



**RBFF STATE
MARKETING
WORKSHOP**

Influencers and ways to work with them

Monica Gamboa
Social Media Manager



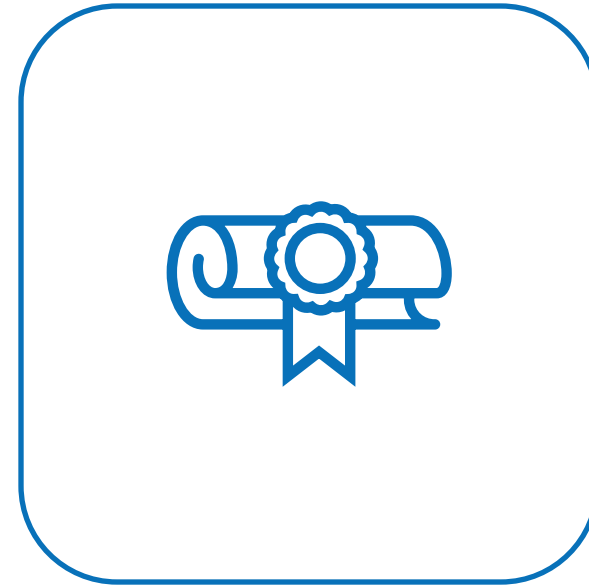
Why to work with influencers

TMF Goals For Influencer Partnerships



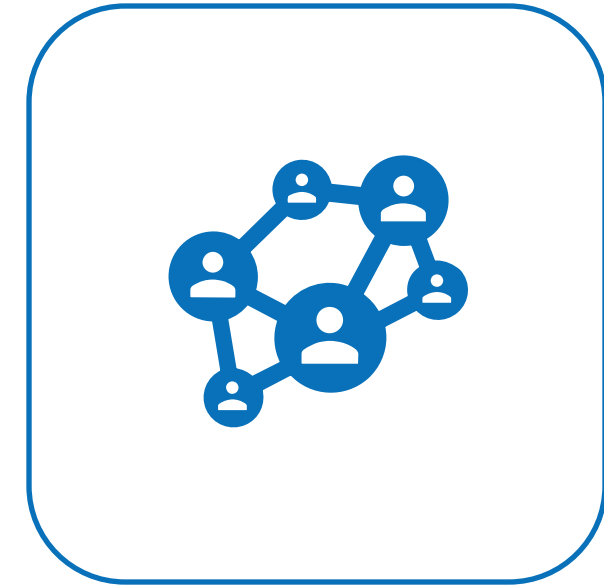
Inspire

New anglers to get out on the water



Educate

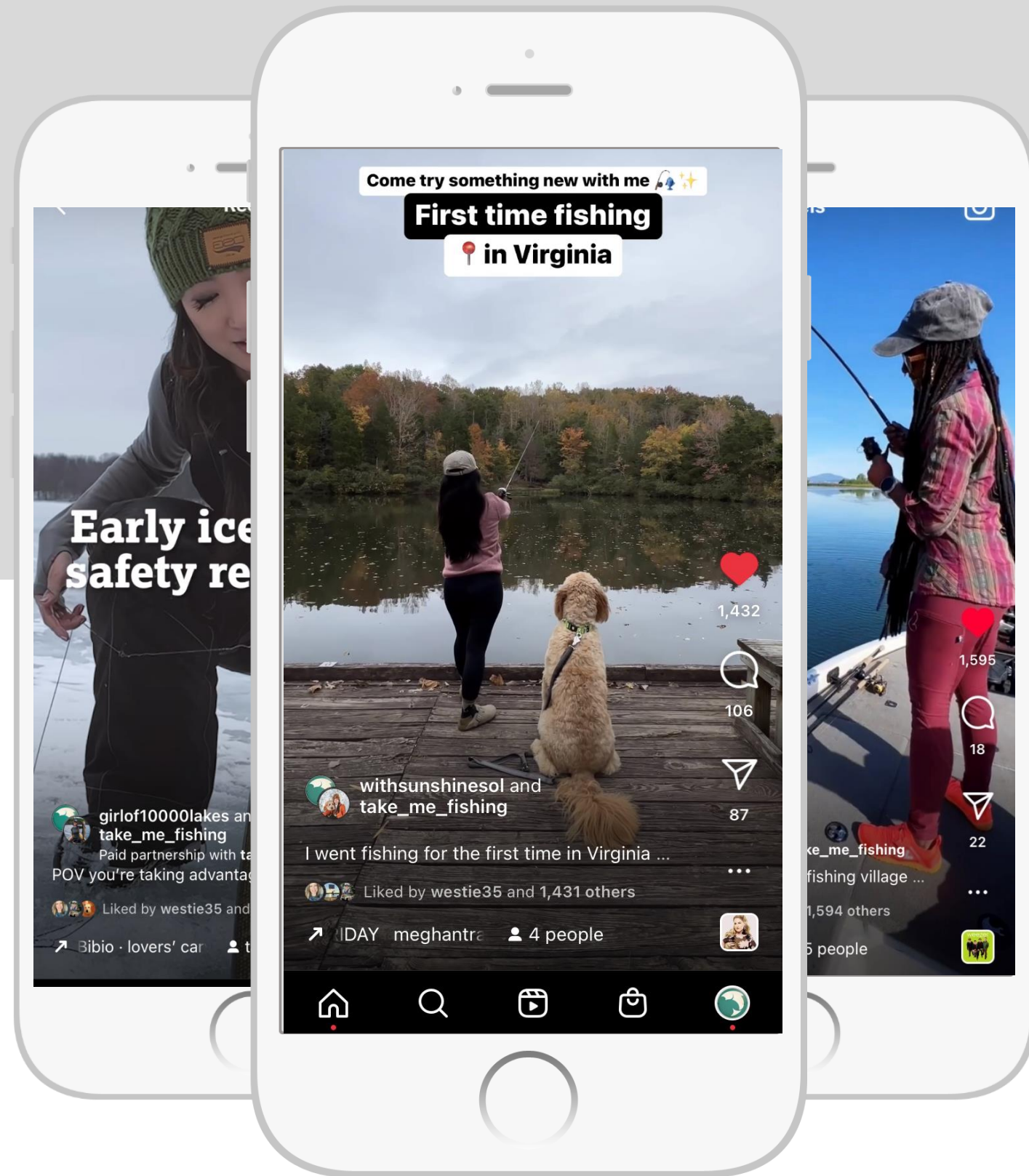
About the importance of growing participation among female anglers



Build

A scalable influencer network

TMF Content Approach



Influencers with a predominantly female audience of non-avid anglers

Influencers that represent diversity and inclusion in every sense of the word to show how fishing can look different and accessible for everyone

Family Influencers and beginner anglers to show how they can experience the unexpected through fishing and boating, more than what your rod reels in

TMF Content Approach

Fishing Buddies, match avid anglers with non-anglers, leveraging influencer partnerships to encourage women to approach the activities in a different way

Influencers as outdoorsy travel bloggers. People who post about national parks, van life, dogs, etc.





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Thank You

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Instagram:

[@Take_Me_Fishing](#)

Facebook:

[@TakeMeFishing](#)

TikTok:

[@Take_Me_Fishing](#)

Pinterest:

[@TakeMeFishing](#)

Twitter:

[@Take_Me_Fishing](#)

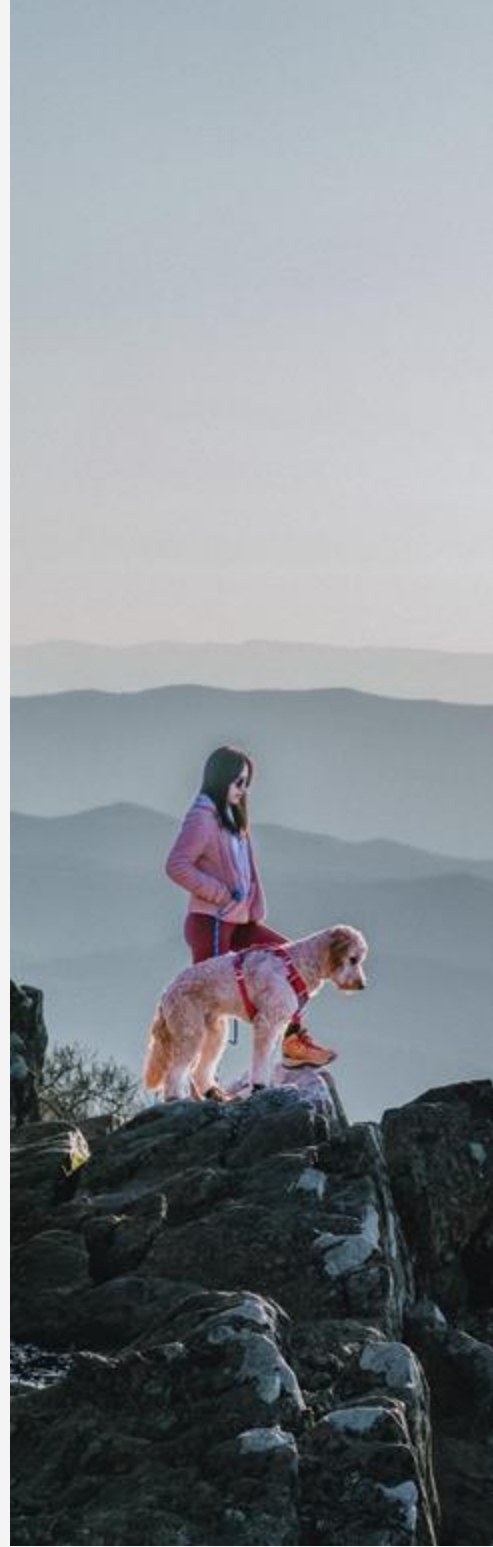
YouTube:

[@TakeMeFishingFilms](#)



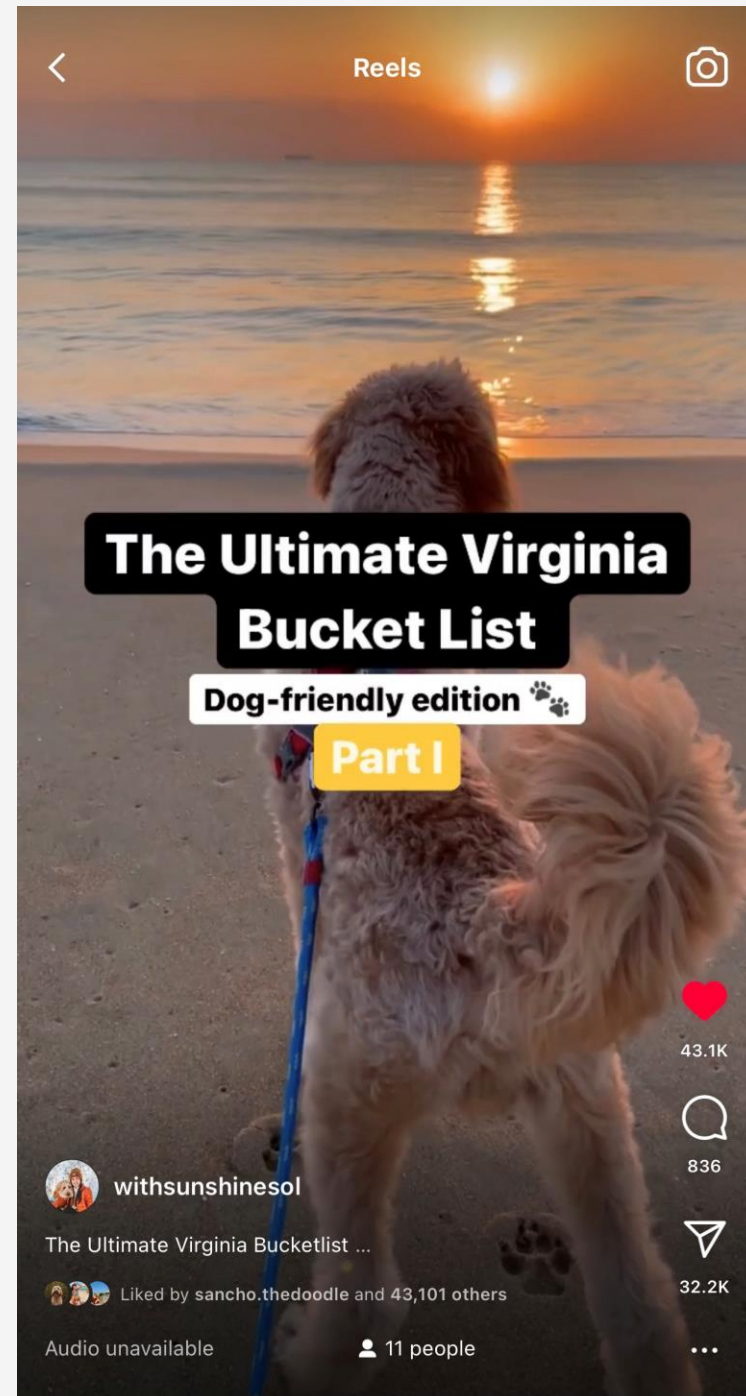
Sunshine & Sancho

Outdoor and Travel Adventure
Content Creator/ Influencer based in
Virginia.



First Viral Content

June 20, 2021



The image shows the analytics for an Instagram post. At the top is a small thumbnail of the post showing a person with a dog in a field. Below the thumbnail is the title 'The Ultimate Virginia Bucketlist!' and the date 'June 8, 2021 - Duration 0:19'. Below that are five icons representing different metrics: a play button (1133022), a heart (43153), a speech bubble (839), a share icon (32235), and a bookmark icon (24145). Below this is a section titled 'Reach' with an information icon, showing '1,150,019 Accounts reached'. Below that is a section titled 'Plays' showing '1,133,022'. At the bottom is a section titled 'Content Interactions' with an information icon, showing '100,372'.

The image shows the Instagram profile page for 'withsunshinesol'. At the top is the profile picture and name 'withsunshinesol' with a red notification badge. Below that is a link to 'View Professional Dashboard'. The profile picture is a circular image of a dog and a person. To the right of the profile picture are three statistics: '305 Posts', '19.9K Followers', and '1,163 Following'. Below the profile picture is the bio: 'Sunshine | Travel x Adventure', 'Digital Creator', 'from based in VA/DC', 'adventures w/ @sancho.thedoodle', and 'dog-friendly travel + inspo'.

February 16, 2023

The image shows the Instagram profile page for 'withsunshinesol' as of February 16, 2023. At the top is the profile picture and name 'withsunshinesol' with a red notification badge. Below that is a link to 'View Professional Dashboard'. The profile picture is a circular image of a dog and a person. To the right of the profile picture are three statistics: '489 Posts', '254K Followers', and '1,207 Following'. Below the profile picture is the bio: 'SUNSHINE | Virginia / DC based | Adventure Travel', 'exploring East Coast & beyond | VA/DC travel & dog-friendly adventures w/ Sancho', 'workwithsunshinesol@gmail.com', 'VA group hikes + travel with me', and 'withsunshinesol.com/links'.



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Influencer Marketing Statistics

Influencer marketing has grown to \$16.4 billion in 2022.

Instagram is the most popular platform for influencer marketing campaigns. 67% of brands use Instagram for influencer marketing.

Why Influencer Marketing?

Conversion /
Sales

Eyeballs

Quality Content
at a reasonable
price

Trust and loyalty
with their
audience

Authentic /
Organic
Marketing

Story telling
aspect

How to find influencers?

Social Media

Who already follow your account

Who have engaged with your posts

Who use hashtags related to
your niche

Who have mentioned, tagged your brand or
used your branded hashtags in their content

Others

Influencer Marketing Platform

Influencer Marketing Agency

How to choose the right influencer for your brand?

What is your goal for the campaign?

Who is your target audience?

How much is your budget?

How to reach out to influencers?

Research and
familiarize

Contact via
email

Craft a
compelling
subject line

Send a clear
message

Share
compensation
details

Give influencers
creative
freedom

Calculating Rates

Post Rates:

Follower Count

X

0.01 (1%)

=

Cost for a single
Instagram post

Story Rates:

Post Rate

X

0.2 - 0.4

=

General estimate for 1
Story (3 slides)

Video Rates:

Post Rate

X

1.3 - 1.5

=

General estimate
for 1 video

Note: does not include posting on any other social media platforms, whitelisting, exclusivity, image rights etc.

How to measure influencer marketing ROI?

Brand Awareness

Followers

Page views

Reach

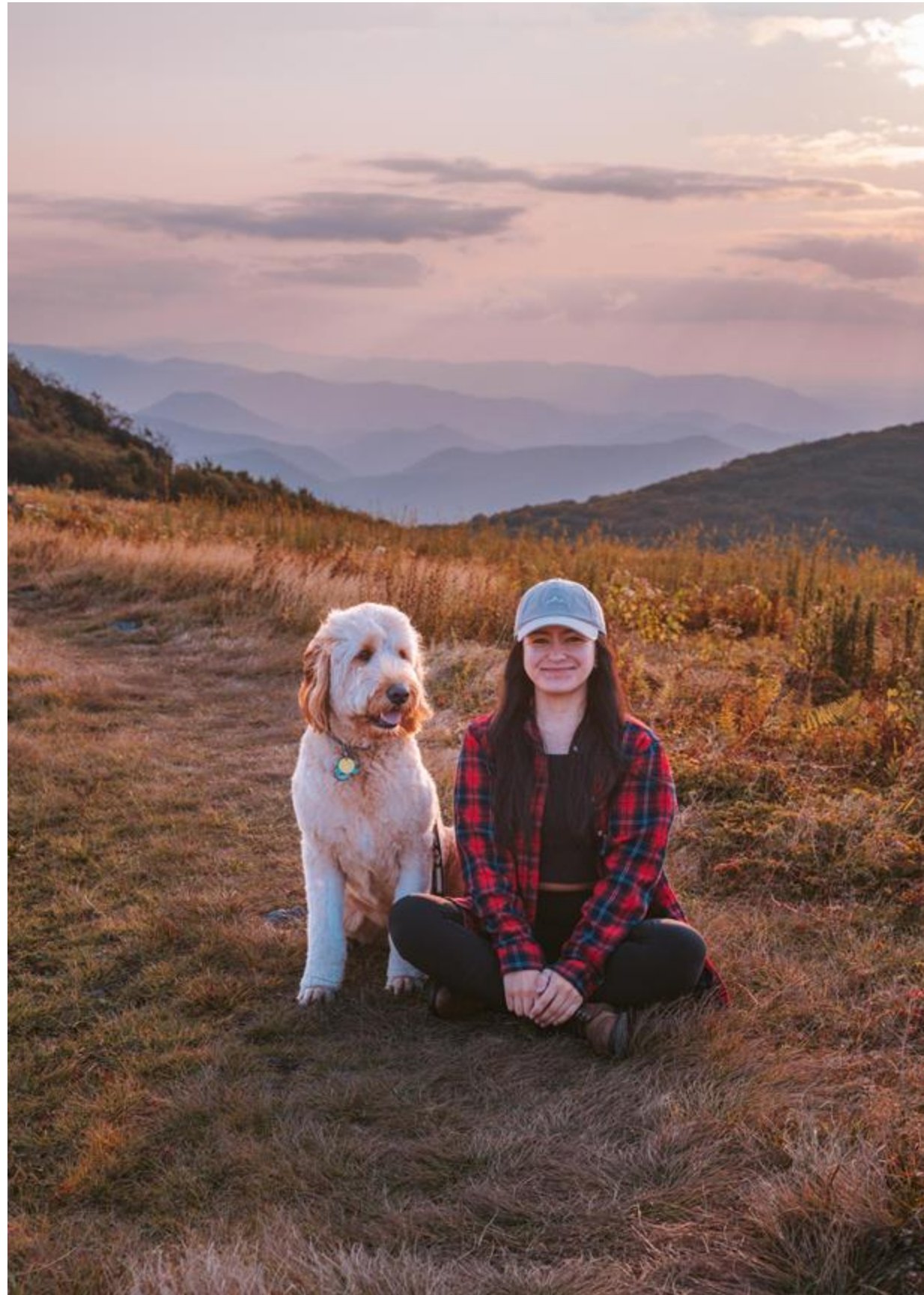
Impressions

Conversions

Trackable links

Affiliate links

Discount codes



Thank you!
Thank you!

@WithSunshineSol



SUNSHINE & SANCHO