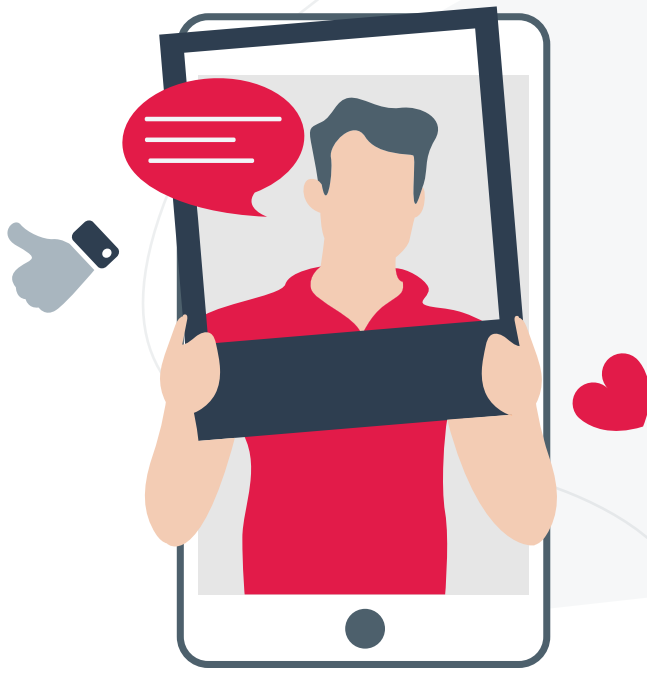


BENEFITS & BEST PRACTICES OF A MATURING INFLUENCER MARKETING STRATEGY



A whopping
75%

of surveyed companies already use influencer marketing and almost half of them plan to increase spending on it over the next year.

And of those respondents not currently using influencer marketing, **27% plan to start over the coming months.**¹

Influencer marketing is moving out of its experimental childhood years so start treating it more like its mature, paid media brethren.

Marketers need to get serious around measuring the impact and ROI of their influencer campaigns.

Benefits of Leveraging Influencer Marketing

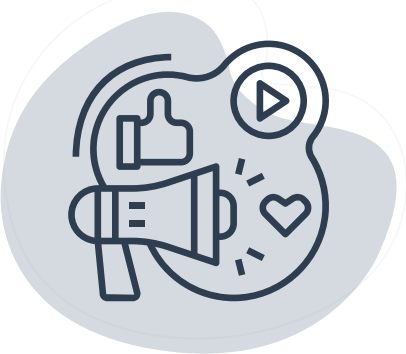


Reach New Audiences

There are 500K+ active influencers on Instagram. 81% of them have between 15K and 100K followers.² Influencer marketing lets companies extend their reach by engaging someone else's network of followers. Influencers may have audience followers who the brand has never engaged with before.

Increase Mindshare

Influencer marketing lets businesses capture more mindshare by increasing a brand's share of voice in their audience's social feeds. Micro-influencers with 1-10K followers, for instance, receive an average like rate of 4%.³

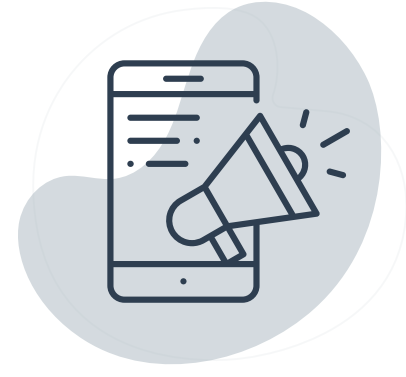


Connect with Audiences Natively

Influencer marketing is the ultimate "native" social advertising: audiences are already more receptive to posts from people they actively follow.

Address the Advertising Authenticity Gap

When trendsetters and category experts provide their opinion about something, they are likely to be viewed as more authentic and trustworthy than brand messages from the advertiser itself.



DO.

Make sure your influencer marketing goals align with the type of influencers you recruit.

DO.

Track and monitor everything! Only 29 out of every 100 influencer campaigns use trackable URLs for attribution.⁴

DO.

Shift as many away from flat-fee payouts to value-based payouts that drive your performance.

DO.

Manage all influencer campaigns through a centralized partnership platform to scale.

DO.

Ensure that paid influencers comply with FTC regulations and post proper disclosure.



DON'T.

Get over-enamoured by vanity metrics that don't move the revenue needle.

DON'T.

Be fooled by large follower counts – quiz your influencers on their follower acquisition strategy and monitor for influencer fraud.

DON'T.

Sign up influencers on auto-pilot – get to know them and test for fit.

DON'T.

Try to micromanage your influencers' content.

Influencer marketing holds great promise for performance-oriented enterprises. Marketers grasp that paying influencers to amplify brand messages works. Challenges will remain – **attribution for influencers may not always be straightforward** because they tend to play a role higher up in the funnel – but the rewards for a brand are tremendous.

¹Source: Association of National Advertisers (ANA) study

²Source: 18 Instagram Influencer Marketing Stats You Need To Know

³Source: The rise of 'micro-influencers' on Instagram

⁴EConsultancy. Only 29% of influencer campaigns use trackable URLs for attribution