

# INFLUENCERS

## Have a powerful effect on the future of your business

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### What is an influencer?

An 'Influencer' as I choose to categorise or coin them - is the broader market that may or may not buy your product or service - yet should be taken into thoughtful consideration when constructing & marketing your brand.

What is the broader market exactly? They are the tangible but often neglected 25-40 year old medium to high income professionals & spouses, that know what is going on in marketing - & primarily the internet.

But how is this relevant to you & your product & service - shouldn't you be targeting your core or niche market?

Yes you should - however this 'Influencer' market group also needs to be part of your branding & marketing strategy.

Ideally Influencers should be taken into consideration from the very beginning of branding construction, planning & design, when you first open for business. If they are not taken into consideration - you will forever be - pushing up hill - spending too much time marketing & generally making everything way harder than it needs to be - or even exhausting & seemingly impossible.

### Why I am writing about them?

It's clear from my experience observing business owners that want more sales, that this market is often entirely neglected, unseen & invisible to many - & I would generalise & say invisible to most owners & many managers. Yet it is a tangible asset to be tapped & it needs to be nurtured if you want your local or global company to succeed - on a consistent basis.

### Picture this if you will:

Someone in an organisation wants to update their suppliers or buy products or invest in fine assets & add a new dimension to their business, or life. They research, they ask around - they most often drop where they fall when making a decision due to time constraints or other very common factors.

Many of the last few people they probably spoke to were 'Influencers' recommending products & services they may not of even used themselves but have heard about or are considering.

**If you truly want your service, or product to be on everyone's lips - or at least reach a new profit level, you need to know about 'influencers' - & how to influence a wide variety of people - some whom you may even not of thought of reaching before or that you may of thought were irrelevant.**



'Influencers are continually talking, & could be tapping away at your brand, it's image & perception. Understanding how to work 'Influencers' to your advantage - in a positive way benefits your business & the influencers.'



**This Article is by: Julinda**

### ABOUT JULINDA:

Julinda is a designer & marketing professional. With a passion for photography & Multi Media.

With a proven track record in multi faceted roles that include sales, management & generating multi million dollar turnover. She enjoys working for her company - by designing & marketing.

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