



INFLUENCER MARKETING

- ★ Find out who influencers are and why they matter
- ★ Identify and engage with them using Awario

How to do influencer marketing using social media?

1. What is influencer marketing?

Influencer marketing means using the influence of an individual to increase awareness or sales of your products. Although the traditional influencers are TV stars, it should be clear to everyone by now that online media is just as important, if not more.

Many social media influencers have a bigger reach than TV does. What is more important, influencers on social media are commonly believed to be authentic, and they exist in every niche. Right now businesses on average are making \$6.50 for every \$1 spent on influencer marketing, according to a poll of marketing professionals conducted by [Tomoson](#). This is an opportunity not many businesses take, which makes it especially profitable at the moment.

2. How to implement influencer marketing?

■ Identify your influencers.

First thing to do, of course, is to know who your influencers are. Popularity alone doesn't necessarily mean one can reach or affect the opinion of your target audience. You wouldn't ask a Californian boy-band member to sell climbing gear, no matter how many records he has sold.

■ Form a relationship with your influencers.

Follow them on every social channel; comment, share and like their posts. Engage in conversations about topics that are authentically relevant to your brand.

■ Deliver engaging content.

Give the influencer access to a soon-to-be released product, let them know about the launch of a service that falls under their area of focus. Invite them to offer opinions, or even suggest that they participate in your beta.

■ Don't just chase the big influencers.

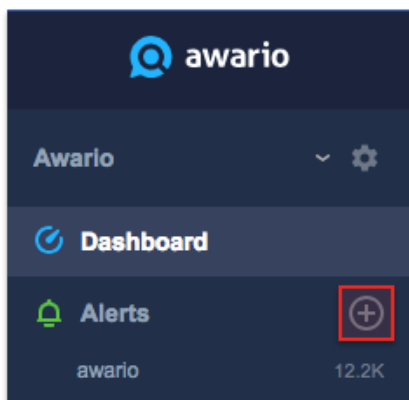
Niche influencers are just as important, because they have a closer relationship with their readers.

1. How to do that using Awario?

Awario provides you with stats on influencers and shows you updates from them so that you can react as soon as you want.

Identify your influencers

1. Click on the + button at the top of Awario's left-hand menu.



2. Insert your brand's keywords.

✕

What would you like to monitor?

Enter the keyword you'd like to get mentions of. This could be your own name, your brand, a competitor, a topic, a hashtag, or anything else! If you're entering several keywords, hit Enter after each one.

[More options](#)

Note: If your brand name is a common word, go to *More options* and insert “negative keywords” to refine your search. You’ll also be able to specify language, location, and the source of your mentions (e.g., only Instagram).

3. Click on the + button at the top of Awario's left-hand menu and create another alert: this time, with your product category.

✕

What would you like to monitor?








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[More options](#)

4. Go to projects analytics and click on Influencers to get a full report.



5. Discover who talks about your brand and who the most influential people are in your product category based on the number of followers, subscribers, shares and views they have.

Author	Followers	Mentions	Sentiment	Reach
 Madalyn Sklar  Expert Marketing Advice @MadalynSklar	69.1K	1	<div style="width: 50%; background-color: #ccc; height: 10px;"></div>	69.1K
 izideo @My_izideo	30.0K	1	<div style="width: 100%; background-color: #00a0e3; height: 10px;"></div>	30.0K
 Moni Oloyede @MoniOloyede	22.4K	1	<div style="width: 50%; background-color: #ccc; height: 10px;"></div>	22.4K
 Thomas Corsetti @ThomasCorsetti1	11.6K	1	<div style="width: 100%; background-color: #00a0e3; height: 10px;"></div>	11.6K
 Stephanie Schwab @stephanies	11.0K	3	<div style="width: 50%; background-color: #ccc; height: 10px;"></div>	33.1K
 TheSocialRaven @TheSocialRaven	10.4K	1	<div style="width: 100%; background-color: #00a0e3; height: 10px;"></div>	10.4K
 Link-Assistant.Com @LinkAssistant	9.2K	1	<div style="width: 50%; background-color: #e34a33; height: 10px;"></div>	9.2K
 Jason Hsiao   @jason_hsiao	8.8K	1	<div style="width: 100%; background-color: #00a0e3; height: 10px;"></div>	8.8K

6. After some time, evaluate the effect of working with influencers by measuring the number of times your brand was mentioned online, traffic, conversion, etc.

Jump to Awario

to start your influencer marketing campaign