

# INFLUENCER MARKETING

Over the last five years, influencer marketing has become one of the most effective enhancements to social media advertising. Cybba Influencer Marketing combines the best features of full-service influencer marketing agencies and plug-and-play influencer platforms, offering strategy and support at a platform price.

## HARNESS THE POWER OF WORD OF MOUTH ADVERTISING

Global consumers prefer influencer ads to traditional ads 2:1<sup>1</sup>. Influencer ads work because consumers will trust the word of a person they know over that of a faceless company. The most compelling influencers share a brand's core values and have an existing relationship with the brand's target audience. But, it isn't always easy to find the right ambassador for your brand on your own.

## TAKE CONTROL OF YOUR BRAND STORY

Cybba's Influencer team will carefully match your brand with the influencer who will maximize your brand awareness and product sales. Cybba campaigns include:

- A start-to-finish campaign blueprint outlining goals and deliverables
- A selection of influencers vetted by our own in-house experts
- Detailed market research on your influencer's core audience
- High-quality brand messaging for the influencer to use in their posts
- Paid boosts on influencer posts to ensure the greatest opportunity for highly-qualified user interaction
- A portfolio of influencer-created brand assets for reuse
- Continual performance evaluation and optimization throughout the duration of the campaign

<sup>1</sup>"Branded Content Research" by Kantar, Oct-Dec 2019.

<sup>2</sup>Starting budget



**Cybba Influencer Campaigns Deliver:**

**2000**

Average Clicks

**2%**

Average CTR

**550,000**

Average Impressions

If you are looking to strengthen your digital marketing strategy with the right influencer, the Cybba Influencer Team will help you every step of the way.

**Reach out today**  
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