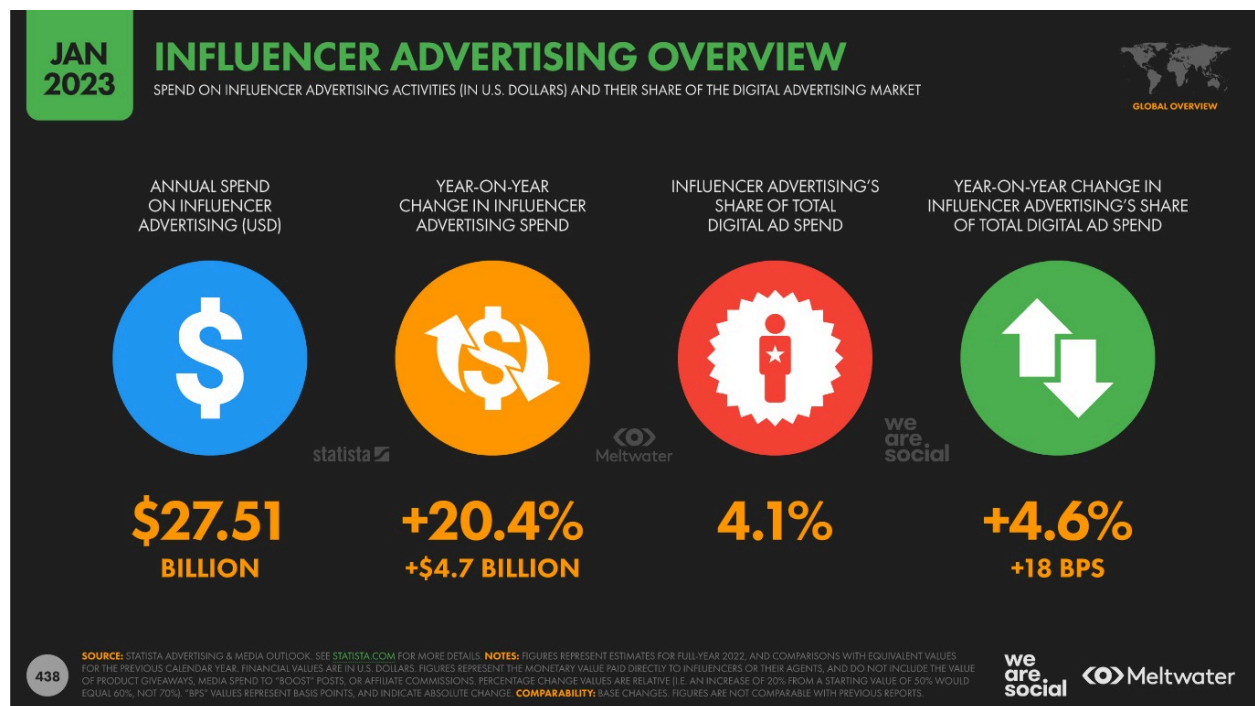


Why Influencer Marketing is the Key to a Successful PR Strategy

Brands of all sizes spend on influencer advertising — from the small-scale ones spending less than \$10k annually to the bigger, popular brands, churning out over \$500k annually.

[This benchmark report](#) shows that's nearly 3x more than 2022.

Yet, Statista estimates that influencer marketing accounts for only 4.1 percent of overall digital advertising spending.



[Source](#)

What does this tell you?

There's plenty of room for growth. If you play your cards right, you can leverage influencer marketing for overall marketing as well as public relations (PR), regardless of brand size.

An effective PR influencer strategy will help you anticipate your target audiences' behavior and capitalize on it, whether you have a PR crisis or not. That way, you can engage with them efficiently and gain their trust while promoting your brand.

In this article, I'll discuss other ways to combine these two powerful engagement drivers for a successful PR strategy. But before we dive in, what is influencer marketing, and how does it work with PR?

What is Influencer Marketing, and Why Combine it With PR Strategy?

Influencer marketing is a strategy that focuses on collaborations with social media influencers to promote products and services. These influencers recommend your products to their audience to turn them into potential customers, boosting brand recognition.

A PR strategy, on the other hand, defines how your target audience perceives your brand. They're actions you take to increase brand awareness and establish credibility.

Standalone, both strategies have different tactics to achieve their goals. But when you combine influencer marketing with PR, you amplify each strategy's effort to get a stronger, consolidated impact in your marketing campaign.

On a broader level, both marketing drivers can help you promote goodwill with stakeholders and establish a positive brand image with customers. This could prove useful during product launches and other PR campaigns.

5 Benefits Of Incorporating Influencer Marketing In Your PR Strategy

Influencers command much authority on social media platforms. They know what's trending and build content around it to garner their audience's trust. These trends can add value to your PR campaign if you [proactively collaborate with relevant influencers](#) in your industry.

Below are five reasons why you should combine PR with influencer marketing.

1. Builds Credibility and Trust

No matter your industry, there's always competition. It may be difficult to get ahead of them because your audience is unsure of your credibility. After all, trust takes some time to earn.

That's where influencers come in.

Involving influencers in your PR campaign can [gain your audience's trust faster](#). Their followers trust them because they're honest with their opinions and thoughts. Hence, an endorsement will boost your brand visibility and credibility.

With a trustworthy reputation, new customers are encouraged to purchase from your brand, increasing patronage.

I found an example of Absolut, a vodka company using influencers to gain audience trust. The brand gathered influencers passionate about protecting the environment and collaborated with them to share events showcasing Absolut's commitment to sustainability;



[Source](#)

The events also included a visit to Absolut's Swedish production factory and its contribution to the local area's in. Apart from building trust, this PR influencer strategy generated a lot of authentic engagement.

If you hire influencers for their voice or what they believe in, as Absolut did, don't try to change them. They know their audience and what they respond to. Respect that. Trusting your influencers to deliver your message with their voice makes it more organic and authentic.

Influencers also have a reputation to maintain. Most of them only promote products they've tested and now trust. Get influencers to review your products. They're social proof that gets your audience to start trusting you.

Another perfect example is Logitech, a computer peripheral and software company that used influencer marketing to build trust and brand awareness. They partnered with this influencer below to review their iPad keyboard case.



[Source](#)

Influencers love engaging with their followers, and their passion earns their audience's trust. If they transfer that trust to your brand, it makes marketing to them easier.

2. Reaches a Targeted Audience

PR campaigns require audience personas to target your ideal audience, but finding them where they spend time is the challenge.

For example, the younger generation spends more time on Instagram and TikTok. It might be hard to find them on other social platforms. Use influencers on these platforms to reach your target audience during PR campaigns.

They can help you streamline your PR efforts and get your brand message to people interested in what you offer. If you offer consumer products and want to reach a larger audience, use a [consumer product PR agency](#).

Influencers on social platforms have the attention of millions of followers. These followers have a genuine interest in what they have to say. Thus, hiring influencers in your niche means their audience will accept your brand message.

A good example of this is Peugeot. It wanted to target 18 - 24-year-olds and wanted them to associate their brand with design and technology. So the company launched an e-legend concept car at the Brussels Motor Show and used influencers to cover the event.



[Source](#)

Peugeot worked with macro-influencers to generate quality content and with micro-influencers for giveaways and storytelling. They reached an audience size of 1 million people with their influencer campaign.

Pepsi did something similar. They wanted to encourage millennials to buy more Pepsi at Walgreens. So, they produced limited edition packaging with #SayItWithPepsi, and #Pepsimoji [hashtag campaigns](#).

It aimed to show that specially-made Pepsi emoji bottles can make summer activities more fun. They partnered with celebrity influencers to make organic-style content.



[Source](#)

It was a strong campaign plan that drove millennials to buy Pepsi Emoji bottles at Walgreen stores. It also got a lot of impressions and engagements.

3. Increases Brand Awareness

[Influencer partnerships](#) can help you get your audience's attention and boost brand awareness. Since they've built trust with their audience over the years, they can influence them to take the desired action.

Popular fashion brand, Dior, used influencers to create awareness of their Forever Foundation with 67 different shades available. They partnered with Buttermilk, an influencer marketing agency, to get influencers to participate in the campaign.



[Source](#)

The campaign also aimed to celebrate the product's diversity, with one brand ambassador representing each shade.

This PR influencer strategy was successful because the 67 influencers combined have a high follower count. This generated an audience reach of 2.6 million and a lot of engagement.

Another great example is Dunkin' Donuts, a coffee and donuts company. They wanted to create awareness for National Donut Day. So they collaborated with influencers to share their offers on Snapchat across three cities in the United States.



[Source](#)

The influencers encouraged their audience to patronize Dunkin' Donuts' stores and take up their special offer. The company also got ten times more followers on Snapchat in one day than it usually did in a month. They also reached 3 million people with a high engagement rate.

To replicate these brands' success, you must;

- Encourage influencers to lean into their creativity to create engaging content for you.
- Use contests to increase your social media following and [get Instagram likes](#), shares, and other forms of engagement.
- Use referral campaigns to encourage influencers to boost your brand visibility. Their followers can use promo links and discount codes that influencers share exclusively with them. Facebook influencers should [optimize Facebook ad campaigns](#) so more people will see them. You can compensate them based on every conversion that happens.

In essence, a well-optimized influencer campaign will amplify your PR-led efforts of creating brand awareness and reaching the right audience at the right time.

4. Boosts Social Media Presence

[Building a social media presence](#) is a long game. It's more than having a social media profile with content. It allows you to understand your audience better, so you can create content tailored to their needs.

Partnering with influencers gives you insights into your audience's behavior, so you can adjust your PR efforts according to changing trends.

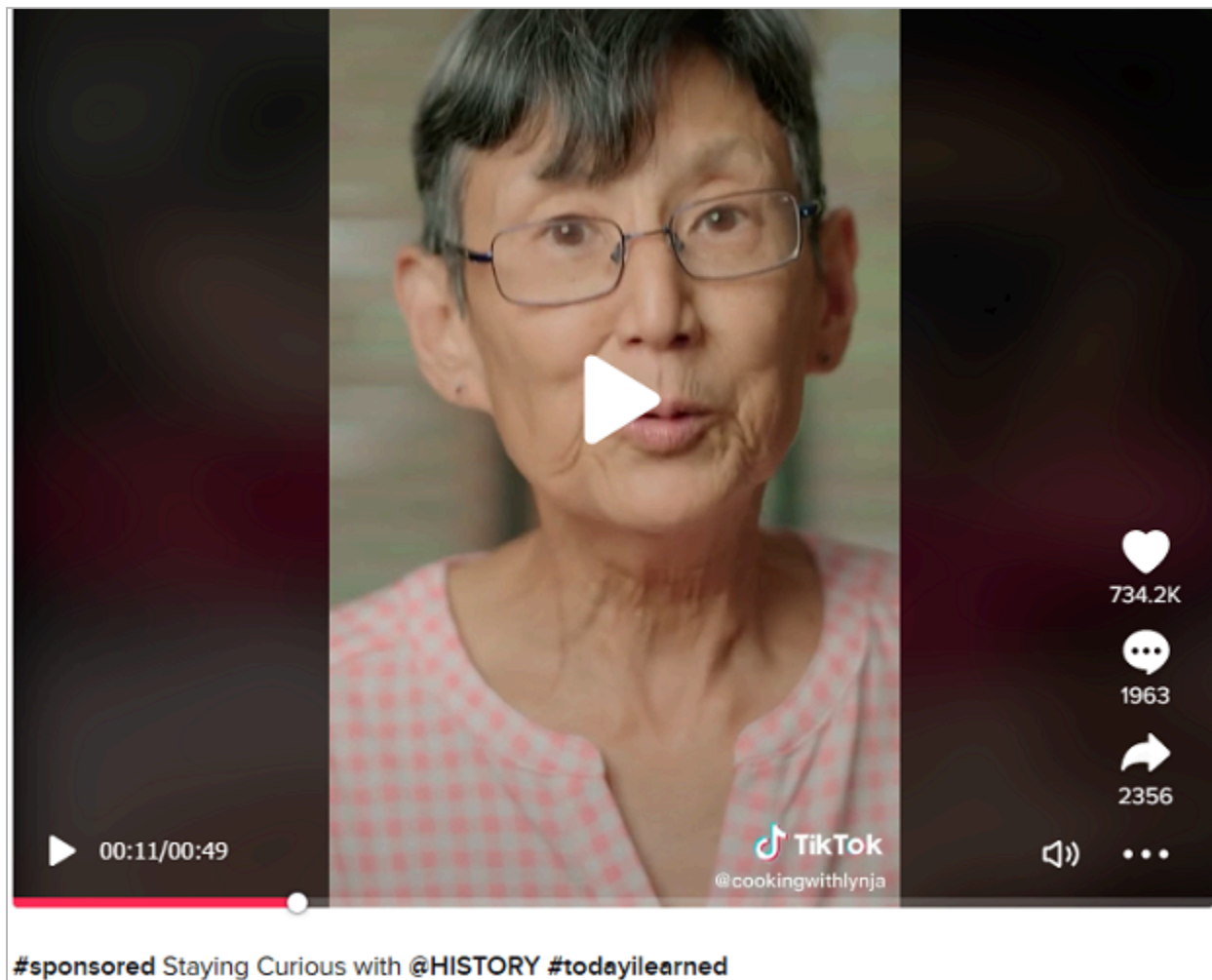
Dbrand, a company that sells phone and laptop skins, did this. It partnered with Marques Brownlee, a famous tech YouTuber I watch. They did giveaways to boost their social media presence. The YouTuber urged the audience to follow him and Dbrand on Twitter if they want a chance to win the Note 8s, and on Instagram, to win the iPhone 10s.



[Source](#)

The giveaway was a great PR influencer strategy to increase both parties' social media followers. More followers also mean more potential customers that could patronize Dbrand.

The History Channel, an American television network, also used influencers to boost its social media presence. The network opened its TikTok account, hoping to get a new set of potential followers. To showcase how engaging their TikTok channel is, they partnered with NeoReach, an influencer marketing platform.



[Source](#)

It was a successful influencer marketing campaign, and thousands of people followed the History Channel's TikTok account after its launch.

Finding the right types of influencers with an ideal audience is crucial to boosting your social media presence and your overall PR influencer strategy.

5. Cost-effective

Influencer marketing is cost-effective PR compared to traditional advertising. In fact, [22 percent of marketers](#) say it's the most cost-effective means of acquiring customers.

Brands don't need to hire professional models and photographers to create amazing content. Influencers can produce and distribute quality content at a flat fee lower than traditional production.

You also have to bid against other brands if you want to use Google keyword search promotions to reach your audience. You'll pay for each click on your ad, whether it leads to conversion or not.

Some people might not see these ads because ad blockers are becoming more popular. They're wary of ads but want the personal touch that comes with engaging with influencers. That's why [60 percent of marketers](#) say influencer marketing drives a higher engagement rate than branded posts.

Unlike Google Ads, there's a higher chance that your content gets to your audience because influencers interact with them directly.

With influencer marketing, you can also track your efforts to ensure you get your money's value. Use tools like Grin to track various metrics like budget, spending, conversions, revenue, etc.

If you include an influencer program in your PR, their affordability gives you room to make mistakes, learn from them, and refine your strategies.

In Closing,

A blend of influencer marketing strategy with PR is more powerful for promoting your brand.

Whether you have a PR crisis or want to boost brand recognition, influencers can sway public opinion in your favor. They can also become brand advocates if they love your products and services.

If they post your brand consistently, they could also turn loyal followers into advocates. This allows you to build a trust-based relationship with them while boosting brand visibility.