**How To Boost Your Visibility Through Influencer Marketing**

Influencer marketing is a fashionable discipline that has already attracted more than 70% of communication and marketing professionals in Europe. Not at all what to be impressed! Its main asset? Allow you to gain very quickly in notoriety with a targeted and qualified audience. In other words, you bet on the quality of communication and not on its quantity! Want to know more? This is good, because here are the instructions for use of this technique, backed up by concrete examples (you will thank me later...).

**The Principle of Influencer Marketing**

No mystery around its name: influencer marketing is a communication strategy that relies on the principle of influence. Basically, it involves coming into contact with influencers, therefore people particularly influential in their field, who federate real communities on the web.

**The objective?** Make known or accentuate the attraction of Internet users for your product or your brand.

**The method?** Develop relationships with these people to communicate positively about you or your products to their own community (often very large). As a result, your visibility on the web is increased tenfold, and these influencers are turning into your company's spokespersons.

Not bad isn’t it? But let's take a closer look at the benefits you can gain.

**Benefits For Your Brand**

Let's talk concretely. Imagine that an influencer relays one of your content on Twitter, Youtube or Instagram to its thousands of followers (if not more). There are many benefits for you.

First of all, you are reaching a wide audience, which you would not have had access to on your own. In other words, your message has more "reach". Now among these new people are surely hiding potential customers!

For example, comedian-artist Anwar Jibawi in the United States counts no less than 1,054,983 fans on Facebook! If you call on him during the launch of one of your offers, you will soon make talk about you!

Then, influencer marketing allows you to target a specific community. Because an influencer often deals with areas such as sports, cinema, cooking, cosmetics etc ... By choosing your influencer well, you will address an audience that will be immediately sensitized and receptive to your universe.

For example, influencer Hervé Cuisine promoted the restaurant Homard Frites, located in Brittany. A good point since his community is interested in gastronomy!

Moreover, by sharing your content or by talking about you, the influencer vouches for it and your brand: its gesture means that it appreciates you, which is a bonus for you in terms of e- reputation. Influencer marketing is therefore likely to also increase your credibility on the web (this is what happened for the restaurant Lobster Frites).

Let us not forget that the influencer is addressed to a committed community, already conquered by its editorial line or its history, and with whom it has established a relationship of trust. Your message will appear more authentic, less commercial, which will considerably amplify its resonance (in other words the number of reactions in return: likes, shares, comments ...).

And obviously, the more federated the community of the influencer, the more rapid the reactions to its messages. In addition to the image benefits, influencer marketing will allow you to measure the results of your investment more quickly.

Finally, your website is likely to experience a peak of visits. If your content is interesting enough to keep your visitors, this peak could become your usual traffic!

It's clear: opting for influencer marketing will bring you many benefits! Improve the range of your messages, their resonance, their relevance but also increase your website traffic or speed of implementation: they are not even counted! Opting for influencer marketing is like creating buzz on the web, but a good buzz!

**Where To Find Influencers?**

Ok, the theory is seductive ... But in practice, where to find the influencers? Well there are 2 methods. The good old method by hand - search the web from top to bottom to find the rare pearl; And the modern method - specialized platforms. Well, I do not hide it, the modern method is still more practical!

**Specialized Platforms**

In fact, these are market places, such as KashKlik, where brands and influencers meet. Each influencer creates an account by indicating his community, his social networks, the services he offers and the prices he practices. On your side, you indicate your criteria and you get a list of influencers corresponding to your need. You just have to do your market! It's simple, fast, and efficient.

But this is not the only advantage of these platforms. They also allow you to measure the results of your marketing influence campaigns. You then have a dashboard ready with all the relevant performance indicators.

But if you are part of the old school, then take a look at the social networks. It is also here that you will find influencers who match you.

**Twitter**

The microblogging network is ideal for sharing content, conducting a thematic watch and federating a community ... Three assets sought after by any good influencer! This explains why they are so numerous.

For example, Jean-Luc Raymond (social media strategy expert) speaks to more than 534,000 followers every day! Do you want to give a boost to your marketing articles? It's the right plan!

**Youtube**

Do you want to bring a touch of humanity to your publications? Then Youtube is for you! Influencers are particularly fond of this social network because it allows them to be closer to their community and make their messages more attractive. A video is always more attractive than a blog post!

For example, the influencer The gravedigger of films is addressed to a community of cinema-lovers (507 000 people on Youtube) in a humorous way.

**Instagram**

Instagram is the ideal social network to communicate on everyday moments. It is therefore particularly used by influencers to establish a genuine dialogue with their community, which has the impression of maintaining a privileged relationship with them.

On the account of Instagram of the famous Enjoy Phoenix, it almost seems that we share moments of complicity with a girlfriend!

Of course, Facebook, Google + or Pinterest are also very popular with influencers. And each social network has a different purpose. For your promotion, it is necessary to adapt your message according to the channel used, because the reactions of the Net surfers are likely to be not the same.

**When To Call An Influencer?**

Influencers are useful in many circumstances! You can call on them to:

* The launch of a product, a range,
* Promotion and dissemination of your content,
* The relay of invitations to an event or a webinar,
* Crisis management, to intervene in your favor and upgrade your brand image,
* Corporate communication,

etc.

Also note that each influencer must be approached differently. Some will accept no problem selling you publications: it's business. Others, on the other hand, may not agree to help you on a moment's notice. Simply because they prefer the relational, and consider that "glory" has more value than money. For this reason, for example, Dior never pays its influencers. On the other hand to work for Dior, it is so the class that most accept.

Before doing anything, take the time to learn more about the influencer you are using, and about his habits! It will help you not to put your feet in the dish.

**Measuring The ROI Of Your Influencer Marketing Strategy**

Concretely, it is not easy to measure the results of your influencer marketing strategy. Nevertheless, some indicators are quite representative:

* Conversion rate (often high because the audience will already be qualified and "heated" thanks to the influencer),
* Evolution of the traffic of your website,
* Number of interactions following your message: likes, comments, sharing ...
* Number of backlinks pointing to your site,

Otherwise, platforms such as KashKlik or its American counterpart may also be able to analyze your stats afterwards.

**Finally**

As you can see, it can be extremely useful to integrate influencer marketing into your overall communication strategy. The return on investment can be significant if you contact the right influencer at the right time and tailor your message according to the target.

Have you ever used an influencer to gain better visibility? Tell us about your experience!