

Influencer marketing is nothing new – marketers have long used celebrities and other inspirational individuals to endorse products and services.

But digital marketing and social media has changed the way we interact with each other — and the power of influence has evolved.

A well-implemented influencer outreach campaign allows your brand’s content and message to be seen by the right people at the right time, and has grown in importance as a method of ethical link building to boost your SEO strategy.

## AN INFLUENCER IS...

An individual who has built up trust and loyalty among a group of followers and therefore has a unique ability to engage and persuade via an online presence, usually through [blogging and social media](#).

Influencers don’t need to have a million fans or be an extrovert celeb to be influential - just a hyper-targeted social following who are inspired by their words and actions online.

## WHAT IS INFLUENCER MARKETING?

This involves forging relationships with influencers who share the same target audience as your brand, then working with them to create, post and share high quality content that their audience will find useful. The practice of researching and building relationships with influencers is known as outreach.



## GAIN ACCESS TO AN ESTABLISHED, LOYAL, TARGETED AUDIENCE

In a society where an overload of content and messages vie for our attention, influencers are extremely valuable third party endorsers for brands. Consumers now have more choice than ever and have become increasingly cynical of overt advertising, but are more likely to be inspired by individuals they follow online. This puts influencers in a powerful position to amplify your brand’s message to an established, authentic, super-targeted audience.

## THE RELATIONSHIP HAS MUTUAL BENEFITS

Why would an influencer want to help your brand? There are benefits for both parties: the influencer receives high quality content which is bespoke to their own and to their audience's needs. For you as a marketer, the exchange of content helps to boost awareness of your brand and strengthens your website's SEO profile by creating strong, natural backlinks.

## SPEND TIME FINDING THE RIGHT MATCH

Before you approach anyone to become involved with your campaign, research is a crucial first stage to identify influencers with an appropriate follower demographic and credible online presence. While factors such as high Domain Authority (DA) and traffic levels are important, relevance to your target audience and your brand's industry is absolutely vital.

Explore profiles and refine your blogger search by keywords and interests, for example, using a tool such as GroupHigh or Vuelio.

## ALIGN YOUR FOCUS AND OBJECTIVES WITH THOSE OF THE INFLUENCER

You're always working with the dual objectives of maximising your brand's exposure and adhering to the blogger's content needs.

To maintain a mutually beneficial collaboration, you need to invest time in developing a genuine relationship – successful outreach is an ongoing process, not a one-off activity or transaction. Be honest about your goals, be there if they need you, and remember that this is a mutually beneficial relationship – in shares and exposure, you have something to offer too.

## ADD VALUE WITH YOUR OUTREACH CONTENT

The best way to engage with an influencer is to offer something of equal value in return, and clearly explain the benefits of getting involved in your campaign in a way that will leave them with no option but to take a look. It goes without saying that the content you offer needs to be of the highest quality, and will appeal to their audience base, or your chances of success will be extremely limited.

## THE SEO IMPACT OF INFLUENCER MARKETING

What have influencer marketing and outreach got to do with SEO? Influencer outreach campaigns can create inbound links to your website from the influencers who feature your content. This signals to search engines that your site is relevant and useful, and helps to boost your search engine visibility, particularly when links come from high authority websites.

## MAKE YOUR BRAND PART OF THEIR COMMUNITY

This is the secret to lasting success with influencer marketing. An influencer's drive is passion for producing and sharing interesting and engaging information and content around their subject, and this is why people turn to them when considering a purchase. Bloggers aren't seeking out your consumers; their interest and passion attracts followers naturally.

Respect the authority and loyalty they've built up, and work alongside them to help tell your brand's story and give it a voice that resonates.

They know their audience better than anyone.

## ABOUT US

We are a multi award-winning search marketing agency working with brands & SMEs that want a tangible, measurable return from their online budget.

Our website features an online resources section, full of useful [eBooks](#). We also write a [blog](#), where you can find an abundance of search marketing tips. If you're feeling social, get in touch on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#).

To discuss how a bespoke strategy could amplify your business' search engine visibility, call us today on

**0845 205 0292**

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