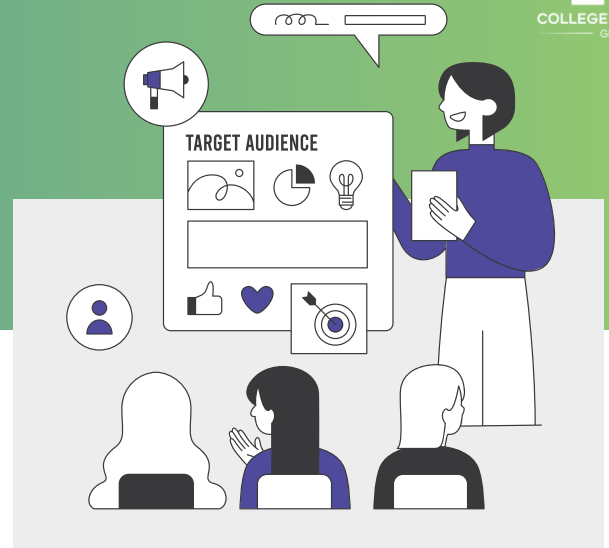


INFLUENCER MARKETING 101

with College Marketing Group



What is influencer marketing?

We're glad you asked! Influencer marketing became popular with the rise of Instagram's popularity and certain users gaining a large amount of followers. It is a strategy that employs content creators to raise brand awareness and engagement, increase traffic, or convert customers. Look at it as a high-profile review of your product or service in a positive light.



Tiktok, utilized by 56%

of brands using influencer marketing, is now the most popular influencer marketing channel, jumping ahead of Instagram (51%) for the first time!

What platforms are influencers on?

It depends on the creator's niche. You will find many on social media channels, especially on Instagram and TikTok. However, some influencers use blogs as their main channel or even television.

For example, an influencer showcasing makeup techniques likely uses Instagram or TikTok for demonstrations, while a child educator creator may opt for blogging to provide detailed information about a tutoring service they endorse.

82%

of marketers were planning to have a dedicated budget for influencer marketing.

The State of Influencer Marketing 2023: Benchmark Report

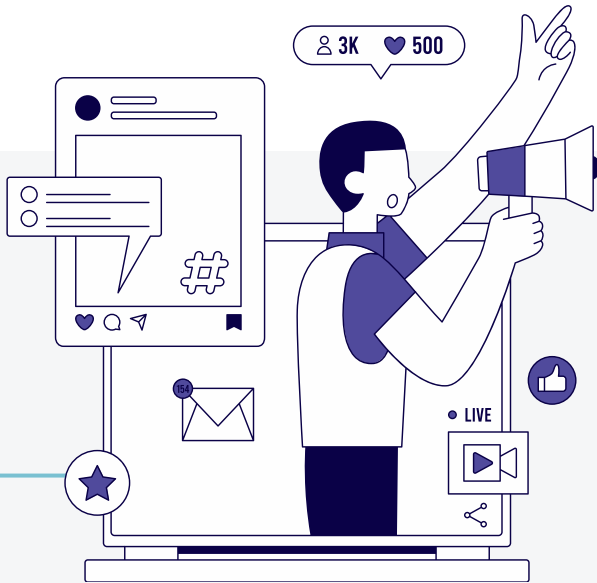
Influencer marketing yields the highest ROI, along with blogging and shopping tools.

Hubspot 2023



TYPES OF INFLUENCERS

Brand Influencer	Brand Ambassador
A creator with a following within a niche field whom they engage with on a regular basis.	A contracted creator who partners with a business to help them achieve specific goals.
Listed/labeled as an influencer/content creator	Does not necessarily need to be a content creator to be an ambassador
<p>Different levels of influencers:</p> <ul style="list-style-type: none"> Nano (1K - 10K followers) Micro (10K - 100K followers) Mid Tier (100,000 - 500,000 followers) Macro (500,000 - 1 million followers) Mega (1 Million + followers) 	Brand ambassadors do not require a certain number of followers



Why does influencer marketing work?

Trust and relationship. It comes down to the creator's audience having a positive connection with them. If someone you like tries a product/service and speaks highly of it, you're more likely to buy into it than if you had just seen an ad online.

A good influencer is honest with their audience and will try products or services that are part of their niche. Their audience starts to think, "Well, if my online friend liked this, I probably will too."



33%

of Gen Zers have bought a product based on an influencer's recommendations.
Hubspot



23%

of people intend to spend more than **40%** of their entire marketing budget on influencer campaigns
Influencer Marketing Hub

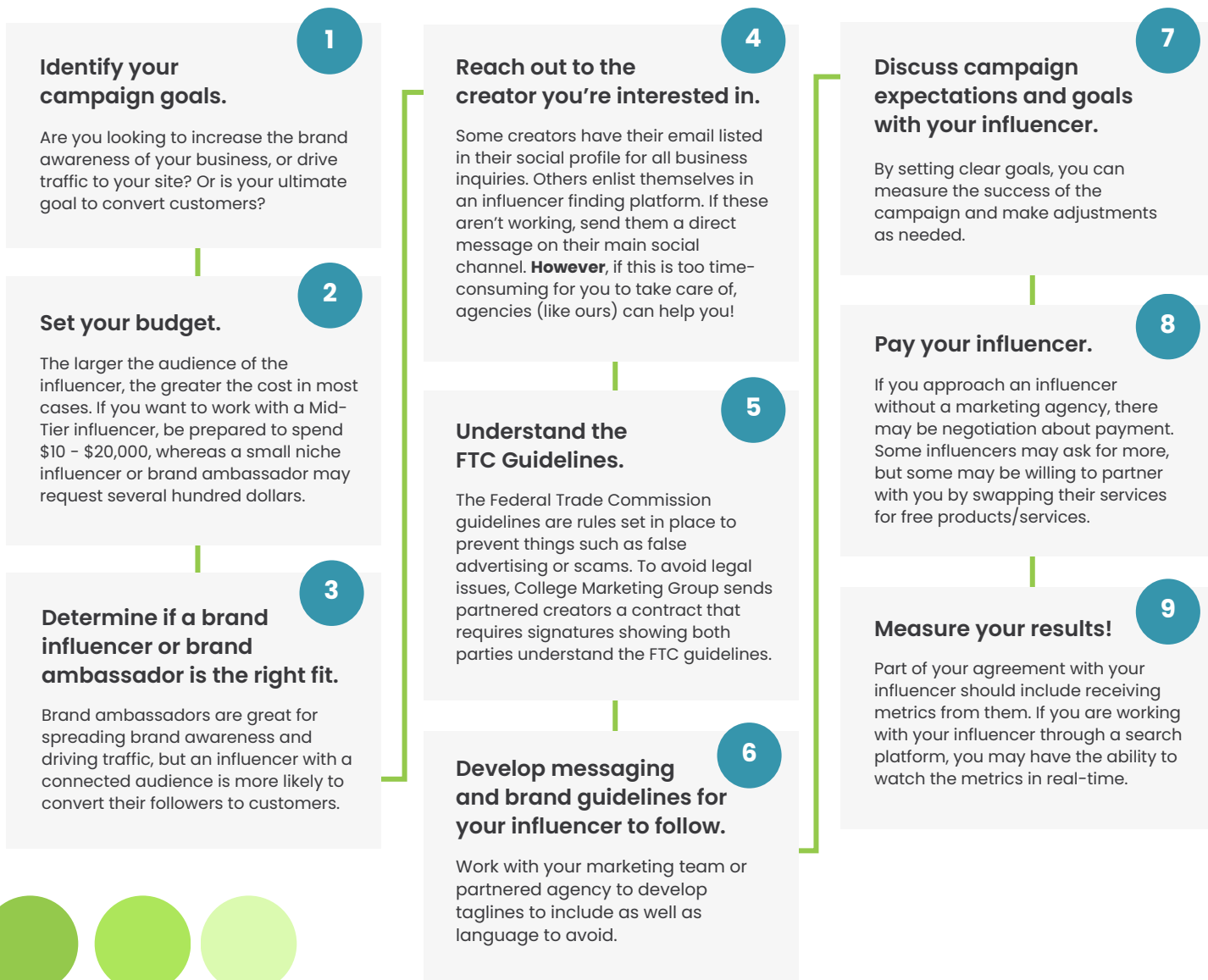


58%

of marketers in 2021 said influencer marketing was the most effective marketing trend, ahead of SEO, experiential marketing, and short-form video content.
Hubspot Blog Research

How does influencer marketing work?

There are a few steps to take in order to execute an influencer campaign correctly.



I might be interested in Influencer marketing, what now?

So, you think influencer marketing is the right fit for you? Congratulations! Now it's time to make things happen. Make sure to connect with your marketing team and share the information that you have learned. If you decide you want to search for an influencer on your own, follow steps 1-9 above!

However, if you think this might be too large of an undertaking for your team but still would like to utilize influencer marketing, we can help you! Our team at College Marketing Group takes care of everything from finding the influencer to getting the final campaign results. This includes all communication with the creators as well. Schedule a meeting with us [here](#), or send us an email at sales@collegemarketinggroup.com.