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 **GEN Z**

The Best Practice Guide to Influencer Talent Management

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The Ultimate Guide to Celebrity Brand Ambassadorships.



What are Talent Managers?

Though a few lucky (and talented) individuals make enough money on social media to quit their day jobs, most of us need a little help to build our personal brands and turn our passion into a career. Enter the influencer talent manager!

Influencer talent managers are professionals who represent and work on behalf of social media influencers or content creators to help them build their brands, negotiate contracts, and manage their careers.

They act as agents and advisors to their clients, helping them to develop their personal brand and grow their social media following. They may also help their clients monetise their content by negotiating sponsorships, partnerships, and other business deals.

In addition to handling business and financial matters, influencer talent managers may also provide creative direction and guidance to their clients, helping them to create and produce high-quality content that resonates with their audience.

Overall, influencer talent managers play a critical role in helping social media influencers and content creators to navigate the complex world of influencer marketing and build successful, sustainable careers.

Responsibilities

Building and Managing Relationships:

Building and managing relationships is an essential responsibility of influencer talent managers.



They need to develop strong relationships with their clients to understand their goals and objectives, and build a partnership that can result in long-term success. Successful relationships consist of multiple components:

Communication. As a talent manager, you need to ensure that you communicate effectively and regularly with your clients. You should make sure that you are available to answer any questions or concerns that your clients may have and respond promptly to their messages.

Personalisation. Talent managers must understand their clients' goals, objectives, and values in order to offer the best service possible. They should know their clients' likes and dislikes, as well as what motivates them. Talent managers must tailor their approach to each client and be prepared to offer personalised guidance and support.

Trust. Building trust is essential to any relationship, and it is especially important for influencer talent managers. They should be honest and transparent with their clients, even if it means having difficult conversations. They must be trustworthy and reliable and should deliver on their promises, and be open and honest when any issues arise. Influencer talent managers should also consider how they can build trust with their influencers.

Respect. The best way to build relationships is with respect. That means respecting boundaries, acting with professionalism, and being approachable. In return, you should expect the same from your clients. Talent managers should understand that talents have a life outside of social media.

Collaboration. As a talent manager, your relationship with your client is a partnership. Your goal is to develop a marketing strategy that aligns with the client's goals and target audience. As you work together, you should be open to feedback and be willing to adjust your approach based on your clients' feedback.

Celebrate Success. Celebrating successes together is an important part of building a strong relationship with your influencer. When you celebrate their achievements, you're showing them that you care about them as more than just a number on a spreadsheet; you're showing them that their hard work and dedication are appreciated.

You can celebrate these accomplishments in a variety of ways, such as by inviting them out to dinner or sending them a small gift. You could also invite them to attend an industry event with you or another talent manager who works with influencers in the same niche as theirs.

Branding and Marketing:

Another responsibility of an influencer talent manager is to help influencers and content creators achieve growth by providing guidance on developing a marketing strategy that resonates with the client's audience and goals.

One of the ways that talent managers can help influencers achieve growth is by creating a content schedule that outlines the timing and frequency of content releases. They may use data analytics and industry insights to determine the optimal time for releasing content and inform the influencers on when to post. This information helps to ensure that the content is reaching the maximum audience and receiving the greatest possible engagement.

In addition, talent managers often provide guidance on topics and themes that are most likely to resonate with the influencer's audience. By understanding the client's niche and the interests of their followers, the talent manager can provide insight into what content will drive engagement and keep followers coming back for more. This guidance can include brainstorming ideas for collaborations, series, or new formats to keep the content fresh and exciting.



Negotiating Deals

One of the key responsibilities of an influencer talent manager is negotiating deals on behalf of their influencers. This involves building relationships with brands, agencies, and other partners, and negotiating deals that benefit their clients while ensuring the best possible compensation.

A good talent manager will know what's fair for both sides and help the influencer find that sweet spot, to ensure the brand makes ROI, while remunerating the creator for their time and the exposure received.

The talent manager must have a clear understanding of the value of their client's brand and the market demand for their content. They also need to understand the intricacies of different types of deals and how to navigate them. For example, they may negotiate fees for sponsored content, brand partnerships, product endorsements, or affiliate marketing programs.

Brand deals can be secured in multiple ways, including brand outreach, inbound emails from brands, connections made via networking and by upselling from campaigns with other creators.

To achieve a successful negotiation, talent managers need to have excellent communication and interpersonal skills, as well as a deep understanding of their client's goals and values. They must also be able to advocate for their clients and have a strong understanding of the industry's current trends and best practices.

Negotiating deals can be a delicate process, and talent managers need to ensure that the terms of the deal align with their influencer's goals.

Diversifying Income Streams

As the digital landscape matures, relying solely on one source of income can be risky for influencers. Talent managers should help their influencers diversify their income streams, exploring other ways for their clients to monetise their platforms and content.

A talent manager helps their clients explore other ways to monetise their content, such as through product development, platform diversification, podcasts, and social commerce. They look to diversify their creators' income stream by looking into other aspects of social media outside their existing accounts.

Compliance with Platform Guidelines

As a talent manager, it's crucial to make sure your clients stick to the rules and regulations of the various social media platforms they use. Platforms like Instagram and TikTok have strict guidelines on things like nudity, hate speech, and other controversial content.

To stay on top of these regulations, talent managers need to be familiar with the guidelines and stay updated on any changes or updates. They need to be able to educate their clients on these guidelines and work with them to make sure their content is compliant.

In addition, talent managers need to be prepared to handle any issues that arise. This might include addressing flagged posts or dealing with copyright claims. It's important to have a plan in place to handle these situations quickly and efficiently.

Compliance is critical for maintaining the reputation and success of both the influencer and the management. By helping their clients create content that's both engaging and compliant, talent managers can help them build a strong following and secure more brand partnerships.

This includes discussing the level of support and guidance that will be provided, as well as the fee structure and terms of the agreement. By setting clear expectations and boundaries from the outset, talent managers can help to establish a strong and productive working relationship with their clients.

Talent Relationship Management

When it comes to working with talent, it's important to remember that this is a collaborative relationship that requires mutual respect and transparency. Just like in any other business partnership, it's essential to treat talent with professionalism and honesty to build a strong and lasting relationship.

First and foremost, working collaboratively is key to building a successful partnership with talent. This means that both parties should work together to achieve common goals, share ideas and feedback, and make decisions together. Talent managers should be open to the ideas and opinions of their clients, and vice versa, to ensure that the partnership is productive and valuable for both parties.

In addition, it's crucial to show respect when working with talent. This includes being attentive to their needs and concerns, responding to their messages promptly, and being available when they need support or advice. Talent managers should communicate clearly and respectfully, providing constructive feedback and guidance that helps their clients grow and succeed.

Transparency is another essential element of working with influencers. It's important to be honest and upfront about expectations, timelines, and fee structures. Talent managers should ensure that their clients fully understand the terms of their agreement, including the scope of work, payment terms, and any additional fees that may apply.

This will help to establish trust and build a positive working relationship between the talent manager and their clients.

Finally, honesty is key when working with creators. Talent managers should be truthful and upfront about any issues or concerns that arise, and work collaboratively with their clients to find solutions. They should be open to feedback and willing to make changes to improve the partnership and achieve better outcomes.

Growth

Facilitating growth is a key aspect of talent management. It's essential for talent managers to help their clients grow and develop their social media presence, and achieve their career goals. There are several ways that talent managers can support the growth of their clients, including account audits/analysis, exposure to opportunities, and growth of accounts and career.

One way that talent managers can help their clients grow is by conducting regular account audits and analysis. This involves reviewing the performance of their clients' social media accounts and identifying areas for improvement. Talent managers can provide guidance and feedback on content, engagement, and audience demographics, to help their clients create more engaging and effective content.



Another way to support talent growth is by exposing them to new opportunities. This can include collaborations with other influencers, sponsorships, brand partnerships, and exposure to new platforms. Talent managers should be well-connected and constantly seeking out new opportunities that will benefit their clients and help them grow their audience and career.

Growth of accounts is another critical aspect of talent management. Talent managers should work with their clients to set goals and develop strategies that will help them increase their followers, engagement, and reach. This may involve creating a content schedule, utilising analytics, and identifying key trends and topics in their niche.

Finally, talent managers should help their clients to grow their career by developing a long-term plan and setting achievable goals. This may include expanding their social media presence, developing their own products, launching a podcast, or exploring other revenue streams. Talent managers can provide guidance and support throughout the process, helping their clients to achieve their career goals and build a sustainable brand.

Wellbeing

As a talent manager, supporting the wellbeing of your clients is crucial to their long-term success and overall happiness. The social media world can be a demanding and challenging environment, and talent managers must ensure that their clients are taking care of themselves both mentally and physically.

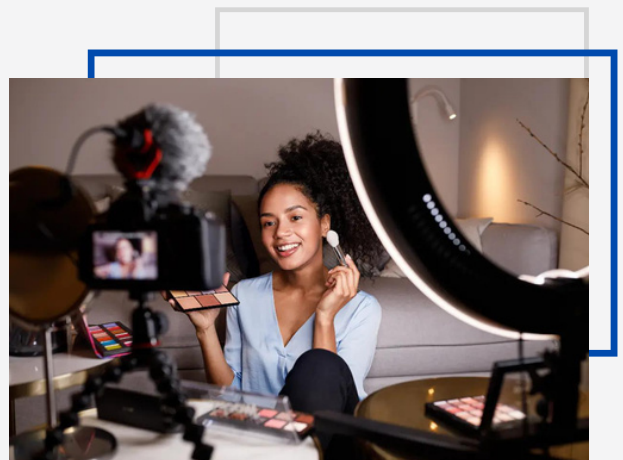
One way that talent managers can support talent wellbeing is by building a strong and positive relationship with their clients. This means creating an environment where clients feel comfortable sharing their thoughts and concerns, and where they know they can rely on their talent manager for support and guidance.

Talent managers should regularly check in with their clients to discuss any issues they may be facing and offer support where needed. This may include providing resources such as mental health services or arranging time off for rest and relaxation.

Another way to support talent wellbeing is by providing guidance on healthy habits and routines. Talent managers can advise their clients on topics such as exercise, diet, and sleep to help them maintain a healthy lifestyle while juggling the demands of their social media presence.

Additionally, talent managers can help their clients to manage stress and avoid burnout by setting realistic expectations and goals. They should work with their clients to create a schedule that allows for downtime and self-care, while still maintaining their social media presence.

Finally, talent managers should be aware of the negative impact that social media can have on mental health and help their clients to maintain a healthy relationship with their online presence. This may involve encouraging clients to take breaks from social media, limit their exposure to negative comments and feedback, and prioritise their mental health above their online presence.



Managing Contracts

One of the essential aspects of an influencer talent manager's role is managing contracts and ensuring that the deliverables outlined in the agreements are met. This involves carefully reviewing the terms and conditions of each contract, making sure that the scope of work, deadlines, and payment terms align with what was discussed and agreed upon between the influencer and the partnering brand or agency.

To manage contracts effectively, talent managers should:

- **Verify Deliverables:** Before signing any contract, talent managers must thoroughly review the deliverables to ensure they are in line with the influencer's capabilities and the agreed-upon expectations. This includes examining the type of content to be produced, the number of posts or collaborations, and any other requirements specified by the brand or agency.
- **Monitor Progress:** Talent managers should regularly check in with their clients to monitor the progress of ongoing projects and ensure that the influencers are on track to meet their deadlines. They may also provide support and guidance to help their clients overcome any challenges or obstacles that may arise during the content creation process.
- **Ensure Quality:** To protect their client's reputation and maintain a strong working relationship with the partnering brand or agency, talent managers should ensure that the content produced by the influencer meets or exceeds the quality standards set forth in the contract. This may involve reviewing drafts or providing feedback on content before it is published.
- **Confirm Payment Terms:** Talent managers must verify that the payment terms outlined in the contract align with what was discussed and agreed upon during negotiations. This includes ensuring that the payment schedule, payment method, and any other financial details are clearly stated and understood by both parties.
- **Manage Amendments and Revisions:** In some cases, the scope of work or deliverables may need to be adjusted after a contract has been signed. Talent managers should be prepared to negotiate and manage any necessary amendments or revisions to the contract and ensure that all parties are in agreement on the updated terms.
- **Resolve Disputes:** If any disputes or disagreements arise related to the contract, talent managers should work to resolve these issues in a timely and professional manner. This may involve negotiating with the partnering brand or agency, seeking legal counsel, or mediating between the influencer and the other party.



Promoting Diversity and Inclusivity

In the rapidly evolving world of social media and influencer marketing, it is crucial for talent managers to recognise and embrace the importance of diversity and inclusivity.

While it is natural for talent managers to search for creators within specific niches, they should also make a conscious effort to include a cross-section of individuals from all races, genders, sexualities, and backgrounds to accurately represent the diverse audiences they serve.

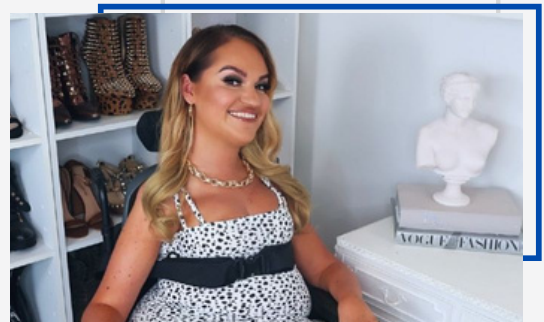
Promoting diversity and inclusivity within the influencer landscape offers several benefits:

- **Expands Representation:** By working with a diverse group of influencers, talent managers can help to ensure that various perspectives and voices are represented in the digital space. This not only leads to more authentic and relatable content but also fosters a sense of belonging among audience members who may feel underrepresented in mainstream media.
- **Encourages Creativity and Innovation:** Working with a diverse group of influencers can foster creativity and innovation, as each individual brings their unique experiences, ideas, and perspectives to the table. This can lead to the development of fresh and engaging content that resonates with a broader audience.
- **Enhances Brand Appeal:** Brands and agencies are increasingly recognising the value of partnering with diverse influencers to reach new demographics and strengthen their brand image. By representing a diverse roster of talent, talent managers can offer their clients more opportunities for partnerships and collaborations that align with their values and goals.

- **Fosters Social Change:** By promoting diversity and inclusivity within their roster of influencers, talent managers can contribute to a more equitable and inclusive digital landscape. This can help to break down barriers and challenge stereotypes, ultimately fostering positive social change.

Talent managers should:

- **Actively Seek Diverse Talent:** Talent managers should make a deliberate effort to scout and sign influencers from various backgrounds and demographics. This may involve attending events, scouting online, or partnering with organisations that focus on promoting diversity.
- **Educate Themselves:** Talent managers should take the time to educate themselves on issues related to diversity and inclusivity, such as unconscious bias, cultural competency, and allyship. This knowledge can help them to better support and advocate for their diverse roster of influencers.
- **Provide Support and Resources:** Talent managers should provide their diverse influencers with the necessary support and resources to thrive in the industry. This may include offering tailored guidance and advice, or providing access to educational resources and networking opportunities.



Rates

Figuring out the right rates for creators can be tricky. Rates are dependant on various factors, such as average views, the number of followers, how engaged the audience is, their demographics (like location and age), the kind of content and deliverables needed, usage or boosting rights, and how relevant the creator is to the audience or niche they're in.

Since there's no one-size-fits-all way to set prices, talent managers have an important job in making sure that the rates are fair for everyone involved and in building long-lasting partnerships with brands.

Talent managers should consider:

- **Influencer Metrics:** Take a look at the influencer's average views, the size of their following, and their engagement rate to get an idea of how much of an impact they have on their audience. Talent managers should also look at audience demographics to see how valuable the influencer's content might be to the brand they're partnering with.
- **Content Requirements:** Keep in mind the scope and complexity of the content needed for the campaign. If the content is more complicated or there are more deliverables, a higher rate might be necessary, while simpler or fewer deliverables could mean a lower rate.
- **Usage and Boosting Rights:** If the brand plans to use the content on their own socials or in various promotional materials, or if they want to boost the content to reach a wider audience, the rate might need to be higher to account for this additional value.
- **Relevance to the Audience or Niche:** Consider how well the creator fits into the specific audience or niche they're targeting.

If the influencer has a strong connection to the target market or a deep understanding of the niche, their content may be more valuable, justifying a higher rate.

As a talent manager, it's important to make sure that the rate is fair for both the influencer and the brand. Sometimes, it might be necessary to adjust the rate to maintain a strong working relationship with both the client and the influencer. Talent managers should always aim for long-term partnerships with brands, even if this means reducing the rate per video or piece of content.

Ethics

Ethics play a crucial role in influencer marketing, as both creators and talent managers have a responsibility to ensure that the content they promote aligns with their values and adheres to advertising standards. Being mindful of what is being promoted and ensuring that any ads are properly disclosed not only helps maintain trust with the audience but also keeps the influencer and talent manager in compliance with industry regulations.

When it comes to ethics, talent managers should consider the following:

- **Product and Brand Alignment:** Talent managers should carefully evaluate the products and brands that their influencers promote to ensure they align with the influencer's values, image, and target audience. Promoting products or brands that don't fit well with the influencer's identity can erode audience trust and harm the influencer's reputation, especially with controversial products like vapes.

- **Transparent Disclosure:** It is essential for talent managers to ensure that influencers clearly disclose any sponsored content or paid partnerships. This can be done through the use of hashtags such as #ad, or through clear verbal or written statements within the content itself. Proper disclosure is not only an ethical obligation but also a legal requirement in many countries.
- **Authenticity:** Talent managers should encourage influencers to remain authentic and true to their voice, even when promoting sponsored content. This means avoiding overly scripted or staged content and ensuring that influencers genuinely believe in the products or services they promote.
- **Avoiding Misleading Claims:** Talent managers must ensure that influencers do not make false or misleading claims about the products or services they promote. This includes exaggerating the benefits, making unverified claims, or promoting products or services that have been proven to be harmful or ineffective.
- **Respect for Audience:** Talent managers should work with influencers to create content that respects the audience's values. This means avoiding overly aggressive sales tactics, respecting the audience's privacy, and being sensitive to cultural and social issues.

Culture

Recognising and respecting cultural differences is essential, as different cultures will have unique values and norms. Talent managers must be mindful of the cultural context in which their influencers operate and be prepared to adapt their strategies accordingly. This can include considerations related to religion, race, or the country the influencer is located in.

When working with influencers from diverse cultural backgrounds, talent managers should:

- **Learn About the Culture:** Take the time to understand the cultural context in which the influencer operates. This may involve researching the country's customs, traditions, and social norms. By doing so, talent managers can better tailor their strategies to suit the specific cultural context of the creator and their audience.
- **Be Aware of Cultural Sensitivities:** Talent managers should be mindful of any cultural sensitivities that may impact the influencers they work with. This can include avoiding content that may be considered offensive or inappropriate in certain cultures, such as explicit language or imagery, discussions of sensitive topics, or the portrayal of specific religious or cultural symbols. For example, a creator might not be comfortable promoting a product or service if they believe it could potentially be considered forbidden due to their religious beliefs, and talent managers should respect and accommodate this preference.
- **Adapt Content and Strategies:** Talent managers should be willing to adapt their content and strategies to suit the cultural context in which their influencers operate. This may involve adjusting the tone, messaging, or even the format of the content to ensure it resonates with the influencer's local audience.

GEN Z CO is an award-winning influencer marketing and management agency that launched in 2021

They've worked with over 200 clients on over 500 amazing campaigns.

- » GEN Z represents a new generation of content creators, producing powerful influencer marketing campaigns for globally recognised brands such as Starbucks, ASOS, Taco Bell, Jack Wills, Lounge Underwear, Schuh and Universal Music

- » With an average age of 24, our team sits right in the core demographic of who we are, and who we market to. We are the target consumer. We get it

- » Our talent-led, talent-focused team consists of two influencers, with a combined following of over one million people. This allows us to stay ahead of the curve and identify trends early, providing great results for our clients

- » With real-time insights and reporting, we monitor campaign performance to react quickly and effectively to any trends and patterns

