



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY

DIGITAL MARKETING STRATEGY

Prepared by
Dr. HEBA ZIAD

Lecture 10

www.midocean.ae

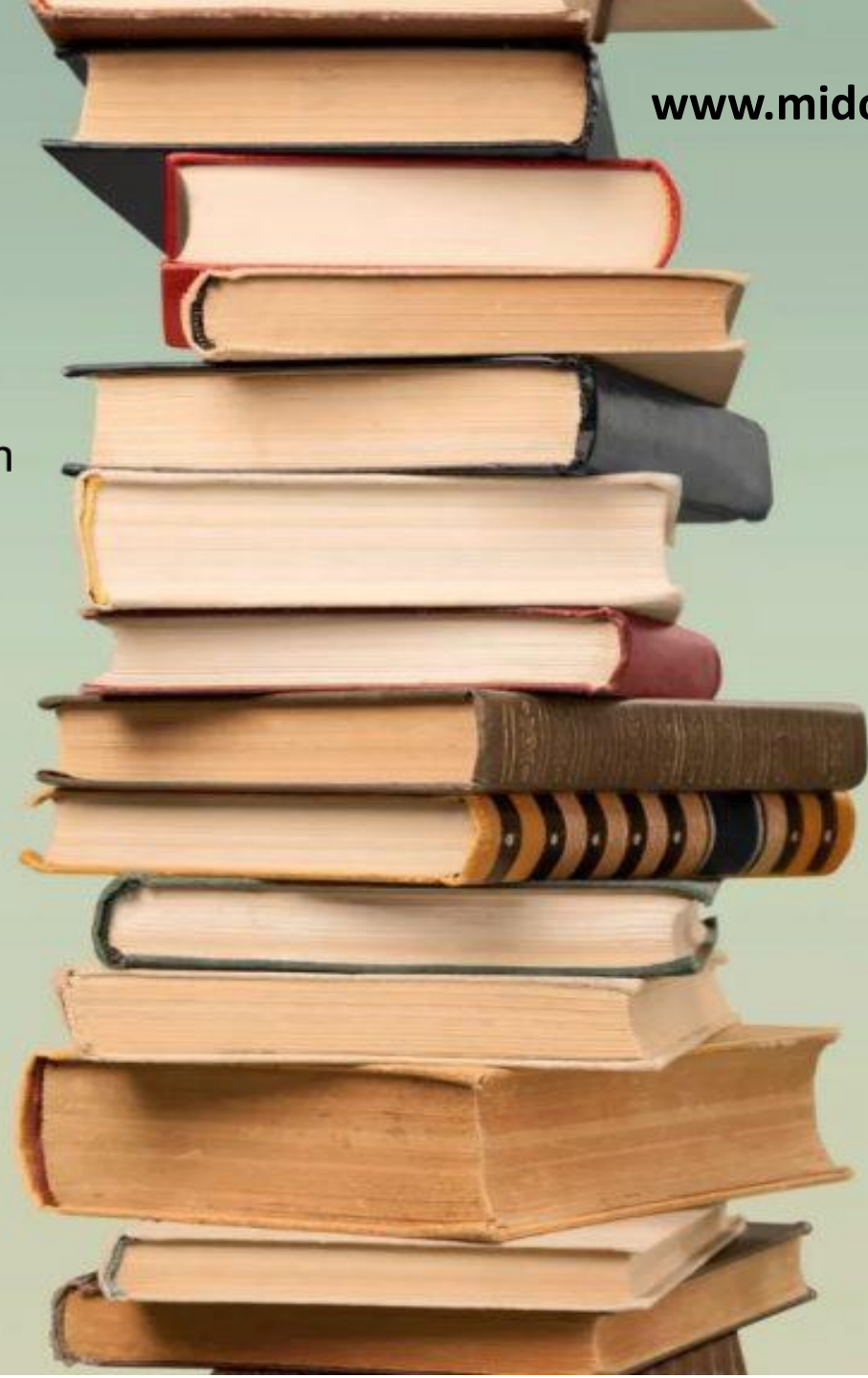
TABLE OF CONTENTS

What Is Influencer Marketing?

Best Influencer Marketing Strategies

- Find Influencers In Your Niche
- A influencer: The Best Influencer Marketing Platform
- Define Your Goal
- Decide The Content Strategy Of Your Campaign
- Understand The Rules
- Consider The Three Rs Of Influence
- Work with Micro Influencers
- Focus On The Right Platforms
- Give Influencers Creative Control
- Be Aware Of New Platforms
- Turn Influencers Into Brand Ambassadors
- Use Relevant Hashtags
- Make The Most Of Influencer Partnerships
- Use Employees As Influencers
- Measure Your Campaign Results
- Be Genuine, Accessible, And Responsive

Top Influencer Marketing Ideas



What Is Influencer Marketing?

Social media has changed the way people decide to buy something. Following celebrities and top influencers on social media have impacted their purchasing decision. That makes influencers great choices for brands and businesses to create [brand awareness](#) and promote their products. Influencer marketing is a form of marketing that focuses on using key influencers to drive the message of a brand to the larger market.

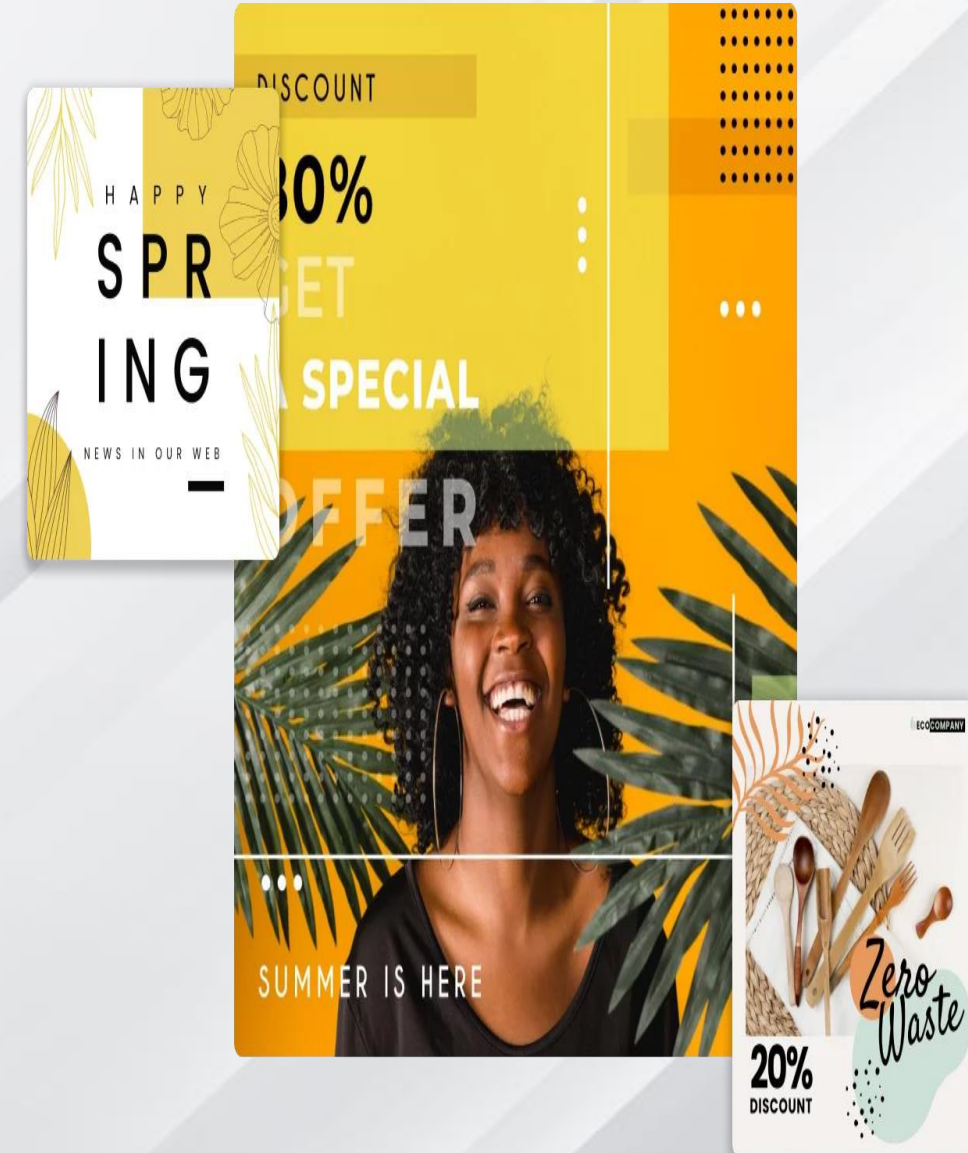


What sets influencer marketing programs apart from other forms of marketing is the way it uses trust and credibility to reach consumers. Generally, people have trust in influencers. For example, they believe that [beauty influencers](#) always use the best makeup products or a [fitness influencers](#) always wear high quality clothes.

That's why they follow their lives to see what they buy or where they go. Accordingly, in many cases, consumers are more likely to trust influencer advertising than an ad from a brand.

As can be seen, the success of influencer marketing campaigns mainly relies on how well you can find and connect to influencers. That's the main thing you should put in your influencer marketing strategy.

Do you wonder what influencer marketing strategies can help you most? Understanding the meaning of marketing strategy and seeing some examples can help you have a brighter preview of what you should do and which strategy might perform well for your business.



Best Influencer Marketing Strategies

Like any other type of marketing, influencer marketing requires plans and strategies. Without them, you can't run a successful campaign. Here are some strategies you can incorporate into your marketing plans for better social media performance.

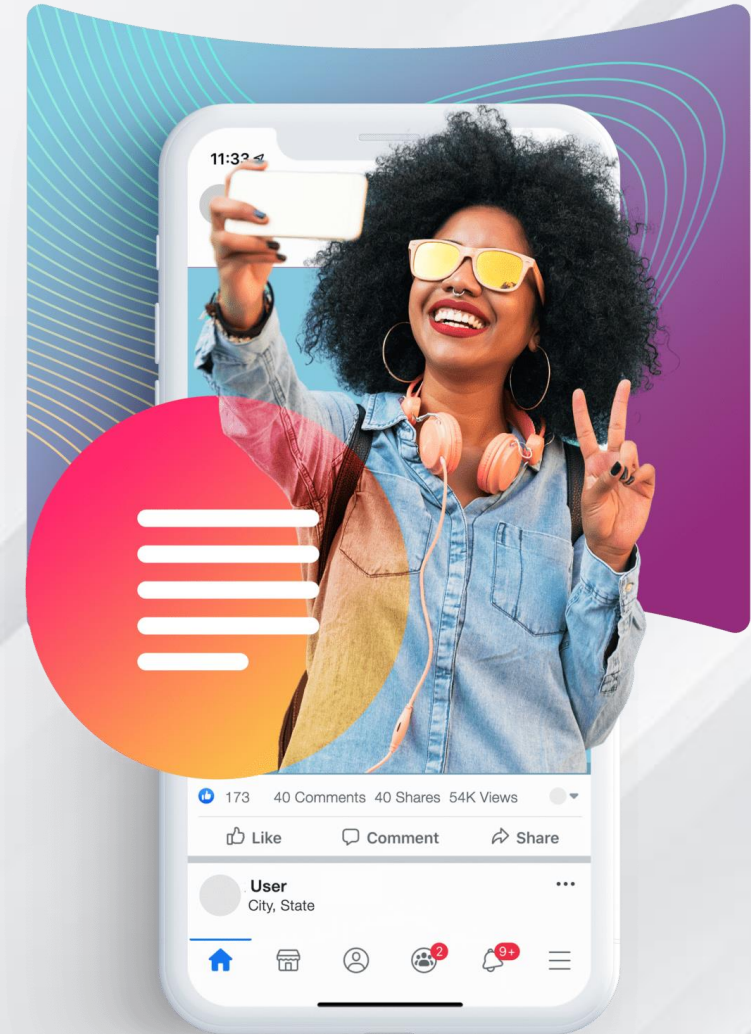




1. Find Influencers In Your Niche

Influencers are key to any influencer marketing strategy. Using influencers in marketing is a great way to help you promote your product or service in a more creative way.

So one of your essential influencer marketing objectives is finding an influencer that matches your business goals and can be game-changing. Your influencer marketing plan won't be a success without making use of an [influencer marketplace](#).



2- Define Your Goal

In order to execute successful **influencer marketing campaigns**, it is important to outline your influencer marketing goals in the early stages of planning your collaboration with influencers.

Being clear on your desired outcome will dictate your influencer advertising campaign, including:

- The kind of content you should create for effective influencer collaboration,
- The metrics you are going to measure at the end of your campaign.
- and more importantly, the type of influencer you need to find.



Here are some goals to consider for your influencer marketing strategy:

Brand Awareness,
Building Brand Identity,
Audience Building,
Engagement,
Lead Generation,
Sales,
Customer Loyalty,
Link Building.



3- Decide The Content Strategy Of Your Campaign

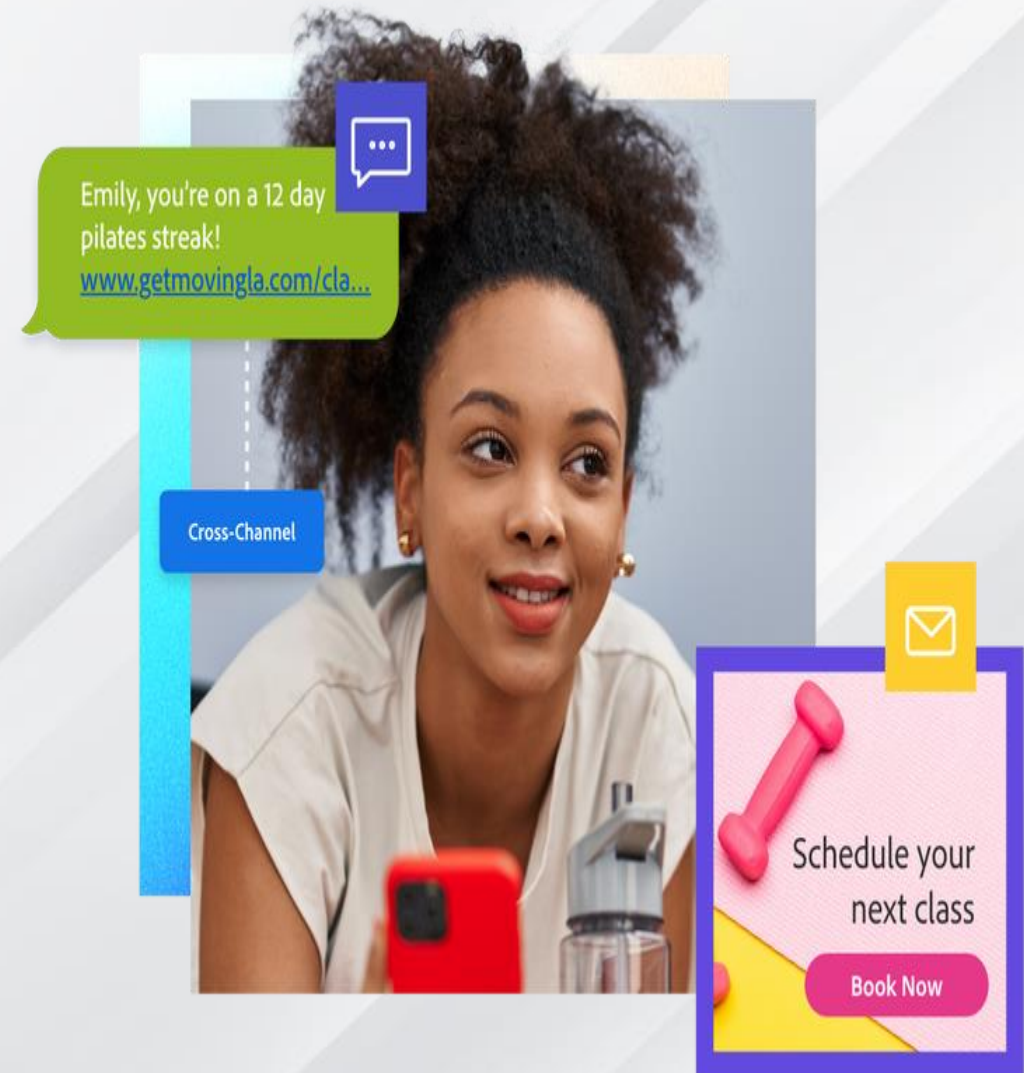
Every social media platform allows you to present content in unique ways. One of the influencer marketing best practices is [creating a content strategy](#) depending on the social media platform you choose.

In the picture below, you can see what type of content works best and can be more effective in your campaign.



There are many different content strategies you can opt to meet your brand influencer marketing objectives like:

- Hosting giveaways,
- Guest blogs,
- Online contests,
- Giving discount codes,
- Creating content in collaboration with influencers,
- Curating video strategies,
- Brand account takeover by influencers.



Video is an extremely effective and engaging way to communicate valuable information with users. However, creating a video that goes on and on about how awesome your product or service is won't be effective and useful. Instead, you need to develop an interesting narrative around your brand to grab the attention of your target audience.



Furthermore, creating an engaging video can help you with [viral marketing](#). Therefore, it is essential to take your time and create a great story for your video ad. In this step, you can enjoy the influencers' ideas to attract their followers. Then, ask them to repost your video to help it go viral.

[63%](#) of consumers trust influencer messaging more than brand messaging to solve their problems. You need to trust the influencer you work with in order to publish the content that is more appealing to their audience.



4- Understand The Rules

Before you implement your influencer marketing plan, it's important to understand the rules. In the United States, those [rules come from the Federal Trade Commission](#).

Apart from the rules of the country you live in, the rules and regulations of the social media you choose are crucial too. Therefore, ensure that your content is not against Instagram rules.



5- Consider The Three Rs Of Influence

One of the most important influencer marketing tips is considering the three Rs of influence which are:

- Relevance:** The influencers you choose for collaboration should be relevant to your business. So, you can ensure that their followers and audience are more likely to become your target customers. For example, if you are in the traveling industry, collaborating with [travel influencers](#) will be a more effective influencer marketing strategy.



Reach: The people that you might be able to influence through the influencer's followers is considered your reach. It's important to keep in mind that a small audience can still be beneficial if it has a strong enough following to support your objectives.

Resonance: This is the potential level of engagement the influencers have with the audience that is relevant to your brand. However, it should be mentioned that having a large number of followers is useless if they are not drawn to your offer. On the other hand, niche influencers may have incredibly devoted and engaged followers.

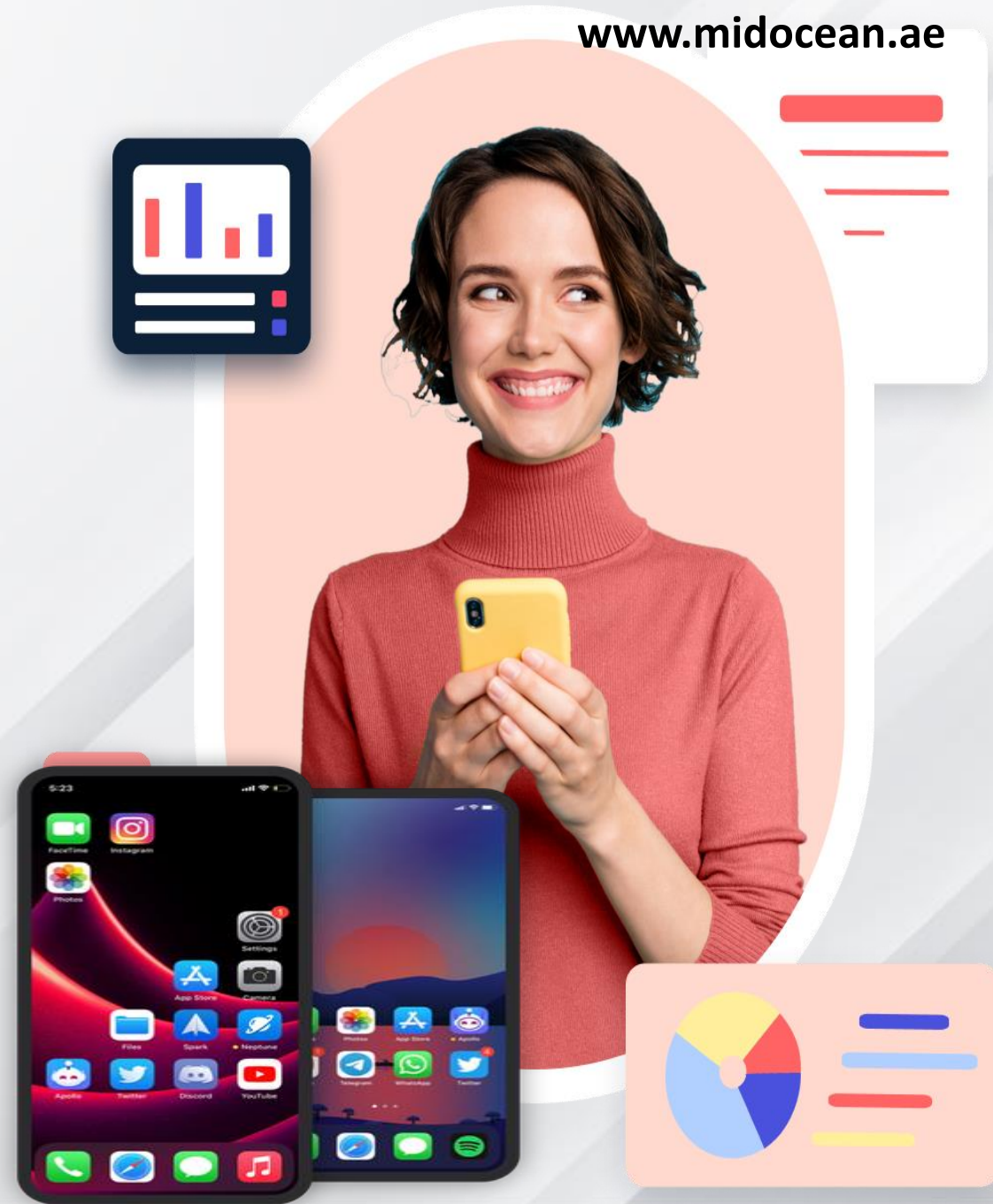


6- Work With Micro Influencers

Social media content creators with engaged followers of between 10K to 100K are called [Micro influencers](#). These influencers are often young, tech-savvy people who are passionate about their niche topic and share quality content. They are an important part of influencer marketing strategies since they can promote your business to a more diverse audience than traditional influencers can.

Daniel Wellington, a world-famous watch brand, takes advantage of various micro influencers to [increase brand engagement](#).

They partner with different types of influencers such as fashion and [lifestyle influencers](#) and even beyond. Micro-influencers often include discount codes in their posts to help the brand drive sales and track ROI.



7- Focus On The Right Platforms

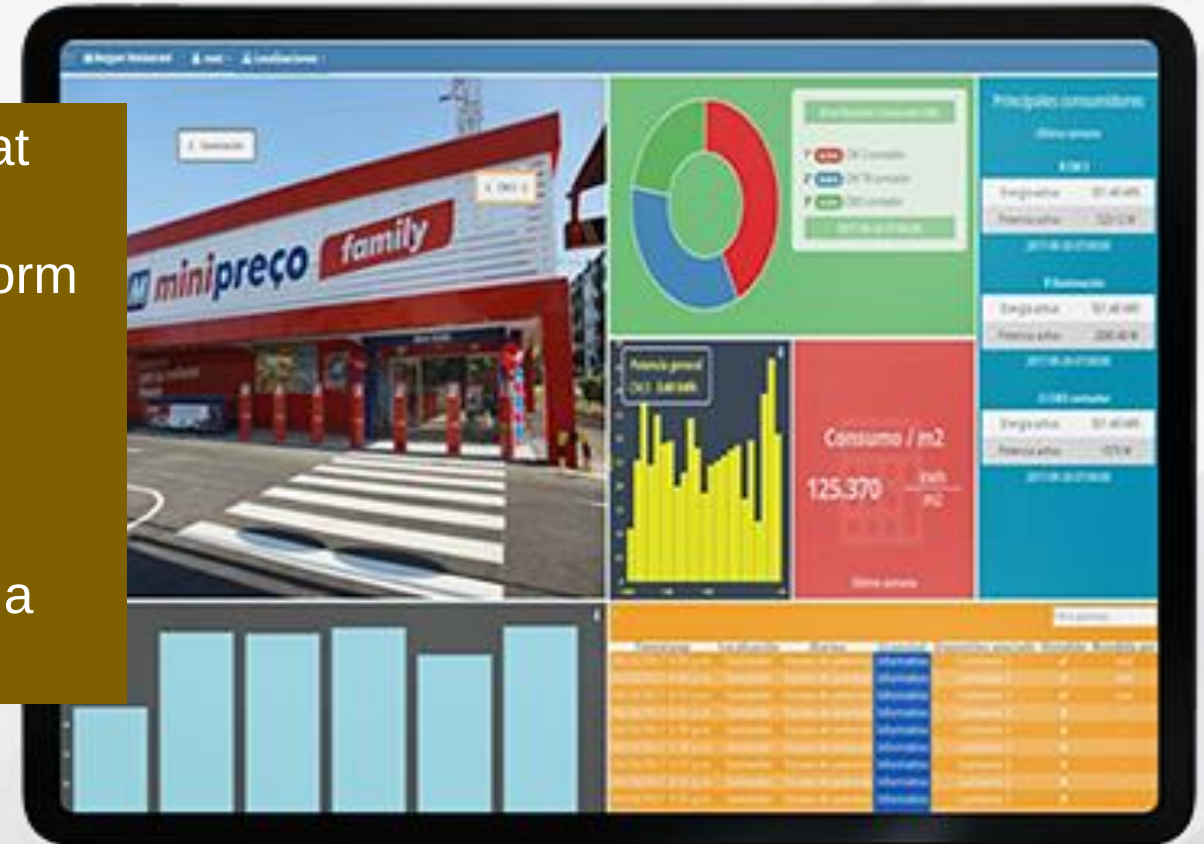
There are many different platforms to choose from for your influencer marketing program, but which one is the right fit for your business?

According to [Mediakix's survey](#), the top five most strategically important social media channels for influencer marketing are Instagram, YouTube, Facebook, Blogs, and Twitter.



Each has its own set of features and benefits that may be the perfect fit for influencer targeting. Some factors to consider when choosing a platform include:

- The audience of the influencer,
- The type of content they produce,
- The platform's capabilities,
- and the Growth potential; some platforms have a larger potential audience than others.



8- Give Influencers Creative Control

Once you've found an influencer to work with, it might be tempting to tell them exactly what kind of content you want them to produce.

The advantage of influencer marketing is that you're advertising your brand through a trusted source; someone your audience feels more connected with. In turn, you have to trust them and leave the rest to them. Since they know what can attract their followers, they can come with creative ideas to communicate with them.

Let influencers choose their angle, give them time to get to know your brand, and encourage them to be creative because that's key to staying ahead of the competition in the world of influencer advertising.



9- Be Aware Of New Platforms

With new platforms popping up all the time, it can be hard to keep track of which ones are worth your time and money.

There are several new platforms like Twitch, TikTok, Clubhouse, Discord, and many more platforms available that allow influencers to connect with brands and create content.

However, all of them might not be the right place for your influencer marketing plans. Therefore, before running influencer marketing campaigns on a new platform, make sure your target audience are available there. Otherwise, you will waste your time and money promoting your brand on a platform that its users are not your target.

Above all, if you decide that the new social media platform is right for your presence, be sure to start with a great influencer marketing strategy that fits the channel the best.



10- Turn Influencers Into Brand Ambassadors

A [brand ambassador](#) is a professional who represents a brand in the community or industry. They help spread the message of the company to new audiences by engaging in promotional activities, such as attending events and speaking on panels.

Brand ambassadors also serve as role models for consumers and can help increase sales by promoting positive associations with the brand. They can be independent contractors or paid promoters responsible for promoting the brand across different platforms. However, influencer advertising can be expensive, time-consuming, and difficult to manage. Turning influencers into brand ambassadors can help reduce these costs, make the process easier, and increase the reach of a brand's message.



11- Use Relevant Hashtags

What can be better than using relevant hashtags to increase your brand's visibility?

If your brand is not visible enough on social media, how do you expect followers to engage with you?

Hashtags are a great way to connect with people who are also interested in the topic or product being promoted. Therefore, using relevant hashtags plays an important role in a successful Influencer marketing strategy.

The more relevant the hashtags are; the more views you will get on your posts. For example, if your business is in the field of fitness and health, you can benefit from using [fitness hashtags](#) on your posts to grab people who like this subject.



First Comment

😊 Emoji 📄 Saved Captions

🏷️ Hashtag Suggestions

You can generate high engagement rates when your hashtags are more specific to your brand or products. You can also create a branded hashtag and use it on all your social media platforms and encourage influencers to use them in their posts. If you find it difficult to select hashtags for your posts, you can use [hashtag generators](#). Since using hashtags is essential, read more about the [best hashtag strategies on Instagram](#).



12- Make The Most Of Influencer Partnerships

Once you've established a relationship with an influencer, don't miss out on any opportunity to collaborate. Rather than just sticking to the typical format where they post a photo to promote your product, have them record a video of it, post a Story about it, or incorporate it into an interactive poll.

If you're planning to host an event (in person or online), invite the influencer to attend and create content about it. You can even ask them to collaborate on future projects, eventually transforming them into loyal brand ambassadors and a long-term association.



ROI
275%

ENGAGEMENT RATE
2,152,176

IMPRESS
16,692

TOP INFLUENCERS

These influencers are people who Seth Fowler's audience talks about the most.



RACIAL BREAKDOWN

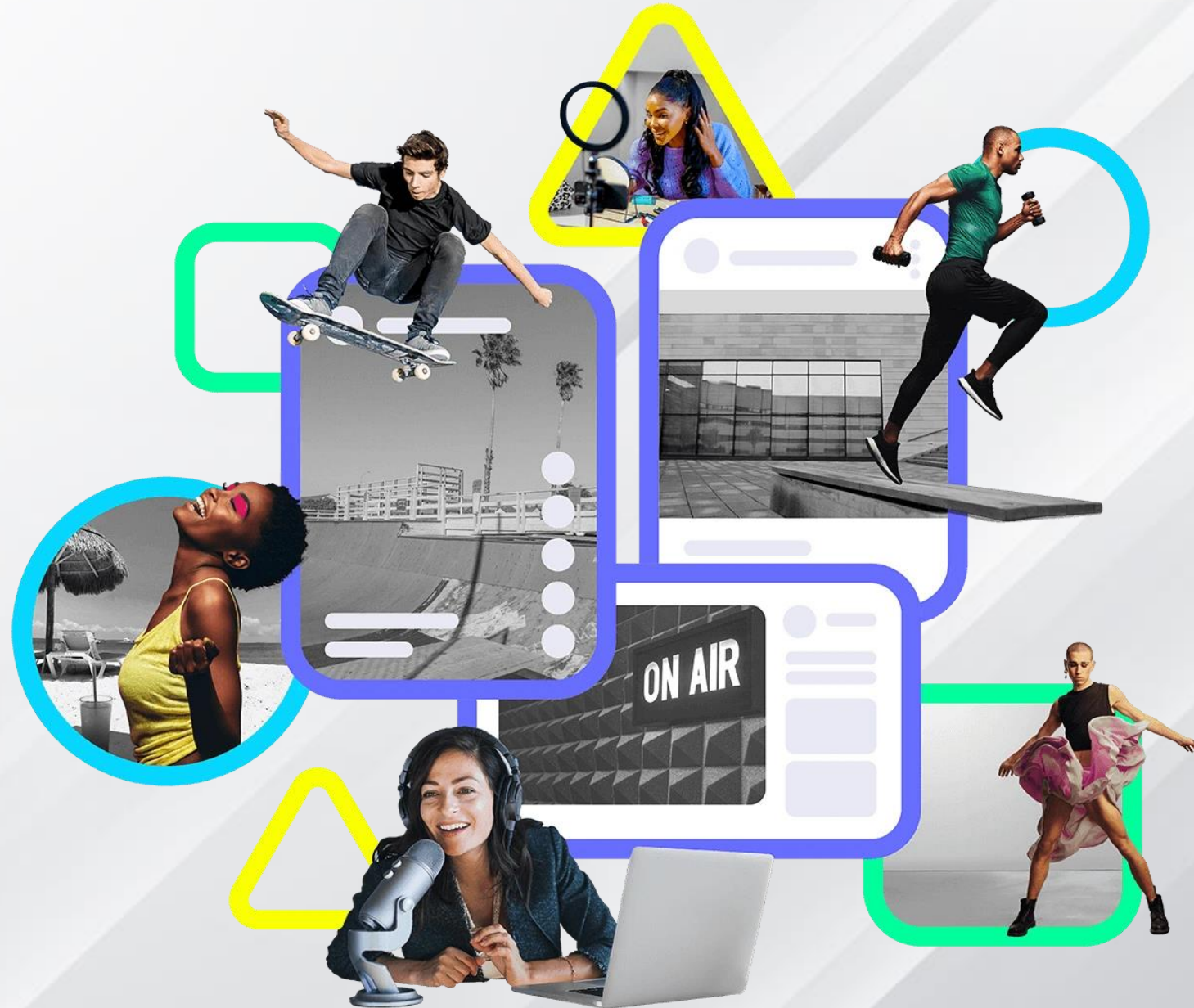
The proportions of races/ethnicities that make up Seth Fowler's audience.



13- Use Employees As Influencers

Employees can be powerful assets of your influencer marketing strategy. They can have a significant impact on their organizations through their actions and words in case they understand the company's culture and values, know how to communicate effectively, and be persuasive.

They can improve your organization's performance by aligning their goals with the company's mission and vision, setting an example for others, influencing team members, and promoting constructive communication.



14- Measure Your Campaign Results

It's time to see how your influencer marketing strategy turned out.

Did you achieve the goals you set for your campaign?

How effective was your influencer marketing strategy?

Once you measure your influencer campaign results, you can improve upon what worked and tweak your approach for future campaigns.

Measuring the success of an influencer marketing program is essential to determine whether or not it was worth investing time and money into.

Monitoring key performance indicators (KPIs) can help you track how well your influencers are performing and whether your campaign is meeting its objectives.

Coupon Codes

✓ JES687HTY

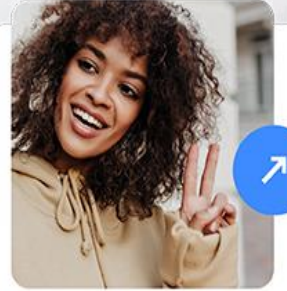
● JRH327REY

● KM754RET



891

Link Clicks



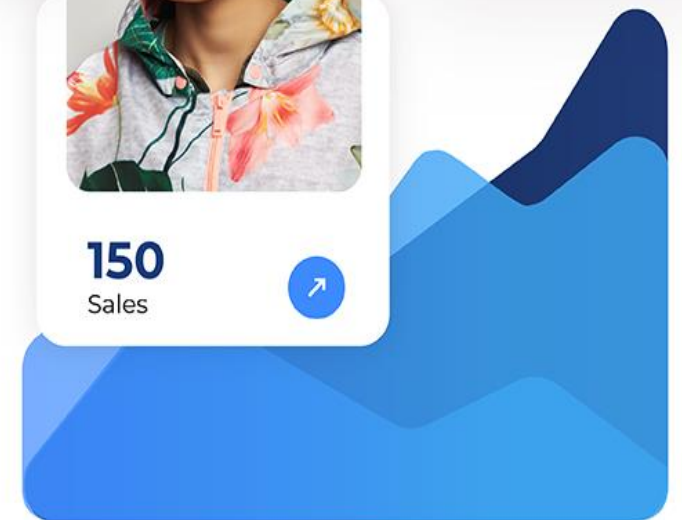
\$1.1K

Profit



150

Sales



Some of the most important **KPIs to track in an influencer marketing campaign** include:

- Follower Count,
- Total Reach,
- Engagement Rate,
- Click-Through Rate (CTR),
- Lead Generation,
- Conversions.

Dynamic Creator Tracking

Select Creators

Create Campaign

Real-Time Insights

Measure ROI

Data Transparency

Start



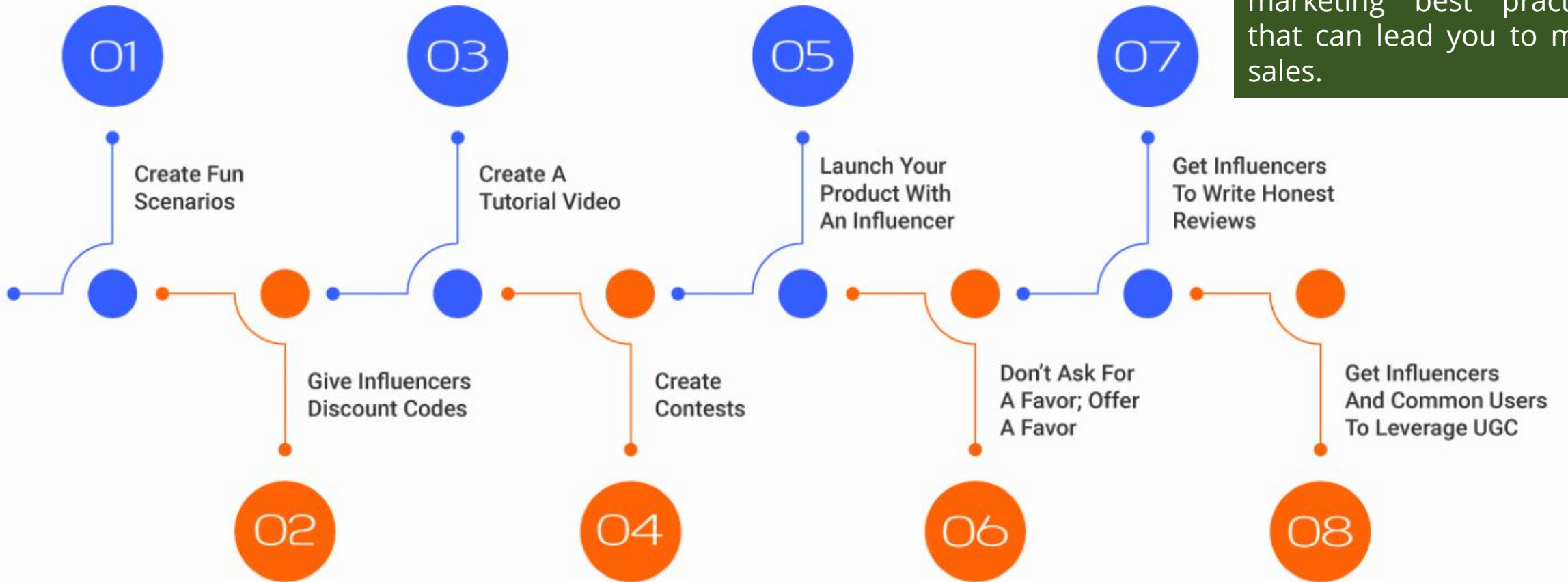


15- Be Genuine, Accessible, And Responsive

Although it might be hard to reply to all the comments or direct messages, as a brand, you should be able to become more responsive to your followers. They may ask you a question about a specific product or pricing. If you don't answer them, you will lose a customer. On the other hand, if they see you respond to them in a timely manner, they will feel respected. As a result, they will feel better about your brand and may become more loyal to your name.

Top Influencer Marketing Ideas

Top Influencer Marketing Ideas
Your Influencer marketing strategy wouldn't work without keeping the following influencer marketing ideas in mind. Here are some influencer marketing best practices that can lead you to more sales.



1- Create Fun Scenarios

Visual content is so popular on the net, especially entertaining videos. You can leave the video content and its scenario to the influencer or become a part of it.

2- Give Influencers Discount Codes

You can also give influencers a discount code for their followers, so it will become easier for you to track the sales from their network.

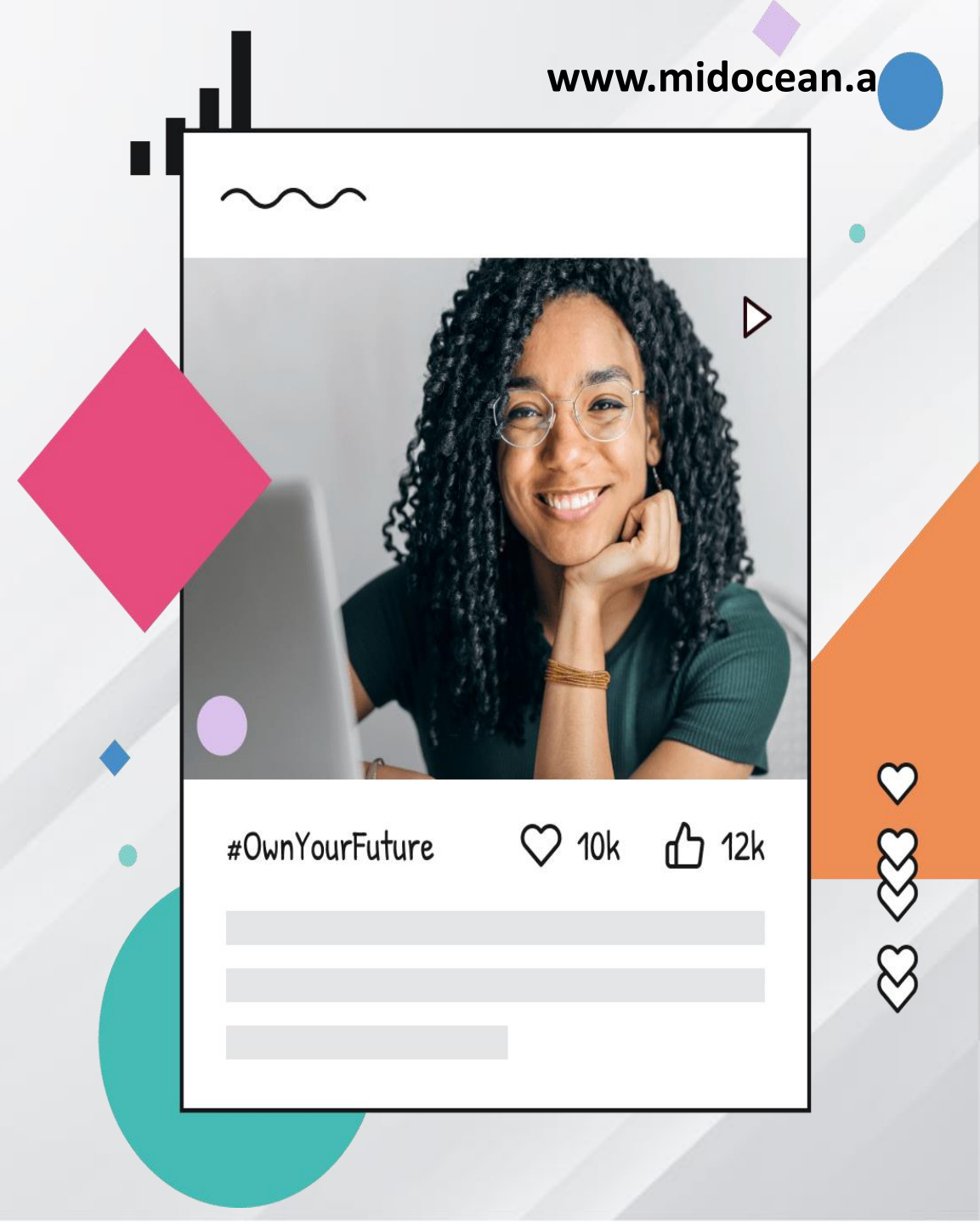


3- Create A Tutorial Video

One of the best influencer marketing ideas is creating tutorial videos. This type of content is so valuable; because they help people learn new things. You only need to find out how you can put your brand's name on that video, apart from being a sponsor.

4- Create Contests

Gamification is a method to make more conversions between your brand and people who might become your clients. Thus, think about a fun and appealing game relevant to your business, and choose a prize for the winner, such as a discount or a free product. Influencers can then promote this contest on their pages.





5- Launch Your Product With An Influencer

Do you want to make your new product so unique? Don't miss out on any opportunity to collaborate with influencers. If you have already chosen an ambassador for your brand, use their channel to present your new product or services with an exciting video.

6- Don't Ask For A Favor; Offer A Favor

Influencers are bombarded with messages from people asking them for a favor. If they help everyone, they wouldn't have time for anything else! So that's why you need the opposite approach: do a favor for them first.



7- Get Influencers To Write Honest Reviews

To further strengthen and support your customer acquisition strategy, ask your influencers to write and share honest reviews about your products. Genuine feedback never fails to attract new customers.

8- Get Influencers And Common Users To Leverage UGC

Leveraging user-generated content and, of course, influencer-generated content is one of the most successful and powerful tactics to gain new customers.

Conclusion

There are many different ways to use influencer marketing to boost brand awareness and bring more customers to your business. Whether you are looking to work with micro influencers or celebrities, make sure you target the right people and have the best influencer marketing strategy.

By using the best ideas for influencer marketing, you can create long-lasting relationships with your audience and increase sales.



What Is Influencer Marketing?

Best Influencer Marketing Strategies

- Find Influencers In Your Niche
- A influencer: The Best Influencer Marketing Platform
- Define Your Goal
- Decide The Content Strategy Of Your Campaign
- Understand The Rules
- Consider The Three Rs Of Influence
- Work with Micro Influencers
- Focus On The Right Platforms
- Give Influencers Creative Control
- Be Aware Of New Platforms
- Turn Influencers Into Brand Ambassadors
- Use Relevant Hashtags
- Make The Most Of Influencer Partnerships
- Use Employees As Influencers
- Measure Your Campaign Results
- Be Genuine, Accessible, And Responsive

Top Influencer Marketing Ideas

SUMMARY OF CONTENTS





مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY



Thank You

