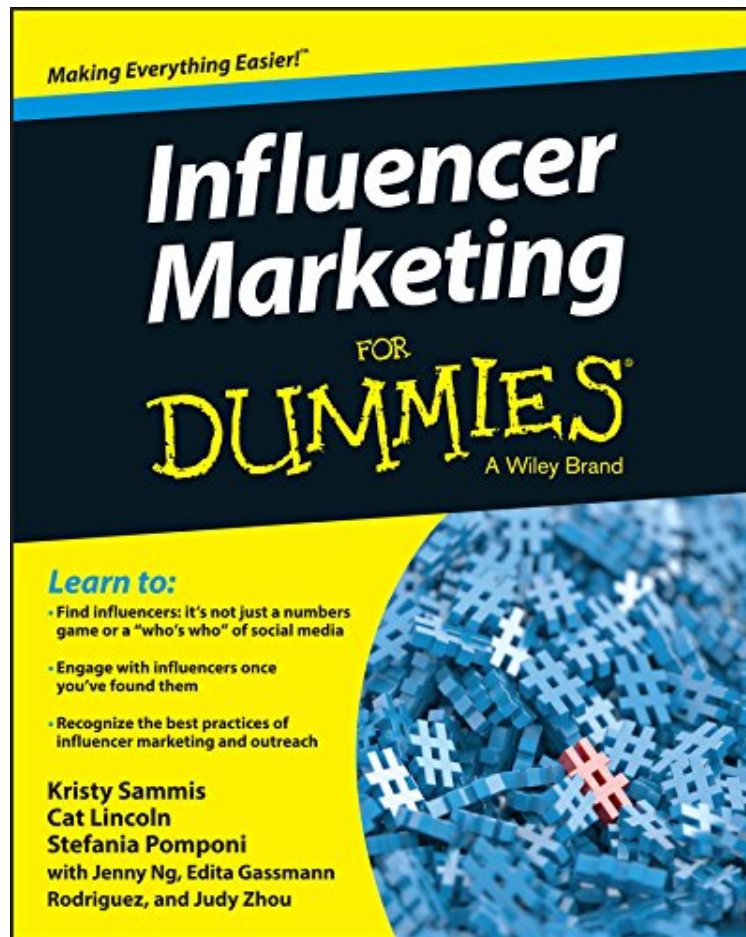


(Download ebook) Influencer Marketing For Dummies

# Influencer Marketing For Dummies

*Kristy Sammis, Cat Lincoln, Stefania Pomponi*  
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**Kristy Sammis, Cat Lincoln, Stefania Pomponi : Influencer Marketing For Dummies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Influencer Marketing For Dummies:

0 of 0 people found the following review helpful. Dated material in a digital worldBy SharonOld news0 of 0 people found the following review helpful. If you want to start a campaign of influencers do not buy this bookBy Diego CalvoJust talk about obvious things, repeat the same thing several times, and it's not a good starting point for doing real things0 of 1 people found the following review helpful. If you are aiming for Influenser Marketing this is the book for you!By DealsAmongUsThis is such a great resource for influencer marketing which is helpful for those of us that need to learn these skills.This is formatted similar to other "for dummies" and has the typical comics at the beginings, and the format is familiar. This was easy to pick up one chapter and read it as needed.I would recommend this to anyone needing more information about marketing.

The easy way to get 'in' with influencer marketing Are you a marketing guru looking to stay at the top of your game? Then you need to be in the know on influencer marketing. A hybrid of content marketing and native advertising,

influencer marketing is an established trend in marketing that identifies and targets individuals with influence over potential buyers. Although this has usually meant focusing on popular celebrities and Internet personalities, there is a new wave of 'everyday consumers' that can have a large impact. In *Influencer Marketing For Dummies*, you'll find out how to market to those who rock social media; and, subsequently, grow your brand. Influencer marketing relies on building strong relationships with customers. With the help of this hands-on, friendly guide, you'll discover how to build superior customer service and experience, make strong interactions with customers, and encourage organic and authentic sharing about your brand. Measure the most impact that content has on your overall marketing strategy Find influencers: it's not just a numbers game or a 'who's who' of social media Engage with influencers once you've found them Recognize the best practices of influencer marketing and outreach If you're a marketer, media agency professional, business owner, or anyone else who works hard to bring brands, products, and services to the largest audience possible, *Influencer Marketing For Dummies* is the go-to guide you don't want to be without.

From the Back Cover Learn to: Find influencers: it's not just a numbers game or a "who's who" of social media Engage with influencers once you've found them Recognize the best practices of influencer marketing and outreach The easy way to get "in" with influencer marketing Want to market to those who rock social media in order to grow your brand? With the help of this soup-to-nuts guide, you'll discover how to launch a successful influencer marketing campaign, engage with influencers in an effective way, connect with customers, and encourage organic and authentic sharing about your brand. Get a lay of the land; find out how getting sponsored content from influential online personalities can grow your brand; and your bottom line And the award for best influencer goes to; discover why it's almost always a safe bet to start with female influencers; after all, they rule household, social media, and social trends The new rules of engagement; approach influencers with irresistible offers, enter into mutually agreeable relationships, ensure great results, and compensate influencers the right way Find your niche; find influencers in every corner of the Internet, from popular bloggers and Instagrammers to trendy Twitterers and Facebookers; and everyone in between Open the book and find: What influencer marketing is and how it can help your business How to work with influencers on any social media platform like a pro What you need to know about hiring a social influencer agency The six "secrets" to influencer marketing success Case studies that showcase influencer marketing done right How to avoid common mistakes About the Author Kristy Sammis is Founder and Chief Innovation Officer of Clever Girls, an esteemed influencer marketing agency that connects top brands with influential women online. Cat Lincoln is Founder and CEO of Clever Girls. Leveraging more than 20 years of Fortune 500 marketing experience, Cat has been a professional blogger and is an in-demand speaker, presenting on social media strategy and leadership. Stefania Pomponi is Founder, President, and Chief Evangelist of Clever Girls. Stefania has been responsible for leading sales/business development, inking key partnerships, and leading corporate communications and PR efforts.