

ECOMMERCE OPTIMIZER

Influencer Marketing Strategy Checklist

Increased Brand Engagement In 2022

Your imagination only limits the influencer marketing strategies you employ. Listed below are just some of the methods we have used over the years.

- Brand Mentions**
- Sponsored Blog Posts**
- Sponsored Reviews**
- Sponsor A Podcast Series**
- Video Content**
- Branded Post**
- Account Takeover**
- Like/Share Different Content**
- Idea Pins**
- Cross-post**
- Amazon Posts**
- Amazon Live**
- How-To & Instructional Videos**
- Glowups**
- Contests**
- Thought Leadership**
- Take A Stand**
- User-Generated Content**
- Affiliate Marketing**
- Brand Ambassador**
- Non-Profit or Fundraising event**
- Media Coverage**
- Face Of The Brand**
- Public Events**
- Limited Editions**
- *Bonus* - Tradeshows**
- *Bonus* - Influencer Curated 'Best of' Guides**