

Influencer Marketing: 3 Golden Rules for Premium and Luxury Brands



In the marketing world, influencer marketing is currently on the rise as one of the new trendy ways to advertise your products and reach your target audience. Yet, does influencer marketing really work? The answer is yes!

The reason why influencer marketing seems to be so successful is that people trust people. When you find the right influencer who aligns with your brand's values, then you open another door to a whole new audience. People are [ten times more likely](#) to be influenced by a non-celebrity influencer on social media than by a celebrity.

You might still be wondering if it is necessary to implement influencer marketing into your marketing plan. Be sure to keep reading for our guide to the three golden rules you need to know about influencer marketing for premium and luxury brands.

1. Why You Should Use Influencer Marketing

If you're wondering about using influencer marketing for your business, then one thing to consider is the factors influencing makes on purchasing decisions. One of the largest factors of purchasing for many people is a recommendation. Surprisingly, [93% of consumers](#) say that a referral can affect their decision on whether to buy something or not. Influencer marketing is the best way for you to reach your audience and convince them to buy your products.

2. What to pay an Influencer

Influencer marketing, when thinking of your budget and what you're willing to spend, you'll have to think about how much to pay for an influencer to promote your products. Each influencer could have a set price for how much it is to work with them, or you can discuss the costs when you partner together. This varies depending on how many followers the influencer has and what their reach is. Many micro-influencers (influencers with a smaller audience) will take payment in the form of a gifted product, otherwise known as seeding. They will accept your products as payment, and in return, they will create a post centered around what they received.

3. Planning Your Influencer Marketing Campaigns

Once you've contacted an influencer and they're ready to work with you, now you need to decide what type of campaign you will run. There are many different ways that influencers can promote your products. You want to make sure that they do it authentically so that it doesn't seem like another advertisement.

Instagram Story - An Instagram Story is a reliable way to get people directly to your products if the influencer can include a link.

Contest or Giveaway - Running a contest or giveaway can benefit both you and the influencer. You'll both get more social media followers and brand awareness.

Sponsored Post - A sponsored post on your preferred social media platform is a safe way to get the word out about your products.

These are only a few ways that influencers can promote your products or services to their followers. Sometimes the best way to do it is to let them get creative. You can ask to approve the post to make sure that it is something that you want and fits with your brand before it goes public.

The Bottomline on Influencer Marketing

If you're looking for influencers on your own, then you should start by doing research. Deciding on who your target audience will connect with is a great place to start looking for an influencer. You also need to find someone who aligns with your brand's values and is similar to your brand. You can even pair with a company to help you find an influencer through an influencer marketing hub. Companies will network with influencers, and they know the industry inside and out. They will also have a better grasp on each of their influencer marketing success metrics to help gauge what an influencer can do for you. Our influencer marketing hub, [WhiteLikes](#), helps connect you with influencers that match your brand's needs and values. As experts in luxury, fashion and lifestyle, we can help you find the best luxury influencers for your next campaign. You'll receive dedicated support from WHITE Communications as we manage the process of your campaign from start to finish. If you don't know how to start with influencer marketing, then we have you covered. Learn more about [what we do](#) and get in contact with us today!