

# The Influencer Marketing Landscape 2016

An in-depth look at the influencer marketing space, including provider types, pricing models, and technology platforms

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LE ZOE MUSINGS FOR SAMSUNG NOOK

# The Influencer Marketing Landscape 2016



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Consumers today are overwhelmed with content. As a result, brands are desperately vying for attention by targeting consumers from every direction, from social and display ads to traditional print, radio and television broadcasting ads. But there's a problem - many of these messages aren't resonating.

**Only 1% of Millennials trust brand-created ads<sup>1</sup>, which spells trouble for the brands and agencies who spend millions of dollars on expensive ad buys.**

As a way to combat the advertising recoil, marketers are increasingly turning to influencer marketing. In the early days, PR owned this space and negotiated compensation and campaign terms directly with individual influencers. But as technology platforms evolved, so did influencer marketing. Today, influencer programs are just as accountable as traditional media buys, which is causing a shift in ownership from Communications budgets to Marketing and Media budgets. These advancements in technology are also empowering brands to run programs that activate hundreds of influencers for a price that previously afforded a small group of individuals.

*“Three out of every four marketers today use influencer marketing in some capacity.”*

The result? Brands and marketers are able to reach their targeted audiences using trusted sources without breaking the bank. In fact, three out of every four marketers today use influencer marketing in some capacity<sup>2</sup>, with nearly 60% planning on increasing their influencer marketing budgets in the next twelve months<sup>3</sup>. This surge in popularity has led to hundreds of influencer marketing providers who are touting their abilities to help brands with this emerging space.

But with all of the influencer marketing providers on the market, how do you know which one is best for your specific objectives? Furthermore, how can you identify the core differentiators to determine which company will be your business partner and not simply another vendor?

We've designed this whitepaper to help brands and agencies understand how to approach and understand the space in 2016.

# What Should You Use Influencer Marketing For?

The first step in launching an influencer program is identifying why you're in need of an influencer marketing partner in the first place. Influencer marketing is so appealing because it can simultaneously address many of the challenges that marketers face today, including:

## INCREASING AWARENESS

According to AdWeek, 92% of today's consumers trust recommendations from others over branded content<sup>4</sup> which is why most marketers turn to influencer marketing for raising awareness. With influencer marketing, brands can reach millions of consumers through the voices of people they trust the most - their peers.

*"92% of today's consumers trust recommendations from others over branded content."*

Programs can activate hundreds of influencers who then create thousands of pieces of original content about your product or brand and share them across multiple social networks, increasing awareness through stories versus the limited amount of real-estate available in banner ads.

## ENGAGING CONSUMERS

When you work with influencers, engagement happens naturally as a result of the meaningful relationship influencers already have with their audiences. Consumers are more likely to engage directly with your brand or product if they're introduced to it by someone they trust rather than through brand-created content. In fact, social campaigns that incorporate user-generated content (UGC) see a 50% lift in engagement according to Offerpop<sup>5</sup>.

## DRIVING TRAFFIC

Influencer marketing has also proven itself to be a reliable tactic for generating inbound traffic. Two-thirds (67%) of brands today use influencers for content promotion<sup>6</sup>, as paid ads that include UGC generate 5-times greater click-through rates<sup>7</sup>. Additionally, because influencer content is evergreen, it continues to surface in search results and drive traffic to your site long after the conclusion of the program.

*"Two-thirds (67%) of brands use influencers for content promotion."*

## GROWING YOUR DATABASE

Interested in growing your database with new consumers who have developed an emotional connection with your brand? Offer a sweepstakes entry, newsletter sign-ups, or coupon downloads and ask your influencers to promote the event. It's an added bonus if the influencer has also participated in these events as their excitement will encourage their audience to follow. The next time you reach out to that consumer, they will already be familiar with your brand and more likely to engage.

## DRIVING ONLINE AND IN-STORE PURCHASES

Want to see an increase in sales? Display ads, with their limited real estate, are largely ignored or, even worse, blocked from appearing for the hundreds of millions of people who use ad blockers. Influencer marketing can be very effective at driving sales in a world where 71% of consumers are likely to purchase an item based on social media referrals<sup>8</sup> and UGC increases conversions by 10% when included in the online purchase path<sup>9</sup>.



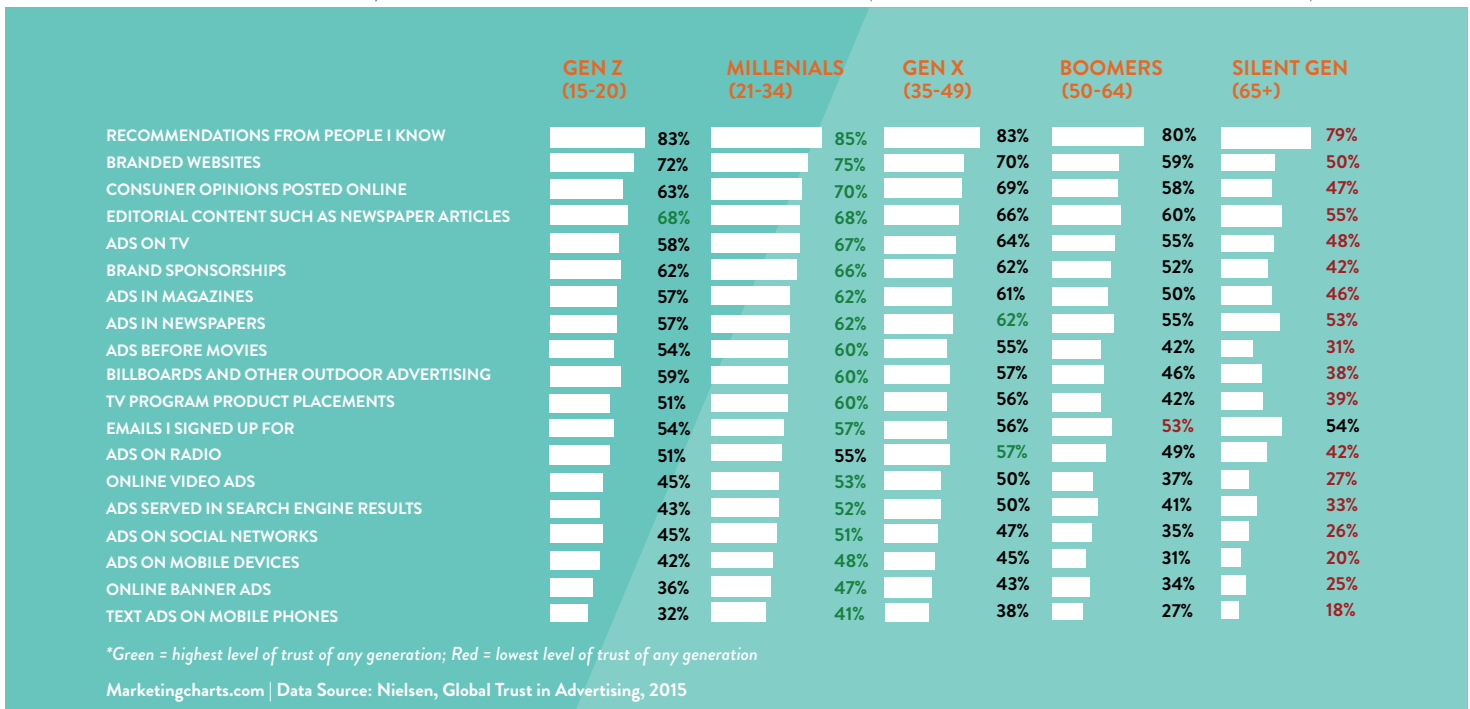
PHOTO BY: THE POSH JOURNAL FOR THERMOS

# Why Is Influencer Marketing More Effective than Traditional Advertising?

Research shows that influencer marketing can sway the opinions of today's consumers more effectively than traditional advertising. According to Nielsen, recommendations from people consistently tops the trust rankings across all generations, beating out branded websites, TV ads, newspaper ads, and editorial content.

## TRUST IN ADVERTISING FORMATS, BY GENERATION

BASED ON A SURVEY OF MORE THAN 30,000 ONLINE CONSUMERS (15+) ACROSS 60 COUNTRIES | FORMATS ORDERED BY MILLENNIALS' RESPONSES | OCTOBER 2015



Influencer marketing has become an important part of the modern marketing mix for three important reasons:

### MARKETS TO MILLENNIALS

Pew Research recently announced that Millennials have surpassed Baby Boomers as the largest living generation in the U.S. Traditional print and television advertisements have struggled to reach the “unreachable,” which comes as no surprise when 84% of Millennials say they do not like advertising<sup>10</sup> and fewer than 3% trust TV news and magazines<sup>11</sup>.

However, there are a few voices Millennials do listen to - their personal connections and trusted online peers. 90% of Millennials value the opinions of their friends, parents, and online experts over traditional media and advertising, with 33% relying mostly on blogs before they make a purchase<sup>12</sup>.

*“90% of Millennials value the opinions of their friends, parents and online experts over traditional media and advertising.”*

### COMBATS AD BLOCKING

Ad blocking adoption in the U.S. is growing at a rate of nearly 50% year over year, equating to



\$21.6 billion in lost ad revenue in 2015<sup>13</sup>. Pop-up, pre-roll, and other “disruptive” methods of digital advertising simply do not work anymore. To combat ad blocking, many brands are turning to influencer marketing as an effective alternative. Influencer created content can’t be blocked and is inherently different from digital display ads in that it provides entertainment or informational value as part of an authentic story. Because the content comes from a trusted source, consumers are significantly more likely to engage with the sponsored content rather than quickly clicking to exit.



PHOTO BY: CITY IN A JAR FOR FAB

## PROVIDES A FULL-VALUE CHAIN

Influencer marketing programs deliver significantly more value than display ad campaigns and can even make your social advertising more effective. Each influencer marketing program provides the brand with:

- > **Original Content Creation.** Influencer-generated content is powerful because it's authentic, which builds trust between the influencer and audience and naturally results in increased engagement. Additionally, all influencer content is unique, providing brands with a valuable repository of nuanced content about their brand that can be developed at scale. In fact nearly 60% of marketers use influencer marketing for content creation<sup>14</sup>.
- > **Distribution Rights.** What would be the benefit of all this influencer content if brands are unable to re-use it? The best influencer marketing providers offer marketers content distribution rights so brands can repurpose that content to drive greater effectiveness from their other marketing programs.
- > **Lifetime Value.** Influencer content is evergreen and doesn't disappear just because the program ends. Instead, it continues to be discovered through search and social sharing over time, with some brands seeing as much as a 40% lift in traffic and conversions in the six months after the program ends.

*“Nearly 60% of marketers use influencer marketing for content creation.”*

## Who Are Today's Influencers?

75% of professionals consider identifying the right influencers for their brand to be their biggest challenge<sup>15</sup>. Not all influencers are created equal, so it's important to understand the differences between celebrity/top-tier, power-middle, and micro-influencers, otherwise known as fans or advocates.

### CELEBRITIES/TOP-TIER INFLUENCERS

Celebrity and top-tier influencers are social media superstars with millions of followers. From Kendall and Kylie Jenner to YouTubers like Michelle Phan and Zoella, these influencers are appealing because they come with a massive audience and impressive potential reach numbers. However, many brands are beginning to question the top-tiers' true impact and influence as the hefty price tag associated with star power returns more buck than bang. Though top-tiers have a massive audience, consumers today are wary of celebrity endorsements. A 2015 survey by SheKnows Media found that 86% of respondents put the most trust in product and service recommendations from everyday people because they don't appear to have ulterior motives when producing content about products<sup>16</sup>.

*“86% of respondents put the most trust in product service recommendations from everyday people.”*

## CELEBRITY INFLUENCERS

### PROS

- > MASSIVE REACH
- > HIGH VISIBILITY
- > POPULAR NAME

### CONS

- > EXPENSIVE, FLAT-RATE FEES
- > QUESTIONABLE RESULTS
- > AUDIENCES WEARY OF ADS

## POWER-MIDDLE INFULENCERS

Defined as individuals with audiences of between 10,000 and 250,000 followers, these influencers are trusted by their audiences and have built their following organically rather than through celebrity status. These influencers have a close knit community that follows them for their ability to tell stories that inform and entertain. Their audience often trusts their reviews and opinions, similar to how they trust a friend or colleagues. And while power-middle influencers have a smaller reach than celebrity and top-tier influencers, they have an audience that's more likely to take action, listen, and engage. Power-middle influencers also come at a more affordable price, with the ability to activate segments by demographic, geographic, interest graph, and behavioral attributes. Working with a large pool of power-middle influencers can be time consuming, however, as brands must manage the content they create to ensure messaging stays on brand. Additionally, the quality of content is not equal across influencers, so while some pieces of content may mirror professional work, others may mimic amateur levels.

*“While power-middle influencers have a smaller reach than celebrity and top-tier influencers, they have an audience that’s more likely to take action, listen, and engage.”*

## POWER-MIDDLE INFLUENCERS

### PROS

- > REACH AUDIENCES BY DEMOGRAPHIC, GEOGRAPHIC, INTEREST GRAPH AND BEHAVIORAL DATA
- > PROVEN ABILITY TO INSPIRE THEIR FOLLOWERS TO TAKE ACTION
- > MORE AFFORDABLE (FLAT RATE OR PERFORMANCE-BASED PRICING)

### CONS

- > LESS REACH
- > TIME CONSUMING TO WORK WITH LARGER POOL OF INFLUENCERS
- > HIT OR MISS ON CONTENT QUALITY

## MICRO-INFLUENCERS

Micro-influencers, otherwise known as fans or advocates, have influence through traditional word of mouth (WOM) with friends, family, and colleagues. This category can include everyday people or employees. Examples of activations in this category include referral programs used by ride-sharing apps and delivery services, where the user can offer a unique code to friends and family for a mutual discount or reward. Tapping into people who are already passionate about your brand can help amplify awareness during a product launch and promote new offers, but everyday people have limited reach and can only influence those in their close circles. It can also be challenging to mobilize this category of influencers at scale.

## MICRO INFLUENCERS

### PROS

- > GOOD FOR GRASSROOTS WORD-OF-MOUTH (WOM)
- > UNIQUE CODES + DEALS DRIVE ACTION
- > INHERENT LOYALTY

### CONS

- > LIMITED USE CASES
- > SMALLER AUDIENCES
- > CHALLENGING TO ACTIVATE AT SCALE

## What Are the Influencer Marketing Channels?

Influencer marketing is also appealing to brands because the content is easily discoverable as influencers share their content broadly across multiple social media platforms and channels. This enables brands to reach their target audience and accounts for viewers consuming the content in the ways they prefer - especially on mobile devices. Studies show that time spent consuming media on mobile devices is significantly higher at 51% compared to desktop (42%)<sup>17</sup>. The number is even higher for Millennials, where 60% of digital media time is spent on smartphones and tablets<sup>18</sup>. In fact, more than 20% of Millennials do not use desktop computers to go online at all, relying exclusively on smartphones and tablets<sup>19</sup>. Display ads simply don't translate to mobile in the same way that social content does, which has been developed mobile first.

### SOCIAL NETWORKS

Many brands today are running influencer marketing programs exclusively on social networks such as Facebook, YouTube, Twitter, Instagram, Snapchat or Pinterest. With a focus on photos, short videos, or pithy descriptions, today's popular social networks work well for influencer campaigns with video content objectives or a focus on photography. In fact, visual content is more than 40x more likely to be shared on social media<sup>20</sup> which is why more than 70% of marketers use visual assets in their social media marketing<sup>21</sup>. But when running social-only influencer marketing programs, it's important to keep in mind that the inability to expand beyond the caption or description can limit a marketer's ability to tell a story that makes a lasting emotional connection with the viewer.

*"94% of readers who share social posts do it to entertain or enrich the lives of others."*

### SOCIAL NETWORKS + LONG-FORM CONTENT

Driving social posts to some form of long-form content such as video or a blog post is an increasingly popular influencer marketing strategy, primarily because long form content enables influencers to tell a story that's more in-depth and meaningful than what a caption or photo can convey. 94% of readers who share social posts do it to entertain or enrich the lives of others<sup>22</sup>, so investing in a strategy that integrates your brand into a "how-to" such as a recipe or tutorial is a sure-fire way to make an impact. These posts also receive the most engagement, which is an increasingly valuable metric for marketers.



And while paid search can be rewarding, the most valuable results for a brand usually come from SEO. Studies have found that over 80% of American consumers ignore paid ads (including online banner ads, social media ads, and search engine ads)<sup>23</sup> while an average of 72% of searches result in a page one organic click<sup>24</sup>. This places a significant life-time value on long-form blog posts and videos as they continue to be discovered through search and social sharing after the program ends.



PHOTO BY: DANS LE LAKEHOUSE FOR FAB

## How Are Influence Marketing Programs Priced?

There are five typical pricing models for influencer marketing programs: pay-per-post or flat-rate pricing, product compensation, SaaS Subscription, pay-per-click, and pay-per acquisition. Determining which pricing model is right for you depends on the goals of your program.

### PAY-PER-POST

68% of marketers pay per post, making it the most common pricing model for influencer marketing<sup>25</sup>. In this model, individual influencers are paid a flat rate for creating and publishing a piece of content, whether that be a tweet, a photo, a video or a blog post. Depending on the influencer, posts can cost as much as \$250,000 (hello, top-tiers!) per blog story, video, or sponsored social post.

The pay-per-post model is high risk as there is no guarantee that audiences will engage with, or even see, the content. While results can be tracked in most cases, there is no guarantee that the content will meet the brand's quality standards or performance metrics. It can be more accurately considered a content buy, but when working with this model, it's important to check whether or not you have the rights to repurpose the content, as many pay-per-post influencers limit the capacity the content can be reused, if at all.

*"68% of marketers pay per post, making it the most common pricing model for influencer marketing."*

### PRODUCT OR TRAVEL COMPENSATION

Some brands offer product or travel compensation in lieu of monetary payment. This model is common in the travel industry or among brands with more expensive products that aren't easy for an influencer to purchase in-store or easily distributed as a sample. Compensation can range from an all expenses paid trip to a specific destination to being among the first consumers to use a new product, like a vacuum or blender.

Because of the inherent costs, brands using this model often work with a smaller number of influencers or establish an "ambassador" relationship with them so they can continue to gain exposure over time. Technology or agency fees for identifying the right influencers and tracking results are often charged on top of the product costs.

### SAAS SUBSCRIPTION

Software-as-a-Service (SaaS) subscriptions require a set fee (daily, monthly, or annually) to license or use a technology platform. This license fee gives the brand or agency access to a Marketplace, where they can search for influencers that match specific criteria and negotiate deals with them directly.

In most cases, companies with this model offer their platform to brands or agencies who want to manage their programs in-house, with dedicated staff to manage influencer marketing programs using the technology. This model also requires that you pay influencers their negotiated fees per program on top of the SaaS subscription fee to access the platform.

### **PAY-PER-CLICK**

The pay-per-click model is based on performance. Rather than compensating influencers for simply creating the content, brands only pay for consumers who have taken an action after being influenced by that content (typically clicking through to visit a brand's landing page). This generates significantly more reach and engagement as influencers test different approaches until they determine what drives the best results.

With this model, it's important to realize that not all clicks are equal. Because of the increasing amount of fraudulent clicks from bots and click farms, smart brands and their agencies are scrutinizing the authenticity of clicks delivered through this model.

### **PAY-PER-ACQUISITION**

In the pay-per-acquisition model, influencers are compensated based on the number of sales or subscription sign-ups they drive. This model is seldomly used in influencer marketing because it is uncommon that a consumer purchases or signs up for something during the first introduction to a product or service. Typically, the purchase path begins with awareness and continues on a journey through discovery, research, and validation before becoming a conversion or sale.

It is worth noting that affiliate platforms provide influencers with affiliate links and then pay the influencer commissions for sales that come from it. However, the brand risks being featured alongside competitors or other undesirable content, with little to no control over the context in which the link is promoted.

### **BONUS: COST-PER-ENGAGEMENT**

While most influencer marketing providers don't charge per engagement, this has become a popular method for determining ROI on influencer marketing spend. While engagement is an important indicator of how well a specific piece of content resonates with the consumer, leaving a comment or sharing a piece of content on social channels signals a different level of interest than clicking through to learn more.



PHOTO BY: GENTRI LEE FOR STANLEY

## **What Influencer Marketing Technology Platforms Are Available?**

### **SELF-SERVICE TOOLS**

Self-service tools enable brands to manage their own influencer marketing programs. These platforms are commonly used by PR agencies and are also ideal for smaller companies looking

to get their feet wet in influencer marketing or those with a team dedicated to their influencer marketing efforts. Brands login to a self-service platform and manage all aspects of the program, from influencer selection to running post-program reports and analytics.

Self-service tools include:

> **Influencer Scoring Platforms.** These platforms identify which individuals are talking about specific topics and products. Brands can then identify who the best influencers are to work with them based on those interests, as well as follower counts and typical engagement metrics. These platforms rank and score influencers based on their web presence, engagement levels and social profiles. The pros: brands can quickly identify influencers based on subject matter and following. The cons: brands must manually reach out to each individual or partner with an agency to launch an influencer marketing program.

> **Self-Service Influencer Management Platforms.** Self-service platforms automate the time consuming aspects of influencer outreach and management, including discovery, communications, negotiating payments, and reporting/analytics. The pros: brands have the ability to manage and customize a program from beginning to end. The cons: it is time consuming to vet and manage influencer relationships, especially when working with hundreds of individuals. Also, brands miss out on the strategy, insights, and best practices offered with services solutions.

> **Proprietary, In-House Tools.** Smaller brands often opt for in-house tools if they don't have the budget for a self-service influencer marketing platform. In these cases, marketers often manage these processes using Google docs and internal databases. The pros: brands have the ability to develop and nurture individual relationships. The cons: it is extremely time consuming, labor intensive, and difficult to scale. Discovering and matching influencers is also significantly harder and more subjective with this option.

*“Self-service platforms automate the time consuming aspects of influencer outreach and management, including discovery, communications, negotiating payments, and reporting/analytics.”*

## TURN-KEY INFLUENCER PROGRAM PROVIDERS

Offering many of the same capabilities as self-service influencer management platforms, turn-key influencer program providers require little setup, management, or configuration. All of the matching, communication, program management, and performance analytics are automated through the the platform and complemented with services, allowing the brand to focus on the strategy and messaging behind a successful program. Brands and agencies get a dedicated Customer Success Team to collaborate on strategy and execution - managing towards the program's goals and quickly identifying and resolving any issues that may arise. The pros: minimal time investment from the brand or agency with little risk of a campaign going awry and real-time metrics and reporting. The cons: may not be a fit for highly regulated industries who need to control every aspect of their influencer marketing programs.



PHOTO BY: HEALTHY HAPPY LIFE FOR BOOMCHICKAPOP

# The 2016 Influencer Marketing Technology Landscape

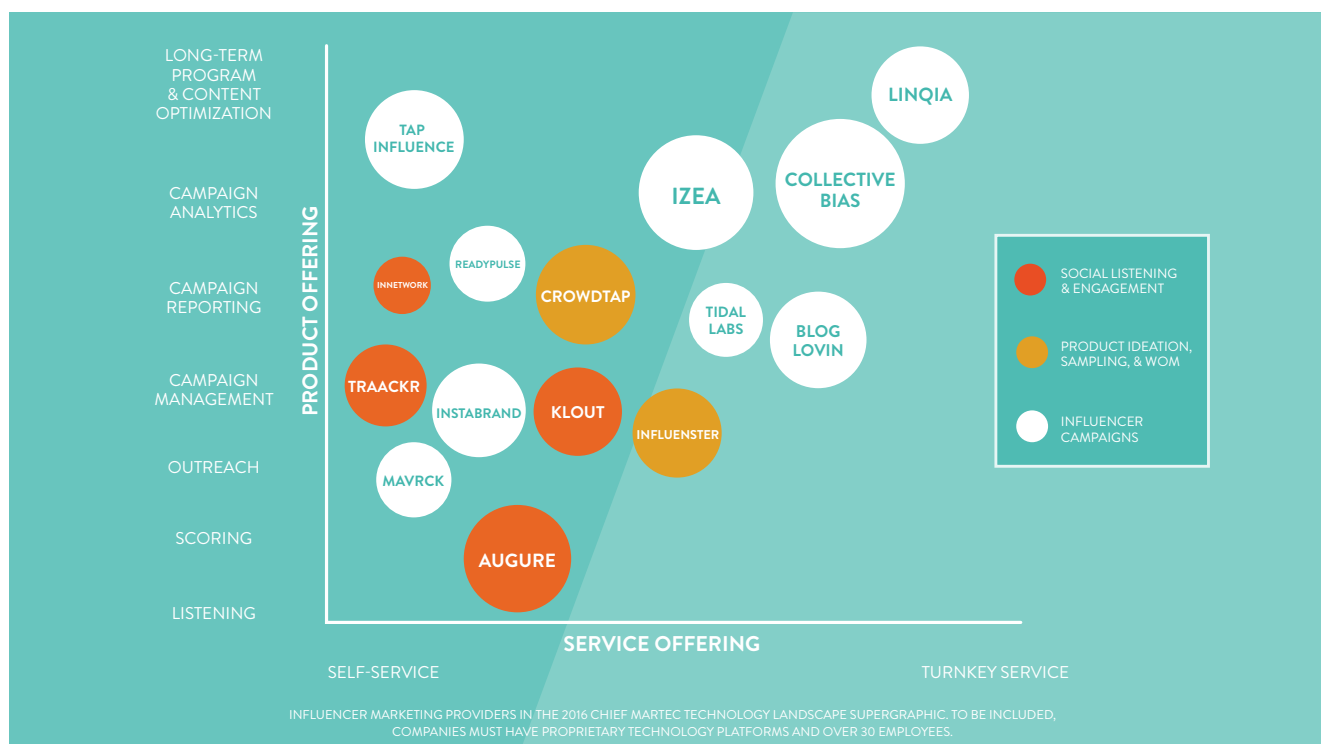
Researching influencer marketing platforms can be a daunting and overwhelming task because of the sheer number of providers that exist. There were over 50 technology platforms included in the Influencer Marketing section of the chiefmartec.com 2016 Marketing Technology Landscape Supergraphic alone, which doesn't include agencies, talent brokers or other types of influencer marketing specialists. Where does one begin?

We analyzed the websites of all of the companies included in the chiefmartec graphic and mapped the offerings of those companies who have a technology solution and 30 or more employees according to LinkedIn. This graphic is a good starting point for brands and marketers looking to partner with an influencer marketing platform.

Bubble size indicates the size of the company, bubble color indicates the type of influencer service(s) offered, and bubble placement indicates the service model and automation level(s) that the company provides.

Narrowing the playing field requires identifying your brand's ultimate goals, program KPIs, and if your internal team or outside agency has the capacity to manage an influencer program in-house.

*“Narrowing the playing field requires identifying your brand’s ultimate goals and program KPIs.”*



> **Social Listening and Engagement.** These platforms identify potential influencers based on a variety of factors, including: topic of expertise, following size, and audience engagement rate. Brands and agencies can then directly reach out to influencers through the platform to develop a relationship or negotiate a contract. Social listening and engagement platforms are ideal for brands interested in learning who is influential around a particular topic, so they can weave their brand into the conversation. These types of platforms are typically used by PR firms or marketers who conduct their own influencer outreach.

> **Product Ideation and Word of Mouth.** These providers are a good choice for marketers who are looking to gather real consumer opinions about their products and seed the market with organic word of mouth. Influencers in these networks receive product samples and review them on their blogs, social sites, or in personal conversation. These types of platforms are typically



used by brand marketers or product marketers who are responsible for driving product adoption in specific markets.

> **Influencer Campaigns.** Brands looking to go beyond influencer identification and product ideation often work with platforms that provide fully managed influencer marketing campaigns or programs. These platforms automate the time-consuming aspects of influencer marketing, including: discovery, matching, outreach, campaign management, payments, and reporting/analytics. These platforms are typically used by brand marketers, shopper marketers, advertising agencies, and PR agencies who are looking to activate influencers around a specific brand message or sales objective.

## What Other Influencer Marketing Options Are Out There?

### SOCIAL NETWORKS

Because influencer marketing relationships are typically managed by a third-party, social networks historically have not seen profit from these relationships. This, however, is beginning to change as some social networks are now equipped to run influencer campaigns directly. For example, Twitter's acquisition of Niche, a company that manages popular social media personalities, enables the network to pair brands with creators and build content deals into media buys. Similarly, HelloSociety gives brands access to well-known Pinterest users.

### AGENCIES

Some brands work with agencies (rather than influencer marketing providers directly) to help execute their influencer marketing programs. For example:

- > **PR Agencies.** PR agencies are often the liaison between a brand and an influencer marketing provider. They typically help define the influencer program strategy with the brand, and leverage a technology platform to execute the program. They can also manage the relationship with talent agents or influencer marketing specialists on behalf of the brand.
- > **Advertising/Media Agencies.** In this instance, influencer marketing programs are used as part of a larger media program. Advertising agencies will define influencer marketing's place in the media mix and then research which platforms are the best fit for delivering on the program objectives, whether they be reach, engagement, traffic or product sales.
- > **Talent Agencies.** Brands looking to work with celebrity and top-tier influencers often work directly with the influencers' talent agency. This functions in a similar way to traditional celebrity endorsements, where the brand contracts with an influencer for a period of time. Performance is tracked using the same mechanisms marketers would use to track the rest of their campaign and content performance.
- > **Influencer Specialist Agencies.** Influencer specialist agencies deliver a curated, boutique content experience by doing the hard lifting for you. They are ideal for boutique or luxury brands that need a highly curated experience. Because they do not have proprietary technology, these agencies often license it from another provider or do the work manually in-house.



PHOTO BY: WILDLANDIA FOR MOUNTAIN HIGH YOGHURT

*“Advertising agencies will define influencer marketing’s place in the media mix and then research which platforms are the best fit for delivering on the program objectives.”*



# Questions to Ask When Evaluating Influencer Marketing Providers

With all the different types of influencer programs, platforms, models, and agencies out there, how do you determine the best fit your brand? Here is a list of questions designed to help you find the perfect influencer marketing partner:

## TECHNOLOGY PLATFORM

- ❑ How do they measure success and what level of reporting is available? Is it delivered through the platform or custom built in a spreadsheet?
- ❑ What social channels and content formats do they offer?
- ❑ What are their audience targeting options and what is their process for matching brands with influencers?
- ❑ How do they manage their influencer marketing programs?
- ❑ Is it self-service or a turn-key service?
- ❑ Do they have a proprietary technology platform, partner with a technology provider, or use a manual processes/spreadsheets?
- ❑ Do they provide real-time reporting on influencer and content performance?

## PRICING MODEL

- ❑ How do they charge for their services? What payment models do they offer - per post, per performance, or a combination?
- ❑ How satisfied are their existing customers with the value that they are receiving? What is their customer renewal rate?

## RELATIONSHIPS

- ❑ Does the provider have established relationships with a network of influencers or are they brokering deals from scratch?
- ❑ Do they work with any of your competitors?
- ❑ Is there a dedicated Customer Success Team to manage the program and correct any issues as they arise?

## EXPERIENCE

- ❑ How established is the provider? How long have they been around?
- ❑ What other brands do they work with in your space? What results have they delivered for those clients?

## LONG-TERM VALUE

- ❑ Do they offer services to optimize programs over time? If so, how does it work?
- ❑ Can they run segmented or longer-term programs?
- ❑ Do they offer the ability to amplify top performing content to look-alike audiences to scale the success of a program?

Influencer marketing is hard, but it doesn't have to be painful. Take time to think through the right fit for your business and partner with a mix of influencer marketing providers that will deliver the results you're looking for. Working with right partner can be the difference between a program that is an expensive dud or a strategic, profitable investment.

# About Linqia

Linqia's turnkey influencer marketing programs are guaranteed to deliver concrete business results. Linqia is the easiest way to inspire action with your target audience, reaching today's consumers through authentic, influencer-generated content. Our performance pricing model means you only pay for consumers who have developed an emotional connection with your brand and have taken an action as a result. As programs continue to run over time, the Linqia platform identifies the best performing content and enables you to amplify it through social and native advertising, reaching "look-alike" consumers with content that has been proven to deliver results.

Founded in 2012, Linqia works with over 200 leading national brands including Black & Decker, Epson, Gerber, Herdez, JP Morgan Chase, Kimberly-Clark, Mezzetta, NBC, Nestle, Purina, Samsung, Unilever, Viacom and Walmart. Linqia is headquartered in San Francisco, CA.

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## SOURCE INDEX

<sup>1</sup> Millennial Branding. "Millennial Consumer Trend 2015 Study." January, 2015.

<sup>2</sup> Adweek. "Report: 75% of Marketers Are Using Influencer Marketing." October, 2015.

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