

## **Micro-Influencer Relationship Building Checklist**

Print off this checklist and tick off each step as you go through the '[Forge Lasting Relationships with Micro-Influencers to Fuel Growth](#)' guide on our Talk About Digital Podcast website.

### **Deepening the Connection: Going Beyond the Initial Collaboration**

- Reflect on the success of your initial collaboration
- Send a personalised thank you message to the micro-influencer
- Propose a follow-up collaboration that builds on past success
- Offer flexibility in future projects to encourage creative input

### **Understanding Mutual Gain: Ensuring Ongoing Value for Both Sides**

- Understand the influencer's brand values and style
- Align your products/services with the influencer's audience interests
- Schedule regular check-ins to discuss mutual goals
- Be open to feedback from the influencer and make necessary adjustments
- Co-create content that adds value to both the influencer and your business

- Offer exclusive deals or promotions for the influencer's audience
- Explore new collaboration ideas to keep the relationship dynamic
- Support the influencer's growth by offering resources and insights
- Recognise and celebrate the influencer's contributions to your business

## **Regular, Genuine Communication: The Foundation of a Strong Relationship**

- Set a routine for regular communication without being overbearing
- Be considerate of the influencer's time when communicating
- Offer value in each interaction, whether through insights or support
- Use various communication channels to stay connected
- Foster transparency in all communications to build trust
- Encourage two-way communication and listen to the influencer's feedback
- Address any issues promptly with a positive attitude
- Maintain authenticity in your conversations
- Celebrate joint successes openly and share them with your audience

## **Supporting Their Growth: Helping Your Influencer Thrive**

- Share industry knowledge and trends that could benefit the influencer
- Offer access to exclusive opportunities, such as events or product launches
- Provide constructive feedback on their content or collaborations
- Collaborate on skill development projects that benefit the influencer
- Regularly share and promote the influencer's content on your channels
- Publicly highlight the influencer's achievements
- Encourage your audience to engage with the influencer's content
- Collaborate on joint promotions to expand both your audiences

## **Celebrating Milestones and Achievements Together**

- Publicly recognise the influencer's contributions to your business
- Send a personal thank you message or note
- Offer tangible rewards, such as gifts or discounts, to show appreciation
- Feature the influencer in your content, such as blogs or newsletters
- Create case studies or success stories highlighting your collaborations
- Host joint events to celebrate significant milestones
- Collaborate on a 'thank you' post to share your joint success
- Encourage audience participation in celebrating your partnership

## **Consistency and Reliability: Building Trust Over Time**

- Set clear expectations for each collaboration
- Follow through on all commitments without delay
- Communicate proactively about any changes or delays
- Deliver high-quality work in all collaborations
- Stay engaged with the influencer beyond active projects
- Support the influencer's professional milestones
- Offer long-term collaboration opportunities
- Be available to support the influencer whenever needed
- Reflect on your partnership regularly and adjust as needed

## **Adapting and Evolving: Keeping the Relationship Fresh**

- Schedule regular brainstorming sessions for new ideas
- Be receptive to the influencer's suggestions and ideas
- Experiment with different content formats and collaboration styles
- Stay informed about industry trends and share relevant insights
- Align your growth strategies with the influencer's evolving brand
- Offer flexibility in collaborations as both brands evolve
- Celebrate milestones together as your partnership grows
- Reassess and adapt the partnership to keep it relevant and effective
- Support the influencer's long-term vision and goals

## Turning the Relationship into a Long-Term Partnership

- Review past successes together to identify new opportunities
- Explore new content themes and collaboration ideas
- Consider co-creating products or services with the influencer
- Experiment with cross-promotions beyond social media
- Develop a long-term partnership plan with shared goals
- Commit to regular check-ins to discuss the partnership
- Support the influencer's long-term ambitions
- Create joint goals that both brands can work towards
- Adapt and evolve the partnership as needed
- Celebrate the longevity of your partnership with special promotions or content

By using this checklist and following the related guide on the TAD website you will understand how to build long lasting relationships with micro-influencers who will help you to build your brand trust and presence impacting your positive business growth.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.