

21 reasons you should use influencer marketing

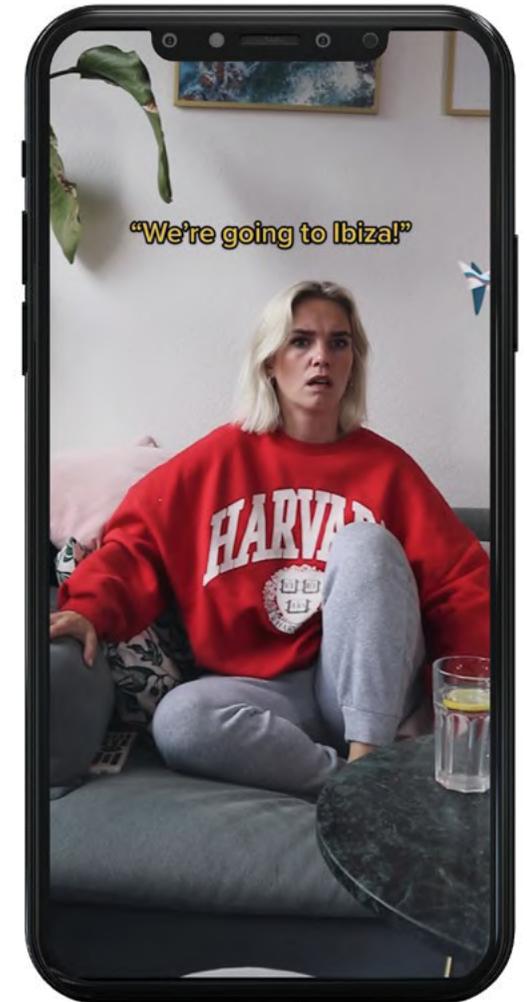
Influencer marketing is a topic that has become more popular in recent years. There has been a 465% increase in searches for the phrase “influencer marketing” on Google alone since 2016.

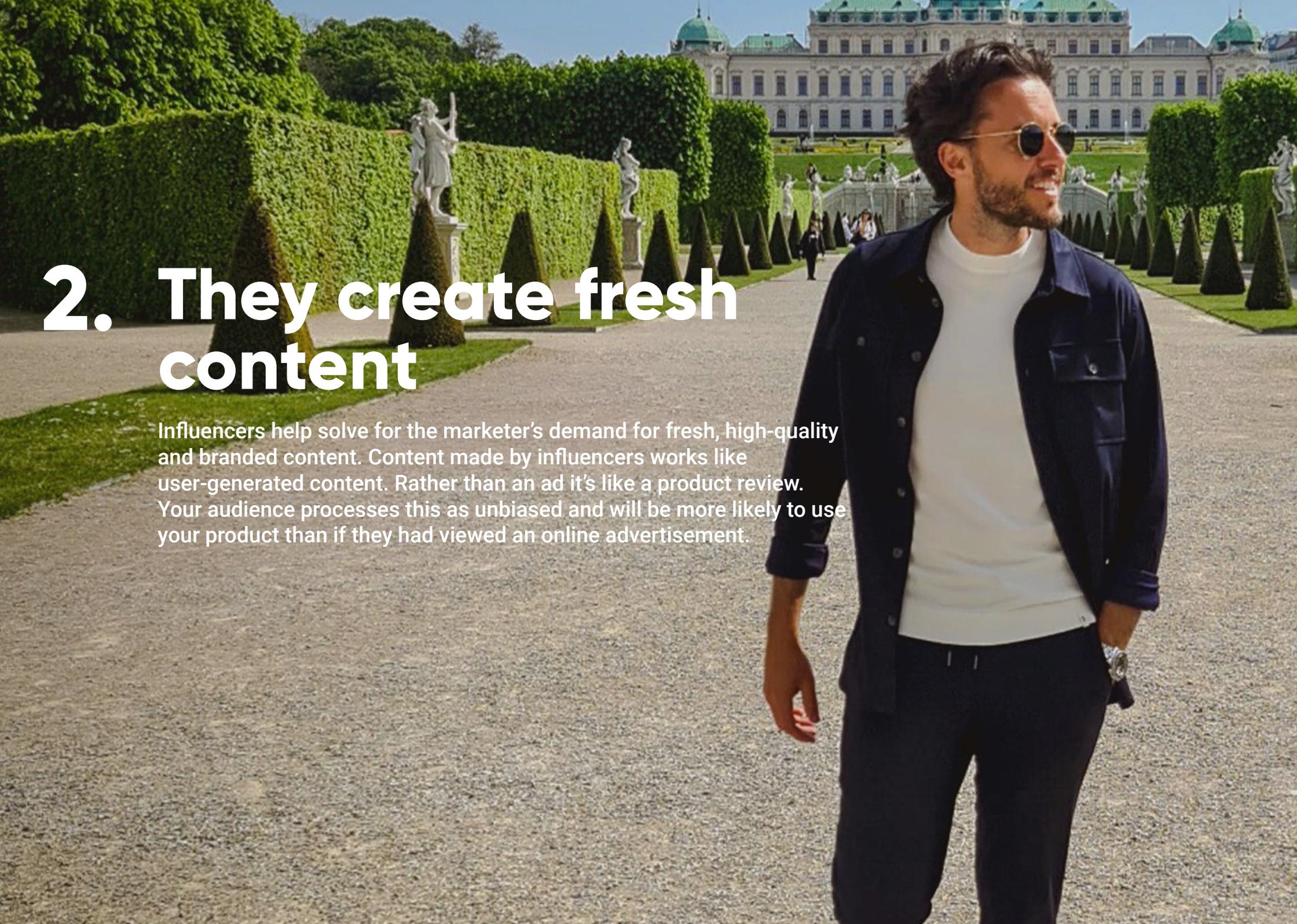
In this presentation you will read **21 reasons why** you as a marketer should start with influencer marketing

1. Your competitors are already using influencer marketing

Staying ahead in the game is really important to you, right? Your competitors are most likely already utilizing influencers in their marketing methodology. More than 75% of brand marketers expected to commit a budget to influencer promoting in 2022.

source: influencer marketing hub



A man with dark hair and a beard, wearing sunglasses, a dark blue jacket over a white t-shirt, and dark pants, is walking on a gravel path in a garden. He is smiling and looking to his right. The garden features manicured hedges, topiary trees, and statues. In the background, a large, ornate building with a green dome is visible under a clear blue sky.

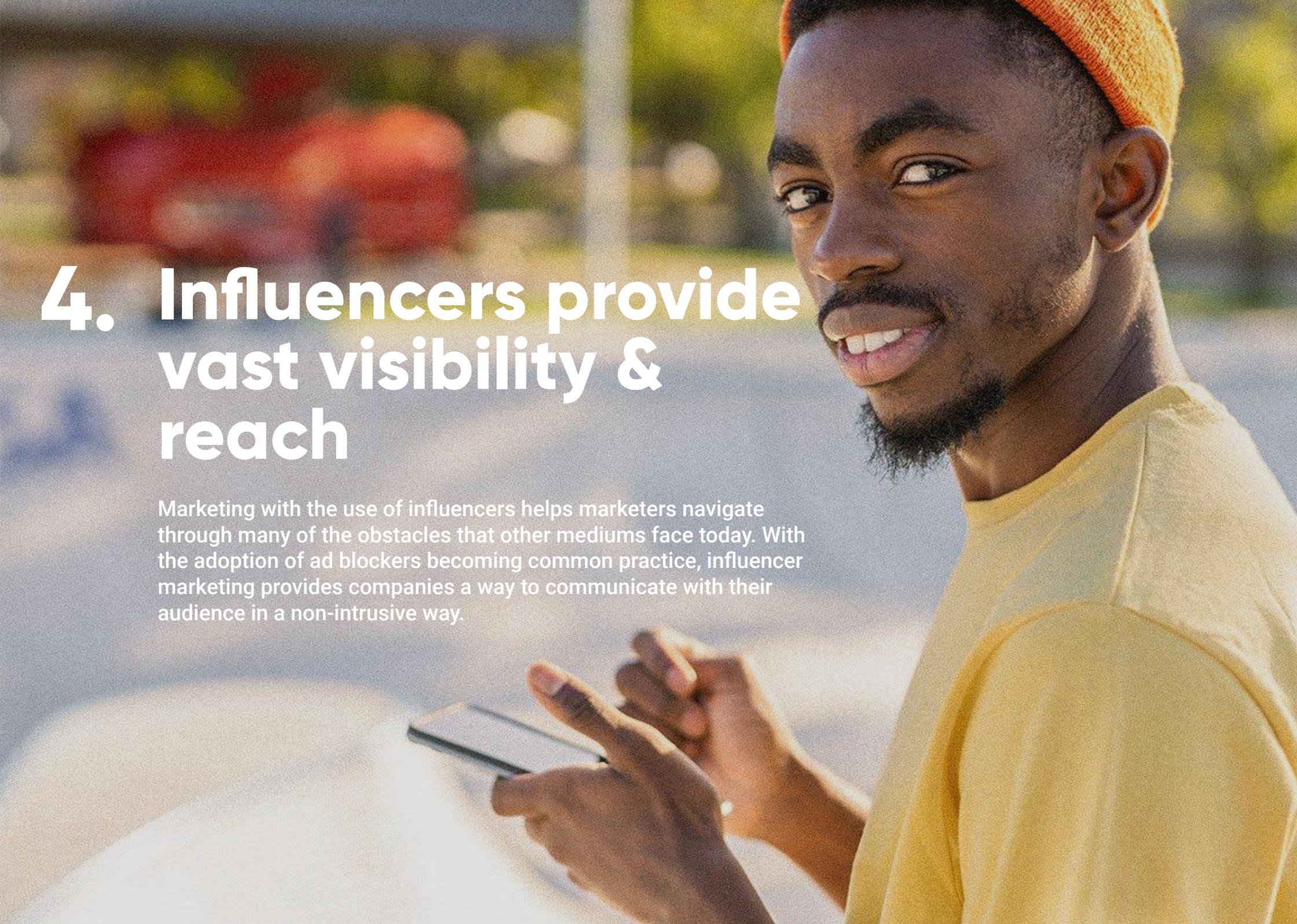
2. They create fresh content

Influencers help solve for the marketer's demand for fresh, high-quality and branded content. Content made by influencers works like user-generated content. Rather than an ad it's like a product review. Your audience processes this as unbiased and will be more likely to use your product than if they had viewed an online advertisement.

3. Influencer marketing improve brand awareness

Influencer marketing expands your reach and positioning in the market. Social media users can learn more about your brand, your story, and the products and services you offer. The contribution of influencers to increasing brand awareness is one of the most important benefits of social media marketing. Additionally, by partnering with the right influencers who can trigger their audience, you can demonstrate that your brand is an industry leader.





4. Influencers provide vast visibility & reach

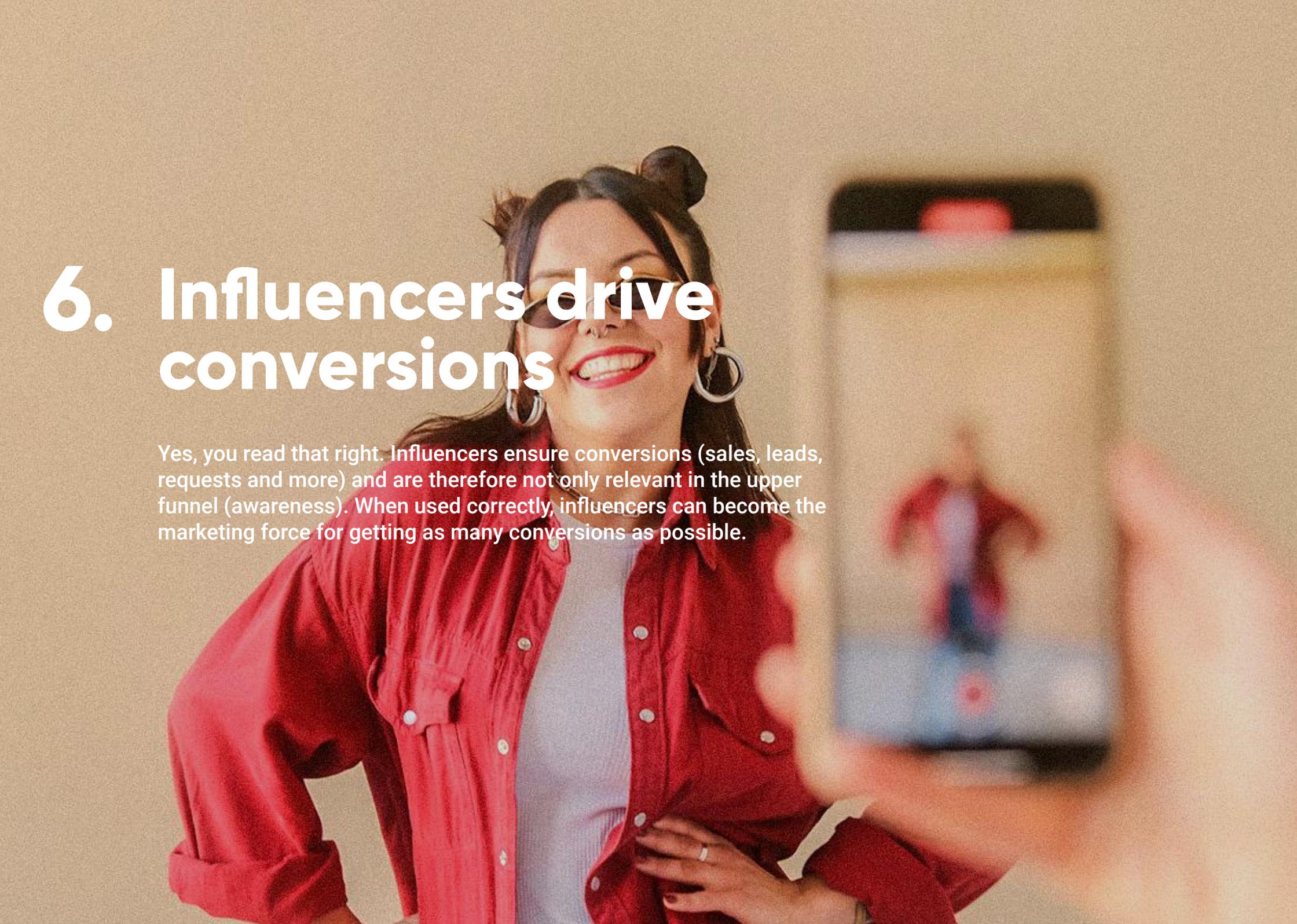
Marketing with the use of influencers helps marketers navigate through many of the obstacles that other mediums face today. With the adoption of ad blockers becoming common practice, influencer marketing provides companies a way to communicate with their audience in a non-intrusive way.

5. Influencers connect your brand to millennial & gen Z consumers

Millennials and Gen Z increasingly prefer and contribute to the popularity of social media. So if you are looking to appeal to the millennial or Gen Z audience, influencer marketing is crucial in today's digital environment. Attracting consumers from these audience segments brings epic value to your brand and invaluable access to one of the most profitable demographics.



6. Influencers drive conversions

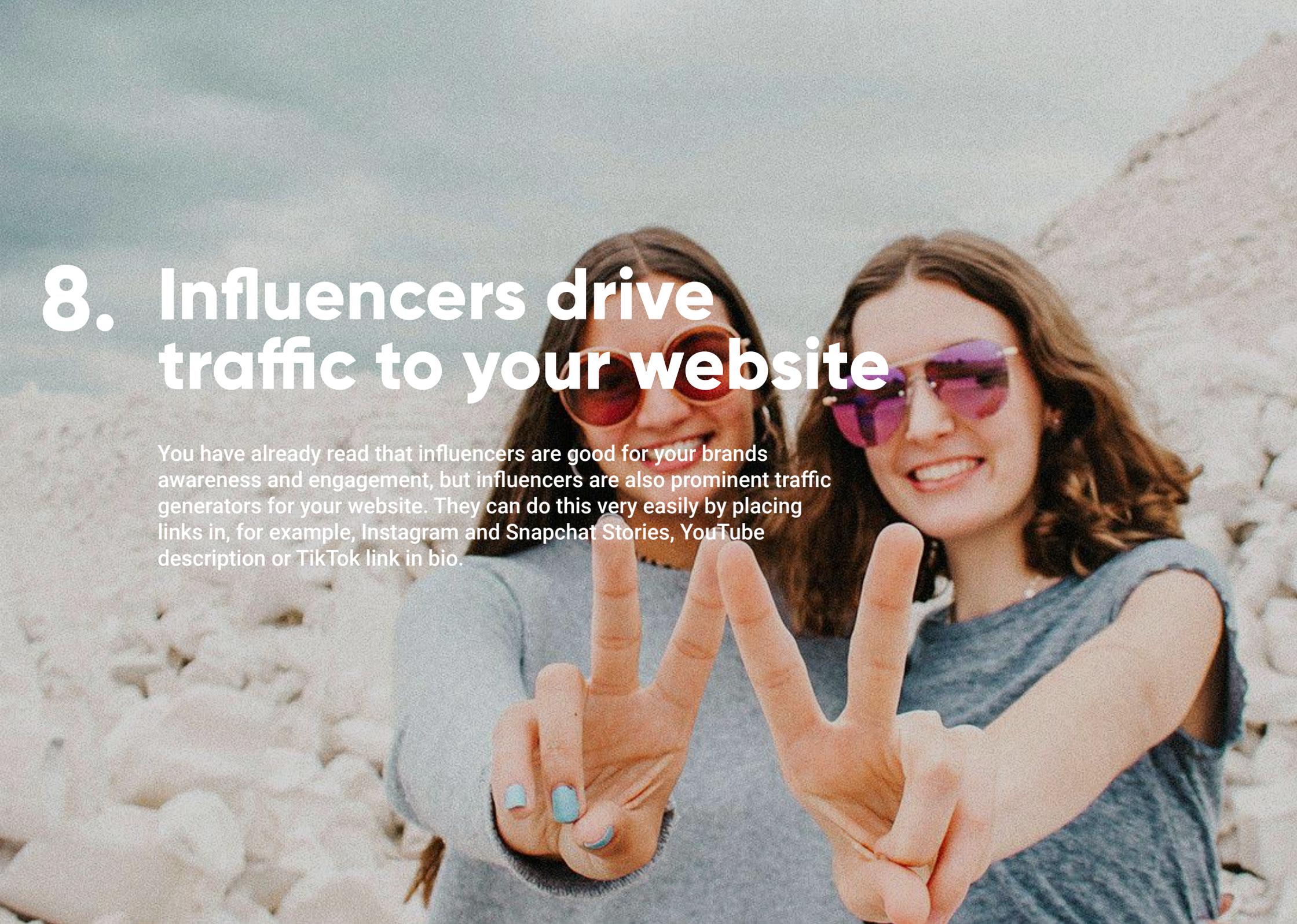
A smiling woman with dark hair styled in two buns, wearing a red jacket and large hoop earrings, is being filmed by a smartphone held in the foreground. The phone's screen shows a blurred image of her. The background is a plain, light-colored wall.

Yes, you read that right. Influencers ensure conversions (sales, leads, requests and more) and are therefore not only relevant in the upper funnel (awareness). When used correctly, influencers can become the marketing force for getting as many conversions as possible.

7. Influencers boost your engagement

We can think of social influencers as a form of “word of mouth” activity combined with native advertising. This combined with their huge following on social media, allows businesses to build high engagement on posts, and grow their social following.



A photograph of two young women with long brown hair, wearing sunglasses and blue tops, standing on a beach. They are both smiling and making peace signs with their hands. The background shows a sandy beach and a clear sky.

8. Influencers drive traffic to your website

You have already read that influencers are good for your brands awareness and engagement, but influencers are also prominent traffic generators for your website. They can do this very easily by placing links in, for example, Instagram and Snapchat Stories, YouTube description or TikTok link in bio.

9. Influencer could improve your SEO-rankings

by partnering with influencers who also have a blog (bloggers), you can give your SEO popularity a huge boost. This is good for your ranking in Google and will also boost your website traffic.



10. You can reach new markets faster

Influencer marketing has demonstrated to rapidly and effectively build up your brand on a new market. There are many brands, who had been extremely successful when it comes to gaining local & global awareness thanks to their influencer marketing strategy. Without social media used by influencers, it would be difficult to reach out to so many countries in such a short period of time.



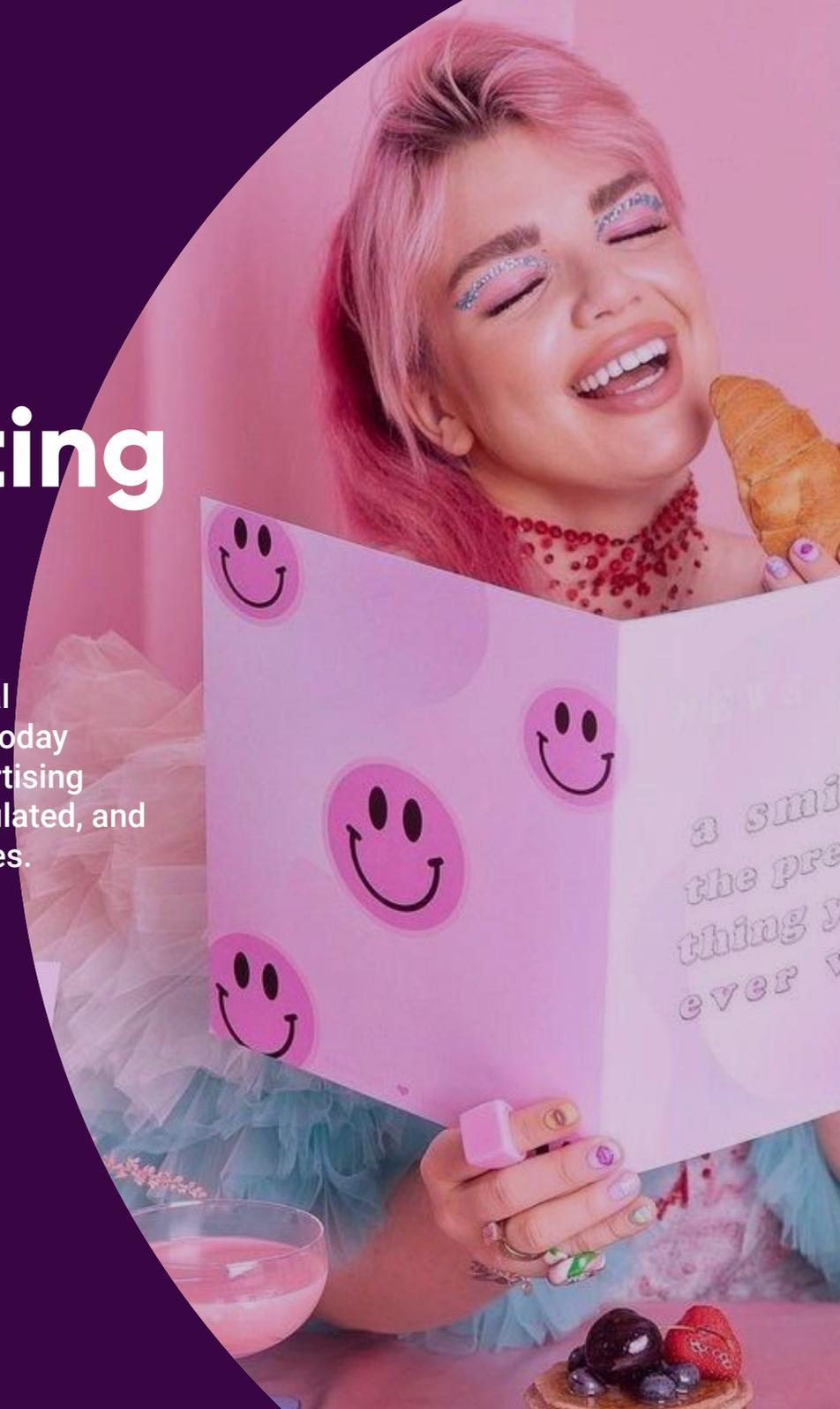
11. Influencer marketing is efficient

With a good influencer marketing campaign you work together with an influencer who is in close contact with your target group. There is an influencer for every niche, no matter how small or obscure the target group is. Are you working with the right influencers? Then you know for sure that you are reaching the right people.



12. Influencer marketing is effective

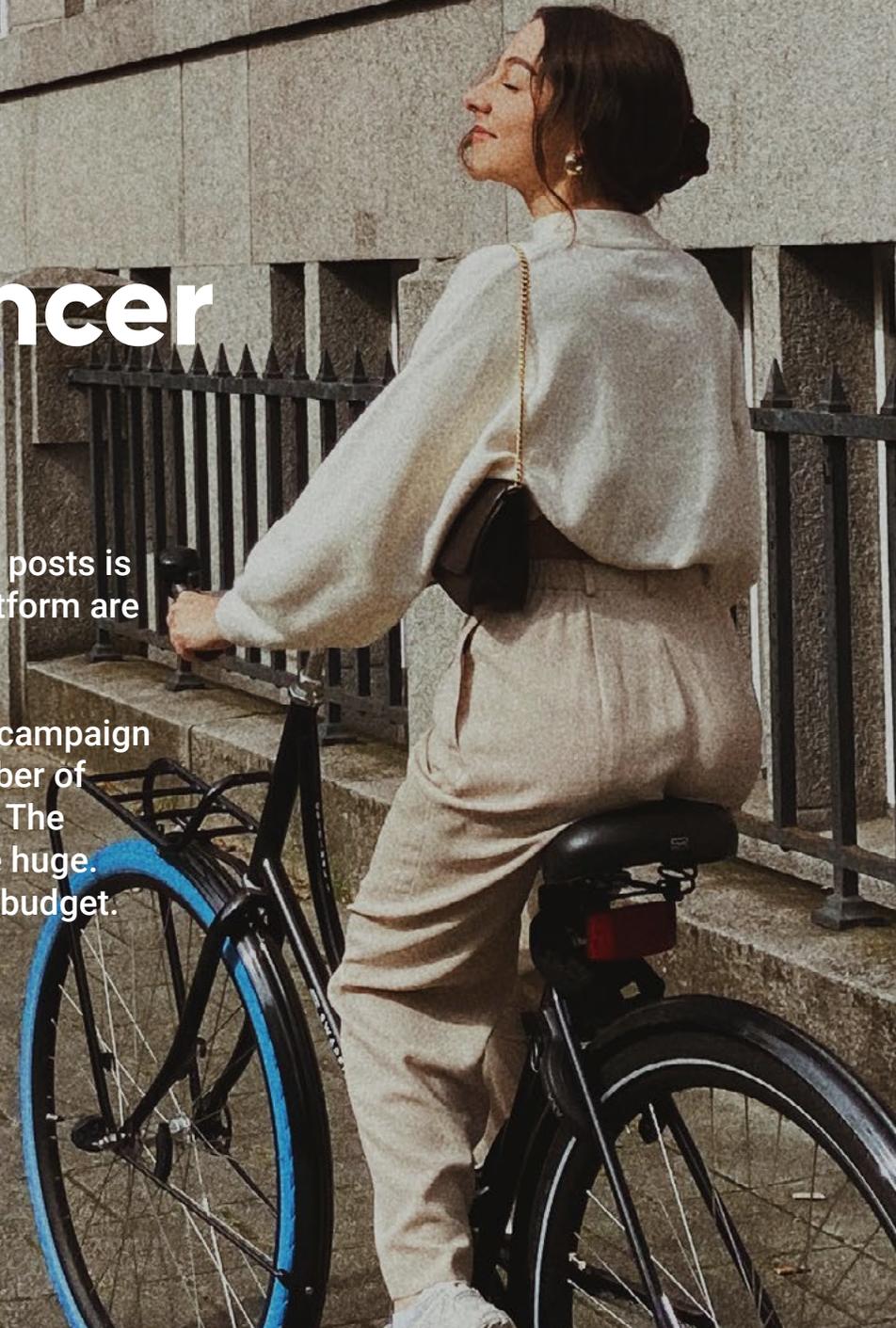
Influencer marketing is not only more efficient than traditional marketing. If you do it right, it is also more effective. People today are inundated with an endless stream of marketing and advertising messages. Your target audience too. They become overstimulated, and are therefore less sensitive to traditional marketing techniques.



13. There is an influencer for every budget

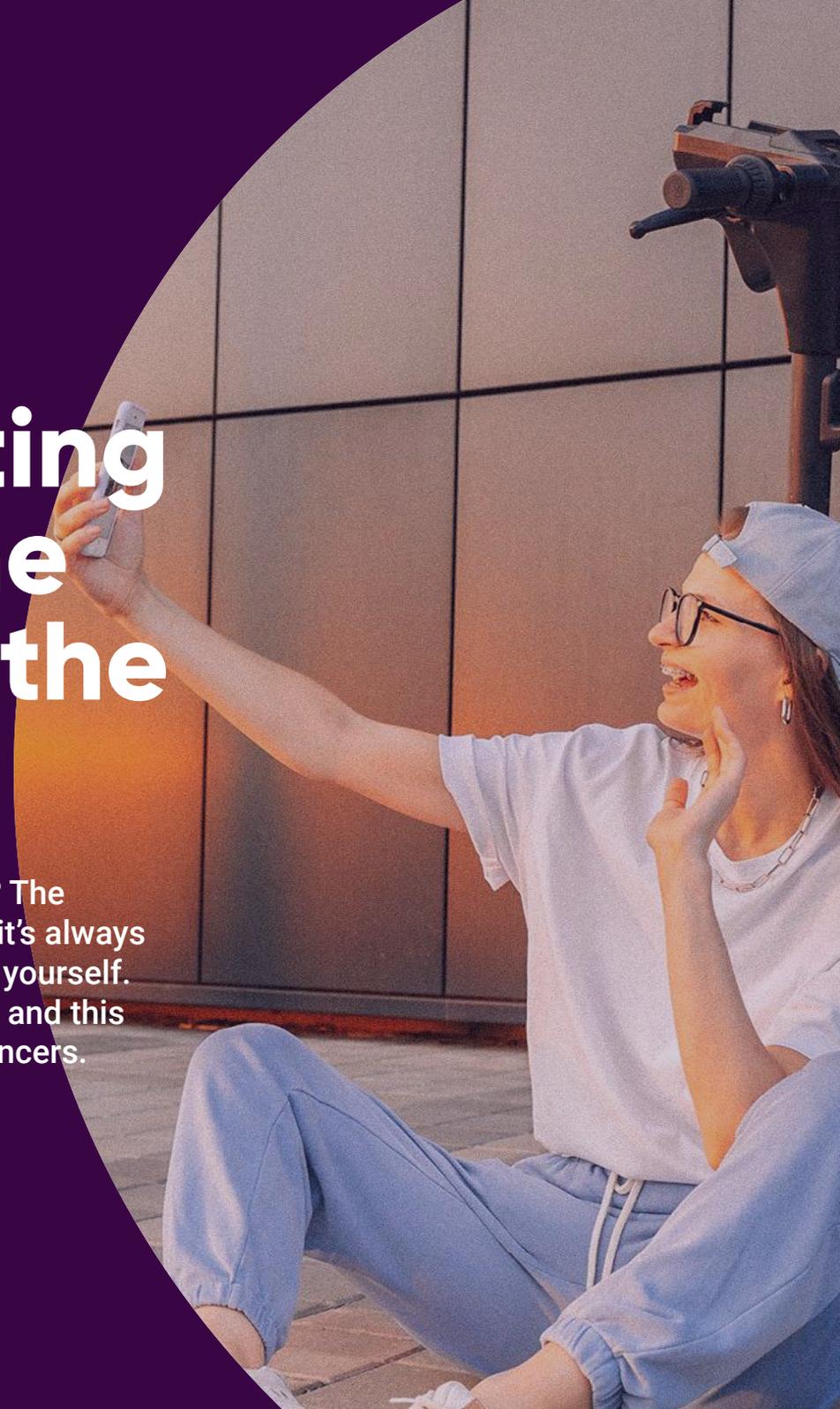
The price of a campaign depends on many things. How many posts is it? How much freedom does the influencer get? On which platform are you trying to reach people?

But the biggest factor in the price of an influencer marketing campaign is the success of the influencer. And then we look at the number of followers and the amount of interaction with those followers. The price difference between micro and macro influencers can be huge. Fortunately, there is always an influencer that fits within your budget. Some don't even ask for money! If you are lucky :)



14. Influencer marketing can be seen as the word of mouth of the 21st century

And what company could not use some extra word of mouth? The power of word of mouth need not be explained. In marketing it's always stronger when someone else says something about you than yourself. Especially authentic influencers are trusted by their followers and this provides great benefits for brands that work with these influencers.





15. With influencers your marketing will be relevant to the customer

When watching TV or reading the newspaper, the advertisement tends to be a disturbing interruption. The benefit with influencer marketing is the active choice the consumer does when reading a blog, watching a YouTube video, or scrolling through their Instagram feed. Your marketing will likely be perceived as more relevant to the consumer, because they find a real interest in the content posted by the influencers they have chosen to follow.

16. Increased outcomes on other media investments

Better outcomes on other media investments you do in parallel with an influencer campaign are not uncommon since influencer marketing often creates awareness towards your brand. Your social media marketing can generate better sales results, the cost of Google Ads may go down, and traffic to your website may increase from other channels. A win-win situation – and another great benefit of influencer marketing! Here you can read more about how influencer marketing affects other digital channels.



17. Influencer marketing is measurable

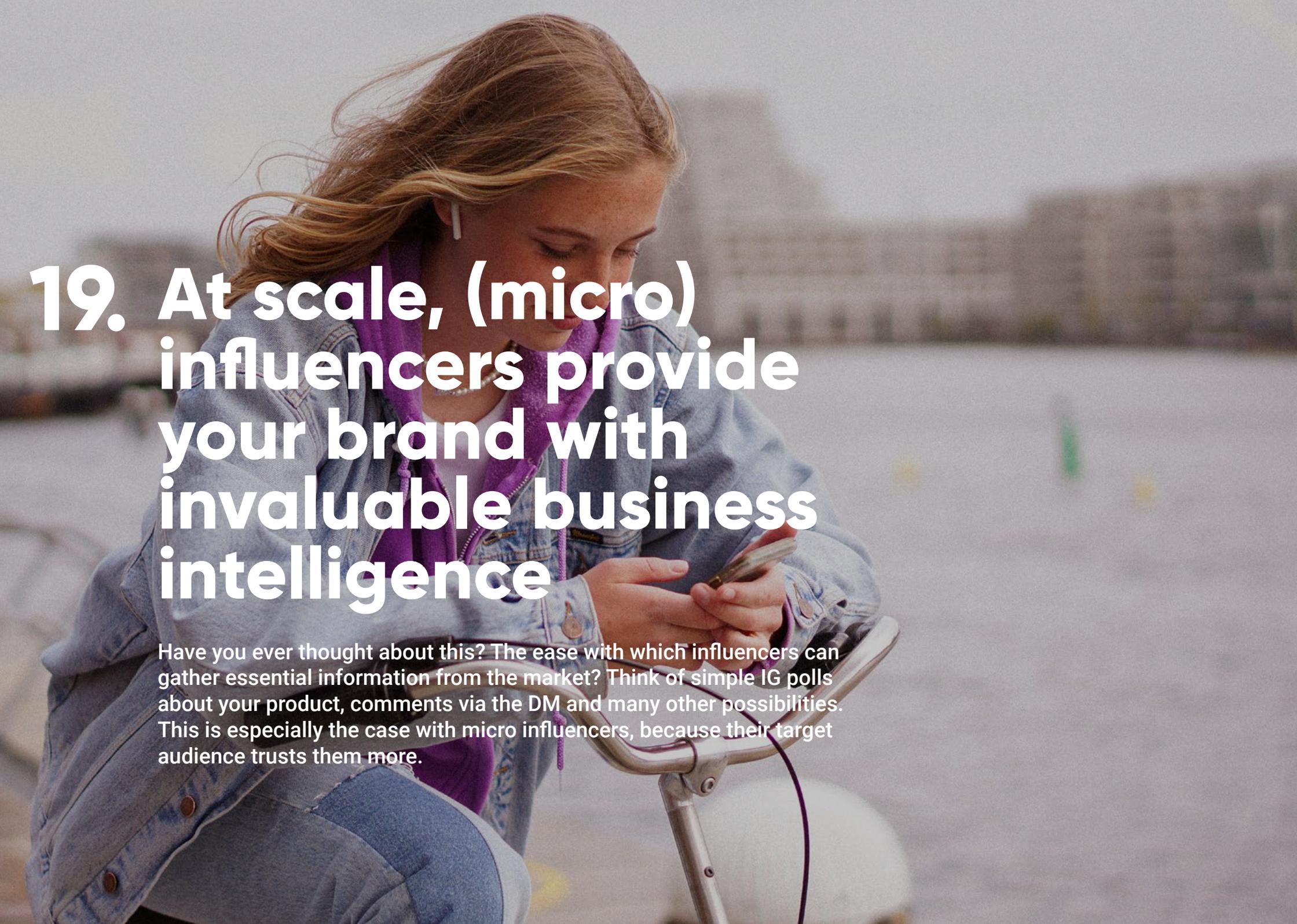


You read it right. It is often suggested that influencer marketing is less measurable, but that is not entirely correct. You can make influencer marketing very measurable by working with UTMs, discount codes and other techniques.

18. With creators you can enter new social networks as TikTok and build up fans

By collaborating with influencers/creators you can reach new audiences that you never reached before. Also, by means of their power, you can ensure that you are present on a social medium such as TikTok and easily obtain fans.





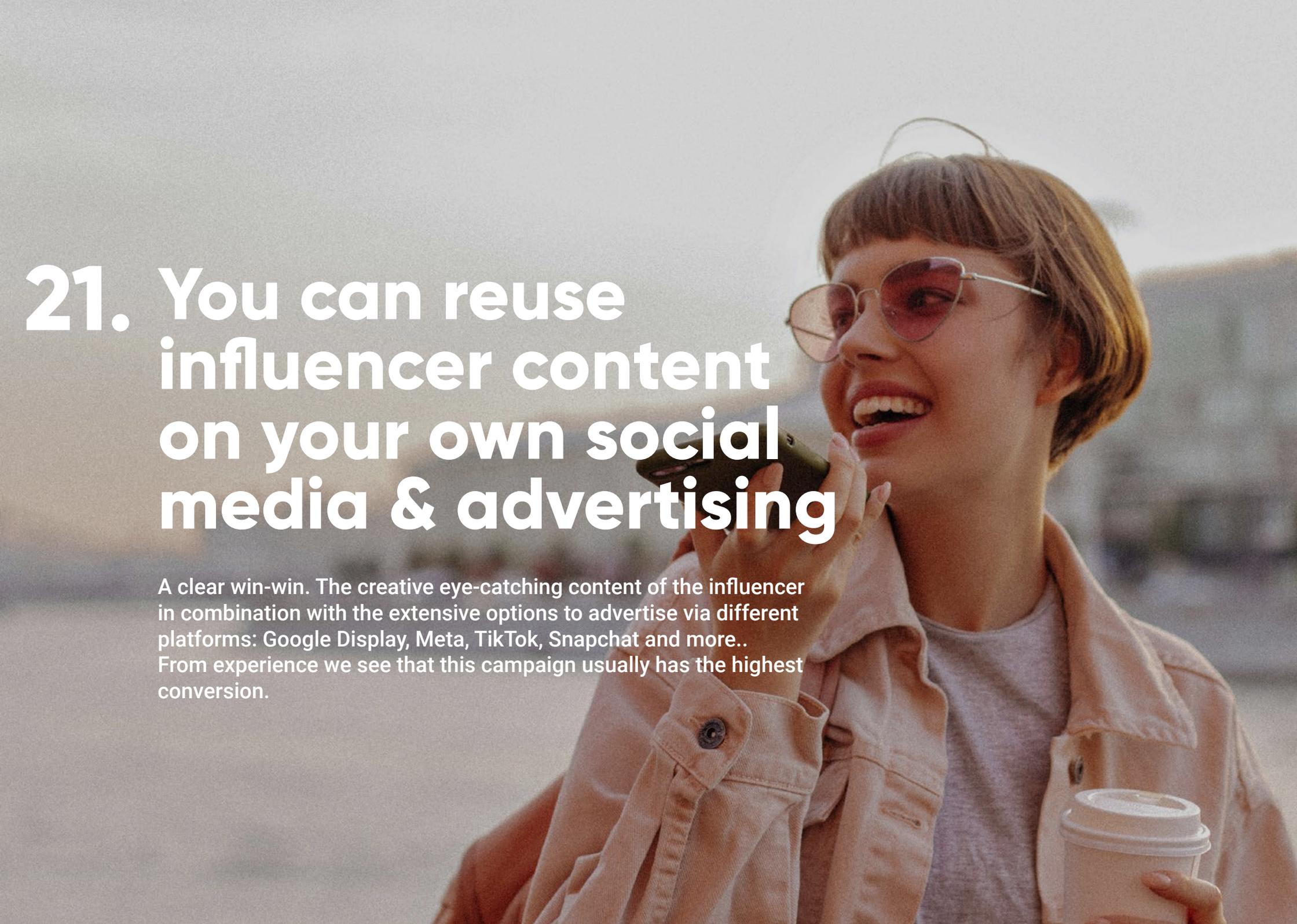
19. At scale, (micro) influencers provide your brand with invaluable business intelligence

Have you ever thought about this? The ease with which influencers can gather essential information from the market? Think of simple IG polls about your product, comments via the DM and many other possibilities. This is especially the case with micro influencers, because their target audience trusts them more.

20. People buy from people so why don't we leverage it? also in B2B ;)

It is often thought that influencer marketing would not be suitable for B2b. It would be aimed at companies, but do not forget that the purchasing decisions are also made by people here. And these people are also influenced by creators. Enough reason to embrace influencer marketing in B2B markets as well.





21. You can reuse influencer content on your own social media & advertising

A clear win-win. The creative eye-catching content of the influencer in combination with the extensive options to advertise via different platforms: Google Display, Meta, TikTok, Snapchat and more.. From experience we see that this campaign usually has the highest conversion.



Sounds interesting?

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