

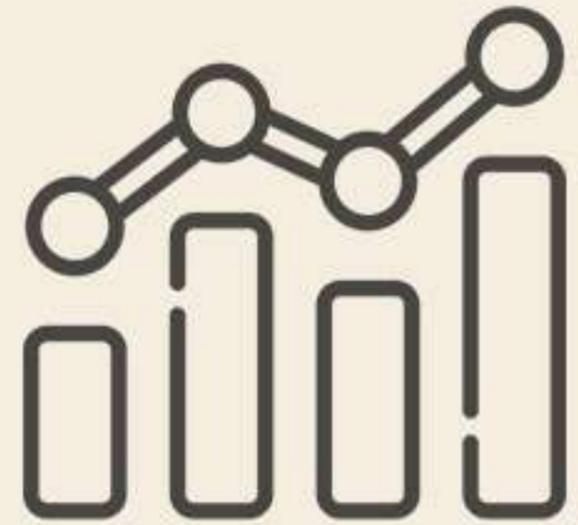
7th August - 14th August



trends shaping influencer marketing

get more insights here

rise of new metrics



Removal of likes will shift focus on the loyalty of an influencer's following, with engagement rate playing a huge role.



Identifying influencers producing authentic & relatable content will take up greater significance.

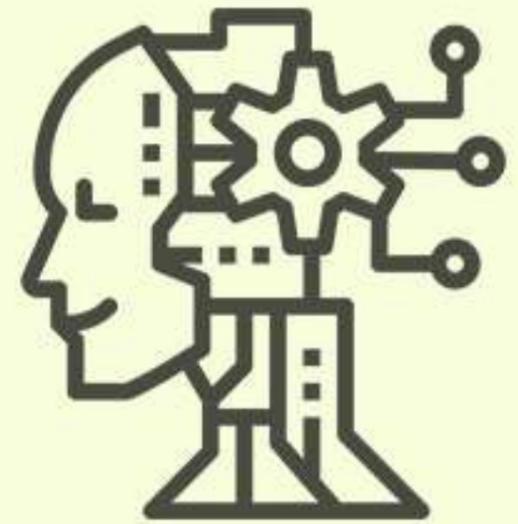


Comments will take centerstage to showcase conversations & track engagement.



Steady follower growth will help gauge the willingness of the audience to interact with influencers.

the dawn of AI



Contribution of AI for effective influencer marketing



Leverage AI to identify influencers with better engagement, fewer fake followers & a higher chance of generating a positive ROI.



Analyze & study comment sentiment to deliver relevant content that resonates with the audience.



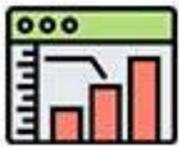
Incorporate CGI Influencers to appeal to tech-savvy demographics & leverage autonomy over behavior & language.



growth of nano influencers



Individuals with 1,000 to 5000 followers & a natural ability to influence



Use the close-knit & valuable bond nano influencers share with their audience to garner higher engagement.



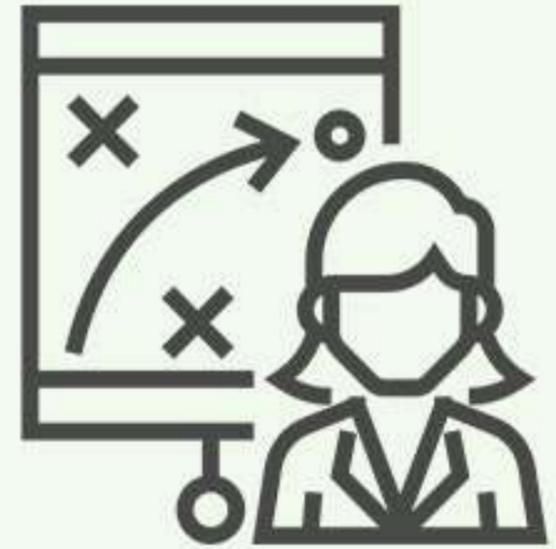
Leverage nano influencers for geolocated campaigns to target a niche group of followers



Work with nano influencers to share quality content that is perceived more credible by the audience.



influencer marketing as an always on strategy



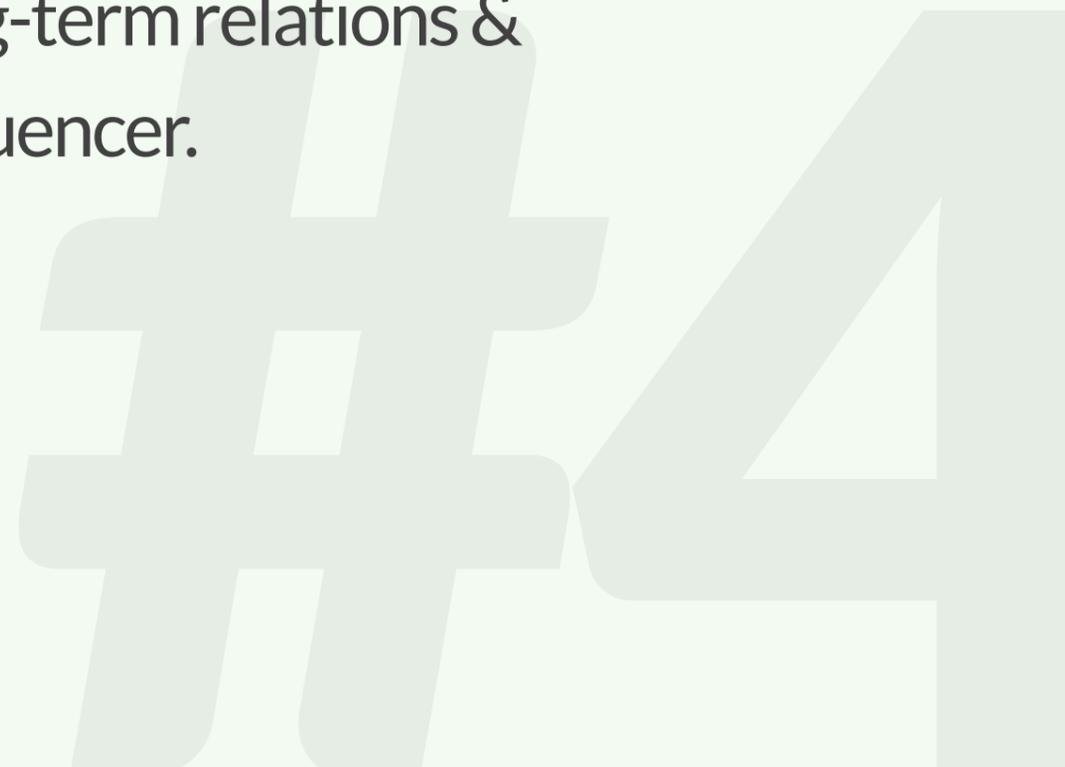
Utilize ongoing collaborations with influencers to be perceived as more genuine & generate better results.



Leverage 'always-on' influencer campaigns to highlight the brand's narrative in new ways & reinforce communication.



Build brand recall by forging long-term relations & continued promotion by the influencer.



data-driven influencer campaigns



65% brands plan to increase spends on influencer marketing, giving way to a data-driven approach.



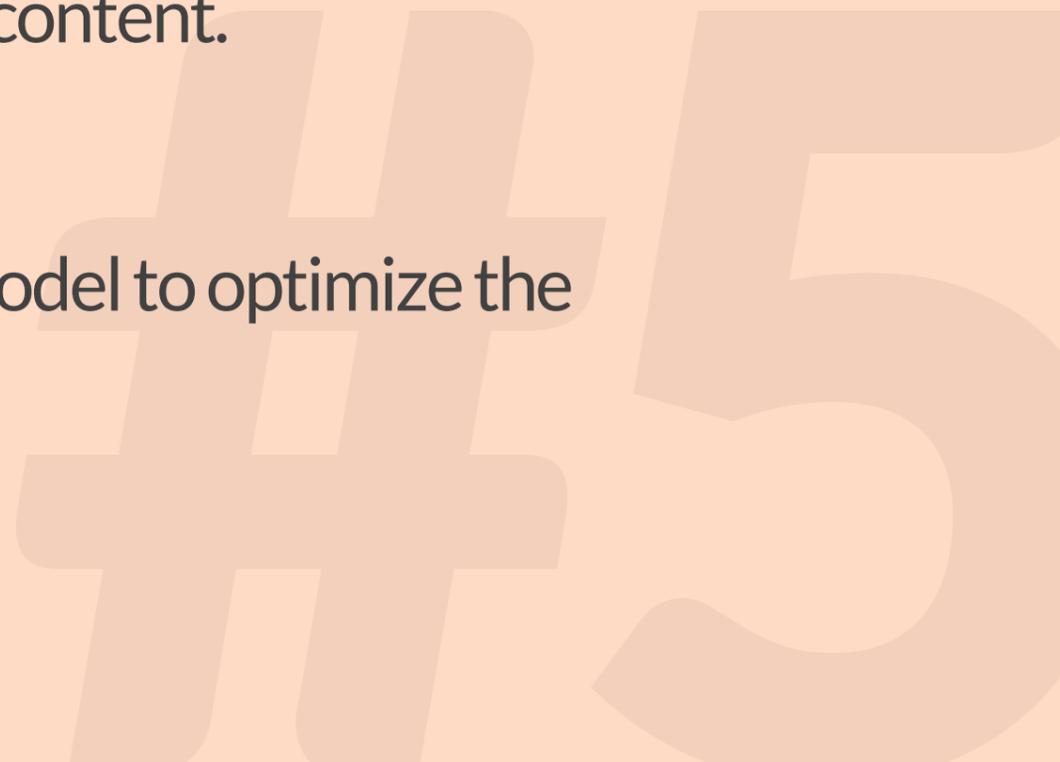
Utilize a data driven strategy to evaluate performance, increase campaign effectiveness & generate higher ROI.



Identify goals & keep the precise outcome in mind while deciding platforms, influencers & content.



Leverage the AIDA sales funnel model to optimize the marketing campaign.



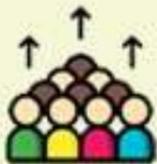
video content prevails



Video & influencer marketing work hand in hand



72% customers prefer to learn about a product through a video.



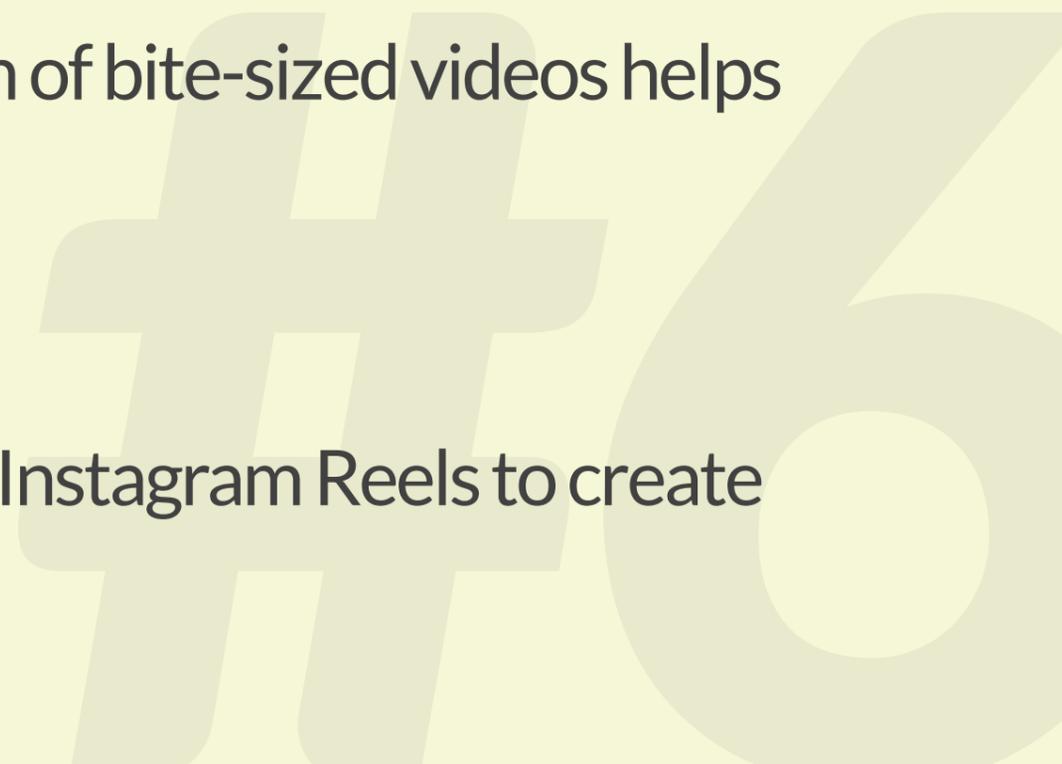
Social platforms' algorithms favour video content, resulting in higher engagement levels.



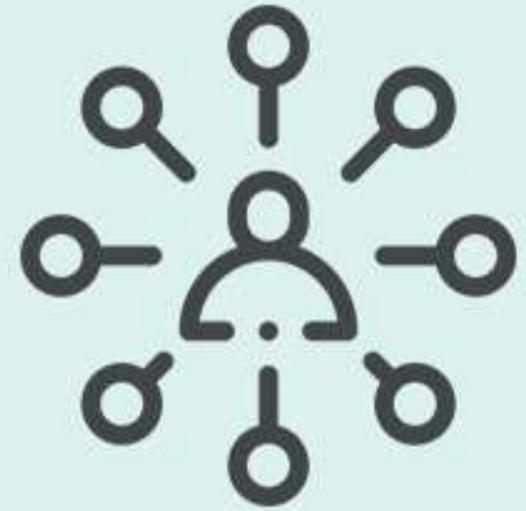
Collaborative content in the form of bite-sized videos helps capture audience's attention.



Leverage influencers for IGTV & Instagram Reels to create branded videos.



employees double up as influencers



Brand messages can reach 561% more individuals when shared by employees vs. a brand's social channels.



Leverage the advocacy of employees & customers to formulate a community to buy into the ideology of the brand.



Utilize authentic content posted by employees & customers to generate more reach & inspire action.



Use advocacy platforms like SOCXO to leverage stakeholders & transform them into brand advocates.



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