

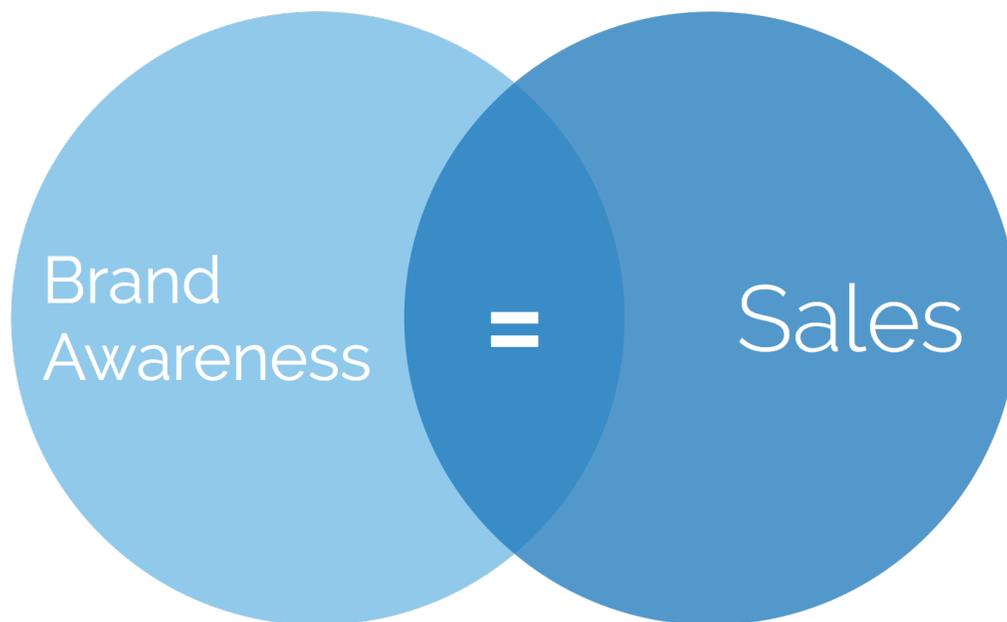
Social Influencer Marketing:

Three Reasons It's Changing the World.

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Why Should You Care About Social Influencer Marketing?

Independent companies need to create brand awareness in order to effectively make more sales. But scaling your sales operation with traditional advertising methods takes time and money, not to mention it may involve costly errors that can set your company back by months or even years. In this SocianSelect™ White Paper, we'll show you 3 reasons why Social Influencer Marketing is the most powerful new tool for brands of any size to grow awareness, engagement, and sales.





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(Retailing Today, 2014).

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The impact of online advertising can't be underestimated or ignored; 81% of shoppers confirm that the internet plays an early and important role in their purchasing decisions. But how do you get your product in front of the customers that matter when the internet is so cluttered with sponsored content, stale brand ambassadors, and lame promotions? Your company needs ads that are organic and engaging -- *you need to get people talking.*





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(Ascend2, 2015).

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When you're trying to make sales online (and especially with social media), quality content is essential. It's not surprising that 72% of Marketers say that relevant content creation is the most effective way to increase online engagement. You simply can't build awareness and drive conversions without relevant content, and it takes more than a blog or Facebook page for your brand to go viral. If you truly want to grow your business and make more sales,





you need to organically share quality content with a wide network of potential buyers. Social Media Influencers not only handle the creative legwork; they continue to spread your brand name to interested consumers everywhere. No other form of advertising is as effective and affordable when it comes to building your brand online.

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(Econsultancy, 2016).

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Sharing your brand's message non-organically is expensive, and building your own following can take years. In fact, for every \$92 that's spent trying to attract a new customer, you'll only end-up spending about \$1 to convert them. That means most companies essentially *give away* 99% of their marketing budgets to traditional ad providers, without any guaranteed customer engagement or results. Why should your business over-spend on traditional advertising when a Social Media Influencer agency costs less, works better, and can take your product directly to the consumer?

When you look at the facts, it's not hard to see why many think that Social Influencer Marketing is changing the world. People are making their purchasing decisions in new ways, they're impacted by new types of content, and expensive traditional ads fail to engage the right audience. An effective Social Media Influencer campaign conveniently addresses these changing dynamics and turns them to your benefit. Independent brands especially need to take advantage of this powerful new marketing tool or risk wasting valuable ad dollars, missing potential sales opportunities, and losing out on profits.

About SocianSelect™

Founded as one of the first agencies on the market offering customized Social Media Influencer services to independent brands, SocianSelect makes it easy and affordable for companies of all sizes to reach customers. [With simple tiered pricing options](#) delivering an exposure of up to 55,000+ organic impressions on each engagement, Socian offers convenient access to the most effective advertising medium online -- without breaking the budget.

For more information about SocianSelect, please visit www.SocianSelect.com or call us toll free: +1 (877) 582-5477.

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