

Introduction

What is an influencer? Often an influencer is measured in terms of the number of friends of twitter followers. Fans and followers are a measure of reach or popularity, not influence, but it is related. An influencer is someone who can convince other people to buy from you. That's all that matters. From all the options for social media marketing activities the only ones that matter are those who result in someone buying from you.

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The most common influencer strategy is to find the top influencers and reward them for their advocacy. Depending on the nature of your business, this could be a good strategy – or not. Often these customers, identified as influencers, are already predisposed to buy. Surely they deserve some recognition and special treatment, and you must empower them to be advocates. However, you cannot influence the influencers easily. They are experts; they know their stuff and probably know more about your products than most people in your company..

Credit: <https://theadaptivemarketer.com/tag/social-media/>

Idea Checklist

- ☐ An influencer is someone who helps other people buy from you
- ☐ Influence is contextual
- ☐ Popularity is not influence
- ☐ Passion, knowledge advocacy and popularity are factors of influence
- ☐ Everyone can be an influencer about the topics they are passionate about
- ☐ You don't have to know your influencers (but it can help). Instead of finding them allow influencers to self-identify
- ☐ Influencers are "turned-on" by empowering them to be advocates
- ☐ Most influencers are hard to influence. You can't buy influence – stay authentic
- ☐ Your most influential customers are already predisposed to buy from you
- ☐ Influencers are often driven by status: recognition is more important than rewards

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