

# What is Influencer marketing?

The act of paying social media influencers, like YouTubers, Twitch broadcasters or Instagram influencers, to review and/or promote your company or product.



## What is it not?

**Ads:** influencer marketing isn't the act of placing scripted, produced and optimized ads in a YouTube or Twitch pre-roll or IG feed. This is about **CONTENT**, letting the influencers express in their own words.

**PR:** earned media is separate thing, where money rarely changes hands. Don't expect influencers to feature your product for free.

**Pure UA:** testing and optimizing look different in influencer marketing, and you can't instantly switch off campaigns.

## Why?

Influencers have a much bigger impact on intent-to-buy than "traditional" celebrities

Influencers feel authentic – they've built their audiences by being influencers, not as a byproduct of e.g. being a singer

Influencers usually only accept paid promotions from companies and products that they actually enjoy

Millennials relate to influencers and trust them

Consumers tune in: the audiences of influencers **WANT** to see the content they create, whereas they don't want to see ads. In the US alone, over a quarter of internet-users have ad-blockers

Influencer marketing works for building awareness and generating installs



## How?



**Relevancy:** find influencers whose content match your product – and your product is interesting for their audience



**Reach out:** email, twitter, whatsapp the influencers with personalized messages



**Track:** remember your tracking to measure ROI



**Ask for their feedback:** do they like your product?



**Negotiate:** agree on sponsorship amount and terms of the deal



**Estimate impact:** look at average viewership from the past 30 days, not at subs

### Vocabulary to know:

**Dedicated:** influencer makes content about your game or product only.

**Integrated:** influencer includes a clip of your game as part of a video/stream featuring other content.

