

INFLUENCER MARKETING

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What Is Influencer Marketing?

- A type of marketing that focuses on using key leaders and influential people in the market to drive your brand's message to a larger market
- Influencers are paid, hired or inspired to get the word out for you to your entire market base
- Often paired with social-media marketing and content marketing



Why Use Influencer Marketing?

- Builds consumer trust
 - 92% of consumers say they trust recommendations from individuals over brands (Nielsen)
- Meets marketing goals effectively and affordably
 - Generates more than twice the amount of sales than that of display advertising (McKinsey & Company)
 - Customers have a 37% higher retention rate with these channels versus other channels (McKinsey & Company)
 - Provide the most cost-effective channels for brands
- Boosts search engine optimization
 - More mentions on social media brings more popularity and relevance on search engines

Why Use Influencer Marketing?

- Connects with consumers
 - Opens up new channels in social media for brands to connect with consumers more directly
- Circumvents ad blockers
 - Delivers a highly-visible and relevant message from a trusted source
- Uses a type of native advertising
 - Places ads within the channel's organic content
 - 70% of internet users want to learn about a product through content rather than through traditional advertising (MDG Advertising)
- Targets audiences accurately

Steps To Building An Influencer Campaign

1. Identify key brand or product influencers
2. Create a marketing campaign directed at those influencers
3. Create a secondary marketing campaign for the influencers to create greater awareness for a larger set of target consumers
4. Track key metrics for reach, sales and brand awareness



Helpful Tips

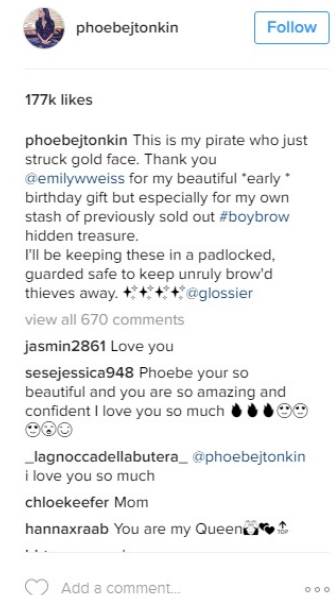
- Find people your audience already trusts and follows
- Don't be fooled by large followings – quality over quantity
- Create a list of influencers and continuously update
- Develop direct relationships with as many of your targets as possible



Influencer Marketing Example

Glossier, the New York based beauty brand, owes their success to fans and micro-influencers, relying on “regular women” such as bloggers, Instagrammers and YouTubers to spread brand awareness.

90% of Glossier’s revenue comes from highly engaged fans instead of paid marketing (Sensei Marketing).



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