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[1]. 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.

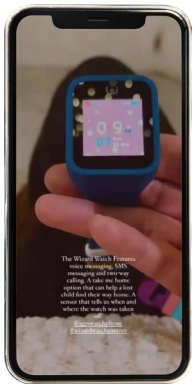
CYBBA INFLUENCER CAMPAIGNS DELIVER[2]:

2000	2%	550,000
Average Clicks	Average CTR	Average Impressions

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



[1] "Branded Content Research" by Kantar, Oct-Dec 2019.
[2] Starting budget

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
(857) 284-7000 or marketing@cybba.com