



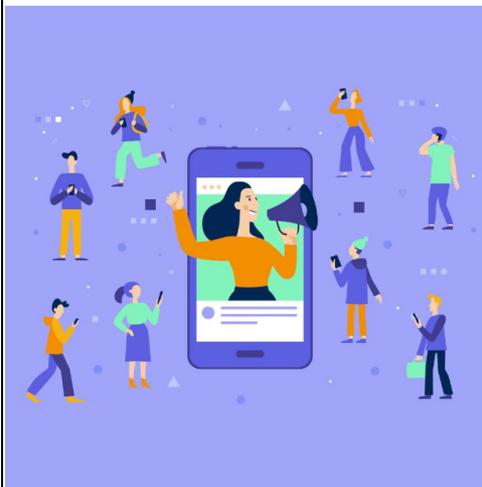
## Influencer Marketing: What is it? Why it is Important for Brand in today's Digital Age?

Influencer marketing is a type of social media marketing that is a hybrid of old and new marketing tools, taking the idea of the celebrity endorsement and placing it into a modern-day content-driven marketing campaign. It uses endorsements and product mentions from influencers—individuals who have a dedicated social following and are viewed as experts within their niche.

Why is it important? Because it is becoming increasingly difficult for brands to get attention on the internet. This is largely because every business, big or small, has invaded the online world creating an insurmountable amount of noise. This has made consumers extremely sceptical about brands that indulge in self-promotion. That is why the demand for new, innovative digital marketing strategies has been on the rise. The quest for an alternate approach has compelled brands to appreciate the power of influencers.

Influencers are characterized by a large number of loyal and dedicated social media followers. They are perceived as 'experts' in their niches and their recommendations are often highly regarded by their followers. What makes them influential is their large followings on the web and social media but they can be anyone. An influencer can be a popular fashion photographer on Instagram, or a well-read cybersecurity blogger who tweets, or a respected marketing executive on LinkedIn. Within any industry, there are influential people—you just have to find them. They are easily recognized by their hundreds of thousands (if not millions) of followers, and that's the target audience a brand is after. What distinguishes influencers from traditional celebrities is

that the former shares a strong rapport with their fan communities. They harness the accessibility of social media to establish personal connections with and gain the trust of their followers. At the same time, these folks are often "real" people, as opposed to celebrities, who have used social media platforms to grow mass audiences. This gives them certain leverage and empowers them to motivate their followers to take desired actions. That's the reason, even an unknown influencer but with massive following can act as a content creator to a small community of followers. He can endorse a brand's product or services acting more or less like a celebrity brand ambassador but at a feasible cost.



Earlier the influencers were big celebrities endorsing brands for various companies but this is changing in recent times. Not all brands have big budgets for influencers and neither the bigger is always better. So, influencers, in that case are more cost effective than big-name influencers and are also useful for brands that has limited social media budget. Influencer marketing regardless of its complications is a very simple trend to follow. It involves

collaborating with popular and relevant influencers in your niche to promote your brand and increase your revenue.

Moreover, influencer marketers believe influencing a smaller group of high-value individuals is easier than finding and connecting with every single prospect. As influencer marketing works because of the high amount of trust that influencers have built up with their following, and recommendations from them serve as a form of social proof to your brand's potential customers, delivering higher engagement and driving more conversions.

Not sure how to find influencers to kickstart your Influencer Strategy? Check out this space for our March newsletter for some useful tips!

Geek Out!

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