

CONGRUENCE THROUGH INFLUENCE: HOW INFLUENCER MARKETING BUILDS BRANDS

PART 4 OF A 4-PART SERIES FOR CPG BRANDS & RETAILERS



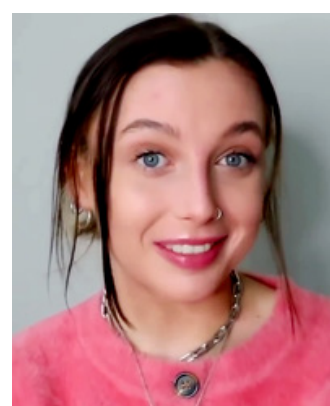
Influencer Marketing has become one of the most important disciplines of marketing, yet it remains highly misunderstood

The concept for celebrity influencers have been around for decades. Prior to social media platforms, celebs were brand advocates that received incentives from corporate conglomerates to endorse their products. Examples include Serena Williams and Peyton Manning for Gatorade®, Taylor Swift for Coca-Cola®, and Beyoncé, who has received endorsements from Pepsi®, L'oreal Paris®, and Crystal Geysers® Spring Water. While these relationships served as effective brand associations, their ability to directly influence a purchasing decision was limited by their exposure, which was often delivered through mass media.

Influencer marketing goes beyond traditional celebrity endorsements by connecting brands and products to “everyday” people or subject matter experts, that have garnered a following based on content they share on social media platforms and trust.

A case in point

Ever hear of Emma Chamberlain? Emma is one of the best known Generation Z-aged influencers. Using YouTube® as her social media platform of choice, she self-produces and posts vlogs (video blogs) from her daily life, in which teen girls can relate. In less than three years, Emma attracted nearly 20 million followers.



Emma Chamberlain, photo credit: Wikipedia

YouTube 9,750,000 Followers

Instagram 8,000,000 Followers

Did you know

92%

of consumers trust recommendations from peers over branded content?

84%

of millennials don't trust traditional advertising?

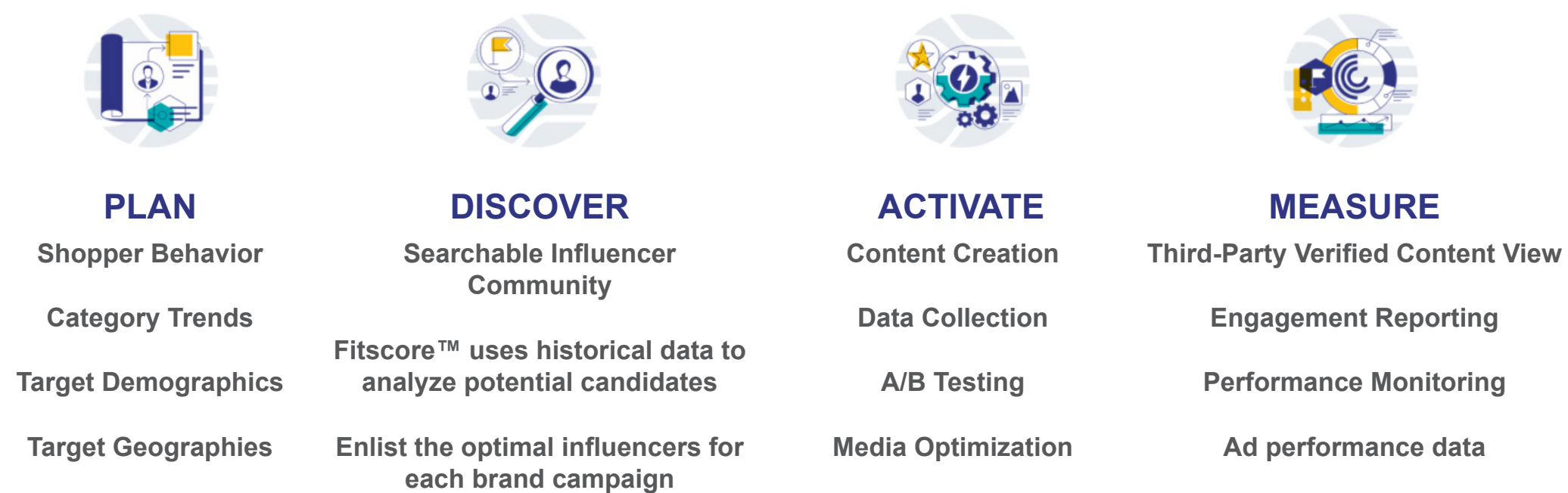
I guess that means only 16% of consumers think Taylor Swift keeps her fridge stocked with Diet Coke. (Provided Coca-Cola is not a client. Lol)

Inmar's influencer solution provides a comprehensive suite of tools for maximizing ROA¹

Inmar Intelligence began forging influencer relationships more than a decade ago. By integrating these relationships with our suite of tools and our unrivaled data repository, we've set the standard for analytics-based influence marketing.

¹ Return on Ad Spend

Our proven approach to influencer-based brand building consists of four key processes, as indicated below:



Learn more about Inmar's influencer marketing campaign evaluation tools



Contact us at (866) 440-6917 or email us solutions@inmar.com