

# Introduction to Influencer Partnerships

**Influencers** are social media personalities who **influence** their followers.



Unique partnership model



Help build trust and credibility



Industry has high growth rate

## Benefits and challenges

Tight influencer-brand **alignment**

Prefer to **negotiate every deal**

Uniquely positioned to build **brand awareness** and trust amongst their audience

Extra negotiation may mean **higher rates**

Potentially **top-of-funnel** in the customer journey

Require a **flat fee for sponsored content**

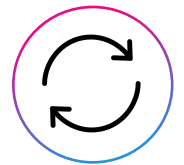
**Save time** by handling much of the creative strategy for marketing

**Alignment differs** per brand and business goals

## Why work with influencers?



Personal storytelling and brand credibility: impressions, engagement, conversation



Ambassador potential and community building: clicks, sales, sign-ups, downloads, discount code usage



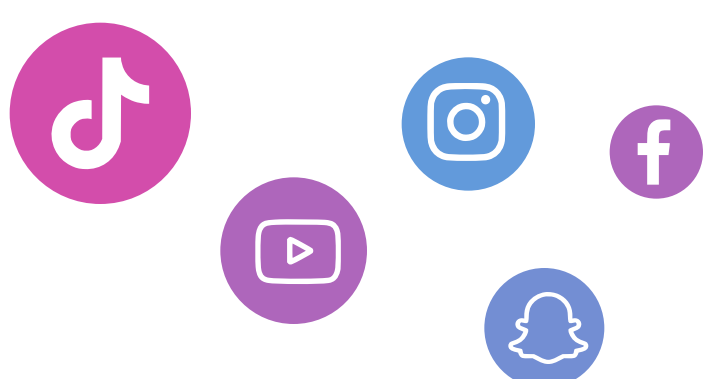
Re-purpose assets and drive traffic: the number of usable assets and the metrics the brand achieves via amplification

## Partnership models

- One-off campaigns (short-term)
- Brand ambassadors (longer-term)

## Content types

- Instagram stories vs posts
- YouTube videos vs TikToks



## Influencer tiers

