

INFLUENCER MARKETING IS THE NEW KING OF CONTENT

Infographic by: TheShelf.com

Customers look to influencers before they make purchase decisions. This new endorsement model we call 'Influencer Marketing' is the easiest way to gain access to potential customers and establish trust. After all, influencers are amazing – not because of their fame – but because of their capacity to connect with people.

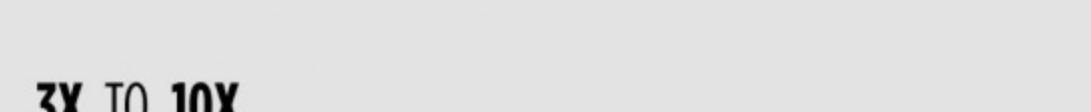
BLOGS INFLUENCE PURCHASES

When making overall purchase decisions, for consumers, blogs trail only behind retail and brand sites. Blogs were found to be the third-most influential digital resource when making overall purchases (31%), only behind retail sites (56%) and brand sites (34%).



Consumers TRUST influencers more than brands.

Branded content comes across as being biased, so consumer go online to find reviews and recommendations from people who are not associated with the brand.



92% of consumers trust recommendations from other people – even someone they don't know – over brand content.
 70% of consumers reported online customer reviews as the second most trusted source.
 47% of U.S. readers consult blogs for finding new trends and ideas.
 35% of U.S. readers look to blogs for discovering new products.
 20% of women active on social media are motivated to consider products promoted by bloggers they know.

3X TO 10X INCREASE IN CONVERSION

Sharing your content through influencers in your industry increases conversion by at least a 3x-10x higher rate.



Brands allot large amounts of money for influencer marketing.



65% of brands participate in influencer marketing.
 52% of companies have a stand-alone Sponsored Social budget for their brand.
 5% have an organizational annual budget in excess of \$5M and 25% have an annual budget of \$500K.

There are influencers in every industry.

Izea broke these industries down and analyzed how large the representation is in each of the top 16 verticals.



Marketers rate industry relevance, content quality and personality of creator higher than popularity when choosing an influencer.

Working with influencers can fulfill many different types of goals.

<p>Brand Awareness Introduce your brand and products to new audiences.</p>	<p>Education If your products are difficult to use, a video tutorial can go a long way. (Think hair extensions.)</p>	<p>SEO Authority When popular sites link to yours, it can give you a huge boost in SEO.</p>
<p>Use Cases Showing your products in context helps potential customers envision how they could use them too.</p>	<p>Social Following Influencers can help to grow social followings through relatable content and giveaways.</p>	<p>Damage Control You can use influential people to help reverse negative opinions and reviews.</p>
<p>Sales Customer reviews and endorsements sell more products. It's a fact!</p>	<p>Trust Customer-created content is more trusted-worthy than branded content.</p>	<p>UGC Photos and blog posts can be spread via the brands own social networks. It's great for raising awareness.</p>

The Ripple Effect is a result of working with influencers.

Creator's Sponsored Social engagement has a ripple effect of value to marketers since almost all influencers continue to evangelize for brands after the end of their paid projects.



88% verbally tell a friend about brands that sponsor them.
 72% share additional posts about their sponsors for free, outside of their contractual agreement.
 77% say they're more likely to purchase from brands that sponsor them.

Tips for Influencer Marketing

- RESEARCH :**
Make sure you do your research before blasting out a pitch to every influencer in your industry.
- GO FOR RELEVANCE :**
Relevance is far more important than mass reach to the wrong audience.
- BE REALISTIC**
When approaching an influencer always show respect for their time and effort.
- THINK CREATIVELY :**
Bring creative ideas to the table but always be open to feedback from the influencer.
- MEASURE SUCCESS :**
Be sure you know the metrics you want to measure before starting the campaign and collect them when the campaign is over so you can gauge success.

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The Shelf

This infographic was created by The Shelf, an influencer marketing platform that helps brands discover the most relevant influencers to work with, as well as streamline the entire process of working with influencers. We work with all kinds of companies: brands, agencies, and startups.

If you're new to influencer marketing, we have tons of resources at www.theshelf.com/resources.

And, if you liked this infographic, we'd LOVE you if you'd help us pass it around!!

REFERENCES