

LEARN TO DRIVE PERFORMANCE & BOOST SALES WITH INFLUENCER MARKETING



GET EXCITED ABOUT INFLUENCER MARKETING

Influencer marketing is hands down one of the best marketing strategies you can use today. Numerous experts will tell you that it's the single-best system of marketing.

Influencer marketing frequently sounds too good to be true, but the figures don't lie – on average, for every \$1 spends by business on influencer marketing model, they make \$ 18.

You've presumably heard a lot about influencer marketing from the numerous papers and videos on the subject. But there's a lot of disagreeing advice and misinformation out there.

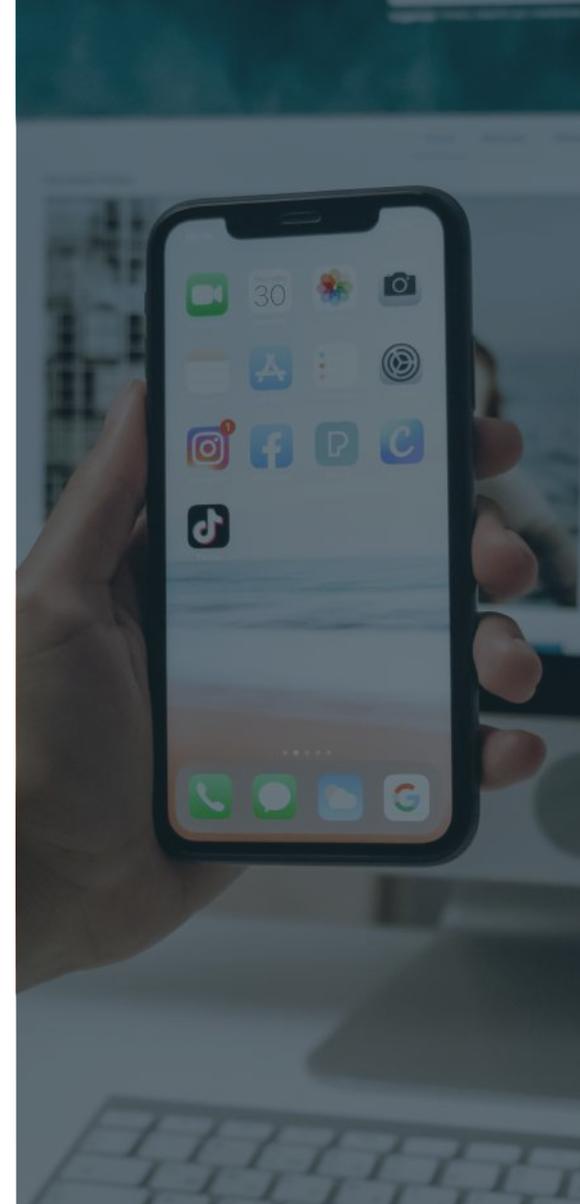
So, we wanted to make one huge guide that would answer all of the questions you might have about influencer marketing.

Follow this guide to learn how impactful influencer marketing can be for your business and why you should consider the related practices for your business growth.

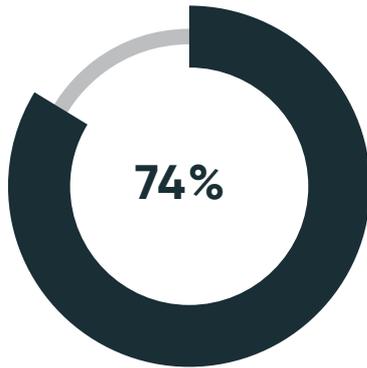


WHAT IS INFLUENCER MARKETING?

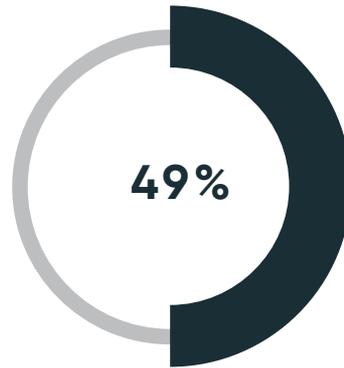
- Influencer marketing allows brands to engage with individuals with sizable audiences. The goal is positive brand reinforcement and purchase decisions.
- Influencer marketing is prevalent on **Instagram, Facebook, TikTok, and other social platforms** that have lowered the barriers to entry for acquiring large audiences.
- Celebrities, social media superstars, tastemakers, trendsetters, knowledge leaders, and other key personalities all use these platforms to amass sizable follower networks.
- Micro- and nano-influencers are in a position to easily grab the attention of smaller, highly committed audiences.
- Influencer marketing allows companies to tap into expansive social networks and deliver brand messaging through the wide reach of multiple influencers.
- Influencers get out brand messaging via short tweets and posts, images, seconds- or minutes-long videos, long-form blog content, and other formats – depending on their medium of choice.



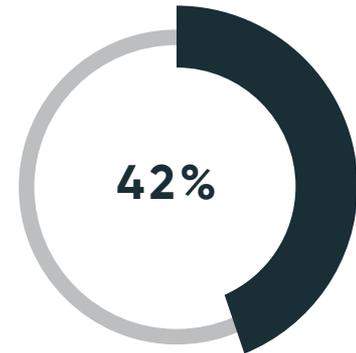
DO YOU KNOW ?



People rely on
social media for
purchasing decisions



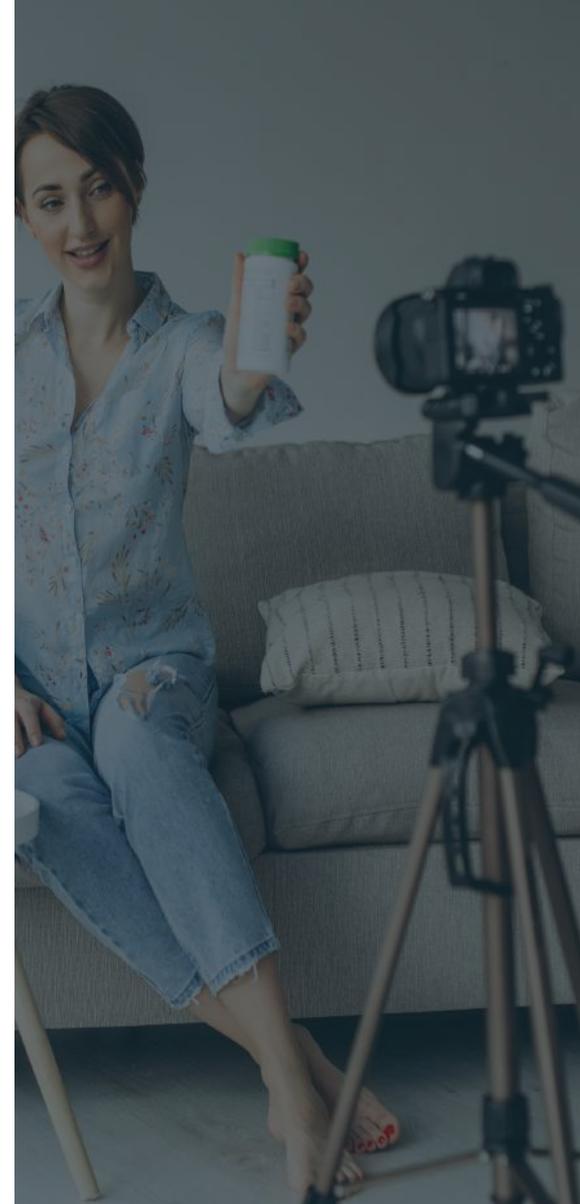
People rely on
influencers for
product recommendations



People who saw
influencer ads ended
up trying the product or service

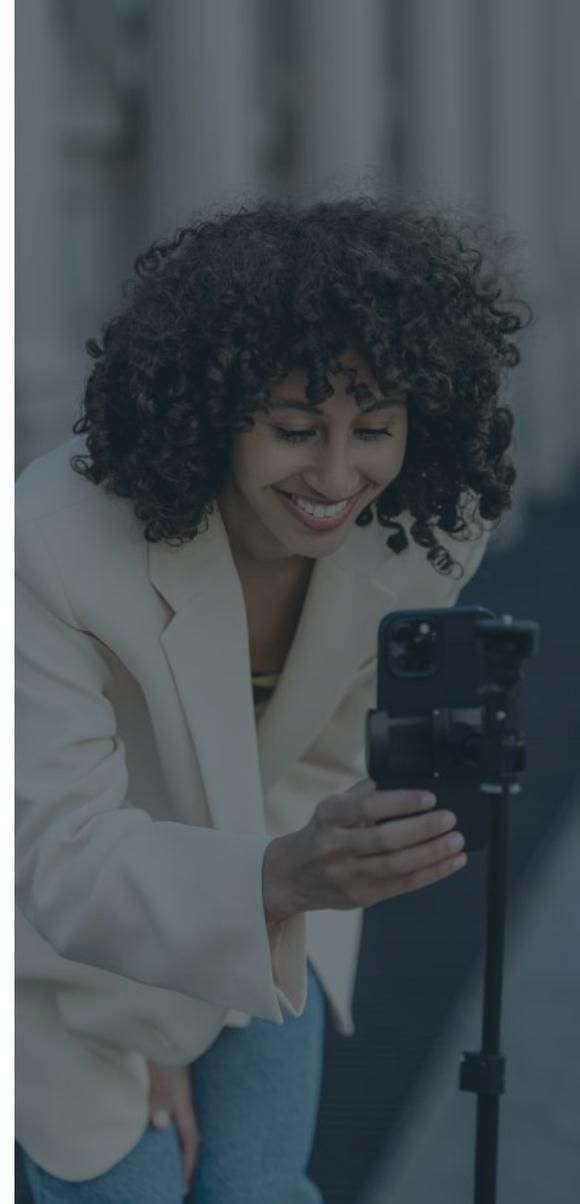
WHAT IS A SOCIAL MEDIA INFLUENCER?

- A social media influencer is a person who has gained credibility in a certain niche. There are strains of influencer marketing including YouTube influencer marketing, Instagram influencer marketing, and other social media platforms. The term "influencer" is a shorthand for social media influencers.
- Social media influencers have devoted followings – people who value their opinions and tastes or who enjoy watching their lives. As such, they affect what their followers buy and can directly influence their followers purchasing decisions, hence the term influencer marketing.
- Since influencer marketing is directly tied to social media, it's frequently referred to as social influencer marketing or social media influencer marketing.



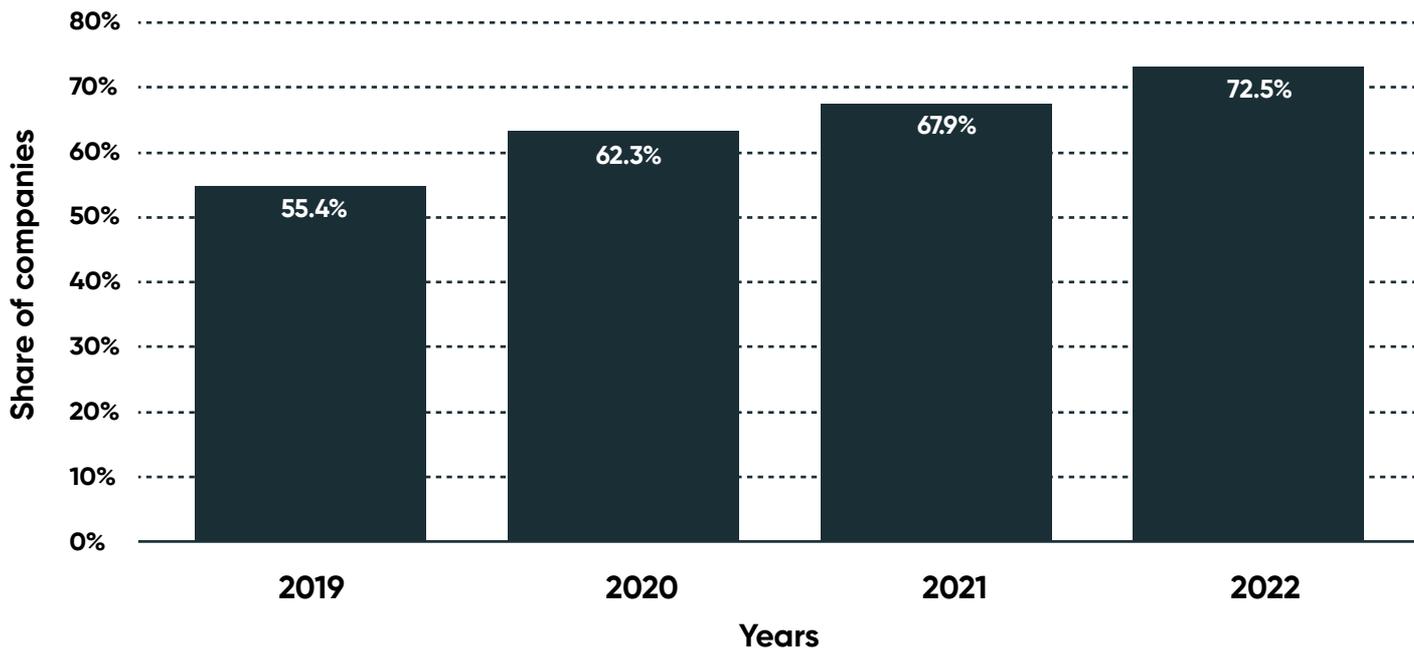
WHAT DOES A SOCIAL MEDIA INFLUENCER DO?

- Marketers are heavily engaging social media influencers these days and it is indeed important to identify them. Building good relationships with them will help strengthen their advocacy or convince them to be associated with their brand.
- A social media influencer causes their followers to make specific buying opinions based on their authority and character. Followers consider them to be close friends than a paid endorser or advertiser, which simplifies the task of promoting a product or brand.
- Social media influencers work their online presence on different platforms to partner with brands they promote and produce content that changes people's perceptions of those businesses.



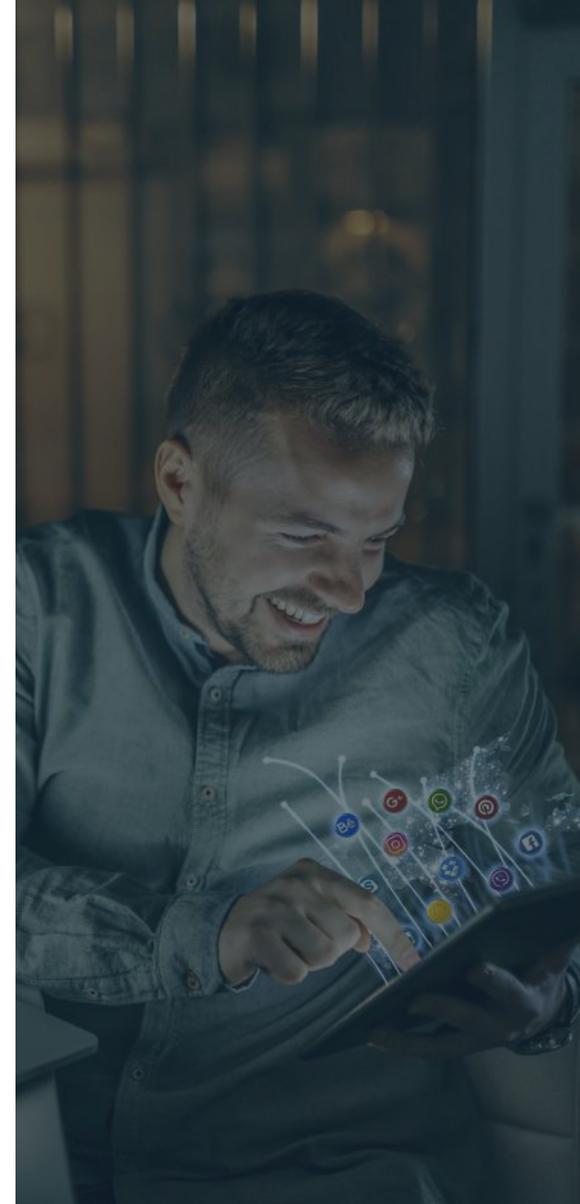
MANY BRANDS ALREADY HAVE INFLUENCER PROGRAMS

Many marketers recognize the strong potential of influencer programs to amplify reach and harness the power of social platforms to boost word of mouth.



WHO MANAGES A BRAND'S INFLUENCER PROGRAM?

- **Social marketing teams:** Since most influencers build their audiences within social platforms, many organizations push influencer marketing responsibilities to exist in social teams.
- **Influencer marketing team:** Sometimes the easiest way to get a program off the ground and ensure its momentum is to build a dedicated team to support it. Although not common, an influencer program may exist as a stand-alone unit.
- **Content marketing team:** The content marketing team already owns much of a brand's collateral and its talking points – all great raw material to guide influencers and ensure they present consistent brand messaging.
- **Business development team:** On rare occasions, the business development team may handle an influencer program, particularly when a brand deals with cross-media paid celebrity influencers. However, it's likely to only focus on large influencers.
- **Public relations department:** The public relations (PR) department is the natural owner of a brand's influencer program. Having influencers say great things about your product or brand can easily be viewed as a form of earned media, similar to a news site covering a product launch. PR agencies also specialize in maximizing a brand's earned media.

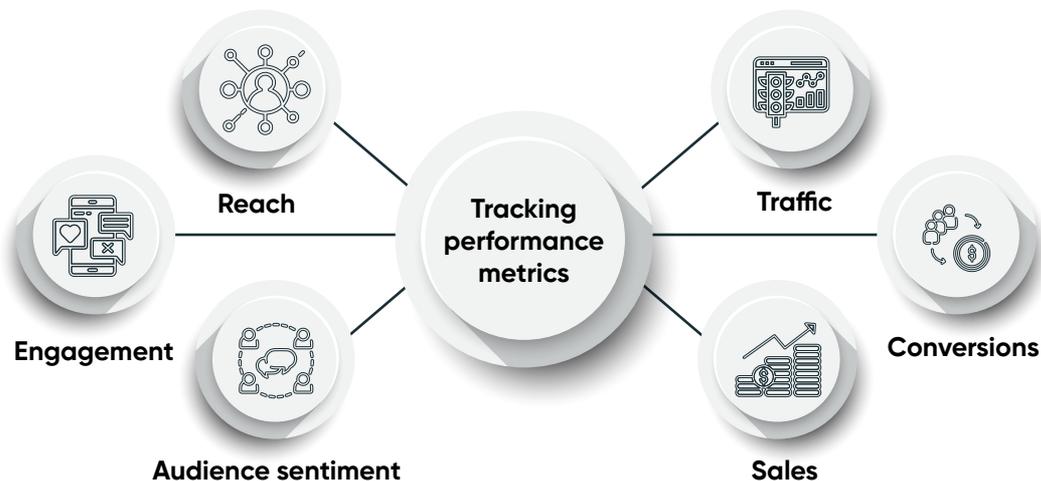


INFLUENCER MARKETING MEETS PERFORMANCE MARKETING

Influencer marketing is better than bacon. Just like bacon, It's versatile and can be added to any program to solve a variety of issues and create positive outcomes.

Performance marketing: Using marketing metrics

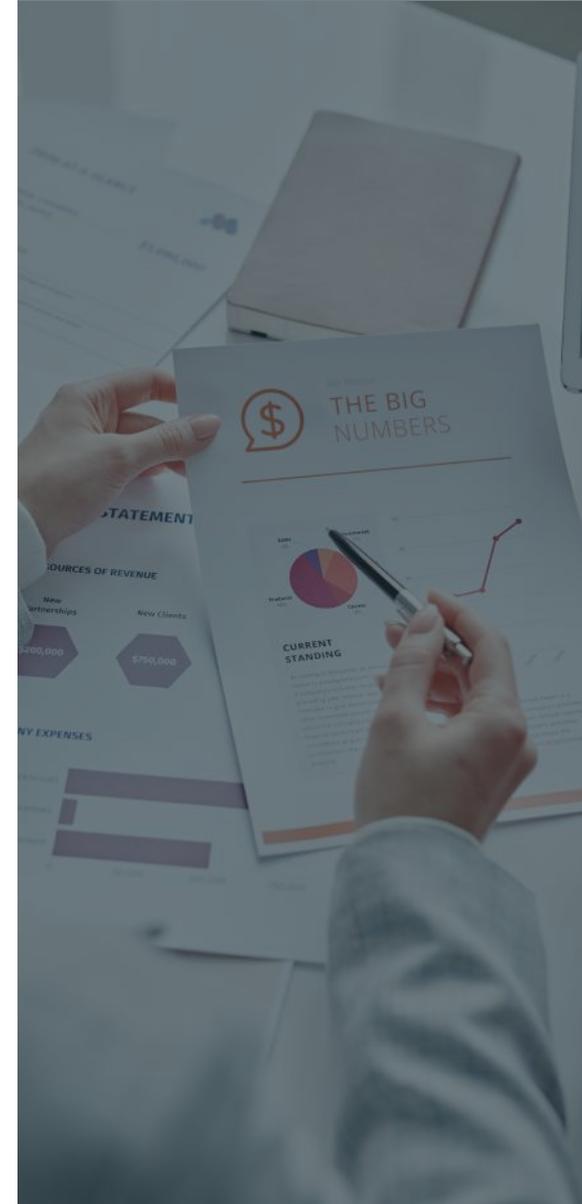
As influencers become more and more professional, influencer marketing becomes performance marketing. Setting goals and tracking metrics is the path to success.



WHY ARE INFLUENCER PROGRAM MANAGERS NOT EQUIPPED?

Departmental ownership impacts which metrics an influencer program is judged by. For this reason, there are many ways to measure a program's financial impact and ROI. It's important to be aware of these potential pitfalls.

- **May not have a measurement discipline :** Some program owners only measure vanity metrics such as likes or retweets and see no reason to change. Others solely measure media coverage. A few may not measure key performance indicators (KPIs) at all.
- **Treated as a silo outside media :** With access to sophisticated tools and processes, many marketers are good at measuring and evaluating paid media. However, influencer program owners are typically separate from teams responsible for paid media.
- **Ignore the long tail :** If a team is used to traditional marketing, it may not have the bandwidth to handle more than a handful of influencers. This may lead the team to focus on big partners and ignore smaller ones.
- **Manually measured :** When a team does perform some type of measurement, chances are it manually sets up tracking and pulls together reports. This method is extremely inefficient and no longer necessary or optimal.

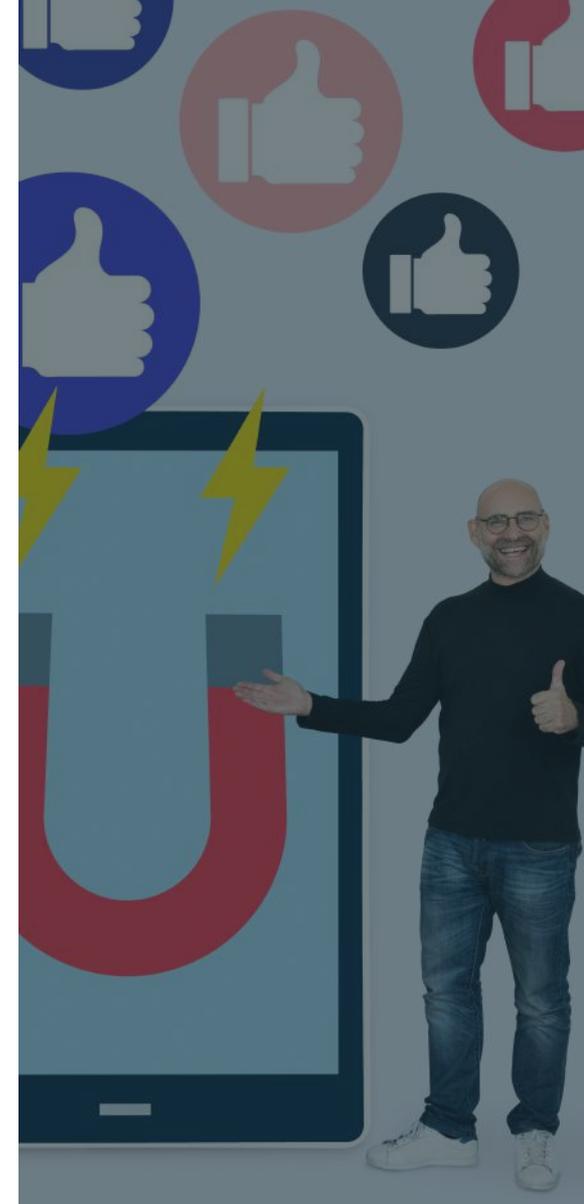


HOW DO YOU KNOW WHETHER INFLUENCER MARKETING WORKS?

How do you measure the impact of an influencer campaign? If your ROI calculations depend on conversion events, the most direct way to understand an influencer's role is to see where they stand along the customer's path to conversion.

Several roles are involved:

- **Introducers :** Those who introduce a brand or product into a consumer's mind space.
- **Contributors :** Those who contribute to the content and ensure that your brand or product remains top-of-mind as a consumer contemplates a purchase decision.
- **Closers :** Those who close the deal are the final point of persuasion to drive purchase.



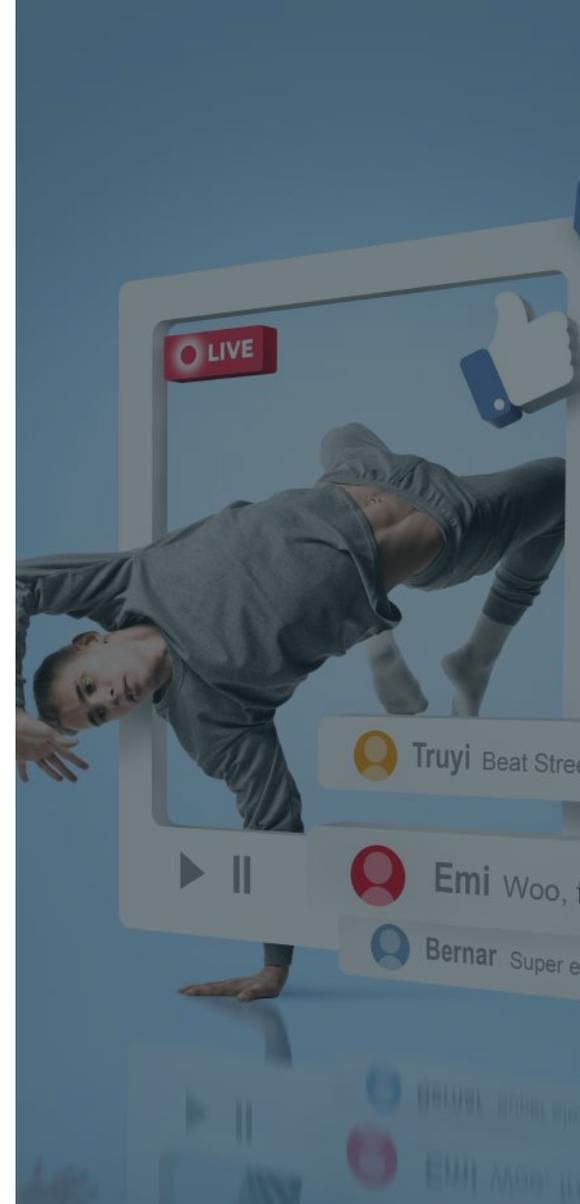
IT'S TIME TO TAKE YOUR PERFORMANCE MARKETING PROGRAM TO THE NEXT LEVEL

Influencers often function as introducers or contributors, yet brands measure toward the end of the conversion path. When evaluating whether an influencer's efforts are worthwhile, always look at the full attribution path – not just the final event.

Performance programs have expanded their outlook on what constitutes performance marketing into a more holistic view: partner marketing – because marketers overall want to pay for value delivered, regardless of partner type.

Your partnerships program can track, manage, and monitor less common media partners, including:

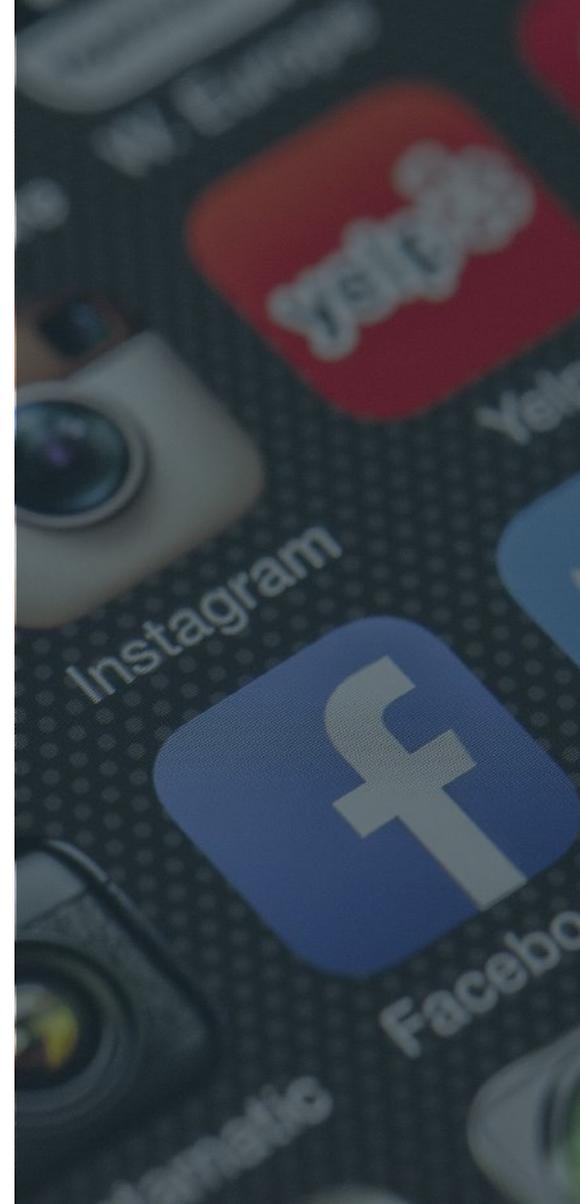
- **Social influencers**
- **Influencers on blogs and other content marketing channels**
- **Brand and local ambassadors**
- **Strategic revenue-generating partnerships**



SCOPE OF INFLUENCER MARKETING IN COMING YEARS

- **Emergence Of Influencer Networks:** The future of influencer marketing emphasizes the interconnectedness of different niches, mostly on social media.
- **Emphasis On Micro-Influencers :** Many established influencers buy fake followers, so their engagement rate is low. On the contrary, micro-influencers have fewer social media followers but they work to maintain personal bonds with their target audience.
- **Increase Of In-House Influencer Programs :** Influencer marketing lies in in-house influencer programs for the future. Instead of content distribution, in-house influencer marketing focuses on building relationships with people.
- **Stricter Guidelines For Advertising :** When an influencer receives a product for free or they are writing a paid review, they need to disclose it. Because of this, it's common to see influencers using #paid and #sponsored on their posts.

In the future, influencer marketing will focus more on keeping the trust of consumers high. So, we can expect stricter guidelines for influencer marketing.



TRENDS DRIVING INFLUENCER MARKETING GROWTH IN 2022

- 1 A Greater Emphasis on Following Preferred Creators Across Multiple Platforms
- 2 Influencers Will Become Critical to Many Affiliate Programs
- 3 Continued Movement from Text and Images to Audio and Video Content
- 4 Live Shopping Will Become a Greater Part of Influencer Campaigns
- 5 A Greater Emphasis on Diversity and Representation in Influencer Marketing
- 6 Micro and Nano Influencers Will Get More Love
- 7 Brands Will Look for Ongoing Partnerships Instead of One-Off Projects
- 8 New Social Media Platforms—and Types of Influencer Content—Will Pop Up
- 9 Performance-Based Deals Will Increase
- 10 Influencers Will Become More Specialized



CONCLUSION

Influencer marketing is much more than a trend. It's a new way of marketing that is transforming how people interact with brands.

Influencer marketing is becoming more vital to the marketing landscape. Consequently, the potential for business growth is getting larger and larger.

So, give it a try, and see what it can do for your brand. If you take the right approach and follow this guide, don't be surprised if you start getting hundreds or even thousands of new customers and, of course, sales.



ABOUT TRACKIER

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