



# 5 Mistakes To Avoid When Engaging Millennial Influencers

Millennial  Influencers

[www.MillennialInfluencers.com](http://www.MillennialInfluencers.com)

2016 is the year for engaging Millennial influencers to spread your brand message. But are you engaging with the right Millennials for your brand and specific programs? Here are five common mistakes marketers make with influencers, along with the fix in order to make the most of Millennial influencer marketing programs.

# #1

# Lack of Variety

## THE MISTAKE

Many marketers make the mistake of repeatedly choosing influencers from the same, single database. Influencers can age out of your product or become stale with your brand.

# #1

## Lack of Variety

### THE FIX

Step outside the box, search multiple databases for fresh, new influencers. Selecting influencers for a campaign doesn't mean they have to come from an existing database. Depending on the life stage of your influencer, search digital platforms where Millennials socialize like: Facebook, YouTube and Instagram. College co-eds and young Millennial Moms can be found on Pinterest while teenage Millennials hang out on Tumblr and Snapchat. Listen to online conversations among existing and potential customers.

# #1

# Lack of Variety

## THE BOTTOM LINE

Marketers need to find Millennials across various platforms and channels to ensure that they find the most authentic and genuine influencer for the brand.

# #2

## Overuse

### THE MISTAKE

Marketers use the same influencers over and over again, regardless of the brand or product. Overusing an influencer is like plastering banner ads across websites. Followers and peers start to ignore their endorsements and recognize that they lack authenticity.

# #2

## Overuse

### THE FIX

Become a social listener. Identify influencers who are currently tweeting, posting and participating in dialogues about their brands and products. Engage with influencers who are already fans!

# #2

## Overuse

### THE BOTTOM LINE

Not every Millennial influencer is an influencer for every product.



# #3

## Unoriginality

### THE MISTAKE

Never Google "Millennial influencers" when assembling a list of influencers. The same 30 or so will always pop up. If you're using them, odds are you're not alone. The same goes for using the latest list of "100 Top (insert a category) Millennial Bloggers." Be original and you'll be rewarded with long term relationships with influencers who believe in your product.

# #3

## Unoriginality

### THE FIX

Find influencers through random search and social listening. Seek out up and comers to avoid oversaturation.

# #3

## Unoriginality

### THE BOTTOM LINE

Nothing yells "inauthentic" more than a saturated influencer.

# #4

## Wrong Measure

### THE MISTAKE

Marketers measure influence by looking only at online analytics. Online analytics are only a partial picture of an influencer's true reach. According to BSM Media research, 80% of online influencers share offline.

# #4

## Wrong Measure

### THE FIX

Yes, metrics are important, but this tech savvy cohort is involved in an average of three offline groups. From art to fitness groups, these offline groups are important to consider as sources of word-of-mouth marketing. A quick look at their bio on social media or "about" section on a blog should show the offline reach of these Gen Y influencers.

# #4

## Wrong Measure

### THE BOTTOM LINE

Don't forget about Millennials offline influence!

# #5

## Relationship Value

### THE MISTAKE

Bigger isn't always better. Larger reach numbers look great, but a more valuable relationship may start small.

# #5

## Relationship Value

### THE FIX

Some of the best Millennial influencers are in the "up and comer" category. They are more eager to please brands and their enthusiasm is higher. Typically they are more willing to do more to establish a relationship with your brand.



#5

# Relationship Value

## THE BOTTOM LINE

Focus on cultivating relationships, not size.

Finding the best Millennials, who are the right fit, takes social listening and a little bit of digging, but the payoff is well worth the time and effort.

BSM Media can help you engage the right Millennials for your brand. To read our case studies or more information about Millennial Influencers, visit [www.MillennialInfluencers.com](http://www.MillennialInfluencers.com)

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