



ARE YOU READY  
TO INFLUENCE THE FUTURE?

 influencers.ae

# THE RISE AND RISE OF INFLUENCER MARKETING.

The world of online marketing is going places.

But at its core, the most effective form still remains word-of-mouth.

Because who wouldn't choose a trusted friend over a brand selling an ad?

This, in a nutshell, captures the essence of Influencer Marketing.

And this is how word-of-mouth is making a comeback.

In a **big** way.



## NUMBERS DON'T LIE.

**Influencer Marketing** has been giving the biggest bang for your buck since a while now. But don't take our word for it; we have the data to prove it.

Research has shown that word-of-mouth generates twice the sales as paid advertising. And it has a whopping 37% retention rate – a number traditional advertising channels would kill for. When asked, over 90% of respondents preferred to trust referrals from their personal network.

Not surprisingly, Influencer Marketing has consistently performed at a stunning 600% ROI for every dollar spent. If this doesn't make marketing and brand managers sit up and take notice, **nothing** will.



# INFLUENCING USED TO BE TOUGH. USED TO.

Like all good things, Influencer Marketing could be a tough nut to crack. If not done right, its impact can pass like a ship on a silent night. Brand managers across the world have toiled through excel sheets and webpages to find that right influencer for their campaigns. And failed, on account of not having sufficient data or the right tools.

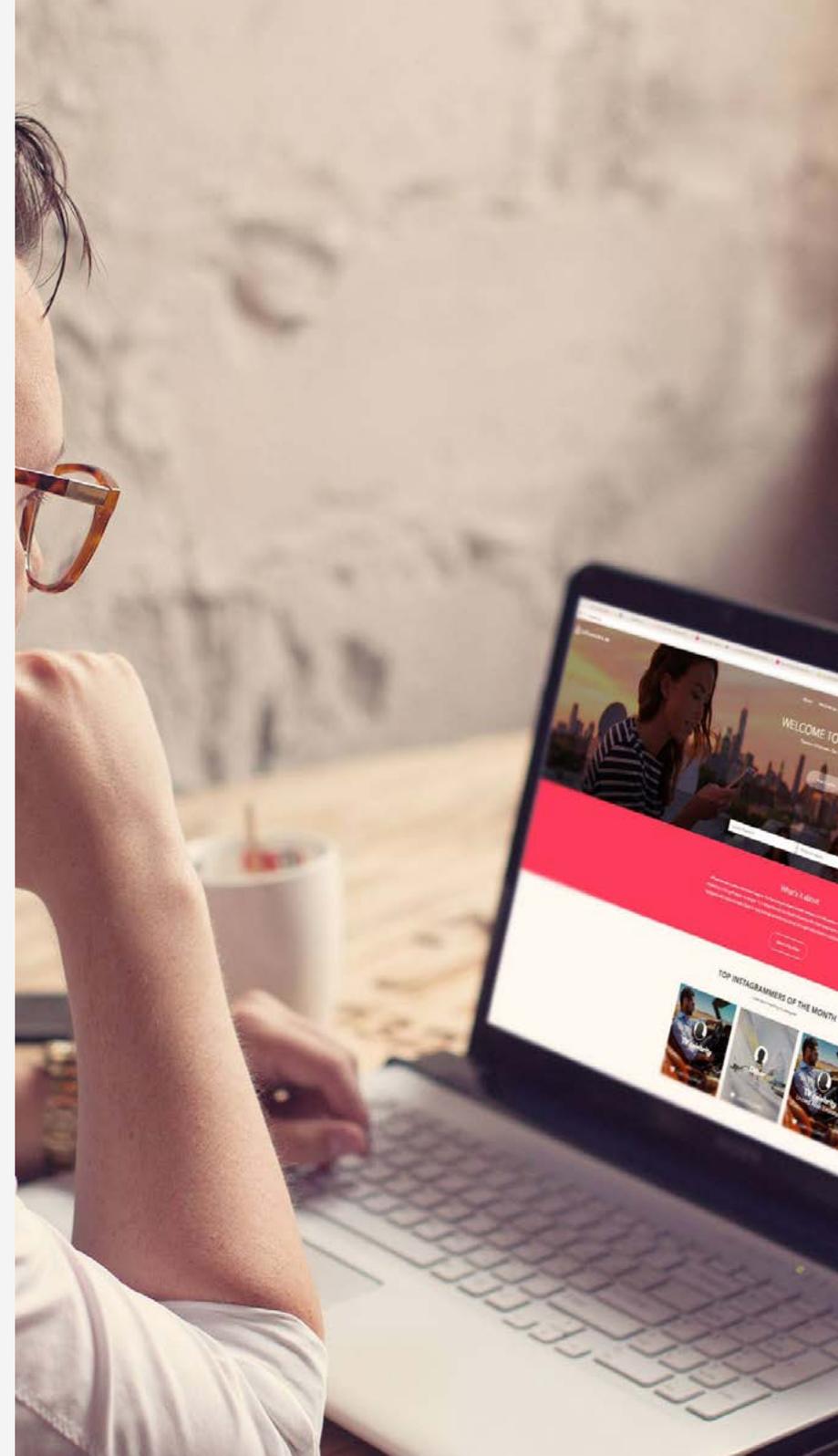
Till now.

That's where **influencers.ae** comes in. To slide effortlessly into your marketing plans and get you the voice for your brand that leads to relevant, measurable and effective **impact.**

# THE FUTURE IS HERE. AND IS HERE TO STAY.

**Influencers.ae** is the proverbial game-changer in digital marketing. That's because we have grabbed the idea influencer marketing, and put a fresh spin on it. By making it seamless and streamlined for everyone involved.

The concept is so simple, you'd wonder why nobody thought about it before. Well, we did. And perfected it by creating Influencers.ae. A hub where the brand meets the right influencer, and gets down to business. No unwanted hassles, no prolonged searches. Just the sharpest way to find the **right** voice for your brand.



## 3 LITTLE STEPS. 1 GIANT LEAP.

**Influencers.ae** is where you get to the business end of your influencer marketing plan in three easy steps.

- **Step 1** is when you search for and discover the perfect fit for your campaign using our indigenously developed search tool.
- **Step 2** is where you compare multiple influencers to further shortlist your choice.
- **Step 3** is how you book the shortlisted Influencer with just a click.



### Discover

Find the right voice for your campaign using our intuitive search function.



### Compare

Analyze strengths of multiple Influencers to select the perfect match for you.



### Book

Enroll the Influencer of your choice securely with just a single click.

# A HAZARD-FREE PLATFORM FOR A HASSLE-FREE EXPERIENCE

When it comes to implementing a risk-free, faultless operation, we run an airtight ship. Which means we leave no stone unturned, and leave no room for error so that the Influencer you choose meets your precise needs.

Our algorithms are developed to go deep and wide into the web to accurately pinpoint the geographic and demographic reach of the Influencer, the impact they have caused and their relevance in the market. Answers for fundamental yet significant questions are unearthed. Is the Influencer currently active? Is the Influencer a real person or a bot? Every i is dotted and every t crossed. And a comprehensive overview of your Influencer is presented in an easy-to-refer format.

The payment modules too are transparent and secure with multiple levels of encryption and safety rails. The platform establishes a direct link between the brand and the Influencer for a **streamlined** experience.



## Easy

Hassle-free way to choose and book your influencer



## Effective

Influencers with proven credibility to deliver results



## Ensured

Trustworthy and secure way to transact



## RESULTS YOU CAN COUNT ON

The proof, of course, lies in the pudding. Which is why, we can serve you the dessert in any form you like. Post-campaign, we will sit down with our magnifying glasses and dissection boxes to analyze the results. Each number, every figure will be accounted for, and culminate into a comprehensive report.

**Quantifiable** and tangible results will precisely tell you the exact impact of the campaign. This will not only help you measure the success, but also course-correct and develop future campaigns.



## THE AGENCY ADVANTAGE

As marketing & communication partners to their clients, agencies continuously look to add value to the services they provide. And it's safe to assume Influencer Marketing will always feature prominently in the plan. Well we can help you with that, and then some. We can create customized reports – both pre and post campaigns – that will capture every aspect in detail. Everything from Influencer Profile to Campaign Impact will be inundated with on-ground data and facts. So that your clients see the true value you bring to the table. Strengthening partnerships and reinforcing efficacy can only mean one thing – a **happy** client at the end of the day.

# INTERESTED IN INFLUENCING?

It's not a matter of "If" but "When".  
And the answer to When is Now!  
Get in touch with us right away,  
and we'll tell you more about how this works.

REACH US

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