

A Framework for Scaling Your Influencer Marketing Campaigns



Scaling creator
media is a pain
and we all know it

We live in a B2C2C world

(Business-to-creator-to-consumer)

Influencers play a big part in making or breaking a brand today. They can humanize brands and foster personal connections, delivering messages that feel one-to-one while reaching vast audiences.

And if you work with the right influencer, who creates authentic content and connects with their audience, they will sell.

Not only will they drive sales online but our internal data proves that a campaign with the right creator can generate about 67% of ROI within 7–10 days.

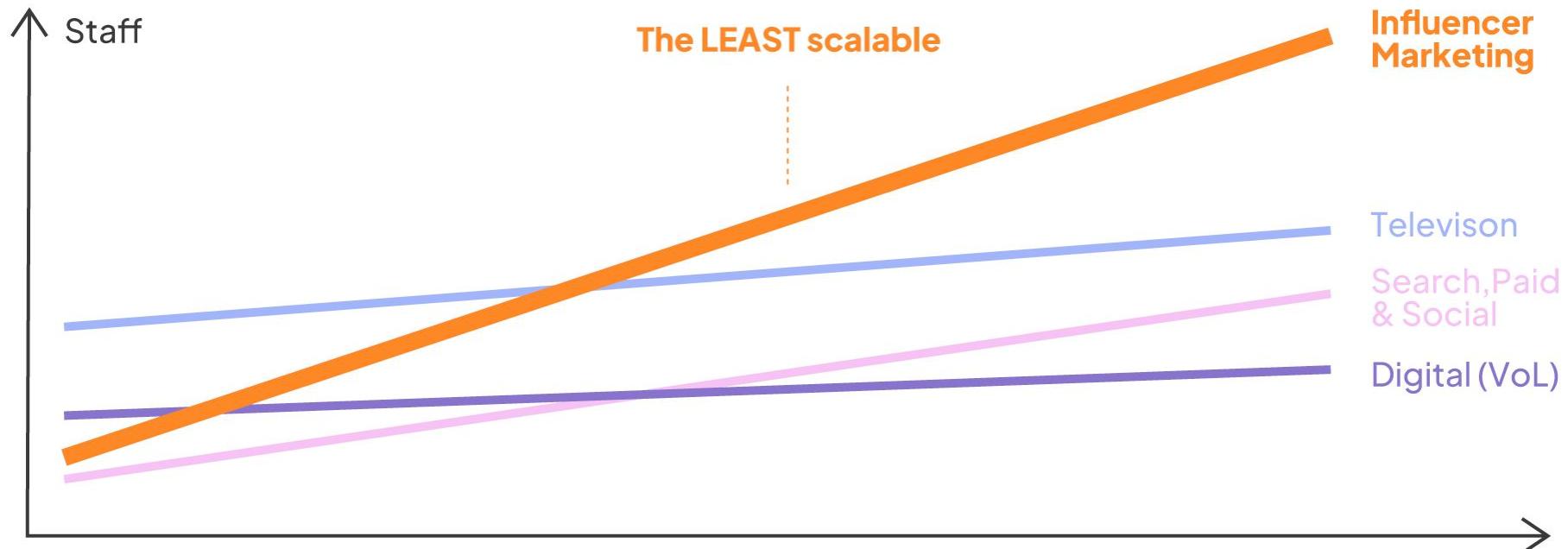
Compare Influence to any other channel

For other channels like TV or Paid Social, the workload scales non-linearly. These channels are highly efficient. Increasing investment from \$1M to \$10M doesn't mean a 10x increase in team size: you can do it with almost the exact same number of people.

Influencers are a whole different game. A \$1 million investment might require a team of 3–6, while a \$10 million investment could need 15–30 people.

Content is created by different independent creators, each with their own voice, platform, and creative approach. A single campaign might involve hundreds of creators collaborating with a brand within days or weeks. And this decentralized nature of influencer marketing requires high staffing demands, basically.

The least scalable marketing discipline



SCALABILITY OF MARKETING CHANNELS: STAFF VS. MEDIA INVESTMENT. THIS ESTIMATION IS DRAWN FROM DISCUSSIONS WITH INDUSTRY PROFESSIONALS, MARKETING TEAMS, AND REAL-WORLD OBSERVATIONS.

Investment

Missed opportunities?

We've seen **agencies refuse a big pitch because they didn't want to risk winning it**:

they'd have to hire 20 or 30 extra pairs of hands. We've seen brands decide to scale back on influencer campaigns not because they weren't converting (they were) but because they were too work-intensive.

What could you have done if things were different?

Pain Points every brand manager knows:

- **Steep, linear staffing-to-spend curve**
- **Creator and Platform Fragmentation:** so much content in so many different places hard to plan, manage, and analyze
- **Risks of having to fire valuable team members** every time you lose a client
- **Extremely work-intensive**

Another costly aspect of Influencer Marketing: Competitor Intel

Knowing what your competitors are up to is a valuable thing, in strategy meetings or dinners with the Board. And, obviously, it's the easiest way to get one leg up over them.

Here's a checklist of what everyone should know about their competitors.

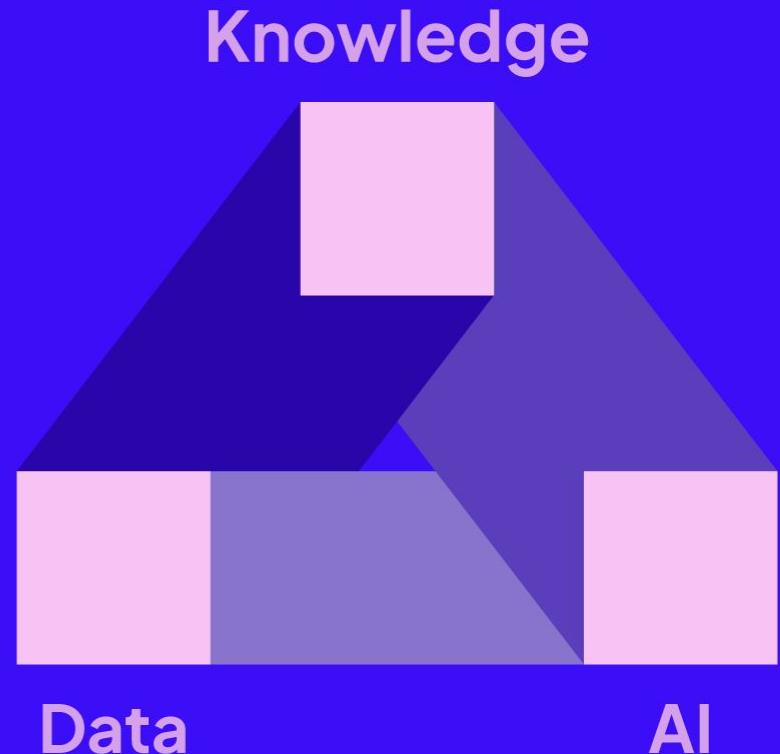
- ✓ What are my top 3 competitors doing with Creators this month?
- ✓ What kind of Creators are they collaborating with
- ✓ What were their most viral posts this quarter
- ✓ What's their EMV share this quarter?
- ✓ What topics did they push in their sponsored mentions last month?

2. Meet Universe, the AI that helps you deliver

AI by itself it's not a big deal. It's going to become more and more accessible

We believe in the Success Triangle of AI:

- **Knowledge:** the team's expertise
- **AI:** the technology
- **Data:** the secret sauce



Now Universe has 3 Billion+ worth of data in Creator Content Pieces that it analyzes in seconds.

Some things you can do with Universe:

1.

Analyze categories.
Identify key trends, topics, strategies, timelines, and events.

2.

Compile last month's campaign reports for your board.

3.

Prepare an Influencer proposal responding to a campaign briefing.

4.

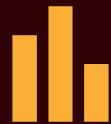
Analyse your Share of Influence.
Know what your competitors are doing and how you compare

Ask Universe and it will answer with:



Speed

What could take days, or months, takes minutes.



Depth

It doesn't just give you numbers. It gives you context and conclusions.



Adaptability

You don't need to learn a new tool. Universe adapts to how you work, where you work.



Knowledge

It suggests analyses you hadn't even thought of.



Flexibility

You can fine-tune your analysis by content type, creator tier, campaign, or time frame.

See it to believe it:

Here is an easy prompt that you could run on Universe if you were managing a sportswear brand:

Can you compare @nike and @adidas in the UK market on Instagram during 2024, including EMV, number of mentions, and total engagements?

Hello!
How can I help you today?

Share of Voice

What % of mentions did my brand receive in TikTok compared to competitors? Break it down by organic vs sponsored

Content Performance

What EMV did my brand's mentions generate in Instagram compared to competitors and the sector?

Topic Analysis

What are the main topics covered in paid content mentioning my competitor?

Ranking of Posts

What are the top 5 posts with the highest engagement rate (ER) created by my competitor?

Can you compare @nike and @adidas in the UK market on Instagram during 2024, including EMV, number of mentions, and total engagements?

Submit 

Universe can make mistakes. Consider checking important information.

Universe works
wherever you're
working to deliver:

- ✓ Time Range
- ✓ Market
- ✓ Platform
- ✓ Sector Benchmark
- ✓ Performance Metrics
- ✓ Link to contents

On Primetag



Comparison of @nike and @adidas in the UK Market on Instagram during 2024

- **Time Range:** January 1, 2024 - December 31, 2024
- **Market:** United Kingdom
- **Platform:** Instagram
- **Sector Benchmark:** Not available for the UK market

Performance Metrics

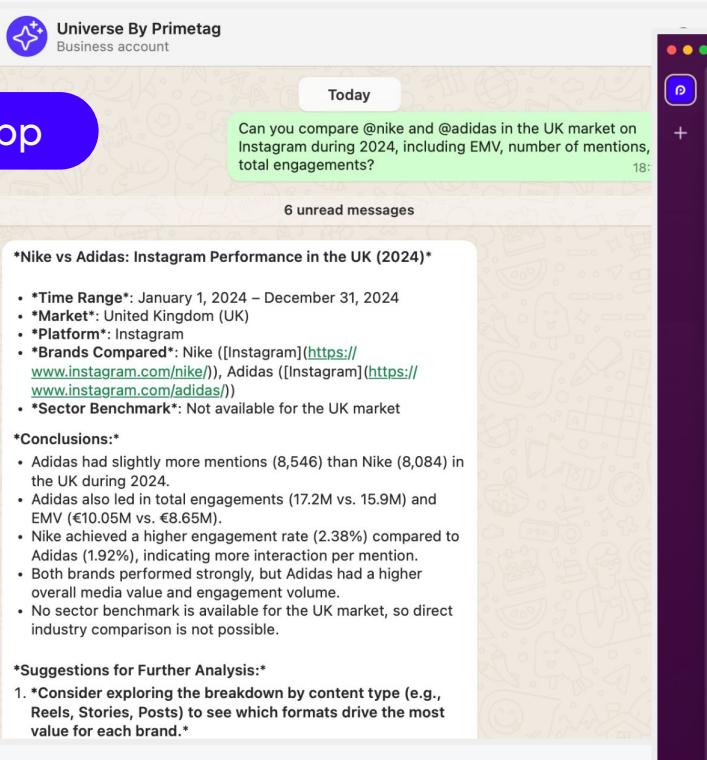
Brand	Instagram Handle	Total Mentions	Total Engagements	Engagement Rate (%)	Reach	Impressions	Estimated Media Value (EMV) (€)
Nike	@nike	8,086	16,163,905	2.38%	82,201,090	303,122,498	8,646,495.60
Adidas	@adidas	8,545	17,243,937	1.92%	95,306,391	319,593,862	10,043,831.07

Content Explorer Links

- [Nike Content Explorer](#)
- [Adidas Content Explorer](#)

... or anywhere you go

WhatsApp



Universe By Primetag
Business account

Today

Can you compare @nike and @adidas in the UK market on Instagram during 2024, including EMV, number of mentions, total engagements?

18:00

6 unread messages

Nike vs Adidas: Instagram Performance in the UK (2024)

- ***Time Range***: January 1, 2024 – December 31, 2024
- ***Market***: United Kingdom (UK)
- ***Platform***: Instagram
- ***Brands Compared***: Nike ([Instagram](https://www.instagram.com/nike/)), Adidas ([Instagram](https://www.instagram.com/adidas/))
- ***Sector Benchmark***: Not available for the UK market

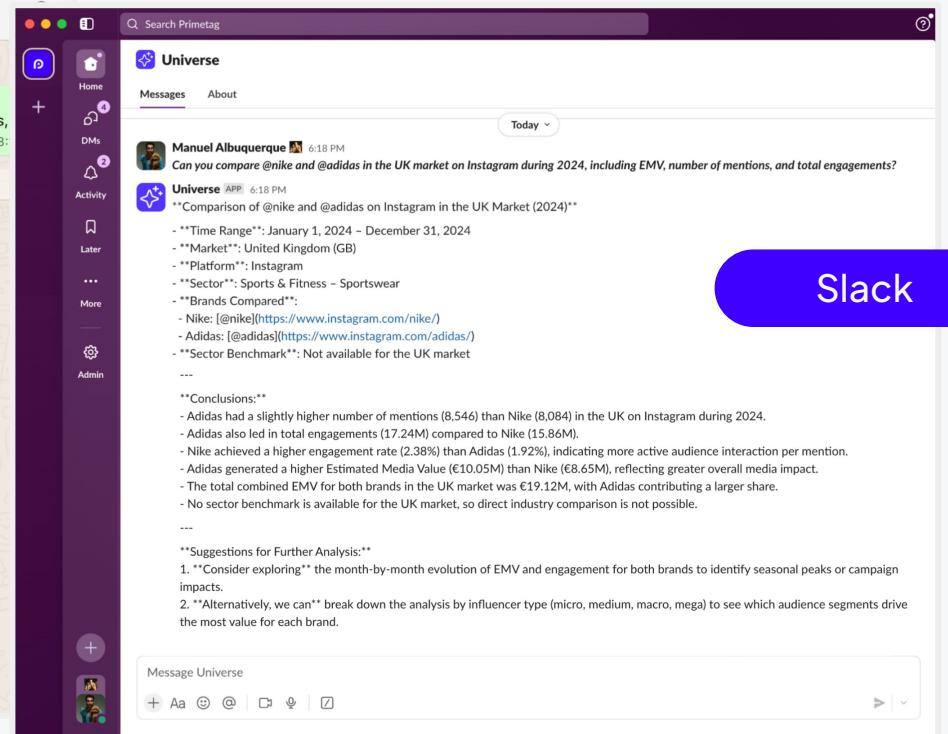
Conclusions:

- Adidas had slightly more mentions (8,546) than Nike (8,084) in the UK during 2024.
- Adidas also led in total engagements (17.2M vs. 15.9M) and EMV (€10.05M vs. €8.65M).
- Nike achieved a higher engagement rate (2.38%) compared to Adidas (1.92%), indicating more interaction per mention.
- Both brands performed strongly, but Adidas had a higher overall media value and engagement volume.
- No sector benchmark is available for the UK market, so direct industry comparison is not possible.

Suggestions for Further Analysis:

1. ***Consider exploring the breakdown by content type (e.g., Reels, Stories, Posts) to see which formats drive the most value for each brand.***

Slack



Universe

Today

Manuel Albuquerque 6:18 PM
Can you compare @nike and @adidas in the UK market on Instagram during 2024, including EMV, number of mentions, and total engagements?

Universe 6:18 PM
Comparison of @nike and @adidas on Instagram in the UK Market (2024)

- **Time Range**: January 1, 2024 – December 31, 2024
- **Market**: United Kingdom (GB)
- **Platform**: Instagram
- **Sector**: Sports & Fitness – Sportswear
- **Brands Compared**:
 - Nike: (@nike)(https://www.instagram.com/nike/)
 - Adidas: (@adidas)(https://www.instagram.com/adidas/)
- **Sector Benchmark**: Not available for the UK market

...

Conclusions:

- Adidas had a slightly higher number of mentions (8,546) than Nike (8,084) in the UK on Instagram during 2024.
- Adidas also led in total engagements (17.24M) compared to Nike (15.86M).
- Nike achieved a higher engagement rate (2.38%) than Adidas (1.92%), indicating more active audience interaction per mention.
- Adidas generated a higher Estimated Media Value (€10.05M) than Nike (€8.65M), reflecting greater overall media impact.
- The total combined EMV for both brands in the UK market was €19.12M, with Adidas contributing a larger share.
- No sector benchmark is available for the UK market, so direct industry comparison is not possible.

...

Suggestions for Further Analysis:

1. ****Consider exploring** the month-by-month evolution of EMV and engagement for both brands to identify seasonal peaks or campaign impacts.**
2. ****Alternatively, we can** break down the analysis by influencer type (micro, medium, macro, mega) to see which audience segments drive the most value for each brand.**

You want to see a piece of information in a chart? Ask Universe.

Estimated Media Value (EMV) Comparison



Breakdown by Influencer Types

Table

Brand	Micro Posts	Medium Posts	Macro Posts	Mega Posts
Nike	5,537	2,044	244	256
Adidas	5,021	2,990	313	221

Chart

Influencer Types Comparison



Conclusions

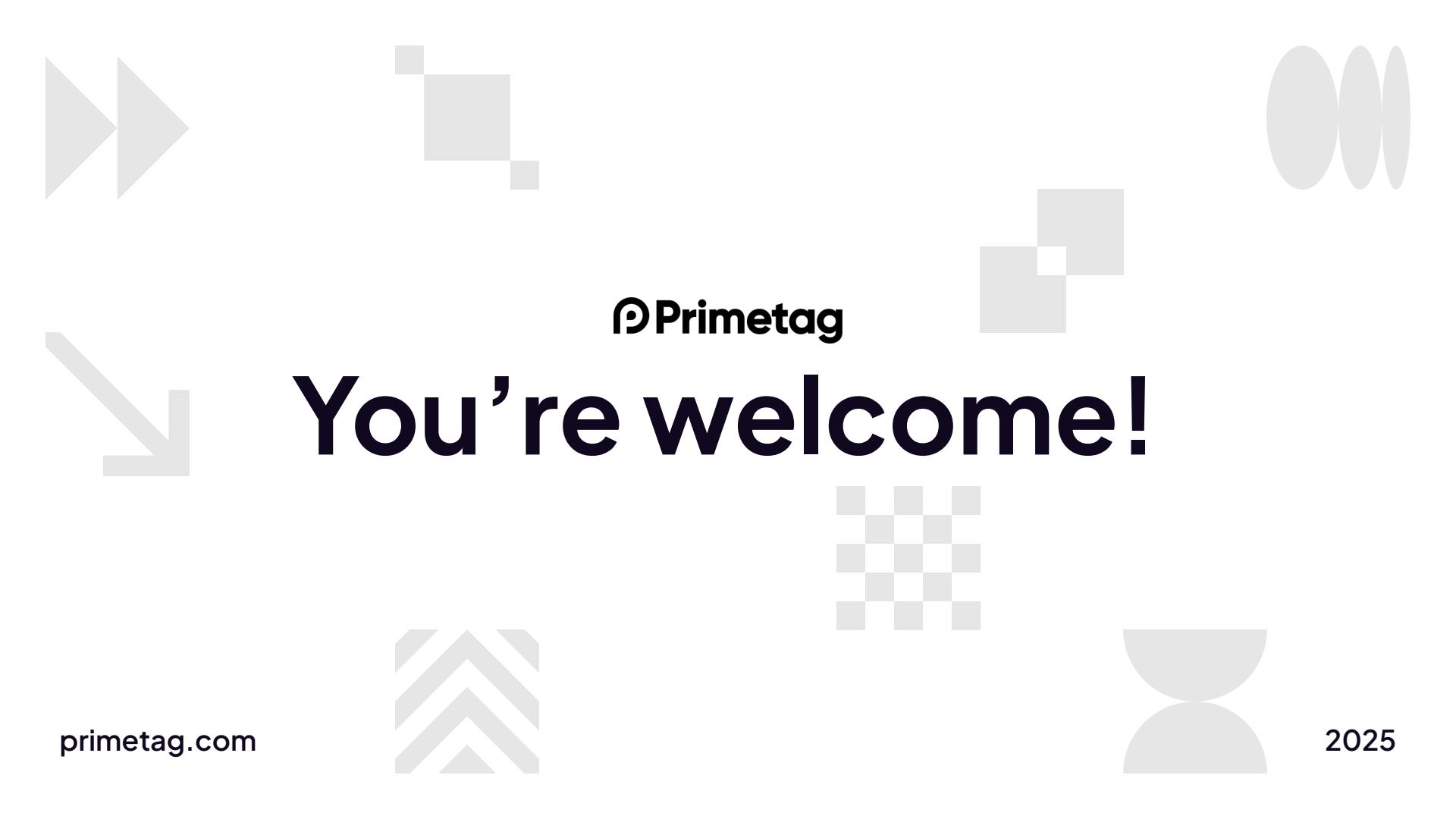
- **Micro Influencers:** Nike utilized slightly more micro influencers (5,537 posts) than Adidas (5,021 posts), showing a strong grassroots strategy.

Want to try it yourself? Ask Universe!

Get your own report today on what the competition is up to. **Completely free.**
Just drop us your emails and the @handles of two competitors.

[Get your report](#)

You'll have it in your inbox quicker than you can say **this is a groundbreaking, potentially life-changing tool that will save me hundreds of hours and make my brand spend better and sell more.**



Primetag

You're welcome!

