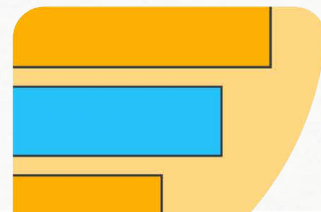
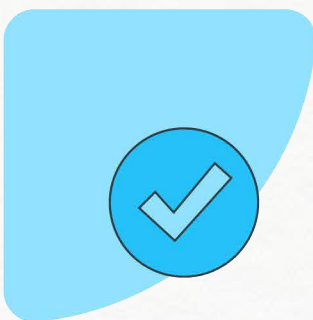
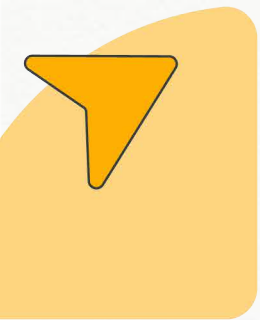
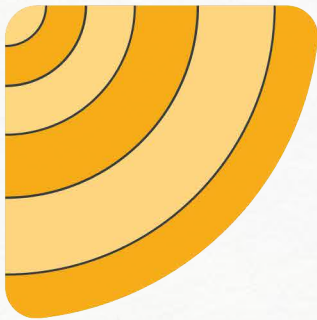


Mavrck by **Later**

# Your Guide to CPG Influencer Marketing

Use Later's free influencer marketing guide to plan your next campaign for consumer packaged goods brands.





## Social media management made easy

Crush your social goals, automate daily tasks, and turn followers into customers with Linkin.bio — all from one app.

[Get Started for Free](#)



## Take your influencer marketing to the next level

Easily manage your influencer programs in one place and deliver ROI consistently with tools that take the guesswork out of influencer marketing.

[Book a Free Demo](#)

# Consumer Packaged Goods

With such variety in the CPG vertical, brands have had a difficult time discovering which strategies prove most applicable and effective for their product offerings. As influencer marketing in this vertical develops, CPG brands are utilizing creative and innovative new ways to engage with consumers.

## Target Platforms



### Facebook

Great for engaging Gen X and Baby Boomer audiences, along with providing a space for consumer sentiment and connection.



### Instagram

Generate strong performing static and video content while leveraging a massive user base on this channel.



### TikTok

Engage younger audiences and incorporate CPG brands into trending topics and challenges for high levels of engagement.



### Snapchat

Skews to a younger demographic, this platform can help CPG products break into new audiences.

## Influencer Persona

**Parent influencers** can show how a brand's product fits into the family life and routine. Kraft focused on parent influencers in their #LoveForKraft campaign, and achieved 2.3M impressions and an average CPE of \$0.09.

**Reviews** provide in-depth analysis of products and usage. British influencer Dawn Farmer has made national headlines for her success in reviewing American snacks on TikTok.

**Sharing coupons or discounts** for CPG products via IGC can help drive awareness during key seasonal timeframes. Some examples of creators who do this are Toni Parrish, Greg That Dude, and One Cute Couponer.



## Content Strategies

### **Quality not quantity**

Fewer pieces of high-quality content provide more value to brands than lots of subpar content. However, don't forget to repurpose IGC across different marketing initiatives to get the most value from it.

### **Let the product shine**

Advise influencers to produce content with the product fully visible and easy to recognize.

### **A clear tie to retail**

In a retail partnership, make sure that the store is clearly mentioned or visually present in the content. For example, influencers can include the store's bag in their content, shoot photos in-store or outside of the store, or include paid partnership tags of retailers and brands.

## Influencer Strategies

### **Creative flexibility in brief**

Influencers can showcase product value in new ways that brands may not have considered, so allow for creative freedom.

### **Application questions**

Depending on the product, consider including application questions around competitors. For example, some brands don't want a creator promoting their shampoo and then a week later promoting a competitor's shampoo.

### **Get campaign requirements in order**

FTC has guidelines around what can and can't be in promotional content, so be sure influencers are aware of these guidelines and include them in the campaign brief.

# Influencer Trends In Consumer Packaged Goods

## Trend 1:

Continued value of reviews - According to McKinsey, almost 26% of the purchases are made based on recommendations, with a majority of references coming from online reviews.

## Trend 2:

E-commerce - CPG continues to leverage e-commerce tactics, with help from shoppable experiences on social media.

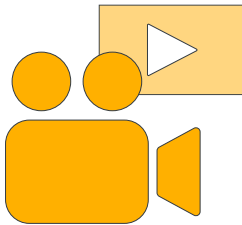
## Trend 3:

Complex customer journeys - The greater ability to personalize marketing has created more complex customer journeys, meaning the importance of aligning content across all channels continues to increase.



# Additional Resources

Bookmark this:



## Influencer Marketing 101: Free Course

This course will teach you everything you need to know to run a successful influencer campaign.

[Go to Course](#)



## Influencer & Creator Rates Revealed

We surveyed over 500 influencers and analyzed over 31K Instagram and TikTok posts to find out exactly how much \$\$\$ they're making from social media.

[Read Report](#)



## What Is an Influencer Marketing Platform? (+ Why You Need One)

Connect with creators, streamline campaign management, and report on results. Discover the benefits of having an influencer marketing platform for your next campaign.

[Read Blog Post](#)