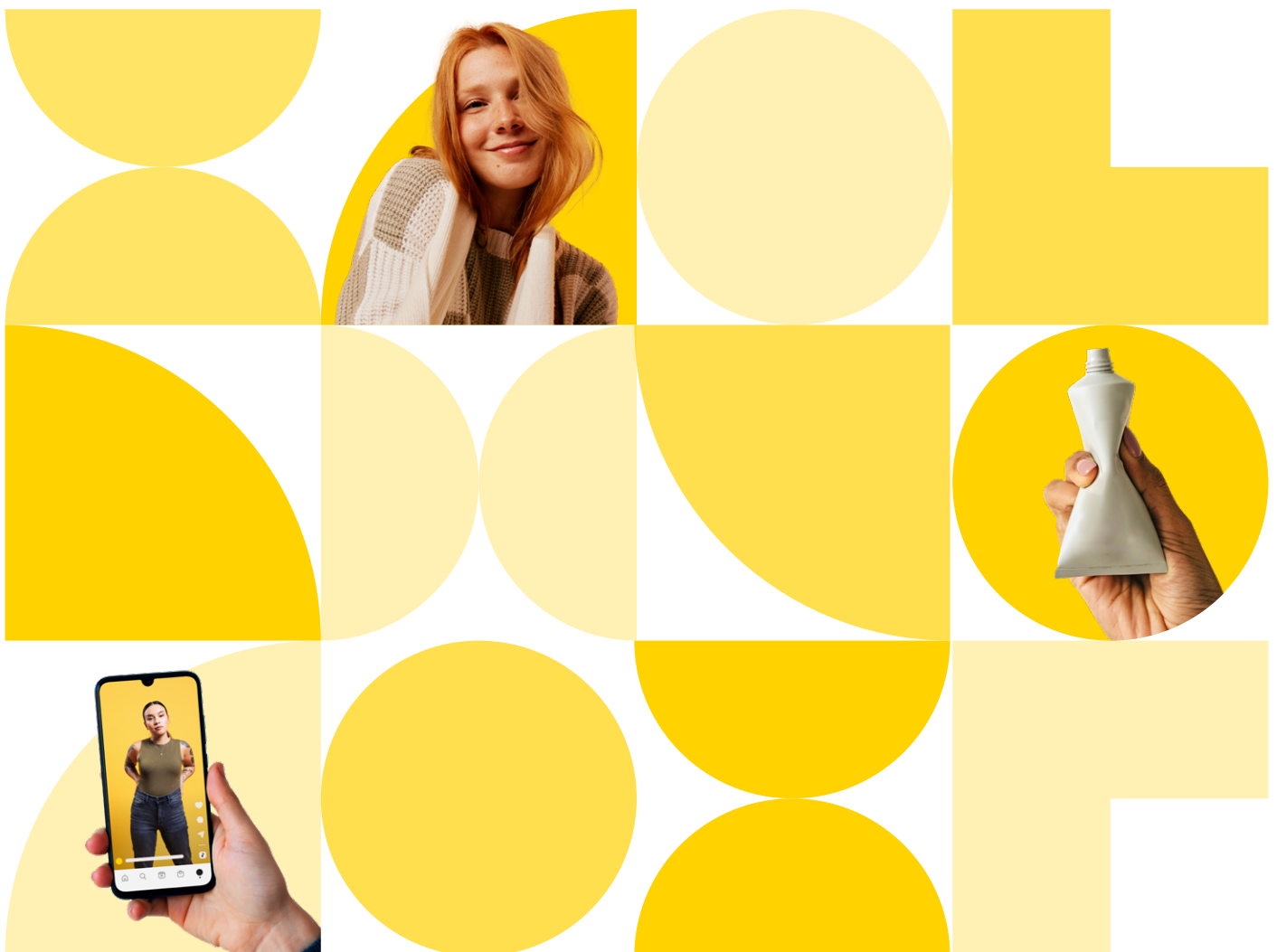
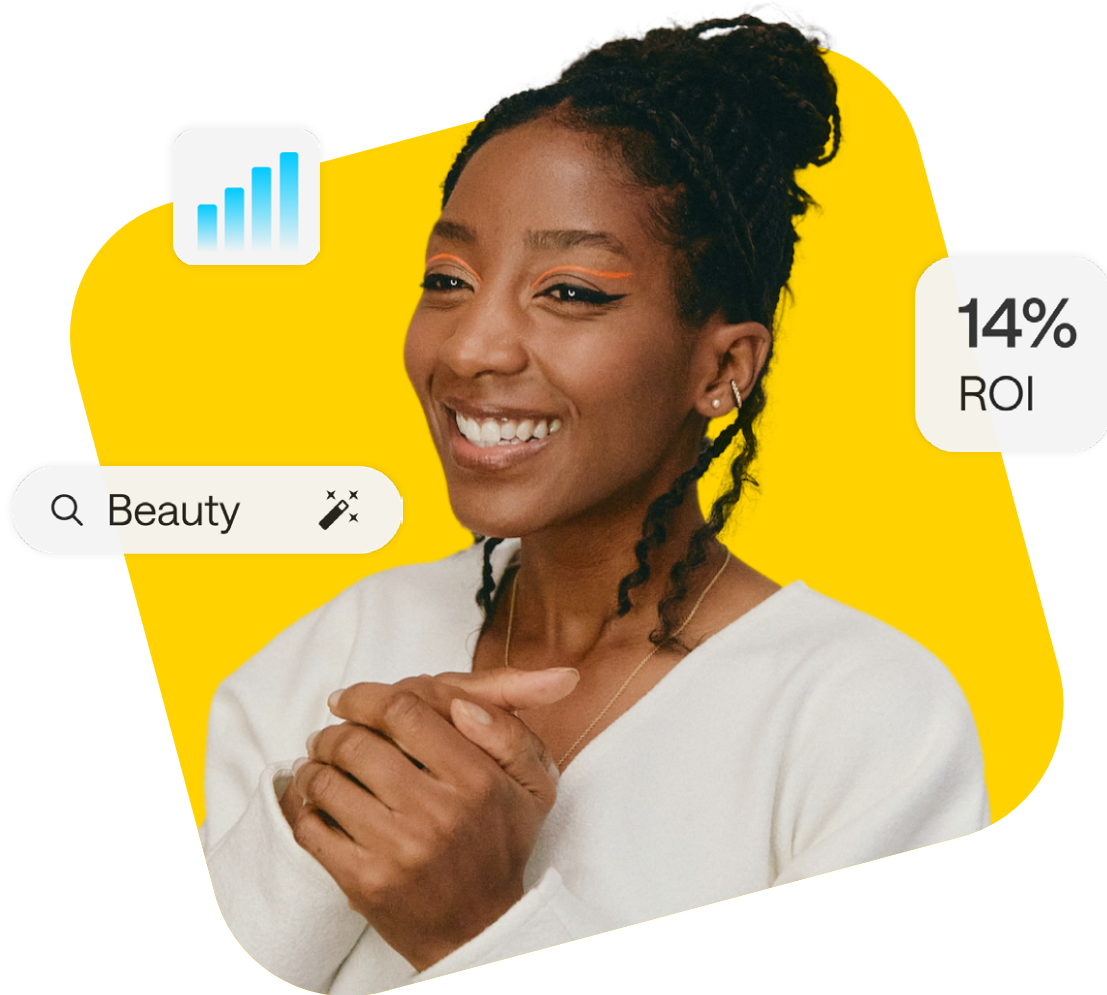


E-commerce & DTC Influencer Marketing Guide





Scale Your Influencer Marketing Program Faster

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

Get in Touch >

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E-commerce & DTC Brands

For brands in the E-commerce & DTC space, influencer marketing represents the opportunity to create a seamless customer journey and deepen consumer trust.

Target Platforms



Instagram

Use Instagram to showcase products via static or video content, and capitalize on robust shopping features and analytics.



TikTok

Reach younger audiences and leverage creators to produce unique content utilizing a TikTok Shop.



YouTube

Leverage YouTube to create longer-form video content that highlights products and includes Shopify capabilities.



Pinterest

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

Influencer Personas

E-commerce & DTC encompasses a range of verticals within it, so the best influencer partners depend on how well they align with your brand voice, tone, and values.

● Affiliates

Affiliates have the ability to generate sales in a cost-efficient way and are often used by E-commerce and DTC brands as an effective bottom of funnel strategy.

● Micro and Nano Influencers

Micro and Nano influencers can be utilized to generate ratings, reviews, or referrals for E-commerce & DTC brands to increase consumer trust on websites and throughout consumer purchase journeys, like Eyeconic who achieved an impressive 4.56x return on program spending.

Influencer Marketing for E-commerce and DTC Brands



Tracking

For campaigns, UTM links are an important aspect for tracking clicks and conversions. In addition, tracking promotional codes, redemption codes, and discount codes will help attach a dollar value to the hard work that influencers are doing.



Shoppable Posts and Affiliate

Make the purchase decision easy for consumers by seamlessly incorporating affiliate links into IGC and leveraging creators to produce shoppable content.



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 to Retail Partners or Website

Through this, brands will be able to drive higher conversion rates and sales, give shoppers product inspiration with authentic influencer content, plus drive more sales on retailer partner sites.

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



Tiered Influencer Approach

For Macro, Micro, and Nano 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.

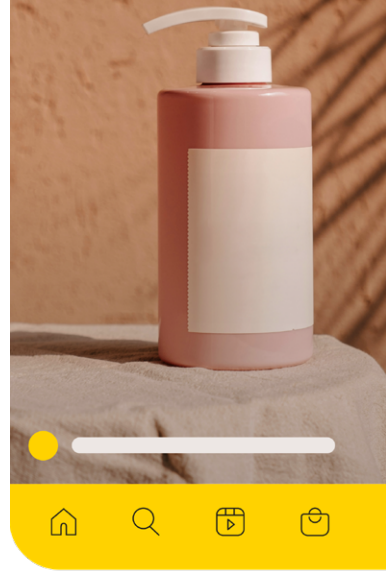
Campaign Opportunities for E-commerce and DTC Brands

Opportunity: Twitch Campaign

The live-streaming platform Twitch has been a historically underutilized social media network for many brands. By capitalizing on the loyal follower base of creators on Twitch, brands can establish deeper trust with prospective consumers and create unique long-form content that allows for more creativity and depth in the promotion of a brand's products or services.

Opportunity: UGC Campaign

Running a UGC (user-generated content) campaign or #challenge will give your consumers more ways to engage with your E-commerce or DTC brand in a fun and unique way. It will also provide your team with more free content that can be repurposed across your digital channels.



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:

- [8 Influencer Marketing Tips for Your Next Campaign](#)
- [What Is an Influencer Marketing Platform? \(+ Why You Need One\)](#)
- [What Is Social Proof & Why Does It Matter?](#)

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