CHOOSE AN INFLUENCER MARKETING AGENCY CHEATSHEET



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Goal setting

Do they have a clear idea of what you want? Do they establish metrics to measure your success? Do they set realistic goals considered budget and time?

Timeline

Do they provide you with a realistic timeline? Do they respect timelines and deadlines? Do they understand the importance of timesensitive campaigns?

Quality assurance

Do they have a system in place to ensure you the final word on the content produced by the creators?

Reporting

Do they provide you with periodic data on the proceeding of the campaign?

Sources:

https://www.creatordb.app/blog/best-influencermarketing-agency

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