

How is Influencer Marketing Replacing Traditional Marketing?

Digital Marketing has captivated everyone's mind. From brands to customers, every single person knows the value of the digital age.

Social media usage has increased. Marketing spends have been diverted towards digital platforms. And new forms of marketing are stepping into the digital space.

Marketing has been constantly evolving. And marketers have always managed to adapt to these changes too! Social media marketing has become a boon for many. Every brand today has either established its presence on social media already. Or it is putting in extra effort to create its presence on social media platforms.

However, one form of marketing has already braced itself to be the number one in the race of marketing. Wondering what we are talking about?

It's influencer marketing! Influencer marketing has indeed been there for a long time. But guess what? The amount of popularity it is gaining now is not the same as before. From startups to established brands, the focus is shifting towards influencer marketing campaigns.

Let's be honest. It has offered brands newer ways to creatively reach their audience.



Do you know the surprising element? Most of the brands have already tapped into this opportunity. What about the brands that haven't? Looks like they will be missing out on a lot if they don't start aligning influencer marketing with their campaigns!

However, the rise of influencer marketing has led to a debate. That influencer marketing is slowly replacing traditional marketing. Is it? Before we move further, let's first know what traditional marketing and influencer marketing is.

Traditional marketing is a form of marketing that uses offline channels like print, radio, TV, etc., to reach a wider audience. Its emphasis has always been on selling goods and services.

Whereas, influencer marketing involves a brand collaborating with an influencer to promote its product. And surprisingly, brands use influencer marketing for multiple reasons apart from endorsing their products. Like increasing brand awareness and improving online brand image.

Now the question is, how is influencer marketing replacing traditional marketing? Let's understand the same!



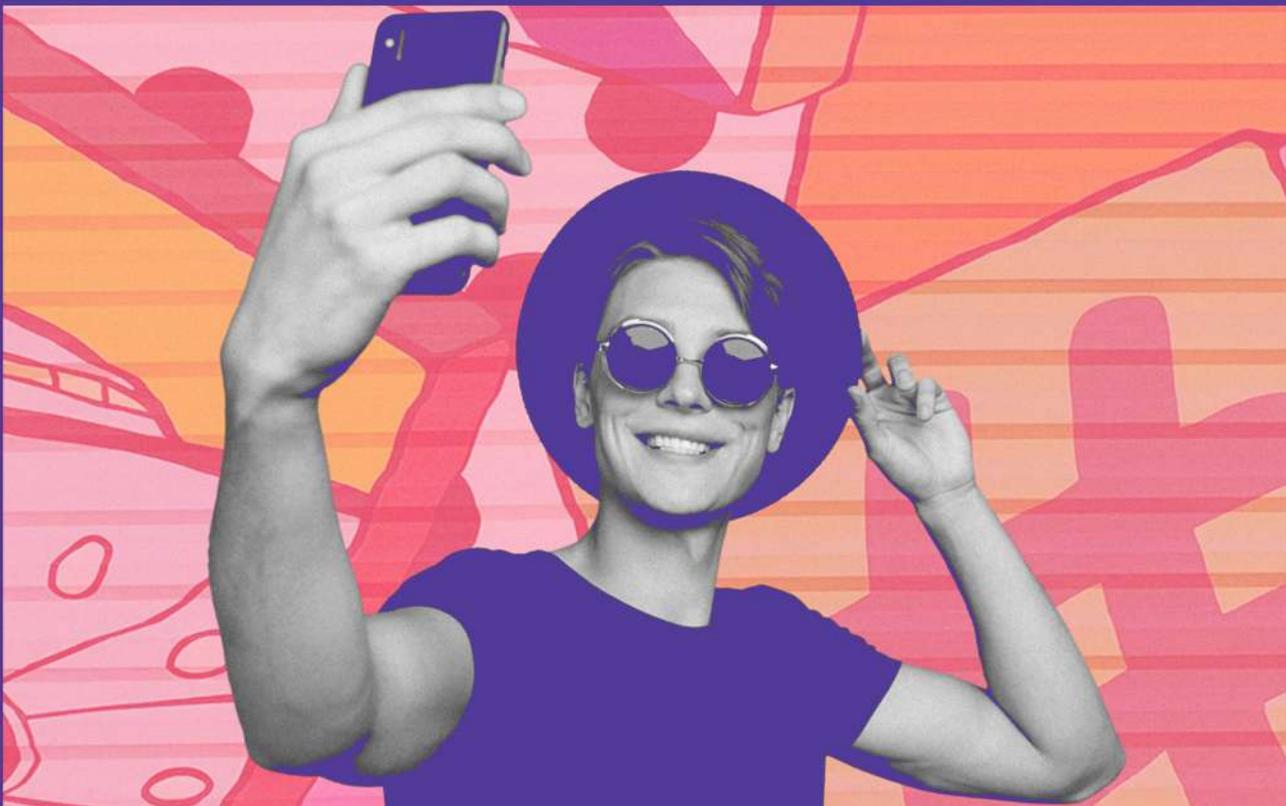
1) Influencer Marketing is Inexpensive!

Traditional marketing has been seen as an effective advertising medium. But advertisers say it requires high investment. Brands need to have a good amount of budget if they plan to go solely for traditional advertising. Be it print, radio, or television.

However, influencer marketing is way less expensive than traditional marketing. How? Yes, celebrities and mega influencers do charge more. But don't forget about nano and micro-influencers.

Sure, these influencers have a lesser following, but a large number of followers doesn't mean higher engagement. Many studies have shown that nano and micro-influencers account for higher engagement as compared to mega and celebrity influencers.

That's just not it! Some of them even work with brands in exchange for free products. Here, the cost of marketing automatically falls!



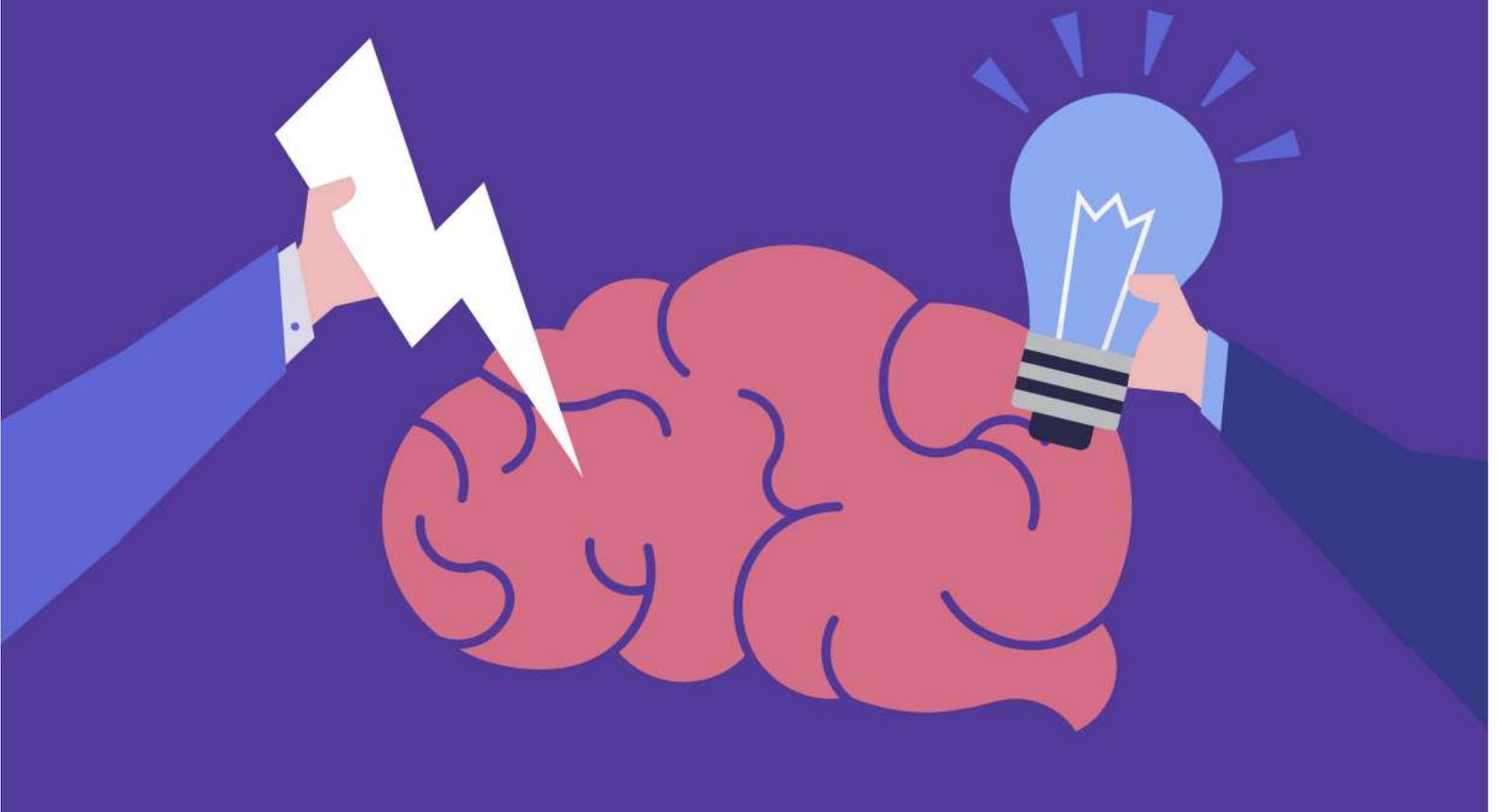
2) Creative Freedom!

The audience today no longer wants to see one type of content. They are now looking for brands that rightly leverage creative freedom.

Let's make it simpler for you. In traditional branding, there are certain limitations. Like specific duration for television and radio ads and limited space for newspaper ads. If you want more space in newspaper ads, the cost of your marketing budget will exceed.

Well, you sure don't want that!

And as far as influencer marketing is concerned, one can make full use of their creative freedom. Be it a static post, reels, long video formats, etc., you can make use of everything. The trick, however, is to align these content formats appropriately.



3) Real-Time Campaign Analysis!

It's extremely difficult or nearly impossible to get real-time campaign analysis for traditional marketing. And why is that? One cannot analyze the effectiveness of traditional marketing campaigns. Because brands are not aware of the campaign reach, potential leads, or the number of people who liked or disliked the ad.

But that's not the case with influencer marketing. While running influencer marketing, brands can track KPIs such as reach, impressions, video views, brand mentions, etc. And how does this help?

These KPIs can help brands in reshaping their influencer marketing campaigns. This way, they can know what is working for them and what is not! Adding on, they can curate content with influencers that are most loved by the audience.



4) Advertisements On Your Smartphones!

For traditional marketing, one needs to have access to television, newspapers, or radio.

But nowadays, most people own a smartphone and have an internet connection. Consumers can see advertising anywhere and at any time. And this surely is a huge benefit for marketers.

5) Influences Purchase Decisions!

Certainly, times have changed. Consumers today highly trust the recommendation of their friends & family. And most of the time, it's influencers too.

Influencers really have the power to influence the purchase decisions of a consumer. They can make or break a brand. Moreover, unlike traditional marketing, influencer marketing is highly engaging and involves two-way communication.

Consumers have placed their trust in their favorite influencers. Because of their skills and knowledge in a particular category.

Hence, these consumers always make sure to read a review before purchasing any brand's product!

Influencer marketing has really gone far to make its space in the marketing industry.

However, before crafting influencer marketing campaigns, brands should consider certain things before selecting an influencer. Let's look at what they are!

- Their niche should match yours! A fashion influencer cannot promote an education brand effectively and expect remarkable campaign results.
- The content curated by these influencers should be authentic, engaging, informative, and entertaining.
- Their audience should match yours!
- Analyze their feed and engagement rate before finalizing them.

Yes, influencer marketing is proving to be better than traditional marketing. But as they say, a blend of marketing always does wonders!

Who knows, maybe traditional marketing + influencer marketing might turn out to be a new-age love story!



- The majority of brands (59%) have a standalone budget for content marketing, and 75% of them intend to dedicate a budget to influencer marketing in 2021.
- 90% of our survey respondents believe influencer marketing to be an effective form of marketing.
- 56% of brands use the same influencers across different campaigns
- Micro-influencers on Instagram boast an average engagement rate of 3.86%.
- 92% of consumers trust influencer marketing over traditional advertising.
- Not only that, influencer marketing content delivers 11X better ROI than other more traditional marketing tactics.
- Brands utilize micro-influencers 10x more than mega influencers.
- Influencer marketing has changed a lot over the past 15 years. Initially influencers and bloggers only used to share stories about the day in their lives and promoted products they used. However, with years, the scenario has completely changed. They still share stories and promote products. But many individuals today are looking to make their career as an influencer. So there is no surprise that influencer marketing is only going to grow.
- Apart from this, many agencies have started helping brands and influencers to collaborate with each other.

