

Influencer Marketing 101

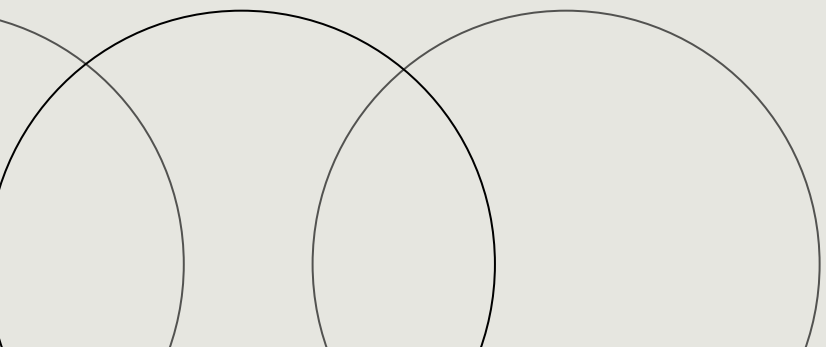
how to grow your brand and reach your target
audience through micro-influencer strategies

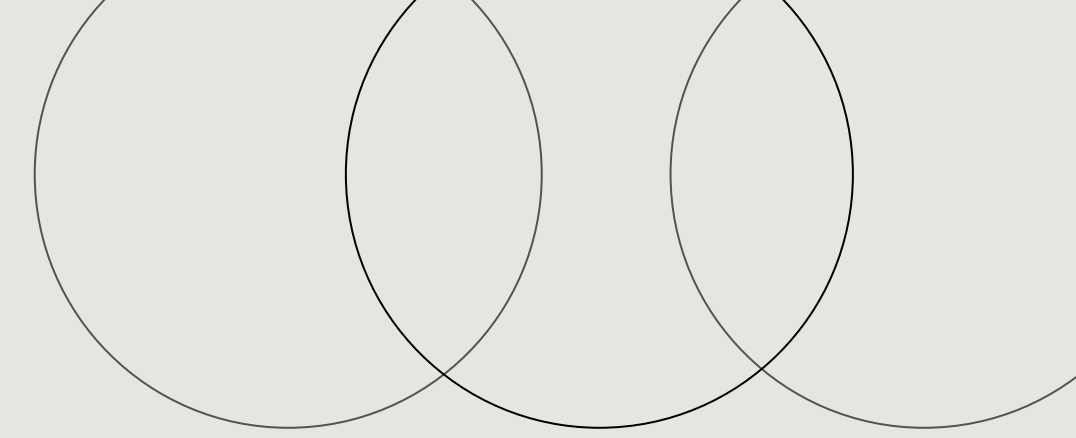
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Grow your brand *organically*

utilising micro-influencer (<10K followers) marketing helps you reach your target audience with minimal time and financial investment. here's how:

- ✧ working with content creators in your industry ensures you reach your perfect customers
- ✧ you'll spend less time creating content yourself as micro-influencers will create content for you
- ✧ your business will experience increased engagement across your social platforms
- ✧ building trust with your audience will happen naturally from organic content from trusted creators





Why *micro* influencers?

micro-influencers are perceived to have a more genuine and authentic connection with their audience, have high engagement levels, have localised audiences, and often work on an exchange basis with brands rather than paid contracts.



Here's how to *start*:

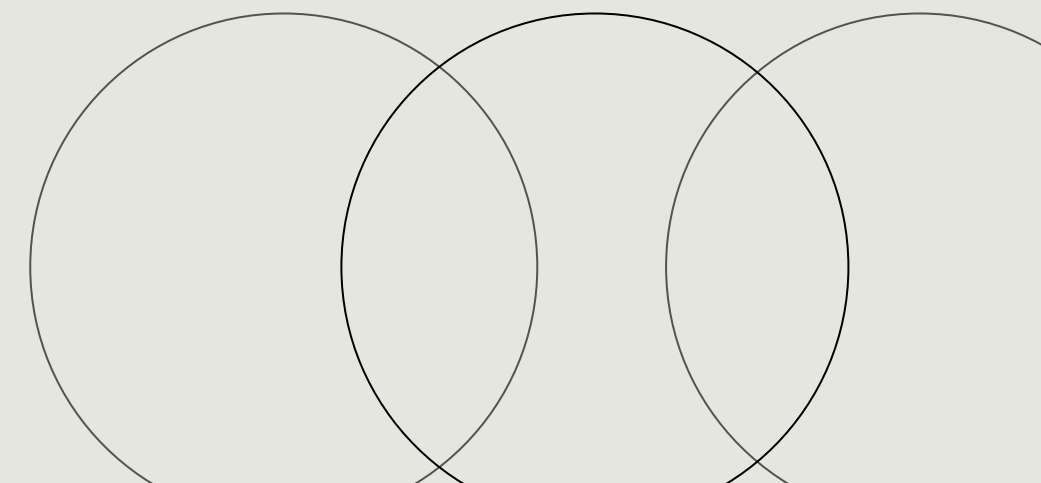
1. identify your target audience, including demographics, online behaviours, and interests.
2. find micro-influencers by doing hashtag research, looking at brands you admire and who they've worked with, and looking at top posts in your location.
3. reach out to creators you resonate with via DM or email and express your interest to collaborate.
4. create an agreement for amount of posts required and transfer/ownership rights of content in exchange for your services or product.





Want to begin your influencer outreach
but don't have the *time* or *desire*?

we can help with that. get in touch with us to learn
more about our outreach and social media packages,
as well as our other marketing offerings.



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