



Getting Started With Influencer Marketing

// When you think about Influencer Marketing, you might think of how many “likes” you can get on Facebook or subscribers on YouTube. But I’m here to tell you that is only a small sliver of what Influencer Marketing can yield. The true value of Influencer Marketing is trying to create an influence beyond your sales reps and marketing team by building a collection of perceptions and

Our brands need to live organically across the digital channels and social networks they engage with. And our brand messages need to be succinct, to the point, and developed with a digital-first mindset.

sharing them out. And even though Pharma marketing is so heavily regulated,

we have created a way to achieve breakthrough success in spite of these obstacles. ***But first things first: what is Influencer Marketing, and what are influencers?***

An influencer is someone who has the ability to change behaviors or impact purchase decisions in a specific context.

Leverage a deeper understanding of influencer marketing for your brand. Contact David Zaritsky at dzaritsky@PulseCX.com to talk and review relevant case studies.

On the social web, influencers have earned an engaged audience by producing content on specific topics. Influencer Marketing aims to harness the influence of those key individuals on the social web to meet a business goal by building mutually beneficial relationships. To make a true impact on your business, influencers need **3 main components: Reach, Relevance, and Resonance**. Reach essentially measures how many targets the influencer can impact. Relevance involves ensuring that the influencer is a relevant figure in their community. Resonance, possibly the most important quality, ensures that their audience will walk away with a lasting memory of the influencer's content.

The best way to get started is to follow this 5-step framework for Influencer Marketing:

- 1 // Before reaching out to your influencer, you must first define your online audience and determine how they discover, evaluate, decide, and buy. This “discovery phase” is just the first step of a much larger Vision and Audit process. This is where the needs and wants of your characters, aka targets, will come into play. For example, why would you target Facebook when your audience might not even care about Facebook or interact there? That's why it's essential for you to take the time to define and understand your audience.
- 2 // Then you must identify the right influence. Because influence is contextual, you must find people who produce and share the kind of content that can impact your business or your buyer's decision-making process. Why? You know the answer all too well. Pharma isn't the world's most trusted entity. But for like-minded people, an authoritative figure within their own realm can become powerful, trusted advisors.
- 3 // Next, you must listen to your influencers and monitor their content to make sure they are truly the right fit. What topics do they write about? What do they share? What questions does their audience ask?
- 4 // Now you can start building a relationship with your influencers. Get to know them and gain their trust. You can achieve this by simply following them online, sharing their content, and linking other helpful content to them. Later on, you can offer them a few smaller “incentives” like exclusive experiences, events, and specialized content.
- 5 // Lastly, it is important to keep track of these new relationships you are building in order to learn and iterate. Maintain constant contact between your company and your influencer(s), solicit feedback, measure impact, and analyze data.



Influencer Marketing may seem complicated at first, but it is the **fastest-growing marketing technique among all other industries**. It's time for Pharma to catch up and get in touch with this form of marketing as soon as possible.

Ready to take the next steps in Influencer Marketing? Contact David Zaritsky at dzaritsky@PulseCX.com to discuss and to see some CX case studies that are relevant to you and your team.