

influicity

THE BENEFITS OF ALWAYS-ON INFLUENCER CAMPAIGNS





INTRO



With a skyrocketing return on influencer investments, marketers have been exploring methods to leverage long-term campaigns as a key component of their marketing strategy.

Why? Always-on influencer campaigns provide a set of advantages unique to longstanding partnerships.

Discover the **benefits of always-on influencer campaigns** and why your brand should strap in for the long haul.



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Authentic Content



Message Repetition



Creative Freedom



Affiliate Programs



Long-Term Value



AUTHENTICITY



The longer the campaign, the more authentic the partnership.

When a brand is integrated into influencer's content over a long period of time, the advocacy feels genuine. Unlike one-off posts, ongoing support for a product and/or service strengthens audience trust and confidence in an endorsement.

REPETITION



Repetition. Repetition. Repetition. If you want your key message to resonate with your target audience, you need repetition.

Always-on campaigns ensure your message is not only consumed by an audience, but remembered. An influencer's followers are more likely to recall a social endorsement during purchasing decisions with consistent sponsored content.





CREATIVE FREEDOM



Always-on campaigns provide the opportunity for influencers to get more involved in decision making.

They know your brand, your key message, and your audience.

Leverage their long-term insight into your campaign during the creative process. They're ready for some creative freedom.



AFFILIATE PROGRAMS



Long-term influencer campaigns opens the door to affiliate programs.

An influencer affiliate program is a performance-based compensation model. Payment is based on either a percentage of sales or conversions.

Keep influencers motivated over a long period of time, while benefiting from a low risk, low cost method.





LONG-TERM VALUE



An always-on influencer campaign results in long-term value.

A long-term influencer partnership actively builds a new network of loyal customers for your brand. Audiences might not make a purchase the first time they consume a piece of content, but the likelihood greatly increases after the third or fourth time.

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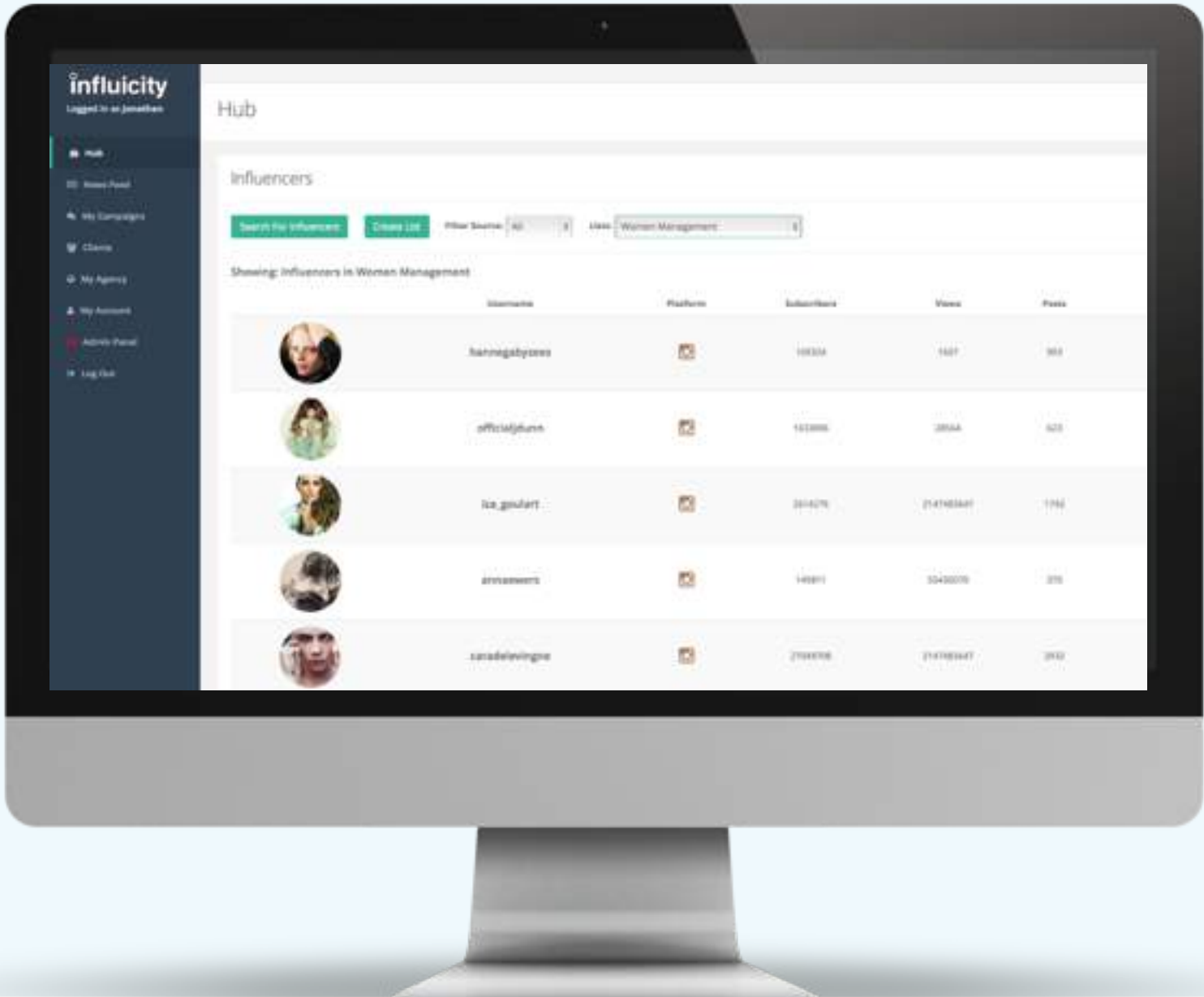


To maximize the return of your influencer campaigns, explore an always-on strategy.

By signing influencers for long-term endorsements, brands can benefit from gains exclusive to partnering with creators for the long haul.



ABOUT INFLUICITY



We are leaders in influencer marketing.

Influicity is a tech company enabling marketers, agencies, and publishers to **manage & scale** their influencer operations.

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