

ANALYZING THE IMPORTANCE OF CONVERSION OPTIMIZATION FOR INFLUENCER CAMPAIGNS



CONVERSION OPTIMIZATION FOR INFLUENCER MARKETING

Conversion Optimization is the process of improving the efficiency of influencer campaigns in order to increase the likelihood of converting visitors into customers (or to achieve the goal of the campaign).



HOW TO OPTIMIZE CONVERSIONS

1.

RETARGETING VIA PAID MEDIA & CONTENT SEQUENCES POST INFLUENCER CAMPAIGN

65%

of online viewers notice and consider ads showing products they already viewed

Retargeted customers are **3x** more likely to click on your ad than new customers

People who see retargeted ads are up to **70%** more likely to convert

Web traffic can increase by a staggering **700%** with retargeting

On average, retargeting ad performance is **10x** better than a regular display ad

Retargeting generated the highest lift in business name searches by **1,046%**

WHY DO CONSUMERS CLICK ON RETARGETED ADS?

37%

They are drawn to the product shown

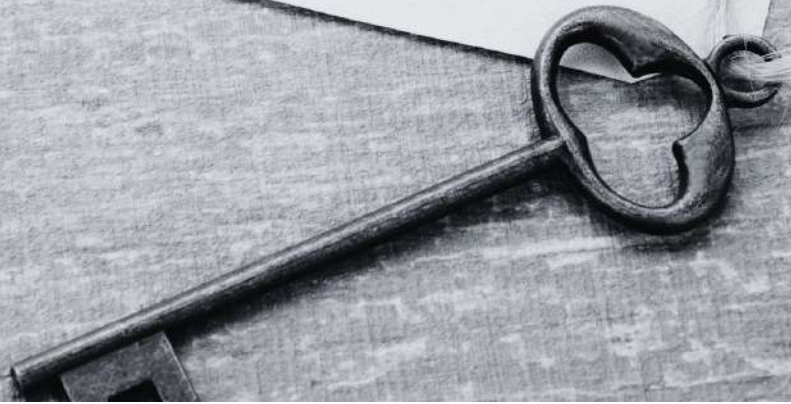
28%

Targeted ads make it easy to visit a site they already intend to visit

21%

They want to find out more about the product

If your agency is smart enough to loop in micro-influencers to create really great content around your client persona's pain points, you could reuse that content in your retargeting ads.



2. KEYWORDS

Keywords are vital for driving conversions after running an influencer marketing campaign.

We know that the next step in the customer conversion journey is a whole TON of research.

So your agency should create keyword optimized content that lives on your website and addresses the **specific pain points** of your ideal client. This keeps interested prospects warming up in your funnel.



Website implementing
keywords

VS



Website not
implementing keywords

50%

Organic Traffic

10%

20%

Click-through Rate
(CTR)

5%

20%

Conversion Rate

5%

3. LONG-TERM RELATIONSHIPS

Nowadays consumers needed a lot more time to make a decision about purchasing something.

Long-term influencer collaborations create more touchpoints with a potential consumer

Today we need approximately 8 touchpoints before we decide to purchase a product or service.

69%

Consumers trust influencers' recommendations more than brands' recommendations

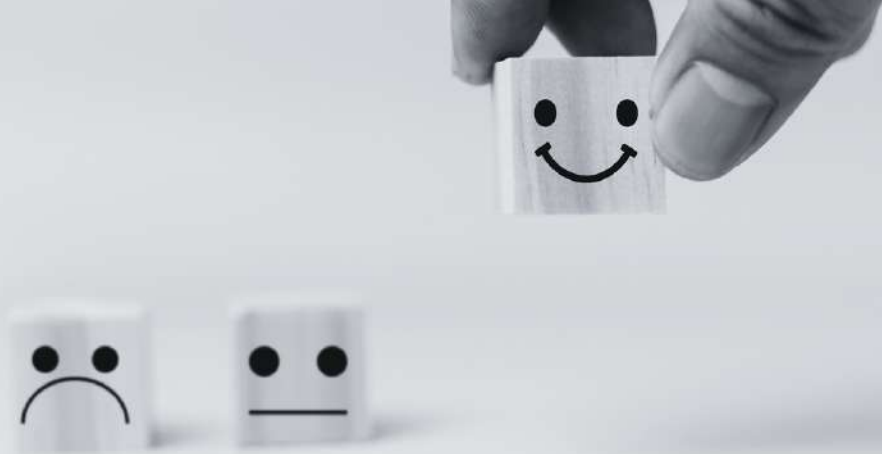
61%

Trust Influencer Recommendations

38%

Trust Branded Social Media Content





4. CUSTOMER FEEDBACKS AND SURVEYS

Feedbacks and surveys provides your brand with reliable, primary data that can help build creative concepts for influencer campaigns. The more direct feedback you have from your client persona about their experience with your product, the more you're able to build narratives that deeply resonate with your audience.

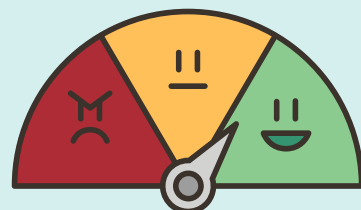
Businesses who measure customer satisfaction are **33%** more likely to describe themselves as successful than those who don't

By leveraging insights gained from customer feedback, businesses can tailor their messaging, offers, and marketing channels to align more closely with customer preferences. This targeted approach can result in increased click-through rates (CTRs), conversion rates, and overall campaign success up to

30%

Additionally, by addressing customer concerns, preferences, and pain points, businesses can create more compelling and relevant marketing messages that resonate with their target audience. This can lead to improved conversion rates up to

20%



5. PROMO & DISCOUNTS

A recent study by Grapevine found that the average rate of conversion through influencers is **2.5%**



BUT, it always depends on how you play your cards...

Rolling campaigns, which are easy to use and take only a little effort, register, on average, a conversion rate between

3% and 5.8%



When influencers and brands manage to perfectly align thanks to agencies, a single campaign can register a conversion rate between **12% and 15%**



RECOMMENDATION

7.

RECAP: USING CONVERSION OPTIMIZATION TO BUILD HIGH PERFORMING INFLUENCER CAMPAIGNS

 **RETARGETING VIA PAID MEDIA & CONTENT SEQUENCES POST-CAMPAIGNS**

 **IMPLEMENT A STRONG **KEYWORDS'** STRATEGY**

 **BUILD **LONG-TERM RELATIONSHIPS** WITH INFLUENCERS**

 **COLLECT & IMPLEMENT **CUSTOMERS'** FEEDBACKS**

 **OFFER **PROMO & DISCOUNTS****

Implementing **conversion optimization** after an influencer campaign can drive significant improvements in a brand's revenues, brand awareness, and overall growth.

By optimizing the user experience, leveraging data-driven insights, and continuously refining marketing strategies, brands can achieve higher conversion rates, increased sales, and enhanced brand recognition.

Neglecting Conversion Optimization opportunities post campaigns will result in **missed growth potential and falling behind competitors.**

References

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THANK YOU



Founder,
Sarah Saffari

“Influencers are the new power players in the world of advertising, and the key to unlocking the hearts and minds of today’s consumers.” –
Jeff Bullas



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