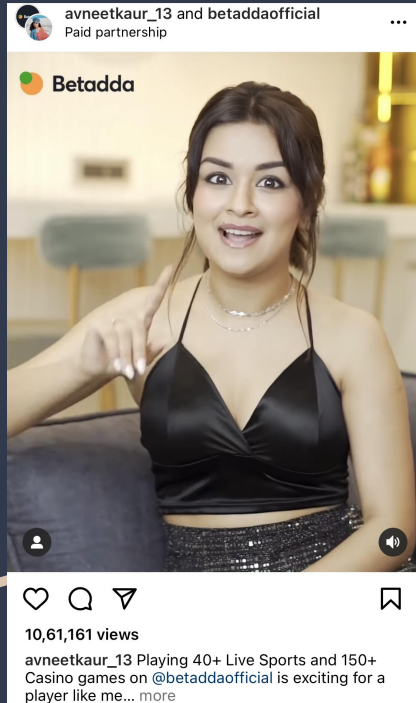


Influencer Marketing

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards to the right, filling the bottom right portion of the slide.

What Is Influencer Marketing?



Influencer marketing is a type of social media strategies that uses endorsement and product mention from influencers-individuals Who have a dedicated social following and are views as experts within their niche.

Influencer marketing work because of the high amount of trust that social influencers have built up with their followings and recommendations from them serve as a social proof to your brand's potential customers.

How it would help your business?



**X is an outstanding brand in the the YZ market/industry that has a presence with more than Z million customers pan India on Facebook, Instagram and Twitter,
Who do follow a lot of people who has a niche in YZ industry for recommendations on products and services.**

Influencers have a potential to showcase X as a fine value added brand in YZ industry through their own style of contents, reels and videos that their followers like.

They tend to follow or try what they are saying with their experience which would enhance the number of sales and also build a trust in the product because of the infused trust these influencers have.

Analytics:



Influencer marketing analytics has to be analysed and tracked from beginning

Viz a viz finding the right influencer that will cater X and Yz industry.

We can work with the Influencers on barter system and on full paid services as well and track the number of sales from their referral codes and snippets to track who is working at the right level.

Charges For Influencer Marketing:



**The charges for Influencer Marketing
Are based upon the number of followers you want
from a particular influencer, from Your YZ industry.**

**35K For 10-15 influencers with (15k-100K followers)
50k For 15-20 influencers for (100k-500K followers)
1 Lac For 10 influencers for (500k-1M followers)**

**This includes managing the influencers their
payments, negotiation on the barter and payments
with them and their tantrums.**

**And tracking your performance of individual
influencer to check with the sales.**

Looking forward to Exxxxpand X.