



Influencer Marketing is Hottest New Tool for Automotive & Business

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In order to help make sense out of influencer marketing, I have put together a recent listing of links and corresponding sites from around the world for you to learn more. Below are some highlighted links and sources that have surfaced within the last month.

How to Approach Social Media Influencers



In this article: Social media and the internet have made ordinary people all over the world, celebrities where dedicated audiences await every update and hang onto every word. Learn how to approach and build a relationship with an influencer that may be good for your brand.

The takeaway: 90% of consumers trust their peers, as opposed to 33% who are impacted by ads. We now live in a world where authenticity, transparency and creating a reliable source of excitement is the new way of communicating/selling a product. Although it takes some effort, creating and building a relationship with social media influencers will pay in the end.

In a Fragmented Social World, Influencers Rule



In this article: In this day and age, the lifespan of social media posts are only for a few hours, if not minutes. The social world has become fragmented. The consequence: the consumer's attention is fleeting. Consumers are ignoring and no longer responding like they did to paid promotions. Instead, they gravitate towards the trusted opinions of influencers.

The takeaway: Influencers- celebrities, bloggers, thought leaders- have built their followers' trust. Identify and work with the right influencers in the channels, and your reach and engagement can grow far more than it would in a traditional paid promotion.

Tips for Growing a Global Influencer Strategy

Fastest-growing online customer-acquisition method



Data: Tomoson

In this article: Content amplification via social influencers is highlighted as an effective way for a brand to stand out in its industry in the white noise of online ads. “Going local” is just as important as “going global” in trying to reach your audience since the reach and engagement differs for each.

The Takeaway: Having an influencer strategy is increasingly crucial to any marketing plan. According to Tomoson’s 2015 poll, “Influencer marketing was rated the fastest growing online customer acquisition channel ahead of organic search, paid search and email marketing.”

Youtube is the New Black



In this article: Grant Hinds, South African YouTube Marketer and gaming guru is used as a case study of the effectiveness of Youtube as a platform.

The Takeaway: With over 1 billion unique visitors each month, YouTube is an effective social media marketing tool that a small or large brand should consider as it can display relevant content and facilitate real and engaging conversation with consumers. Youtube can benefit brands wanting to reach any market, across all ages, genders and races.

Content Marketing Best Practices from Online Influencers



In this article: The best practices of becoming an influencer, amassing followers and expanding reach strategically.

The Takeaway: A must-do for today's marketers is to create online content that is of high quality and driven by strong strategy, then to "spend 20% of your time producing content and 80% of your time promoting it."