

## How Can the Food & Beverage and Travel Industry Use Influencer Marketing?

"Slow and steady wins the race". It looks like influencer marketing took this quote quite seriously!

It has become the new buzzword in the digital marketing industry. Traditional and social media marketing have always effectively positioned various brands. But influencer marketing is what blew everyone's mind and drove them to align it with their overall marketing strategy.

Have you ever wondered how one single person manages to influence a large audience?

That's the amount of potential that an influencer carries with himself. A lot of effort and hard work goes in as well. After all, behind the scenes are more than just fun and laughter. Hence, it's no surprise that influencers provide higher engagement and enrich a brand's content strategy.

Influencers in industries like fashion & beauty, education, entertainment, etc., have gained immense popularity.

But do you know who has picked up the pace in influencer marketing? Travel & Food influencers!

After the second wave of COVID-19, the food & beverages and travel industry is making a better comeback. And that too by considering all the safety precautions. Furthermore, both these industries are even capitalizing on strategies that work well with influencers. Everyone knows how powerful and beneficial influencer marketing is.



So, let's know how Food & Beverages and the Travel industry work well with influencer marketing.

However, before we dive in further, let's understand who a travel and food influencer is. Travel influencers are someone who creates content around travelling, tourism, and culture. They usually share their travel experiences through appealing pictures and videos on different social media channels like YouTube, Instagram, etc.

Who is a food influencer? He is someone who curates content around food. It could be anything from a food recipe to reviewing any particular restaurants' dishes, etc.





Now, you might still be wondering about how the Travel industry and Food & Beverage industry influencers have gained massive attention.

Oh, the world keeps on evolving, and so has the travel and food industry. In the past, travelling was seen as a luxury. Only people with sky-high money could travel to various places. Well, this is what most of us believed!

But you know what? Times have changed. Priorities have changed. And people have changed. People visit different places to have wonderful travel experiences. At least this is what most of us want today!

Let's not even get us to start with the food industry. It's not a surprise that good food brings a lot of people together and nourishes one's social life. To put it simply, Influencer Marketing + Food & Beverage Industry = Match made amid mouth-watering flavours!

Now, let us understand how Food & Beverage and the Travel industry can make the right use of influencers.



## 1) Content Creation

Collaborating with travel influencers doesn't mean only connecting with a traveller. But a photographer, storyteller, and a copywriter too. A travel influencer has a blend of these elements. How fascinating is this?

Oh wait, that's the same thing with food influencers too. Yes, you read it absolutely right!

You don't even need to hire any other photographers or copywriters for your influencer marketing campaigns. Of course, not all travel and food influencers might do it all. But you are willing to collaborate with a know-it-all, then do it your way!

## 2) Brand Promotion

Get the influencers to talk about your brand.

How does it help? A large audience will be exposed to your business, and positive mentions can even help in improving your brand image.

For example, an XYZ hotel can collaborate with travel influencers to promote vacation at their place. Influencers can share their experience of staying at their hotel through pictures, videos, etc. Moreover, they can even mention their hospitality and facilities encouraging their followers to plan their vacation here.

This will not only improve a brand's visibility but even encourage the audience to consider staying in the hotel if they plan their vacation.





And the second a food influencer puts up a positive review about your brand's food, you know what is coming in for you!

Influencers sell experiences. And surprisingly, their followers highly resonate with them, bringing in engagement, trust, and loyalty.

### 3) Reviewing a Brand!

Many brands collaborate with influencers to spread positive word-of-mouth about them.

But why is reviewing necessary? Getting an influencer to review a brand or its product/services is the most ideal way to attract potential customers.

We want to bring it to light that customers read about a place and restaurant as much as they read about a particular product review before shopping.

After all, one needs to know what they are spending on!

### 4) Free Sponsorship

Brands can sponsor influencers' trips or food at a particular cafe or restaurant in exchange for brand promotion. It is a win-win situation indeed! How?

When brands sponsor a trip for influencers, they are allowing their audience to join in the adventure. Influencers create a whole new experience for their followers. And influence them to take a trip to the same destination.



An influencer's feed full of delicious food pictures is enough to get better engagement.

They usually mention brands' names on their posts which helps in driving traffic towards their social media page or website.

But how is it a win-win situation for influencers? Their travelling and food expenses respectively are well taken care of by the brand they have collaborated with. All they need to do is to curate excellent content and inspire their audience.

Travel influencers and brands have changed the scenario of travelling and that's what is driving everyone crazy! Well, the Food & Beverage industry is no less!

However, it's not just the influencers who need to provide value to brands. A successful brand-influencer collaboration demands brands to provide valuable offerings too.

What can brands do for these influencers? Don't worry, the answer is no different for either the Food & Beverage industry or the Travel industry!





## 1) Build long-term relationships!

Forming a meaningful and personalized relationship is an essential part of any business's success.

Influencers are the ones who can quickly increase your brand awareness and help in getting high-quality leads. So, building a long-term relationship is important. It just takes consistent effort and time. A little amount of effort never harms anyone!

Also, these long-term relationships can prove to be helpful for your future influencer marketing campaigns too.

## 2) Feature Them on Their Page!

Many brands now feature influencers on their page. What good does it do for a brand?

Brands need to make influencers feel that they are an important part of their campaigns. Because of this, influencers are motivated to put in the extra effort. Moreover, they get more loyal towards the brand.

Wait, we aren't done yet!

We heard that you are worried about which influencer to collaborate with. So, let us get it straight to you!

A) Choose the influencers in your niche and analyze their content. Make sure it is authentic and engaging.







- 86% of people said that they take interest in a specific location after seeing user-generated content.
- 79% of consumers trust blogs for recipe and food information.  
  
89% of consumers go online for recipes.
- Food Blogging Community has grown amid the pandemic. Devashree Sanghvi, an award winning blogger from Mumbai said that because of the pandemic she learned to adapt to new situations and have posted easy recipes that people loved. With the growing interest in home cooked and healthy meals, many people have been looking upto food bloggers to test and try new recipes. Because of which the industry has only been growing.
- Covid-19 has changed the scenario of travel industry and travel influencers. Like others, they have been impacted too. Because travelling has come to halt. However, many travellers has taken this situatiin wisely and have been positive about this situation. Many influencers spoke about how they don't want to promote any tourists spots currently and want people to stay indoors. And they are looking forward to start travelling and promoting destinations once the situation is completely settled.

