

Influencer collaborations

Helping organisations in the built environment create successful influencer partnerships.

Our service

Influencer collaboration is a powerful tool to help businesses tap into ready-made audiences and trusted platforms. By collaborating with influencers, businesses can effectively promote their products or services.

Examples of influencer collaboration strategies include:

Product partnerships: businesses offer free products or services to influencers in return for social media content.

Sponsored content: businesses offer payment or monetary compensation in return for sponsored social media content.

Campaigns

LMC can guide you through every step of a campaign from initial outreach to final reporting. We work with clients to identify the perfect influencers in the industry to match your brand and target audiences to develop successful influencer marketing campaigns. This includes content plans and paid partnerships.

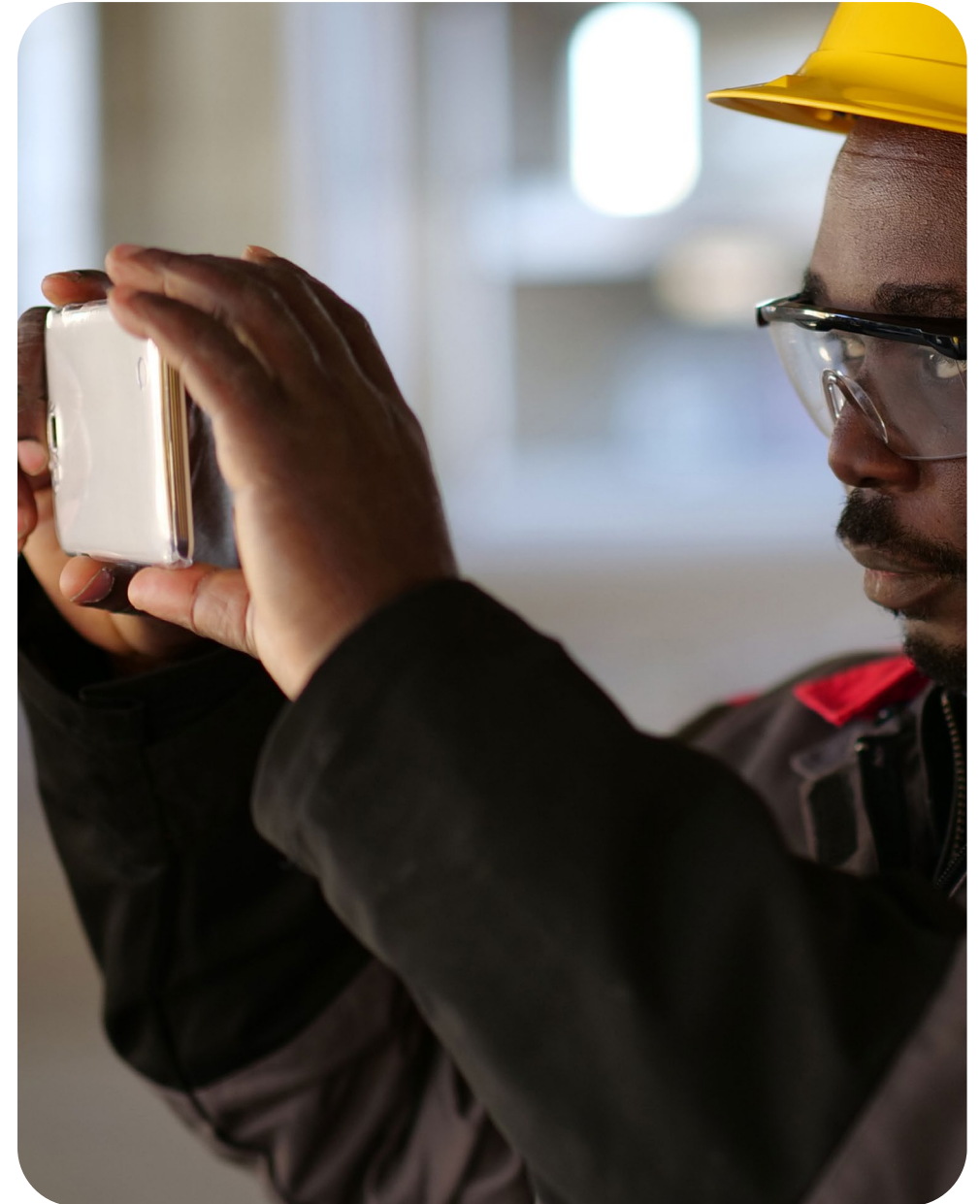
We create the essential legal documents, such as non-disclosure agreements and contracts, to protect your interests during this process. These documents will outline the terms of collaboration, the expected outputs, and ensure compliance with relevant regulations.

Training

We also offer training for your teams to understand the concept of influencer marketing and how it works in practice.

On-going support

Following this, we can offer ongoing support with longer-term influencer collaborations and assistance with re-purposing content created for social media and online use.



Our process

Core deliverables:

As part of an influencer collaboration campaign, we carry out the following activities:

- Research and audit of influencer and social media accounts
- Creation of content plans and suggestions
- Development of paid partnerships
- Assistance in campaign launch and execution
- Creation of essential legal documentation, including non-disclosure agreements and contracts, and advice for clients and influencers

Optional activities include:

- Running a training session for your team to understand the basics of influencer marketing
- Developing and re-purposing content created during the campaign, including social media and case study/blog copy for online use
- Professional photography for online use
- Coming soon: Influencer database access

Influencer collaborations expert: Alisha Lad, senior social media consultant

Alisha is an award-winning senior social media consultant who has spent her career creating and delivering social media marketing campaigns for clients in the construction sector.

At LMC, she works with clients to improve their social media strategy and to design and develop content suitable for the specific audience segments that are being targeted.

Alisha specialises in digital communications, video marketing, and influencer marketing, working in both B2B and B2C environments.

She is also LMC's lead for issues relating to diversity and inclusion and has worked on multiple campaigns to attract people into both the PR and construction sectors.



How does it work?



Research and audit

Research is conducted into influencer social media profiles, background and audience demographics to assess if they are right for the brand. This will be conducted online or using our influencer database.



Legal documentation: Contracts and NDAs

Contracts and NDAs are created for influencers and organisations to sign. These documents outline the terms of collaboration, protecting both parties and ensuring compliance with relevant regulations.



Payment and content agreement

The organisation will decide whether they want to offer payment or gift products in return for social media content from the influencer. Content ideas are agreed upon at this stage.



Content creation

The influencer will then produce the agreed content and upload it to their platforms, tagging the organisation and using #ad. Organisations can also review the content at this stage.



Campaign launch

Campaign launch dates will be decided between the organisation and influencer to ensure the timing is right for both parties. Organisations will also repost and share the influencer content.

Influencer marketing package

Core:

Level one

Research and audit of social media accounts

Creation of content plans

Effective communication and liaison between the client and influencer

Development of paid partnership

Review and quality check of content

Assistance in campaign launch and execution

Level two

Research and audit of social media accounts

Creation of content plans

Effective communication and liaison between the client and influencer

Development of paid partnership

Review and quality check of content

Assistance in campaign launch and execution

Creation of legal documentation and advice on regulations

Carbon calculation

Optional:

Training

One-hour training session to cover:

- Introduction to influencer marketing
- The process
- Influencer groups
- Business benefits
- Case studies
- Rules and regulations
- Target audiences
- How LMC can help

Extra content

Social media copy

Video content

Professional photography for online media use

Case study and blog creation

Influencer database

Coming soon in 2026.

How LMC developed Solidor's influencer collaboration strategy

LMC helped Solidor boost social media engagement and raise brand awareness through strategic influencer collaborations in the home renovation and interior design space.

Solidor wanted to increase its social media presence and brand visibility among homeowners and installers, and we recommended launching an influencer collaboration campaign to complement existing social media strategies.

Following detailed research, we helped to select influencer collaborations and delivered successful campaigns with a range of high-profile creators, generating more than **1.2 million** video views and more than **20,000** total engagements.

LMC acted as trusted advisors, helping influencers create posts that worked for their audience while staying true to Solidor's brand messages.

We handled all communication between influencers, Solidor, and local installers, ensuring all parties were happy with the decisions made at every stage of the campaign.



Image credit: Solidor (left to right Nathan and Cara, Antony Costa and The Ldn Family)

1.2 million

Video views across all completed influencer collaboration campaigns

20,000

Total engagements across all completed influencer collaborations

+1426%

Increase in engagements from April to May 2025, owing to an influencer video created in collaboration with Solidor

Thank you

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