

WHO IS AN INFLUENCER?

Remember when you decided to buy your first phone?

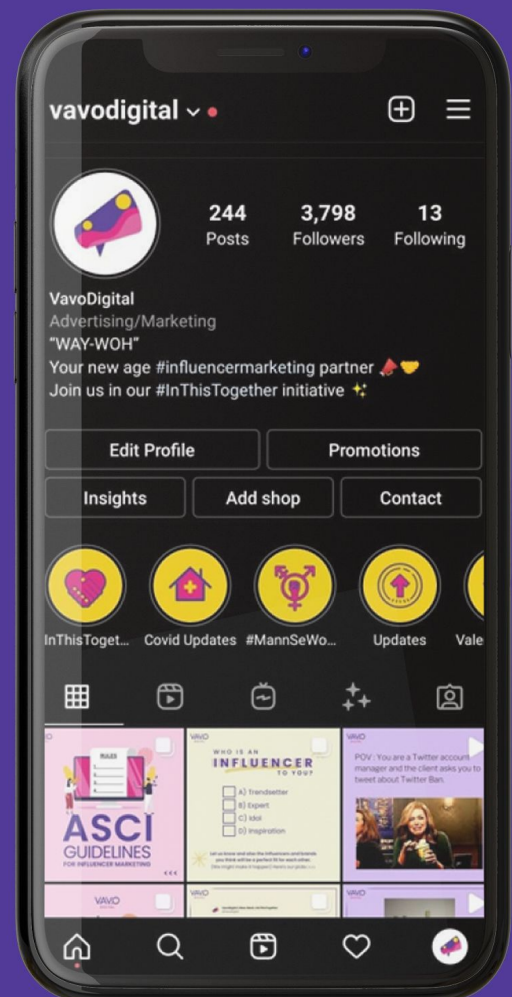
You took suggestions from your tech geek cousin who was constantly into gadgets, thus you trusted him. You won't get fooled by an amazing ad and buy the product, instead you would check for its reviews. Nobody wants to take the wrong pills. An influencer affects the purchasing decision of the consumer because of his or her authority, knowledge and relationship with the audience. Influencers are social relationship assets with whom brands can collaborate and attain their marketing objectives

IN THIS GUIDE, WE WILL TALK ABOUT

- Why are Influencers Ideal for Affiliate Marketing?
- Benefits of affiliate marketing for brands and influencers
- Affiliate Marketing is the future of Influencer Marketing.
- Problems faced by brands during Affiliate Marketing
- How can Nano Influencers start as affiliates?
- Case study

WHY ARE INFLUENCERS IDEAL FOR AFFILIATE MARKETING?

While they ideally get paid when there is a conversion, influencers being your affiliate not only generate leads but also create brand awareness by spreading the word about your products organically. And since they are incentivized they're even more pumped to sell your product. Influencers with a large audience base, hold massive potential and can serve the purpose of four different marketing agencies combined. With one post you can reach out to a wide audience and your potential customers.



BENEFITS OF AFFILIATE MARKETING.

Partnering with influencers is the number one marketing strategy for many brands. The simple answer to why influencer marketing works is because of the following benefits:

- **Building Brand Reputation:** The influencers are best in influencing and hence they have built up trust amongst their followers. The followers expect the influencer to be transparent and hence promote useful products only. Social proof is a valuable asset for the brand.
- **High-quality content:** Content that is engaging attracts the audience and influencers are best in doing that. They will talk about the product and drive leads from different platforms without you putting in the extra effort.

Other than that you can:

- Grow your social following
- Increase site traffic
- Drive sales
- Cost-effective
- Educate your customers to use the product.

The potential benefits of affiliate influencer marketing depends upon your niche and the type of influencers you sign up for.

BENEFITS OF INFLUENCER MARKETING FOR INFLUENCERS (NANO/MICRO OR MACRO)

So far it seems to benefit Brands at large as compared to the influencers. But it's not the case. It is a Win-Win situation. How?

When an influencer signs up for a campaign, they are offered a percentage of the sale for every lead that converts. It is somewhere between 10% - 20%.

Traceable links are used to track the influence of an affiliate on sales.

- Nano/Micro-Influencers earn and grow.
- They provide their audience a solution to their problems.
- Increase visibility on the Social Media Platform.
- Create partnerships with bigger brands.
- Gain a more engaging audience.



AFFILIATE MARKETING IS THE FUTURE OF INFLUENCER MARKETING.

There are three major campaigns involved in Influencer Marketing

1: Barter system

In this campaign, brands send their product to the influencer free of cost and in exchange these influencer reviews and recommend them to their audience. There is no additional fee involved.

2: Fixed fee Model

This is common among influencers with a huge following where brands pay a fixed upfront fee in exchange for few social media deliverables.

The third and the future of Influencer Marketing: Affiliate Marketing campaign

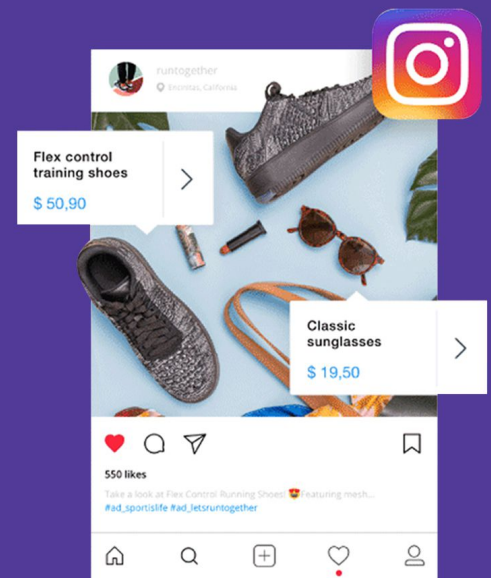
Affiliate Marketing has been there for a while, but will soon take shape in a bigger way. This industry is estimated to be worth \$15 Billion by 2022.

But what makes it special from usual affiliate marketing?

It is the same as those ads running on websites but here the high conversion rates are higher. Answer this question, "How many times have you bought a product after watching an Ad on YouTube or any other media?" Yes Exactly!

Because these influencers have the trust of their fans. They prefer buying the products recommended rather than buying from the ads they watch. You do check reviews of a product before buying them, don't you?

They won't just show you the product but talk about it in detail, make you aware of its benefit, and cherry on the top; attach a personal story with the product. All of this is a game-changer in marketing.



PROBLEMS THAT BRANDS ARE FACING WITH AFFILIATE MARKETING

Affiliate marketing has been on the internet for a long time. We have websites with ads running on their web pages that direct the user to the product. But it might not be very familiar for the brands when it comes to social media, they do not leverage it rightly and end up partnering with the wrong influencers that might be not of the right niche which results in Bad ROIs.

Other cases involve influencer frauds; influencers with fake followers. But brands can make affiliate marketing to the next level.

As an affiliate marketer, being successful often comes down to playing a numbers game. Checking reports, comparing results, and refocusing your efforts to drive up your click-through rate (CTR) and earnings per click (EPC). That's why it's often so important to make sure you're getting as much data as you can to drive your decisions and measure your success. So how do you make sure this happens?

Let's say your social media channel focuses on makeup and you have one post in particular that goes through your daily makeup routine and lists all the products that you get ready within the morning. If you were to put Facebook Custom Audience or Google Remarketing tracking pixels in every single one of those affiliate links you could then capture the audience that clicked those specific links.

Once you have that data in Facebook, for example, you could then create a lookalike audience from that captured audience. Then using that specific audience you generated of interested makeup buyers you could then boost that same blog article on Facebook.

So now you can actually retarget people to who you've given affiliate links to.

HOW NANO INFLUENCERS CAN START AS AFFILIATES.

When you're new to affiliate marketing, it's easy to get overwhelmed trying to figure out where to start.

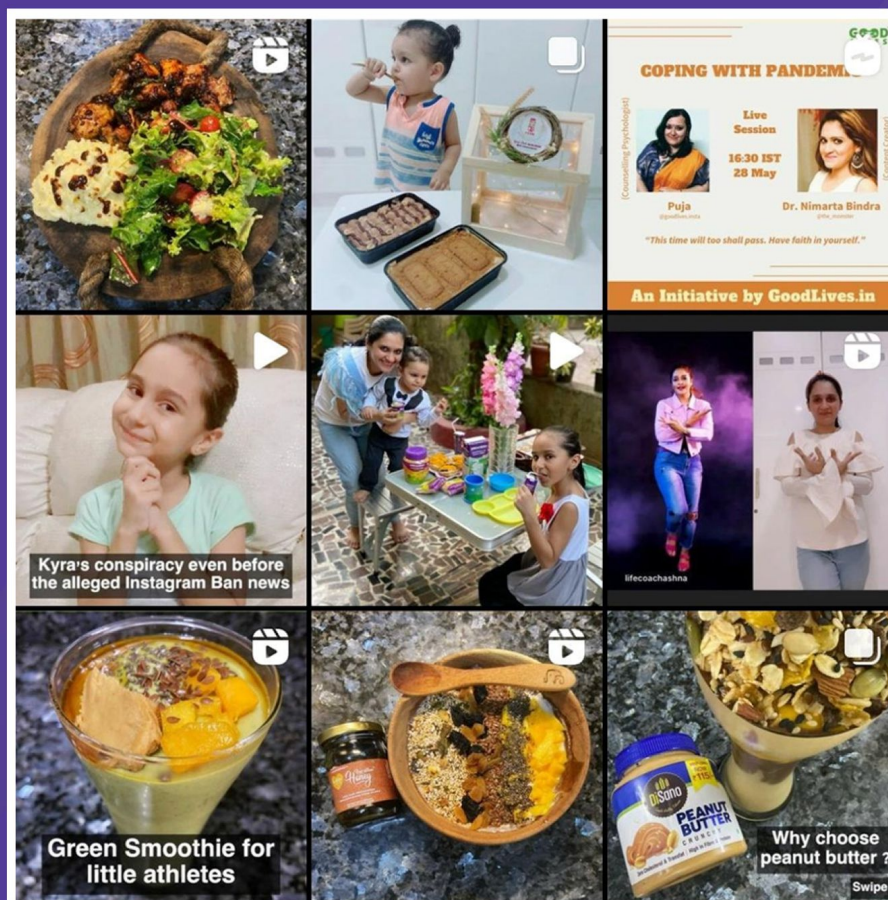
Here's how you can get a kickstart as an affiliate for a brand!

Choose Your Niche

Choose a niche that you will enjoy promoting and that has a market of hungry buyers. It could be fashion, lifestyle, travel, personal finance.

Choose An Influencer Marketplace

You can contact the brands directly but a better way is to get listed on one of the influencer Marketplaces and increase the chances of you being discovered by the brands.



VavoDigital is the influencer marketplace where you meet your favorite brands and collaborate with them in a few clicks. So, you don't have to send those messages in bulk. With creative freedom, you continue to influence a larger audience while we take care of your campaigns.

Choose a Product To Promote

Choose a popular, good-selling, quality product to promote. Your reputation and trust ride on the quality of the products. Ask yourselves these questions before starting

Is the product already selling well?

- Does the product creator have a good reputation?
- Does the product have good reviews and feedback?
- Have people gotten good results using this product?
- Have you gotten good results with this product?
- Even if you weren't making a commission, would you recommend this product to your closest friend or family member?

Market Your Product And Get Sales

Purchase and use the product while you can promote a product that you've never used. It's better to at least have gone through it to verify its quality. There are many ways to drive traffic to your affiliate offer. You could use Google ads, Facebook ads, or even social media sites like Instagram and Pinterest. For the sake of this business model, we'll be focusing on Twitter as your traffic source.

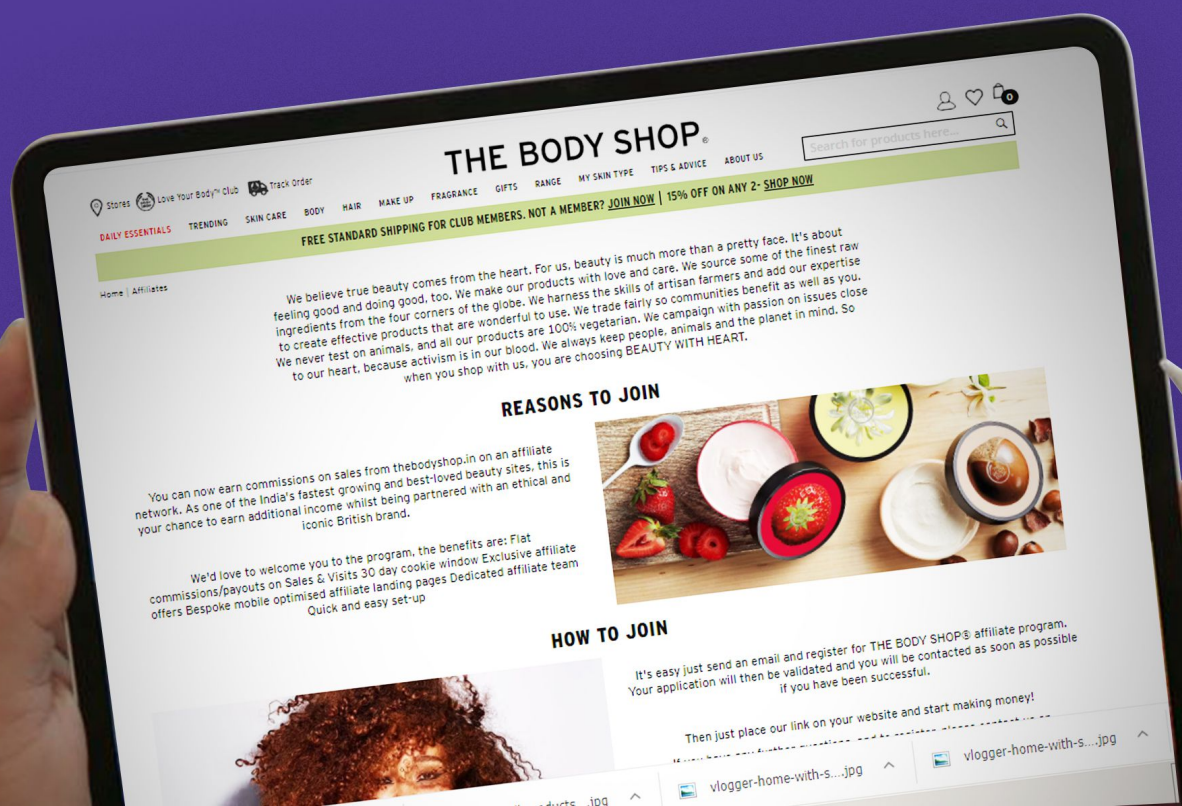


HOW DO THE BODY SHOP INDIA LEVERAGE AFFILIATE MARKETING

When most well-established businesses saw a setback during the Pandemic in 2020. Brands with self-care, home improvement, and comfortable fashion products evolved with influencers who switched to “at-home” studios and created content. Newbies like Wow Science, Mama earth, and other beauty products were in full bloom after collaborating with nano and mega influencers in affiliate marketing campaigns.

With social media usage increasing during the lockdown, engagement on sponsored posts during this time actually went up. According to the researched data by Shareablee, it suggests that interactions with sponsored posts reached 57 million in July, nearly five times the amount from March 2020.

The Body Shop India, a famous beauty brand has managed to leverage both influencer marketing and user-generated content (UGC) to develop a favorable brand identity and reach millions of consumers who might not know of the brand otherwise.



THE BODY SHOP INDIA CASE STUDY

GOALS

- Increase brand awareness to millions using image-based social media platforms like Instagram, Facebook, Pinterest.
To promote their discounts and giveaways and attract a loyal consumer base.
- Drive sales of The Body Shop India products by including referral links in
- social media marketing content. Moreover, they even have their own affiliate marketing program where people can be a part of it and sell its products through a referral link.

WHAT DO THEY DO? (THE APPROACH)

- The Body Shop India is frequently collaborating with different influencers to increase brand awareness.
- As said, The Body Shop is collaborating with different influencers to promote their products in the most creative way possible. And sometimes, using the referral links given by them too.
- Also, through their affiliate program, they even ask the affiliates to refer the link of a particular product to a friend or family member. This can increase their brand visibility.



THE RESULT!

- The Body Shop India products have gained immense popularity and the number of their product users are just increasing..
- Its audience has begun placing trust within the brand because they are aware that the brand is only going to provide them the best.

<https://www.thebodyshop.in/affiliates>

<https://www.google.com/amp/s/www.unboxsocial.com/blog/influencer-marketing-in-skincare-industry/amp/>

<https://www.traackr.com/blog/how-the-body-shop-works-with-influencers-to-drive-social-change-and-sales>

<https://www.dcmnetwork.com/affiliate-marketing/body-shop-affiliate-program/>

With VavoDigital brands can make a mark through this marketing strategy!

You can get complete control of the campaigns with our tech enabled ecosystem and the full fledged support we give you.

Here's how we can help brands skyrocket their business:

Your manual searching for the influencer ends here! Reaching out to them via texts and calls might be time consuming and you would go through a lot of hassle.

Selecting the influencer: You may not be able to decide the right influencer for your brand. But we can help you collaborate with the best one!

Get Deep insights: Our experts analyse the campaign insights deeply for you to work on strategies and execute them for better results.

Smart metrics: You get access to vanity and true metrics from your campaigns that enables you to make better marketing decisions.

Strategize with us: Our experience in the industry will help you plan a better strategy for your campaigns and make the most relevant content.

Connect with your potential customers: Working with nano and micro influencers will help you connect with the audience at a deeper level. They hold the trust of the audience and authority.

Is this what you were looking for?