



# INFLUENCER MARKETING

BY HAPPY BRANDS CO.

*Why Influencer Marketing is the secret  
weapon to scaling your brand*



## INTRODUCTION

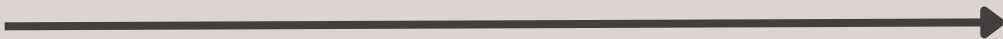
Looking to grow your business, fast? The game has changed, and influencer marketing is one of the most powerful (and cost-effective) tools to scale, connect, and convert. Whether you're a local brand or a national campaign, influencers create authentic content and trust-driven awareness that ads simply can't.

Let us break it down.



## CHAPTER ONE

# WHY INFLUENCER MARKETING *WORKS*



## **1. Trust Drives Sales**

Audiences trust people more than logos. Influencers act like digital word-of-mouth, which converts faster than traditional ads.

## **2. Reach Real People Where They Are**

From TikTok to Instagram to micro-blogs, influencers know how to reach engaged, niche audiences in the exact tone they respond to.

## **3. Saves Time and Content Budget**

Influencers create engaging, repurposable content — saving you time and money on video/photo production.

## **4. Great for Local or National Exposure**

Whether you're a boutique or big brand, you can scale through geo-targeted or industry-aligned influencers.



## **Real Results:** Happy Brands Co. Influencer Campaigns

*Case Study: Saratoga 250 & Saucy Suraci Influencer Collab*



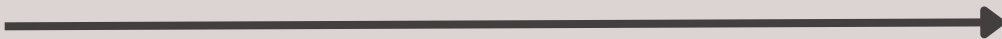
- **Industry:** Nonprofit / Heritage Tourism
- **Strategy:** Influencer-led content series, micro-collaborations with historians, creators, and tourism influencers
- **Results (9 Months):**
  - 2 million+ impressions
  - Thousands of engagements across platforms
  - 200% growth in follower base
  - Doubled average reach per post
  - Massive spike in web traffic and event attendance

These campaigns weren't just content—they were *conversations* that grew brand loyalty and visibility at scale.



## CHAPTER TWO

# TYPES OF INFLUENCER MARKETING THAT *WORK*



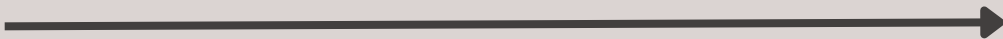
- **Micro-Influencers:** Niche voices with high engagement. Ideal for local & emerging brands.
- **Brand Ambassadors:** Long-term partnerships that help build trust.
- **UGC Creators:** Real content creators who blend seamlessly into social feeds.
- **Giveaways & Campaigns:** Drive engagement, shares, and email list growth.





## CHAPTER THREE

# WHAT MAKES A *GREAT* INFLUENCER *CAMPAIGN*





- Clear goal (traffic, awareness, bookings, sales)
- Strategic creator match
- Strong storytelling
- Call-to-action & follow-through
- Repurpose plan for paid + organic channels





HOW WE HELP

# Let *Happy Brands Co.* Run It For You



We manage the fastest-growing local influencer in the capital region and can manage the entire relationship from concepts to execution of work! Social media collabs, additional brand awareness campaigns and more.



# Ready to Go Viral (On Purpose)?



Book a discovery call with our influencer marketing team and let's  
build your next campaign together: [\[Insert Link\]](#)

Follow us on IG @HappyBrandsCo for client case studies and tips.

Let the right voices tell your story—and watch your brand grow.



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