

The 2021 Influencer Marketing Cheat Sheet

As we all head into 2021, the opportunity for influencer marketing to continue its meteoric rise into the mainstream is bigger than ever — because it works!

In fact, a recent Tomoson study found that businesses are making \$6.50 for every \$1 spent on influencers, with the top 13% earning \$20 or more! Given all of the change that this year has brought us, there are existing trends that we see continuing in influencer marketing, in addition to some new tactics that we see rising as we head into the new year. To capture all of these trends in one place, we've created The 2021 Influencer Marketing Cheat Sheet to help marketers and agency professionals like yourself to look into the future and get a jump start on what's next!

Influencers in Motion

Include Video on Every Campaign:

If you haven't created a TikTok account yet for your brand or started embracing influencers on this newest platform, it's not too late! In fact, TikTok has a chance to become the most popular social media platform in the world next year with its monthly active users estimated at a staggering 850 million!

Instagram Reels could also become a main influencer marketing player as they continue to evolve their newest section of the app, and brands figure out how to most effectively utilize the platform for themselves and for influencer marketing. According to G2 Crowd, social media videos generate as much as 1200% more shares than text and image content combined!



Include Diversity on Every Campaign

Get Diverse:

Brands should speak out against racial injustice and not exist in the stereotypical

grey area when social issues arise. Take a stance on these social issues and be real on social media channels, on your website, in communities and anywhere else your brand spreads it's voice. Your audience will appreciate the authenticity and reward you for it with greater engagement and brand loyalty! When designing marketing campaigns, it's important to include diversity and influencer marketing is the best channel to do this in. At Linqia, we are committed to amplifying our influencer's diverse voices to

support diversity and inclusion in the influencer marketing industry as over 30% of our influencer database is ethnically diverse, and 100% of our approval lists for influencer campaigns include diverse influencers.

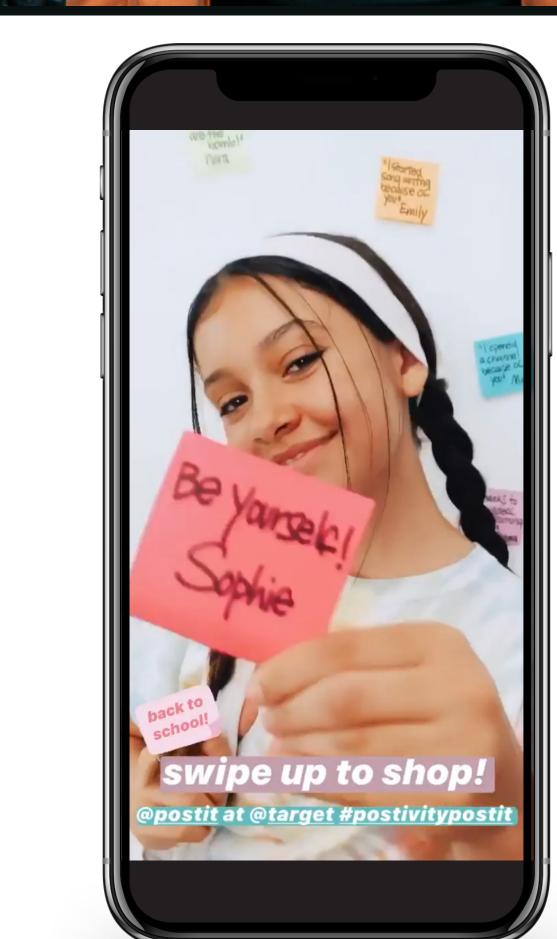


All Influencer Content Should Be Shoppable

Be Shoppable:

Gone are the days of guesstimating how your influencer marketing programs are impacting the bottom line, 2021 will be the year of proving it. The numbers tell us

that nearly 50% of consumers rely on influencer recommendations before making purchase decisions. This means every piece of influencer content offers a huge unlock for you to authentically reach audiences when their hearts, minds and wallets are open. New features like on platforms like Instagram and Pinterest, and partners like SmartCommerce and MikMak, are not only making it easy for marketers to integrate commerce into organic and paid influencer content, they are also making it seamless for consumers to move from the point of inspiration to purchase. Marketers who effectively merge the power of influencer content with shoppable functionality will win big in 2021.



to Post Their Own Content

Go Viral:

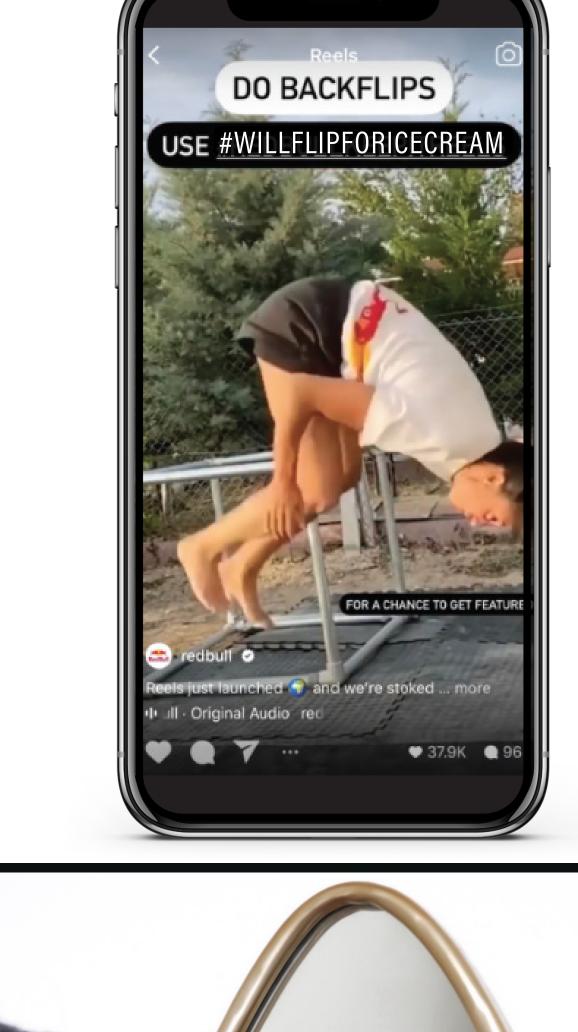
Make sure you're engaging your influencers' audience when running a campaign to create maximum exposure around your activation. Encourage virality so your

Create Campaigns that Make Consumers Want

compelled to share and rally around, create an exciting challenge that they can't resist trying out, create a funny dance that they have to record themself doing make them want to be a part of the movement! Take the time to lay out a carefully planned and well thought-out strategy before launching an influencer campaign in the new year with the hopes of going viral far beyond the influencer's post. Develop Ambassadors: Create Programs with your Favorite Influencers

promotion goes far beyond the influencers' post, and their followers get involved,

then their followers get involved - and so on! Create a hashtag that everyone feels



The more often you work with the same influencer, the better results and traction you can get from their audience! As the influencer builds a connection with your

brand, service, or product, the audience will trust them in their love for you. If you build a close relationship with an influencer, you can rely on them for much more than just social media posts: Q&A with influencers to understand how consumers

products before launch, and much more. If you activate them 4-6 times per year, repeat influencers are proven to drive better engagement rates! In fact, in a recent campaign we ran, we saw repeat influencers' audiences express more purchase intent than first time influencers, with 70% of purchase intent comments coming from repeat influencer audiences! Activate top performing influencers repeatedly, and drop off your lowest performers simultaneously. **Be Digital First:** Develop Campaigns with a Digital-First Call to Action After the seismic shifts we've experienced in 2020, things don't look like they're

going to be "back to normal" any time soon. Brands and agencies should continue

online! With a digital first mindset, you'll achieve much better results in 2021 with



to create thoughtful, digital-first campaigns that get their target audiences involved virtually, rather than in-person experiences of the past. Create engaging

virtual events, use 'live' features on social media platforms, embrace new digital technology, and make sure you live where your target audience is interacting

your target audience and score points for embracing this digital-first mindset. Bring Influencer to the Telly: Leverage Influencer Created Content Across TV, OOH, Email and More Brands will continue using influencer generated content in 2021 rather than

high-production assets of the past. Influencer content should be repurposed far beyond just the social post your influencer creates. Use this beautiful content on your Amazon product pages, anywhere on your website, TV commercials, email marketing, social media accounts and wherever else you'd like to include valuable, authentic content from influencers. Influencers create professional content for a living, so take advantage of their unique skill set and rely on them to create content of the future for your brand! **Augment Reality:**

Whether it's augmented reality filters on Instagram Stories or Pinterest's new

augmented reality shopping features, social platforms and phone software are

what new tech you can embrace in your campaign to boost engagement rates, and



continually evolving their capabilities each year - 2021 will be no different! Be sure to embrace these new features in your influencer marketing campaigns, whether it's new virtual reality features, AR advancements, or something completely new,

Your Content Buzzworthy

to show that your brand and your influencers are ahead of the times! This will make you stand out from the crowded timelines on social media these days. When planning the strategy for your campaigns, make it a point to research and plan out

Embrace new Filters and Features to Make

in turn, sales! Plan Annually: Go Beyond Campaigns; Start 2021 Annual Planning Today You should begin creating your 2021 influencer marketing planning as soon as possible! For your influencer campaigns to be most effective, pull out a calendar and begin planning out which cultural events, holidays, and shopping moments you want to activate your favorite influencers for throughout the year, creating

what we call an "always-on" influencer campaign. Pay careful attention to which of

Feel free to use this template below when creating a roadmap for your brand's



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these calendar events resonates most with your audience and be sure to have a campaign planned out to make a big splash on those days throughout the year!

influencer marketing activations throughout the year! Creating a Roadmap and Evolving [BRAND'S] Story Over Time

NOV DEC **MAR** MAY JUN AUG **FEB APR** JUL JAN SEP **MEASURE + OPTIMIZE CHAPTER-BY-CHAPTER**

Not just for holiday hosting, make [Brand] a primary consideration during critical cultural and shopping moments throughout the year

MOMENTS RETAIL

CULTURAL

MOMENTS

