

THE CONTENT MARKETER'S

GUIDE TO

INFLUENCER MARKETING



HubSpot

Trackr

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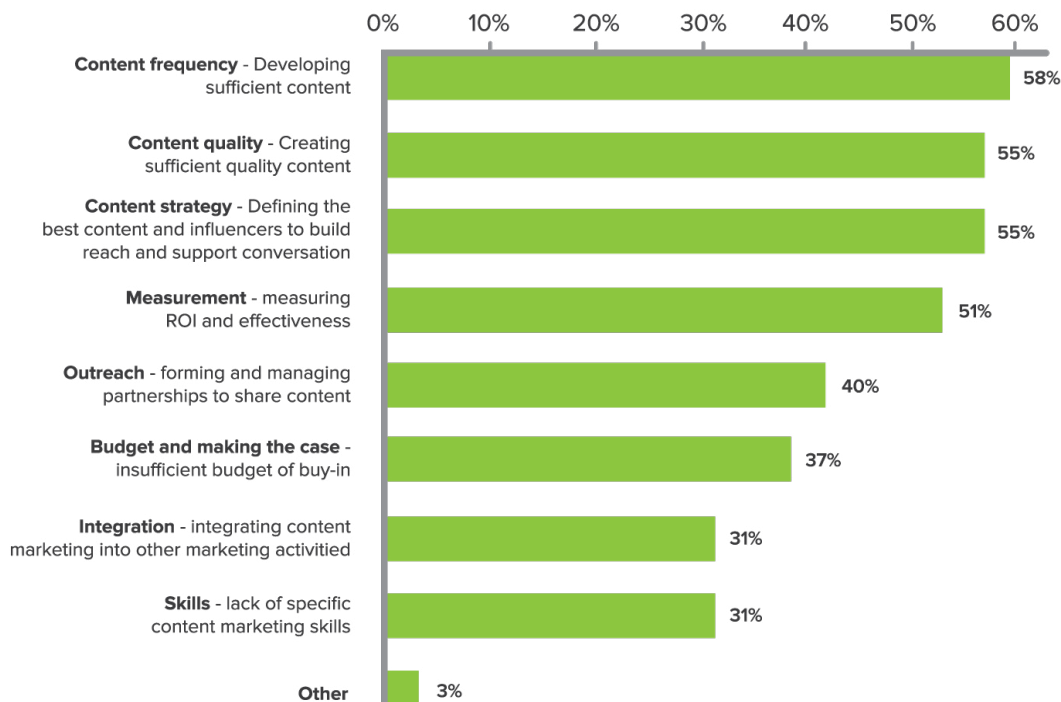




Introduction to influencer marketing

In the last 10 years, B2B and B2C organisations alike have adopted content-driven strategies to attract, convert, nurture, and support customers. Even as the platforms and tactics change, content as a strategy to reach audiences remains powerful and continues to grow.

[In a recent study](#) by HubSpot and Smart Insights, we found that 97% of European marketers believe in the power of content marketing, with 71% creating more content this year than in 2014. However, more than half (55%) told us that their biggest challenge was defining the right content and identifying the right influencers to build and grow their audience.



Influencer marketing and content marketing can't really exist without each other. Without influence, the content you produce stays stealth and won't generate any impact. Without content, you don't have a way to participate and you won't have a voice to, in turn, become influential.

Content Marketing

Content is at the center of the value exchange between business and buyer.

Jesse Noyes, Kapost

Influencer Strategy

Incorporating influencers in your content facilitates reaching new audiences with brand messages that are credible and trusted.

Lee Odden, TopRank Marketing





So what is influencer marketing exactly?

Influencers are topic experts, thought leaders, or brand advocates who possess strong credibility and/or an extended reach with your target audience.

Influencer: *Anyone who contributes to someone else changing their opinion or behaviour.*

- AMEC (Association for Measurement and Evaluation of Comms)

[Traackr](#)'s research shows that 3% of individuals generate 90% of the impact online. Those individuals are the few that generate most of the conversations that will impact your brand.

Leveraging influencers in your content marketing in particular can have many business benefits including increased traffic, leads and customers.



It's a cost effective marketing technique. On average, marketers who implemented an influencer marketing program in 2014 received \$6.85 in earned media value for every \$1.00 of paid media. – BurstMedia Influencer Marketing Report

In this guide, we'll teach you how to start thinking about influencer marketing for your content, identify the right influencers, and put together an effective outreach strategy.

We'll cover how to harness your influencer strategy to inform your content marketing so you'll know which topics and conversations have the greatest impact on your objectives.

Specifically, we'll cover how to:

- SET YOUR GOALS
- IDENTIFY THE RIGHT INFLUENCERS
- 6 WAYS TO GET INFLUENCERS TO SHARE YOUR CONTENT
- PERFORM EFFECTIVE OUTREACH
- NURTURE THE RELATIONSHIPS
- MEASURE SUCCESS





Set your goals

Influencer marketing is an extremely effective method of amplifying the results of your content marketing, but before you begin you need to know what the end goal is so that you can direct your influencers accordingly.

Let's take a look at the various ways you can leverage influencers in your content marketing.

- INCREASE BRAND AWARENESS AND CREDIBILITY
- CREATE COMPELLING CONTENT
- DRIVE MORE TRAFFIC TO YOUR CONTENT
- BREAK INTO NEW MARKETS

When setting goals, we always recommend using SMART goals -- this stands for Specific, Measurable, Attainable, Realistic, and Timely. [Click here](#) to access a SMART goals template you can use for any of your marketing activities.

“Know exactly what your goals are and work from there. Is it brand awareness? Then perhaps social scoring is a decent starting point. Is it lead generation and customer acquisition? Then you need to go deeper with platform and methodology. Get the goals right from the start – and have the measurement in place to track these goals and where you are in the campaign – and you’ll find you’re much more successful with your outreach.”

- Danny Brown Award-Winning Marketer, Blogger & Author

Before you reach out to your influencers, you should be really clear about what you are asking them to do, based on your goal. For example, if you want them to contribute content to your blog, make sure you give a good background on who the audience is, what topics will resonate best, and the tone of voice your audience have come to expect from your blog.

Similarly, if you want them to add credibility or insights to your content by adding commentary or quotes, you'll have to give them exclusive access to it before you launch it to the public. And if you want them to share your content, you need to provide them with the right messaging, imagery, and a reason why they should share your content. Unfortunately, there is rarely such thing as a free lunch so you need to communicate the value they will receive by implementing your request.

Whatever your reason for reaching out to an influencer, by keeping your goal in mind you'll be better able to give them the direction they'll need to provide you what you want. We'll talk more about how to approach influencers with your requests a little later in this guide.





Identifying the right influencers

Finding the right influencers for your marketing activities starts by developing a deep understanding of your customers' needs, goals, and aspirations. Mapping out who you want to influence, what their needs are and who they rely on for information will help you determine who is truly influential to your customer. You can use HubSpot's [MakeMyPersona](#) tool to help you get a good picture of what your persona profile looks like.

Influence is not about popularity, influence is about context and is tied to a specific subject matter. Once you know who your audience is you need to ask yourself the following questions:

1. Who triggers them to think about your category
2. Who is answering their questions or teaching them
3. Who provides information and content that helps them make a decision
4. Who Controls The Environment Where They Buy

Basically, the idea is to understand the online conversations that impact your brand, product or service. Using a tool like [Traackr](#) helps you discover your prospective influencers based on their reach, resonance and relevance.



You should rank your influencer search results in terms of three metrics:

- **REACH** – This is a measure of total audience size. Things like blog visitors, Twitter followers, YouTube subscribers, etc.
- **RESONANCE** – This is a measure of how much activity someone creates when they publish and the level of interaction with this person’s content. Things like Twitter Retweets, linkbacks, comments etc. are factors of someone’s Resonance.
- **RELEVANCE** – This is a measure of how relevant someone is to a topic and how much they talk about it. Relevance is a factor of how often someone uses the keywords that drove the search; the timing of the keyword usage (more recent posts are weighted more heavily); the diversity of the keywords used by an influencer; and the placement of keywords (title vs. body).

You can add your influencers into an excel spreadsheet if you don’t have an influencer marketing platform like [Traackr](#), and score each one against their reach, resonance and relevance. With the ranked list you can now review the influencers online footprint (including blogs, Twitter, LinkedIn, Youtube, Instagram etc.) and published content so each influencer can quickly be dismissed or added into an ongoing influencer marketing campaign.

With a tool like Traackr you can also choose to filter your search by location, language, gender, and a specific social platform to ensure the right influencer mix for your campaign.



6 Ways to Get Influencers to Share Your Content

Simply having one influencer share your content on social can result in a huge surge in social shares. But how can we get an influencer to share our content to their large and loyal following?

Here are some things to try out with your next piece of content:

1. @Mention them

If your content is helpful, inspiring and relevant to their audience, by simply mentioning the influencer's Twitter handle in your social posts you are likely to get their attention and potentially a Retweet -- and even more so if the content is about them.

In the example below, @Shareaholic simply mentioned content marketing guru, Ann Handley's book in their Tweet (@MarketingProfs). In return, she Retweeted it to her 221,000+ followers, gaining Shareaholic exposure to a much larger audience than they would have reached if they hadn't gotten Ann's attention.



Knowing what influential experts in your field are interested in, engage with, and regularly share on their social profiles can help you both curate and produce content that will appeal to them.

Do some research first by going to their profiles (or use a tool like [Traackr](#)) to make this process even easier. Then simply choose some of the topics they've been sharing, create awesome content around them, and drop the expert a quick message to let them know about it.

2. Include them in a curated list

A good way to create content that's likely to get shared by thought leaders is to curate a list with them included in it. People have egos and if you play to them, you're likely to benefit.

For example, [this niche company](#) wrote a [blog post](#) listing the top Twitter accounts in their industry. As a result, their post was shared 10X more than their average posts.

1. **NYC Parks & Rec (@NYCParks)**: 35,560 followers
2. **Cleveland Metroparks (@clevemetroparks)**: 10,766 followers
3. **Chicago Parks District (@ChicagoParks)**: 9,401 followers
4. **Seattle Parks (@SeattleParks)**: 7,421 followers
5. **East Bay Regional Parks (@ebrpd)**: 5,602 followers
6. **Philadelphia Park and Rec (@PhilaParkandRec)**: 4,296 followers
7. **San Francisco Recreation and Park (@RecParkSF)**: 3,223 followers
8. **Louisville, KY Metro Parks (@loumetroparks)**: 4,050 followers
9. **Raleigh Parks and Recreation (@raleighparks)**: 3,822 followers
10. **DC Parks and Recreation (@DCDPR)** : 3,538 followers





To find out who the top players are in your industry you can look for lists such as the one mentioned above, or again, use a tool like [Traackr](#), which has all of this functionality built in.

Once you've created your curated list post, be sure to Tweet each influencer you've included and let them know! This is a good way to get their attention initially but you should continue to build on that relationship over time so you can start to ask for favours later on. We'll talk about nurturing your influencer relationships a little later on in this guide.

3. Ask them to contribute to your blog.

Getting an influencer to contribute a guest post on your blog is great for so many reasons. Firstly, you get great content for your blog that your audience will love. Secondly, it lends credibility to your blog -- if you can get a thought leader to post for you, you must be doing something right. Thirdly, the expert is likely to share that post with their networks, getting you reach to a whole new audience. And lastly, you get a new post published without having to write it yourself!

"I've found that influencers - if they are creators - like to create their own content and have their own voice." - Jeremy Pepper, [@jspepper](#), Palisade Systems

Interviewing experts is a great way to create great content without the expert having to actually write it. [Zazzle Media](#), a marketing agency in the UK, publish a monthly 'Big Interview' on their blog where they talk to thought leaders in the digital space. They asked Ann Handley, a thought leader in their industry for an interview they could use on their blog which they have seen great success from.



Technology is only as good as the story > Ann Handley Interview

SHARE THE GUIDE





4. Include commentary or quotes

You can include expert commentary or quotes in your long-form content like ebooks and reports to add credibility and inspiration to the content. The reader feels like they're benefiting from the opinions and advice from the top experts in that field and therefore the content immediately becomes more valuable.

A great example of using expert commentary to make a data report more interesting is this [content marketing report](#) we did with [Smart Insights](#). We included 12 experts' opinions on what the data meant and in turn, each expert shared the report with their audience. Below you can see one of the comments we included from Head of SMB at Twitter, Brian Lavery.

As you might expect, a lot of marketers aren't investing in paid content distribution. However, we feel that they could be missing out on a great opportunity. In the chart below, we can see that the majority of respondents aren't using paid on the platforms listed.



Brian Lavery, [Twitter](#), [@Lay](#)

With no clear distribution strategy the content, no matter how fantastic, will be redundant. I think the coming year will require marketers to take an ever more innovative approach to ensuring their content and business really stand out to their desired audience. Social media will continue to play a huge part in content distribution. Businesses will need to invest more time into developing their networks online to build relationships with industry influencers and ensure their messages spread further, faster, and with more impact.

You should weave their comments into the main body to ensure the content and story flows well but still call them out using a different colour background.

For a similar effect but for less commitment from the influencer, you can include their quotes from other sources in your content. Any time you find a great quote from an expert in an article or on Twitter, simply add them to a spreadsheet for future use.

Expert Quotes: Note



Rand Fishkin @randfish 23 Dec
On Twitter, you're lucky if 5% of followers see a tweet. Yet there's a ton of angst over Facebook posts reaching *only* 10-25% of fans.
Expand Reply Retweet Favorite Buffer More



Shervin Pishevar @shervin 19 Dec
The most important job for a CEO is to recruit, retain and nurture world class talent. You fail at that and everything else begins to slide.
Retweeted by Joe Chernov
Expand Reply Retweet Favorite Buffer More

You can then include these quotes within your content where relevant, let them know you have used the quote, and thank them for it. Just be sure to link back to the original source where you took the quote from.

SHARE THE GUIDE



If you feature experts in your gated content, e.g. ebooks and reports, make sure to sell the value of their input on your landing page. Ask your influencers for their headshots and call them out under the main copy. They'll appreciate the additional link back to their site or Twitter profile.

Meet the experts



Simon Penson
[@simonpenson](#)
 Founder
 Zazzle Media
 SEO Expert



Kath Pay
[@kathpay](#)
 Marketing Director
 cloud.IQ
 Email Marketing
 Expert



Stephen Walsh
[@stephentwalsh](#)
 Co-Founder & CEO
 Anders Pink
 Social Media Expert



Doug Kessler
[@dougkessler](#)
 Co-founder
 Velocity
 Content Expert

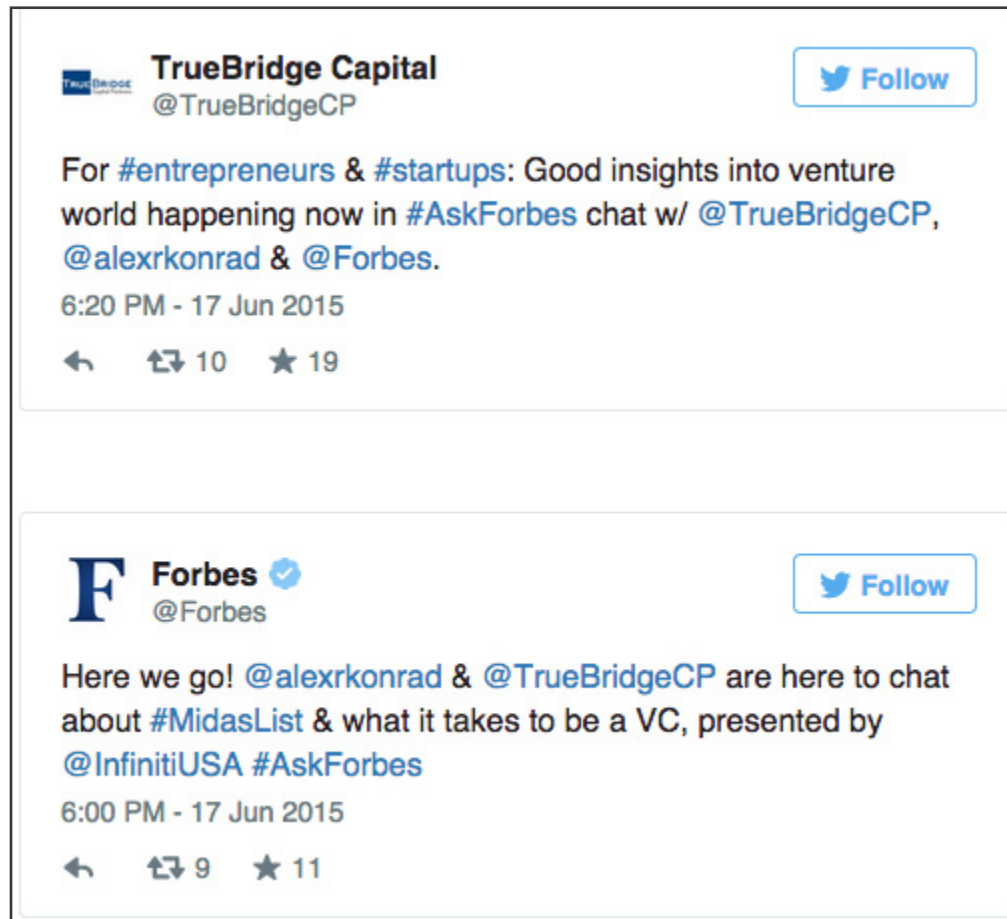
5. Do an AMA (Ask me Anything) on your social channels

By getting an influencer to dedicate 30 minutes of their time to answer questions on Twitter, you can significantly grow your audience and brand awareness. All it takes is a good hashtag, a great influencer and a solid promotion plan and you're all set!





Here's an example of a Twitter chat from Truebridge Capital who partnered up with Forbes to give advice on what it takes to be a venture capitalist -- a topic that was relevant and interesting to both of their audiences.



6. Get a testimonial.


By sharing an early version of your content with influencers before your main promotion, it gives you an opportunity to get a testimonial from them on how great the content is. You can then add the testimonial to your landing page, making your content even more compelling to download.




Simply give them the content and ask for their feedback on the content or give them a '[lazy Tweet](#)' they can share with their network, then include that Tweet on your landing page. We shared this ebook with our content marketing hero, Doug Kessler ahead of our launch to get his opinion. You may have noticed his testimonial on our landing page as a result -- it might even have been the reason you downloaded this!

We'll show you how to:

- Set your goals
- Identify the right influencers
- Describe ways to leverage influencers in your content marketing
- Perform effective outreach
- Nurture the relationships
- Measure success



 *"Influencer marketing is hugely important. Not surprisingly, HubSpot has nailed the topic in this excellent eBook. It's clear, practical and bases the discipline on integrity. This is how it should be done."* - Doug Kessler, Creative Director & Co-founder of [Velocity](#)

By listening for your keywords on social you can identify when influencers discover and share your content of their own accord. If you don't have a good social monitoring tool, try using a hashtag for each of your campaigns and check in on the conversation regularly to spot good Tweets you can use.



For example, I found this Tweet from Jeff Bullas, a well known content marketer, which recommended a SlideShare I created. I made sure to capture his Tweet so I could use it to promote the content further, with his testimonial behind it.



A tool like [Traackr](#) will also help you manage your influencer's community, by gathering the content they produce and share on each of their social channels and the level of engagement generated by your activities.

Just remember, we trust friends, colleagues and experts more than advertising. Marketers who understand this, devote time and resources to creating authentic relationships with the people who matter to their business.

These people are the ones who influence your customers and shape your industry. In the past, influence was exerted by a select few (analysts, journalists, celebrities). Now, influence is spread out.

Your job is to find the most important people for your brand, whether they're among your prospects, current customers, industry experts, or passionate individuals.



Perform Effective OutReach

Now that you know who you are going to reach out to and what you're going to ask them for based on your goal, how do you go about approaching them? Should you Tweet at them? Send them an email? Have a pitch ready? Below are some tips on how to approach your influencers in order to get a response.

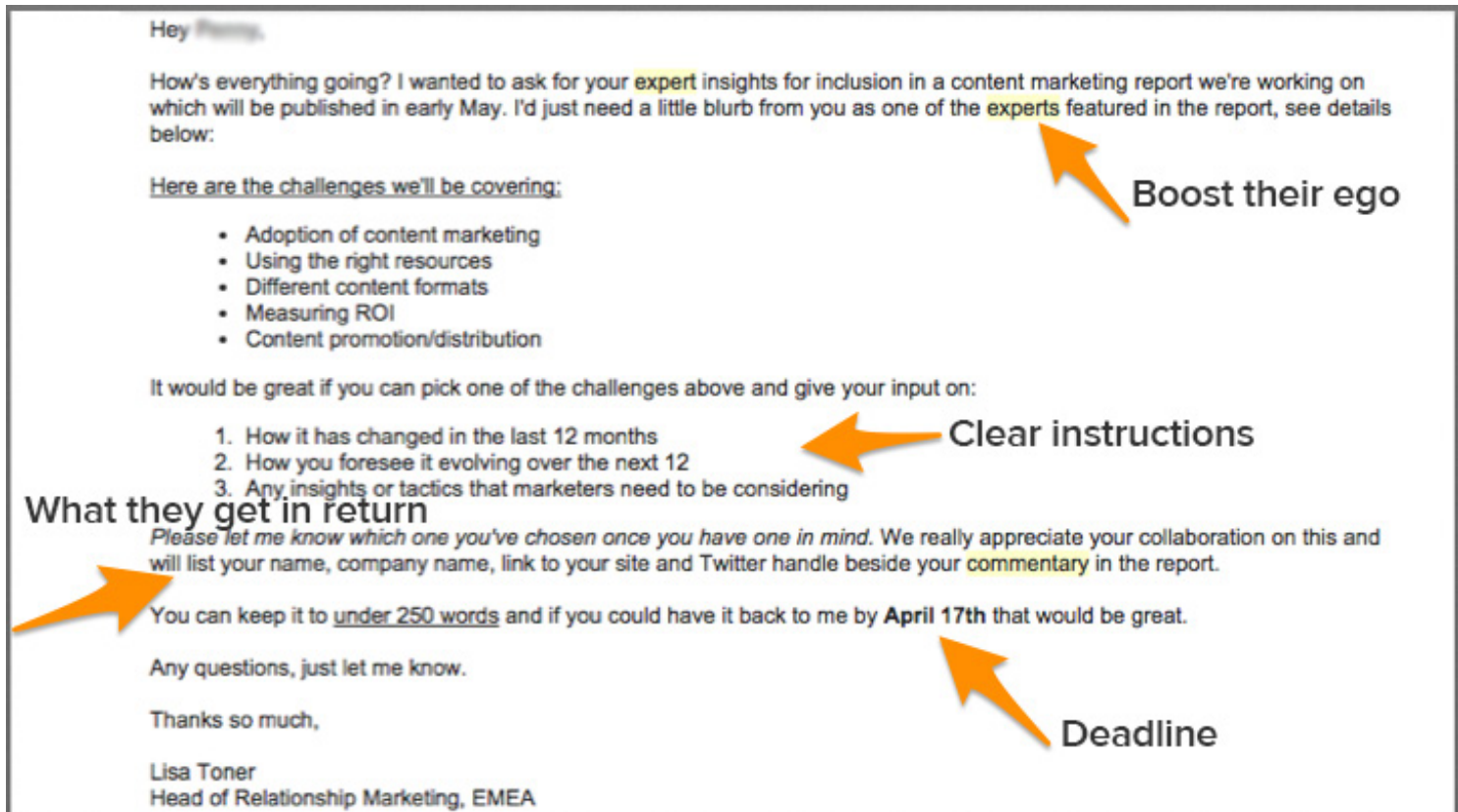
Email

- 1. Exercise authority/reputation** - influencers are more likely to help you if they think it's going to get them increased exposure. When you introduce yourself and your company, point them to some of your published content or social media following -- if you can boast a large one. Know their motivation and play to that.
- 2. Make an impression in your subject line** – make them feel important in the subject line. Tell them you need them and make it personal. E.g. “Brian, I need your expertise for a report I'm working on”.
- 3. Always be aware that people are busy** – Be polite and tell them what is it you want, why they should take part, exactly what you need from them and by when.

The same rules apply for reaching out on LinkedIn.



Here's an example of a succinct outreach email that we have sent asking for expert commentary for a report we were writing:



Hey *[Name]*,

How's everything going? I wanted to ask for your expert insights for inclusion in a content marketing report we're working on which will be published in early May. I'd just need a little blurb from you as one of the experts featured in the report, see details below:

Here are the challenges we'll be covering:

- Adoption of content marketing
- Using the right resources
- Different content formats
- Measuring ROI
- Content promotion/distribution

It would be great if you can pick one of the challenges above and give your input on:

1. How it has changed in the last 12 months
2. How you foresee it evolving over the next 12
3. Any insights or tactics that marketers need to be considering

What they get in return
Please let me know which one you've chosen once you have one in mind. We really appreciate your collaboration on this and will list your name, company name, link to your site and Twitter handle beside your commentary in the report.

You can keep it to under 250 words and if you could have it back to me by **April 17th** that would be great.

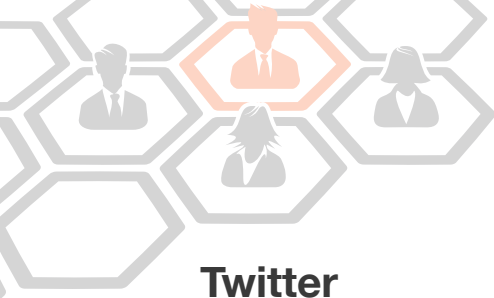
Any questions, just let me know.

Thanks so much,

Lisa Toner
Head of Relationship Marketing, EMEA

Annotations:
- **Boost their ego** points to "expert insights" and "one of the experts".
- **Clear instructions** points to the numbered list of challenges.
- **Deadline** points to "April 17th".
- **What they get in return** points to the italicized paragraph.

Bonus tip: When it comes to reaching out to an influencer for the first time, you need to ensure the email address you have is a valid one. Try using verify-email.org and rapportive (a Chrome extension) to check you have the right contact details/email address.



Twitter

You have a lot less space to work with when using Twitter to reach out to influencers but sometimes you don't have a choice. Here's how to make the best use of it.

1. Save the details for a Direct Message. The account needs to be following you before you can send a DM so this might take a couple of steps if you need to get them to follow you first. A simple Tweet telling them you have a proposal for them and request they follow you to receive a DM can be effective. Alternatively, you could just ask them for their email address so you can send them the details.



2. Just ask. In the example below, the message is short and succinct. It's personalised and clear what they want me to do. If you take this approach you should mention what type of blog you have and include a link so the influencer can easily see if it's a good fit for them or not.





3. Experiment with video. People are more inclined to watch a personalised video message than read text alone, plus it provides an opportunity to get your message across in more than 140 characters.

I received the video below from someone who had come across some of my content that he found valuable. He wanted to interview me to be featured on his blog which is a great example of how to reach out to someone you don't have contact details for.





9 Tips from the Influencers Themselves

1. Do your homework - Chris Herbert CMO Mi6 Agency

You really need to understand what the influencer's priorities are for their business and as a thought leader. That means knowing the market they are in, understand the segment(s) they cater to and what they want to accomplish.

2. Offer value - Chris Herbert CMO Mi6 Agency

An influencer program must be balanced in terms of the value it delivers to the influencer, the company running the program and most importantly the market segment it's catered to serve. If the market segment benefits from the "product" of the influencer program then you've got a better chance of being successful.

3. Make it relevant - Tonia Ries Founder and CEO, Modern Media

It's all about being relevant. With today's tools, it's so easy to quickly understand the content area a given influencer is most passionate about—and then craft a message or experience that the influencer will be excited to share with their audience. I'm always looking for great content to share: help me find it and make it easy for me, and odds are I'll be interested.



4. **Get your pitch right - Deirdre Breakenridge CEO, Pure Performance Communications**

The “pitch” is always better when there is an experience they would welcome and want to share with their friends. Pinpointing information that is relevant, contextual and valuable will go a long way. Wrapping what would be your “pitch” in a customised story or an experience that’s meaningful and memorable helps to get the attention of influencers and the thought leaders you want to reach.

5. **First impressions matter - Shonali Burke President & CEO, Shonali Burke Consulting**

First impressions make a difference. That doesn’t mean you don’t get a second chance, but as far as possible, I think we have to try to make the first impression a good one. Research is really important; I can’t stress this enough. Can I say it again? Research is really, really, really important... if you don’t tell influencers why you’re approaching them, and how they can make a difference to your client or campaign, they’ll ignore you at best, or write really mean blog posts about you at worst.

6. Make it easy - Shonali Burke President & CEO, Shonali Burke Consulting

Make it easy for them to participate; for example, if there are specific content pieces you are hoping they'll draw from, make it easy for them to access those pieces. If you are hoping they will share short-form content, create it for them as a starting point. They may change it, but at least they don't have to create it from scratch.

7. Become their friend first - Amy Higgins Content Marketing & Social Media Manager, Concur

Just like real life relationships, it's important to interact with someone before you ask them for a favour. Engage with your influencers on social — Retweet them, comment on their blogs, join their Twitter chats, etc... and eventually, like with most online engagements, a relationship develops. Then, you have a foot to stand on when you reach out to them for help with your marketing campaigns. If at all possible, try to meet them in person. Just remember not to pitch them, become their friend first. You'll end up getting more out of it for yourself and your business.



8. Ask not what they can do for you - Jason Miller Senior Manager, Content Marketing for LinkedIn's Marketing Solutions

I've never asked for anything, I asked what I could do for them and leveraged whatever reach or promotions I could to help them spread the word on what mattered to them the most. Then I went in and asked if I could guest blog. I wrote a TON of blogs for free and still do. It's about reaching the right audience for the company you work for while also building a personal brand.

9. Don't dumb it down too much – Jeremy Pepper, @Jspepper

When I'm pitched, I find the pitches that package everything up to me are the ones that I ignore the most. I find (and many reporters I've spoken to find) that to be dumbing down the content, as if I'm too stupid to know what the story is, what the tweet might be, what the points are. But each person has their own POV and desires, so a one-size fits all approach doesn't work.



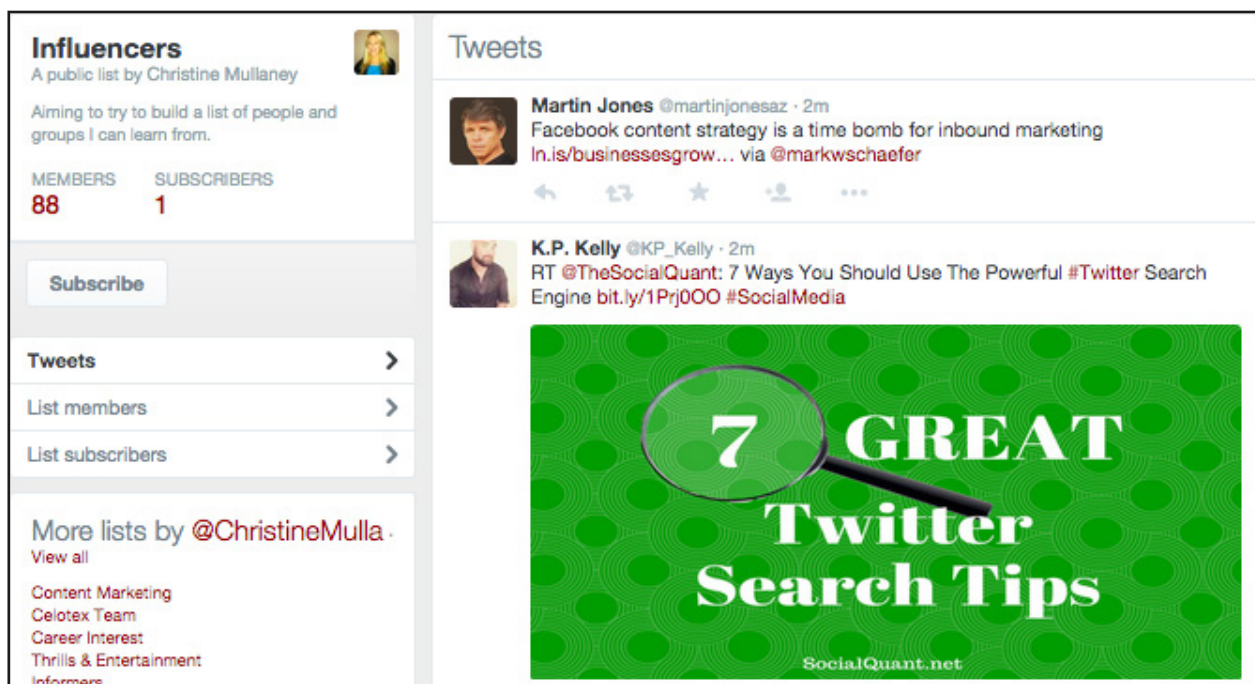
Nurture the relationships

As highlighted by our experts, it's extremely important to build and nurture the relationships with your experts. They are real living people and should be thought of and treated as such.

Add them to a Twitter list

As you identify experts you feel will add value to your campaigns and help you achieve your goals, add them to a Twitter list. This will make it easy to monitor what they're saying so you can engage with their posts regularly. Favourite and Retweet their content so they get to know your name and handle.

If you are using [Traackr](#) and have added your key influencers onto a project, the tool will provide you with the whole of their conversations on all channels enabling you to engage the right person with the right content and at the right time.



The screenshot displays a Twitter list titled "Influencers" by Christine Mullaney. The list description states: "A public list by Christine Mullaney. Aiming to try to build a list of people and groups I can learn from." It shows 88 members and 1 subscriber, with a "Subscribe" button. Below the list details are navigation options for "Tweets", "List members", and "List subscribers". A section titled "More lists by @ChristineMulla" lists categories like "Content Marketing", "Celotex Team", "Career Interest", and "Thrills & Entertainment".

The "Tweets" section shows two tweets:

- Martin Jones** (@martinjonesaz) · 2m: Facebook content strategy is a time bomb for inbound marketing [ln.is/businessesgrow...](#) via @markwschaefer
- K.P. Kelly** (@KP_Kelly) · 2m: RT @TheSocialQuant: 7 Ways You Should Use The Powerful #Twitter Search Engine [bit.ly/1Prj000](#) #SocialMedia

A large green graphic with a magnifying glass over the number "7" is overlaid on the tweets, reading "7 GREAT Twitter Search Tips" and "SocialQuant.net".

Block off time

Make sure you schedule yourself some time each day or week to go in and engage with your influencers and find new ones. You'll know you're doing it right when the influencers you've leveraged in previous campaigns begin coming to you first to be included in your content!

Hi Lisa,
Hope you're well.
I notice on your twitter profile you've pinned the 'Content Marketing in Europe' piece. Thanks again for including me in that
Do you have any other exciting projects in the pipeline? 😊
Kind Regards,

Get notifications with IFTTT

[IFTTT](#) is a website and app that allows you to automate actions from your favourite apps and websites by creating connections between the two. You can set up a trigger for when one of your influencers publishes a new blog for example, and set the action to email you that blog. You can then read it and comment or share it.



Remember it's not all about you

We've mentioned this already but it's essential that you realise that influencer marketing only works if you build a relationship. And to do that, you can't be in the business of 'me'. As Jason Miller told us, ask not what they can do for you but what you can do for them until you feel the relationship is stable enough for you to ask in a favour.

Favourite their profiles

By favouriting a Twitter profile on mobile, you will be notified every time that profile tweets something. This makes it easy to interact with the influencers you want to target whenever they tweet something interesting to you. However, be careful to only do this with a few influencers, otherwise your phone will be buzzing all day.



Measure Success

Platforms such as [Traackr](#) are going to be essential for tracking and defining success, as influencer marketing becomes an essential part of an integrated marketing approach. Having a tool such as [Traackr](#) in your arsenal can help tie influencer marketing back to overall business goals.

However, if you don't have Traackr, you can still measure the impact of your influencer marketing.

1. Create a tracking URL for the content you're promoting. You can use bit.ly, tinyURL or HubSpot's tracking URL builder if you're a HubSpot customer to create these tracking URLs. That way you can see all traffic and leads that came to your website for each of the influencers that shared your content. Make sure you create one for each influencer so you can measure who is having the most impact.

2. Monitor social reach. How many people shared your influencers' social posts about your content? How far did those Tweets reach? Use a tool like [TweetReach](#) to see just how far the message has travelled. Using a hashtag for each of your campaigns can also help with tracking reach.



The HubSpot logo is displayed in the background, featuring the word "HubSpot" in a dark grey font with an orange robot head icon to the right.

GET A FREE INBOUND MARKETING ASSESSMENT

Want to know how to optimise your website to get more traffic and leads?

[LEARN MORE HERE](#)



Know Your Influencers Build Impactful Relationships



- ✓ Find the right influencers that can impact your business and your buyer's decision making process.
- ✓ Develop focused, value-add relationships with your influencers.
- ✓ Measure the impact of your engagement and report on the efficacy of your efforts.

Kickstart Your Influencer Marketing

Explore more resources at:
traackr.com/resources

info@traackr.com