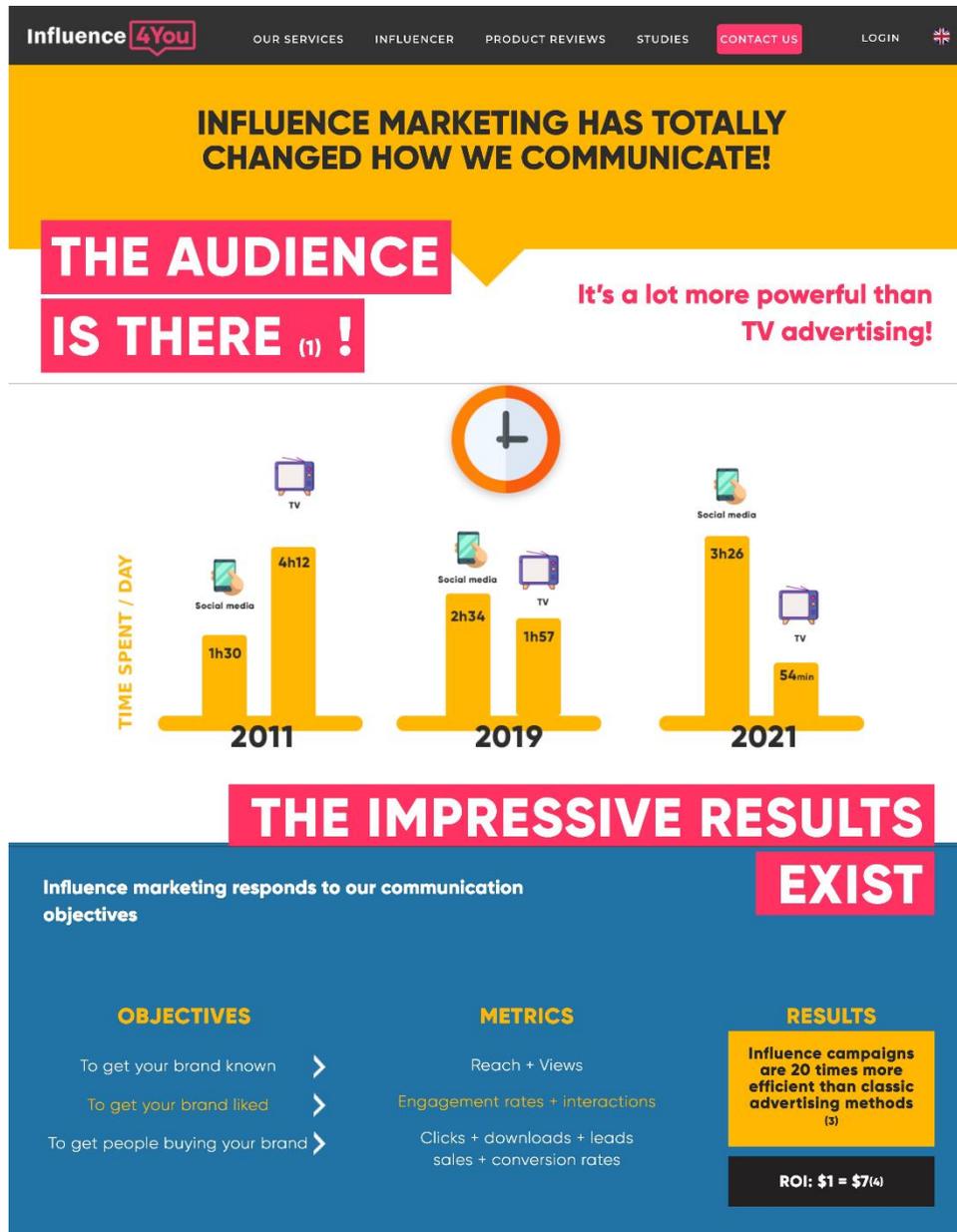


Source : [www.influence4you.com/en](http://www.influence4you.com/en)  
 Titre : Influence Marketing  
 Date : 2020



Wordbox : ROI (Return On Investment)

Situation: You work for Influence4You, the marketing influence platform, and you have a meeting with your Director to present your arguments for your appointment with a cosmetics company which is thinking about hiring Influence4You to promote their new, best product, a solid shampoo bar. This cosmetics company has never used social media to promote their products before. You will have to convince that it makes business sense to use social media influencers to promote their solid shampoo bar and explain what your platform will be able to do for them.

Use the document given and the following elements to :

- show the strengths of social media marketing
- compare with traditional advertising like TV
- give precise examples of influence campaigns on social media you could launch to promote their product