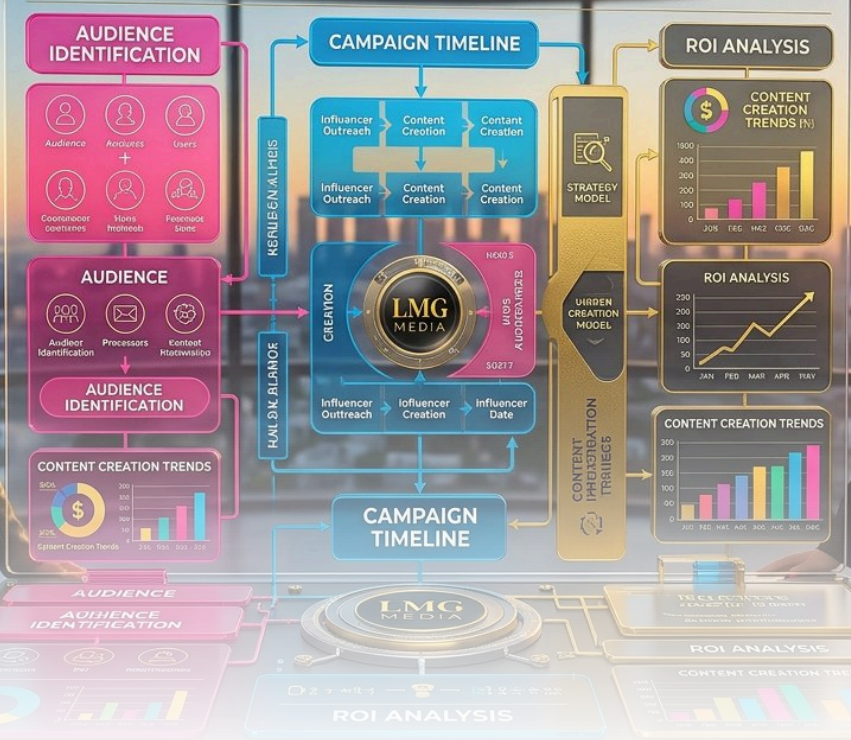


# COMPLETE INFLUENCER MARKETING STRATEGY FRAMEWORK



A BRAND GUIDE · FOR MARKETING TEAMS

# The Complete Strategy Framework.

The end-to-end influencer marketing system – ten sequential stages from objective definition to measurement and optimisation. The infrastructure behind programmes that compound year over year.

**10**  
Stages

**4**  
Objectives

**6**  
Vetting Checks

**3yr**  
Compounding

FOR BRANDS &amp; MARKETING TEAMS

# Strategy Framework 2026.

*"The value of a well-run influencer marketing programme compounds over time — better returns in year two than year one, and significantly better in year three than year two."*

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DOCUMENT  
Resource 18

STRUCTURE  
Ten sequential stages

AUDIENCE  
Brands & Marketing Teams

INSIDE THIS FRAMEWORK

Ten stages · in sequence

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# Complete Influencer Marketing Strategy Framework

LMG MEDIA



## INTRODUCTION

# A discipline, not a series of campaigns.

This framework lays out influencer marketing as ten sequential stages – from objective definition through to measurement and optimisation. The stages are deliberately ordered: each one’s output is the next one’s input.

Brands that start with creator selection before objective definition – choosing a creator they like and working backwards – consistently produce campaigns that look good but do not deliver commercial outcomes.

The discipline is the sequence. Define the objective first. Let it determine the audience profile, which determines the platform, which determines the budget shape, which determines the creator tier – and so on, each decision flowing from the one before it.

Run end to end, the framework is the starting infrastructure for a programme that improves with every iteration. Implement it, measure everything, and improve it continuously.

## THE TEN STAGES AT A GLANCE

# The whole framework, in sequence.

Each stage's output feeds the next. Read top to bottom – the order is the strategy.

**01 Objective Definition**  
One primary objective the whole campaign optimises for.

**02 Audience Definition**  
A five-layer profile, not a demographic sketch.

**03 Platform Selection**  
Where this audience actually consumes content.

**04 Budget Allocation**  
The split across fees, amplification, tracking.

**05 Creator Vetting**  
A profile doc, then six systematic checks.

**06 Brief Development**  
The single most controllable performance variable.

**07 Contracting & Compliance**  
Every partnership in writing, before content.

**08 Tracking Infrastructure**  
Attribution set up and tested before launch.

**09 Content Approval**  
Review for compliance, not preference.

**10 Measurement & Optimisation**  
Before launch, through 30–60 days post.

***The thread.*** Most campaigns have elements of multiple objectives – but a campaign optimised for everything is mediocre at all of it. Define one primary objective, let the sequence flow from it, and acknowledge secondary objectives separately.

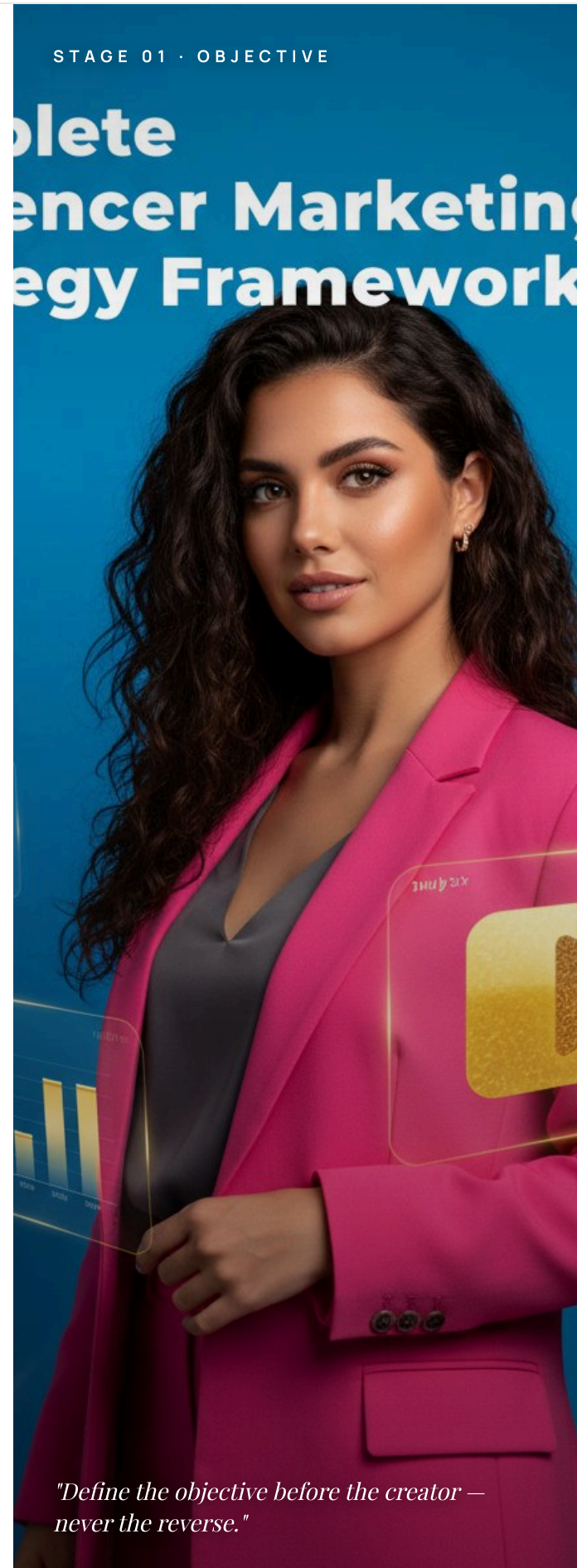
## STAGE 01 · OBJECTIVE DEFINITION

# One question, answered precisely.

**B**efore any creator is identified, any brief is written, or any budget is allocated: what does this campaign need to achieve?

The answer determines every subsequent decision. Creator tier, platform, content format, brief parameters, measurement framework, and success criteria all flow directly from the campaign objective.

There are **four objectives** — awareness, consideration, conversion, and retention. Define one as primary. The next page breaks down what each one demands, and how to set targets you can actually measure against.



*"Define the objective before the creator —  
never the reverse."*

THE FOUR CAMPAIGN OBJECTIVES

# Pick **one** to optimise for.

## Awareness

Reaching new audiences unfamiliar with the brand. **Requires** maximum reach at efficient CPM. Prioritises large creator tier, broad distribution, reach-based measurement.

## Consideration

Building intent and trust with aware-but-unconverted audiences. **Requires** high engagement quality and content depth. Prioritises mid-tier creators, YouTube long-form, engagement-based measurement.

## Conversion

Driving direct sales, downloads, sign-ups. **Requires** direct attribution and conversion-optimised content. Prioritises affiliate infrastructure, creator codes, conversion-based measurement.

## Retention & Advocacy

Deepening existing-customer relationships and organic advocacy. **Requires** genuine community integration. Prioritises ambassador programmes, long-term relationships, sentiment-based measurement.

### SETTING MEASURABLE TARGETS

metric · benchmark · timeframe

**Set them before launch** — targets set after a campaign launches are not targets, they are retrospective justifications. Each follows the structure *metric, benchmark, timeframe*:

<b>Redemptions</b>	Generate <b>500 promo code redemptions</b> within 30 days of launch
<b>Efficiency</b>	Achieve a <b>cost-per-acquisition below \$45</b> across all creators
<b>Engagement</b>	Generate a <b>minimum 4% engagement rate</b> on all sponsored content
<b>Traffic</b>	Drive <b>2,000 website sessions</b> from creator content within the campaign period

## STAGE 02 · AUDIENCE DEFINITION

# The most underinvested **stage.**

Generic profiles — "women, 25–40, interested in lifestyle" — do not provide enough specificity to guide creator selection. A useful profile has five layers.

- 1 Demographic basics**  
Age range, gender split, geographic concentration, household income bracket.
- 2 Platform behaviour**  
Which platforms do they actively use? Which formats do they consume? When are they active? Which creators do they already follow?
- 3 Purchase behaviour**  
What is the consideration period? What triggers the decision to buy? What are their primary objections? Where do they research?
- 4 Values and identity**  
What do they care about beyond the product category? What communities do they belong to? Which creators do they trust, and why?
- 5 Content preferences**  
Long-form or short-form? Educational or entertainment? How much visual quality do they expect?

**Why this matters downstream.** You are not looking for a creator with a large audience — you are looking for a creator whose *specific* audience matches this profile. This level of specificity is what makes Stage 5 (vetting) objective rather than aesthetic.

STAGE 03 · PLATFORM SELECTION

# Where your audience is – not where you are.

Platform selection follows audience definition; it is not a default that precedes it. The right platform is where your specific audience consumes content – not where your brand is most comfortable.

— PLATFORM SELECTION MATRIX

2026

CRITERION	INSTAGRAM	TIKTOK	YOUTUBE	LINKEDIN
Primary age	25-40	18-34	18-44	25-54
Best objective	Awareness + Conversion	Discovery + Ecommerce	Consideration + Retention	B2B Authority
Content shelf life	2-4 weeks	1-7 days	12-24 months	1-3 weeks
Commerce	Strong	Strongest	Developing	Limited
Production need	Medium	Low	High	Low
Best format	Reels + Carousels	Short video	Long-form video	Text + Carousels

**Multi-platform by default.** The most effective programmes use 2-3 platforms in combination, each serving a distinct function – Instagram + TikTok for under-40 consumers, YouTube + Instagram for higher-consideration purchases, LinkedIn + YouTube for B2B. Define the primary platform your budget is optimised for; use secondary platforms to extend reach and depth.

STAGE 04 · BUDGET



*"Allocation determines efficiency as much as creator selection."*

STAGE 04 · BUDGET ALLOCATION

# Where the money actually goes.

**B**udget allocation decisions determine programme efficiency as much as creator selection does.

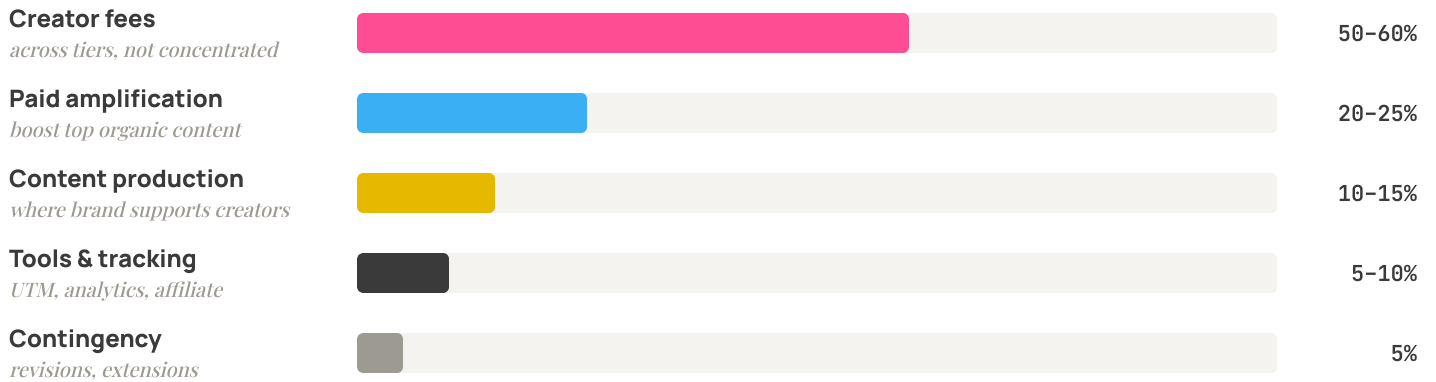
The three most common – and most expensive – mistakes are structural: **concentrating spend in one large creator**, **underinvesting in tracking infrastructure**, and **failing to reserve budget for paid amplification**.

All three are easily avoided with a clear allocation model. The next two pages give you the category split and the tier split – the two decisions that shape every campaign budget.

THE BUDGET ALLOCATION MODEL

# Five categories, one budget.

A balanced allocation across five categories. The percentages are the starting model – adjust within these bands for your objective, never abandon them entirely.



**The amplification line is the one brands cut first – and shouldn't.** Boosting top-performing organic creator content consistently improves overall ROI, and high-performing organic content amplified with paid budget reliably outperforms traditional ad creative at equivalent spend. Protect the 20-25%.

**And the tracking line.** 5-10% on UTM infrastructure, an analytics platform, and affiliate tracking is what makes Stage 10 possible. Skip it and you cannot measure what you spent the other 90% on.

CREATOR TIER ALLOCATION

# Split the creator fees by objective.

Within the creator-fees budget, the distribution across tiers should reflect the campaign objective – not a fixed habit.

**Awareness** – *reach at scale*



**Conversion** – *cost-per-acquisition wins at micro*



**Sustained brand building** – *presence + reach compound*



■ Large / Mega   ■ Mid-tier   ■ Micro

***The break-even on tiers.*** In most categories, micro-influencers deliver a cost-per-engagement **60–70% below mid-tier creators** at equivalent total spend. The exception is reach-dependent objectives, where the absolute audience size of larger creators is genuinely necessary – which is why awareness is the one objective that funds large creators heavily.

## STAGE 05 · CREATOR IDENTIFICATION &amp; VETTING

## Strategy applied practically.

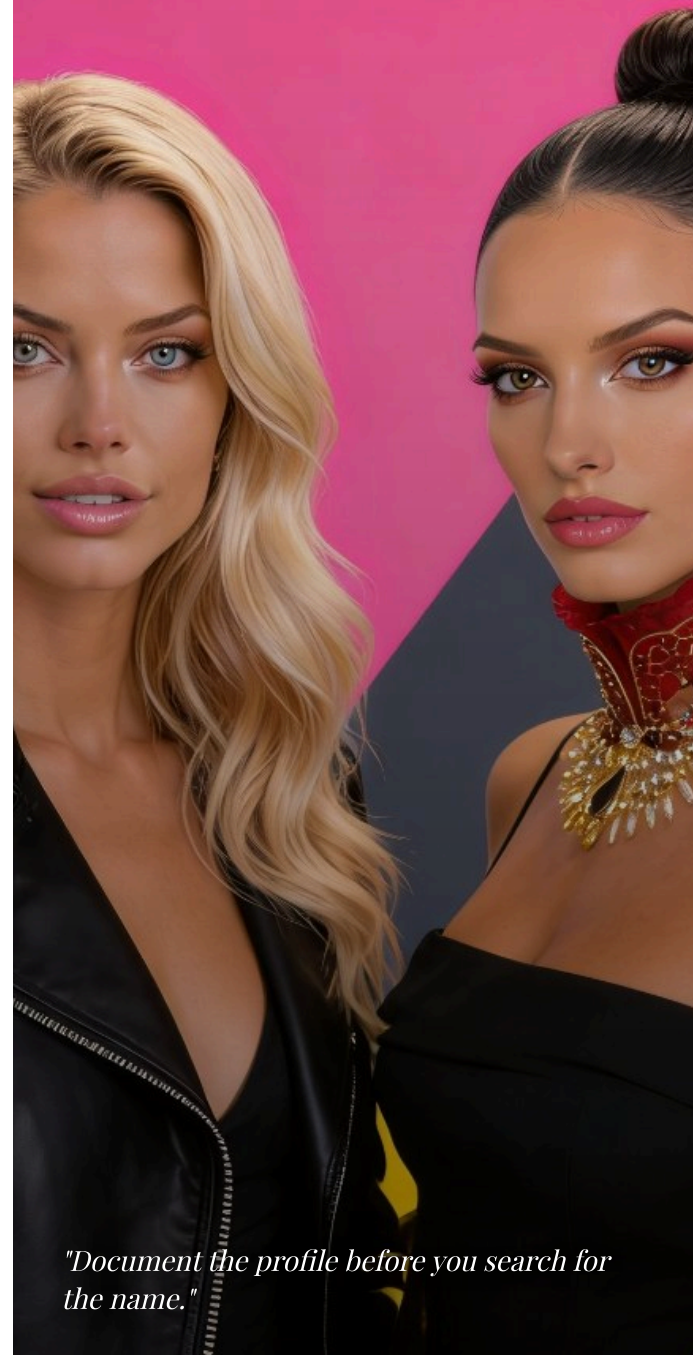
The combination of objective, audience profile, platform, and budget tier should produce a precise creator profile before you search for a single name.

Document the ideal profile first: platform and tier, content niche and aesthetic, audience demographic requirements with specific metric targets, engagement-rate minimum, geographic requirements, brand-safety exclusions, and existing-partnership constraints.

This document is the brief for the search. It prevents the **selection bias** that leads to choosing creators on subjective aesthetic preference rather than strategic fit. The next page covers the six-dimension vetting process applied to every shortlisted creator.

## STAGE 05 · VETTING

# Complete Influencer Marketing Market Strategy Framework



*"Document the profile before you search for the name."*

## THE VETTING PROCESS

# Six dimensions, every creator.

Assess each dimension systematically for every creator before outreach begins.

- 1 Engagement authenticity**  
Is the engagement real? Check rate against benchmarks, review comment quality, assess follower-growth patterns, verify audience authenticity with third-party tools.
- 2 Audience quality**  
Does the audience match the target profile? Verify demographics, geography, and interest alignment before committing budget.
- 3 Content quality**  
Does the content meet your brand's visual and editorial standards? Review the last 60–90 days critically.
- 4 Sponsored content performance**  
How does sponsored content perform versus organic? A significant gap signals audience disengagement with commercial posts.
- 5 Brand safety**  
Any risk in the content history? Review historical content, run public-reputation checks, verify no competitive partnerships.
- 6 Commercial readiness**  
Will they sign a formal contract, share analytics, and work within a structured approval process?

*Go deeper on dimension one.* The LMG Media **Influencer Vetting Checklist** provides the complete engagement-authenticity assessment framework — the most common point of failure in creator selection.

## STAGE 06 · BRIEF DEVELOPMENT

# The single most controllable variable.

A well-written brief enables the creative partnership that produces effective content. A poorly written one – over-specified, under-informed, or creatively restrictive – produces poor content regardless of creator quality. The framework has eight parts.

## 1 · Campaign context

What is this trying to achieve? What business problem does it solve? Enough context for informed creative decisions.

## 2 · Audience profile

Who are you reaching? What do they care about? What would make them genuinely interested?

## 3 · Product truth

The honest, specific reason someone should want it – not marketing language. The core message.

## 4 · Key messages (max 3)

The specific points the audience must understand. Every message beyond three dilutes the others.

## 5 · Mandatory inclusions

Disclosure language, trackable links, brand handles, promo codes. Keep the list as short as possible.

## 6 · Creative freedom statement

Explicitly grant freedom within parameters. The best content does not sound like an ad – and won't, if you don't over-specify.

## 7 · Deliverables & timeline

Exactly what, which platform, by when – with a clear approval process and revision-round limit.

## 8 · What to avoid

Specific elements, claims, or approaches that would create brand-safety or compliance issues.

*The full template.* The LMG Media **Campaign Brief Template** (Resource 11) renders all eight parts as a fillable document – ready to complete and send.

## STAGE 07 · CONTRACTING &amp; COMPLIANCE

# Every partnership, **in writing.**

Every creator partnership — regardless of size — should be documented in a formal written agreement before any content is produced. The contract is not bureaucracy; it is the foundation of a professional commercial relationship.

## CONTRACT ESSENTIALS

### EIGHT ESSENTIALS, EVERY AGREEMENT

- ✓ Precise deliverable specification (platform, format, quantity, specs, go-live)
- ✓ Exclusivity scope and duration
- ✓ Kill-fee provisions
- ✓ Approval process and revision-round limits
- ✓ Usage rights — which, how long, which territories
- ✓ Payment terms and schedule
- ✓ Disclosure obligations with required language
- ✓ Termination conditions

***Compliance belongs in the contract — not after.*** Every brief must include explicit disclosure requirements for the relevant market. Brand liability for non-compliant creator content is established in US, UK, EU, and UAE markets. The full clause-by-clause structure is in the LMG Media **Contract & Usage Rights Template** (Resource 12).

## STAGE 08 · TRACKING INFRASTRUCTURE

# Set up & tested before launch.

Attribution infrastructure must exist before any creator produces content. Retrofitting attribution after launch produces incomplete data and creates disputes with creators over performance claims. The stack has four parts.

- 1 UTM parameters**  
Every creator-shared URL carries UTM parameters identifying creator, platform, campaign, and content type – clean attribution of traffic and downstream conversions at the individual creator level.
- 2 Creator-specific promo codes**  
Unique codes per creator attribute conversions across platforms and journeys – capturing buyers who discover via content but purchase later, which UTM alone would miss.
- 3 Affiliate platform integration**  
For multi-creator programmes, a platform (LTK, Impact, ShareASale, or a direct programme) centralises tracking, commission calculation, and creator payment.
- 4 Post-campaign analytics access**  
Define in the contract which analytics the creator shares and when. Minimum: impressions, reach, engagement rate, and link clicks at 7 and 30 days post-publication.

***Test before you brief.*** A trackable link that doesn't fire, or a promo code that isn't live, is discovered only after content publishes – by which point the data is already lost. Confirm every link and code works before the first creator starts.

## STAGE 09 · CONTENT APPROVAL

# The most relationship-critical stage.

Approval processes that are slow, vague, or disproportionately interventionist consistently damage creator relationships — and produce content less authentic than the first draft. Four principles keep it clean.

## Review for compliance, not preference

Check mandatory inclusions, factual accuracy, brand safety, and disclosure. Do not redesign the creative on internal stakeholders' aesthetic preferences.

## Respond within 48 hours

Commit to a 48-hour turnaround in the contract and deliver on it. Manage multi-stakeholder sign-off before the submission deadline, not after.

## Limit revision rounds

A maximum of two rounds in all contracts. If stakeholders need more, the brief was insufficiently clear — the brand's responsibility, not the creator's.

## Approve, then amplify

Once live, assess organic performance before boosting. High-performing organic content amplified with paid budget beats traditional ad creative at equal spend.

***The hidden cost of slow approval.*** Every day a draft sits unreviewed pushes the go-live date, compresses the creator's production window, and signals that the brand does not respect the creator's time. The 48-hour commitment is a promise the brand makes — and keeping it is non-negotiable.

STAGE 10 · MEASUREMENT & OPTIMISATION

# Begins before launch, runs 30–60 days.

The measurement framework defines what data is collected, at what intervals, and how it optimises the programme over time.

- **During campaign**  
 REAL-TIME
  - Content live confirmation and compliance check
  - Real-time engagement monitoring for the first 48 hours
  - Promo-code redemption and UTM traffic in real time
  
- **7 days post-launch**  
 PER CREATOR, PER PIECE
  - Reach, impressions, and engagement rate per creator
  - Link clicks and promo-code redemptions per creator
  - Cost-per-engagement and cost-per-click by creator
  - Initial conversion data where attributable
  
- **30 days post-launch**  
 FULL ATTRIBUTION
  - Full conversion attribution including delayed purchases
  - Cost-per-acquisition and revenue attributed by creator
  - Content performance trajectory – is it still accumulating views?

OPTIMISATION

# Turn the data into the next campaign.

Measurement is only useful if it changes the next decision. Optimise at two levels.

### Creator-level

Rank creators by cost-per-acquisition and engagement quality. Identify the **top 20-30%** – these are worth investing in further. Analyse underperformers: re-engage with a different brief, or deprioritise.

### Programme-level

Compare platform, content-format, and creator-tier performance across the full campaign. Adjust the next budget allocation based on **what the data shows** – not what was assumed in planning.

*The discipline that makes it compound.* The brands that improve year over year are the ones that let the data – not the assumptions – set the next campaign’s allocation. The top-performer list from this campaign is the shortlist for the next one.

## WHAT OPTIMISATION FEEDS BACK INTO

<b>Stage 04 · Budget</b>	Tier and platform allocation shifts toward proven performers
<b>Stage 05 · Vetting</b>	Performance data sharpens the ideal-creator profile
<b>Stage 06 · Brief</b>	Brief quality improves with every iteration
<b>Stage 08 · Tracking</b>	Attribution infrastructure becomes more sophisticated



## THE FINAL PRINCIPLE

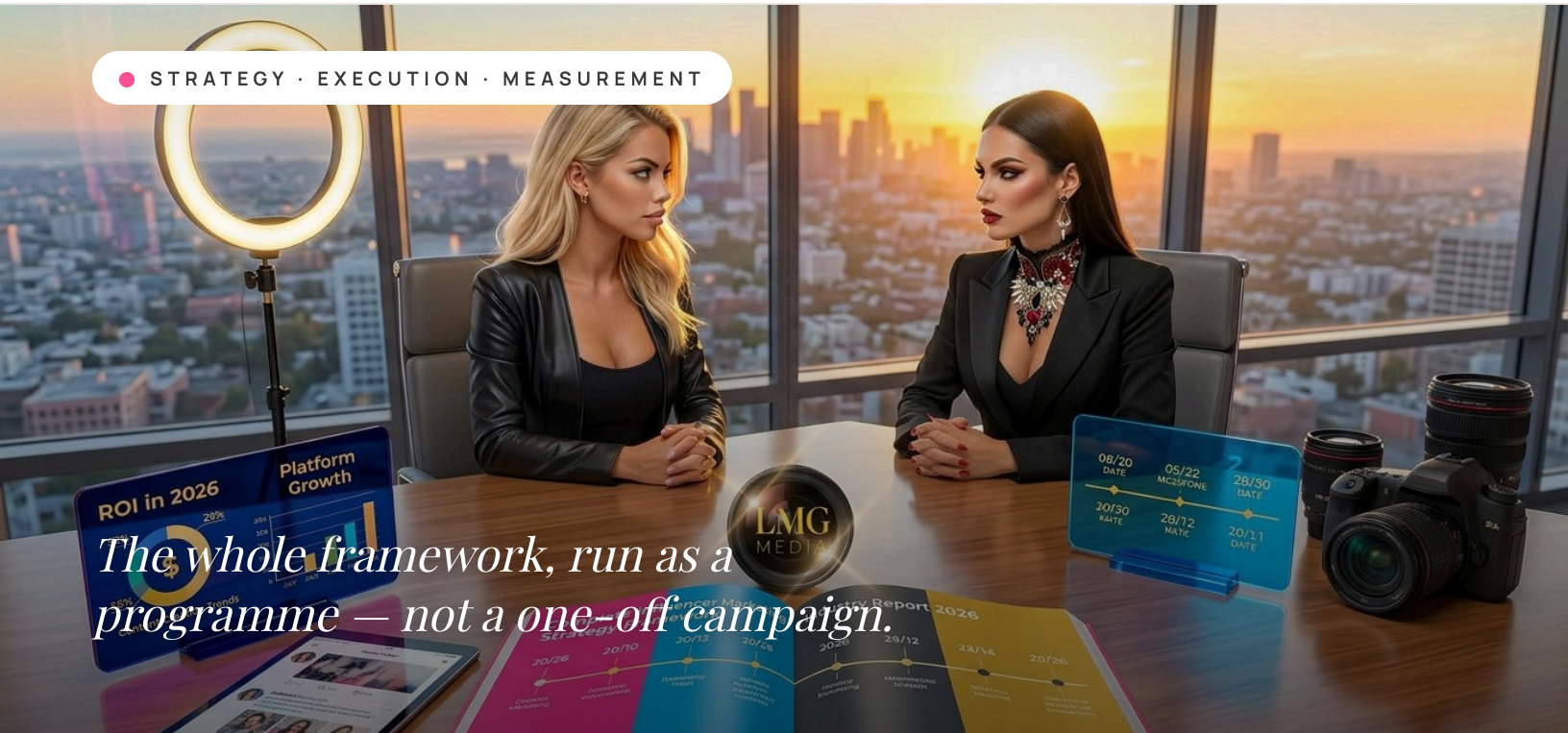
# The programme that **compounds**.

**T**he most important principle for long-term performance: the value of a well-run influencer marketing programme compounds over time.

Creator relationships deepen with each campaign. Performance data improves the accuracy of creator selection. Brief quality improves with every iteration. Attribution infrastructure becomes more sophisticated. The result is a programme that generates **better returns in year two than year one – and significantly better in year three**.

This dynamic is available only to brands that treat influencer marketing as a discipline: consistent process, rigorous measurement, genuine investment in relationships. It is **not** available to brands that run one-off campaigns with a new set of creators every quarter.

The framework in this document is the starting infrastructure. Implement it, measure everything, improve it continuously.



*The whole framework, run as a programme – not a one-off campaign.*

ABOUT LMG MEDIA

# Where Quality Brands Meet **Iconic Influence.**

LMG Media is an influencer marketing agency working with brands across **fashion, beauty, luxury, fitness, gaming, ecommerce, and tech** – in markets including London, New York, Dubai, Los Angeles, Miami, and Paris.

If you would like support building and running an influencer marketing programme using this framework

– from objective definition through to measurement and the compounding returns that follow – get in touch.

*This framework is provided for informational purposes. The benchmarks and allocation models reflect LMG Media campaign experience and are directional starting points, not fixed rules. Adapt them to your category, market, and objective.*

[Start Your Campaign →](#)

[Get in Touch](#)

[lmg.media](https://lmg.media)

## HOW WE WORK WITH BRANDS

# The ten stages, **run for you.**

Every stage in this framework is something we run on behalf of the brands we work with — as an end-to-end programme partner, or on the specific stages where you need support.

**1-4****Strategy & planning**

Objective, audience, platform, and budget — the foundation that determines everything downstream.

**5-6****Sourcing & briefing**

Creator vetting against your profile, and briefs that produce content that performs.

**7-8****Contract & tracking**

Agreements that protect both sides, and attribution set up and tested before launch.

**9-10****Approval & measurement**

Committed approval windows, and reporting that compounds into the next campaign.

[Start Your Campaign →](#)[Get in Touch](#)[lmg.media](#)

## THE LMG MEDIA RESOURCE SERIES

# This framework, **stage by stage.**

Each stage of this framework has a dedicated LMG Media resource that goes deeper. Use this framework as the map – and the individual resources as the detailed guides.

STAGE	DEDICATED RESOURCE	FORMAT
Stage 03	Platform Comparison Guide · No. 09	Informational guide
Stage 04	Pricing Benchmark Guide · No. 10	Informational guide
Stage 06	Campaign Brief Template · No. 11	Fillable template
Stage 07	Contract & Usage Rights Template · No. 12	Fillable template
Stage 05	Outreach Email & DM Templates · No. 13	Template pack
Stage 05	Influencer Vetting Checklist · No. 14	Checklist

***One programme, many tools.*** The framework is deliberately the connective tissue of the whole resource series. Wherever a stage references another LMG Media resource, that resource contains the detailed, ready-to-use version of what this page summarises.



*"Run the sequence once, end to end, before you optimise anything."*

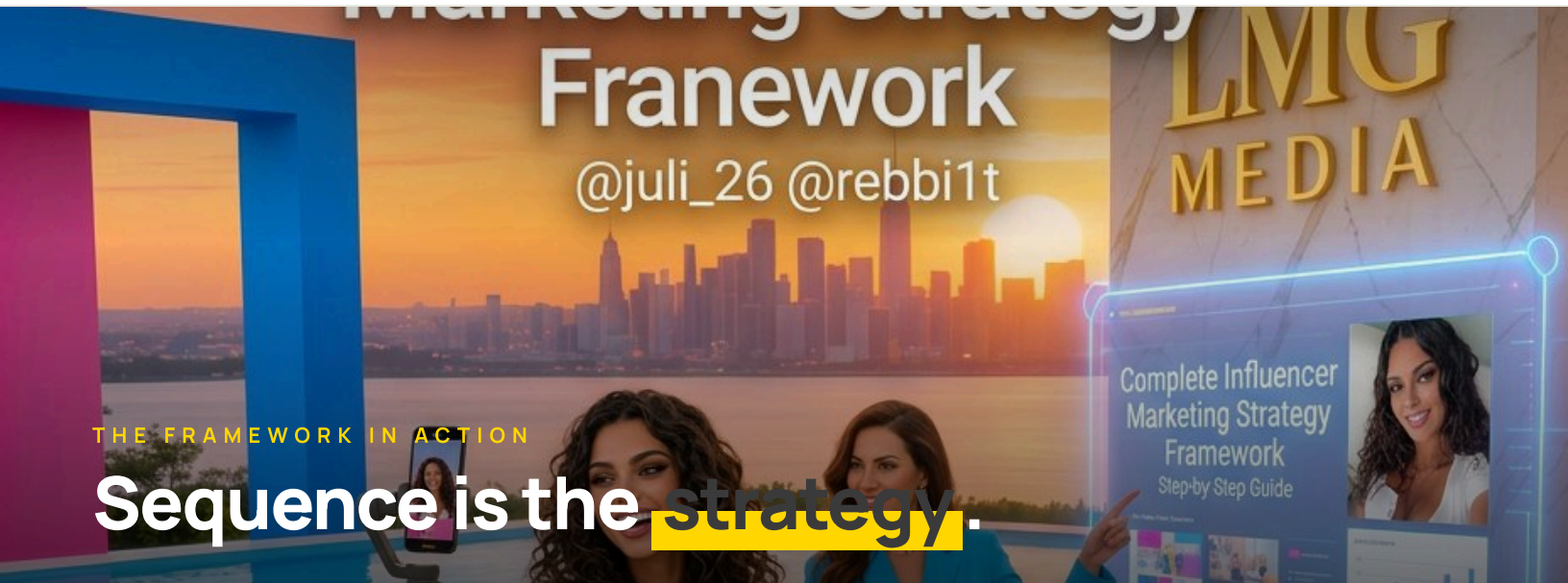
QUICK-START CHECKLIST

# Ten checks before launch.

One check per stage. If every line is true, the campaign is ready to run.

PRE-LAUNCH · ONE CHECK PER STAGE

- 01 · One primary objective defined, with measurable targets set
- 02 · Five-layer audience profile documented
- 03 · Primary platform chosen on audience evidence, not habit
- 04 · Budget split across all five categories, amplification protected
- 05 · Creator profile documented; six-dimension vetting complete
- 06 · Brief covers all eight parts, max three key messages
- 07 · Signed contract in place before any content
- 08 · UTM links and promo codes tested and live
- 09 · 48-hour approval window committed and staffed
- 10 · Measurement intervals scheduled – during, 7-day, 30-day



The ten stages are not a menu to pick from – they are a sequence to run in order. The single most common failure in influencer marketing is starting in the middle: picking a creator, then reverse-engineering an objective to justify the choice. Run the framework forward, every time, and the campaign optimises itself.

**10**

**Stages, in sequence**

Each stage's output is the next stage's input – objective first, measurement last.

**48h**

**Approval window**

The single commitment that protects every creator relationship in the programme.

**3yr**

**To full compounding**

Relationships, data, briefs, and attribution all improve with each cycle.

**A final word.** A framework is only worth the discipline of following it. The brands that win at influencer marketing are not the ones with the biggest budgets – they are the ones that run the sequence consistently, measure everything, and let the data improve the next campaign.

## NOTES &amp; DISCLAIMER

# How to use this framework.

The stages, models, and benchmarks in this framework are drawn from LMG Media's campaign experience across markets and categories. They are a **directional operating model** – not a rigid prescription.

The budget percentages, tier splits, and benchmark figures are starting points. Adapt them to your category, market, audience, and primary objective. A B2B SaaS programme and a beauty-DTC programme run the same ten stages but allocate very differently within them.

Where this framework references compliance, contracting, and disclosure, that guidance describes common practice – it is not legal advice. Brand liability and regulatory requirements vary by market. For significant campaigns, have contracts and disclosure language reviewed by qualified legal counsel.

The companion resources in the LMG Media series – referenced throughout – contain the detailed, ready-to-use versions of the tools this framework summarises at a stage level.

***The one rule that doesn't flex.*** Whatever you adapt, keep the sequence. Objective before audience, audience before platform, platform before budget, and measurement feeding back into all of it. The order is the part that makes the framework work.



*Where Quality Brands  
Meet **Iconic Influence.***

---

*Define*

| *Plan*

| *Source*

| *Run*

| *Measure*