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82 Marketers Explain How To Be Successful With Influencer Marketing

Give a reason to share in the first place

Jamie Izaks of [All Points Public Relations](#) recommends this approach: “Not unlike courting, it’s important to capture influencers’ attention and properly engage them. Follow them, “like” and leave a comment on a few of their posts. If they’ve posted content about your brand or have visited one of your stores before, thank them for being a fan.

Once you’ve become acquainted, reach out via direct message or email. Before you hit send, consider what you can do to stand out in a flooded inbox. Many influencers are being contacted by brands on a day-to-day basis for promotional opportunities, so it’s important that your message stands out. Take the time to look through their profile and offer them an experience that fits their lifestyle, aesthetic and social media feed.”