

Influencer Marketing

Presented by: Kanupriya Tiwari
Course Detail DGM 6290 70117
Social Media/Brand Implementation
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Influencer Process



Niche & Micro-Niche

Healthcare

Diabetes, Diet, Mindfulness, Healing, Home Remedies, Self-Care, Anxiety & Depression

Dating and Relationship

How to Date a Boy/Girl, Marriage Tips, Divorce Help

Finance

Financial Planning, Frugal Living, Family Budgets, Insurances

Pet Care

Cats, Dogs, Birds, Pet Care & Cross Breeding

Making Money Online

Personal Branding, Digital Marketing, Freelancing, Authors, Blogging, Stock Trading

Education & Career

Choosing the Right Path, Resume Polishing, Personality Development, Getting Right Job

Spirituality

Meditation, Knowing Yourself, Healing, How to Connect with the Supreme, Prayers

Parenting

Baby Care, Child Nutrition, Parenting Guide, Baby Planning, Pregnancy

Travel

Frugal Travel, Travel for Culture, Local Travel, Exotic Travel

Hobbies

Art, Gardening, Fashion, Music, Photography, Make-Up, Dance, Calligraphy, Writing

Fitness

Weight Loss – Men, Women, Specific Areas, Cardio, Cross Fit, Yoga

Food

Cooking (Veg, Non-Veg, Cuisine), Baking, Healthy Dishes, Veganism

1 INTEREST AREA

- Burning Desire
- How much time is spent on pursuing it

2 UNDERSTAND THE ROOT CAUSE

- Biggest Fears
- Things that are the problem and worry them most
- Hinderance in their career/life
- Patterns that are occurring currently

3 INDUSTRY ANALYSIS

- Core Players in the niche
- Selling techniques of the players
- What do they do when they fail?
- What do they do when they succeed?

**Start Thinking As
Audience**

Polishing Instagram Profile

1

Profile Image



2

User Name

3

Create Bio

4

Add Link



Polishing Instagram Profile

1

Profile Image

@KanupriyaTiwari

2

User Name

or

3

Create Bio

@SamMartinBaker

4

Add Link

Polishing Instagram Profile

1

Profile Image

2

User Name

3

Create Bio

4

Add Link

Sorav Jain

On a mission to reach out to rural india to teach digital Personal Branding, Digital Influencer Coach

Follow me to stay updated in [#NewThingsInDigital](#)

notionpress.com/read/sold-out-digital-strategies-for-effective-lead-generation

Jay Shetty

Author, Purpose Coach, Former Monk

[#1](#) New York Times Bestselling Author



Podcast ON Purpose

Chief Purpose Officer [@Calm](#)

On Purpose Podcast 📌

apple.co/3t3aT8p

Polishing Instagram Profile

1

Profile Image

2

User Name

3

Create Bio

4

Add Link



Content Styles



Helpful Content

- How To
- Tips
- Ways
- Guides
- Hacks
- Recommended Tools and Recourses



Inspiring Content

- Quotes
- Success Stories
- Failure Stories
- Stories of People You met
- Stories of Good Work Done
- Milestones



Contest

- Tag your friend and win
- Crack this case and win
- Find the missing letter
- Caption this
- Create a dialog



Real Time/Topical

- Latest trends
- Latest launch
- Breaking News
- Challenges
- Festivity



Lifetime

- Travel
- Luxury
- Work Culture
- Behind the Scenes
- Talking on the Scope
- People you meet & tag
- Relevant Personal Observation



Social Proof

- Case Study
- Testimonial
- Before and After



Engaging

- Q & A
- Puzzle
- Crossword



Entertaining

- Tik-Tok
- Lighter-Side
- Dance/Sing/Celebrate

Hashtags

Industry Relevant Hashtags

- #SocialMedia
- #DigitalMarketingTips
- Marketing Trends

Irrelevant Hashtags

- #TellMeWhatToDo
- #LifeIsSoBoringTheseDays

Unique Hashtags

- #AskJack
- #JohnTravels

Be Mindful With Hashtags



Hashtag Disaster: Research in Motion began to search for fresh candidates and used #RIMJobs

In 2012, Susan Boyle was launching an album and she used #Susanalbumparty and it completely changed the meaning.

Instagram Follower Growth



Videos for
Stories



Traffic Ads



Follow Post for
Instagram
Profile



Ad Budgets



Instagram
Profile URL

Brand Collaborations

Influencer Network

Intellifluence, SocialBook,
Tribefluence, Collabor8, IZEA,
SocialLadder

Facebook Groups

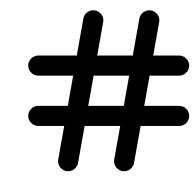
Influencers on Instagram,
Influencers Wanted, Micro-
Influencer Hub, Micro-Influencer
Network,
Instagram Influencer x Brands

Connect on LinkedIn

PR Professionals, Social Media
Managers, Influencer
Relationship Managers

Making the most out of the Influencer Marketing

Take advantage of the tools available.



<https://www.all-hashtag.com/>



Content Ideas: [AnswerThePublic.com](https://www.answerthepublic.com)



<https://influencemarketinghub.com/influencer-marketing-courses/>