

# INFLUENCER MARKETING FOR B2B COMPANIES

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Did you know that influencer marketing is not just for B2C businesses?

Influencer marketing is becoming increasingly popular as a B2B marketing technique since it provides customers with information and perspectives about your product from someone they already know and trust. Consider this:



# How To Start Building Your B2B Influencer Marketing Strategy

According to HubSpot's 2022 Marketing Industry Trends, Influencer Marketing is the most popular and effective trend with the highest ROI, with 34 percent of marketers using it. How can we incorporate this into our B2B marketing practices?

## How You Can Start Building Your B2B Influencer Marketing Strategy



### Set SMART Goals and KPIs

The first thing you should always do when setting up any marketing campaigns is to establish what your goals are. After your objectives have been defined, the next step is to assign KPIs to each goal.



### Set Up a Budget

Set aside a dedicated budget for your influencer campaign. Factor in expenses such as influencer fee, advertising and promotion costs, content creation, research and analysis, etc.



### Identify Influencers Your Clients Already Follow

If recommendations came from influencers your customers already know, more positive attributes and associations will be ascribed to your brand. It will also go a long way to enhance the credibility of the content you create with these influencers.



### Analyse Target Influencers

Understanding whether the influencer has a good fit with your brand image is important to send a consistent message to your target audience.



### Nurture Influencer Relationships

This step is especially important for B2B Influencer Marketing. Doing so will lay the foundation for a strong collaboration, allowing the process to become easier as you start your influencer campaign.



### Educate Your Influencers

Get your influencers to be familiarised with your brand by educating them with your values and vision. Provide extensive product/service information and make sure that your influencers communicate to their audience what you want to achieve in your goals.



### Monitor and Measure

Use monitoring tools such as Google Analytics to keep track of your influencers' performance.

Catch the full blog here: <https://www.vktransformation.com/post/how-to-use-influencer-marketing-for-b2b-to-drive-revenue>

Read more quick tips on how you can get started on B2B influencer marketing here: <https://www.instagram.com/p/CZgPtLdPdc8/>



# Evaluating the Success of Your B2B Influencer Marketing Strategy

Setting objectives is an important part of every marketing effort, with a return on investment (ROI) of 11 times that of banner ads, influencer marketing is no exception. Evaluating your campaign performance enables you to comprehend why your earlier strategies failed, and it also aids you in developing future influencer marketing strategies.

Consider the following metrics:

## Evaluating the Success of Your B2B Influencer Marketing Strategy



**Number of Impressions**

This refers to the total number of times your campaign post was actually seen by people. It's a crucial measure since not everyone in your influencers' networks will see the message.



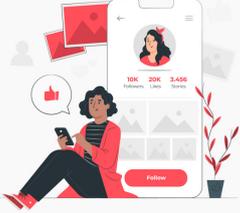
**Total Interaction With the Campaign**

Here, we want to keep track of the overall engagement with the campaign posts, such as likes, comments, post clicks, and re-shares.



**Click-Through-Rate (CTR)**

It is important to observe and take note of how many times the campaign post was clicked on in order to compute the CTR. These measurements show how engaged and relevant the audience is.



**Company Page Follower Count**

You might also track and measure the number of followers your company page earned during and after the influencer marketing campaign.



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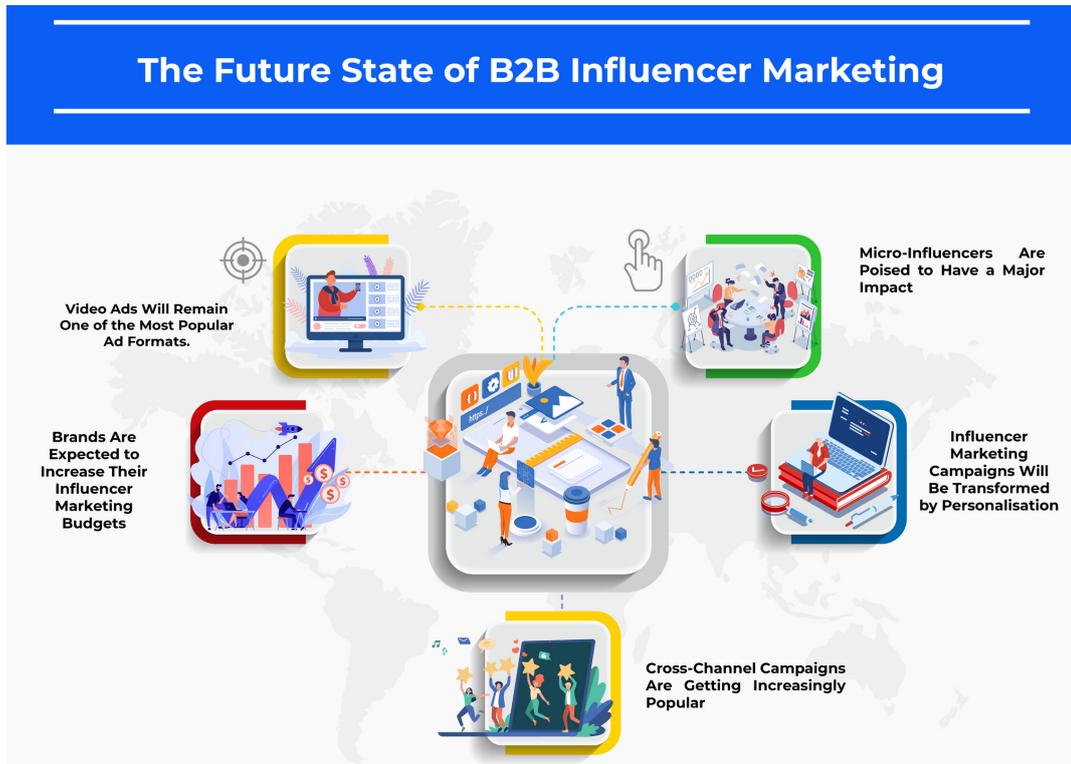
Catch the full blog here: <https://www.vktransformation.com/post/metrics-for-measuring-the-success-of-your-b2b-influencer-marketing-strategy>

Check out how large companies like IBM, SAP and Cherwell have leveraged on B2B influencer marketing in their campaigns: <https://www.instagram.com/p/CaT7TTcOzuN/>



## The Future State of B2B Influencer Marketing

Five trends to watch for the coming year:



Catch the full blog here: <https://www.vktransformation.com/post/the-current-and-future-state-of-b2b-influencer-marketing-top-five-insights-for-2022>

Sources:

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<https://marxcommunications.com/how-to-build-a-successful-b2b-influencer-marketing-strategy>

<https://www.tapinfluence.com/influencer-marketing-statistics/>

<https://www.marketingprofs.com/articles/2021/45370/five-b2b-influencer-marketing-guidelines-for-brands>

### Capture and Retain Loyal Customers Through B2B Influencer Marketing

Here at VKT, we have a full-fledged 360° Digital Marketing Programme aimed at accelerating growth for your business. Expect not only solutions in B2B Influencer Marketing, but also a range of services from Branding to Social Media Management.

With our experienced EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate with up to 80% funding. This maximum support level of up to 80% for the Enterprise Development Grant is valid till 31 March 2022. So, wait no longer and contact us now for a virtual coffee chat to learn more about how you can leverage our expertise to begin your B2B Influencer Marketing journey today!

### FOR MORE DETAILS, CONTACT US TODAY

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For more information reach out to us on our [website](#) and feel free to share our newsletter.

