

ENGAGE DIVERSE *Influencers*



ENGAGE DIVERSE INFLUENCERS

Engage diverse influencers. “Influencers” are people who have the attention of an audience—followers on social media, for instance—whose comments and suggestions can influence how that audience buys products and engages in activities. If you’re trying to attract people who are not your regular customer, you need to think outside the box when it comes to who could be your influencer. People follow others who look and act like them. And influencers don’t need to be celebrities. They can be someone local who has a large community network: president of the PTA, head of the YMCA, even your town’s mayor.

R3 TIP

Mothers are always looking for new activities to do with their kids. Appeal to them by reaching out to mommy-bloggers (yes, that’s a thing) and invite them to a fishing event or trip for free. When they post about what a fun experience they had with their child, their hundreds (maybe thousands!) of followers will be ready to get onboard.

70% of teenage YouTube subscribers say they relate to YouTube content creators more than traditional celebrities.

Source: The YouTube Generation Study.



IDEAS BEST SUITED FOR:

- Manufacturers
- Retailers

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60