

The Age of the influencer

From 'grandma' influencers to 'cleaning' influencers, there is now an online community (and an influencer) for every niche.

The pandemic has further fuelled this content creator growth, with a 45% increase in influencers on TikTok in 2021 alone. So whether you're wanting to promote luxury make-up or squeaky toys, there's an influencer for that.

Helping bridge brands and consumers, content creators provide an authentic platform to share products in a relatable and engaging context. It's no surprise that 80% of consumers have purchased something via an influencer recommendation. One survey even found that 38% of shoppers rely on reviews from influencers for their purchasing choices.

However, an influencer's impact can be far greater than just their follower count. With carefully selected talent your campaigns can work even harder and secure media coverage, amplifying your message.

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Source: www.warc.com



Aldi Posh Pooch

We teamed up with the UK's poshest pooch, Lloyd a former Burberry model, to test out Aldi's winter pet range. Reached 30k with over 3,500 engagements, secured 16 pieces of national coverage and the parka modelled by Lloyd sold out within the first week!



"80% of consumers have purchased something via an influencer recommendation."

Source: startupbonsai.com



Aldi Influencer Gifting

Encouraging mid-tier influencers to drive engagement and generate buzz on social for the latest Aldi products - our Halloween send out generated a 93.3% conversion rate and reached an audience size of 215.3k.



#SaintAgurChallenge

We had legendary French chef Raymond Blanc challenge cheeselovers to make one of his new Saint Agur recipes by creating a programme of influencer activity incl 3x top tier foodie influencers (437k followers) and 14x micro-influencers (104.6k followers). Results incl a 29.2% increase in Instagram followers, 295% increase in owned impressions and over 2,000 competition entries.



Hill's #MissionForeverFriend

Worked with celebrity influencer, Gemma Atkinson and micro-influencers to support a month-long shelter campaign for Hill's. Influencer activity, UGC branded posts and a targeted paid campaign not only generated 14.2k engagements across Instagram but also secured 13 pieces of consumer and national coverage incl Glamour, Hello!, Daily Star.

38% of shoppers rely on reviews from influencers for their purchasing choices.

Source: www.slicktext.com



Our award-winning team harmoniously combines expertise in both PR and digital to create powerful influencer marketing campaigns that achieve memorable and measurable results. If you need a 'dog-fluencer' or a 'skin-fluencer', if you want one-off campaigns or ongoing content creator ambassadors, we're here to help you navigate the age of the Influencer.

We offer hands on experience and a team of digital / influencer experts working across the likes of clients, past and present, including:



To see how we can create a clever influencer campaign for you in 2022,

please email

Debbie Little

