



# HOW TO HARNESS THE POWER OF SOCIAL MEDIA INFLUENCERS DURING CHALLENGING TIMES

by  
**Agent99**



**2x Winner: Boutique PR Consultancy of the Year**  
National PRIA Golden Target Awards 2019  
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## Introduction

With the marketing world evolving rapidly, marketers are having to find creative and effective ways to reach their audience.

Influencers are a select group of content creators that have discovered ways to increase their follower base and engagement by creating considered, organic content that appeals to audiences without a hard sales push.

Here is how and why Influencers are so important, and how their influence can engage your audience to keep your brand top of mind:



### 1. Getting cut through in the market

Traditional PR and media cut through is highly challenging currently due to the pandemic. This is because audiences are less interested in promotional content, as their attention is being consumed by updates and hard news reports. Due to the tough conditions, media teams have also shrunk, making cut through even more difficult.

Businesses that don't take careful consideration of their marketing tactics can come across as tone deaf by promoting a product or service that isn't useful (or affordable) in light of many people having their wages cut, or even losing their jobs. This can add another layer of complexity to the hurdles many marketers currently face.

Partnering with an influencer is an effective way to get achieve reach in a considered way.



### 2. Build Trust

Influencers are called influencers because they work on one key premise: Influence. Building trust is imperative to building a relationship with audiences, and influencers have the ability to foster that relationship organically through their own opinion or experience with a brand, product, or service.

They partner with organisations that share their values and beliefs, and instil trust in a brand with their loyal followers, thus providing you a new (and more targeted) audience.



### 3. Enrich your content strategy

A solid content strategy can attract new audiences to your business, but an influencer can add another layer to that strategy, tapping into audiences that otherwise might not be accessible via traditional marketing, due to many turning off from mainstream advertising.

If you feel your content strategy isn't solid, an influencer has the ability to fill gaps by generating quality content to publish on your social pages, such as images and video for social media, blog posts, etc.



### 4. Production of authentic media and content

From an agility perspective, influencers can identify the needs of their audience and create content on demand. This approach to content marketing is known as authentic media.

Authentic media neither ignores current issues nor creates alarm regarding sensitive topics. Influencers always strive for that balance, and as such, they share a special bond with members of their online community. Brands that want to create authentic media during the COVID-19 pandemic have proven successful when they partner with influencers. Not only will influencers help your brand produce authentic media content effectively, but they will give you invaluable insight into the concerns and needs of your ideal consumers.

Genuine content shows care and consideration, which is what most audiences are seeking, particularly from a trusted voice such as a key influencer in your space.

## 5. Maximise Your Message (Not Your Marketing Spend)



Influencers have a knack to create a genuine relationship with their followers through authentic media. They have the ability to reach audiences that you might not, due to not having been exposed to your brand previously.

By partnering with an influencer, their notoriety and standing allows you to tap into their audience and amplify your reach, which is more cost effective than traditional marketing. The fact that influencers create content also means no (or very little) production costs, aside from supplying product for them to share on social media.

## 6. Influencer = Ambassador



Having a face to your brand provides a human element to your selling proposition. Advertisers have used spokespeople in the past; however, consumers have become aware that a majority of paid spokespeople might not have a genuine connection or affinity with your brand. Part of what influencers do is actually test and use your product or service before they promote it.

This gives their audience peace of mind that the recommendation is coming from a trusted source. If your product or service is aligned with their beliefs and ethos, you've got an ambassador who will vouch for you.

### In summary

Influencers can be beneficial to your brand on many levels; whether it's to increase your reach, build trust, or create unique content that future-proofs your business.

Their influence can have a profound effect on your business, achieving results that traditional marketing cannot by generating genuine cut through when consumer sentiment is low during crises, like the one we currently face.

To read about our services including Influencer Seeding, click here: [www.agent99pr.com/services](http://www.agent99pr.com/services)

### Meet Sharon Zeev Poole, Director and Founder, Agent99



Agent99 finds its success from the combined skills and experience headed by its Founder and Agency Director, Sharon Zeev Poole.

Having worked internationally on high profile brands such as Warner Bros. Pictures and Starbucks Coffee, Sharon leads her team by drawing on over two decades of experience in the industry underpinned by creative strategy, bold ideas and cut-through campaigns.

Working closely with all clients on brand strategy, integration and issues management, Sharon and her staff bring heart and soul into everything they do.

### Contact Sharon

Questions? Comments? If you would like to know more about Agent99 & how we can help you and your business, get in touch today!



[sharon@agent99pr.com](mailto:sharon@agent99pr.com)



0401 811 930



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