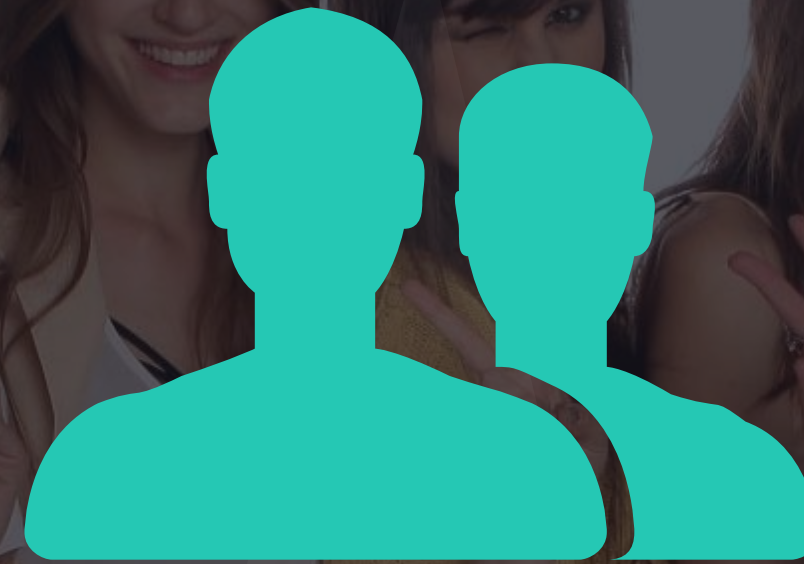


Influencer Marketing

how to

by Susurrus





Influencers

Influencers





“ Check my new outfit from
@fashionwow ”

👍 1.200
❤️ 530



Influencers

92%

TRUST
INFLUENCERS



Influencers

45%

HAVE GENERATED
DIRECT SALES FROM
INFLUENCERS



Influencers

No1

TREND

45%

of people say they've
purchased an item online after
seeing it used by an influencer

-Twitter, Annalect-

73%

of marketers say that
they have allocated
budget for influencer
marketing

- Forrester -

20%

year on year growth in
the influencer
marketing

- eMarketer -

50000%

The number of online
searches for "influencer
marketing" is growing on
a month rate

- Google Trends -

Benefits



ADVERTISEMENT IN
TARGETED AUDIENCES



ADVERTISEMENT BY
OPINION - LEADERS



CREATIVE CONTENT



SEO



BRAND AWARENESS



ROI ANALYTICS



Steps

how to get started

1

**KNOW YOUR AUDIENCE AND
YOUR BRAND'S VALUES**



Groups & Communities

2



Influencer marketing
tools

#

Relevant hashtags

IDENTIFY THE RIGHT INFLUENCERS



Top locations



Grow their audience

3



Exclusive perks

SET UP THE CREATIVE PART



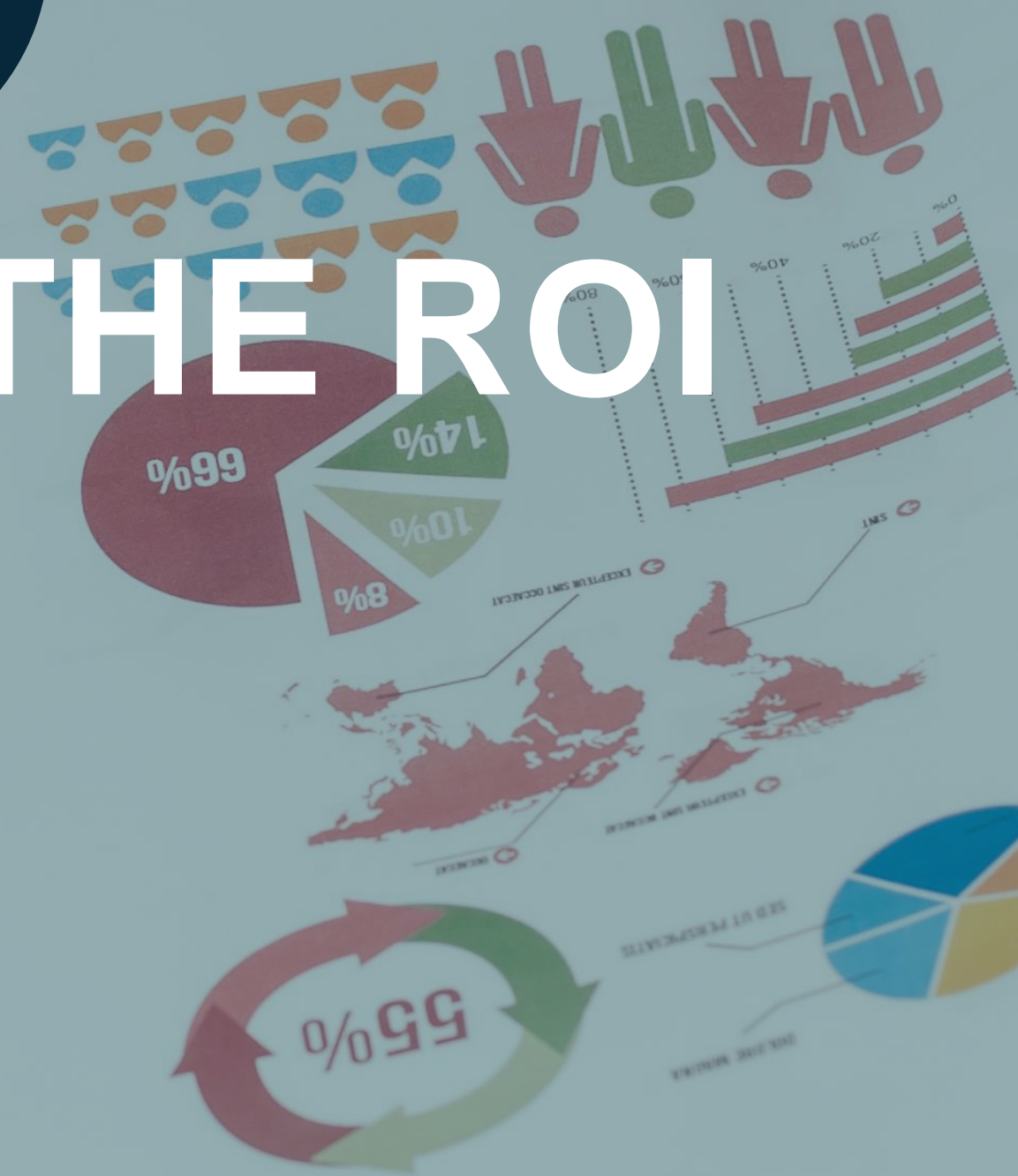
Innovation



Collaborate

4

MEASURE THE ROI



A full-page background image showing a rocket launch at night. A bright, curved arc of light spans across the dark blue sky, originating from a point on the horizon where the rocket is launching. The launch site is visible as a cluster of lights and structures on the right side of the horizon. The overall scene is dramatic and high-contrast.

5

MAKE IT SCALE



Tips



1

**LIFESTYLE WORKS
ALWAYS BETTER**



2

**BE RELEVANT & CREATIVE
WITH YOUR AUDIENCE**

3

ENGAGEMENT COMES FIRST

1

2

100m SPRINT



4

**DON'T GIVE PRE-MADE
CONTENT**

A background image showing several people holding and lighting sparklers. The scene is dimly lit, with the primary light source being the bright sparks of the fireworks. The people are wearing casual clothing, including a red and white striped shirt and a dark blue t-shirt. The overall mood is festive and celebratory.

5

**YOU NEED AT LEAST 5-10 OF
THEM**



6

**YOU NEED ON AVERAGE 4
TIMES PER YEAR**



7

**ALWAYS GO FOR
PLATFORMS THAT PAY THE
INFLUENCERS**



8

**BEST CASES: LAUNCH,
EVENT, GIVEAWAYS,
PRODUCT REVIEWS, TEST
NEW MARKET**



9

**SUCCESS DOESN'T COME
OVERNIGHT**

DON'T GO FOR CELEBRITIES

A collage of five celebrities in formal gowns on a red carpet. The celebrities are arranged in a row, each wearing a different style of dress: a strapless red gown, a pink gown with a black belt and high slit, an orange strapless gown, a white sleeveless gown with a high slit, and a black and white floral gown with a black belt. In the center of the collage are three overlapping circles. The top circle is teal and labeled 'Celebrities'. The middle circle is a darker teal and labeled 'Micro-influencers'. The bottom circle is bright green and labeled 'Consumers'. The background is a dark, semi-transparent overlay of the red carpet scene.

Celebrities

Micro-influencers

Consumers



Higher engagement



Cost-effective



Establish Trust



Targeted audience

Micro-influencers



Boosts conversions

10k-100k followers



Platforms



Platforms



FIND THE RIGHT INFLUENCERS



Platforms



ENGAGE WITH THEM



Platforms



MEASURE THE ROI



▶ Start campaign

1 Target your audience 2 Find Media 3 Write your brief 4 Finish

Sex ☒ Female ☐ Male ☐ Both

Age ☐ 13-17 ☒ 18-24 ☒ 25-34 ☐ 35-44 ☐ 45-54
☐ 55-64 ☐ 65+

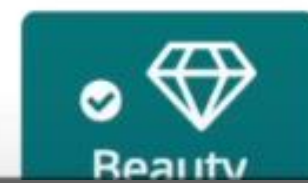
*Note: You can select up to three age groups. Select none if you want to target every age group.

Countries

*Note: You can select up to three countries.

Cities

Interests



✉ Send us a message



Not to use



Not to use



NEED CELEBRITIES



KNOW THEM IN PERSON



NEED 1 OR 2

“ People do not buy goods and services, they buy
relations, stories and magic ”

Seth Godin

by Susurrus

Influencer Marketing



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