

5 Best Influencer Marketing Strategies for Small Businesses, with Examples

By Luqman Lawal, 10/03/2024

With influencer marketing strategies, reaching your potential customers takes new dimensions.

As a type of [social media marketing](#), influencer marketing uses influencers or content creators to promote a specific brand's products and services.

Professionals consider these influencers or content creators to have a large fan base across all social media platforms.

You must consider your niche, target audience, budget, and business resources to choose your perfect trend.

So, how can you best use influencer marketing strategies to boost your small businesses?

Let's get started.

Discover Best Influencer Marketing Strategies for Small Businesses

Here are the best influencer marketing strategies with examples you can use.

1. Set and Determine Your Campaign Goals

Setting and determining your campaign goals will act as a guide for your businesses and influencers.

Since you know the perfect influencers or content creators you want to engage with, begin to set and determine your campaign goals.

Your influencers or content creators must understand what you want and how best to engage.

Converse with them about the purpose of your campaign goals, such as to gain more followers, grow sales, and or generate leads.

Set your goals and build your marketing strategies around them. Be sure to have the best collaboration with your influencer or content creator.

With a good collaboration with your influencer, ask the following questions:

- Are you looking for a post or several posts from your influencer?
- What is your immediate or long-term goal for your influencer marketing campaign?
- Do you want your influencer to always appear at the launch of any of your products?
- Do you want your influencer to promote your business, a specific product or service, or an upcoming event?

Once you have answers to all these questions, you are sure of setting and determining your campaign goals.

2. Find the Perfect Influencers for Your Business

Finding the perfect influencers or content creators with the same purpose for your business allows you to reach your targeted audiences.

Not all influencers or content creators with millions of followers are perfect for your business.

Some have large audiences spanning several continents. Others have smaller, more engaged, and targeted followers.

According to a recent survey, influencer marketing indicates that [69%](#) of consumers can trust influencers' recommendations above the information from a brand.

The first goal in finding the perfect influencer or content creator for your small business is to consider what each influencer or content creator can offer your business, such as engagement.

With social media platforms to boost your campaigns, [online marketing strategies](#) portray the most critical potential in influencer marketing.

The most crucial part of influencer marketing is that the influencers or content creators must understand and know your industry to engage with your brand more.

Here is an Instagram post of Rihanna advertising Eaze dropstick. This is a post-collaboration between Rihanna and Fenty Beauty.

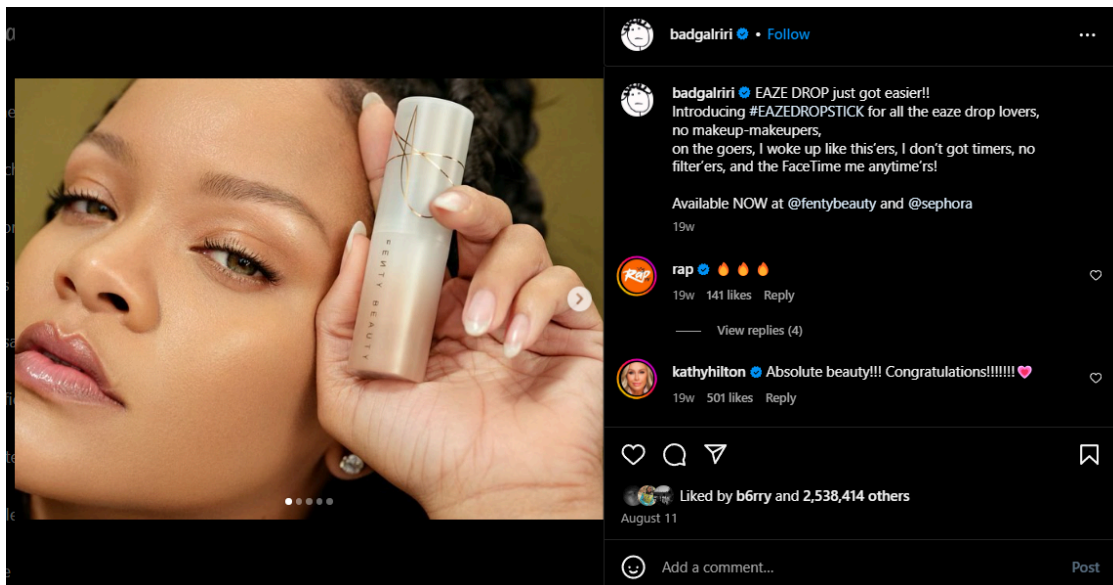


Image via [Instagram](#)

3. Set Your Influencer Marketing Budget and/or Localise It

You must set your budget to be sure you are on the right track. [Influencer pricing](#) varies depending on factors like the scope of the campaigns, the influencer's status, and audiences.

There are mega or celebrity influencers with many followers ranging from millions.

Also, we have macro-influencers, micro-influencers, and nano-influencers with followers ranging from hundreds to thousands.

As important as you want an influencer or a content creator to engage and work with you to promote your brand or business, you can't wish to go bankrupt and create a business downturn.

Develop a reasonable budget and engage in negotiations with your influencer. Base your negotiation with the influencer on post-pricing.

For example, you can negotiate with your influencer to highlight your brand or business or promote it in an Instagram Story, which disappears after 24 hours.

You can localise your influencer marketing campaign as it is essential because it will be easier to deliver your products.

Do your research to determine what influencers in your local area charge.

You can collaborate with up-and-coming influencers to include influencer marketing in your small business marketing strategy during your business downturn or recession.

Here is a simple way to locate influencers by location on Google. This image shows the top influencers in the UK.

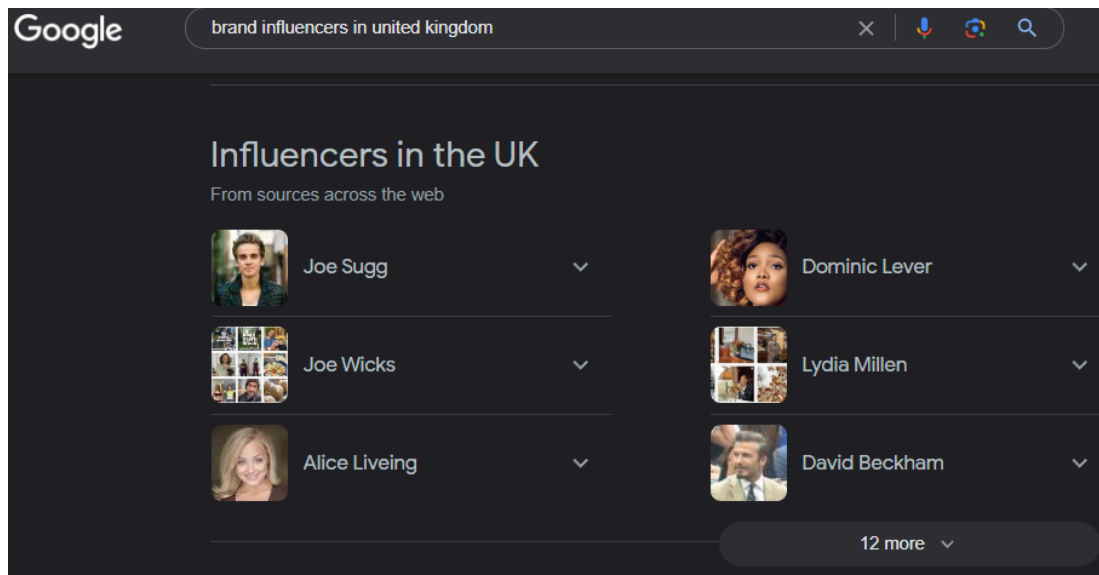


Image via [Google](#)

4. Create Contests or Giveaways

One common influencer marketing strategy is to create contests or giveaways. You can partner with your influencer or content creator to create contests or giveaways.

Contests or giveaways deal with providing your influencer with some of your products, which the influencer will offer to their followers.

It is cost-effective, easy, and drives attention to your business.

Not only does it grow and generate more brand awareness for you, but it also helps the influencer get more social engagement.

Creating a contest or giveaway with your influencer is simple. Add in the entry rules such as:

- Follow the influencer to enhance future engagement
- Follow your brand to expand brand prominence
- Like and comment on the post to boost your social engagement
- Tag a specific number of friends on the post to encourage more engagement and involvement
- Use the hashtag to improve content reach

Here is an Instagram post of Cristiano Ronaldo in a paid partnership with Binance. He created this ad as a giveaway to his followers.

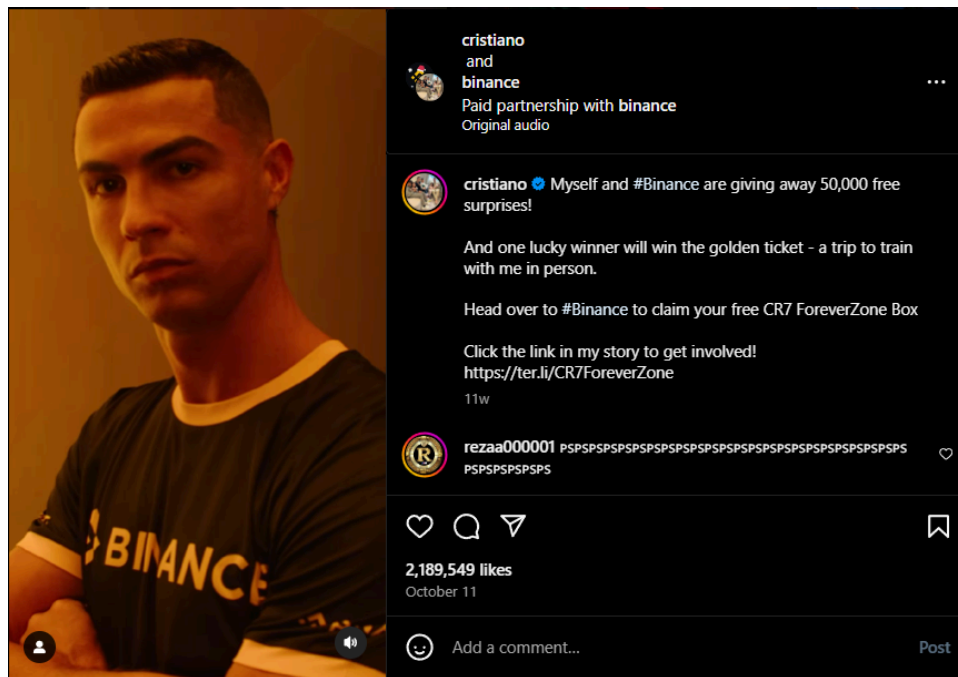


Image via [Instagram](#)

5. Don't Stop There; Test and Clarify Your Influencer Marketing Strategy

Creating and developing a concrete social media strategy works well with influencer marketing.

Having partnered with an influencer, you must ensure your social media pages and presence appeal before and after the [influencer marketing campaigns](#).

Driving traffic to the right page can increase trust in your brand or business.

Also, having a good business page can gain you more followers.

Even so, if your influencer marketing strategy is in progress, consider having a set turning point where you can measure its growth.

Not all campaigns are successful, but you'll learn with each campaign you create.