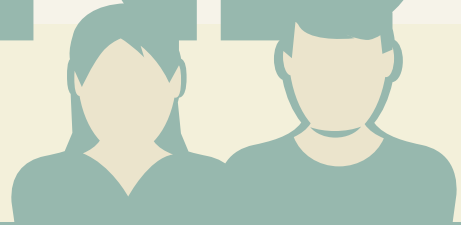


BRAND



OR



AMBASSADOR

- Deeply engaged with the brand
- Generally smaller # of followers
- Requires less brand education
- Narrow reach, personal connection

INFLUENCER

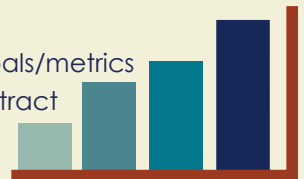
- Often unfamiliar with the brand
- Generally larger # of followers
- Requires more brand education
- Broad reach, less personal connection

WHAT'S THEIR MOTIVATION?



- Support brands they know and love
- Share with friends & friends of friends

- Achieve specific goals/metrics
- Fulfill a business contract



WHAT'S IN IT FOR THEM?

Usually unpaid, sometimes rewarded with product, swag or gift cards.



Paid compensation agreement with brand/company.

WHAT'S IN IT FOR YOU?

- Generate trial
- Connect with friends of friends
- Create more brand loyalists



- Generate trial
- Reach thousands of new eyes
- Raise awareness on a broad scale



Influencer Marketing Is Making An Impact.
A recent study found nearly 4 out of 5 brands now dedicate part of their budget to Influencer Marketing.



[Check out our blog](#) for a more in-depth look at the ways your brand can benefit.