STEP-BY-STEP GUIDE

Influencer Marketing Best Practices

Orange 142®
A Direct Digital Holdings Company

Forward

Influencer Marketing Comes of Age

Influencer marketing was once considered a niche or experimental strategy, one suited for specific industry sectors serving a specific type of consumer. Fortunately, those notions are long gone, as more and more brands have realized the benefits of establishing authentic relationships with consumers. And the industry continues to evolve. For instance, there are now many more types of influencers -- nano, micro, mid-tier, macro, and mega -- each bringing their value to brands. Now more than ever, marketers need a roadmap to help them choose the right content creators to work with long term, design evergreen and seasonal campaigns, and measure success.

To help marketers succeed with their influencer marketing campaigns, the Orange 142 Emerging Channels Council has created this Best Practices Guide to Influencer Marketing. We aim to provide you with insights and practical recommendations so that your influencer campaigns deliver what you want most: an active and engaged audience who see your brand as an essential part of their lives.

About the Orange 142 Emerging Channels Council

The Emerging Channels Council is a thought leadership body within Orange 142, focusing on educating, guiding, and encouraging independent brands and agencies to experiment and excel in underutilized and innovative channels. Through collaboration, data-driven insights, and practical resources, the council will help Orange 142 clients obtain strategic growth through sustainable practices in digital advertising.

To access all of the Emerging Channels Council resources, please visit:
https://orange142.com/emerging-channels-hub

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1. Influencer Marketing Opportunity

The influencer market is booming. Sales revenues attributed to influencer marketing [topped $24 billion](#) in 2024 and will reach $33 billion in 2025. The growth should surprise no one, as 49% of consumers say they make purchases at least once a month based on influencer recommendations. That's a lot of influence!

If you're a marketer who thinks your brand can't afford the celebrity endorsement that delivers great results, take heart: micro-influencers dominate the space, accounting for [91% of the market](#).

The numbers speak for themselves. Consider:

- Businesses typically earn [$6.50 for every dollar they invest](#) in influencer marketing.

- Micro-influencers deliver exceptionally good ROI, generating about $1,000 in sales from a $50 post, [according to MIT Sloan research](#). They also convert 7% of engagements to sales.

- While macro and mega influencers charge steep fees for posts, they deliver, on average, a 6x ROI.

- 51% of marketers say influencer marketing has helped them acquire better customers

Trust Delivers High ROI

Why the high ROI? It all comes down to trust. According to multiple sources, consumers trust recommendations from influencers more than those from a brand's advertising campaign. For instance, [63% of consumers](#) say they are more likely to buy a product if it is recommended by a social media influencer they follow, and [92% of consumers](#) trust influencers over celebrities and traditional ads. Gen Z, that all-important but hard-to-reach demographic, leads this trend with [94% saying they trust influencers](#).

These numbers point to a truism for today's marketer: working with influencers is a vital strategy for brands that want authentic connections with audiences. But while

the numbers prove the channel's staying power, success hinges on thoughtful partnerships with content creators. Not every influencer with a large following will align with your brand values or resonate with your target customers. The most effective collaborations occur when brands take time to find influencers whose authentic voice and audience truly match their offerings.

This best practice guide provides the insights you need to establish the right partnerships with a nano, mid-tier, or mega influencer.

2. What is Influencer Marketing?

What is influencer marketing?

Influencer marketing is an approach to customer acquisition that leverages the trust between content creators and their audiences. In an ideal scenario, the influencer's audience is predisposed to like your brand or products because they are interested in the topic. Learning about your brand from a trusted source makes audience members more willing to try it.

Consider [Garden Answer](#), a YouTube influencer with nearly two million subscribers. Viewers tune in to watch Laura design and tend her gardens. When she recommends Proven Winner perennials, her viewers listen. But she does more than recommend plants; she documents her success and failure, and what she likes and dislikes about everything she puts into the ground.

Herein lies the true value and opportunity of influencer marketing. The content creators themselves do the hard work of establishing authenticity and authority in a subject and building an audience who shares their interests, whether health, fashion, or automobiles. When you work with an influencer, your brand message is presented to a qualified audience, and you build brand goodwill among their followers.

Influencer marketing works across virtually any industry -- travel & tourism, home & garden, health & beauty, technology, gaming, and beyond -- with different types of influencers serving different audience segments and marketing objectives.

Influencer Tiers

Generally speaking, influencers today are categorized by the size of their audience. Working with influencers with the largest possible following may seem intuitive, but the opposite may be true for your brand. The right content creator depends on your campaign goals, budget, and target audience. For instance, nano and micro-influencers typically deliver higher engagement and conversion rates, while macro and mega-influencers offer greater reach and visibility. If brand awareness is your top priority, by all means, consider a content creator with a huge following. But if selling a relatively niche product is your goal, a nano influencer may be your best bet.

Tier	Follower Count	Key Characteristics
Nano Influencer	1,000 to 10,000	• Known for highly engaged, niche audiences • Often seen as the most authentic and relatable • Usually have the highest engagement rates
Micro Influencer	10,000 to 100,000	• Strike a balance between reach and engagement • Often specialized in specific niches • Generally offer a strong ROI for brands
Mid-Tier Influencer	100,000 to 500,000	• Broader reach while maintaining respectable engagement • Often transitioning from content creation as a hobby to a career
Macro Influencer	500,000 to 1 million	• Significant reach across broader demographics • May include traditional celebrities or industry experts • Can drive substantial awareness for brands
Mega Influencer	1,000,000 +	• Celebrities, public figures, or social media stars • Massive reach but often lower engagement rates • Best for brand awareness campaigns

Common Platforms

Which platform should you target? Again, it depends on your audience, brand, and campaign goal. Users visit different platforms at different points of the day, driven by their current frame of mind or need. For instance, TikTok is widely seen as a go-to source for quick answers, DIY hacks, and authentic product reviews, while YouTube is a place to find more in-depth tutorials and comprehensive product comparisons.

Here are some general characteristics of the current popular platforms:

Platform	Content Type	Demographics	Daily Average User Count	Campaigns
Instagram	Photos Stories Reels Videos	18-34 year olds (63%)	500+ million	Product placements, sponsored posts, takeovers
YouTube	Long-form videos YouTube Shorts	15-35 year olds (diverse)	122+ million	Sponsored videos, product reviews, unboxings
TikTok	Short-form videos	16-24 year olds (60%)	1.58+ billion	Hashtag challenges, duets, trends
X	Text Images Short videos	25-49 year olds, news/tech	250+ million	Sponsored tweets, conversations, threads
LinkedIn	Text Images Infographics Videos	25-54 year olds, B2B	134.5+ million	Thought leadership, industry insights, higher education enrollment, and job recruitment
Facebook	Mixed media	25–44 year olds	2.1 billion	Sponsored posts, affiliate marketing, and reviews
Twitch	Livestreams	16-34 year olds, male-skewed	35+ million	Sponsored streams, product placements

Types of Campaigns

Influencer campaigns take many forms, each suited to the unique combination of the individual influencer, your campaign goal, and platforms on which they'll appear. A good influencer strategy should mix campaign tactics and content types.

Campaign Type	Definition	Best Platforms
Sponsored Content	Paid posts featuring brand products/services	All platforms
Product Reviews/ Unboxings	Authentic evaluations of products and opening experiences	YouTube, Instagram, TikTok
Brand Ambassador Programs	Long-term partnerships with consistent brand representation	Instagram, YouTube, Facebook
Affiliate Marketing	Commission-based promotion using trackable links/codes	Blogs, Instagram, YouTube
Giveaways & Contests	Engagement campaigns offering prizes to participants	Instagram, Facebook, TikTok
Product Collaborations	Co-created products between brands and influencers	All platforms
Live Shopping Events	Real-time product showcases with purchase opportunities	Instagram, TikTok, Facebook
Discount Code Promotions	Exclusive influencer-specific discount codes for followers	All platforms
Content Campaigns	Educational or visually appealing branded content	Instagram, YouTube, Pinterest
Influencer Trips & Events	Experiences designed for content creation and sharing	Instagram, TikTok, YouTube
Gifting Campaigns	Product seeding without payment, hoping for organic mention	Instagram, TikTok, YouTube
Storytelling/Narrative Campaigns	Brand story integration into influencers' personal content	YouTube, Instagram, Blogs

3. Benefits of Influencer Marketing

Influencer marketing complements your marketing mix, picking up where your traditional marketing efforts left off. For instance, the right influencer can get your brand in front of audiences you've struggled to reach via traditional advertising channels and create the kind of brand credibility that typically takes years to develop.

Increased Awareness & Reach	Influencer marketing is uniquely good at reaching specific audiences. For instance, when [Pigeon Forge wanted to attract more tourists to its Extreme Adventures attractions](#), it partnered with Dutch influencers Bryan Geraads and Lars Janssen, better known as the "Theme Park Explorers," who have over 3.7 million followers across TikTok, Instagram and YouTube, all of whom have a keen interest in the topic. The partnership resulted in 1.2 million engagements.
Authentic Social Proof	[Social proof](#) is a powerful tool in marketing, telling consumers this product or service is used by people just like them, and it offers real value. Followers trust influencers and tune in regularly to hear what they say. When they test and use your product, that trust extends to your brand. This authentic endorsement carries significant weight because it comes from someone the audience has chosen to follow and whose opinion they value.
Trend Responsiveness	Influencers need to attract and keep their audiences' attention. For this reason, they work to stay current with platform trends and audience preferences. This allows you to participate in relevant conversations and viral moments without the slower response times typical of traditional marketing channels.
Global Exposure	Launching digital campaigns in unfamiliar markets can be challenging. You need to identify the right publications to reach your target audience. Partnering with influencers who already have a following in your desired market is often easier and more effective because you can leverage their established presence and authenticity to connect with local consumers.
Brand Discoverability	Content created by influencers can improve your digital footprint, generating backlinks and boosting your online visibility. These additional posts often rank well in search results, especially for long-tail keywords relevant to your products or services.

Cost-Effective Content Creation	With the proper guidance, influencers will create high-quality, engaging content that serves multiple purposes, from increasing your visibility to maintaining your social presence. Moreover, it's common to receive bonus content that adds extra value.
Multi-Platform Content	One of the best reasons to work with influencers is that they can produce many forms of content -- videos, reels, and stories -- that work across multiple platforms and appeal to diverse audiences.
Strong ROI	Influencer marketing campaigns can deliver strong returns on investment, often measured in earned media value (EMV), engagement, and conversions, demonstrating the value of the partnership.
Community and Partner Collaboration	In many sectors, such as Travel & Tourism, your influencer campaigns can benefit local businesses and partnerships. This builds stronger relationships between you (as a DMO) and your business community, while providing a seamless, positive experience for your influencers.
Consumer Insights Access	Partnerships with influencers provide valuable feedback and insights directly from their followers (and your target audience). This insight can help you optimize your messages and offerings.

4. Challenges to Influencer & Micro-Influencer Marketing

While influencer marketing offers great opportunities to reach and engage new audiences, it's not without its challenges. Choose the wrong content creator and you might not meet your campaign goals, or even suffer reputational harm. These challenges can be mitigated, of course. The key is to be fully aware of what can go wrong and put a plan in place to avoid potential problems.

Platform Diversification

While established networks maintain dominance, emerging platforms create new opportunities for brand-creator partnerships:

- BlueSky. Attracting early adopters and thought leaders with its decentralized approach to social networking
- Threads. Gaining traction for text-based conversations among Instagram's established user base
- Lemon8. Building a dedicated community around lifestyle content with a strong visual emphasis
- BeReal. Pioneering authenticity-focused engagement with its simultaneous photo-sharing model

Identifying the Right Influencers

There are [millions of content creators](#) attracting audiences across myriad platforms. Finding one who aligns with your brand values, audience demographics, and campaign objectives can feel like finding a needle in a haystack. Without a proper vetting process, how can you distinguish between content creators who can deliver genuine engagement versus those with inflated or purchased followers?

A vetting process should include detailed selection criteria, including their followers' authenticity, engagement levels, and quality.

Brand Safety Concerns

Brand safety should be top of mind when selecting content creators. Your brand will take a hit if the influencer posts [controversial content, make inappropriate statements](#), or becomes involved in scandals, even if that content has nothing to do

with your campaign. To protect your brand's reputation, you should plan on doing a comprehensive background check and social media audit of any influencer under consideration. Additionally, develop crisis management protocols specifically for influencer-related incidents, as any damage can spread rapidly across social platforms.

Authenticity and Trust

As influencer marketing evolves, audiences have become more savvy about spotting paid endorsements. You need to balance authenticity (what makes influencer marketing effective) with FTC disclosure requirements. Work with your influencers to create content that feels natural to their style, rather than forcing scripted messaging that sounds fake. Give them creative freedom while ensuring your brand messages stay accurate and compliant.

ROI Calculations

While the experts agree that influencer marketing delivers outstanding ROI, calculating the returns on your campaign can be difficult. [Measuring the true impact of influencer campaigns](#) involves tracking metrics beyond simple engagement numbers, and some marketers may struggle to connect influencer content to conversions, especially when customer journeys span multiple touchpoints. Advanced analytics solutions that integrate tracking pixels, custom URLs, promo codes, and multi-touch attribution modeling may be necessary to demonstrate genuine ROI for your campaign. Calculating the long-term value of brand awareness and sentiment shifts adds another layer of complexity to ROI assessment.

Long-term Relationship Management

Building sustainable partnerships with influencers requires significant investment in time -- time you may not have to dedicate to the initiative. Influencer marketing involves contract negotiations, content approval processes, and performance reviews. In such cases, consider working with an agency that can take on these tasks on your behalf.

5. Emerging Technology and Trends

Influencer marketing -- like all digital advertising -- continues to evolve at a steady clip. Some trends and technologies will drive the industry forward meaningfully, while others may be a flash in the pan. Here's what you should keep your eye on as you develop your influencer strategy:

AI Integration

Nearly [49% of influencer marketing strategies](#) now incorporate AI to improve campaign effectiveness. AI tools such as Sprout Social, Pitchbox, and Brandwatch can help you select the right content creators by analyzing content patterns and audience alignment, rather than relying solely on follower counts. These technologies also enable predictive trend analysis and deeper audience engagement insights, helping you make better decisions about partnership opportunities.

The Micro-Influencer Movement

[Brands are increasingly turning to micro and nano influencers](#) with smaller but highly engaged niche audiences. These creators typically generate more authentic, relatable content that resonates deeply with their followers. Despite smaller reach, their higher engagement rates and stronger audience trust often deliver superior conversion rates at lower costs than celebrity influencers.

Long-Term Partnerships

One-off campaigns are giving way to [sustained influencer relationships](#). These extended partnerships allow influencers to develop more profound product knowledge and more authentic integration into their content. Some brands are even partnering with influencers to create specific product lines. Brands benefit from consistent messaging and the trust that develops when audiences see ongoing, natural product usage rather than obvious paid promotions.

Focus on Video Content

[Video has emerged as the primary format](#) for influencer content across platforms. Short-form videos on TikTok and Instagram Reels deliver particularly high engagement rates, while longer YouTube content remains valuable for detailed product demonstrations and reviews. Brands increasingly prioritize video-capable creators who can produce compelling moving content.

Full funnel Influence

Influencer marketing now extends beyond awareness to cover the [entire customer journey](#). Strategic brands deploy different influencer types at various funnel stages – from broad reach awareness with larger creators to conversion-focused content with niche experts. This comprehensive approach allows influencer content to impact every stage from discovery to purchase decision.

6. Data & Privacy Considerations

The influencer marketing industry operates within an increasingly complex regulatory framework. As partnerships between brands and creators evolve, staying compliant with current guidelines is essential for maintaining consumer trust and avoiding potential penalties.

Transparency and Disclosure

Transparency in sponsored content is vital to ethical influencer marketing. Creators must [disclose their relationships with brands](#) using standardized templates that align with [FTC endorsement guidelines](#). These disclosures must be prominently displayed and easily understood by audiences, leaving no ambiguity about the commercial nature of the content.

About those FTC Guidelines...

Transparency is essential in influencer marketing. The Federal Trade Commission (FTC) provides clear guidelines requiring influencers to disclose any "material connection" with brands they promote. These regulations protect consumers and maintain trust in digital marketing. Below are the key principles laid out in the guidelines.

Disclosure Requirements. Influencers must disclose whenever they have a relationship with a brand, including:

- Financial compensation (payment of any kind)
- Free or discounted products or services
- Personal, family, or employment relationships
- Even simple actions like tagging, liking, or pinning content

Effective Disclosure. All disclosures must be:

- Clearly visible. Placed with the endorsement message itself, not buried in profile pages or at the end of posts, where users need to click "more" to see them
- Platform-appropriate. Superimposed on images in Stories, included in both audio and video for video content, and repeated periodically during livestreams

- Simply worded. Terms like "ad," "sponsored," "thanks to [brand] for the free product," or "[Brand] Partner" are clear and sufficient
- Not buried. Disclosures should never be mixed into groups of hashtags or links where they might be overlooked

Finally, the FTC specifically cautions against:
- Vague terms like "sp," "spon," or "collab"
- Stand-alone terms like "thanks" or "ambassador" without context
- Relying solely on platform disclosure tools without adding your clear disclosure
- Making claims about products without having tried them
- Providing positive endorsements for products you disliked
- Making unsubstantiated claims about product benefits

Should you fear transparent and honest disclosure? As Taylor Lorenz documents in [Extremely Online](#), disclosure tags evolved from perceived liability to status symbol, with some creators even falsely marking posts as "sponsored" to appear more successful. Today's audiences expect transparency and often respect influencers more for their honesty about brand relationships.

Data Protection
Data protection has become equally important as campaigns collect and leverage consumer information. Brands must implement [secure platforms for data collection and storage](#) and conduct regular security audits to identify and address potential vulnerabilities. This vigilance helps protect both consumer information and brand reputation.

Influencer Education
Proper influencer education serves as a preventative measure against compliance issues. Providing thorough training on data privacy regulations and disclosure requirements ensures creators understand their responsibilities when handling personal information in marketing partnerships. This knowledge transfer helps minimize risk for all parties involved.

Consent Management
Consent management practices must be robust, with [explicit permission obtain](#) before using any personal information in campaigns. Brands should implement appropriate security measures to protect sensitive data throughout the partnership lifecycle, from initial collection to campaign completion.

It's important to note that the regulatory landscape continues to evolve, which means you'll to stay vigilant about changing guidelines. Proactively adapting strategies in response to new requirements demonstrates a commitment to ethical practices and helps maintain consumer confidence in influencer partnerships.

7. Measurement & Attribution

Metrics
If you form a relationship with an influencer, you will certainly want a way to assess the degree to which the content creator delivers on your goals. The metrics below can help you evaluate numerous aspects of your initiative and provide insights to optimize future efforts.

Metric	Definition
Earned Media Value (EMV)	Assigns a monetary value to unpaid exposure, helping you to compare organic reach to paid ads.
Reach & Impressions	Measures how many people saw the influencer's content and how frequently it was displayed.
Engagement	Indicates how well the content resonates with the audience by tracking interactions, such as comments, likes, and shares.
Conversions	Tracks specific actions taken by viewers, such as purchases or sign-ups.
Brand Sentiment	Analyzes audience reactions to gauge the campaign's impact on brand reputation.
Brand Equity	Measures your brand's overall value and strength in consumers' minds, including awareness, perception, and loyalty developed through influencer partnerships.
Website Traffic	Monitors how effectively influencer campaigns drive users to visit the brand's website.

Attribution Methods
Attribution will help you understand and quantify the connection between an influencer's activities and measurable business outcomes, such as purchases, newsletter sign-ups, etc. The following attribution approaches can help you do just that.

Common Methods include:

1. Promo Codes. Unique codes are provided to each influencer to allow you to track which influencer drove sales or conversions. This method is

straightforward, but there is a risk of exploitation if codes are shared too widely.

2. Affiliate Marketing. Influencers earn commissions for each sale made through their [unique affiliate link](#). This method tracks direct sales attributed to the influencer.

3. Urchin Tracking Module (UTM) Parameters. These are tags that are added to [URLs in order to track traffic and conversions](#) from specific campaigns. UTMs help identify which influencer content drove website visits or actions.

4. Multi-Touch Attribution. This model assigns [credit across multiple touchpoints](#) in the customer journey, providing a more nuanced view of how different influencers contribute to conversions.

5. First-Click and Last-Click Attribution. First-click attribution credits the first influencer who initiates the customer journey, while last-click attribution credits the last influencer before a conversion occurs.

Measurement and attribution methods are becoming more sophisticated, allowing you to shift from vanity metrics (e.g., CTRs) to actual business outcomes when evaluating your influencer partnerships.

It's worth noting that this evolution reflects a deeper truth: influencer marketing is maturing from experimental tactic to strategic business driver. Today's CMOs demand hard ROI figures -- a demand that influence marketing can meet. By building measurement frameworks that capture both immediate impact and long-term value, you'll gain a competitive edge in a crowded marketplace.

8. Tips for Success

Influencer marketing connects your brand with trusted voices in your industry. To maximize your results, focus on building authentic partnerships, creating strategic campaigns, and measuring what truly matters. These practical tips will help you develop successful influencer relationships that drive immediate conversions and long-term brand value.

1. **Select the Right Influencers.** Look beyond follower counts to find creators with engaged audiences who match your target market. Choose partners whose content style and values naturally align with your brand. A micro-influencer with 10,000 highly engaged followers often delivers better results than a celebrity with millions of passive followers.

2. **Leverage Local Partnerships and Influencers.** Collaborate with local businesses and region-specific influencers to create more authentic campaigns. Local influencers often have deeper connections with community audiences and better understand regional preferences. Their recommendations carry special weight for location-based services, including tourism, retail, and events.

3. **Create Clear Partnership Agreements.** Set transparent expectations about deliverables, timelines, and messaging from the start. Outline approval processes, exclusivity terms, and usage rights in writing. Clear agreements prevent misunderstandings and ensure both parties understand their responsibilities.

4. **Protect Your Brand Reputation.** Conduct thorough background checks on potential influencers before entering into a partnership. Create clear guidelines about what you consider appropriate content, and monitor published posts, videos, and images to address any issues quickly.

5. **Assign a Central Coordinator.** Ensure you have a central coordinator who can work with the influencers and all relevant constituents (e.g., product manager or other partners). This person should plan every detail, from travel arrangements to content creation opportunities, and stay accessible

throughout the campaign to quickly address any issues that arise.

6. **Balance Brand Control with Creative Freedom.** Provide guidelines that protect your brand while allowing influencers to create authentic content. When influencers speak in their natural voice, their audience responds better to obviously scripted promotions. Trust their expertise in knowing what resonates with their followers.

7. **Tailor Your Approach to Each Audience.** Adjust your campaign elements so that they resonate with influencers' specific followers. Highlight different aspects of your brand based on what will resonate with each unique audience segment. For instance, a supplements brand may use one influencer for prenatal vitamins, and another for anti-aging serums. Each should have campaign elements that speak to each audience.

8. **Ensure Proper Disclosure.** Ensure any influencer you work with follows FTC disclosure guidelines. Review posts to ensure they contain a clear disclosure of sponsored relationships. Transparent terms, such as "ad," "sponsored," or "thanks to [brand] for the free product," protect both your brand and the influencer.

9. **Design Comprehensive Campaigns.** Plan integrated campaigns rather than one-off posts. Multi-platform content series builds stronger awareness and engagement than isolated promotions. Coordinate posting schedules to maximize reach and maintain consistent messaging across channels.

10. **Focus on Measurable Outcomes.** Define specific, trackable goals for each campaign before it begins. Use unique tracking links, promo codes, or UTM parameters to measure direct impact. Set realistic KPIs based on your objectives, whether building awareness, driving engagement, or generating sales.

11. **Leverage User-Generated Content.** Encourage influencers to prompt their audience to create content with your brand. UGC extends campaign reach while providing authentic social proof. Secure the right to reshare this content across your own channels for additional impact.

12. **Build Long-Term Relationships.** Develop ongoing partnerships rather than one-time deals. Long-term collaborations feel more authentic to audiences and give influencers deeper product knowledge. Consistent brand ambassadors deliver stronger results than constantly changing voices.

13. **Analyze and Refine.** Track performance metrics against your original goals. Gather direct feedback from influencers about their experience working with you. Apply these insights to improve your campaigns and partnerships continuously.

9. About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

Orange 142 Influencer Marketing Services
Orange 142 teams have a proven track record of helping businesses design, launch, optimize and evaluate influencer marketing campaigns. Our comprehensive services include:

Influencer Strategy & Selection	• Orange 142 will identify influencers who are suitable to your brand and goals based on audience engagement, content fit, and alignment with DMO goals. • We focus on both large-scale and micro-influencers for broader and niche reach. • We screen influencers to ensure brand safety and alignment with family-friendly tourism brands.
Contracting & Compliance Support	• We will structure agreements for both you and your influencers to ensure clarity on deliverables and payment. • We can help you manage contracts, billing, and commission structures to streamline the collaboration process.
Influencer Development & Nurturing	• We help first-time influencers navigate brand partnerships, including deliverables, contracts, and expectations. • We will provide influencers with best practices for cross-platform promotion (e.g., repurposing TikTok content for Instagram). • We can assist influencers in securing future partnerships with other DMOs, expanding their professional opportunities.

Event Driven Influencer Campaigns	• We design influencer campaigns around key local events such as fairs, holiday celebrations, and seasonal attractions. • We create tailored content strategies to attract regional audiences. • We can develop unique thematic content series, such as "Health Awareness Month" or "date nights" to drive engagement.
Itinerary Planning & Coordination	• We can develop curated itineraries that showcase key attractions and experiences. • We will coordinate with local businesses, hotels, and attractions to secure accommodations, tickets, and VIP perks for your influencers so that they can best meet your brand goals. • We ensure seamless logistics and communication between your influencers, your brands and participating businesses.
Content Creation & Campaign Management	• We work closely with influencers to define deliverables, including videos, social posts, and stories. • We ensure high-quality content that resonates with travel audiences while maintaining brand authenticity. • We will manage real-time communication with influencers to handle on-the-ground logistics.
Local Business & Stakeholder Engagement	• We help you build strong relationships with local businesses to encourage participation in influencer campaigns. • We help businesses understand the long-term marketing value of influencer collaborations. • We can facilitate city-hosted forums to align DMOs, local businesses, and influencers for campaign success.
Measurement & Performance Tracking	• We track campaign performance using engagement rates, impressions, video views, and earned media value (EMV). • Demonstrate clear ROI for influencer marketing efforts to help you justify your investments. • We provide real-time reporting to measure the direct impact of influencer campaigns on awareness and visitation.

Our Work

Check out our case studies:

[Pigeon Forge's Extreme Adventure Campaign Packs a Punch](#)
[WilCo Drives Tourism with Homegrown Influencer Campaign](#)
[Orange 142 helps Local Influencer Navigate Brand Partnerships and Expand Reach](#)

Want to learn how this can work for you? Orange 142 helps businesses of all sizes navigate and maximize emerging advertising channels with strategic guidance and best practices. Let's connect to explore the right approach for your goals.
[Contact us today!](#)