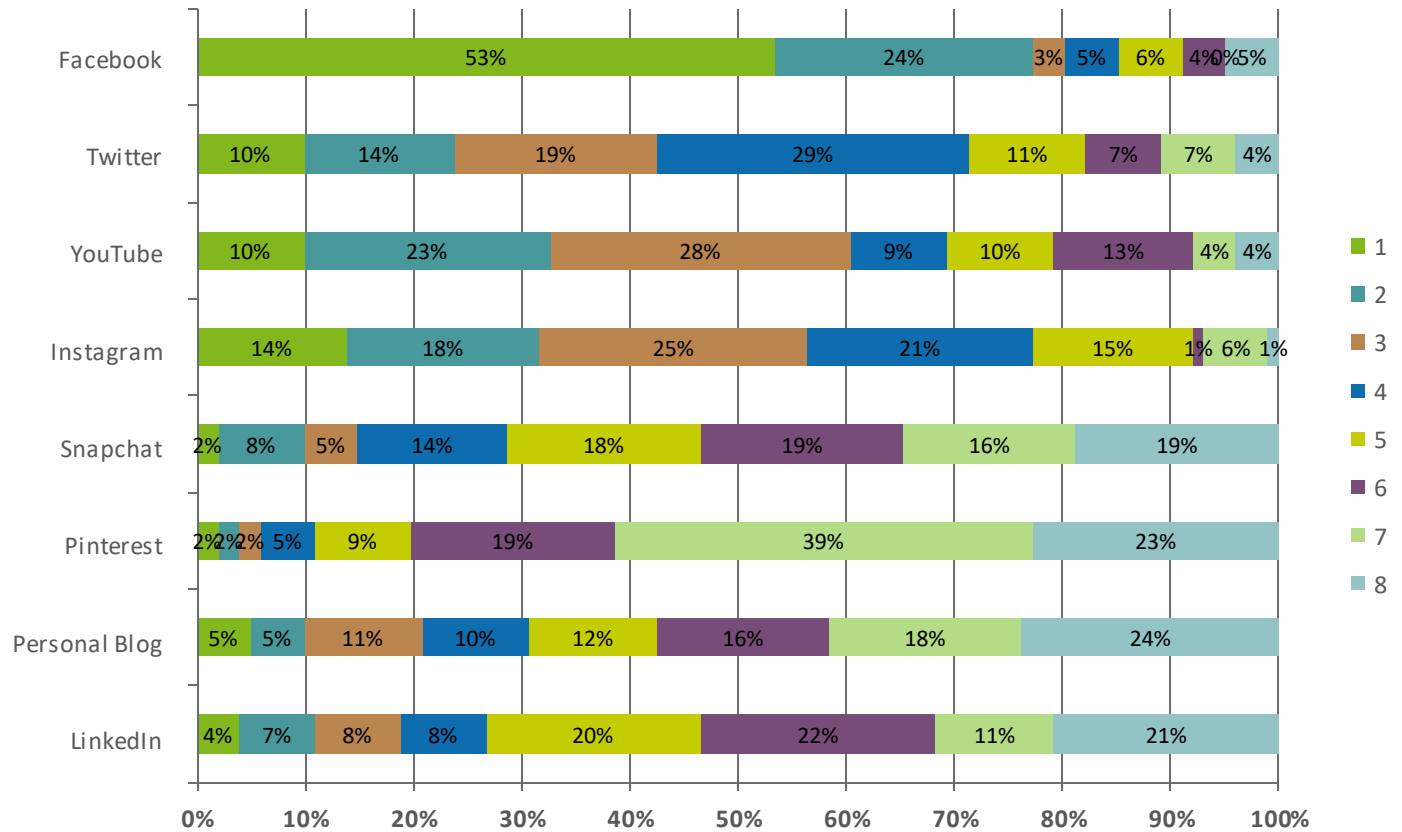
*q10. Do you feel that the financial compensation requested by social media influencers is reasonable?*



**q11.q11\_grid. How do you measure success/ROI of your influencer efforts? In other words, what data is important for you to measure the success of the campaign? (Rank in order of importance, 1 = most important)**



*q12.q12\_grid. What is the most important platform for you (Rank in order of importance 1 to 8)?*



**q13. Do you request social media influencers to publish a disclaimer or reveal that their content is sponsored?**

