

Things to consider about influencer marketing

A million subscribers does not equal buckets of engagement.

So-called influencer marketing (done by influential people online and on social media) can be an effective way for a brand to reach its target audience without being too pushy or salesy.

- 5 Whether it's someone on Instagram providing a discount code to a clothing line, or a YouTube video promoting a protein shake, this form of advertising is about making use of trusted sources of information and inspiration.

Here's what small businesses need to know if they plan to go down this marketing route.

- 10 Dominic Smales, chief executive of talent agency, Gleam Futures, explains that as much as it's important for influencers to be trusted by consumers, the relationship between a brand and an influential personality should not be overlooked.

"Understand what's important to them when it comes to creating content and communicating with their audience," he says.

- 15 Mr Smales says that a set amount of deliverables will need to be agreed: for example, the key messages that must be integrated into the content.

"This all forms the basis of a contract between brand and talent, along with a number of terms that will include obligations on both parties."

- 20 What brands shouldn't do is force their own style or tone, adds Delphine Reynaud of influencer management service, Traackr; influencers have their own voice, which should complement that of the brand.

"Don't forget to ask for their input," she adds. "Influencers are, by their nature, subject matter experts; they know their topics and audience very well, so ask for their input and be willing to incorporate that into your plans."

By Hajra Rahim, adapted from *www.telegraph.co.uk*, March 2018