

A SELF GUIDE TO GROW YOUR BUSINESS ONLINE



FIT **LONDONERS**

Contents

Using Influencer Marketing to grow your business.....	
What is influencer marketing?.....	1
Why use influencer marketing?.....	1
Steps to Influencer Marketing?.....	2
Transparency, the key to Influencer Marketing.....	3
Defining your target market.....	5
FAQs.....	7
References.....	9

INFLUENCE
MARKETING
TO GROW
YOUR
BUSINESS

What is influencer marketing?

Influencer marketing is a type of marketing that focuses on using key leaders to drive your brand's message to the larger market. Rather than marketing directly to a large group of consumers, you instead inspire / hire / pay influencers to get the word out for you. Or, become an influencer yourself!

Why choose influencer marketing?

Well, the usual ways of marketing a product, such as advertising, are falling by the wayside, and companies are striving to find new methods to reach their audience. Ad-blocks are a way of the past, and according to IPSOS, 96% of people believe that the advertising industry does not act with integrity; 69% of these people attribute their mistrust to the advertiser's desire to sell more effectively. People respond better to a company adding a personal touch, such as a human face and voice to promote products. According to a study made by Annalect and Twitter in 2016:

- **49% of people rely on recommendations from influencers when making a purchase.**
- **Purchase intent increases by 5.2% when exposed to promotional content from influencers.**
- **40% of people say they have purchased an item after seeing it used by an influencer on social media.**

What are the functions of influencer marketing?

- Getting to the desired market of each of your customers.
- Targeting the required audience more precisely.
- Increasing the scope of your material.
- Improving your Search Engine Optimization.
- Differentiating from common advertising.
- Improving the user's trust for your customers.

Steps to Influencer Marketing

Since influencer marketing is a discipline on its own, you'll need a few unique components to build an influencer campaign. Here are the steps, the website **TapInfluence**, uses to help clients build influencer campaigns:

- Identify key brand or product influencers, either manually or through a platform like **TapInfluence**.
1. Create a marketing campaign directed at those influencers.
 2. Create a secondary marketing campaign for the influencers to drive greater awareness to a larger set of target consumers.
 3. Track key metrics relating to reach, sales and brand awareness.



Figure 1: Step ideas

Transparency, the key to Influencer Marketing

A good example of a company that succeeded at influencer marketing was when Barilla gave families their pasta products and took photos of them cooking and eating them. Consumers immediately trusted the views of ‘real’ people, thus making this campaign extremely successful.

Due to its unorthodox style, there are certain rules to follow when creating a successful campaign like this. Influencer marketing is about giving the consumer assurance, which is why it is the best way to promote a campaign. Transparency is the key part of a campaign and is the operative word of the moment when marketing your product.

Offer Brand Transparency-

This will certainly benefit your campaign, as authenticity is what it’s all about. Do not include gimmicks, lies or over stretched truths. The consumer will see straight through this and will not trust your company. The first step to influence marketing is to have a truthful and direct approach to selling your product. “Transparency is the word of the year. It goes hand-in-hand with authenticity,” wrote Marcy Massura, Vice President for MSLGROUP in Forbes Magazine. *“We see our brands striving to be transparent in all the areas of their business, from social conversations, to access to brand information, to crisis response. Transparency desire is a result of an over-marketed and now sceptical consumer base.”*

Create open channels-

The final trick of influencer marketing is winning over influencers in an honest and ethical way. In a perfect world, all companies would offer flawless products and all influencers would love the products so much that they market them boldly. But in our not-so-perfect world, certain measures need to be taken to keep influencers on side.

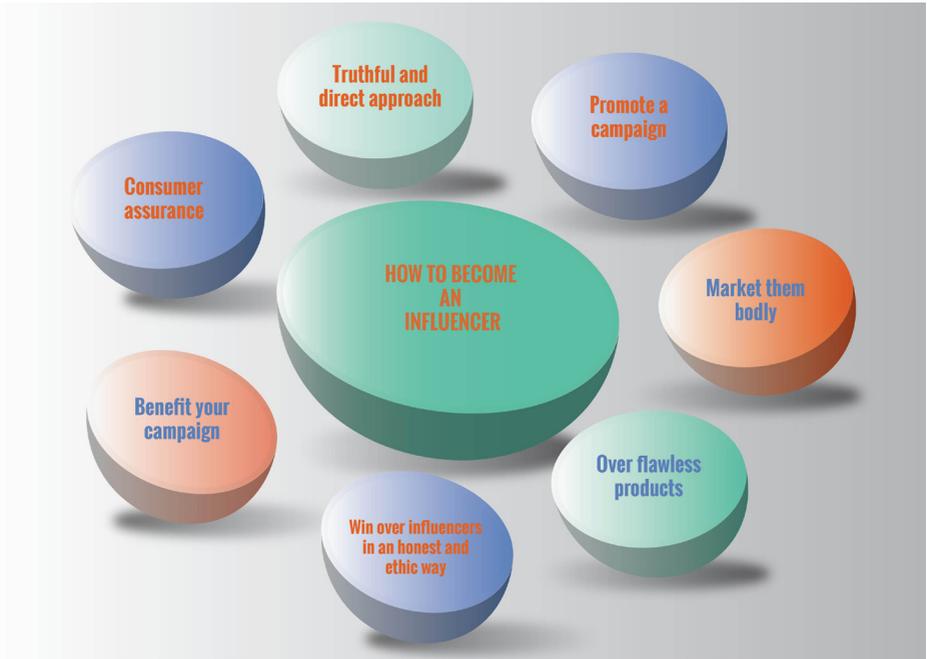


Figure 2: Key points on becoming an influencer brainstorm

Defining Your Target Market

You have a target market, which is the fitness community, this can include healthy eaters, bodybuilders, cross-fitters, athletes, yoga practitioners, and many more. Each of these areas or niches, have their own group of influencers, which can be used for your purpose depending on your customer's requirements. The first step before engaging any influencer, is to define your project's scope and budget, influencers work with specific prices for specific works, and then you can define your target. If you define an adequate price with your customer, it will be capable of hiring the required influencer(s) for each project and satisfy your customer's needs

Pricing

For the pricing structure, it is necessary to stipulate a range of prices for the influencer's services, according to the work they are doing for you, the influence they have on the market, number of followers or/and likes for example.

You need to build different packages for your customers. Vary the types of influencers, such as Bodybuilders, Fitness Gurus, Healthy foods experts; to provide your customer with the opportunity to count with diverse options and prices.

The prices of influencers can vary very much; it depends on their area or niche, and their reach. According to a study made for an article at Adweek.com, an influencer charge, on average, is \$300 per post, which would equate to approximately £250.

Challenges of Influencer Marketing

- Defining an accessible price for your customers that can satisfy the influencers cost.

- Risks of not getting the expected ROI
- Customers not willing to pay the high prices of influencers.

FAQS

1. What is the definition of an influencer?

Someone who works alone to influence the market rather than a group of people. An influencer will have a strong relationship with their audience and uses a personal approach to influence them.

2. Why should I use influencer marketing over paid ads or other forms of marketing?

Owing to ad blockers, most of the advertising you have paid for doesn't even get seen by consumers. Influencer marketing reaches the smaller communities and consumers more effectively. Consumers don't want to be told what they like by a brand but by peers through recommendations.

3. What's the Difference Between Word-of-Mouth Marketing and Influencer Marketing?

Although some people use word-of-mouth marketing and influencer marketing interchangeably, there's a real difference between the two disciplines. Whilst influencer marketing is the concept of engaging key individuals to leverage their influence among friends and family, word-of-mouth marketing is the actual avenue by which this communication takes place. So, almost all influencer marketing includes word-of-mouth marketing activities by its nature, but not all word-of-mouth marketing is driven by influencer campaigns.

4. Is Advocate Marketing the Same as Influencer Marketing?

Advocate marketing isn't influencer marketing, either. The

best way to understand the difference is that advocate marketing focuses on encouraging or incentivizing already-loyal customers to share their love of your brand or product. The sharing might happen by way of product reviews and customer references. With influencer marketing, you're more focused on finding influencers—not necessarily current customers—to spread your message. Another distinguishing factor between influencer marketing and advocate marketing is that influencers are almost always paid in some way, either with money or free products. Advocate marketing focuses less on payment, more on driving brand loyalty, which in turn multiplies the number of vocal advocates.

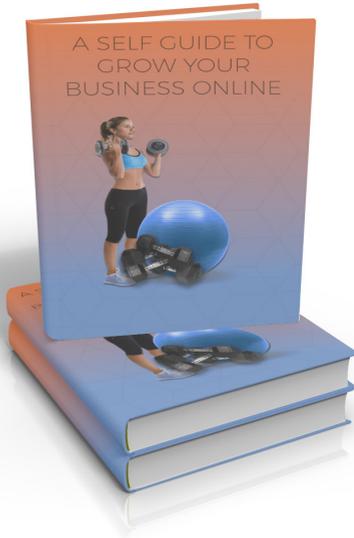
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