INSENSE

INFLUENCER WHITELISTING

An In-Depth Exploration & Guide

FACEBOOK
Marketing Partners

Instagram
Partner

TikTok:
Marketing Partners

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WHAT IS INFLUENCER WHITELISTING?

Before we define influencer whitelisting, let's take a quick look at that second word: whitelisting. Whitelisting is when certain people, brands, accounts, services, documents, etc. are giving special privileges that most others don't get. It's often described as a VIP list of sorts, allowing certain people to "skip the line" and head right to the VIP section.

"INFLUENCER WHITELISTING GIVES BRANDS THE ABILITY TO POST CONTENT AND RUN PAID ADS USING AN INFLUENCER'S OWN HANDLE."

So then **influencer whitelisting** is when a content creator or social media influencer gives a brand, business, or company the ability to use his or her account to advertise.

If that sounds a bit nebulous, then here's the bottom line: With influencer whitelisting, an influencer is essentially giving a brand the ability to post content and run paid ads using the influencer's own handle on social media. For brands, it's the reach of influencer marketing combined with the impact of paid social.

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HOW DOES INFLUENCER WHITELISTING WORK?

When an influencer is whitelisted, he or she has granted a brand partner permission to post branded content using the influencer's own social media handle or identity. This opens many exciting doors for brand partners.

Meanwhile, to the audience, these posts have much the same appearance as other content that the influencer will have posted to his or her timeline. The key difference between the whitelisted post and a normal post is that the whitelisted post will often include a brand tag.

After an influencer has been whitelisted, that influencer will appear in a brand's Facebook Business Manager account. This makes it much easier for brands to incorporate their influencer partners into their marketing efforts in more meaningful ways. And if a partnership doesn't work out, brands can use their Business Manager accounts to manage or end these partnerships.
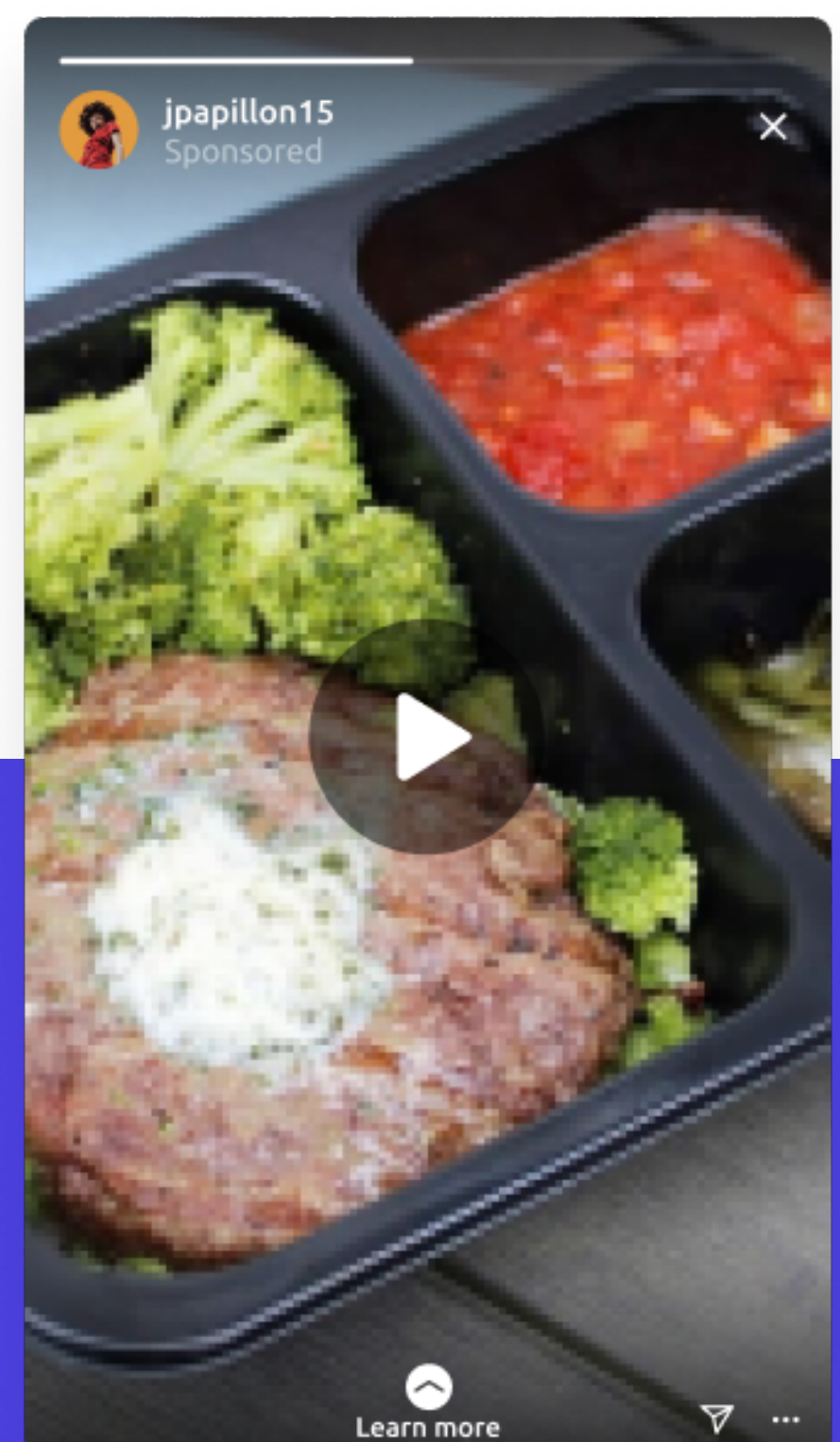
Once an influencer has been whitelisted and the brand partnership established, brands unlock a number of extremely valuable capabilities:

- **Brands can post and edit content using an influencer's handle.** This is immensely valuable because it gives brands the ability to make tweaks and changes, and to see how those tweaks and changes affect conversion.

- **Brands have more control over which audience(s) are seeing the content.** Having the ability to make adjustments to the target demographic means a brand can ensure that content is being served to the right audience.

- **Brands can do A/B testing with influencer content.** Through A/B testing, a brand can find out if a different call-to-action (CTA), image, or even different fonts or color schemes result in higher rates of engagement and conversion.

- **Brands can extend the lifespan of social media content featuring their products and services.** For example, Instagram Stories expire after 24 hours, but the brand partner has the ability to do more with the influencer's content beyond that 24-hour period.

- **Brands are able to maximize their ROI.** Because they can run influencers' content as paid ads, brands are able to drive engagement and conversion indefinitely, or at least as long as the content remains relevant.

Facebook Ads Manager is what the influencer uses to monitor paid ads, including those posted via whitelisting by a brand partner. Unfortunately, insights available to the brand partners are somewhat limited.

It may seem like brand-influencer partnerships leave both parties vulnerable to misappropriation, but you should know there are safeguards in place to protect both influencers and brand partners.

Influencers must grant approval to their brand partners before those brands have the ability to post under the influencers' social media handles. This gives each influencer the opportunity to vet a brand to ensure credibility and trustworthiness.

Additionally, influencers must receive approval from their brand partners before posting content in which the brands have been tagged. Because of this safeguard, brands are able to monitor the content with which they're associated to protect their reputation and brand image.
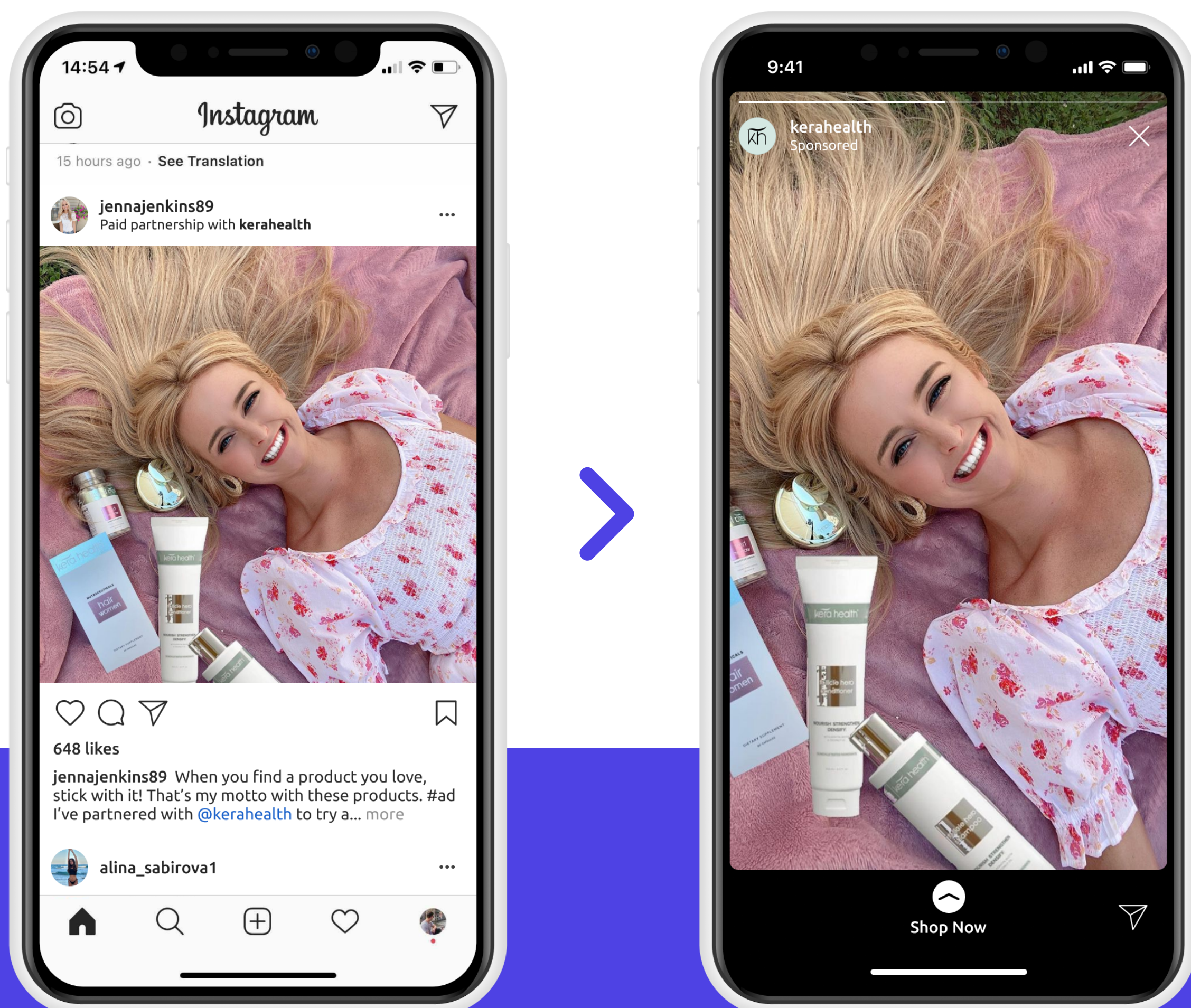
INFLUENCER WHITELISTING
VS DARK POSTING

A "DARK POST" IS WHEN A BRAND POSTS A PAID AD USING AN INFLUENCER'S HANDLE. UNLIKE WHITELISTED CONTENT, THE DARK POST WON'T APPEAR IN THE INFLUENCER'S TIMELINE.

Dark posting is often discussed in tandem with whitelisting, but the two concepts are not the same thing.

By definition, dark posting is when a brand posts a paid ad using a whitelisted influencer's handle. It's different from a whitelisted post because a dark post won't appear in the influencer's timeline like whitelisted content does. So while a whitelisted post is a regular post that can be promoted as a paid ad, a dark post originates as a paid ad. For this reason, the dark post won't show up in an influencer's timeline.

Because dark posting is done by brands using an influencer's handle, that influencer must be whitelisted in order for the brand to be able to create and share dark posts.

There may be a distinction to make between dark posts and whitelisted content from a technical standpoint, it's important to note that dark posts are actually handled in much the same way as whitelisted content. This means the brand partner and influencer will have a discussion and come to an agreement on all the important details, including the scope of the marketing campaign, what type (and how much) content is needed, and whether the content will be shared in whitelisted posts or dark posts.

WHAT ARE **THE BENEFITS** OF INFLUENCER WHITELISTING?

ADS RUN FROM BRAND'S ACCOUNT
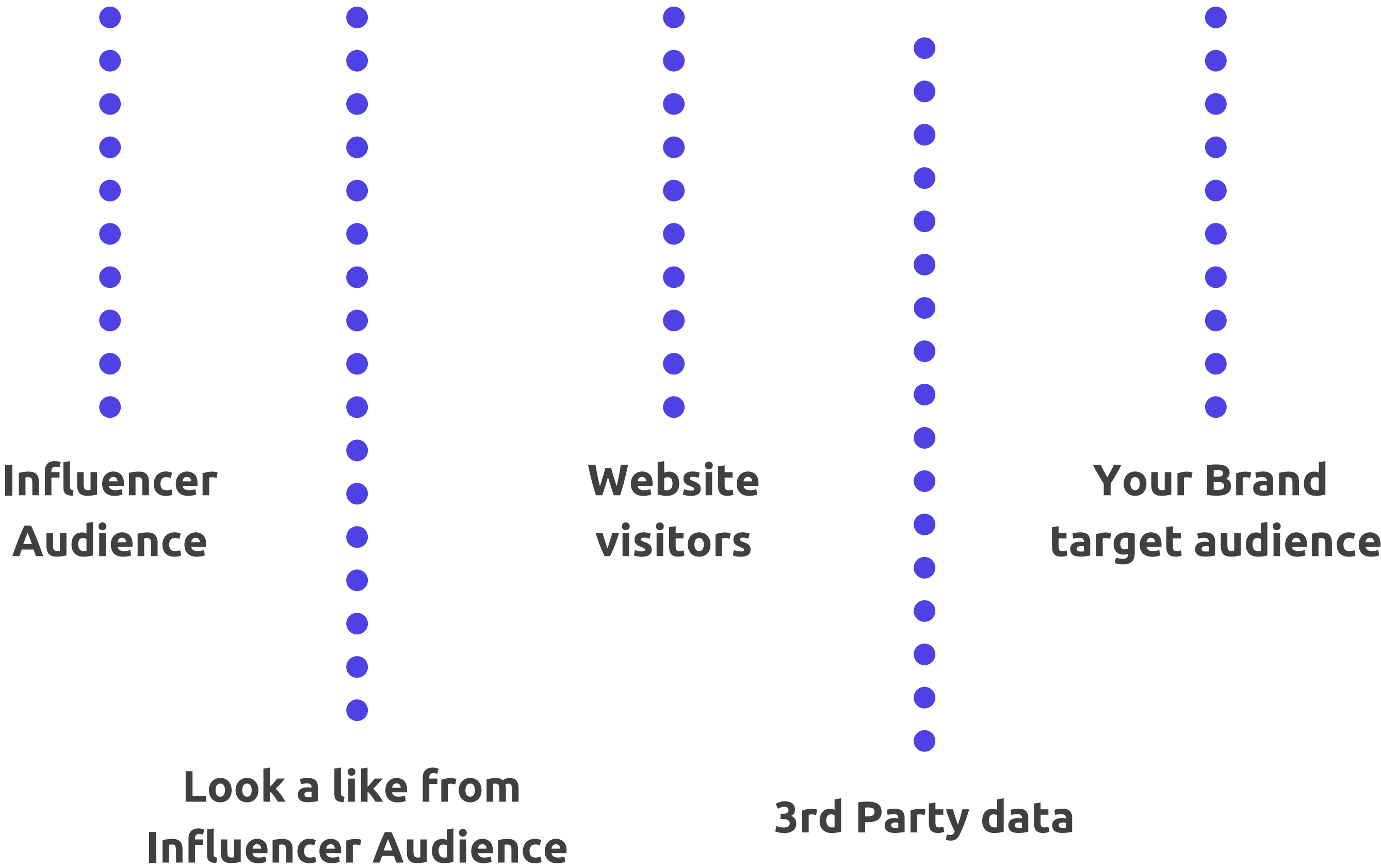
ADS RUN FROM CREATOR'S ACCOUNT

As we covered previously, whitelisting unlocks many powerful capabilities for brand partners. With whitelisting, you get far more control across the entirety of your influencer marketing campaign, including the ability to implement A/B testing and access valuable metrics. Consequently, brands often see as much as a threefold increase in return on ad spend (ROAS) compared to traditional brand ads*.

* Based on data from brands using Insense for their influencer marketing campaigns.

Of course, maximizing conversion and engagement from your social advertising budget is just one of many benefits to influencer whitelisting. Let's consider some others.

You can **expand** your **reach** by targeting broader and more qualified audiences

Targeting availability

Influencer Audience

Look a like from Influencer Audience

Website visitors

3rd Party data

Your Brand target audience

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Being able to reach a wider audience of people who might be more inclined to like your product, service, or brand is arguably the most important benefit of whitelisting.

If you've done any paid advertising on social media — and if you're wanting to learn about whitelisting, then you probably have — you probably have a deep understanding your audience. In short, what type of person (or types of people) respond to your branded content?

Like most other brands, you probably see fairly stable age groups, ethnic distribution, and a consistent female-to-male ratio represented in your data. And the types of people who have historically responded to your branded ads and content are likely the same ones you have in mind as you're brainstorming new content ideas, right?

With whitelisting, brands have full control over targeting. Rather than relying on organic reach or limiting promoted content to an influencer's own audience, you can broaden your reach by tailored the target audience to the content.
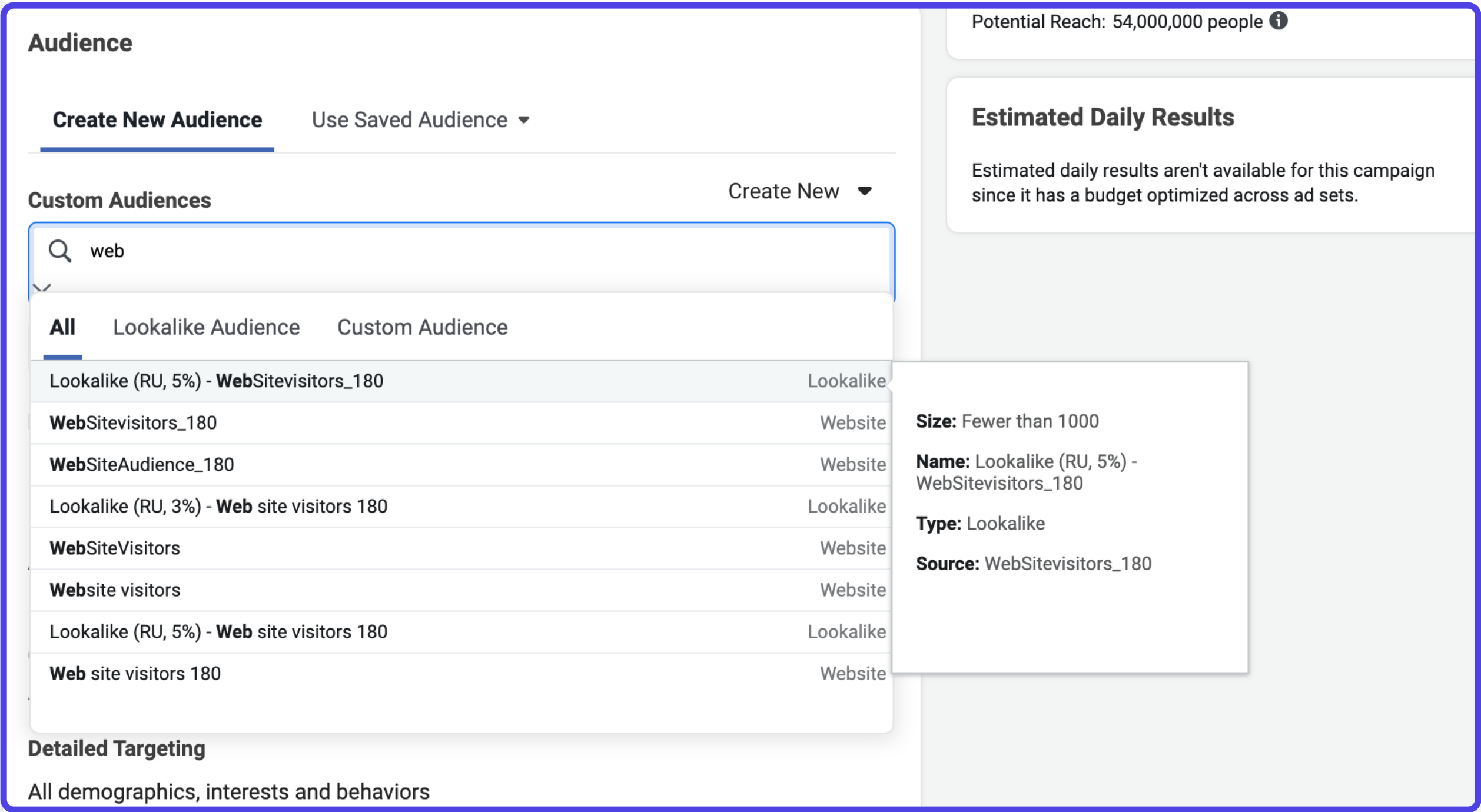
With whitelisting, brands have full control over targeting. Rather than relying on organic reach or limiting promoted content to an influencer's own audience, you can broaden your reach by tailored the target audience to the content.

Additionally, you have the ability to compare how different influencers' content perform within specific demographics, or to compare your influencer partners' performance to each other. From these insights, you can identify the influencers that are best aligned with your marketing and performance objectives. Perhaps even more importantly, you can base your marketing budgets on this information to ensure that every single partnership adds value to your brand.

Because of this control over their audiences, brands often see a boost in conversion since they're reaching more qualified leads. In fact, brands can see incredible gains in many key performance indicators (KPIs) from influencer whitelisting, including their reach, brand lift, and views.

You can track analytics in real-time

Historically, brands that did influencer marketing usually had limited access to analytics. Because like any post to social media, many of the most valuable metrics are only available to the owner of the account, so the brand partner has to request this data from the influencer. This can present problems when you're interpreting data that isn't necessarily showing the fluctuations in your KPIs that occur in real-time.

Whitelisting gives brands access to data when it matters the most: Right now. In virtually any situation, having access to timely data means you can make better and more informed marketing decisions.

			Clear	🗓 Aug 1, 2020 – Oct 31, 2020 ▼	
					▭ Customize
Results ▼	Cost per Result ▼	Amount Spent ↓ ▼	Schedule ▼	CPM (Cost per 1,000... ▼	Link Clic
1 Purchase: insense	$250.72 Purchase: insense	$250.72	Jul 5, 2020 – Nov 2, 2020	$46.80	
2 Purchase: insense	$124.64 Purchase: insense	$249.28	Jul 5, 2020 – Nov 2, 2020	$35.35	
3 Purchase: insense	$166.67 Purchase: insense	$500.00 Total Spent	—	$40.29 Per 1,000 Impressions	

Think about the importance of having up-to-date data for A/B testing. It would be very hard to tell if an alternate call-to-action (CTA) or color scheme is generating more engagement if you don't have access to both historical and real-time analytic data. These aren't the types of decisions you should be making with outdated data.

There are broader applications for this data as well, with implications for your ad budget and marketing spend.

When you have access to analytics in real-time, you're in a much better position to compare how different influencers' content is performing.

IS ONE INFLUENCER'S CONTENT GETTING MORE SHARES THAN OTHER INFLUENCERS' POSTS?

DOES A PARTICULAR INFLUENCER'S POST SEEM TO BE RESONATING MORE WITH YOUR TARGET AUDIENCE THAN THE CONTENT FROM OTHER INFLUENCERS?

IS THERE AN INFLUENCER WHOSE CONTENT ISN'T MEETING YOUR GOALS OR CONVERTING ENOUGH SALES TO JUSTIFY THE MARKETING EXPENSE?

As you can see, whitelisting gives you the opportunity to collect vast amounts of data with which to inform your marketing budgets as well as your short-term and long-term marketing goals.

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You can more **easily** diversify your marketing campaigns

You've probably heard the expression that you should never put all of your eggs into a single basket. For brands and businesses aiming for higher year-over-year revenue growth, this old adage is particularly true when it comes to marketing. Fortunately, whitelisting can actually help you to diversify your branded and marketing content.

One of the key reasons for the rise in popularity of influencer marketing is the fact that it's an easy way for brands to broaden their appeal. Of course, most brands have imagery, color schemes, and even thematic concepts with which they're closely associated. However, brands that are trying to reach a wider audience use influencer whitelisting to diversify their marketing materials.

Each influencer or content creator has his or her own unique style to apply to branded content. By working with a variety of influencers, brands can connect with demographics that they may not normally reach.

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HANDS-ON WITH
INFLUENCER WHITELISTING

Now that you have a solid understanding of influencer whitelisting, let's take a more practical, hands-on look.

To start using influencer whitelisting for your own marketing campaigns, there are a few processes you should be familiar with.

01

First, you should become familiar with Instagram's built-in whitelisting feature. Although this is more for the influencer than the brand partner, it's still a good idea to be familiar with this feature in case you find yourself needing to help a future influencer partner through the whitelisting process.

02

Second, we're going to show you how easy it is to whitelist influencer content when you're using Insense.

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HOW TO WHITELIST ON **INSTAGRAM**

Influencer whitelisting usually happens on the Facebook-owned Instagram platform. To get whitelisted, an influencer must establish a connection between his or her account and your account as the brand partner. This can be achieved by following these steps:

01. Create a Facebook Business Manager account.

02. In Facebook Business Manager, navigate to the People and Assets section.

03. Navigate to Business Manager Settings > Instagram > Instagram Accounts.

04. Click Claim New Instagram Account.

05. Sign into the account using the corresponding Instagram login.

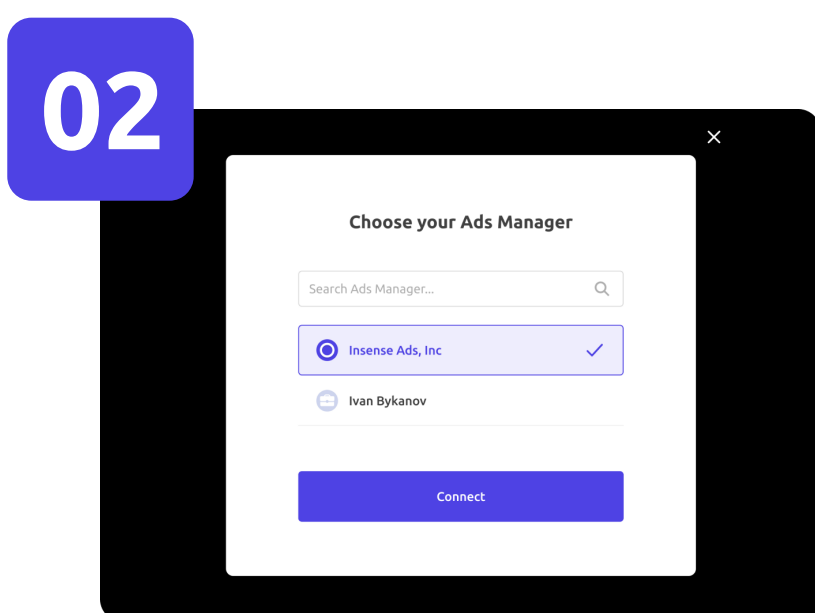**06.** Choose Assign a Partner, then create a numerical "Business ID" for the brand partner.
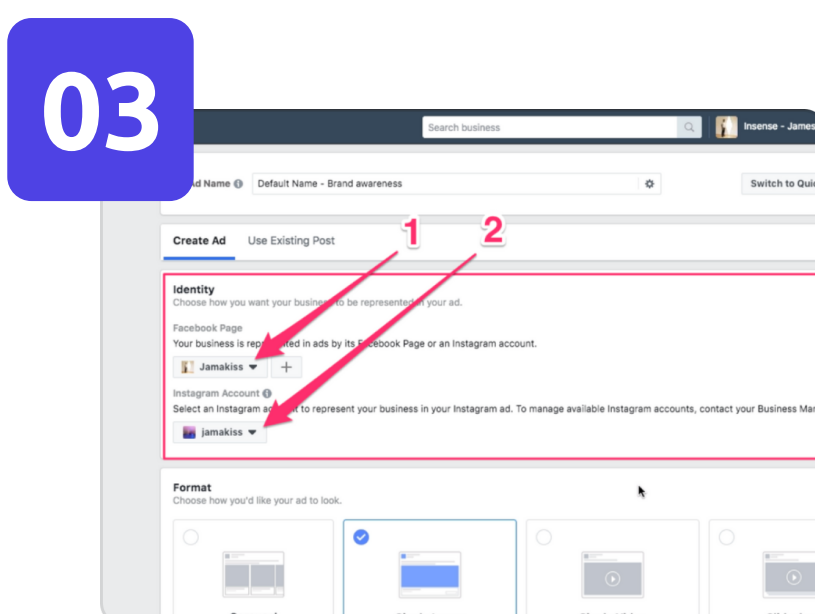
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HOW TO WHITELIST INFLUENCER CONTENT USING INSENSE

01
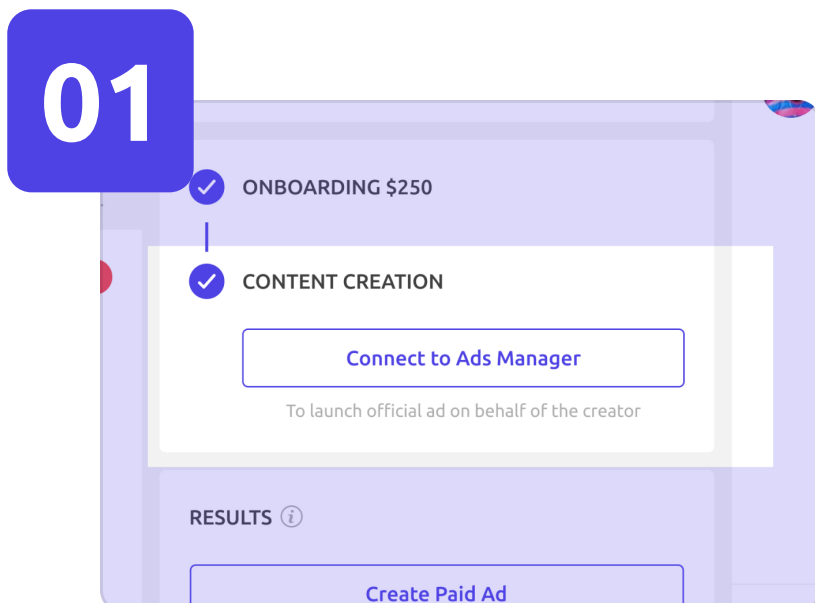
In your chat interface with your creator select "Connect to Ads Manager" and authorize on FB

02

Select your FB business manager account and click "connect"

03

Open your Business Manager account and create New campaign/Ad Set/Ad. In the"Identity"section, select the creator's Facebook page. Their Instagram account will automatically populate below

04
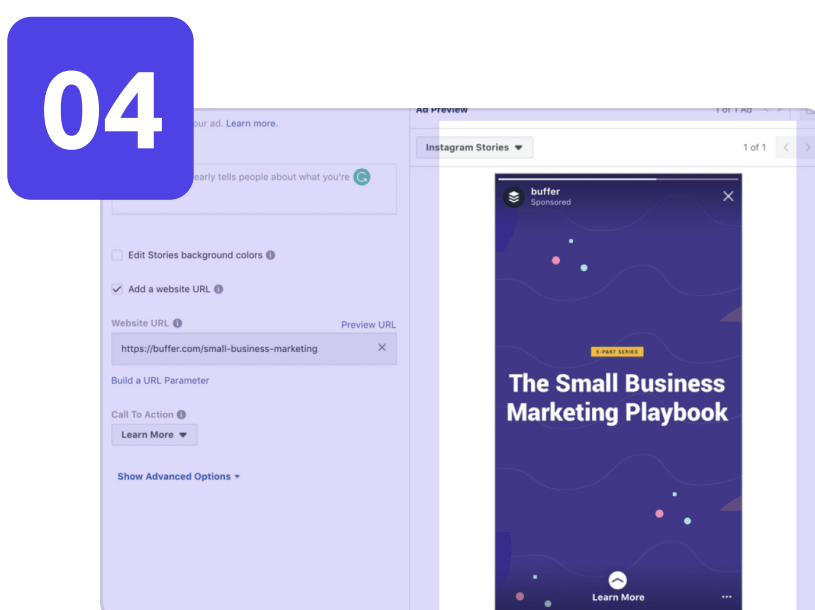
Using the ad preview tool, check that your ad is set to run on the creator's handle.
Now you're all set!

If you'd like to learn more or you're ready to start whitelisting, please reach out to us at manana@insense.pro

Insense is a tool that was created to simplify and streamline influencer marketing and whitelisting, both for brands and for influencers. In short, we wanted to make influencer marketing accessible and help brands maximize their return on ad spend (ROAS).

One of the ways Insense does this is by making whitelisting extremely easy. It takes only a moment to whitelist an influencer and begin posting whitelisted content using the influencer's social media handle.

01. From your direct message with an influencer or creator, select Connect to Ads Manager.

02. Select the appropriate Facebook Business Manager account. Then click Connect.

03. Navigate to your Facebook Business Manager dashboard. Then select Create New Campaign/Ad Set/Ad.

04. In the "Identity" section, select the creator's or influencer's Facebook page. (Doing so will automatically populate his or her Instagram account just below.)

05. Using the ad previous tool, check that your ad is set to run using the influencer's handle.

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JEAN-PATRIQUE: A CASE STUDY

Jean-Patrique is a storied European company that produces high-quality kitchenware for professionals and home chefs. However, until last year, the company relied almost exclusively on mail-order/catalog sales. In our post-social media world, this business model was neither relevant nor effective.

Then Jean-Patrique was acquired by DCB Lab, a incubator for small and boutique companies. With the help of the new parent company, Jean-Patrique saw triple its previous sales and revenue in only a year. In large part, this rapid success was due to a very high return on advertising spend (ROAS).

Here's how DCB Lab did it…

CHALLENGE

After setting up a new acquisition funnel, overhauling of the company's business model, and orchestrating a full digital relaunch, DCB Lab implemented an online acquisition strategy focused largely on influencer marketing. However, DCB Lab was a relatively young startup with a small team, limited budget, and short timeline.

SOLUTIONS

DCB Lab was able to overcome those challenges, and bring Jean-Patrique into the twenty-first century, using Insense.

Partnering with a variety of creators

Insense offers powerful creator search and filtering capabilities. This gave DCB Lab the ability to easily find the right influencers and creators for the Jean-Patrique campaign. This high-quality branded content targeted much wider audiences, and portrayed Jean-Patrique as a more authentic and relatable company, and made Jean-Patrique more appealing to modern consumers.

Implementing a highly scalable influencer marketing strategy

Considering the company's limited resources, scalability was crucial. Fortunately, Insense made it easy to scale the Jean-Patrique campaign as needed. With Insense's built-in messaging, DCB Lab was able to manage dozens and dozens of influencer partnerships with just one or two team members. Even negotiating rates and business rights for content was very scalable with Insense since this information can be added to DCB Lab's creative briefs.

Leveraging influencer whitelisting

Whitelisting is built directly into the Insense platform, which means DCB Lab could more easily tap into influencer partners' diverse and highly-qualified audiences. Additionally, whitelisting meant DCB Lab could prioritize and even repurpose user-generated content for Jean-Patrique's new acquisition funnel. And with real-time data always available, DCB Lab could experiment with the content and find ways of optimizing for increased performance.

WITH INSENSE, BRANDS GET FULL RIGHTS TO CONTENT PRODUCED FOR THEM IN PERPETUIT.

INFLUENCER WHITELISTING TIPS & FACTS

Tip: Did you know that influencer whitelisting gives you the ability to experiment and see what works for your brand?

When you're working with whitelisted content, you have the ability to make changes and tweaks whenever you want. So if there's a call-to-action or an alternate image you'd like to test, you don't have to rely on the content creator to make these changes on yaxour behalf. In fact, in-depth A/B testing can be done when you're working with whitelisted content.

Fact: Partnering with a variety of different creators is an opportunity to see your brand depicted in unique and often exciting ways.

Your audience is accustomed to seeing imagery that's consistent with your company's brand. So it follows that having creators put their own spin on your branding would really grab the attention of your audience. This can really energize your marketing campaign and evoke a sense of excitement and mystique for your brand again.

Tip: Not all brands measure the success of influencer marketing campaigns with the same KPIs, so choose yours thoughtfully.

Metrics like engagement and reach are key performance indicators (KPIs) commonly used to gauge success. However, the best and most representative KPIs for your brand can vary depending on your company's business model and marketing objectives. For example, if your goal for a marketing campaign is to increase brand awareness, you should probably focus on reach rather than conversion, which would be less telling in that situation.

Fact: It's not just brands that benefit from influencer whitelisting... Influencers benefit too.

Brands benefit from the credibility influencers have with their audiences, but there's also value in brand-influencer partnerships for the influencers, particularly when an influencer is whitelisted. By giving a brand more access to branded content and its metrics, the brands are more inclined to invest more into the partnership, which means increased exposure and validation for the influencer.

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ABOUT INSENSE

We drive business results and return on ad spend (ROAS)
for e-commerce brands through better creative content
for paid social and influencer activations. We are a self-
serve marketplace bridging brands with the community
of 35,000 influential content creators.

Learn more at Insense.pro

If you'd like to learn more or you're ready to start whitelisting,
please reach out to us at manana@insense.pro