



Influencer Marketing Strategy

It's a known fact that in today's world where Social Media rules, influencers play a pivotal role in every brand's marketing campaign.

Influencer Marketing Stats

1



The growth of influencer marketing is taking over traditional marketing strategy efforts per Google Trends.

2



Instagram has features built into their app that shows **59%** of micro influencers believe the use of Instagram significantly engages a target audience, per Bloglovin'.

3



Influencer marketing helps acquire better customers per **51%** of marketers via Tomoson.

4



The fastest growing online customer attainment channel is influencer marketing per Tomoson.

5



Almost **60%** of beauty and fashion brands use influencer marketing **21%** strategies and plan to invest in it within **12 months** per eConsultancy.

6



Up to **84%** of marketers are said to launch an influencer campaign in the next **12 months** per eMarketer.



A solid Influencer Marketing Strategy goes a long way in strengthening a brand's relationship with its customers. Here are a few tips to help you get it right.



Unique & Creative Ideas.

Think of ways in which you can convince influencers to talk about your brand. Give them a strong enough reason, an incentive to join forces with you.

Connect via Social Media.

The best way to find and connect with influencers in your industry is through Social Media. Look up for them in relevant social media groups & communities and online discussion forums.

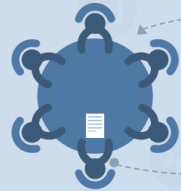


Use customer or client testimonials.

When customers like what they get, they are more than happy to talk about it. This means, more original content is generated around your brand and the products and services that you provide.

Stay in touch with your influencers.

Think of ways in which you can keep your influencers engaged even after the marketing campaign is over. Continue to collaborate with them through social networking sites and communities.



Loyalty programs can work wonders.

Show your gratitude towards the influencers for their contributions to your campaign. Create influencer loyalty programs to stay connected with them and to keep them updated about your future products and services.

Inspire them to share your content.

Always remember to add your influencers' social handles in articles where they are mentioned. Doing this greatly increases the share value of the content that you generate.

