

# 5 KEY INFLUENCER MARKETING STRATEGIES EVERY BRAND MUST FOLLOW



61% of customers actively rely on information from influencers and brand advocates before making a purchase decision. Without the right strategy, you may end up making decisions that are wrong for your brand and its success.

## 1 Choosing influencers who are on the same wavelength as you are

Choosing an influencer whose style and interests don't match your own is counter-productive to your efforts. Ifluenz will understand your requirements and chose the best-matching creators for you.



## 4 Having non-primary influencers guest post for you

Tapping into your influencers network and asking other renowned people to write or post for you is a great way to engage audiences while adding versatility to your content stream.



## 2 Including games and giveaways in your campaign posts

Ask your influencers to implement games they like and give away your products as the reward for winners. Doing this will encourage participants to try your products and get interested in you.

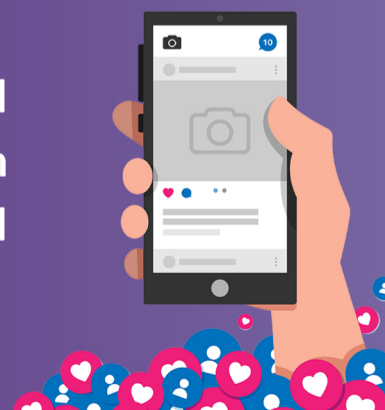


## 5 Setting into motion company vs. influencer challenges

Instead of having your influencer directly promote your brand, you could ask them to pit their favorite product against yours, try both and see which works better. Or you can indulge in funny banter online!

## 3 Implementing social media takeovers

Give your trusted influencers complete control over your company account online and allow them to post what they like, when they like. It will mutually benefit your brand and the creator.



You need ambassadors to promote your new product, service or event ?

Launch your campaign on [www.ifluenz.com](http://www.ifluenz.com) and find the best-matching influencers for your brand!

