RHEA+KAISER



10 Tips for Working with Ag Influencers

1. CHOOSE INFLUENCERS ALIGNED WITH YOUR BRAND VALUES

Select influencers whose content and values resonate with your audience. Review their channels as well as their media kit to ensure they complement your brand's personality and share your vision.

2. PRIORITIZE NICHE REACH OVER FOLLOWER COUNT

Bigger isn't always better. Depending on what you are trying to achieve, micro-influencers with smaller but highly engaged audiences could be a better fit for your goals. Focus on their engagement rates, comments and interactions rather than just their follower numbers.

3. OUTLINE AND AGREE ON THE DETAILS IN ADVANCE

Make sure you have a strategy clearly mapped out and know what goals you are trying to achieve before reaching out to influencers. You should also be clear about your key message points and how they can support those points, whether that's sponsored social media posts, blog posts, a visit to a farm or facility, or guest appearances (or all of the above). Be sure to also include information about what you are offering, whether that's free product or monetary compensation. Influencers don't want to work with brands that are disorganized or are still figuring out campaign details.

4. DEVELOP COLLABORATIVE CONTENT STRATEGIES

Understand what types of content influencers create and what their audiences expect to see. For example, followers may look to an influencer's content to find equipment reviews, after-market insights or agronomy tips. Plan how that fits with your brand and allow influencers the creative freedom to develop authentic content. Their audiences trust them because of their unique voice, so avoid overly controlling the messaging. Instead, provide clear guidelines and key points to integrate your brand naturally.

5. LEVERAGE STORYTELLING TO HIGHLIGHT REAL-WORLD USE CASES

Encourage influencers to showcase your product or service in real-life scenarios, which adds to its authenticity. Audiences expect authenticity and are generally more engaged. Some examples of real-life scenarios might be sharing how a piece of equipment solves a specific problem or how a seed variety performs under certain conditions.

6. BUILD LONG-TERM RELATIONSHIPS FOR BETTER IMPACT

Rather than one-off campaigns, consider ongoing partnerships with influencers. Long-term relationships help build trust with their audience and provide multiple touchpoints for your brand.

7. INCORPORATE METRICS INTO YOUR STRATEGY

Define measurable goals such as website traffic, leads generated, or conversions attributed to the influencer campaign. Use UTM codes, affiliate links, or unique promo codes to track the campaign's performance. If they are creating other content, like a blog post that lives on their website, ensure that they have Google Analytics enabled so they can share metrics. Make it easy and create a form where the influencer can drop in their metrics. This will ensure consistency in what you're getting from each influencer so it's easier to compile into a comprehensive report at the end of the campaign

8. USE INFLUENCERS AS FEEDBACK CHANNELS

Tap into micro-influencers for insights into your target audience. They can provide valuable feedback on what resonates with their followers, helping refine your marketing and product strategies.

9. ENSURE TRANSPARENCY AND COMPLIANCE

Make sure all influencer content adheres to FTC guidelines for disclosure, such as labeling posts with #Sponsored or #Ad. Transparency builds trust with their audience and protects your brand. Also, create a legally binding contract that outlines the agreed-upon deliverables and addresses any exclusivities.

10. HIGHLIGHT LOCAL CONNECTIONS

In agriculture, local relevance matters. Collaborate with influencers who have strong connections to specific regions or agricultural sectors to make campaigns more relatable and impactful.