

The Power of Social Media Influencers in 2020

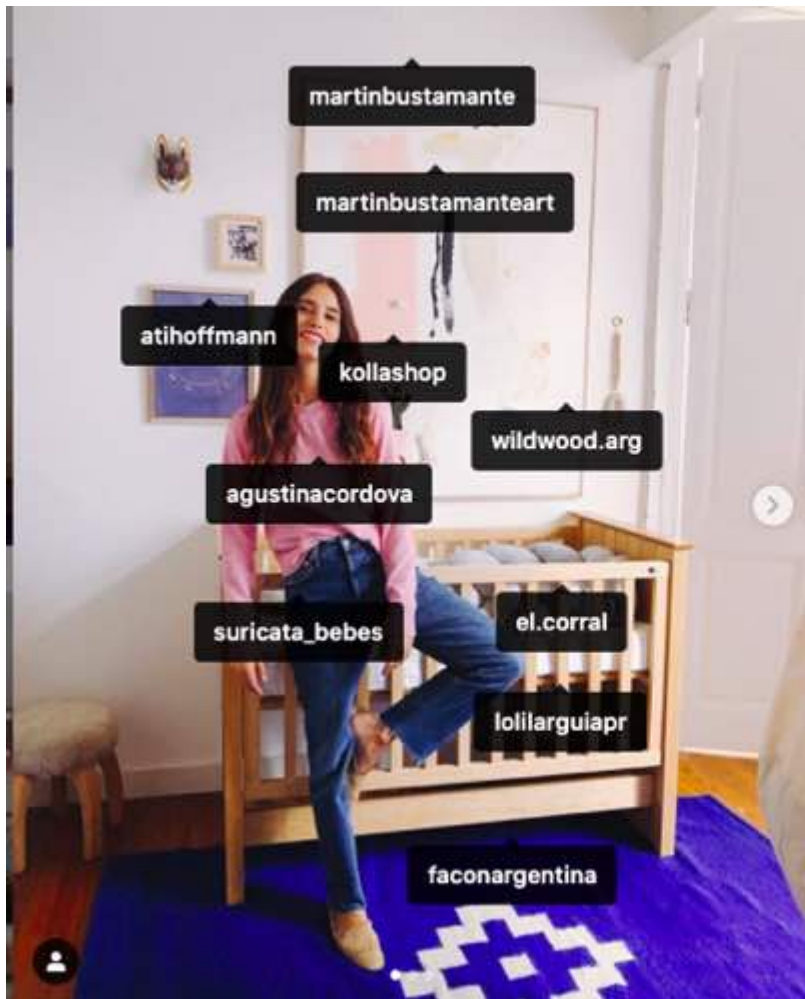
You probably have heard about influencer marketing before. Brands and companies, no matter the size, are choosing this type of advertising to share their products, increase brand awareness, and reach new audiences.

It is estimated that it will become a [\\$9.7 billion business by the end of the year](#), and since more and more people are spending time following influencers on social media, this could be a good chance to create your first campaign. In this article you will learn **6 facts about why influencer marketing is essential for any business during 2020.**

They have a loyal audience

Influencers are usually **experts in a field**, like Travel, Food, Gaming, Lifestyle, etc. People that follow them try their recommendations and go to the places that they suggest, because they trust them.

As a business you might be struggling to leverage your brand and increase traffic to your online store. If you collaborate with influencers, you might be able to change this. Influencers are going to help you **spread your brand's message**, so find influencers with similar audiences. To do this, you can contact influencers to ask for this information but since it takes a while to do manually, you can use an influencer marketing software. There, you can analyze the audience of the influencer to ensure it is aligned with yours.



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Cordillera De Los Andes

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Habíamos empezado a armar el cuarto de Andes un poquito antes que esta cuarentena comenzara esperando la cuna que estaban haciendo para él en @el.corral En el fondo ideamos un mural que llegará más adelante por @lugarabello y que por cuestiones obvias aún no pudo ser. 😊
Mientras tanto, llenamos la pared de amor: un cuadro pintado por Martin Jorge, un dibujo de su carta astral enmarcada regalo de @atihoffmann, una máscara de chané y una alfombra con el símbolo de la cruz chacana (cruz andina) de @faconargentina También cuelga el mural Andes de mi colección cáncula

6,119 likes
12 HOURS AGO
Add a comment... Post

It is cost effective

Who said that influencer marketing is expensive? That's a misconception that many people have. Small Businesses usually work with micro influencers and get good deals because their **cost per post fees are not as high as those of top influencers**. Sometimes, depending on the product or what you are willing to offer them, you might not need to give them monetary compensation.

Micro influencers have great engagement and their audience will give your products a try if the influencer's review is good. Micro influencers have between 5K to 50K followers, so as mentioned before, it is important that their audience is similar to your own. According to [Mobile Marketer](#), the Earned Media Value for each dollar spent on influencer marketing is \$5.78.

Works for local brand awareness

Influencer marketing doesn't need to be done for international purposes. As a brand, you can **find influencers in your area to promote your business**. A local influencer probably has local followers that are going to know where your brand is and they can see and check your products first hand.

Not only this, but influencers that are local might be more accessible to reach out to and might believe more in your product with the awareness of supporting local businesses, especially right now. To find out more about local influencers, you could specifically check on the social media channel or use an influencer marketing platform that has a location filter. The first option is manual and takes more time, while the other one can show you results in a matter of seconds.

Long term advocates of your brand

As much as influencer marketing campaigns are usually one-off, repeating the campaign will bring the **brand awareness your business needs at different times of the year**.

In order to create long term campaigns, it is important to keep open communication with the influencer. Since the beginning, express what your goals are and what the campaign should look like. Offer the freedom to let the influencers **create their own content** as they will feel more inspired and creative.

An influencer marketing campaign can be repeated at different times of the year, depending on holidays, sales or product launches. They become "brand ambassadors" and they can help you boost sales and traffic when your business needs it the most.



They can boost your SEO

If you collaborate with an influencer that has a blog, they can **create backlinks for your brand** or business. As a brand, find out who has a good domain authority blog and share your proposal with the main goal of creating backlinks for your business.

By appearing in their blogs, not only you will get a boost in traffic, but you can have a better search position than that of your competitors. As much as influencers are focusing on Instagram and Youtube, there are many influencers who still blog and have an audience that will like and check your products.

A combined effort of blogging and social media posts might be the best solution to understand if the campaign is worth it.

They create content that can be repurposed

Creating content many times takes time and expertise to be able to attract real leads. Influencer marketing has the opportunity to get content from influencers that can later be repurposed for other strategies. For instance, brands could use this content to **reshare it, create ads or use it as content in their platforms.**

Due to this, there needs to be a contract that will explain this deal and all the legal aspects to reshare the content. The more followers the influencers have, the more legal requirements exist. This example shows a brand repurposing the content of the influencer. As you can see, the brand doesn't need to do much. As mentioned, before resharing the content of the influencer, make sure you can do it.



Conclusion

As influencer marketing continues to grow, [influencers](#) are

gaining power in social media. They are great communicators and publish creative content for brands to be able to reach new audiences and convert loyal customers.

It is essential to create a **set of goals for the campaign** and find influencers with a similar audience, that way your product is targeted toward the right people. Some people think that influencer marketing is expensive, but this is not necessarily true, because with a low budget you can work with micro influencers where they can leverage your brand awareness.

If you are considering discovering influencers, you can do this manually on each social media network such as Instagram, Youtube, TikTok, Twitter, etc. But if you don't have that much time, you can use an influencer marketing tool that can increase your chances of finding a more suitable influencer for your business.