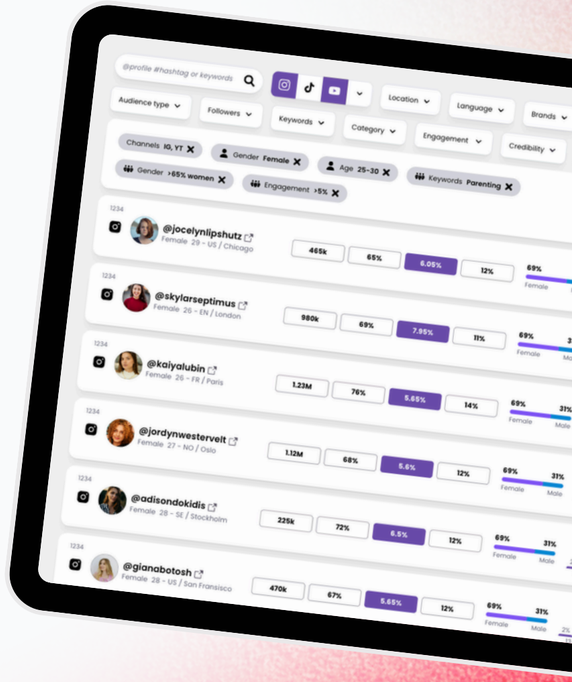
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Your Influencer Marketing Playbook for 2027

Influencer marketing is becoming a bigger and more complex part of the marketing mix. This playbook gives you practical frameworks to plan, manage and optimize your influencer marketing with better structure, data and control in 2027.

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AGENDA

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The lineup

- Building your 2027 influencer roadmap
- Influencer segmentation & vetting
- Your strategic funnel resonance
- Frequency & marketing funnel overview
- From campaigns to a scalable system



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Building your 2027 influencer roadmap

Your 2027 strategy shouldn't start from scratch. Use historical creator, campaign and performance data to understand what worked, where your budget delivered and where to invest next.

What to Analyze	Strategic Question	Action
ROI-Driving Influencer Types	Which influencer types delivered the highest ROI in 2026?	Shift more of your 2027 budget toward proven top performers. E.g. increase Micro-influencer spend based on proven ROI.
High-Converting Content Formats	Which content formats drove the most conversions or clicks?	Prioritize formats with the lowest CPA and strongest conversion.
Paid Amplification & Whitelisting	Which amplified creator assets delivered the lowest CPC or CPR?	Scale top-performing content through paid amplification.
Channel & Market Efficiency	Which channels and markets delivered the highest efficiency?	Shift spend toward your highest-performing markets and channels.

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Influencer vetting

As your influencer marketing grows, gut feeling isn't enough.
Evaluate every creator against consistent criteria.

Audience alignment	Match demographics, location, interests & brand affinities.
Audience authenticity	Set a minimum follower quality score, aiming for <20% suspicious/fake followers.
Engagement rate	Set a minimum ER by influencer type and platform.
View rate benchmark	Set a minimum view rate for long and short-form video, aiming for >70%.
Content Quality	Look for consistent content and style aligned with your brand safety guidelines.
CPM Benchmark	Use previous results to set a target CPM, ideally below industry and platform averages.



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Your strategic funnel resonance

Understand the role of influencer marketing across the customer journey. Use this guide to set clear goals and maximize impact.

Funnel Stage	Role of the influencer	Key Metrics to Track	Formats for 2027
TOFU Top of Funnel ***Awareness***	**Reach & Introduce**: Build brand recognition and trust.	• Reach • Impressions • Brand mentions • Earned media value (EMV) • New follower growth	• **Product Seeding / PR Gifting:** Build organic buzz at scale. • **Influencer Events:** Create shareable moments and content.
MOFU Middle of Funnel ***Consideration***	**Educate & Nurture:** Position your product as the best solution and build trust.	• Engagement rate • Website Traffic • Leads / sign-ups • Downloads	• **Long-term Ambassadors:** Build trust through deeper, educational content. • **UGC:** Create relatable content for targeted campaigns.
BOFU Bottom of Funnel ***Conversion***	**Convert & Close:** Drive immediate action like purchases or sign-ups.	• Conversion rate • Revenue / ROI • Cost per acquisition (CPA) • Promo codes / affiliate links • Customer lifetime value (CLV)	• **Paid Collaborations:** Drive action with clear CTAs. • **UGC & Whitelisting:** Scale high-performing content through paid media. • **Ambassador Affiliate Programs:** Drive sales through long-term partnerships.

MARKETING FUNNEL

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2027 Influencer Marketing: Frequency & funnel

MOFU - BOFU

Long-term ambassadors → Build trust & drive conversions

1–3 posts/month

TOFU - MOFU

Short-term collabs → Generate buzz, increase reach & drive top-of-mind awareness

1–3 posts per activation, event or launch

TOFU - BOFU

UGC → Makes paid content feel authentic

Source creator content for paid campaigns and retargeting



MARKETING FUNNEL

2027 Influencer Marketing: Frequency & funnel

Consistency + Coverage = Impact

A strategic mix of long-term ambassadors, short-term activations and UGC keeps your brand visible across the funnel.

Plan across funnel stages, repurpose top-performing content and track results to turn one-off collaborations into continuous growth.

Use CIMS to plan, track and optimize your influencer marketing *for continuous growth.*



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From single campaigns to *a scalable system*

As influencer marketing grows, so does the complexity.
More creators, campaigns & data require more structure.

The next step isn't simply doing more.
It's building a better system for managing it.



What does that look like? 👀

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What structured influencer marketing looks like

Creator discovery	Find and compare creators using relevant audience and performance data.
Consistent vetting	Evaluate creators against the same criteria across campaigns and markets.
Campaign management	Keep creators, campaigns, deliverables and activity organized in one place.
Performance tracking	Track results consistently across creators, campaigns and markets.
Reporting	Turn campaign data into clear insights on performance and ROI.
Continuous optimization	Use historical data to understand what works and make better decisions next time.



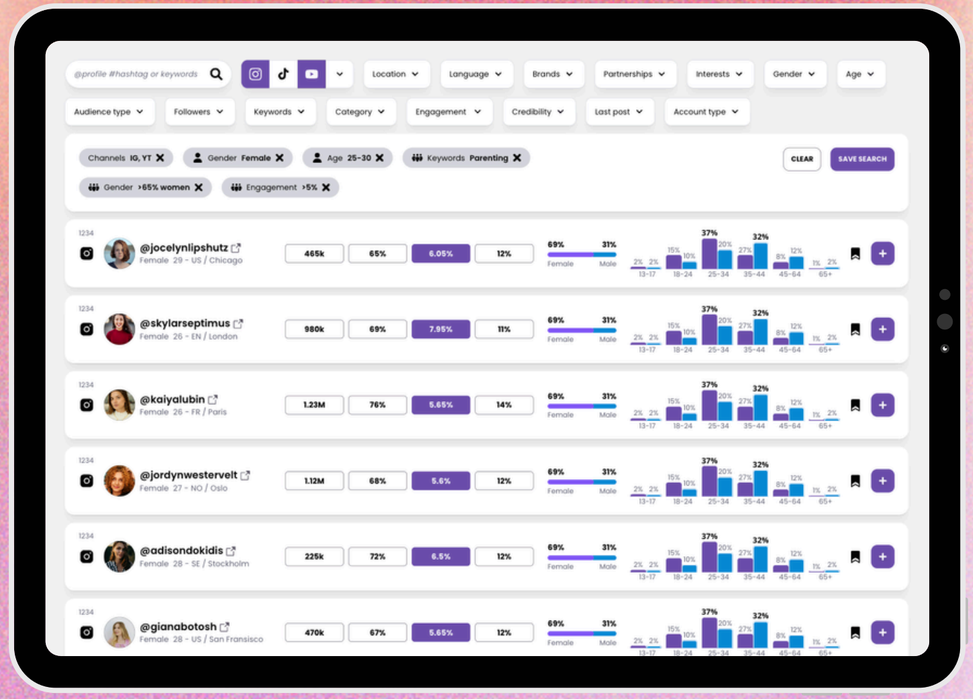
MEET CIMS

Manage your influencer marketing in one place

CIMS brings creator discovery, campaign management, tracking & reporting into one platform.

Get the structure and data you need to run influencer marketing at scale.

Learn more at getcims.com



MEET CIMS

Want to see what CIMS could do for your influencer marketing? Let's talk!



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