



5 REASONS WHY RECURRING INFLUENCER MARKETING CAMPAIGNS PERFORM BETTER



Having a recurring campaign model is extremely essential to reach out and connect with your target customers. Here are some reasons why :

1 Recurring campaigns ensure you never run out of influencer backing

This means you will have the services of the influencer for a longer time and have greater access to your target market.



4 They help merge your marketing efforts across time zones

Your influencer can spend equal time focusing on all your global markets. Oftentimes, this reinforces the brand's value in the customer's mind.



2 They remind audiences of your previous marketing campaigns

Your chosen influencers will have a particular style of writing, which will help highlight older campaigns that your audience might have loved before.



3 They reinforce the same message across platforms

In a flexible recurring campaign, you can use other social media channels to send across the same message to a variety of target groups.



5 They create a positive perception of your offering

They ensure audiences are given a consistent and reliable message about the brand long enough to affect website visits and conversions.



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

Launch your campaign on www.ifluenz.com and find the best-matching influencers for your brand!

