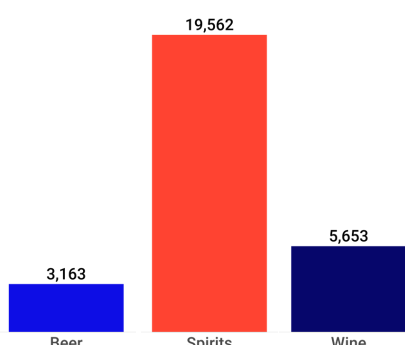


# 4 TIPS FOR ALCOHOL INFLUENCER MARKETING SUCCESS

1.

## BEST PLATFORM FOR ALCOHOL BRANDS



YouTube generates the most views for alcohol content in the spirit category - **19K+ views**.

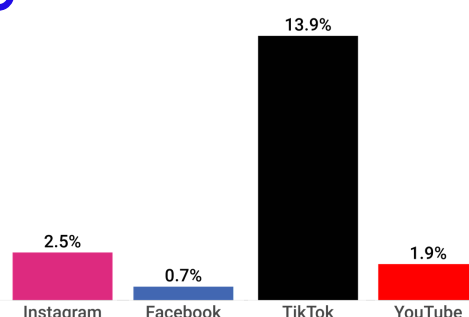


Influencers can feature your brand in cocktail how-to videos or collaborate to create a signature cocktail!

## BEST PLATFORM FOR DRIVING ENGAGEMENT

2.

TikTok generates the highest engagement rate of all the social media platforms - **13.9%**.

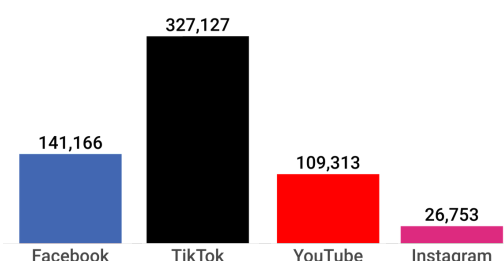


Include your product in TikTok challenges or create your own brand challenge!



3.

## ALCOHOL INFLUENCERS WITH LARGEST AUDIENCE



TikTok influencers have the largest audiences. Leverage this to scale campaigns and boost reach.

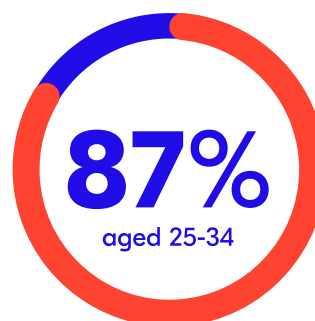


Be prepared to pay higher fees, as macro-influencers can charge more due to their sizeable reach.

## TOP PLATFORM FOR REACHING MILLENNIALS

4.

Brands can reach a Millennial audience by collaborating with alcohol influencers on Instagram who have a high percentage of Millennial followers.



Book a call with our team to discuss how Upfluence for eCommerce can help you reach your influencer marketing goals.

[Book a demo](#)

Data based on [Influencer Marketing Report: Alcoholic Beverages](#) by Upfluence.