

B2C Influencer Marketing

DESCRIPTION

Influencer marketing grows in size every year. Why? Because marketers know that in an increasingly fragmented media environment, influence works. In fact, 33 percent of U.S. adult internet users report having made a purchase after seeing a post from an influencer. ¹

Likeable evaluates your target audience and business objectives to help you zero in on the right influencer partners and find the best ways to activate them. Within our flexible program, you can choose to build a full, 360 campaign or select only the services you need to supplement in-house resources.

SERVICES
CONCEPTING Design single activations or long-term programs based on your brand's messaging and goals
INFLUENCER IDENTIFICATION Offer a shortlist of candidates including bios, follower count, and average performance
INFLUENCER OUTREACH Approach approved influencers, in priority order, to negotiate participation and terms
INFLUENCER BRIEFING Develop an influencer campaign brief for your approval, to which all influencer content will adhere
CAMPAIGN MANAGEMENT Manage the production of deliverables and timelines
REPORTING Create a campaign wrap report capturing all content, related performance, and comments
CONTENT REPURPOSING Repurpose influencer content for your channels

¹ [Source](#)

