

Debunking Myths of Influencer Marketing

3 KEY TAKEAWAYS:



1 Influencer drives lower-funnel results

Influencer may have started as a broad awareness tactic. But in today's ecosystem, brands can use tactics such as affiliate links, UTMs, and e-commerce integrations to drive measurable, down-funnel conversions.

"Content discovery, paired with creators who know their audiences and resonate with users, is driving down funnel results for brands leveraging influencer marketing."

Darryl Singer, Head of Revenue, Tagger

2 Influencer is accessible for all budgets

There's no "one size fits all" approach to influencer campaigns. Various factors impact pricing, but influencer marketing offers flexibility for nearly any budget. Smaller micro-influencers are even more affordable and effective at driving conversions and engagement.

"Influencer marketing is customizable and can conform to any investment level a brand has."

Natalie Carson, Senior Account Manager, Coegi

3 Influencer applies to any industry vertical

There's an internet niche for everything and influencers are no exception. Non-CPG verticals, such as B2B, non-profit, agriculture, and hospitality, see strong results when they work with relevant influencers to convey an authentic brand story.

"The more a brand knows its values, the stronger creator partnerships become. When aligned on shared values, creators can tell a story connecting the brand message to their unique audience."

Jenna Baker, @bakerbanter on TikTok

Bonus Takeaway: Flexibility is Key!

Know your brand ethos, but go into influencer marketing with a nimble mindset. There are flexible options for who you can work with, what the final creative will be, and what the process will look like for each campaign. Go with the flow and lean into your values to see the most success.

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ADDITIONAL RESOURCES:

Resources:

Research

- [Micro-Influencers: When Smaller Is Better](#)
- [Influencer marketing worldwide - statistics & facts](#)
- [Stop the Scroll with Authentic Social Advertising](#)
- [Debunking Influencer Marketing Myths](#)

Blog Posts

- [How to Choose the Right Influencers for Your Brand](#)
- [Why Influencers are Relevant for Nearly Every Industry](#)
- [Why Your Agency Should Handle Your Influencer Marketing](#)

Trade Publications

- [New York Times \(media section\)](#)
- [Ad Age \(creators + influencer section\)](#)
- [Influencer Marketing Hub](#)

Podcasts

- [Blogosphere: Serious Influence](#)
- [The Influencer Podcast](#)
- [Beyond Influencer Marketing](#)
- [Women in Influencer Marketing](#)
- [Winfluencer- The Influence Marketing Podcast](#)

Social

- Join relevant social and professional communities for more insights and a deeper understanding of the conversations taking place. Dig into the TikTok platform and witness what works and what doesn't for yourself!

Webinar Replay

- Watch the webinar recording [here](#).