

10 Best Influencer Marketing Strategies for Small Businesses, with Examples.

Meta Description: Ready to revolutionize your small business with influencer marketing? Read ahead & discover 10 innovative influencer marketing strategies to elevate your brand.

Influencer marketing is a powerful tool for small businesses especially in amplifying their brand message for their audiences.

In small businesses, influencer marketing strategies offer a way to elevate your business and brand. Knowing how to leverage the reach of influencer marketing can ensure that your business gets the desired results.

If you are a professional, marketer, or small business owner looking to grow your business through influencer marketing strategies, then this article is for you.

Below I have listed 10 proven strategies that small businesses can leverage and use to push their business forward.

1. Have clear goals

Before making any decisions about influencer partnerships, you must clarify your goals and objectives.

This could range from brand awareness to actually driving sales, as long as these are clear, measurable, and understandable.

If you feel that your brand needs to increase visibility, then you can pick influencers who have a specified niche as opposed to those with a mass niche.

Make sure to find out about [influencer charges](#) as well, before engaging one to market for your business because [influencer marketing pricing](#) varies.

2. Be aware of your audience

This means understanding the kind of audience that you are selling to and then going ahead to pick the right influencers who resonate with your audience. Make sure you do some research on [influencer marketing trends](#) that other businesses are using and find one that aligns with your business.

Knowing your audience can be achieved through understanding their demographic and interests. This enables you as a small business owner to be aware of your audience's online habits.

3. Prioritize micro-influencers over macro-influencers

It is obvious that macro influencers command a large following and while this may feel like it is a direct translation to sales, micro influencers have better translation chances for small businesses.

This is because micro influencers have around 10,000 to 50,000 followers which means a better chance at engagement with their audience. The [influencer pricing](#) for such influencers varies from \$100 to \$500 per post.

This creates more authenticity and allows small businesses to reach their desired audiences more effectively.

4. Build and maintain authentic relationships

For a small business to have success, especially in influencer marketing, the business needs to be built in genuine relationships between the brand itself and the influencers.

Building these authentic relationships ensures that the clients and potential clients recognize this kind of relationship which could motivate them to keep buying from you.

The relationship could be built by you as a small business owner engaging with your influencers, sharing their content, and showing interest, especially in the content they create for you.

You can also send them personalized gifts that they can feature on their social media.

5. Create engaging content

For every business, content creation is essential and the center stage for influencer marketing campaigns.

It is in your best interest as a small business owner or marketer to collaborate with influencers to co-create compelling content that aligns with your brand message, all while keeping in mind the current [influencer costs](#).

This should also resonate with your audience, no matter what channel you are using to communicate and send out your message.

For example, a brand such as [Airbnb partners with influencers](#) to showcase travel experiences through captivating photos and videos.

6. Make use of influencer takeovers

As a small business, giving your influencers a little control of your social media even for a day gives your audience a fresh perspective of your product.

Allow them to interact with your audience in different ways such as conducting Q&As and giving glimpses of behind the scenes.

For example, you and your influencers can leverage [Instagram marketing as a strategy](#) to grow your business, which utilizes Q&As on IG stories.

7. Create branded events and experiences for your consumers

Lately, organizing exclusive events for influencers allows for memorable events and connections. These events could range from product launches to networking retreats with influencers.

These events create opportunities for your influencers as well as your clients to get glimpses of your products which counts as promotion for said products as well.

This may be done in person or online. When done online, it can be an opportunity to do [customer surveys through platforms such as Instagram](#) to help improve the goods or services you are providing.

8. Make sure to track and measure marketing performance for your brand

While using influencers is a great marketing strategy, it is also important to track and measure the success of these collaborations.

This can be done by measuring key performance indicators such as engagement rates, website traffic, and conversion metrics.

Analytic tools come in handy in such a case, because they measure the effectiveness of every campaign that you run as seen in this [report](#).

9. Be transparent with your influencers

As a small business, it is essential to maintain credibility with your audience for them to continue to trust you in the long run.

One way to do this is to ensure that they disclose their partnership with you to their audience. This ensures that your brand is well represented with conspicuity and no chance of misleading the audience.

This can be done by the use of hashtags such as #ad, #sponsored, or #paidpartnership with your brand when posting on their social media. This is important because [71%](#) of

consumers rely on opinions and advertising from influencers, as seen in the below study.

Marketing channel and consumer trust

Completely or somewhat trust ranked		Don't trust much and don't trust at all ranked	
Channel	% Trust	Channel	% Don't trust
Recommendations from people I know	89%	Online banner ads	38%
Branded websites	84%	Ads on social media networks	36%
Ads on TV	78%	Ads served in search engine results	36%
TV program product placements	74%	Ads on mobile devices	34%
Advertising/opinions about brands/ product placements from influencers	71%	Online video ads	33%

Source: Nielsen 2021 Trust in Advertising study

10. Embracing diversity and inclusion in your marketing

Since you as a business are catering to diverse audiences, it is important that your marketing also reflects this diversity.

This ensures that all of your audience is catered for, therefore bringing in a sense of belonging and authenticity. It is important to partner with influencers from different cultures, communities, and backgrounds altogether.

One such campaign is [Coca-Cola's "Share a Coke" campaign](#) which featured personalized bottles with diverse names and encouraged influencers from different cultures to share their stories in a bid to celebrate diversity and ensure their brand reflects inclusivity.

Final thoughts:

It is time to make use of influencer marketing strategies because they offer marketers and small businesses opportunities to drive tangible results.

Embrace the above strategies because they are innovative and full of potential to move your business to a new level of success.