



7 TAKEAWAYS

WE LEARNED WHILE WORKING WITH INFLUENCERS IN IP RELATED PROJECTS

RESEARCH

Identify potential collaborators, do your research and evaluate all the options

PLATFORMS

Focus on those more active and relevant within the platforms of your interest

STYLE

Don't ask them to adapt their speech to yours, chemistry and spontaneity are crucial for credibility

EVALUATE

Don't focus on the numbers: evaluate results from different angles

IP AWARENESS

Pay attention to how they are dealing with IP in their own channels

COMMUNITY

Size of their communities are less important than their profile and level of interaction

TRUST

Trust them and give freedom to organize the collaboration their way

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