



**ADACTION**



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**GET USERS TO  
LOVE YOUR APP WITH  
INFLUENCER MARKETING**

*HOW FINDING THE RIGHT  
INFLUENCER, PLATFORM,  
AND PARTNER CAN BOOST  
APP GROWTH*

**ADACTION.COM**

# INFLUENCER MARKETING AND YOUR APP: A STORY OF RESULTS



Does your app growth strategy need a kickstart—something different beyond keyword campaigns and traditional ads? [Get the boost you need with social media influencer marketing!](#)

A popular, newer tactic for social influencer campaigns is the performance-based campaign structure. In this eBook, we'll share the best way to use this strategy and best practices to grow your app.

## WHAT'S INSIDE:

- The Rise of Influencer Marketing
- What Is Performance-Based Influencer Marketing?
- Why Micro-Influencers Elicit More Trust Drive Better Results
- How Can Apps Find the Right Influencers?
- Performance-Based Influencer Marketing Ideas
- Stacks: Influence Performance Marketing Powered by AdAction

# THE RISE OF INFLUENCER MARKETING

Influencer marketing isn't exactly new. It started long before social media, when brands had spokespeople. Most were well-known names from TV, films, sports, the music industry, or other media. Much has changed since then, but the idea of using influential people to promote a product hasn't. Now it has its own category of marketing, and it's soaring.

Influencer marketing is projected to hit \$16.4 billion in 2022, and 66% of brands plan to increase their influencer budgets. One study found that influencer marketing performed 11 times better than traditional branded banner ads. Another found that businesses earn \$5.20 for every \$1 spent on influencer marketing, on average.



SOURCE: SHOPIFY

## WHY IS INFLUENCER MARKETING SO IMPACTFUL?

In general, consumers trust the recommendations of influencers much more than the brand itself.

Does that mean you should find anyone with a lot of followers and pay them for a few posts? Not necessarily. Like with any marketing effort, you should hone in on influencers that share similar target audiences to your app's target demographic.

## PERFORMANCE-BASED INFLUENCER MARKETING DEFINED



Most approaches to influencer marketing are flat fees paid to celebrities or social media juggernauts. Performance-based influencer marketing redefines the tactic, using a CPI (cost per install) model. Influencers create content and use a unique link to guide people to your app's profile page. If the user downloads it, you pay the influencer.

This process revolutionized the way apps think about influencer marketing. There are no blank checks, but rather a way to track the lift in uploads based on the influencer's post(s) performance.

A cost model isn't the only component in retooling influencer marketing. It's important to recognize that who your influencer is matters, too.

So, who should be your influencer? A Hollywood star? A social media diva? A professional athlete with a great smile?

**The simple answer is none of the above. The crux of deploying influencer marketing that works is tapping into micro-influencers who are experts in your genre.**

# WHY MICRO-INFLUENCERS ELICIT MORE TRUST AND DRIVE BETTER RESULTS

According to [a recent survey](#), consumers trust friends, family members and social influencers more than brands. The catch is that those influencers need to be relatable. Relatable content yields an average conversion rate of 82% (consumers downloading or purchasing from the ad).

However, to earn this trust, the influencers you choose to partner with should be legitimate thought leaders, with direct relevance to your category. Additionally, it's not celebrities that deliver these results. Instead, it's content creators who legitimately engage with your target audience and essentially "have their ear."

## DID YOU KNOW?

INFLUENCER-GENERATED CONTENT RECEIVES AN AVERAGE  
8X MORE ENGAGEMENT THAN BRANDED CONTENT.

90% OF INFLUENCER MARKETERS FIND THAT CREATOR  
CAMPAIGNS PRODUCE AS GOOD OR BETTER RETURNS THAN  
ALL OTHER MARKETING MEDIUMS.

(SOURCE: MEDIKIX, GRIN)

More data supports the conclusion that micro-influencers have the highest engagement rates. They outperformed all other influencer types on Instagram, YouTube and TikTok.

These individuals generally have less than 100,000 followers, but you're likely to reach more of that audience than a general influencer with many more followers. Micro-influencers have significant reach in their niche and are perceived as authentic to that area. This new generation of "spokespeople" have much more "clout" than a typical celebrity -- and that's the key to making influencer marketing for app growth. [So, how can you find these influencers?](#)



## HOW TO FIND THE RIGHT INFLUENCER FOR YOUR APP

*The best approach is to work with a platform that matches your app to vetted and verified influencers. Experts identify influencers that align with your marketing efforts including category, audience size, follower demographics, keywords and more. With these guidelines in place, you can feel confident about brand safety.*

With this approach, you can provide specific direction to influencers on how to promote your app. You want their personality to come through, but you set the campaign up for success much better in this way.

The type of content will depend on the app. It might be a “how-to” type of story. It could involve the app in action, a simple conversation, a funny episode, or anything else that appeals to users and represents your brand.

The influencer posts the content with the special link to the app store, and then it begins. Campaign optimization occurs throughout to maximize your ROI and increase your new users.

# PERFORMANCE-BASED INFLUENCER MARKETING IDEAS: GROW THE LOVE FOR YOUR APP

Is influencer marketing as easy as picking someone, offering a few notes and then hitting "go"? It could be, but the more strategic you are, the better the results. Remember, influencers only earn when users install your app. They care about getting the content right, too.

**Next up, we'll provide some ideas and strategies to kick influencer marketing into gear:**



## CREATE BUZZ FOR APP LAUNCHES

Get people excited about a new app launch. Influencers can create the buzz you adore. Influencers can share “exclusive” content from your new game, fitness app, or live-streaming shopping app.

This works best for apps in high-demand categories where there's a gap that your product fills. Boost uploads more with an additional offer for those that install and register by a specific date.



## SHOWCASE NEW FEATURES

Did your users ask for functionality, and you've delivered it? Now make sure everyone knows by working with an influencer to demonstrate these new features.

Be sure the content includes that it was user-initiated. That shows that you want to hear from users and actually take action based on their needs.



## SEASONAL PROMOTIONS

If your app has seasonality associated with it (e.g., holiday shopping, sports-focused, etc.) then it's a good influencer campaign. The key is to lead with your promotion for the season. Will you offer discounts for their first purchase? Will your app have new products for a season?

Those that would want your app are thinking about seasonality even if they don't realize it, and could respond well to your offer.



## TELL A STORY

Maybe an app won't exactly change someone's life. But they often make things easier for users and solve problems.

If that's a role your app plays, then influencers can just share their genuine experience of how the app helps them do everything from scan documents, create reports, secure their network, track their fitness goals, etc.



## PASS THE COMPETITION

When competitors stumble, be there to pick up the users they lose—not in a direct way that could seem distasteful, but rather using your app's strengths to your advantage. Perhaps your app can solve a problem the competitor's version couldn't.

Craft your messaging in a way that talks up your app's strengths. What are competitors missing that your app offers? Users lost from other apps may still need that tool or game but no longer feel loyal to their original app. It's now your chance to get on their radar, and there's no better way to do that than through an influencer they trust.



## CHOOSE STACKS FOR YOUR INFLUENCER CAMPAIGN



# Stacks

### STACKS: POWERED BY ADACTION

AdAction, a performance-based industry leader, has partnered with Stacks, (influencer tech and recruitment experts) to create a white-glove approach to using influencer advertising for your app.

### HOW DOES IT WORK?

- Our team of experts identifies influencers that align best with your marketing efforts, including: category, audience size, follower demographics, keywords, and more.
- Advanced targeting capabilities allow you to reach audiences worldwide on iOS and Android devices.
- Stacks delivers quality installs at volume with a cost-per-install (CPI) payment model and protects you against fraudulent engagement.
- Stacks optimizes top-performing influencers and maximizes your ROI.

# HOW STACKS WORKS

STACKS OFFERS TOTAL WHITE-GLOVE SERVICE, MATCHING YOUR BRAND WITH THE BEST-FITTING INFLUENCER, AS WELL AS RUNNING AND OPTIMIZING YOUR CAMPAIGN

## ADVERTISERS GET...

- A designated account manager for all campaign needs
- Bids on a cost-per install basis
- Real-time performance tracking and custom targeting
- Performance-based tactics to ensure campaign goals are hit

## STACKS WILL...

- Share highly customized recommendations from our experts regarding bidding, growth, and expansion opportunities
- Reach audiences worldwide on iOS and Android
- Align advertiser campaign goals to ideal influencers to push offers
- Provide influencers with appropriate direction and instruction on how best to promote the offer to their audience



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GET STARTED WITH YOUR  
INFLUENCER MARKETING  
STRATEGY TODAY

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