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Does your brand need an Influencer?



Marketing! The word may sound very demanding and laborious activity for a business but it is the most important element for any business. It has been done in both the mainstream styles i.e. conventional or digital, which is in vogue lately. But apart from these two, there is something more to marketing which doesn't fall in either of the above-stated styles. It indicates to Influencer Marketing. The name might be very new to some people but familiar to others. To understand what is Influencer Marketing is no rocket science. The term Influencer Marketing simply means marketing done through Influencers i.e. the people who influence or affect a large number of populations. These influencers could be bloggers, writers, celebrities, a political leader etc. Lately, Influence Marketing has been adopted by a large number of businesses. Forbes states in a recent study that 84% of the marketers plan to execute at least 1 Influencer Marketing Campaign during the coming year. That's indeed a fast catch-up of this trend in the market. But the bulk of argument is why Influencer Marketing, when we already have other proven and workable marketing techniques. That's where Influencer Marketing steps in to show us that it is no less than the other methods.

Most of us use Ola Cabs whenever we travel. Ola, in last September, had introduced one very important feature to provide its customers. This was Ola's Prime Cabs in which it provides free WiFi in the cab, best & luxurious cars and drivers with a high ranking to their 'Ola Select' customers. For the marketing campaign of their new feature, they roped in few well-known personalities. Milind Soman, the famous Indian supermodel, actor, producer & fitness promoter was one of them. Abish Mathew, the famous Indian stand-up comedian, actor and musician was another. These personalities surprised the Ola customers by driving them around in the city if they had booked a prime cab. People took videos and photos with them which went viral on social media. Indeed, a wonderful and a daring move by Ola. And to no wonder, it did affect the awareness plan of their new cabs and people started booking prime cabs more often as well. This is an example of how Influencer Marketing is done. Similarly, it can be done on a smaller scale too. Our Social media channels like

Instagram, Facebook and Twitter are full of bloggers from different genres. And they have a good number of followers too. A small business that is creating a niche in the market can do their first step of marketing through such bloggers who can introduce them to a large chunk of the audience at once.

These examples appear to be quite fascinating. According to TapInfluence, a leading company in providing Influencer Marketing automation solutions for brands and agencies, it is believed that Influencer marketing return has measured 11 times more effective Return on Investment (ROI) than any other digital marketing technique. Though on the other hand, it is also very important to know that this kind of marketing needs to be done in a precise manner. One, the target audience needs to be chosen very carefully. A campaign with wrong target audience will bring no returns. Two, the message behind the campaign must be clearly communicated to the Influencers. As whatever the Influencers will say, their audience would follow them.

Usually, Influence marketing is largely practised by those businesses that have goals of making new customers and thus increasing their sales. In this scenario, it is indeed a good decision to choose Influencer Marketing. If believed in the stats by Twitter Annalect 2016, 49% of people say that they rely on recommendations from Influencers when making purchase decisions. This in itself a complete answer as to why choose Influencer Marketing if one is seeking for faster awareness creation and aim to achieve more sales of their brand products. The down side that this trend carries with it is that it is not a "one size fits all" solution. Every business and its marketing plan have their requirements. Before adapting to this technique, a well-processed research should be done. Indeed, the budget plan for Influencer Marketing may vary depending upon the target audience and the influencer. But is certainly a rocket launcher for the brand and Influencers are almost always heard if managed properly.

Upgrade in Google Search Console

Google is about to upgrade its Search Console with an extensive redesign to better serve the users. With this upgrade, the data that lists on search results page will be more user-oriented. In other words, the search made will be modified according to user's interests and behaviour online. With this modification, there might be changes in the current search results.