



# Australian Influencer Marketing Measurement & Metrics Best Practice Guide

## PRE-CAMPAIGN

### Define the Role & Goals

Whether you are engaging an influencer for advertising, content creation or a longer-term alignment, ensure you align the goals with the role of the engagement.

### Define the Success Metrics

Select the most relevant metrics based on the role of the influencer and outline the way you will measure success.

### Vetting

Ensure you are using both qualitative & quantitative methods to vet the influencer across

- On-target Audience & Reach
- Relevance
- Authenticity
- Content aesthetic

Most of the heavy lifting can be done in the pre-campaign phase

## DURING CAMPAIGN

### Metrics Framework

Start with a comprehensive metrics framework and narrow down to the key metrics that matter for your campaign.

### Reporting on Success

Outline how, when & where you will report back on the defined success metrics. Real-time reporting has now become an expectation.

Aim to link back to business or marketing results, but if using benchmarking then consider what you are benchmarking against & where you obtain the data

## POST CAMPAIGN

### Reporting on ROI

Provide a view on ROI to help demonstrate the value to the business. Ideally this will be linked back to business results, but there are also methods to do so for reach & engagement type metrics.

### Data Sources

Consider where the data comes from, data types and ethical sourcing. Understanding the difference between 1st, 2nd & 3rd party data is crucial.

Only approved platform partners can access the official APIs and display first-party data

The AiMCO Australian Influencer Marketing Measurement & Metrics Best Practice Guide is a valuable resource for marketers and brands looking to navigate the complexities of influencer marketing. It provides actionable insights, industry best practices, metrics definitions and, importantly, legal considerations to help you make informed decisions and achieve success in your campaigns.

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