

Guide to Retail Influencer Marketing





14%
ROI

Q Beauty



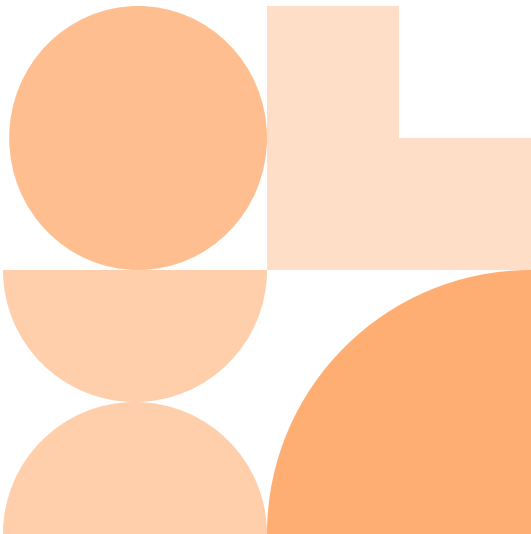
Scale Your Influencer Marketing Program Faster

Find the right influencers, manage campaigns & payments, increase your bandwidth and get real ROI.

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Retail

Modern consumers are faced with many brands to pick from and the ability to make almost any purchase online. As such, the retail vertical has utilized influencer marketing as a means to establish consumer trust, stand out from its competition, and entice consumers to make in-store (or online) purchases.

Target Platforms



Instagram

Showcase products via video content or static photos. Capitalize on in-app shopping features, and highlight in-store experiences.



TikTok

Reach younger audiences and leverage creators to produce content showcasing the unique value of an in-store experience.



YouTube

Leverage this channel to create long-form video content with more in-depth reviews of products and shopping hauls.



Pinterest

This is a great platform for producing evergreen content with extended lifetime value (LTV) that allows consumers to discover and purchase products.

Influencer Persona

Retail encompasses a range of verticals within it, so the best partnerships use creators that align with the specific brand's voice, tone, and values.

Fashion influencers are a great fit for promoting products. For example, a [popular retailer](#) used fashion creators to drive 168% ROI in online and in-store sales.

Nano and Micro influencers can be used to generate ratings, reviews, or referrals to increase both brand awareness and consumer trust.

Strategies for Retail Brands

Campaign brief

Brands should include specifics on what products or brand messaging to highlight in the content, while still allowing for creative freedom.

In-store content

Content created in retail locations can inspire shopping and showcase the value provided by an in-store experience. In large stores, this can help guide the consumer to the relevant areas of the store containing the products or promotions being highlighted.

Always-on referral programs

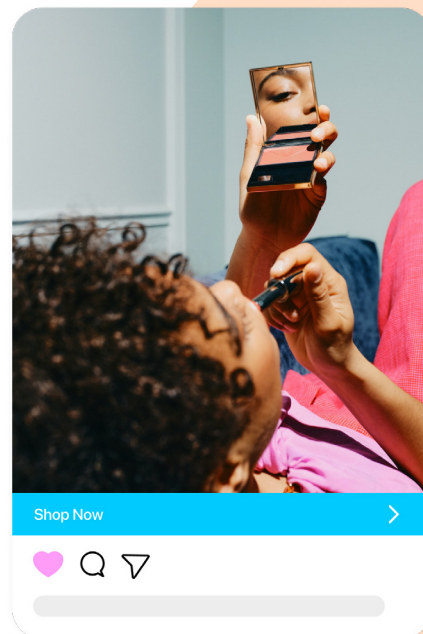
With the objective of increasing online sales, these referrers will share coupon codes or promotions via their amplification to drive clicks and conversions for your brand.

Content syndication

Brands should syndicate across their own channels but also across mediums like blogs, within in-store videos, on digital billboards or mall kiosks, and in printed lookbooks or other marketing materials.

Tiered influencer approach

For Nano, Micro, and Macro influencers, creating a different strategy that capitalizes on the strengths of each tier will increase performance and fully leverage the unique benefits of these different influencer personas.



Customize Your Later Influence Plan

Click below for a platform demo to learn more.

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Influencer Trends And Opportunities For Retail Brands

Opportunity: Gen Z Partnerships

Gen Z is continuing to grow in terms of buying power. This generation is tech-savvy and requires unique marketing strategies to penetrate.

Many brands are taking advantage of Gen Z partnerships to create original and humorous content that showcases the brand's ability to relate to this younger audience and highlights the value of retail shopping experiences.

[Champs Sports](#) was able to partner with Gen Z and achieve impressive engagement rates through their NIL campaign with [Later Influence](#).

Trend: Shoppable Experiences

With many ways to purchase products, the consumer has more power to discover new products through social commerce, allowing brands to capitalize on driving purchases via influencer marketing.

Read More



Later Blog

7 Influencer Marketing Campaigns to Inspire Your Next Launch

Crush your campaign goals 🥤

Want Some Additional Resources?

Check out these Influencer Marketing Blogs and Free Resources:

- [Influencer Marketing 101: Free Course](#)
- [How Later's Team Builds Their Influencer Marketing Strategy](#)
- [How to Find Instagram Influencers for Your Next Campaign](#)

Get Real Returns on Influencer Marketing

Power up your Influencer marketing strategy with Later Influence

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