

Transforming Find Your Influence Marketing Operations with Zoho One Suite

About Find Your Influence

Find Your Influence (FYI) is a complete influencer marketing platform that connects businesses with the relevant influencers for successful campaigns. FYI's extensive database of influencers across several social media channels enables marketers to search for influencers based on important criteria such as audience demographics, engagement, and content genre.

FYI simplifies the whole influencer marketing process, from influencer outreach to contract administration, content approval, and performance tracking. It includes tools for communication, payments, and cooperation, guaranteeing a seamless workflow for both companies and influencers.

The platform's sophisticated analytics dashboard delivers real-time campaign information, including measures like reach, engagement, and ROI. This allows marketers to make data-driven decisions and adjust campaigns to get better outcomes.

Find Your Influence is great for organizations of all sizes wanting to implement effective influencer marketing programs that increase brand exposure, engagement, and growth.

The Challenges

The platform has multiple departments and services are completely based on the online. Each department has the business operation, in that multiple challenges are faced without the proper system.

Without centralised data, decisions around marketing, sales, and customer engagement become less informed and often based on incomplete or outdated information.

Limited communication channels and Difficulty in personalising outreach to the client become hard also without the project management tool it is difficult for the team to handle the project timeline.

Without tools for managing social connections, scheduling posts, or tracking campaign performance, it's harder to manage and measure influencer partnerships and social media campaigns effectively. They

have missed key performance metrics like engagement rates, ROI, and sentiment analysis.

As social media and influencer marketing campaigns grow, it becomes increasingly difficult to scale these efforts without automation or analytics. Lack of internal integration made it hard to integrate social media platforms with other marketing tools, limiting efficiency.

Manual email processes without email automation tools, managing large-scale email campaigns manually becomes time-consuming and prone to errors. You may struggle to create personalized emails for different segments or properly track open rates, conversions, and engagement.

Poor follow-up and nurture flows email sequences, leads or contacts may fall through the cracks. There's a greater chance of inconsistent communication, which can negatively impact lead nurturing and conversion.

Without access to analytics, it's hard to measure the effectiveness of campaigns, track key performance indicators (KPIs), or adjust strategies based on real-time data. This can lead to wasted resources on underperforming campaigns.

The Solution

Find Your Influence chose Zoho's suite of integrated tools to address these challenges as Tangible as their implementation partner. Below is an overview of how each Zoho product was utilised to streamline operations.

With Zoho CRM, the team manages and tracks influencer profiles, communications, contracts, and engagement history. Automated workflows and task reminders ensured timely follow-up, enhancing relationship management and reducing manual effort.

Client and influencer inquiries were automatically converted into tickets, allowing for quicker responses and better tracking of issues. The firm implemented a knowledge base to provide self-service resources for clients and influencers, helping them resolve common questions independently.

Used Zoho Mail with custom branding for email communication, maintaining a professional appearance in all communications, and Integrated email with Zoho CRM to track client and influencer interactions and automate follow-ups based on email engagement.

Campaigns were broken down into tasks with assigned team members, deadlines, and progress

tracking. Team members could collaborate in real time using discussion boards, file sharing, and task comments.

Zoho application tracks the time spent on each campaign or project, helping to optimize resource allocation and measure team productivity.

We built custom dashboards and reports to measure metrics such as engagement, conversion rates, ROI, and influencer performance.

Integrated data from Zoho CRM, Zoho Desk, and third-party platforms like social media and email automation tools, providing a complete picture of each campaign's effectiveness.

By connecting Zoho Projects with social media platforms, FYI could schedule posts, track engagements, and analyse social media campaign performance all in one place.

Email campaigns, newsletters, and influencer outreach could be automated and tracked within Zoho CRM and Zoho Mail, reducing manual work and increasing efficiency.

Benefits

- Better control of customer relationships and influencer marketing.
- Better capacity to customize outreach campaigns depending on influencer data.
- Improved teamwork across departments having common access to CRM data.
- Lower response times and more client satisfaction.
- Improved relationships among FYI's workforce, customers, and influencers.
- Branded, professional email correspondence.
- Improved control of email campaigns, including tracking.
- Increased project visibility and a more seamless campaign running.
- Improved working relationships among internal teams, customers, and influencers.
- Gave clients practical understanding of campaign return on investment and influencer efficacy.
- Enabled real-time data-based rapid decision-making.
- Simplified influencer marketing systems spanning client management, email, and social media platforms.
- Better capacity to run big campaigns without sacrificing control over specific touchpoints.
- Automaton of social media administration tasks and outreach saving time.



About Tangible Analytics Consulting

Tangible Analytics Consulting is a management consulting firm; we provide specialized consulting services, software, research, and outsourced grant writing and administration to government institutions and decision makers. We emphasize the data to develop strategy which has been shown to assist clients achieve specific goals and improving process efficiency. Our skilled staff tries to provide personalized, sensible solutions in a timely and high-quality manner.

We made contracts with municipalities and corporations to provide the best customer service and most effective Zoho Integrations or custom applications. As an Zoho partner, we've developed over 30 custom applications, become certified in a number of Zoho programs, and assisted over 70 clients with system integrations, including off-the-shelf solutions like Zoho One, and integrations with other third party services via rest API.