

4 Influencer Marketing Strategies Every Marketer Should Know in 2020

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Today's generation wants to make sure to be updated with whatever is going on around. They want to be updated with the latest fashion trends and the best cosmetics. 😎

They want to be updated with the news as well as the trends on social media. One of the most impacting people for public are the influencers. These influencers make sure to look all shiny and perfect and influence people to watch their daily videos, even make up tutorials and vlogs.

There are people whose decisions change with respect to the opinion of the influencer that they admire the most. For instance, a person would be ready to change their cosmetic brand just because her favorite influencer switched her make up brand. These influencers make sure to relate to the lives of the people so that they can follow them without a second thought. Little does the public know that these influencers have their own strategies behind their actions?

Did you know that these influencers are actually in collaboration with brands and organizations and There are times when they are just working as a marketer for the brand? Influencers are one of the top marketing strategies for brands nowadays.

Influencers use marketing strategies to sell or promote a certain product among the people who follow and admire them.

The term influencer marketing refers to the strategy of when people who are influencers on social media tries to promote a product by using them in their videos, for examples a DC comic related influencer would tell their followers to opt for the Harley Quinn costume for this Halloween and show them a make-up tutorial for it and people would happily follow it.

There are many marketing strategies that the influencers use to influence the target audience and be beneficial for the brand or organization. Some of these strategies are;

1. Influencer are collaborating with Brands.

There was a time when we all admired and tried to copy what our favorite celebrities used to do, but that was old times. Following celebrities is very mainstream and to be honest, even brands know this now. Today's generations follow influencers. People who gain popularity on social media websites like Facebook, Instagram or Snap chat and influence people by making videos and talking about relatable stuff.

At the point when public starts to admire them and follow their footsteps, that is where the trick comes in. Some of these influencers are in collaboration with the brands themselves and when they use or recommend these brands to their followers and fans, they are basically promoting and marketing for that particular brand itself and of course the public follows these influencer making profits for the company.

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These influencers are hired on contract or permanently by the brands and are told to market and promote their products. Since people nowadays blindly follow the influencers on social media, this makes the collaboration of the company with the influencer even stronger.

2. Instagram is one of the biggest marketing platform for influencers.

If you don't already know, let us tell you that Instagram is a social networking site as well as an application which is used by people all around the world. Instagram allows people to share their feelings, emotions and experiences by sharing photos along with captions.

The recent research shows that Instagram is one of the top used social networking site used for influencer marketing. A survey revealed that 89% of marketers state that Instagram is most important for their influencer marketing. Research also tells that there

are two ways to influence people on Instagram, 78% with regular posts and 73% stories on Instagram.

Instagram has provided a platform for influencers to upload stories and posts related to whatever product or service they are using to influence people and ultimately helps the brand to make the profit out of it.

3. Brands are hosting events for their influencers.

Brands not only collaborate with the influencers, they give them the best incentives to work for them. On the other hand, brands also arrange extravagant parties, trips and vacations for these influencers so they can tell their followers how amazing the brand itself is.

For instance, Sephora takes its best influencers to an impeccable vacation to Hawaii for 2 weeks. The influencers would post pictures about their incredible event and time spent there. This way the followers and fans would get even more excited and in love with the brand.

This one of the most growing as well as an efficient way of influencer marketing. The more the influencer compliments the brand in front of its followers, the more followers will use that brand.

4. Influencer marketing has outcast the traditional marketing.

We all know what traditional marketing is, the old advertisements and physical campaigns. These traditional marketing strategies are still here in this era but influencer marketing has proved itself to be way more efficient and workable.

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Unlike advertisements and other traditional marketing strategies, influencer marketing helps the followers to stay in touch with the influencer. The best part about influencer marketing is that the influencer has the ability to bond with the fans. This two way interaction is what influences the public most. They feel loved and appreciated by the influencer thinking that they care about them and thus following every footstep of the influencer.

Conclusion.

Influencer marketing is turning out to be one of the most efficient as well as effective. People in today's era follow influencers blindly and would be ready to switch their brands or change their lifestyles as per the recommendation of the influencer. Influencer marketing is most commonly done on social media websites where they have the option to reply to comments or chat with the followers so the followers could feel heard and

appreciated. Influencer marketing is now being widely used across the globe and marketers say that it works like a charm. Almost every brand has collaborated with influencers to game up their marketing strategies. 😊



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