

# Influencers get ready: What proven influencer marketing ROI means for you.

Have you heard?

We sparked a blaze within the marketing community when we announced the results of an influencer marketing ROI study we conducted with Silk® and Nielsen Catalina Solutions. (Yes, it's THAT Nielsen.)

The study **proved what we knew all along: That influencer marketing boosts sales.**

Although you can [read the complete study](#) yourself, here's a quick recap.

- 250+ food and fitness influencers used Silk products to create and share original recipes for Silks' #MeatlessMonday campaign.
- For several months, Nielsen tracked the buying behaviors of two consumer groups: One that had been exposed to the influencer content, and one that had not.
- Consumers exposed to the influencer content bought more Silk products – lots more. Those same consumers also shifted away from competing products – and towards Silk.

**The big news here?** The Silk influencer campaign ultimately resulted in **an 11x higher return** compared to any other digital marketing channel.

## What do the study results mean to you as an influencer?

The results mean that **more brands are going to want more influencer content.**

Brands that had been dabbling in influencer marketing will now dive in, head first. Brands that had been holding back will let loose, entering the game for the first time.

Listen ... can you hear the clicks of new influencer marketing plans and strategies being typed?

Here are three actions you can take right now so you're ready to take advantage of the coming rush.

### 1. Complete or update your influencer profile.

Whether you're an influencer on the Tap platform or offer your services on a blog, website, or anywhere else, it's imperative that you maintain an updated, appealing profile so marketers can learn more about you.

If you're a member of TapExchange, make sure you've **selected the appropriate category tags** for your audiences. Marketers searching for influencers can do so using many filters, including a drop-down list of categories.

Categories:



If a marketer searches by category only, and if you haven't tagged yourself in that category, then your profile won't appear in search results.

Also be sure to fill out your profile completely. It sounds like a no brainer, I know, but you'd be surprised by how many influencers fail to complete their profiles.

And think about it: If you're a marketer looking for an influencer to team up with, would you be more inclined to contact the influencer with this profile...



LOCATION: Los Angeles, CA - US

SHIPPING ADDRESS: Not Provided

PETS: None

EDUCATION: N/A

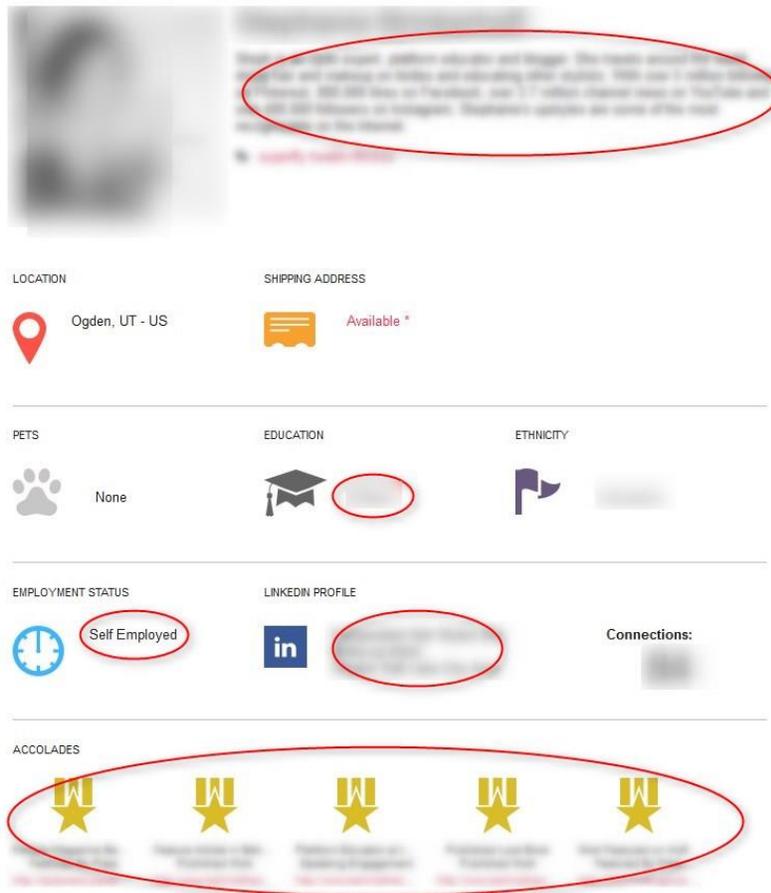
ETHNICITY: N/A

EMPLOYMENT STATUS: N/A

LINKEDIN PROFILE: Influencer Not Connected

ACCOLADES: No Accolades Available

Or this profile?



Yeah. Us, too.

## 2. Find or strengthen your niche.

Reach isn't always all it's cracked up to be, and marketers are catching on. The word is out that **influencers with small, niche audiences create more engagement and higher returns** than influencers with large, generic audiences.

It's Bethany from BestBlog over Beyoncé. Who'd have guessed?!?

To strengthen your appeal as an influencer in the eyes of brand marketers and consumers, become more of an expert in one subject area rather than adding other subject areas to your mix. The more you master your topic, the more you'll grow your audience, and the more that audience will lean on and seek out your opinion.

### 3. Keep posting, sharing, and promoting.

Even if you're between gigs or in the process of looking for new brands to represent, **keep the posts, tweets, pins, comments, and videos coming.** Even if your audience is small, it's still YOUR audience.

Large or small, if you're not already posting regularly, steadily, consistently, then NOW is the time to get started.

- **Work up a do-able social posting schedule.** If you're busy, and can handle posting only two or three times a week, then set your schedule accordingly. Many influencers run into problems by dreaming beyond their means. Goals are good, but if you set them too high, you might end up disappointing yourself—one of the worst hits of all.
- **Build up a supply of evergreen-type posts** so you can stay connected even when you're super busy or times are slow.
- Have trouble sticking to a schedule? **Follow the "Create then consume" approach.** Dedicate the first hour of your day to creating content for your audience. So before you check your email, before you browse Facebook or Instagram, before you consume other people's content, create content for your audience. Create first. Then consume.

By staying active, you'll continue to build and engage your audience, which brands love to see when evaluating influencers.