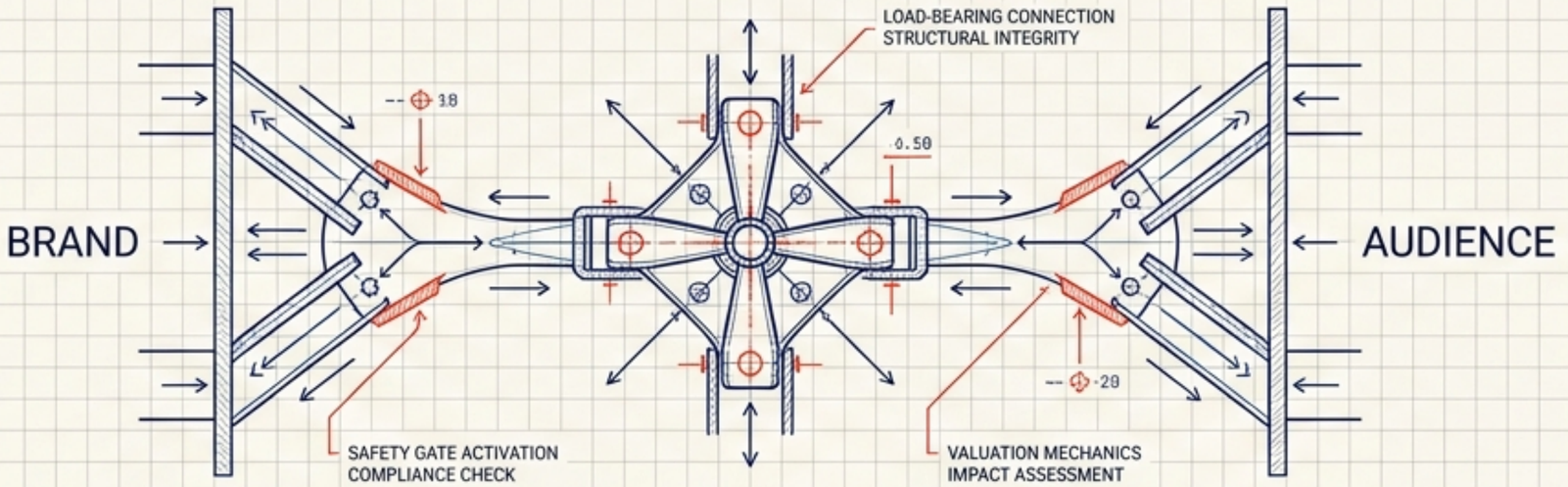
Module III / LMS Course Package

BRAND FOUNDATIONS: THE ARCHITECTURE OF INFLUENCE

Objective Setting, Fit Scorecards, Safety Gates, and Valuation Mechanics.



	✓	✕	⊕
Fit Scorecard Criteria	✓	⊕	⊕
Safety Protocol	⊗	+	+
Valuation Metric	✓	.7	0.9

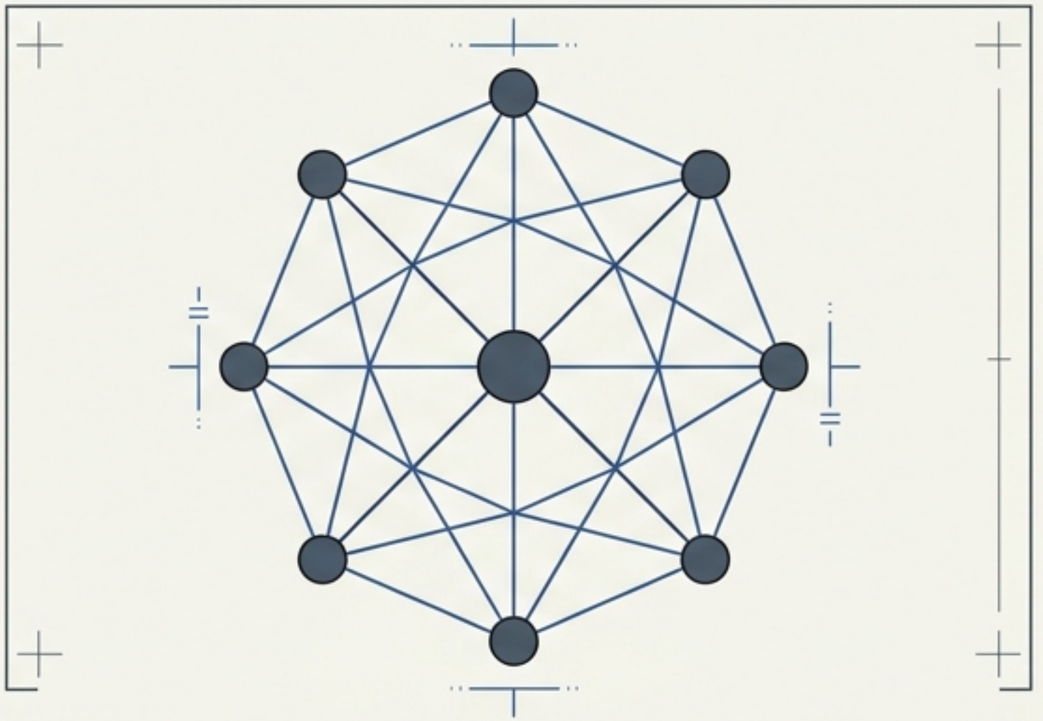
Gemini Notebook

The Asset is the Relationship.



Renting Attention

Influencer marketing is not discounted paid media. Paid media simply rents attention for a temporary slot.



Borrowing Trust

A creator is a distribution channel built on borrowed trust. You are renting credibility established through parasocial interaction (Horton and Wohl, 1956) that predates your brand.

Gemini Notebook

The Instrument Trade-Off

	Media Buy	Creator Partnership
Control	Full message and timing control	Guardrails only; voice remains with the creator.
Cost	Metered CPM	Upfront fee, priced rights, and performance variables.
Measurement	Clean, precise programmatic dashboards	Native analytics combined with tracked links.
Risk	Low brand risk, low trust	Authenticity wins, but requires strict safety vetting.

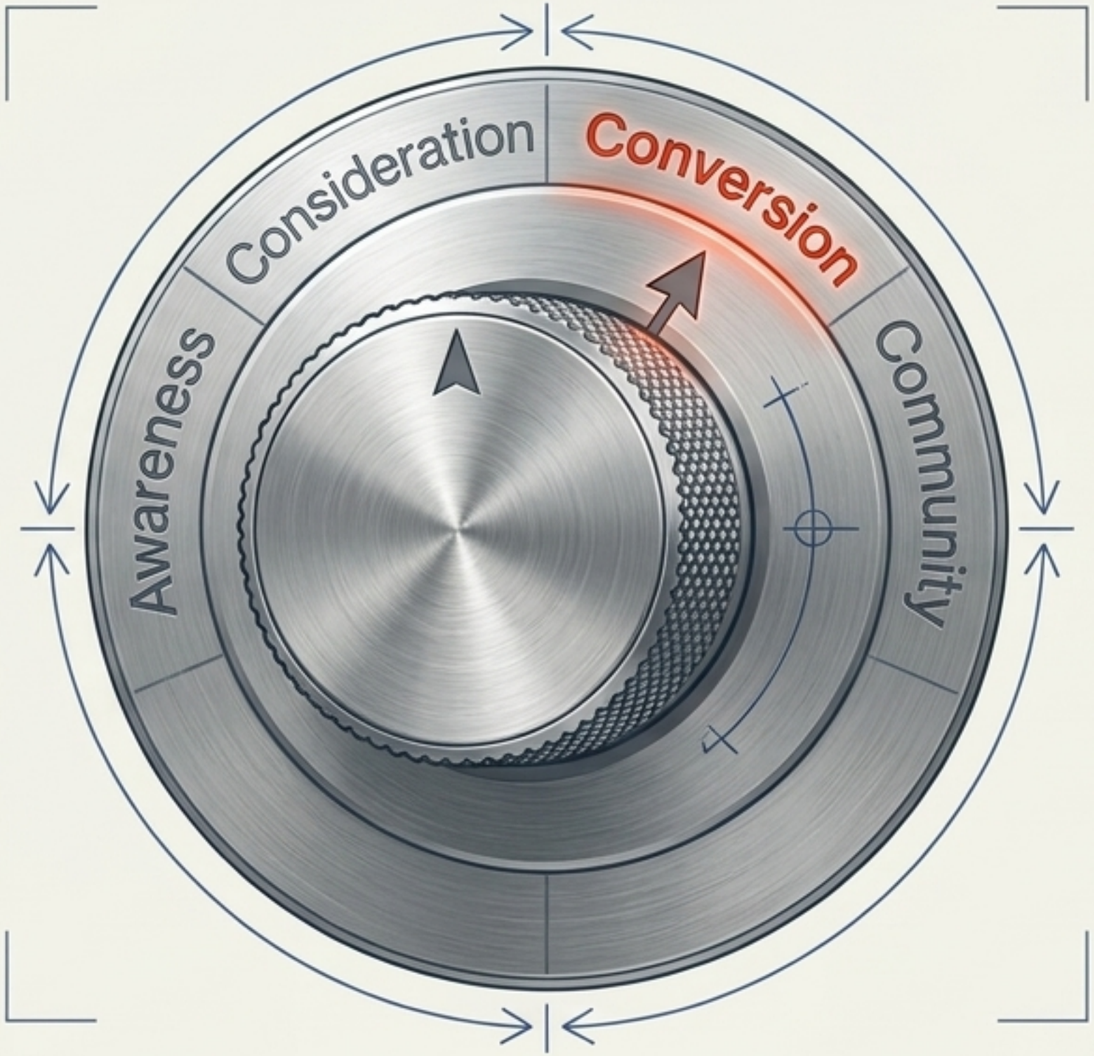
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The Rule of One Objective

Every program reduces to four goals.

Pick exactly one primary objective with a number, a deadline, and an owner.

Never name four.



The Tier Myth

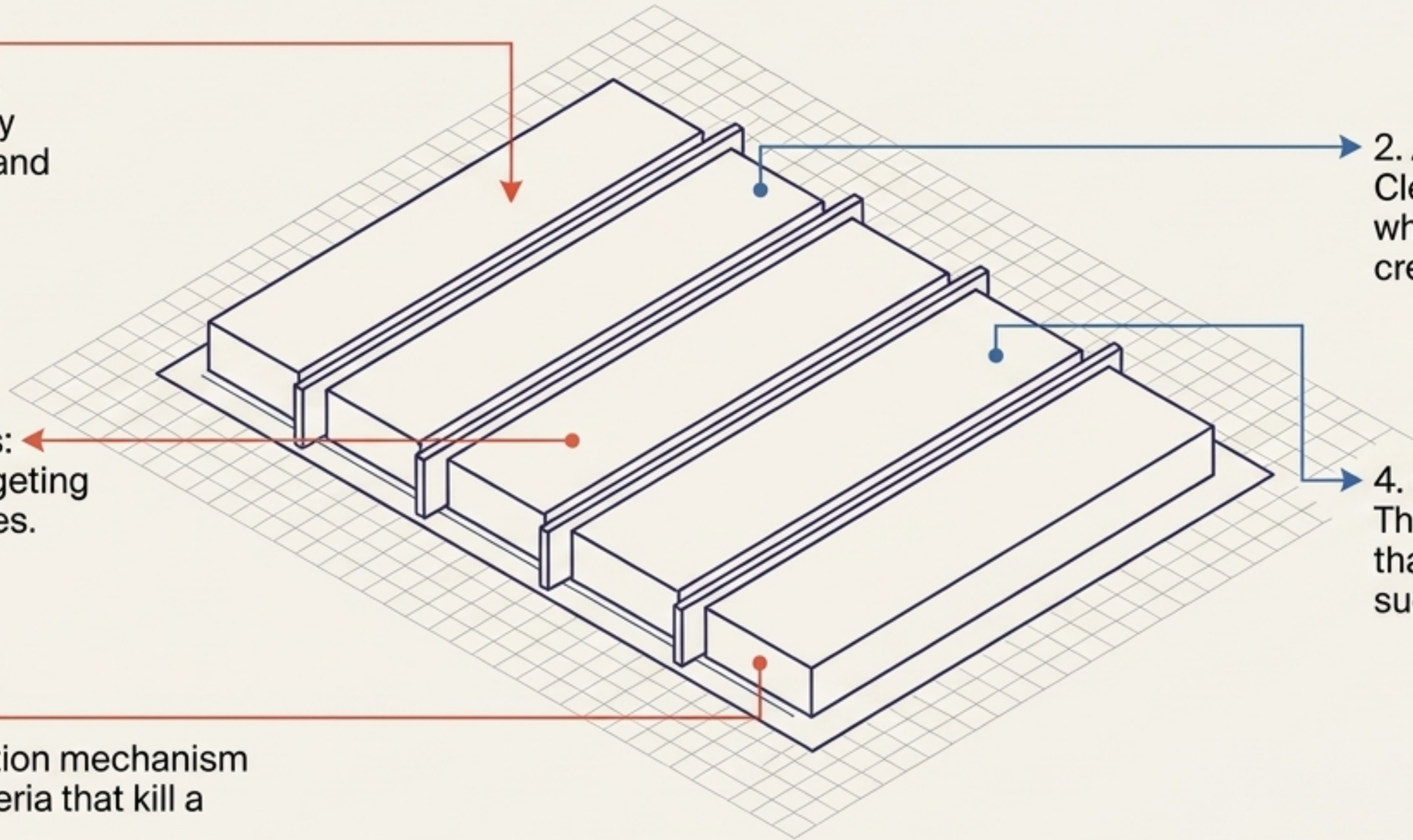
Hard-coding a mega-tier roster ignores the data. Wies, Bleier, and Edeling found an inverted-U performance curve where medium-sized influencers performed best. Objective drives the tier hypothesis; it does not guarantee the biggest names.

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The Influencer Charter

1. The Mandate:
A single sentence stating the primary objective, owner, and deadline.

2. Approvals:
Clear thresholds for who signs off on creative and budget.



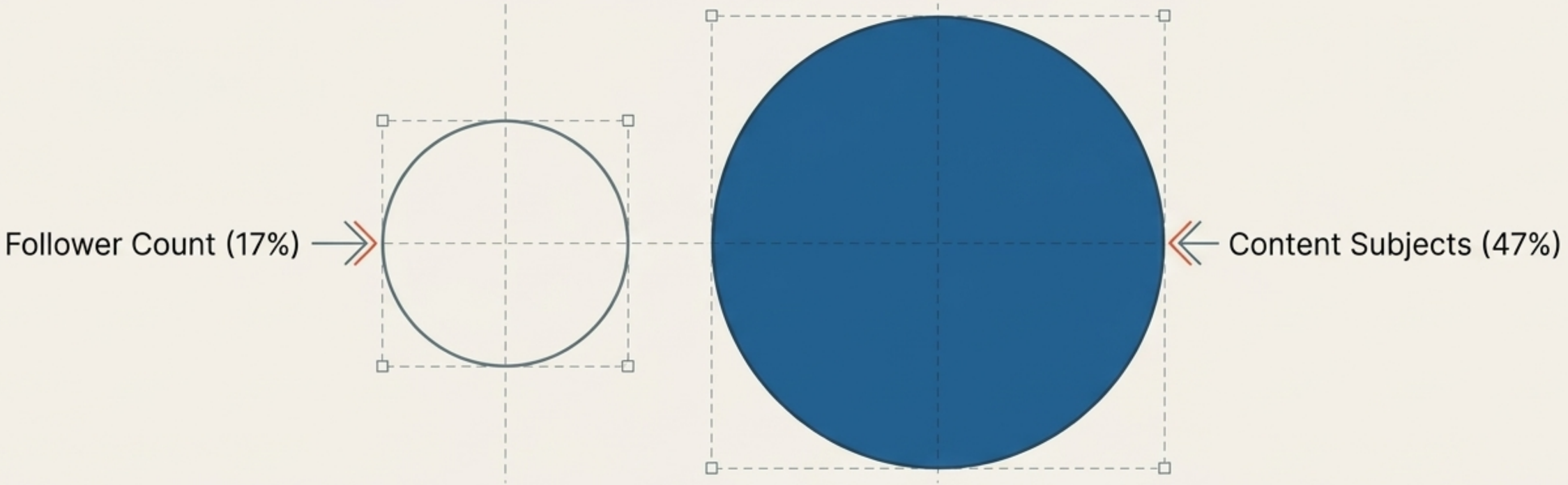
3. Family-First Rules:
Hard limits on targeting and vice categories.

4. Core KPIs:
The exact metrics that determine success or failure.

5. The Stop Rule:
A defined graduation mechanism and the exact criteria that kill a failing program.

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Audiences Follow for Fit, Not Fame



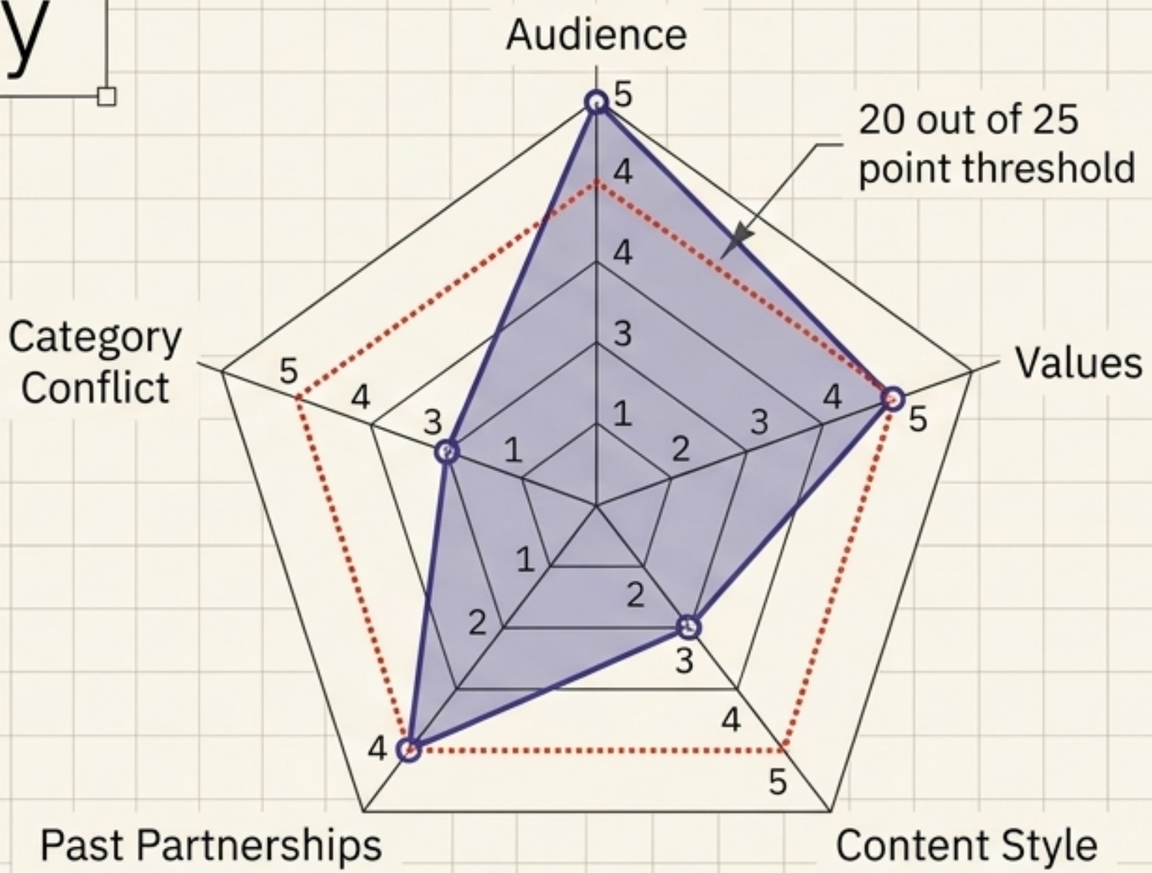
Sprout Social survey data reveals that consumers follow creators for specific subjects far more often than for sheer follower counts.

Key Insight: Reach is a visible number on a platform dashboard. Fit is an invisible dynamic. We must build a system to make fit as concrete as follower count before outreach begins.

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Quantifying Authenticity

- System Rules
  - Score every creator from 1 to 5 across the five factors.
  - Require one written evidence sentence for every score to eliminate gut feelings.
  - Threshold: Total scores under 20 are limited to small trials only.

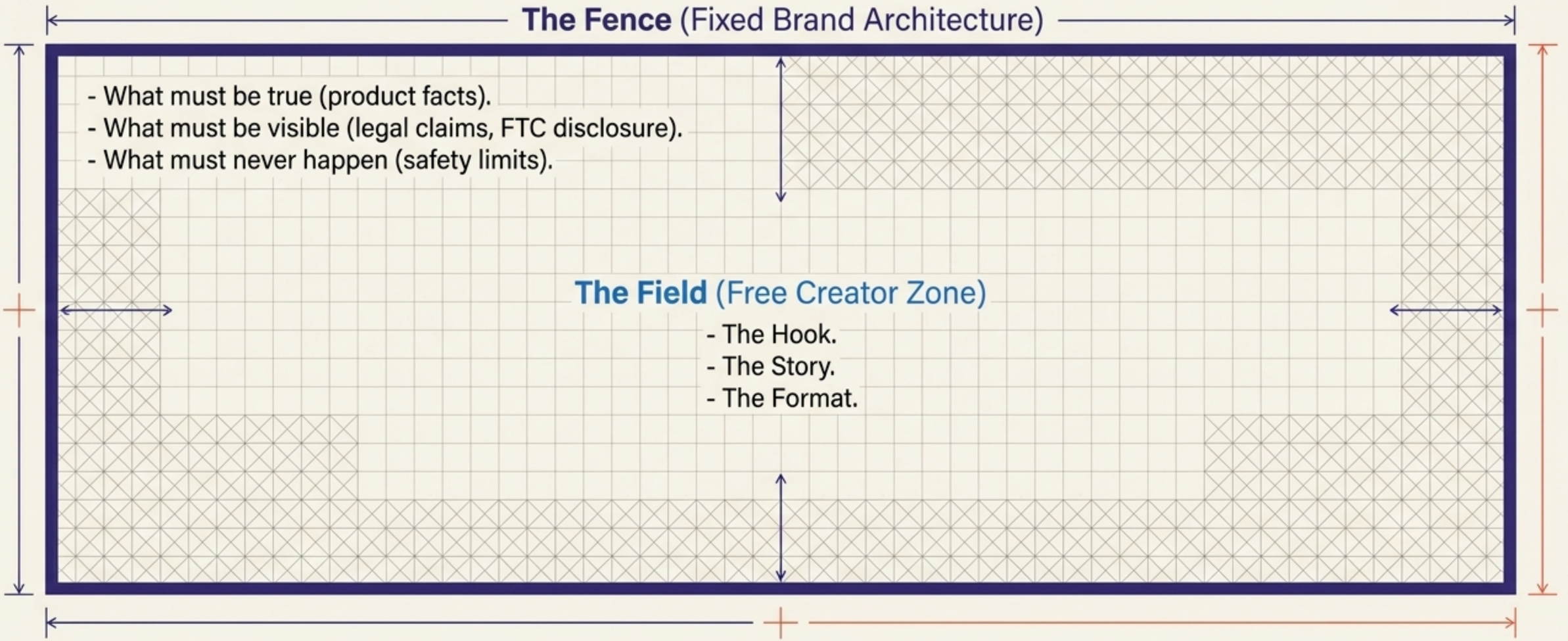


AUTOMATIC STOP: A score of 1 on either Values or Category Conflict overrides the total score. The creator is disqualified immediately.

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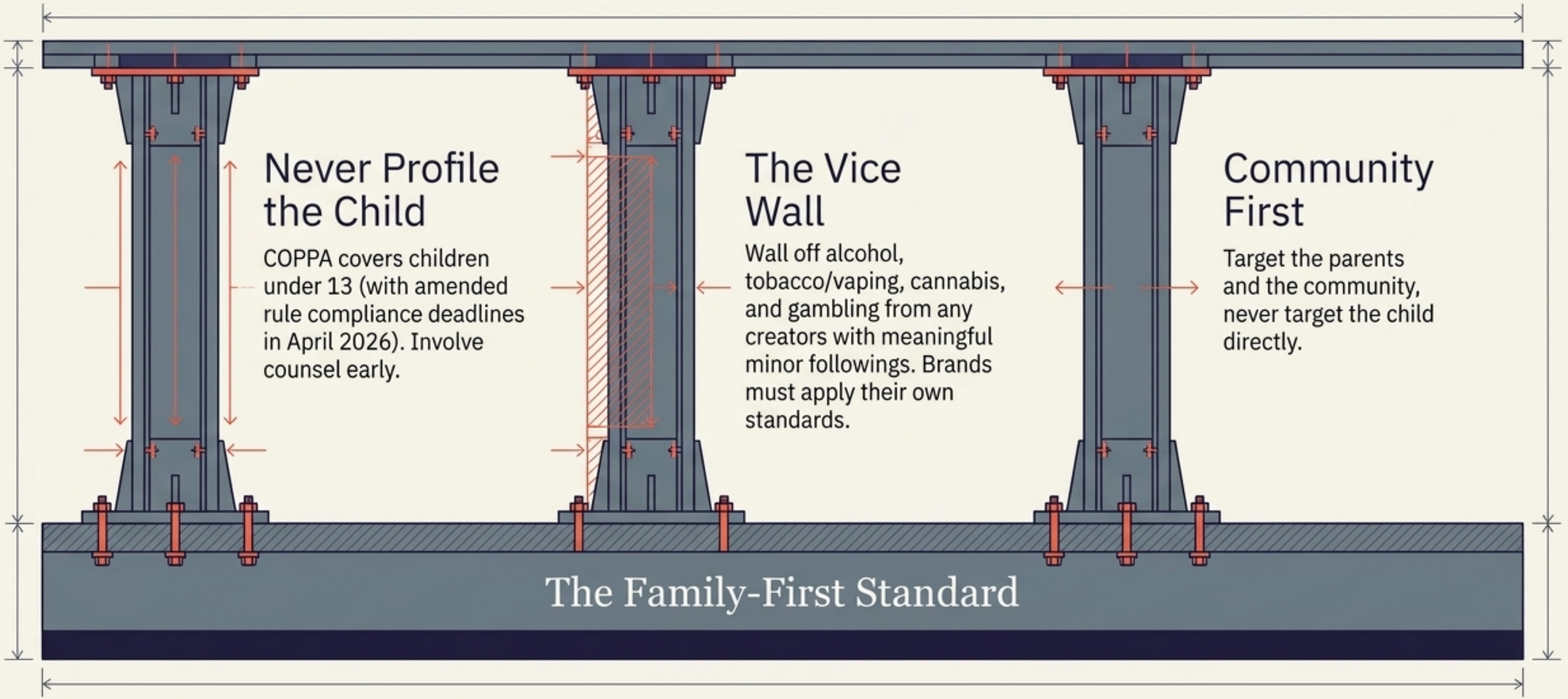
Positioning Inside Someone Else's Voice

Persuasion Knowledge (Friestad and Wright, 1994) means audiences instantly spot sponsored posts. Over-scripted briefs strip away the voice that earned the audience. Leave the field to the creator.



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Legal is the Floor, Not the Standard



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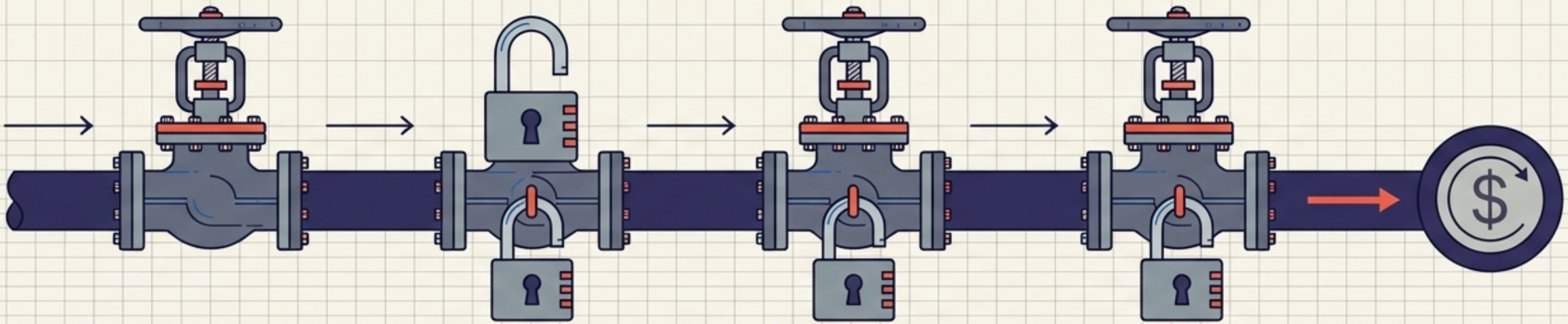
The Pre-Payment Safety Gate

Audience Verification
(No minors targeted, no bot armies)

History
(Morals clause and past conduct review)

Authenticity
(Compliance with 16 CFR Part 465 regarding fake reviews)

Claims & Disclosure
(FTC Endorsement Guides)

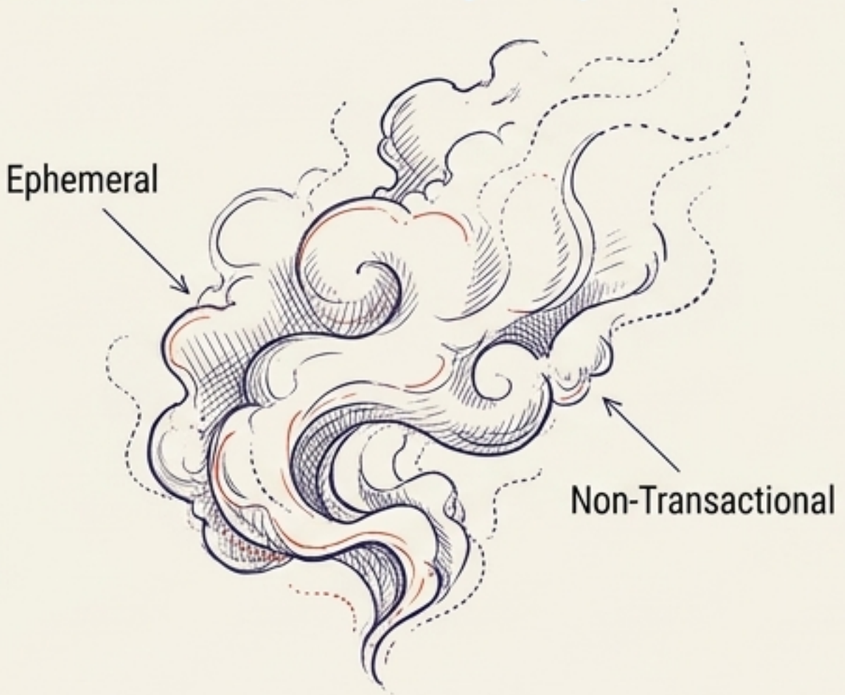


Cautionary Note: The July 2016 Warner Bros. Shadow of Mordor settlement proves the reality: brands answer for the failures of their paid voices. This gate runs before money moves.

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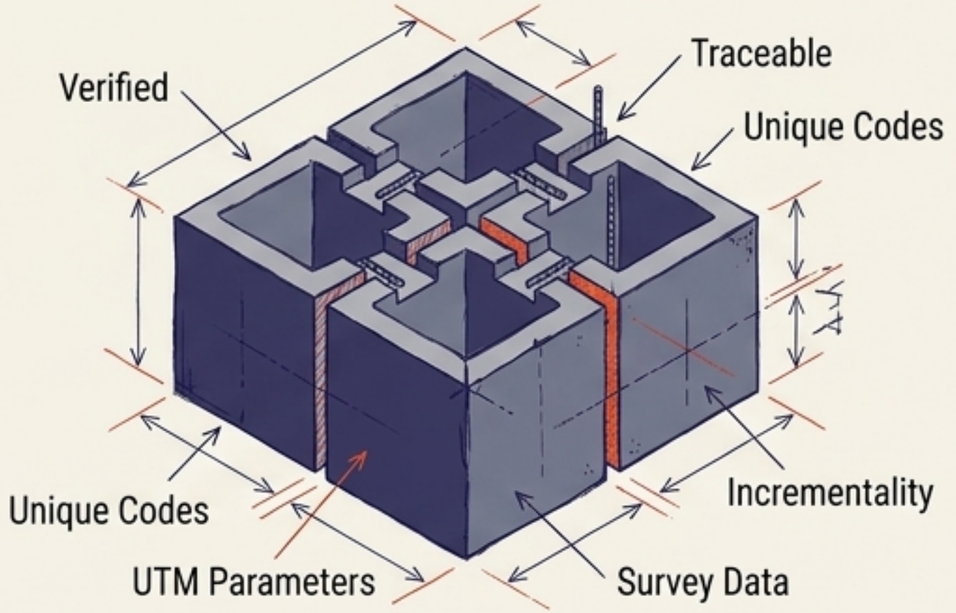
Box Scores vs. The Scoreboard

The Vanity Trap



Earned Media Value (EMV) is a vendor construct built from an assumed advertising price. It never appears on an invoice. It is safe only as a relative ranking tool.

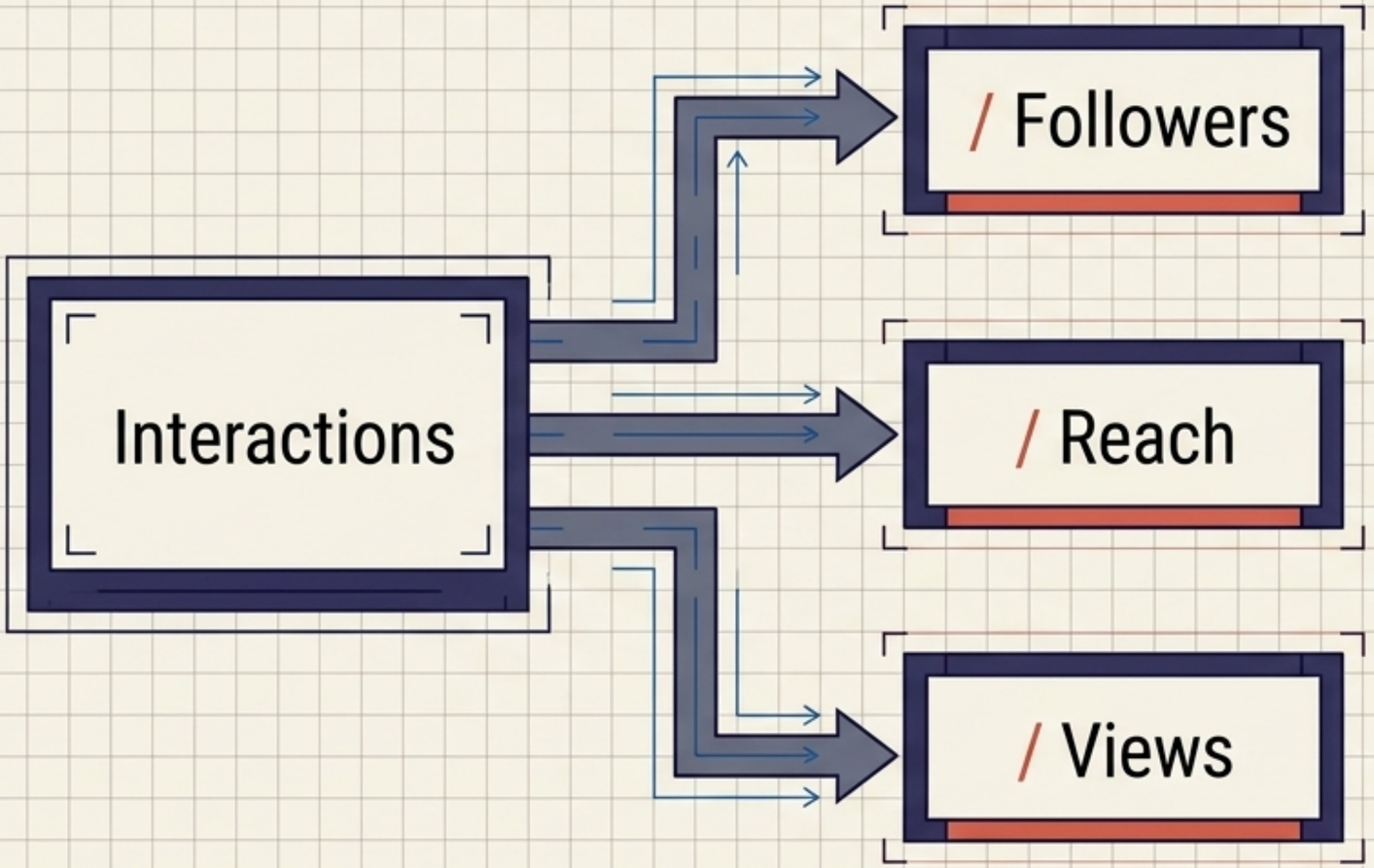
The Reality



Real measurement relies on unique codes, tracked links with UTM parameters, post-purchase surveys, branded search lift, and strict incrementality tests.

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Three Formulas, Three Truths



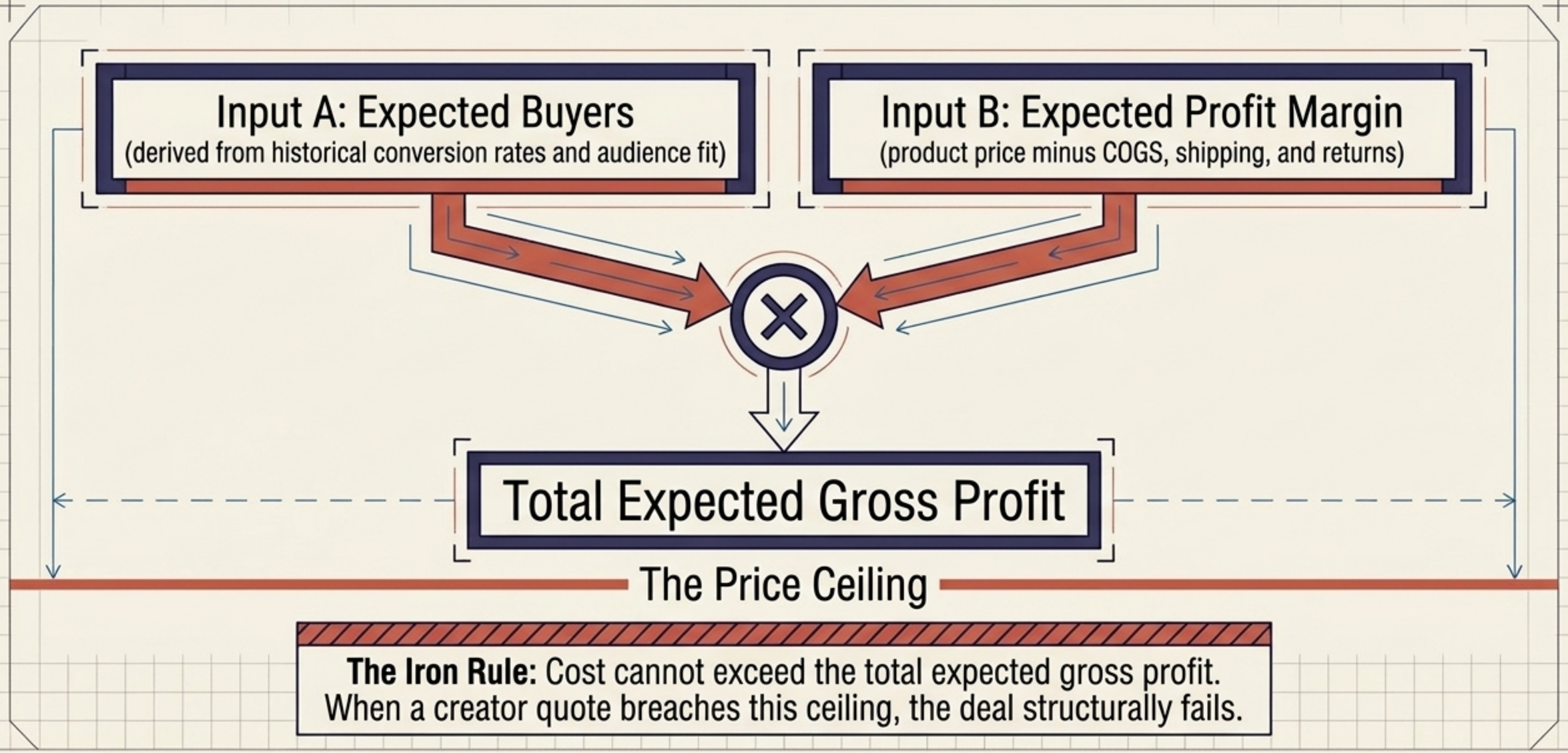
The traditional box score. Reveals audience loyalty relative to size, but completely hides algorithmic reach.

Requires creator-supplied native insights. Reveals actual content effectiveness against the people who actually saw it.

The essential denominator for platforms like TikTok where the algorithm rewards the individual video over the relationship.

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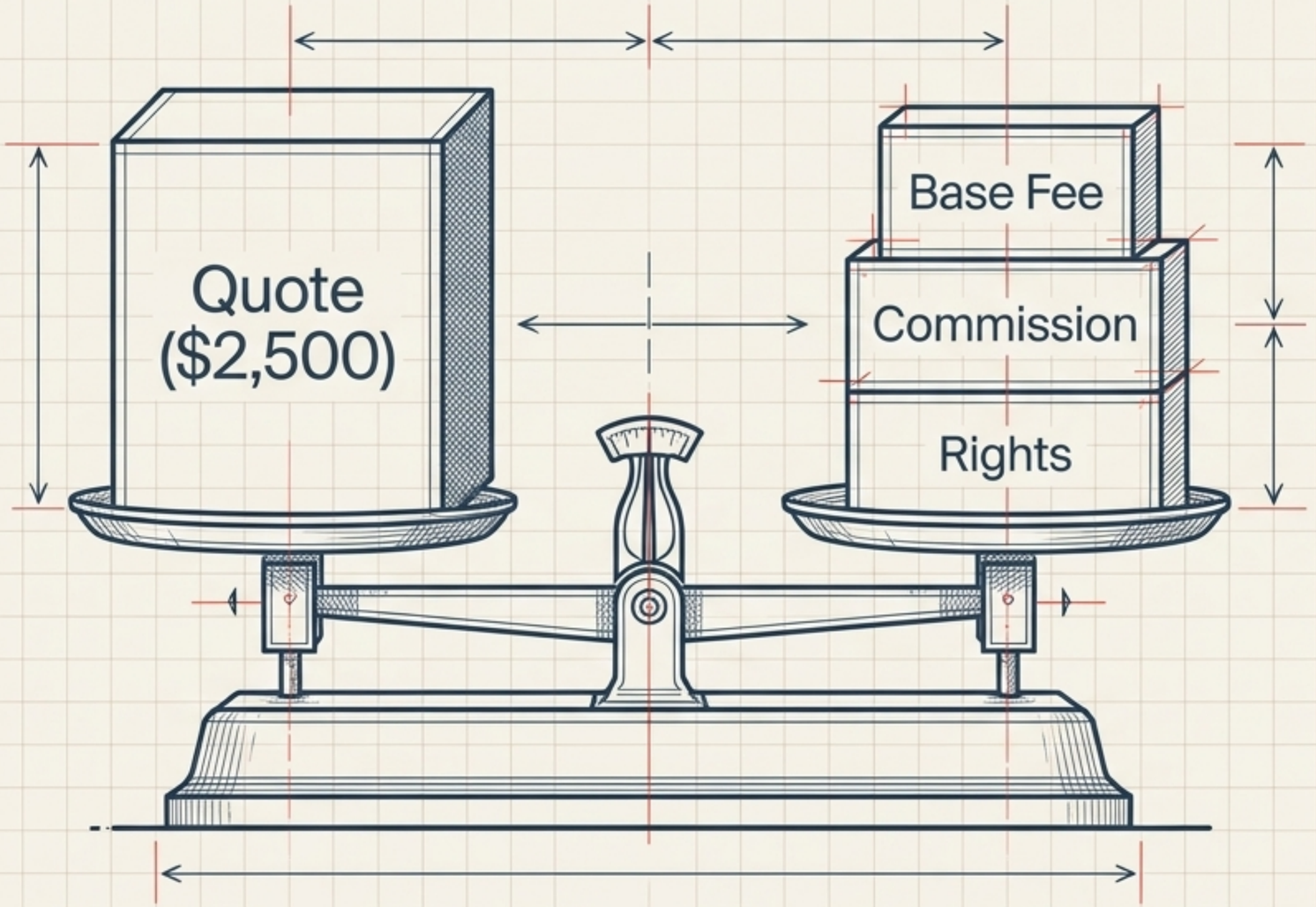
Setting the Price Ceiling



The Iron Rule: Cost cannot exceed the total expected gross profit. When a creator quote breaches this ceiling, the deal structurally fails.

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When the Quote Breaks the Ceiling



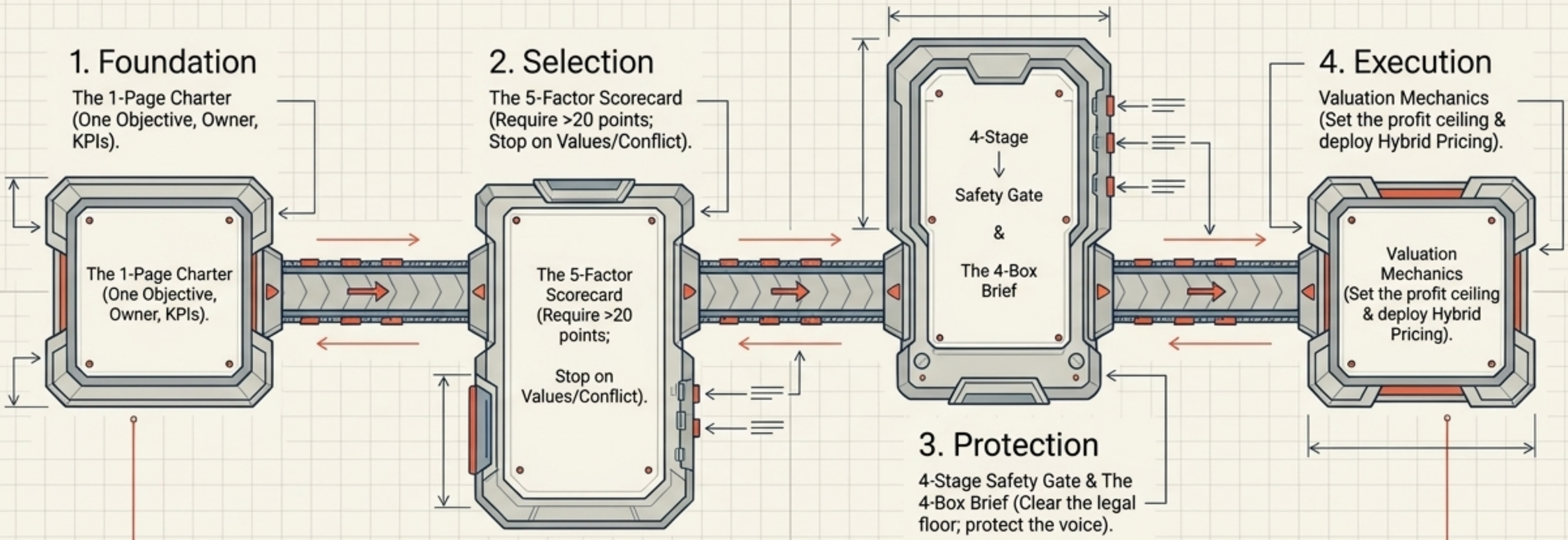
The Hybrid Fix:
Do not overpay. When the vendor rate card exceeds expected value, counter with a hybrid compensation structure.

The Components:
- Lower Flat Base Fee (Secures the deliverable).
- Performance Commission (Aligns incentives).
- Defined Usage Rights Fee (Prices the brand's future asset).

The Outcome:
This structure splits the downside performance risk equitably between the brand and the creator.

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The Partnership Launch Engine



Influencer marketing is not a gamble. It is a highly engineered distribution channel built on borrowed trust, protected by contracts, and verified by math.

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