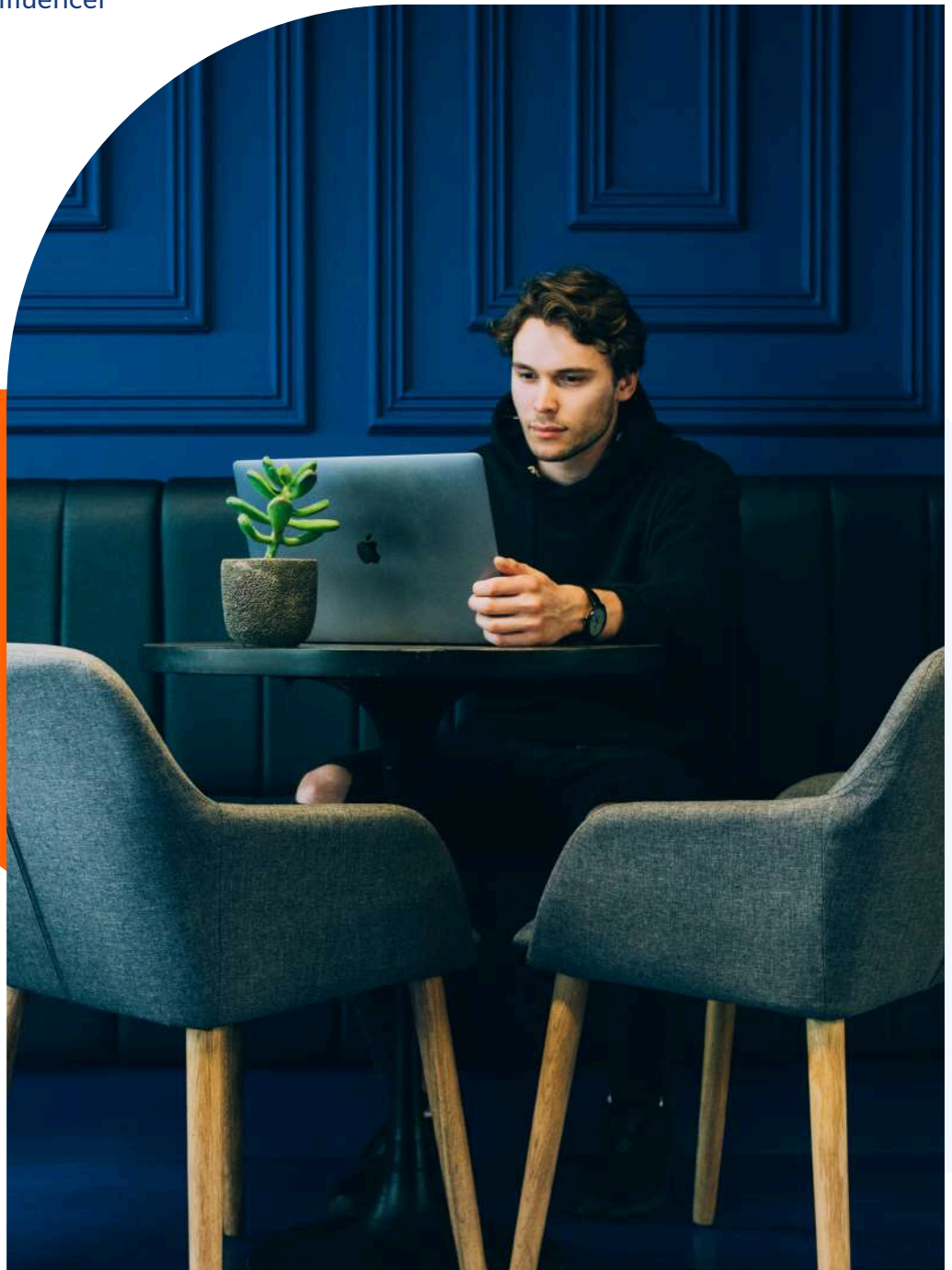




100 Shades of Influencer Marketing


An expert's guide to influencer marketing featuring interviews
with leading digital marketing experts

Sponsored by **Ainfluencer**



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Co-founder at Ainfluencer

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Co-founder at Ainfluencer

Somaye Sadeghi 
Content and community
lead at Ainfluencer


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Art work and design

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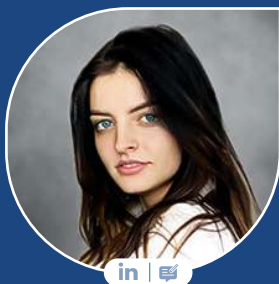
80 | Sources and credits



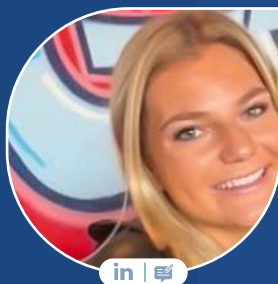
The Expert Participants At A Glance



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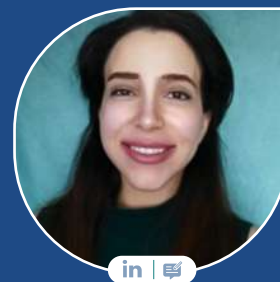
Lisa Dion
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Will Blesch
Marketer



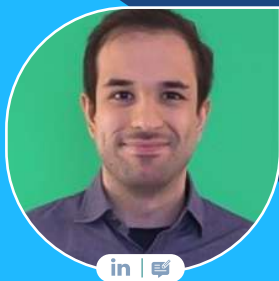
Thomas Deane
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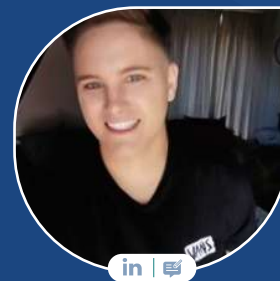
Ahmad Haji
Marketing Executive



David Perez
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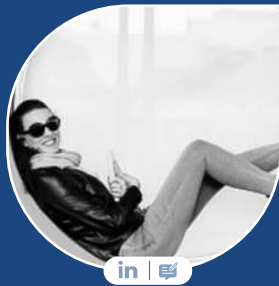
Irish Palo
Performance Account
Manager



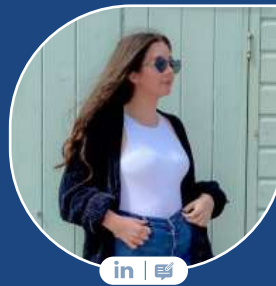
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Founder, Professional
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Consultant at NW
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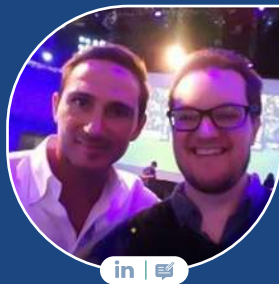
Daisy Stallard
Social Media Marketing
Expert



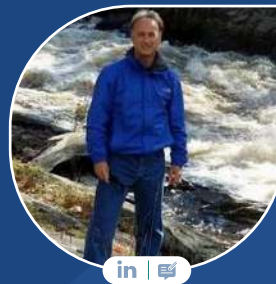
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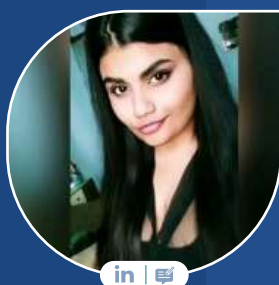
Ivana Taylor
Small Business
Marketing Expert, Online
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Devendar Kashyap
Digital Marketer



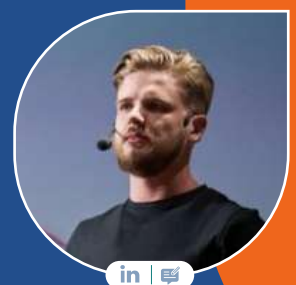
Alessandro Bogliari
Co-Founder & CEO at
The Influencer Marketing
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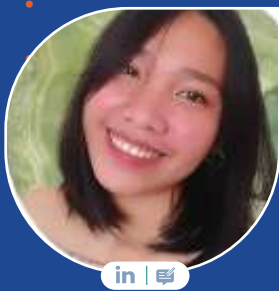
Sulochana Pandey
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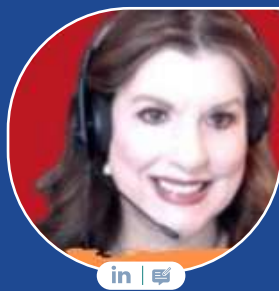
Charlie Fox
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Subscription-based
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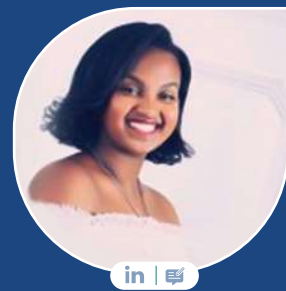
Hanna Sorbito
Story-first Digital
Marketer



Denise McDonald Dorman
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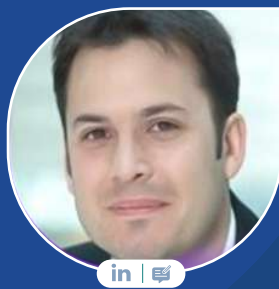
Suzanna Piacente
Marketing at Inside Out
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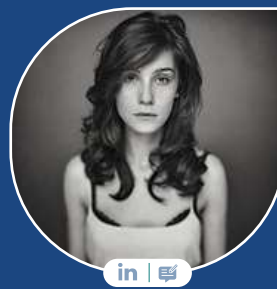
Bezawit Amare Demere
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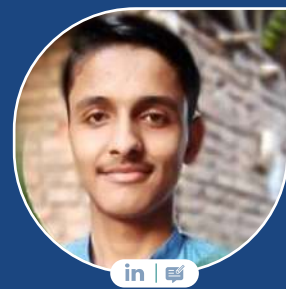
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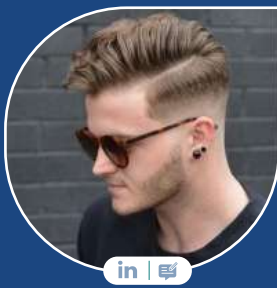
Muhammad Junaid
Helped Brands to DOUBLE
SALES through influencer
marketing



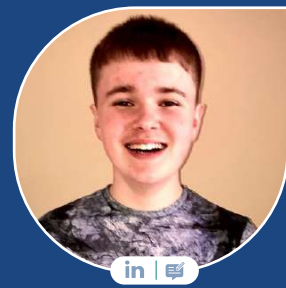
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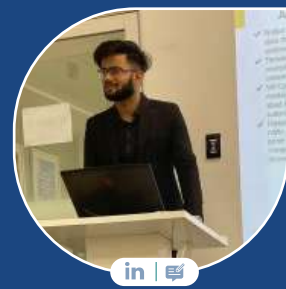
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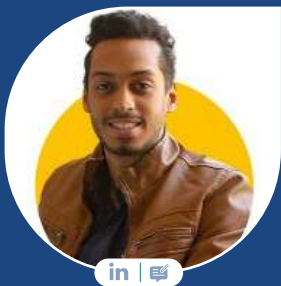
Saad Shoaib
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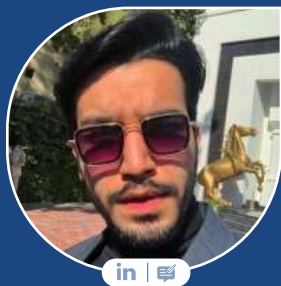
Vivian So
How to Tell My Brand Story
How to Market My Coaching Biz
How to Sell by Telling My Story
Virtually



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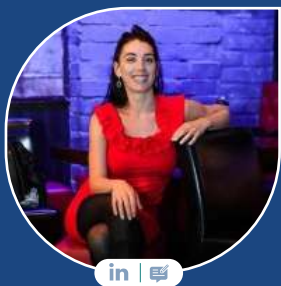
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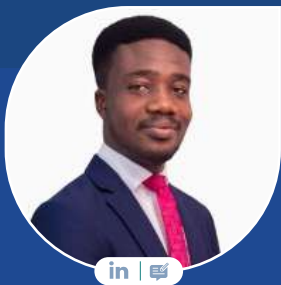
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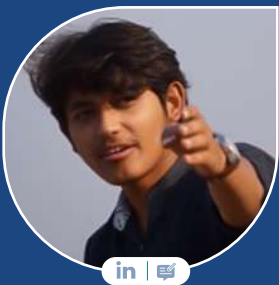
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of PR & Influencer
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Pooja Bhardwaj
India's leading influencer
marketing company



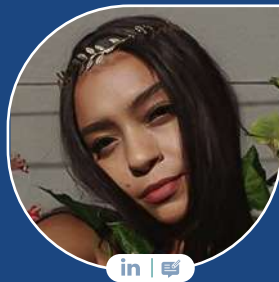
Akshay Bahir
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At Audience Visible



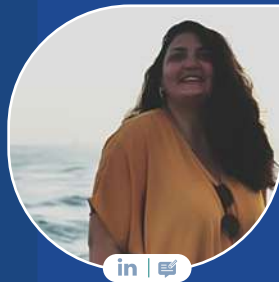
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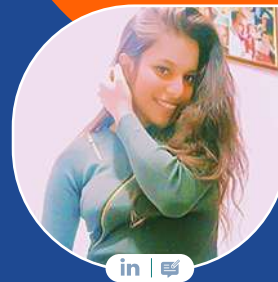
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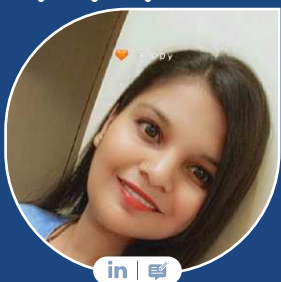
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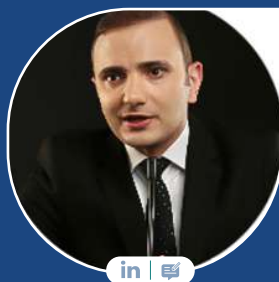
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Kajal Rohan Bhuse
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Introduction

Welcome to Ainfluencer's comprehensive Ebook on influencer marketing featuring insights, tips and tricks from leading industry professionals.

This book was specifically created for you to learn about this new and exciting field taking the marketing world by storm. Although this book was written for businesses that want to start incorporating influencer marketing into their plans, they are not the only group that can benefit from this book.

Influencers, students, and those that just want to learn about the growth of influencer marketing can also enjoy our content. Afterall, there is much to learn about influencer marketing - especially how it connects to social media - and this review is one of few works that discusses its scope.

The interplay between influencer marketing and social media is a concept that many people, even marketing professionals, are still unfamiliar with. But luckily, there are enough people out there with the experience to help you along. We interviewed 100+ experts, asking each of them twelve key questions related to influencer marketing. Each of these questions are represented in this book in their respective chapters. Four of these questions have been condensed into one chapter - Chapter 2: Demographics and Surveys for convenience.





This book contains a wide range of perspectives from different marketing domains with, in many cases, completely different experiences. With that said, it is best to read this whole book while trying to isolate the points that are most relevant to you.

Some recommendations and descriptions from different professionals may be of more use to you than others, but all of them taken together can help you formulate your own plan. The broader your understanding of this field, the better you can sift through influencer marketing to figure out what is relevant to your business.

Each chapter features 10 responses from our marketing professionals. They were chosen with the hopes of giving everybody that participated exposure. But, they were also chosen based on relevancy and how well they answered the question.

Throughout, we provided interesting stats and facts to give you a broader view of influencer marketing. Some of these stats are directly from the marketing professionals that we surveyed in Chapter 2, but there are secondary expert sources.

Our goal in doing this was to make something completely comprehensive for you to form the basis of your future decisions.

Lastly, to all of the marketing professionals that have contributed to this book - **thank you for your support and guidance!**



Years of accumulated experience and dedicated research is present in this book for all to use. If you're interested, you can find links to the complete survey results from each expert at the back of this Ebook as well as a photo and short biography.



Before We Start Marketing 101

Where It All Started - Early Influencers and Word-of-Mouth Marketing

The word influencer has been used for roughly 400 years. Originally, it described somebody or something that had the power to change a course of action. It came from the verb to influence which referred to the movement of celestial bodies like the moon and stars.

Over Time, the meaning changed to the ability to impact another person. Although the word is relatively new, influencers and influencer marketing have been around for centuries. The early pioneers of this field were leaders that inspired those around them.

thought of as role models who generally had power and skills that others respected, the aura surrounding a person was enough to lend their words and actions a certain reverence.

And people responded by changing their behaviors to be more in line with that influential person. Behind every largescale decision you can think of, there was a respected expert that proposed the idea.

Throughout human history, there are examples of leaders using their power to sway others. Consider chiefs, heads of families, kings and queens, priests and priestesses or even just everyday people with enough sway in their communities to be influencers.

More concrete examples include people like gladiators, the athletes of ancient Rome, who were thought to promote local businesses in the colosseum.

Religious figures such as the Pope have been influencing decisions and behaviors for hundreds of years - imagine the millions who have gathered in St. Peter's square to hear the Pope speak on life.



Or in 1760 when Josiah Wedgwood created a tea set specifically for Queen Charlotte. Wedgwood tea sets are still popular today because of Charlotte's royal seal of approval. These influencers all possessed talents and traits that others respected.



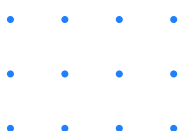
The gladiators were brave warriors, the Pope was and is a pillar of the Catholic faith that communicates the Church's values to its followers. Wedgwood was a talented porcelain tea set maker and the influential Queen that he made the tea set for was a figurehead of England.

Wedgwood brand awareness increased considerably after working with the Queen to the point that Wedgwood is now synonymous with porcelain tea sets. And the main mechanism for these marketing tactics was largely word-of-mouth.

Word-of-mouth marketing is the original form of marketing. It is as it sounds - marketing a brand in a conversational setting. Or, speaking to others about why they should use your product.

Take the gladiators again. If a strong, dignified and athletic gladiator used a certain business to make his clothes, people's imaginations could run wild. They may begin to connect this merchant with the gladiator and his respectable traits.

If a gladiator could be successful while wearing this outfit, then maybe the outfit itself confers a certain benefit.





Researchers at the University of Saskatchewan have confirmed this tendency in marketing. If an advertisement leaves something implied, its recipients tend to fill in the gaps with positive inferences about that product.

And if trust is built between an influencer and a group, the group generally trusts the influencer to guide them in the right direction. Psychologically this makes sense.

If you can outsource mental energy to a trusted individual, you spend less energy yourself. Or, if you do not have information on a specific topic, it is often safer to trust a professional than to make an uneducated decision yourself.

Traditional marketing tactics like word-of-mouth marketing still have their place in modern marketing - even with the internet, the core concepts of marketing have remained relatively unchanged.

The main goal of any business can be distilled into a key concept: finding and retaining customers by advertising a company's own competitive advantage. But also, to make meaningful connections between a brand and its consumers to promote brand loyalty.

There are multiple ways of doing this ranging from the directly stated to the subtly implied.

A company's competitive advantage is not always inherently understood by their target audience either, which is why marketing is so important. At its core, **marketing can be thought of as the mechanism that drives sales when a business tries to convey the benefits of their product.**

This can all be done through word-of-mouth marketing. If a trusted source describes the benefits of something to you, then you are more likely to consider its value. And with social media being an easy way to engage in conversations with anybody, anywhere in the world, word-of-mouth marketing has transitioned onto platforms like Instagram.

The reach of social media makes it a promising medium to talk to others on a large scale. Users can access thousands of influential people engaging in natural conversations with their followers. So instead of going to the colosseum to see gladiators, now you can see influencers in the comfort of your own home.



What is Modern Influencer Marketing?

Marketing is a bit more complex than just driving sales. We are people after all, and so appealing to our psychological needs is equally as important to the marketing process. This is where influencer marketing comes in.



Influencer marketing is an old concept repurposed in a new form. It is an adapted version of word-of-mouth marketing and it is still as effective as the age before the internet. But now, it is more widespread.

Today, influencer marketing is mainly associated with social media.

Instagram - the most popular platform for influencer marketing - has around 120 million daily active Instagram users in the US alone, as of 2021, and a projected increase of about 10 million users is expected by 2023. Globally, it has over a billion annual users and with around 63% of its users, well over 500 million, on everyday.

This sheer amount of daily active users is what makes Instagram the current number 1 for influencer marketing. As an industry, influencer marketing has an estimated global market size of 12 billion USD with a projected growth to roughly \$25 billion USD by 2025. Given its growth and current size, you can be fairly confident that you are getting into the right field.

So what does an influencer usually do? Generally speaking, influencers on Instagram post content to an audience that is actively engaged in what the influencer is saying. Usually, they post consistent material within domains like Fashion, Health and Wellness, or Food to name a few.

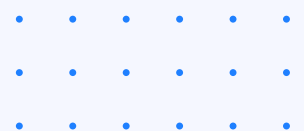
The term influencer is fairly broad, too. A user that posts nonsensical memes is considered an influencer and so is a celebrity promoting their new makeup line. A modern influencer does not necessarily have to be a celebrity, or even well-known.

Influencers can be categorized by their follower size with the most common categories being that of micro- (10 thousand to 100 thousand followers) or macro-influencers (100 thousand to 1 Million followers) but also nano (less than 10 thousand) or mega (over 1 million). If you are an Instagram user, you might already be familiar with modern influencer marketing.

It typically involves a collaboration where a business pays to have an influencer promote their brand to the influencer's specific audience. This kind of relationship works best when an influencer's audience and a business' target audience are similar with the end result being that the influencer offers themselves as a trusted, relatable figure for their audience to identify with. Meanwhile the brand increases their awareness leading to a lasting positive connection and hopefully, sales.

The benefits of influencer marketing cannot be understated with **60% of marketing professionals agreeing that Influencer Marketing has a better ROI**

(Return-on-Investment) than traditional advertising methods. And as the size of influencer marketing grows, we predict that the share of marketers that prefer influencer marketing to traditional means will also grow. The role of influencer marketing looks promising.





- • • •
- • • •

This first question deals with the difference between influencer marketing and digital advertising. Broadly speaking, digital advertising is a term that encompasses all forms of online advertising - including influencer marketing.

Our respondents typically associated digital marketing with increased sales and lead generation. While influencer marketing brought to mind brand building and awareness.

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Chapter 1

How Would You Compare Influencer Marketing and Digital Advertising?

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Influencer marketing, on other hand, garners more trust and leverages real people not directly connected to the brand

There are a wide variety of interpretations for these two terms with everybody drawing from their own experiences. Try to pinpoint which answers feel especially relevant to you.



Digital marketing includes all online platforms that communicate with potential customers. It is paid for and owned by a business to earn profits and can include things like email marketing campaigns, SEO practices and paid ads. Influencer marketing, on the other hand, garners more trust and leverages real people not directly connected to the brand. Influencers have their own loyal communities that are highly engaged and so conversion results are guaranteed. They can be very economical and very specific about their niche. You can expect influencer marketing to develop a lot in the next few years.

 Julio Viskovich | 4+ years marketing experience 

A frequent topic was also the relative infancy of influencer marketing. Some respondents connected digital marketing to platforms like Google and YouTube.

Digital advertising has had a bit more time to come into its own with established benefits like YouTube and Google Ads. Influencer marketing is relatively new. Influencer marketing, in my opinion, gives promotions a more personal touch. It is also more cost and time effective because the loyalty between the digital influencer and your potential customers has already been formed.



 Kate-Lynn | 4+ years marketing experience 







Banners and cold paid media are gaining less traction nowadays

"Influencer Marketing is more personable. Banners and cold paid media are gaining less traction nowadays, especially for Gen Z and Millennials. Influencers have the power to tell stories and to influence their audience to behave a certain way. It could be anything from buying a new pair of shoes, downloading an app, or donating blood. Users want to see authentic content and find influencers that are relatable and that speak their same "language"."

 Alessandro Bogliari | 4+ years marketing experience 

"Influencer marketing gets you a greater ROI by hiring a content creator who has already built a niche community. An audience of a trusted community is a lot more effective than a targeted Facebook ad or your own social media platform. However, I do believe that using all of these correctly will get the best conversion."

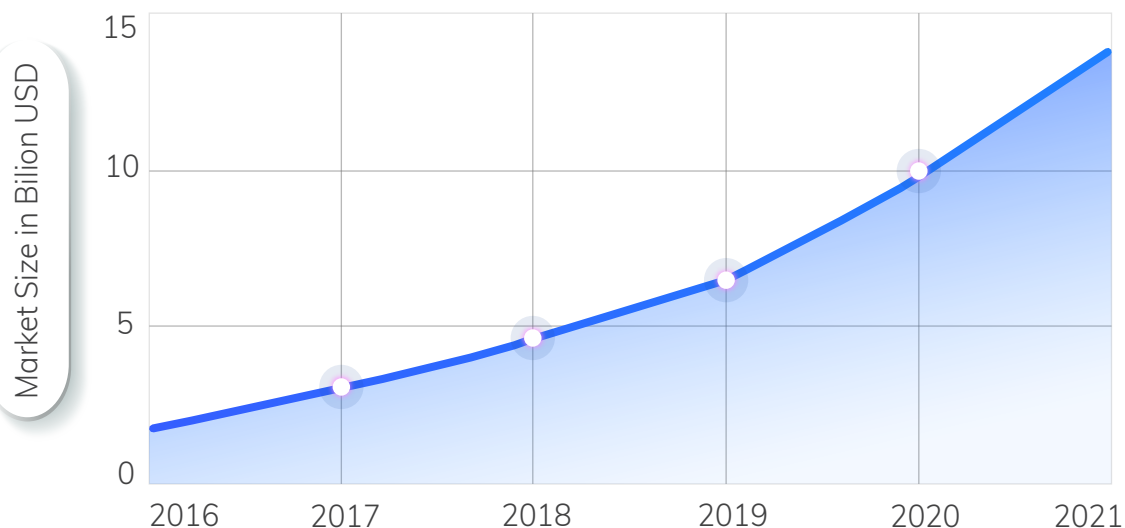
 Radmila Rozenberg | 4+ years marketing experience 



Since 2016, influencer marketing has exploded. The global market size of influencer marketing was estimated to be around 2 billion USD in 2016. In 2021, it reached over 13 billion USD globally. Between the years 2020 and 2025, influencer marketing is expected to have a 32% compound annual growth rate.

Conversely, digital advertising in general is only expected to have a 15.3% compound annual growth rate between 2020 and 2025. Although still impressive, we can conclude that influencer marketing is growing at a significantly faster rate than digital advertising.

Influencer Marketing Growth



The explosion in popularity of influencer marketing can also be seen in global spending patterns. Between 2015 and 2020, there was roughly a 160% growth in spending on influencer marketing. For digital advertising, there was only an approximate 4% growth in spending between these years.

Our respondents also commonly mentioned the personalized nature of influencer marketing. Influencer marketing brings businesses directly to an interested audience. It helps to bypass the long process of building trust when an influencer vouches on a business's behalf.





Work smarter, not harder.
Harness the power of influencer
marketing with Ainfluencer.



“While the presentations may be different, influencer marketing is a more personalized and targeted form of digital advertising. Influencers generally produce a spike in brand awareness where other digital advertisements are more gradual.”

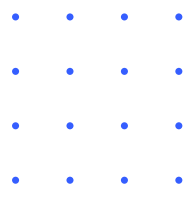


 Akshay Bahir | 1-3 years marketing experience 



“Influencer Marketing is mainly focused on leveraging creators in order to drive traffic and/or sales to a particular brand. Unlike the traditional digital advertising, it tends to be less costly and it is anchored on community building.”

 Hanna Sorbito | 1-3 years marketing experience 





The math is simple. One influencer translates to thousands of new followers for one brand. How about 10, 20, or even 30 new influencers?

Grow your brand with Ainfluencer today.





“Influencer marketing is less automated than digital advertising but more fruitful. You can target a highly relevant audience through influencers in your respected niche.”

 Syed Jawad Khalid | 1-3 years marketing experience 



• •
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• • • •

“Digital advertising is a form of marketing that’s focused on using various digital channels to deliver promotional messages to customers. Influencer marketing is a more tangible and personalized form of advertising. Audiences of influencers follow them for a reason, they identify with them and they trust their expertise in a certain niche.”

 Magda Ziolkowska | 4+ years marketing experience 



• • • •
• • • •



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“First, let's establish that businesses that use an advertising strategy are paying for direct placement in front of their ideal customers. For example, when you pay for Google Ads, you pay to be placed at the top of the search results. When you pay for Facebook Ads, you pay for your content to be placed in front of predefined target customers.




When you pay an influencer to create and place content, you are "jumping the line" and being placed in front of a target audience.

The big difference here is that you are paying to leverage that influencer's existing relationship with their audience. In other words, you are creating a relationship-building shortcut. The influencer is inviting you into their community and allowing you to stand in their limelight, so to speak.

If you are lucky enough to have an influencer feature your brand simply because they like and use your product or service -- that's more like earned media. In other words -- it's PR.

Many brands work to enroll influencers to create content for free as if they were ambassadors in exchange for free products and services. While this can work in some markets -- it's not as effective with B2B products or services because those influencers are typically subject matter experts and spend hours creating technical content.”



 Ivana Taylor | 4+ years marketing experience 

The general consensus is that influencer marketing seems to be a subcomponent of digital advertising. But also, separate from it. Influencer marketing is seen as a powerful way of humanizing a business and making it easier to identify with.

It is expected in the future that influencer marketing will become increasingly relied upon in digital advertising as people flock to social media for entertainment and news.



“ I think they both have a place in marketing. However, influencer marketing can really create inspiring content, especially if it's showing somebody's personal journey, spirituality (like yoga or meditation gurus), travel, or anything else that can portray something visually inspiring and relatable. ”

 Naomi Wengier | 4+ years marketing experience 

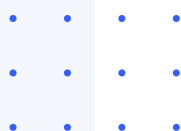


“ Influencer marketing is a more personal form of advertising where the target audience has trust in the person advertising the product/service. ”

 Akarshi Aggarwal | less than a year of experience 



Ainfluencer is the only FREE
Do-it-Yourself marketplace
for Instagram influencer marketing.



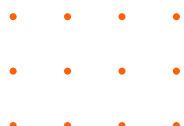


“ Basically, In digital advertising you are just advertising the brand or the brand’s product online. Influencer marketing is similar but it takes it one step further. Influencer marketing involves using an influencer’s status to promote specific products to their audience and so, because the audience admires the influencer, the influencer helps to increase interest in the product they are promoting. ”

 Thomas Deane | 1-3 years marketing experience 



Ainfluencer connects small businesses and eCommerce shops with all types of influencers and creators.





Demographics and Surveys from our Marketing Professionals

Chapter 2

Instagram is still the Kingpin. 91.5% of respondents see Instagram as the primary platform for influencer marketing at this time. Of all our surveyed participants, the most popular platforms for influencer marketing are Instagram, Youtube and TikTok, in that order, with the majority of our professionals commenting that TikTok has had the largest recent gains in influencer popularity.

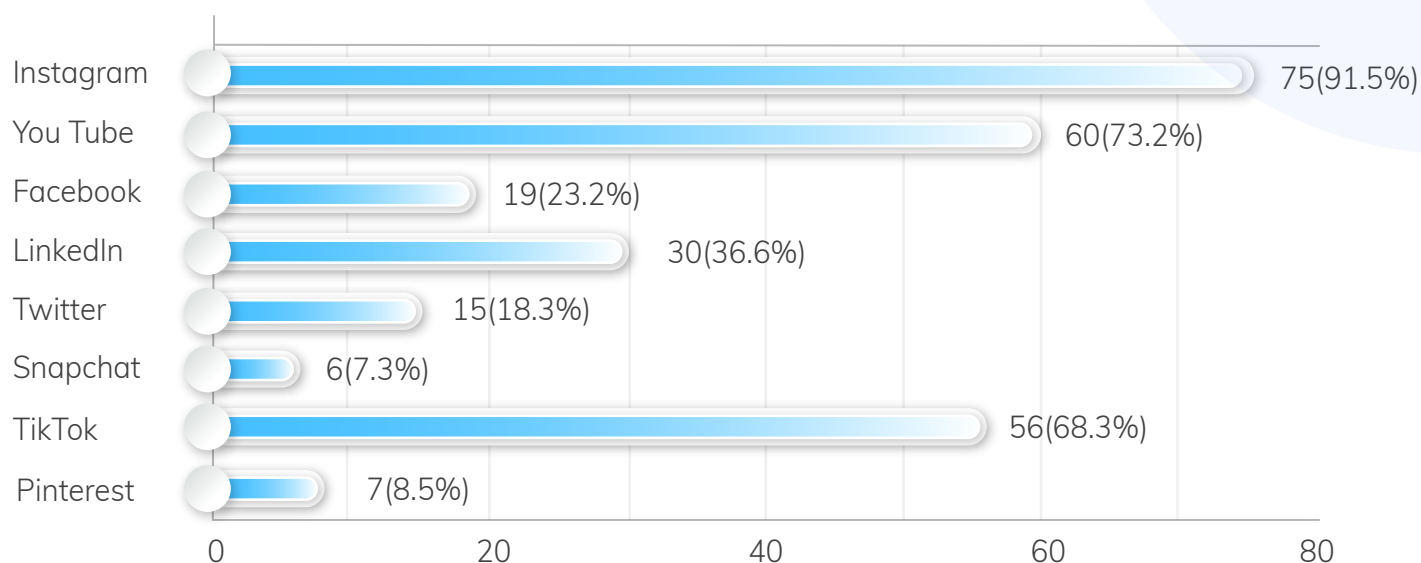


Many of our respondents also believe that Instagram will still be the premier platform for influencer marketing in five years time.

However, some respondents considered platforms like LinkedIn to be more in line with their business goals and target audience. If you are a business-to-consumer-type company, Instagram is probably the best platform for you.

A business-to-consumer company focuses on delivering products to a consumer. For example, McDonalds is a business-to-consumer company. If you are a business-to-business company, LinkedIn might be better suited for your needs. A business-to-business company sells products that other businesses can benefit from. For example, a company that sells management software to another business.

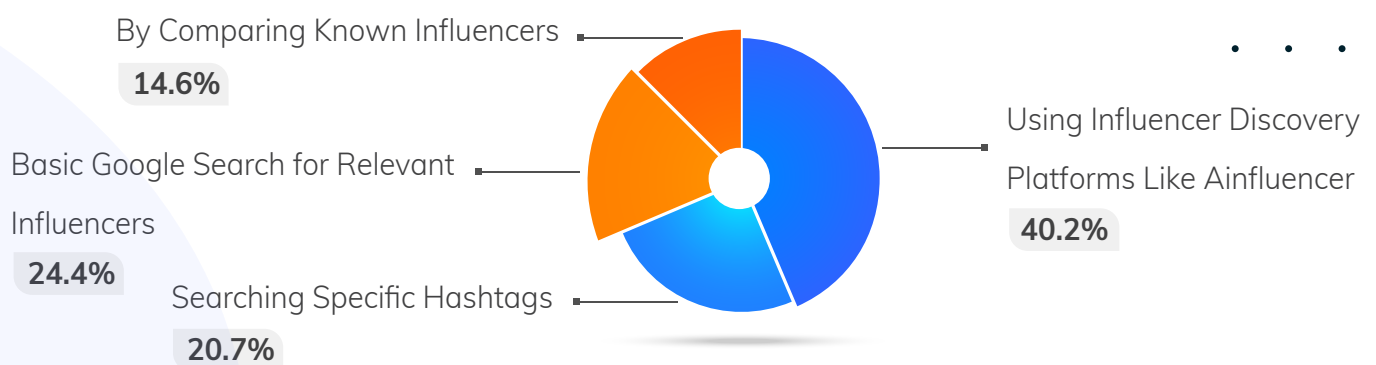
Since Instagram is not necessarily targeted to business professionals, and LinkedIn is targeted toward businesses, it is important to consider who your audience is.



41.5% of respondents use platforms like Ainfluencer to find high-quality influencers to work with.

Ainfluencer simplifies the process of finding influencers. With its advanced search options and user-friendly dashboard, businesses can find professional influencers in their business' niche in just a couple clicks. While other methods can be time consuming and there is never a guarantee that the influencer is going to post a business' content, Ainfluencer only releases payments when the business deal is done.

In general, when our marketing professionals are searching for their ideal influencer, they use a number of different methods to find them. As we have said, most use influencer discovery platforms like Ainfluencer or influencer agencies. This was followed by a basic google search for relevant influencers using keywords. Then specific hashtags that they use by entering them directly into the search bar on their preferred social media platform (like Instagram). The least popular was to compare information that they have about already known, available influencers.

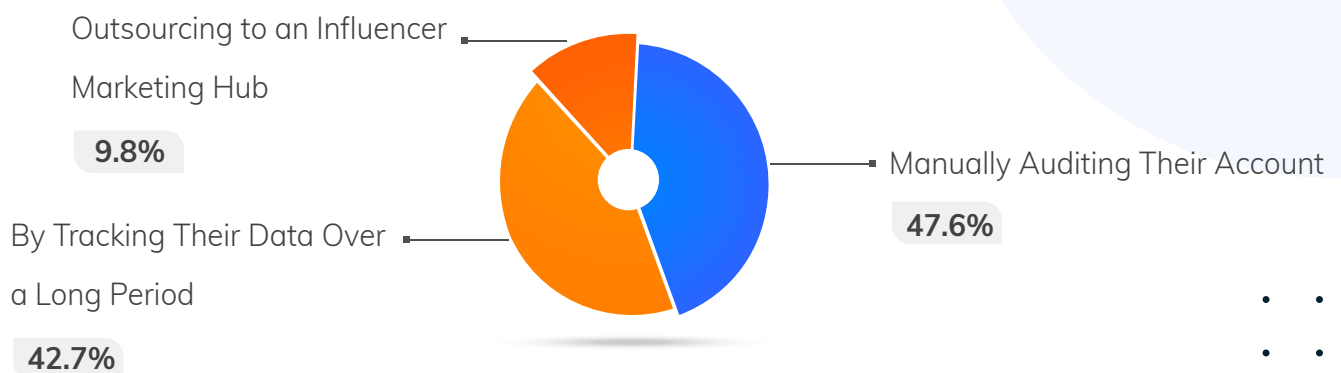


Responses to “How do you find high-quality influencers for your Influencer Marketing campaigns?”

Influencer marketing is time consuming - just under 50% of respondents stated that they audit and validate influencers by visiting their social media account

Once our marketing professionals have found interesting influencers, most people (47.6%) surveyed will reach out and start working with them right away, followed by 42.7% of respondents who prefer to take their time before they commit to an influencer.

This generally involves monitoring their online behavior for a while. The least common method among marketing professionals is to outsource the decision to an Influencer Marketing agency.

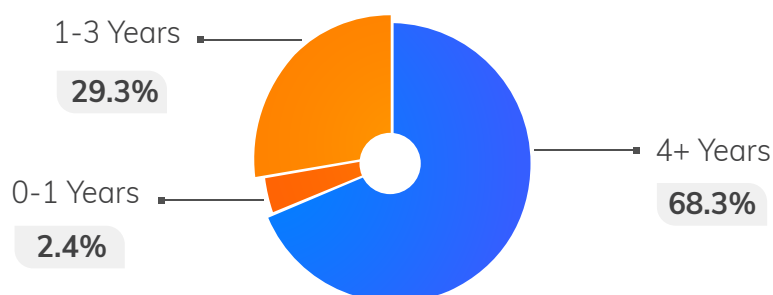


Responses to “How do you decide which influencers to work with?”

Marketing experience of our respondents.

People who do influencer marketing have been doing it for a while. 68.3% of respondents have 4+ years experience in the field.

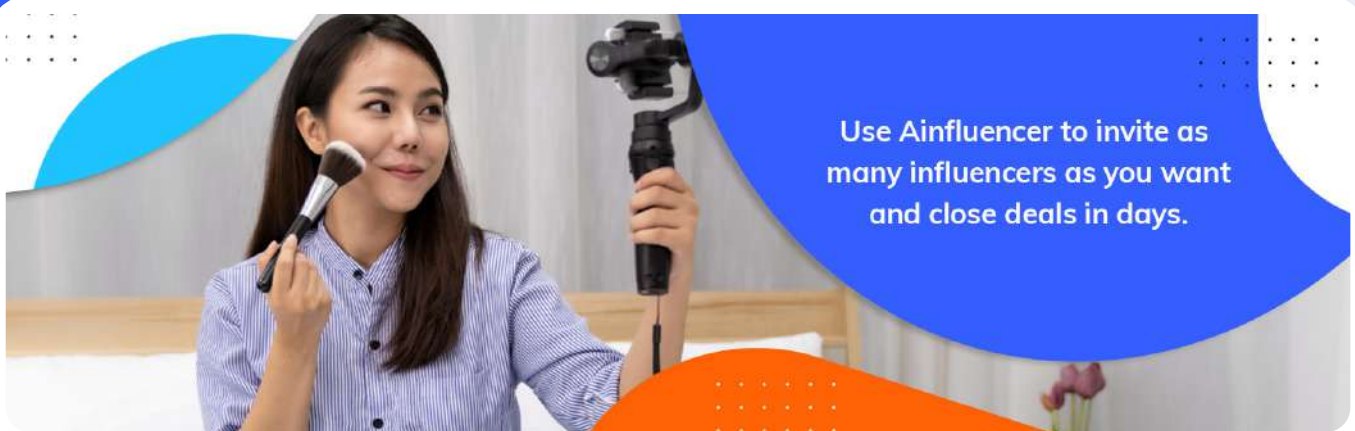
And lastly, the majority of our respondents had over 4 years of marketing experience. Slightly over a quarter had 1-3 years and only 2.4% had less than a year of experience.



These insights suggest that Instagram, discovery platforms like Ainfluencer, and manually auditing an influencer's account are the preferred ways to secure influencers and conduct an effective influencer marketing campaign.

Consider following these methods when looking for influencers to work with. Or, try using all of them. Using all of these methods can help to mitigate potential errors and can lead to the best outcomes when finding an influencer.

Ainfluencer allows its users to manually audit accounts and track influencer analytics on top of providing an accessible network of influencers. Essentially, all a business needs is Ainfluencer, or similar platforms, to find and audit influencers.



Use Ainfluencer to invite as many influencers as you want and close deals in days.



Chapter 3

How Should Brands Use Instagram Influencers to Grow Their Business?

In this chapter, we asked our respondents to share their opinions on the importance of using influencer marketing as a small business.

Instagram influencer marketing can be a powerful way for small businesses to grow. With more than one billion users globally and 63% active daily users, Instagram attracts a lot of virtual real estate for small businesses to advertise their brand. Viewers are much more interested in products **that come from a reliable and trusted source** and the influencer acts as the trusted intermediary between a business and their desired audience.

Outsourcing some of your marketing to an influencer can improve business immensely.



“ I believe that, especially for business owners, outsourcing some of your marketing to an influencer can improve business immensely. This is because 1: The influencer will do all of the photography, editing, and posting, which saves so much time on your end. 2: The audience of an influencer already trusts them and the products they promote. So, when an influencer posts about a product, the audience already trusts that product and is more likely to buy it. 3: Influencers can put a creative spin on your product that you might have never thought of.

I have been an influencer and have hired influencers for my business. I can say with full confidence that, when given the freedom to, a good influencer will shine light onto a product in ways that you never thought was possible. They come up with creative ways to use, photograph, or edit the product and the results of increased sales are incredible.”

 Jasmin Pukke | 1-3 years marketing experience 



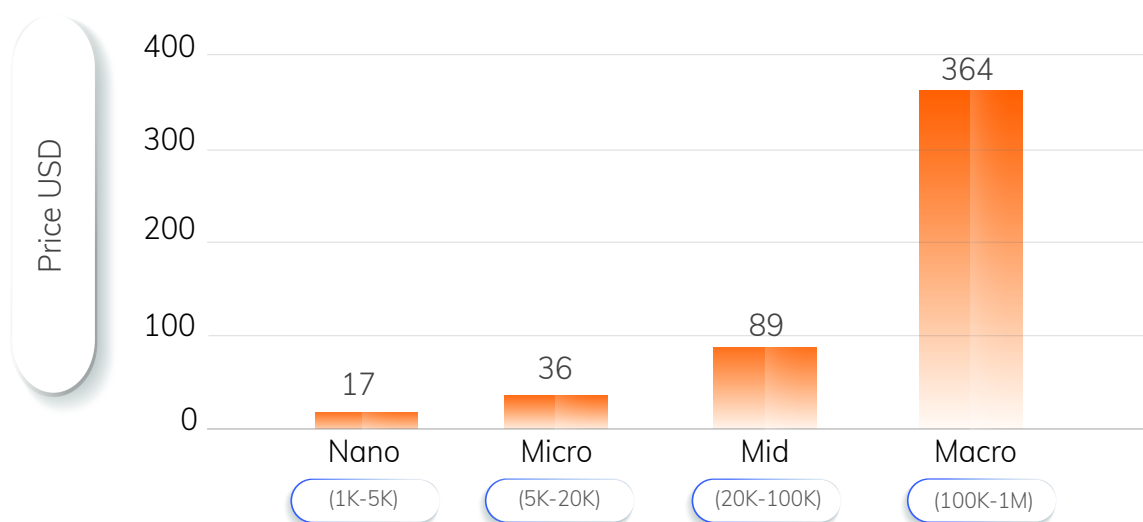


An overarching theme in responses is that influencer marketing is an affordable way to reach new audiences. This is especially true when using nano or micro influencers who often have higher engagement rates. When Instagram users in the US were asked if micro-influencers are more authentic than macro-influencers, 45% agreed that they were, while only 12% disagreed.

This is promising for small businesses as nano- and micro-influencers are the most affordable. small businesses pay an average price of \$17 USD to a potential audience of 1,000-5,000 people. A common rule of thumb is that business-to-business (B2B) companies should spend about 2% - 5% of their revenue on marketing.

For a hypothetical company with \$100,000 in revenue, that is a marketing budget of \$2,000 - \$5,000. A business-to-consumer (B2C) company, on the other hand, should allocate 5% - 10%. Influencer marketing can easily fit into most marketing budgets while simultaneously reaching huge numbers of people. If \$17 is all it takes to reach 5,000 new people, small businesses stand to gain a lot from influencer marketing.

Average Price Per Post for an Influencer





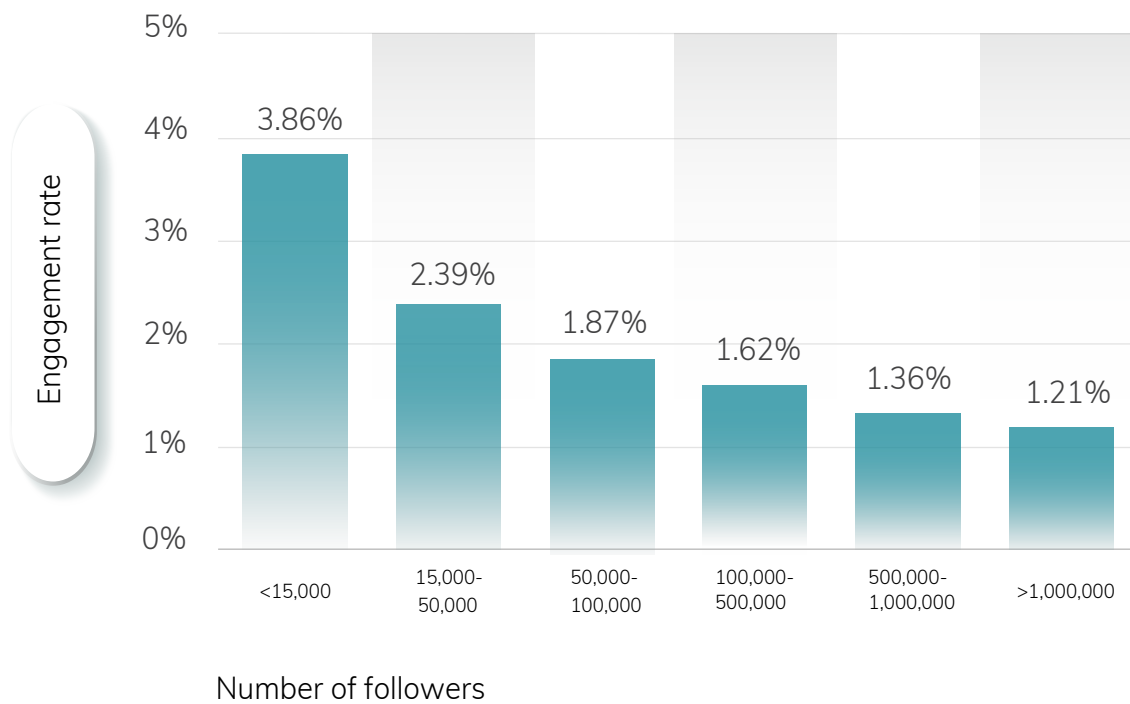
In the United States. Source: [HypeAuditor](#) ›



“Instagram influencers offer higher conversion rates than others. They can also easily interact with their audience through their inbox, comments or likes. Businesses should use this to increase their engagement with people.”





 Muhammad Junaid | 1-3 years marketing experience 

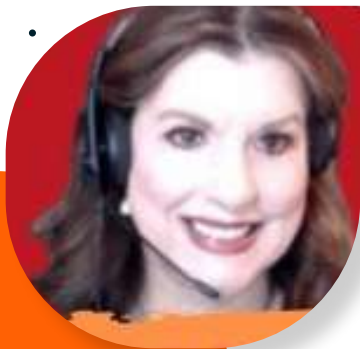


Source - [Influencer Marketing Hub](#) >

Some respondents felt that business focused platforms like LinkedIn may be a better fit for businesses that primarily communicate with other businesses. Instagram still remains the most popular for B2C businesses though.

“ I don't use Instagram but I could see how, if the influencer has many followers that make up a particular target market for a business, it could assist a company in expanding its brand awareness and uptake. ”

 Kirby Edward Briggs | 4+ years marketing experience 



“ Instagram influencers play a key role in communicating the value of products and services to a company's desired audience(s). My customers are primarily B2B, so Instagram isn't as important to their strategy and influencer marketing as LinkedIn. ”

 Denise McDonald Dorman | 4+ years marketing experience 

Ainfluencer is the smartest, fastest
and easiest way to grow your brand and
build trust.





“Instagram influencers have played an important role in the digital marketing industry, especially since the start of COVID. Instagram Influencers are being utilized more than ever to keep up with increased social media use. But, personally, I would say that Instagram influencers are overused. Brands should start to utilize influencers on other platforms like LinkedIn which has a much more business-oriented audience.”

 Ayush Dixit | 1-3 years marketing experience 

“IG influencers are great, but they're just the tip of the iceberg. An influencer with a 3K following on IG might have a 24K following on TikTok, and a Youtuber with a subscriptions base of 100K might not even have an IG account. Not all content transcends all social platforms, so it's essential to understand your brand/product fit and where your audience consumes their favorite content.”

 Renato Linares | 1-3 years marketing experience 



Developing positive partnerships with influencers was also seen as beneficial, leading to lasting relationships and better branding campaigns. Many of our respondents suggested aligning with influencers who have similar target audiences to one's own, or with influencers that share a business' values.

Choosing influencers that have a similar audience to your own business ensures that you are bringing your brand to an interested audience. And finding influencers that share similar values to your own can help them to be intrinsically motivated when sharing your content. **An authentic and motivated influencer is well-poised to promote a brand to its audience.**

As a lifestyle and motivational Instagram content creator, I picked a niche that best suited my personality. This way, I find it fun and easy to post regular content that I'm passionate about as I have a good deal of knowledge and interest in it. By doing this, brands that align with my content can partner with me to promote their services and products for monetary exchange and other benefits that would increase my social presence.



 Irish Palo | 1-3 years marketing experience 

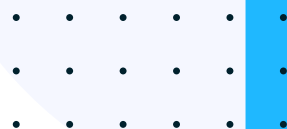
Discipline and consistency are key. Give away something for free and build a good reputation in the network that you're involved in.

 Renic Nikki du Toit | 4+ years marketing experience 



“My previous experiences with Instagram influencers have been really positive! I’ve heard some other marketers in the industry say otherwise but my onboarding process is quite thorough, so I’ve been lucky enough to only ever work with influencers who have really skyrocketed engagement, followers and sales for my clients.”

 Daisy Stallard | 4+ years marketing experience 



“My own experiences with Instagram influencers have been great. They are incredibly engaging and provide good outcomes. The problem is identifying influencers you can rely on to get the job done. Over time, I’ve discovered that inspecting the profiles yourself and watching how their audience reacts to their material is a useful technique for determining whether they’re worth the time and money to invest in. Ainfluencer.com is a great place to find new influencers in the field you’re looking for.”

 Nicholas Taylor | 4+ years marketing experience 

Do Influencer Marketing Yourself
with Ainfluencer.





I've found that the majority of marketers consider Instagram to be their favorite platform for influencer projects and Instagram Stories are their preferred delivery method. Influencers are constantly growing their personal brands, and businesses jump at the opportunity to work with them on long-term partnerships.

To best stand out, focus on finding influencers that parallel your own aesthetic.

 Vladimir Botsvadze | 4+ years marketing experience 

I used Instagram influencers to promote an app that I created. They found a unique and personable way to promote the product through a video. I do believe that brands should focus on video content more so than static images.

 Edward Asare | 4+ years marketing experience 





The math is simple. One influencer translates to thousands of new followers for one brand. How about 10, 20, or even 30 new influencers?

Grow your brand with Ainfluencer today.



“Brands should use Instagram influencers if they are trying to market toward a younger crowd.”

 Kajal Rohan Bhuse | 4+ years marketing experience 



Ultimately, influencer marketing is seen as an excellent medium for small business advertising by our respondents. It is decidedly an effective way to reach new audiences and create brand awareness.

Small businesses can take advantage of affordable nano- and micro-influencers to reach engaged audiences by creating positive interactions and aligning values between influencers and businesses. Finding relevant influencers for a business' campaign is considered vital. Influencers should share a similar target audience and should be genuinely excited about the brand that they are promoting for the best effects.



Ainfluencer provides a bustling marketplace of worldwide brands and Instagram influencers. Sell your products everywhere, and reach the best influencers in each market.

What Are Some Common Tools and Strategies to Help Grow Your Presence on Instagram?

Many of our respondents talked about the value of using Canva or Hootsuite - these were the two most commonly mentioned tools outside of the Instagram platform.

Chapter 4



Canva's free graphic design software makes it easy to create attractive displayable content like posters, business cards, or resumes. Canva can be a valuable tool when advertising giveaways or creating digital business cards to give to influencers. Hootsuite lets you organize and monitor all of your social media accounts in one convenient location. Hootsuite offers advanced analytics so that users can track their followers and engagement across all platforms, and you can also see which posts are performing better on Instagram vs other social platforms.

In the responses below, we tried to include diverse answers that mentioned more than these two tools. Many of our respondents, for example, just use Instagram's built-in features such as IGTV or Shop to grow their Instagram presence, while others listed a variety of different tools.

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Take branding and storytelling into consideration when mapping out your content. Yes, visuals are everything, but they're not the only thing. Think about investing in a copywriter or content manager to repurpose your content across your social channels.

*For tools, I would stay on top of these few: **Hootsuite**, **Sproutsocial**, **Grin**, **Videoleap**, and **Canva**.*

 Renato Linares | 1-3 years marketing experience 



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The built-in features available on Instagram are enough for us.

 Nevil Dipakkumar Kaswala | 4+ years marketing experience 

“*There are plenty of social tools for businesses. I've used:*



- .Like2Buy – to create shoppable links.*
- .Ritetag – to find the best hashtags for your content.*
- .NapoleonCat - to analyze competitors on Instagram.*
- .Shoppable - Instagram Stories stickers.*
- .Canva – for great graphics that don't require much experience.*
- .Photoslurp – to easily collect all UGC content.*
- .Auto-moderation – to shield your Instagram from spam & hate.*

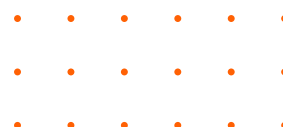
A working e-commerce website, consistent branding, an optimized Instagram profile, knowing Instagram content standards, getting the right tools and having your own audience are all solid strategies for success.

Use hashtags wisely - hashtags generate more engagement for your post. So if you're not into hashtags, you're missing out. Instagram Stories are also essential to generate engagement. In fact, 62% of Instagrammers become more interested in brands that regularly post products in their stories.

Don't forget to put a link in your bio. Your profile's bio is the only place you can insert a link. Make sure you also use contests and giveaways. 41% of Instagram users have followed a brand just to participate in giveaways. And last but not least, use Influencer marketing.

You can use platforms like Ainfluencer.com to research and discover influencers. It's free.”

 Ehsanul Haque Zobaer | 1-3 years marketing experience 



Instagram Stories are a unique feature on Instagram and something to consider when growing your presence. As Ashley Boggs says in the following, creating and using Stories can place your account at the top of a user's Instagram feed. This is a great insight. As long as you are creating new content, it will consistently be prioritized on your follower's feed. You can also make your Story more interactive by using Instagram's sticker features with personalized messages, your location, or Instagram music for an engaging experience. Like normal posts, hashtags can be used on your stories to increase the chances of your content being seen on Instagram's explore page. That said, you should also make sure that your account is not set to private.





“Everyone on Instagram should be utilizing stories and highlights to further enhance their branding and storytelling on Instagram. Gaining traction with followers requires frequent updates so leveraging stories can ensure your followers are seeing you at the top of their feed. Furthermore, highlights are an amazing way to entertain followers and keep them on your page for a long time while gaining new followers.”

 Ashley Boggs | 4+ years marketing experience 

“Zoho, Hootsuite, SEMRush's social media tools.”

 Harsh Bathia | 1-3 years marketing experience 



Harness the power of word-of-mouth marketing through influencers with Ainfluencer.





“ I use Like2buy, Napoleon Cat,, Photoslurp, Hashtagify.me, and Wishpond and would recommend all of them. Some common strategies are to hire nano-influencers, do product giveaways to create a buzz around your brand, review useful products, and reply to comments. ”

 Nikhil Doifode | 1-3 years marketing experience 



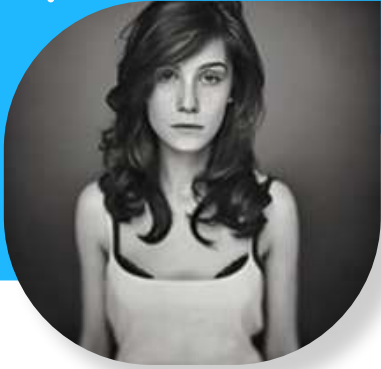
“ AIinfluencer and Upfluence. I’m not currently using them but I’m sure I will in time. ”

 Gord Collins | 4+ years marketing experience 


Ainfluencer is 100% free!
No contracts or commitments. Brands only pay the influencer’s fee. Ainfluencer generates a fee from each promotion which is deducted from the influencer’s payout.

Get started with Ainfluencer Now!





“Ecommerce businesses have lots of tools at their disposal but a tailored and meticulously-researched content strategy will always be key for gaining traction on Instagram. Building a community around your brand is king while using the tools available on Instagram can definitely help you succeed.”

 Abitha Pallett | 4+ years marketing experience 

“With over 50% of the worlds' population on social media, people are starting to buy directly from these platforms. Facebook and Instagram have launched features that cover all your basic needs. So, the best strategy would be to post regular content with attractive images. I'm not currently using a social media tool myself but I have used Hootsuite and Buffer before with success.”





 Saad Shoaib | 1-3 years marketing experience 

Monetizing your Instagram account has never been easier. Use Ainfluencer to instantly search through thousands of businesses that want to pay you to promote their products.



“Follow Instagram's official account to stay updated on the new policies/ features that are coming onto the platform. Focus on proper hashtag analyses, audience engagement, trendspotting, and keep an eye on what your competitors are doing.”



 Shivangi Agrawal | 0-1 year marketing experience 



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“Basic tools that every social media marketer should be familiar with include Hootsuite, CoSchedule, Pexels, Canva, and Google Sheets and Docs. However, if you want to stand out, I believe that using tools like Google Analytics (to track your progress), Dashthis, Brand24, and Adobe Photoshop, VSCO, and other well-known editing programs would be extremely beneficial to you as a brand.”

 Kate Lynn | 4+ years marketing experience 

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These tools are tried and tested from our marketing professionals, however these varied responses are also proof that not every tool is necessary for your business. Notably, many of our respondents listed Canva, Hootsuite and Instagram's built-in features as helpful.

A large portion of our professionals seem to agree that all that you need is already in the Instagram app. Additionally, focusing on high-quality and consistent content can work wonders when increasing your presence on Instagram. **Content is king. Find a niche that you are excited about and post often.** Use hashtags and consider asking influencers to promote your brand.

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Which content categories are likely to become (i.e. verticals) the most popular on Instagram for influencers?

The importance of aligning your target audience to an influencer's cannot be understated. Reaching the right target audience delivers interested consumers and leads to sales.



Chapter 5



Knowing which categories are likely to pick up the most attention on Instagram acts as a guide for your influencer strategy. Of note, a large majority of our respondents mentioned Fashion and Beauty as the categories most poised for successful influencer marketing on Instagram.

Of the 44 responses we received, 21 mentioned Beauty and 20 mentioned Fashion. They considered these excellent opportunities for engagement due to their highly visual nature.

Instagram is such a visual medium that I think almost any industry that concentrates on visual products. This ranges from Food, Fashion, Beauty, to Automobiles and everything in between. Any business that wants to tell a story should be on Instagram.

 Julio Viskovich | 4+ years marketing experience 



Most Commonly Mentioned Categories





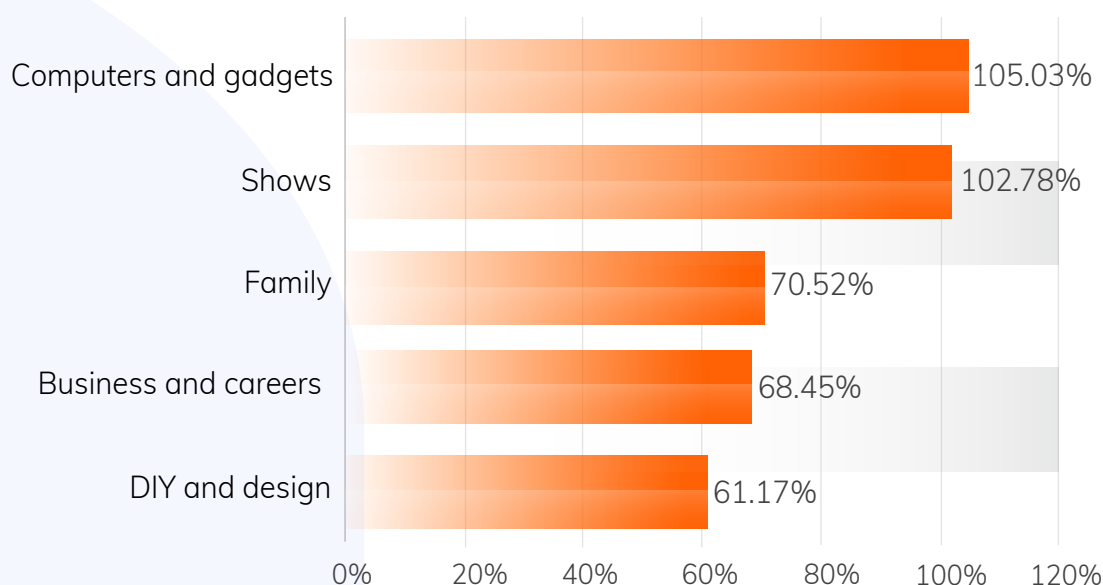
“*Fashion and Beauty, Travel and Leisure, Celebrity Entertainment, Sports, Gaming, Health and Fitness, Parenting, and Business and Technology, among others.*”

 Nicholas Taylor | 4+ years marketing experience 

Despite the popularity of Fashion and Beauty, there was significant growth in other categories in 2020. In the UK, Computers and Gadgets and TV Shows had over a 100% growth in followers. If your goal is to promote products outside of Fashion and Beauty there is a good chance that your influencer marketing efforts will prove effective. A quick search on Instagram will likely show a number of accounts or content related to your business with a niche following. The key is to find influencers who promotes content to the audience that you need.

A free tool like [Ainfluencer.com](https://ainfluencer.com) is excellent to use when searching for targeted audiences as well using search filters like hashtags, keywords, categories and more.

There are about 37 million influencers on Instagram in a variety of different verticals and about 500,000 with more than 15,000 followers



Average yearly followers growth

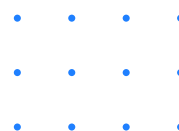
“Any business that has a visual element would be a good fit for Instagram. Influencers are often thought of in the beauty space, but I have worked with influencers that influence design companies, militaries and NGOs.”

 Andrea J. Sok | 4+ years marketing experience 



“Food & Travel. I think these are things that everybody can relate to and that everybody desires to some degree.”

 Ayush Dixit | 1-3 years marketing experience 







Connect your brand to Ainfluencer and choose from thousands of different influencers to help sell your products and reach new audiences.

[Join Ainfluencer Now!](#)



“Fashion/Beauty, Travel/Lifestyle, Celebrity/Entertainment, Sports, Gaming, Health/Fitness, and Family/Home/Parenting”

 Ronak Lunia | 4+ years marketing experience 



“Retail/Fashion and Subscription Services can benefit from the features in Instagram to show their products, like Reels and Highlights. Food and Beverage also display well through the Instagram lens, and many foodies and bloggers have been able to attract millions of followers as they showcase restaurants and products. Seeing and tasting through Instagram is a powerful medium for these two industries.”

 Ashley Boggs | 4+ years marketing experience 



Ainfluencer is the smartest, fastest and easiest way to grow your brand and build trust.





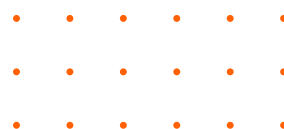
“ I think Beauty, Food, and Music are the best positioned verticals for Instagram influencer marketing. Instagram is mainly a platform that is used by the younger crowd and these are three areas that young people love to stay on-top of. ”

Shivangi Agrawal | 0-1 year marketing experience [in](#)



“ Hands down, the categories that perform best are Travel and Leisure, Healthcare, and Fashion/Beauty. All of these benefits from the use of great photography and video content. ”

Will Blesch | 4+ years marketing experience [in](#)





Ainfluencer is a straightforward marketing platform that makes it easy for businesses and Instagram influencers to connect.







“Home Renovation – as the pandemic continues, people will invest more into fixing up their home instead of inviting strangers into the house.”

 Vivian So | 4+ years marketing experience 

The Health and Wellness category also had several honorable mentions. Health and Wellness influencer marketing can be used for any business that wants to promote topics like nutrition, sleep, work-life balance, spirituality, and fitness and is particularly relevant to a wide number of people as health and wellness is necessary for everybody.

Businesses in this sector will be hard pressed to find influencers who are not ready to promote their products. In fact, as of 2020, roughly 12 percent of global influencers fell under the Lifestyle domain - which includes many health and wellness concepts that our respondents referred to - while Fitness held about 3 percent of all influencers. As of now, Health and Wellness remains a highly viewed vertical on Instagram. This is unlikely to change in the future.

“Health and Wellness, Finance, Environment.”

 Alisha Forrester Scott | 4+ years marketing experience 



“ I believe that Healthcare and Entertainment are two verticals that are naturally easier for influencers to gain a following with. Audiences are generally interested in these two things. ”

 Saad Shoaib | 1-3 years marketing experience 



“ In my opinion, Fitness currently gets the best traction from Instagram Influencers. The fitness hashtag has been used over 478 million times making it one of the most used hashtags in the world. As influencer marketing grows and industries become bigger, I can see it shifting from Fitness to other categories quickly. ”

 Graham Weever | 1-3 years marketing experience 

To recap, the most popular response from our marketing professionals that we surveyed was Fashion and Beauty due to its highly-visual nature. **Instagram's video and photo sharing options were seen as the perfect way to deliver beauty tutorials and express unique fashion statements.**

However, the goal of influencer marketing is to promote your business to niche, interested audiences and Fashion and Beauty is not the only field where you can do this. **There are about 37 million influencers on Instagram in a variety of different verticals and about 500,000 with more than 15,000 followers.** Businesses have a variety to choose from and are likely to find the right influencer for their needs - especially with the help of tools like Ainfluencer.



What advice would you give to a new business that wants to gain and grow its paid sponsorships ?

Chapter 6



Hopefully by now, you are starting to see the benefits of influencer marketing. **As we highlighted earlier, influencer marketing can be an incredibly cost-effective way for small businesses to market their brand to their unique audiences.** Essentially, it offers a mascot for your company that can humanize your brand and sway new people to start using your products. So, incorporating it into your business plan is an important step to take.

In this chapter, our respondents highlighted important lessons that they have learned throughout their years in the marketing industry. Use these tips as a guide when making your own decisions as they have been honed throughout years of experience in the industry.

One common recommendation was to be as clear as possible when negotiating terms with an influencer. If your terms are clear, then there is less room for error when entering a business deal. Your contract with your influencer should focus on the details of the content that your influencer is creating such as specific hashtags, or the timing of the post. It should also include metrics of success such as a certain number of people reached or traffic driven as well as compensation and whether you are open to the influencer working with other clients.

Conveniently, Ainfluencer does all of this for you.

“*Do your research and make your terms clear when you present them to an influencer.*”

 Abdelmonem Hassan | 4+ years marketing experience 



“*Be clear in the value proposition and brand and attract only those that believe in what you're doing.*”

 Danielle MacInnis | 4+ years marketing experience 

One response recommended excluding the European Union in your business plans which highlights an interesting point - where should a business market themselves? If it is a small business, it makes sense to market locally. If the business is trying to go global, it makes sense to consider International regulations.

That said, it is important to research the regulations on privacy and data collection wherever you are promoting your content. The EU General Data Protection Regulation, for example, forces all companies to be transparent about what data they collect and what they do with it. For some marketers, this may be a deterrent. Regardless of whether you are based in the EU, any business conducted within the EU is subject to these rules. Data collected from email marketing campaigns, influencer analytics, or a website must be available to the public.



“**Exclude the European Union due to their general data protection regulations.**”

 Zolisa Manyela | 4+ years marketing experience 





“**Hire influencers that have a good network. They can potentially connect you to other people in the future that can help you.**”

 Drishti Arora | 1-3 years marketing experience 





“Focus on the audience and the type of content that the influencer generates more than their number of followers. Smaller influencers, such as micro and nano-influencers, will create better engagement for brands and a more authentic connection to the audience they are seeking to reach.”

 Danay Escanaverino | 4+ years marketing experience 

“I recommend making sure that you are first using your business' account to reach out to influencers. There are many fake accounts out there that say they are there to help you but actually aren't. I don't answer those offers anymore. Unfortunately, I responded once and gave them my account information. They ended up using my account and then deleting it.”

 Madeline Stevens | 4+ years marketing experience 





Start searching through thousands of influencers and businesses.

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“Engagement rate is more important than followers. Look at the reactions, historical data, method, and tone of communication of the influencer. Are they trustworthy and genuine? Calculate your estimated ROI based on these findings. In addition, be prepared for a spike in orders - so have your production and logistics in place.”

 Ahmad Haji | 4+ years marketing experience 

Why are engagement rates important? A high engagement rate is an indication of how much an influencer is actually interacting with their followers. A high engagement rate means that an influencer's message is being delivered to their audience and cemented in their minds through comments, likes, direct messages, and other methods of interacting with followers. As we mentioned before, smaller influencers tend to have higher engagement rates which is great news for small businesses.

“Always use a contract when working with an influencer! It's a step I see a lot of my clients have skipped prior to working with me, and it has always cost them money and/or resulted in collaborations that haven't been profitable.”



 Daisy Stallard | 4+ years marketing experience 





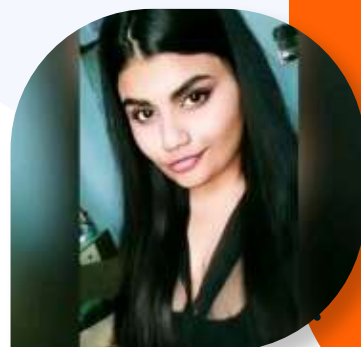
“Imagine your product at its very best iteration, envision and record any of the sub-industries, trade groups, professional organizations, or consumer services-based companies that would appreciate your work. Of those, which are the top three most populous groups? Who are they currently working with? What do you need to enter those circles with confidence? Record these ideas and then place them in order of priority and also on a hypothetical timeline.

Now, add-in the localized and community groups which would benefit from your work. Create a list of them and determine who inside those organizations you should contact when ready. Select the top three and determine why they would want to work with you.”

 Alisha Forrester Scott | 4+ years marketing experience 

“When looking for influencers, focus on the quality of their content and engagement rather than the quantity of their followers and posts.”

 Sulochana Pandey | 1-3 years marketing experience 



Ainfluencer is 100% free!
No contracts or commitments. Brands only pay the influencer's fee. Ainfluencer generates a fee from each promotion which is deducted from the influencer's payout.

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Although this question was open-ended, the majority of our respondents discussed influencer marketing and how new businesses can use it to grow. Some important themes include:

- Clarity and forethought were important recommendations. These skills are simple to understand but not always practiced.
- Our professionals recommended reaching out to influencers and being direct and clear when negotiating with them.
- Make notes about what you are looking for and spend some time afterward to allow other ideas to come to you.
- Do not make any deals or plans in haste without having time for your thoughts to settle - important things may present themselves down the line.
- Be professional and consider your audience's location. Influencer marketing, although not always formal in its delivery, is a serious profession so be professional in your business dealings.
- Also be aware of data privacy laws and foreign regulations that may impact your business, metrics that can help you to gauge your success, or your potential influencer's content and audience.

Although this question was open-ended, the majority of our respondents discussed influencer marketing and how new businesses can use it to grow. Some important themes include:



Chapter 7

What will influencer marketing look like among small businesses in the near future?





Small businesses stand to benefit the most from the affordability of influencer marketing.

Larger organizations are already taking advantage of influencer marketing by often using the more famous influencers, and that works for their marketing goals. But, they are purposefully missing out on the smaller influencers that don't command as large of an audience. For smaller businesses, a less-popular influencer brings many benefits.

Using the previous average price of \$17 for a micro-influencer, a new audience of 5,000 means more to a small business than it would to Nike, relatively speaking. Additionally, these micro-influencers have a more personalized way of interacting with their audience which would likely be tarnished by partnering with a large corporation. As a result, the influencer could seem less authentic. This is why a partnership between smaller influencers and small businesses is symbiotic, and why partnerships are likely to grow significantly.




I think influencer marketing will grow a lot because of the excellent exposure both brands and influencers get. It's a symbiotic relationship.

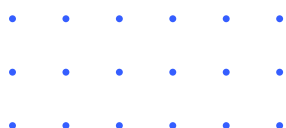
 Madeline Stevens | 4+ years marketing experience 



I believe niche influencer marketing will replace general influencer marketing. It doesn't help to promote your product to someone who has 5 million followers if none of them care about the industry. But for example, if you are selling 3D printing products, having a 3D printer influencer with 100K 3D printing followers can be a very powerful, more focused tool.



 David Perez | 4+ years marketing experience 



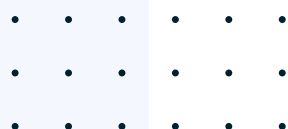
“ I believe small businesses may use influencers to drive clients to their location and to create traffic both online and in-person. Influencers have started to share the places and things they genuinely "like" and that fit their "brand" because there are so many products, instead of just doing it for the purposes of money. ”

 Ariel Goriachi | 1-3 years marketing experience 





“ Micro-influencers are now becoming a heavily relied-on resource for small businesses. When a business does not have the current funds to pay a widely known influencer, they can pay or supply free products to "micro-influencers" which are people who have a small-to-medium-sized following and they will post about the product and business on different social platforms. I think this is especially important with TikTok because, as I said before, a video can go viral, even if the creator has very few followers. A micro-influencer has the potential to create a viral video of your product on TikTok and increase awareness and sales for your business. ”

 Jasmin Pukke | 1-3 years marketing experience 





“ Since all businesses are migrating to the digital platform, influencer marketing has a lot of potential for growth in the future. ”

 Ongama Madingana | 4+ years marketing experience 





“ I believe it will get more credit, it will diversify, and will increasingly become more niche. ”

 Lisa Dion | 4 +years marketing experience 



Create a business account on Ainfluencer today and find thousands of verified influencers that can help you grow your business.



“ I think the most productive collaborations will be with influencers who really love your product and are ready to use it in their own life. ”

 Bohdan Shtylyk | 1-3 years marketing experience 

“ Both will help each other simultaneously and so both will grow together. ”


 Devendar Kashyap | 4+ years marketing experience 





Ainfluencer provides a bustling marketplace of worldwide brands and Instagram influencers. Sell your products everywhere, and reach the best influencers in each market.



“ I think more people will start to use it because it has increased some much in popularity over the past few years that more people are aware of it. ”

 Bohdan Yeromin | 4+ years marketing experience 

“ I see a significant expansion, especially among micro influencers. ”

 Richard Nelson | 4+ years marketing experience 



Ainfluencer makes marketing simple. Businesses use Ainflunecer to connect with Instagram influencers to promote their brand. Influencers join Ainfluencer to make money doing what they do best.

Forbes recently conducted their own survey with marketing professionals asking a similar question as us. One professional seemed to believe that larger brands will eventually drop influencer marketing altogether as they have more to lose from partnering with the wrong influencer. This is similar to our findings linking the benefit from influencer marketing for smaller businesses

Another Forbes marketer believed that influencers will start to think of influencing as a formal profession. Because of this, they will incorporate serious marketing tactics and designs into their content. This makes sense. Influencer marketing is proving to be a viable means of promoting one's business and influencer's that understand how to market a company well will be chosen over influencers that do not.

They also believed that influencers will become more mindful of their responses as their profession becomes more in line with traditional marketing. Public relations will be a heavy focus for future influencers who need to appear consistent in order to retain their followers.

"I think we might see even more of a shift towards local nano- and macro- influencers to aid small businesses."

 Kristian Sturt | 4+ years marketing experience 



Ainfluencer is fast!
Signup and create an Ad in minutes.
Ainfluencer will then prompt for a few keywords and start displaying relevant influencers to invite to collaborate on the Ad. Offers will start to roll in where both parties can chat, collaborate and promote!

Sign up Now!



“As it's very difficult for a small business to get famous, popular influencers to talk about their brand, established micro-influencers are a great solution that small businesses will be able to take advantage of.”

 Nandyala Shashank Yadav | 4+ years marketing experience 



“Influencer marketing is going to be one of the best-performing marketing channels in 2022. With Facebook already investing \$1 billion on creators and Apple's iOS updates affecting advertisers, you'll see a marketing budget shift towards influencer marketing, brand creatives, and content marketing.”


 Renato Linares | 1-3 years marketing experience 

Harness the power of word-of-mouth marketing through influencers with Ainfluencer.







“ I think influencer marketing will become an integral part of any small business’ social strategy with the rise of so many new businesses throughout the pandemic. Competition has nearly doubled in a lot of sectors so being viewed by new audiences before other brands could give small businesses a big competitive advantage. ”

 Daisy Stallard | 4+ years marketing experience 



“ Small businesses will start to see that influencers are relatively inexpensive. Some currently see influencers as celebrities who are expensive and irrelevant to their business. This is a myth. There are influencers and experts for every type of business - small businesses, just need to know how to find them. ”

 Ivana Taylor | 4+ years marketing experience 

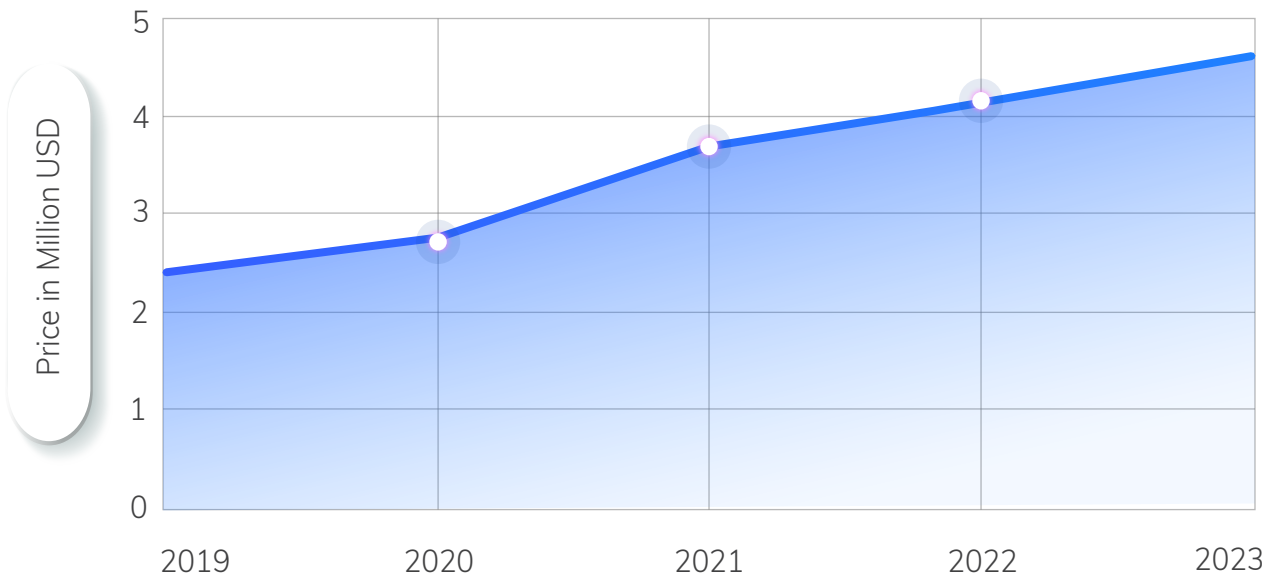


Ainfluencer is easy to use!
No commitments or lengthy signup process and
the Ainfluencer interface, coupled with smart
workflow makes work simple.

Get started with Ainfluencer! It is risk free!



How Much Businesses Are Spending On Influencer Marketing in the U.S.



In 2021, 91% percent of influencers that took part in influencer marketing were micro-influencers.

Businesses are also predicted to spend significantly more on influencer marketing in the next few years. Due to the affordability of micro-influencers, the increased outreach that they offer, the growth of micro-influencers, and the increased spending on influencer marketing, small businesses are well-poised to employ influencer marketing. They will likely be a main driver in the growth of influencer marketing which would see influencer marketing become an industry largely dominated by small businesses and small-scale influencers.



Chapter 8

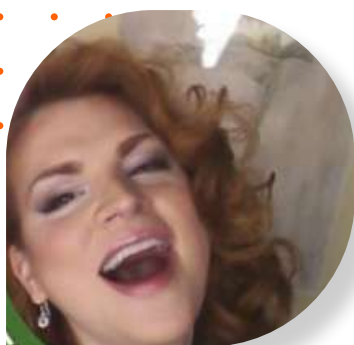
**How do you currently connect
with Instagram influencers?**

Finding the right influencer to represent your company positively should not be taken lightly. There are millions of influencers out there to sift through and not everyone is right for your needs. Influencers are an extension of your company after all, so it pays to find the right person.


We recommend using a platform like Ainfluencer to find influencers. We have simplified this process so that you can easily search up the right influencer for your needs with just a few keywords and filters, and analyse price and quality at the same time.

Our professionals gave a variety of answers to this question. Some marketing professionals do not work with influencers at all and a reason for some has been the lack of trust, visibility and simplicity in making it work.



It is important to be aware that there are businesses out there that have yet to transition to influencer marketing. That does not mean that influencer marketing will not benefit your business. The data shows that it is only becoming more relevant in the marketing world.



“ I don't. As a business owner, I loathe when influencers reach out to me to do something or give them something for free. Other business owners I've spoken with feel the same and are starting to really resent people who call themselves "influencers". ”

 Charlie Fox | 4+ years marketing experience 



“ I use tools like NinjaOutreach & Grin. These tools save a lot of time. I'm looking forward to using Ainfluencer.com more too. ”

 Ehsanul Haque Zobaer | 1-3 years marketing experience 





“ I work at a PR agency and we usually get in contact with a few influencers at a time that we are looking for to participate in our campaign. We deal with influencers just as much as we would with other professionals. ”

 Suzanna Piacente | 1-3 years marketing experience 



“ We collaborate with thousands of nano and micro-influencers without any monetary incentive (just a free product). While for macro and star-influencers, we do have a compensation model in place based on CPM and cost per engagement. ”

 Rafael Schwarz | 4+ years marketing experience 



Ainfluencer is safe!



The payment escrow system holds funds until the campaign is delivered per the terms of the agreement. Brands will be presented with in-depth stats and info powered by AI and proprietary algorithms, such as quality score and suggested post price, which in turn provides peace of mind.



"I have established my own network but when I want to find new influencers, I use Instagram to review their profile and Whatsapp or their DM's to reach out to them."

 Rupasri vakati | 1-3 years marketing experience 

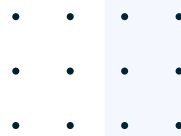
"Using marketplaces such as Ainfluencer.com."

 Bezawit Amare Demere | 1-3 years marketing experience 





Ainfluencer is scalable - work with 10s or even 100s of micro-influencers using streamlined workflow.

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“ I find my influencers through manual searches on instagram, and payments are done through bank transfers. ”

 Iqra khan | 4+ years marketing experience 



“ We pay extra for exclusivity - if an influencer only mentions our product then we will pay more. ”

 Nevil Dipakkumar Kaswala | 4+ years marketing experience 

Paying more for exclusivity is an interesting concept. Influencers often work with many different brands over short or long periods of time. From an influencer's point of view, it makes financial sense to get as many deals as possible - more deals equals more money. So, if an influencer were to work exclusively with one brand, then they would have to be appropriately compensated for lost work.

An influencer that works for a specific company confers benefits to that company too. The influencer is seen as an extension of that company and a consistent face that people can come to trust as a representative of the brand. Once the association between a brand and an influencer is made, then anytime the audience thinks about that influencer, they have a good chance of also thinking about that brand.






Honestly, I stalk their profiles. From Instagram, to Facebook, TikTok, Twitter, and LinkedIn. I'll search for anything that might tell me they would be a good fit for my brand. I focus on the overall "vibe" of their social platforms to see if they would fit my brand and then look at their engagement/follower count to determine what price I am willing to pay for them to promote my product. Obviously, the higher the following/engagement, the more I am willing to pay. I have used Influencer platforms in the past, but I have found that some of the best and most trustworthy influencers are the ones that I have stumbled across while scrolling through social media.

 Jasmin Pukke | 1-3 years marketing experience 

It is becoming difficult to find quality influencers in an increasingly saturated market. But tools like Klear or Ainfluencer can help with this search. Payment methods for influencers have recently changed in the Middle East and North Africa requiring them to now be licensed and to have a business bank account. However, some influencers are not yet registered and require payment through either Paypal.

 Faryal Shahid | 4+ years marketing experience 



As can be seen, there are many methods of connecting with influencers. For a streamlined, simple search, influencer marketing hubs like [Ainfluencer](#) are the best route. But as other respondents have said, they have had success manually auditing accounts on Instagram and deciding if they like what they see. Or, they have already established networks from years of work that they can pick and choose from. You can easily apply all of these options to test what works the best for you.




The Wrap Up

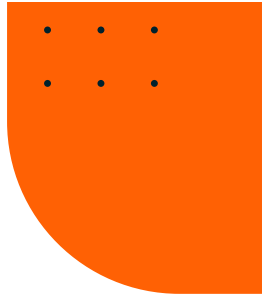
Thanks for taking the time to read through this Ebook and the responses from the talented marketers featured. Hopefully, you were able to read their opinions thoroughly and extract what you needed.

Influencer marketing is a rapidly growing field that will clearly gain more traction as time goes on. Small businesses are encouraged to start incorporating influencer marketing into their marketing plans to reach new, engaged audiences that they otherwise would not have been able to. Traditional marketing methods can be seen through influencer marketing and so, influencer marketing will become a more formalized, professional branch of marketing in the near future. An engaging influencer that already has a trusted audience saves businesses time and money on their own marketing methods by outsourcing it to these professionals. The pros of influencer marketing are numerous and those that do not incorporate it, risk falling behind the times.

Again, thank you to all of our respondents for your work in creating this Ebook - we couldn't have done it without you! The following pages contain more information on the marketing professionals that we surveyed such as their background and a photo of themselves.

We encourage our readers to study the marketing professionals that resonated with you and your business goals.





About Ainfluencer

Ainfluencer is the first ever, 100% free to use DIY marketplace for influencer marketing.

Ainfluencer is the easiest way for brands and creators to build trust and generate sales online via our smart, easy, and secure marketplace.

Ainfluencer does away with all the wasted time, risk, and high costs associated with influencer marketing. By providing a smart, easy, and 100% free all-in-one platform, businesses can focus on getting started fast with ideally matched influencers in order to promote their business.

It's fast - signup and create an Ad in minutes. Ainfluencer will then prompt for a few keywords and start displaying relevant influencers to invite to collaborate on the Ad. Offers will start to roll in where both parties can chat, collaborate and promote!

It's easy - no commitments or lengthy signup process and the Ainfluencer interface, coupled with smart workflow makes work simple.

It's safe - payment escrow system holds funds until the campaign is delivered per the terms of the agreement. Brands will be presented with in depth stats and info powered by AI and proprietary algorithms, such as quality score and suggested post price, which in turn provides peace of mind.

It's 100% free - no contracts or commitments. Brands only pay the influencer's fee. Ainfluencer generates a fee from each promotion which is deducted from the influencer's payout.



It delivers superior ROI - with zero access fees and better targeting, ROI skyrockets 5-8x over traditional media buys.

It's scalable - work with 10s or even 100s of micro-influencers using streamlined workflow.

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Influencers - be sure to [download the app](#) and browse our marketplace for thousands of premium offers.

Sources and Credits

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