



Influencer marketing is at an inflection point – it's time to run your influencer partnerships with operational maturity.

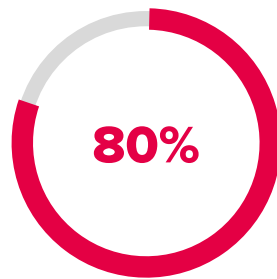


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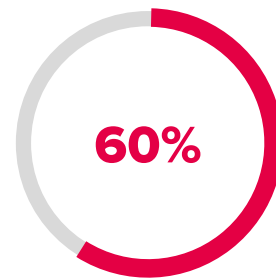
Influencer marketing no longer serves you. But influencer partnerships will.

As you earmark more and more budget for influencer marketing (keeping up with rockstar-level macro rates and the channel's continued hype), you owe yourself a critical sanity check: *Do I really know what I'm buying?*

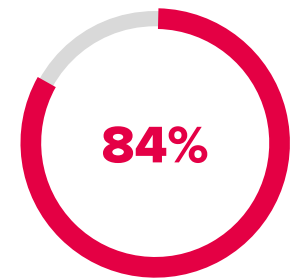
The truth about influencer marketing



of enterprises view determining ROI as a challenge



of Instagram influencers lack quality followings



of consumers do not trust celebrity recommendations

Enterprises relying on this outdated model risk alienating audiences and wasting spend. But you can avoid influencer marketing pitfalls with smart strategy:

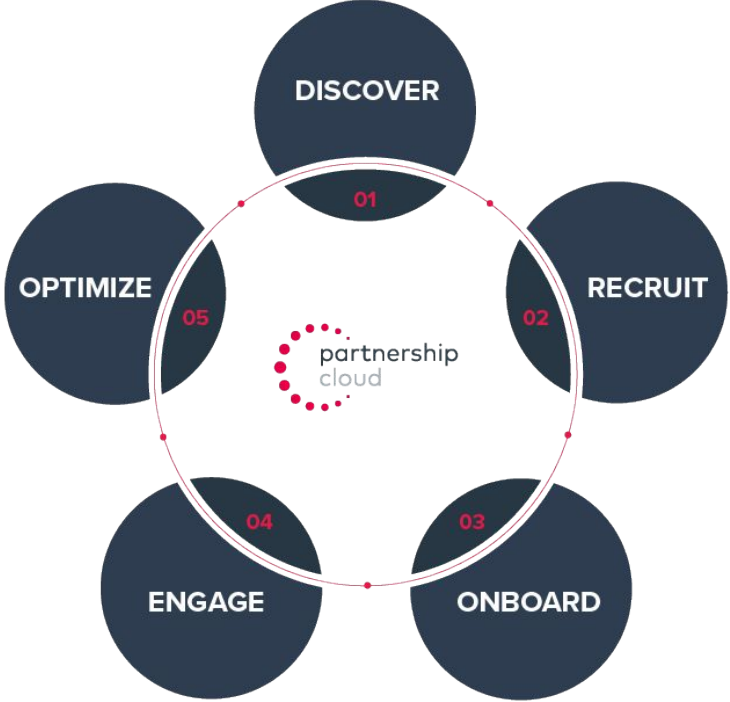
- **Stop hacking together a patchwork of point solutions.** Commit to one end-to-end solution for influencer discovery, recruitment, contracting, campaign management and monitoring, and payment processing.
- **Demand more than vanity metrics.** Make sure you have insights into audience quality and hold your campaigns accountable to performance metrics and delivered value.
- **Break out of a rigid influencer model.** Enlist hundreds of micro partners, optimize revenue-based payout terms – customize your campaigns to satisfy endless objectives.

Support influencer partnerships as you would any other

From finding best-fit partners to optimizing based on performance: if you support influencer partnerships throughout their entire lifecycle, you'll see results.



Start seeing a measurable impact – contact us to learn more about the Partnership Cloud:
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Personalized Management at Universal Magnitude

To set yourself up for success, you need to put the people, processes, and technology in place to support partnerships with a boundless network of best-fit influencers – including the multitudes of nano and micro influencers that have 82% of your audience's trust.

This takes automation at every stage of partnership maturity.

Show Your Organization the Power of Influencer Partnerships Run Right

Influencer partnerships are a critical component of a mature partnership program– if you do this right, your organization will grow faster than your competitors, and you'll open up personal growth opportunities for yourself. Explore the potential of influencer partnerships for your business. You'll find it's truly uncapped.

To learn more about growing your return on your influencers, contact us at sales@impact.com to schedule a demo.