



The Challenges and Opportunities of Engaging With Social Media Influencers

One of the major impacts of social media is the power it gives customers in shaping brands.

The shift has been organic because social media is a soapbox for everyone to have a voice about the brands they like and dislike. People who are invested, active and passionate can develop followings and even sway opinion. For the most part, these influencers tend to be bloggers. The question is, how does one ultimately harness the voice of an influencer and leverage their audience? This question must be answered when planning and executing any digital marketing campaign.

When creating a digital marketing strategy, it is important to monitor before reaching out to the influential bloggers, who captivate the audience you seek. Some brands make the mistake of thinking that one influencer is simple to target, compared to an entire audience.

The reality, however, is that influencers are aware of their power and standing. They are constantly approached by companies to test their products and services. You need to make a very honest and appealing offer to them; similar to attracting a spokesperson to your brand. It can be just as difficult of a task to attract the power of one influencer as it is to connect with an entire group of stakeholders so brands have to move strategically. It is important to choose a relevant blogger, someone who is either already on your side or even better a vocal non-supporter.

An effective strategy is targeting bloggers who have written negative comments about your organization or brand, and then trying to convert them into advocates. By bringing them on your side, you not

only gain their influence, you also convey the power of your brand's appeal. Influencers did not become influencers by accident, and they can sense a fraud coming a mile away. Therefore, many experts argue that you need to cement a viable Web presence before reaching out to bloggers that you have been monitoring. The best way to bring them onside is putting your brand in their hands. Equip them with the best of your brand's products, stay in contact as they experience it, and get them to convey the experience to their audience. Whether it is a good or bad experience is entirely up to you and your brand.

Takeaways:

1. Bloggers have significant influence on people looking for information and insight into products and services. A focus on how to reach out to these influencers might be a part of digital marketing campaigns.
2. Be sure to know a bloggers' interests and how they like to be approached. This will make it easier to get their attention.
3. Don't be afraid to approach bloggers who may have written negative posts about your product or service. If you can win them over, it can be a powerful marketing opportunity.

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