

SRW x Food Institute – Influencer 101

Influencer Marketing's Important Role

The overall purpose of Influencer Marketing is to enhance a brand's visibility and reputation, and ultimately drive business growth. Leveraging influencer partnerships can help to increase brand awareness and establish credibility, which can in turn lead to increased sales, customer loyalty and market share.

Influencer Marketing is particularly important in today's hyper-connected world, where consumers are more skeptical and discerning than ever before. SRW leverages Influencers to drive awareness of client's and their products, and differentiate them from competitors, to build a loyal customer base.

At SRW, we understand the crucial role that Influencer Marketing plays in helping brands achieve their marketing goals. That's why we have a dedicated influencer team who work closely with our clients to develop custom strategies that meet their unique needs and objectives.

SRW's Integrated Approach to Influencer Marketing

An integrated approach to Influencer Marketing involves aligning influencer activations with broader marketing objectives to create a cohesive and effective campaign. Effective collaborations with influencers can maximize reach and drive meaningful engagement with a brand's target audience. Here are some steps we can take to approach Influencer Marketing from an integrated perspective:

- 1. Develop Campaign Objectives and Target audience:** Clearly articulate the goals and objectives of the influencer marketing campaign, and identify the target audience that aligns with the brand's target market.
- 2. Develop a Messaging Framework:** develop a messaging framework that articulates the key messages and themes of the campaign. These messages should be aligned with the broader marketing objectives of the campaign and should be consistent across all channels.
- 3. Identify Target Influencers:** Identify influencers who have a strong following, align with the brand's values, and are most likely to resonate with the target audience(s), while also evaluating past and current post performance and relevance to the brand.
- 4. Develop a Creative Strategy:** develop a creative strategy and content guidelines that align with the brand's messaging framework and resonate with the target audience to ensure all influencer created content supports campaign objectives and is optimized for each channel that content will live on.
- 5. Amplify Influencer Content:** utilize paid social media advertising to boost the reach and visibility of the influencer generated content. Strategically allocate budget to promote content that performs well and resonates with the target audience.
- 6. Leverage PR and Media Opportunities:** work closely with the PR team to integrate media opportunities into key partnerships, especially when leveraging macro and celebrity level partnerships.

By approaching Influencer Marketing from an integrated perspective, we can create a cohesive and effective campaign that supports broader marketing objectives and maximizes the impact of influencer activities.