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GETTING STARTED WITH INFLUENCER MARKETING FOR YOUR ONLINE STORE

Influencer marketing takes word-of-mouth advertising and amplifies it through the huge social networks of high-profile individuals, bringing in new leads for your ecommerce store. [Two-thirds of marketing professionals worldwide are now pairing with influencers](#) to create original content and promote it to thousands or even millions of social media followers. Sounds appealing, doesn't it? Here's how to get started:

1

FIND THE RIGHT INFLUENCERS FOR YOUR ONLINE STORE.

Influencers should have a large, engaged audience that matches your market on the social platforms you want to use. Find them by searching for relevant hashtags that your peers and competitors are using, or try an influencer marketplace, such as [Tribe](#), [Applause](#), or [Whalar](#).

2

GIVE THEM THE BRIEF AND GET OUT OF THE WAY.

Influencers earn that title by proving they know how to get the right reaction from their audience, so give them a clear brief about what you want and what's off-limits, and then let them get on with the job.

3

RECOGNISE AND REWARD THEIR EFFORTS.

High-profile influencers, like most professionals, [rarely accept products as payment](#). Pay fairly, keeping in mind that you're buying content design, marketing distribution, and a license to use the content exclusively for a set time window.

4

REUSE CONTENT ON OTHER PLATFORMS.

If your influencer focuses on one platform, negotiate a deal that lets you repost their content using your own social media accounts on other platforms. If their work is paying off, you could even hire them to develop content for your other campaigns.

5

REASSESS YOUR STRATEGY IF YOU'RE NOT SEEING RESULTS.

You should expect to see engagement on your influencer's posts, followed by increased followers on your own social media pages and more traffic to your online store, eventually leading to higher conversion rates. If it's not happening, try a new approach or influencer.

So next time you're on your favourite social media, check out who's talking about your favourite hashtags with engaged audiences and find your influencer.

Neto is the only Australian retail management platform that provides a complete solution for ecommerce, Point of Sale, Inventory and Fulfillment. Our integrated back-end technology enables exceptional and consistent customer experiences via any channel, be it in store, online or through a marketplace. We automate repetitive tasks and integrate with multiple sales channels to manage orders and shipments.

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