

Hi there,

You keep hearing about influencers, influencer marketing, content, consumers and how brands leverage these influencers without a clear picture of what exactly it is. In this course, we're going to crack the secret sauce of planning an influencer marketing campaign for your brand. So if you wish to launch your influencer campaign super soon with ease, we're spilling all the secrets here. Stick around.

Let's start with the basic question, **who are influencers and who are content creators?**

Generally, the two terms are often used interchangeably. But there's a thin line between the two.

**Influencers** are social media personalities who have the ability and platform to influence the masses, while **content creators**, on the other hand, create content and distribute their content on various platforms. Content created can be in the form of videos, photos, graphics, blogs etc. Remember, all influencers are not content creators.

These influencers and creators hold the potential to

- Drive traffic to your websites or
- Generate brand awareness
- Build brand credibility
- And, of course, offer word-of-mouth marketing

But how do they do it? The answer is easy - by leveraging their position across social media platforms.

Take the example of mCaffeine, a personal care brand that has a unique range of products that attracts a young audience. Their influencer marketing campaigns aren't just about driving sales but also generating brand awareness. Their brand strategy involves both micro and macro influencers, which has helped them acquire traction from every segment of the audience.

But remember, while choosing a platform, you need to keep in mind your target audience which will differ depending on your objectives.

### ***Moving on to the next big question - what is a brand campaign?***

A brand campaign is a set of strategic actions taken to achieve a brand's ultimate goal and objective.

Let's take a look at the various types of campaigns there are with the help of some examples along the way-

#### **1. The first one is - Seasonal promotions**

These are campaigns for a specific season or time of the year for seasonal promotions of the brand, especially during big festivals like Christmas, Diwali, Valentine's day or New Year's.

Cadbury collaborates with influencers to promote their Celebrations range during special occasions like Valentine's Day, Raksha Bandhan, Diwali and other festivals. Influencers create heartwarming content featuring Cadbury Celebrations as a gift option, emphasizing the joy of sharing and celebrating with loved ones.

SS Beauty ran a Valentine's day special influencer campaign promoting and raising awareness about their Valentine's Day sale and drive traffic to their website or stores. Influencers Instagram reels promoting online sale and also showcasing offline store offers positioning SS Beauty products as the perfect gift for their valentine.

## 2. Next is **Brand Positioning**

I'm sure you've heard about brand positioning from a lot of people. To break it down in easy words - it is the strategy to position your brand in the market by generating brand awareness or brand recall.

To give you an idea of it -

1. Look at Red Bull. Red Bull has successfully positioned itself as an energy drink brand associated with extreme sports and adrenaline-fueled activities. They regularly sponsor extreme sports events and collaborate with athletes to create captivating content that showcases their products in action.
2. Another example would be the Instagram-famous watch, Daniel Wellington. They collaborate with popular influencers who showcase their watches in carefully curated lifestyle photos positioning the brand as stylish and fashionable.

## 3. Third is **Sales Promotion**

It's a type of marketing strategy that uses its campaign offers and discounts to increase interest in its products.

Swiggy collaborated with content creator Kusha Kapila for a sales promotion campaign where Kusha created funny videos showcasing Swiggy's food delivery services and exclusive offers. In addition, she engaged with her followers by sharing discount codes and organizing interactive contests with Swiggy vouchers as prizes.

## 4. Fourth type would be, **App Installs**

As the name suggests, it is focused on getting the desired number of installs for the app.

Take example of Uber's #RideWithUber Campaign where they collaborated with influencers to promote their ride-sharing app and encouraged users to download and install the Uber app. They provided their followers with promo codes or discounts for their first rides, incentivizing app downloads.

5. Fifth type of campaign is **Lead Generation**. It is another way to convert your potential customers into a sale.

Urban Company collaborated with influencers from various service categories like home decor and health and fitness influencers to generate leads. It was simple as influencers shared their positive experiences and highlighted the convenience of using Urban Company. This encouraged their followers to book services through the platform, voila, generating leads for Urban Company.

6. Next we have on the list is **Affiliate marketing**. It is an emerging market and is considered cost-effective for brands. For each sale through an affiliate link, the affiliates are paid a certain agreed percentage of the amount.

Take a look at Mamaearth's affiliate program called the Mama Partner Program. They collaborate with parenting influencers who endorse Mamaearth's products, share their experiences, and provide their followers discount codes and influencers with commission on each sale made using their codes or links.

Infact, Amazon has one of the biggest affiliate programs - Amazon Influencer Program, that brings product-related content from influencers to the Amazon platforms sharing relevant videos customers to help them to explore products with ease.

Mind you, influencers are allowed to share their honest opinion of the products and earn commission of 10% on every sale.

7. Another one is, **Pre-release campaign**. Here the brands, with the help of influencers, create an initial excitement for the customers before the release of the new product with the help of special discounts and offers to their customers.

Take example of Puma. Before launching new athletic shoes or apparel collections, Puma collaborates with renowned athletes or fitness influencers to showcase and create awareness about the new products. These influencers create content featuring these products, building anticipation and positioning the brand as a preferred choice for sports enthusiasts.

8. Moving on to the last campaign type, **Influencer Commerce**. A new trendy way. It's the new method of selling products in collaboration with influencers. It involves influencers selling brands' products directly from their social media handle or through a live streaming platform.

To give you a better idea of it, remember Lifestyle Stores x Santoshi Shetty? Lifestyle Stores collaborated with fashion and travel influencer Santoshi Shetty who curated her own collection of outfits from Lifestyle Stores and promoted them on Instagram. She shared images and videos showcasing the collection, highlighting styling tips, and providing her followers with direct links to shop the looks.

Another example would be Sugar x Komal Pandey

After looking at the various campaign types let's talk about the elephant in the room - **is it worth investing in influencer marketing?**

Yes it is! But you should keep in mind that there's no magic spell to make a campaign a hit. It's an art that needs to be perfected through experimentation. Once the brand has figured out what works for them, the returns are 5X - 10X .

To know if influencer marketing is right for your brand, ask these questions -

1. What are your goals?
2. Can sales of your product/service be increased by reviews/recommendations?
3. Has Influencer marketing worked for other brands with similar products/services? Research about your competitors and you'll get an idea how they're pitching their products to the audience.
4. What's your niche? Are there categories of influencers that your customers follow? If yes, find out where these influencers are more active, the kind of content they're creating and how engaged they are with their audience.

However the question still remains, **how can small businesses leverage influencer marketing with small budgets?**

Small budgets might make you question if you'll be able to ace your influencer marketing campaigns but trust me you can, simply using some or all of these methods -

1. Working with micro and nano influencers, as they have high conversion and engagement rates it'll help your brand with achieving your campaign goal.
2. Working on barter basis with influencers who genuinely support your brand. This allows businesses to leverage the influencer's reach without incurring significant monetary expenses.
3. Use affiliate marketing as a source to partner with influencers. This way, the business only pays when there are actual conversions, making it a performance-based model that aligns with smaller budgets.
4. Or you can even try to incentivize your UGC content to encourage your customers to create and share content featuring your products or services. This can be done in the form of social media contests, giveaways, or discounts.

And that's all in our 1st chapter on what is influencer marketing. So far we've covered everything related to influencer marketing. The next video is "setting your campaign objectives" where we dive deep into how to set up your campaign objectives and strategy. See you there!

