



Influencer Marketing: What is it and Why is it Important for Your Business?

Hello.

According to a [recent Nielsen study](#), 92% of consumers trust recommendations from people in their social circle over all other forms of advertising. Unfortunately, that means people are going to be more influenced by what their personal connections say than any sales pitch, marketing campaign, or research study a company can throw at them. In fact, customers [mistrust brands more than politicians!](#)



While it may be disheartening for us marketers to hear, those statistics makes total sense when you think about them in a more personal way. If you're looking to hire a babysitter for your child, would you rather pick a random stranger who simply spouts off a bunch of information about himself or herself, or an equally qualified person recommended and vetted by a good friend or colleague? The latter, obviously. When someone you respect and trust says something, you pay attention.

So what does this means for you and your housewares brand? It means you may want to take a long, hard look at your influencer marketing strategy. But wait, let's slow down and look at exactly what influencer marketing is, why it's important, and how to attract influencers for your brand.

Ready? Let's get started...

What is “influencer marketing”?

Interest in influencer marketing has [steadily increased since 2013](#), according to Google Trends. On top of that, [65% of marketers actively participate in influencer marketing](#) already. While you’ve likely heard the term “influencer marketing” before, maybe you’re not exactly sure what it means or how it differs from an endorsement or testimonial. There is definitely a fine line.

First, let’s look at what makes someone an influencer. Whether it’s fashion, fitness, cooking, technology, or decorating, **influencers are experts, thought-leaders, and content creators in a particular niche**. Based on that, they’ve already developed an engaged audience built on trust and two-way communication. Their fans listen to what they have to say about a particular topic and follow their advice.

[Hubspot notes](#) that while there is some overlap between celebrity endorsements and influencer marketing campaigns, they are different. For influencers, an endorsement of a product or brand usually comes from research and actual support, rather than just a signed contract agreement. While there may or may not be a formal agreement in place, influencers are generally selective about their affiliations and work with companies that reflect their unique personal brand. Brands often have little control over what an influencer says or shares about their product.

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Who are influencers?

Many brands think that good influencers have to have household name recognition and millions of followers. However, influencer marketing is more about an influencer's connection with their following and who those followers are (hint: your target audience).

Most online influencers are not “superstars” like Beyonce, Taylor Swift, or Lady Gaga. Instead, they're what are referred to as “[power-middle](#)” and “[micro](#)” influencers and generally have about 10,000 to 250,000 dedicated followers. They're the people who are gaining traction with DIY blogs and Youtube channels, consistently creating high-performing content, and frequently engaging with their following.

All together, Forbes' [Top 10 “Home” Influencers of 2017](#) had a total reach of just 7.4 million. Among these top influencers were [Grace Bonney](#) of Design*Sponge, [Elsie Larson](#) of A Beautiful Mess, and [Kate Albrecht](#) of Mr. Kate. While they may not have as big of a following as T-Swift or Queen Bey (who each top 100 million followers on Instagram alone), these ladies have a more trustworthy and personal relationship with their followers, which drives engagement. In fact, power middle influencers see a [16x higher average engagement rates than paid media and owned alternatives](#).

Top 10 Home Influencers

Kate Albrecht

Mr. Kate

Grace Booney

*Design*Sponge*

Reichel Brossard

Copy Cat Chic

Paloma Contreras

La Dolce Vita

Coco Cozy

Coco Cozy

Bri Emery

DesignLoveFest

Jennifer Hadfield

Tatertots & Jello

Emily Henderson

Style by Emily Henderson

Elsie Larson

A Beautiful Mess

Will Taylor

Bright.Bazaar

How do they do it?

Sometimes, the best influencer marketing is subtle. Since people choose to follow and engage with their content, most influencers know they can immediately isolate and annoy their audience by being too pushy or promotional. That's why the best influencers integrate products and brands so well into their own social channels that followers may not even realize they're being marketed to. It's more like talking to a trusted friend.

Chances are, you see subtle examples of influencer marketing all the time in your own social circle. Is your favorite food blogger trying out a new kitchen gadget in their weekly recipe video on YouTube? Is that fitness guru you follow posting an Instagram photo with her post-workout protein shake? Is that beauty blogger you love trying a new mascara in their daily Facebook live video? Influencers are showcasing products and brands all the time, all while staying true to their own brand and their followers.

It's simple, really. While consumers are [tuning out TV ads](#) and other forms of advertising, they're picking up their phones and actually engaging with people and content they actually care about.



But does it actually work?

At this point, you probably understand what influencer marketing is, but you may be wondering if it's worth the time, effort, and hassle for your housewares business. If you're not already convinced, take a look at these stats:

- 60% of YouTube subscribers say they would follow advice on what to buy from their favorite creator (via [Google](#)).
- 86% of women turn to their social networks before making a purchase (via [AList](#)).
- 71% of people are more likely to make a purchase based on social media reference (via [AList](#)).
- 86% of the most-viewed beauty videos on YouTube were made by influencers, compared to just 14% by the beauty brands themselves (via [Pixability](#)).
- Businesses generate \$6.50 in revenue for each \$1 invested in influencer marketing on average. 70% make \$2 or more, and 13% make \$20 or more (via [Convince & Convert](#)).
- More than half of marketers said they attracted higher-quality customers with influencer marketing (via [Convince & Convert](#)).
- More than 90% of marketers find influencer marketing campaigns effective in driving both engagement and awareness (via [AdWeek](#)).

Here's why it works.

We already discussed how people buy based on recommendations from people they like, follow, and engage with. That trust is a huge reason why influencer marketing works so well. But in addition to creating trust, it also helps you reach your exact target market at just the right time.

Let's say your company sells kitchen products. If you take your product and put it on a billboard or in a TV commercial, you may reach thousands or millions of consumers, but how many of those people are actually interested in your product? Better yet, how many of them are even focused on cooking as they're watching their favorite TV show or driving down the highway? Probably not too many. If they're not interested or not in a position to shop, your brand is immediately out of sight and out of mind.

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Influencer marketing is a powerful way to get your brand in front of your target audience, at a time and place that works best for them.

On the flip side, if you partner with a popular food blogger, you'll reach all the blogger's followers. Chances are, the majority (if not all) of those followers are a targeted group of aspiring chefs and cooking enthusiasts who would actually be excited to learn about your products. Plus, those followers are likely thinking about cooking while they're choosing to engage with the influencer's blogs, social posts, and videos. That means they'll be in a much better mindset to purchase your cooking gadget and learn more about your brand.

So how do I connect with influencers?

That's a good question. Influencer marketing is changing as quickly as social media platforms are changing. When looking to attract and partner with influencers, here are a few tips:

1. **Find the right influencer for your brand.** Finding the right influencer to partner with takes research. Start monitoring social media, researching hashtags, and setting up Google Alerts to see who is leading the conversation for areas pertaining to your brand. Once you've identified a few potential influencers, take a look at their channels to see what they're talking about on various platforms and how they engage with their followers. Consider things such as age, gender, and location of an influencer in regards to your target market. If their content and personality fits your brand and they're engaging your ideal customers, then it might be a good partnership.
2. **Reach out to them.** Once you've identified a few people to partner with, it's time to connect with them. [Email](#) is considered an effective way to reach out to potential influencers. When you send a message, keep the conversation open ended to encourage follow up communication. Since you already know the influencer is a good fit, it should be easy to talk about why the partnership would work well for them and their followers. Follow up if you don't hear back, since emails can easily get lost in the numerous other messages and offers influencers receive.

I've partnered with an influencer. Now what?

Once you've researched and connected with an influencer that will be a good fit for your brand, the fun can really start. When working with an influencer partner, here are a few things to keep in mind:

1. **Let them take creative control.** While you may know your product, influencers know their followers. It may be tempting to micro-manage influencers and tell them exactly what you want them to do or say, but it's usually best to take a step back. Let them create and share your brand using their own unique voice and personality. That way the content will be more organic and less promotional.
2. **Compensate them.** This is an interesting area when it comes to influencer marketing. Compensation can vary depending on the scope of the partnership and the influencer's reach and notoriety. Many times, simply offering them your product or service for free in exchange for blogs, videos, reviews, or social mentions is enough to get them to work with you. Other times, there may be a monetary agreement in place.
3. **Start tracking results.** Once you're working with a few influencers, you can start tracking social posts, leads, and sales to see what influencers and content are working best for your brand. If something doesn't seem to be working, don't be afraid to try something different.

Conclusion.

Influencer marketing is a powerful way get your brand in front of your target audience, at a time and place that works best for them. Just remember, influencer marketing is all about trust. When it comes to influencer marketing, your overall goal should be to build lasting relationships, with both your customers and the influencers. It's not simply a "one and done" business deal. Take time to build those relationships and generate trust with the influencer. If you're in it for the long haul, they can help you build that trust directly with your customers!

Happy marketing!

About E-Power Marketing

E-Power Marketing has been generating the traffic, leads, and sales our clients deserve since 1998.

We amplify our clients' marketing and sales efforts by becoming their online marketing partner and working with all aspects of their digital presence, from SEO and online advertising to social media, content marketing, and so much more to meet and exceed their business goals.



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partner for you?**

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