

Influencer promotion

When KPIs are awareness, engagement or destination page traffic.

Recommendations

- **Permissions**
 - Brands will normally have permission to amplify influencer/creator content already developed together for use in paid media channels
- **Influencer handle**
 - Use the influencer's social handle in the format (as shown here) to add further credibility and encourage audience engagement
- **Drive website traffic**
 - Add a destination URL that goes to brand's landing page (which cannot be done in organic influencer promotion within social platforms)

[Click to see an example](#)

