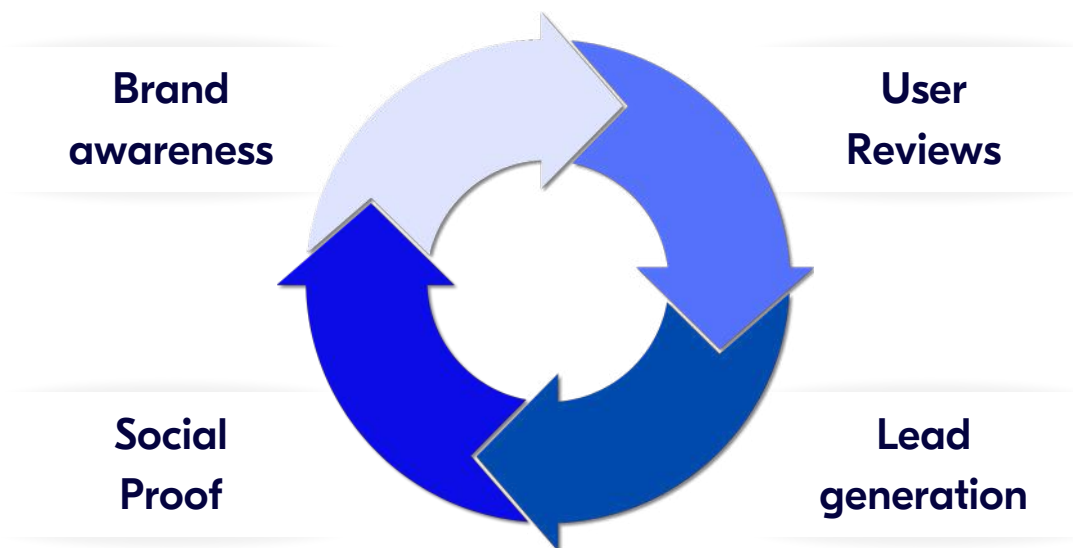


# HOW TO AMPLIFY INFLUENCER CONTENT WITH PAID MEDIA CAMPAIGNS

## WHAT IS INFLUENCER CONTENT AMPLIFICATION?

Brands can boost their investment in influencer-generated content (IGC) by repurposing and amplifying it in different paid formats, such as:



## BENEFITS OF INFLUENCER CONTENT AMPLIFICATION

- ✓ Brands save time & resources on content creation by reusing IGC.
- ✓ IGC goes further than the initial campaign, bringing extra value and boosting ROI.
- ✓ Increase audience reach without increasing content fatigue.
- ✓ Better performing ads reduces ad spend in the long run!
- ✓ Content repetition strengthens your message, leading to more conversions.
- ✓ Influencers benefit from their content reaching new audiences.

## WHAT IS WHITELISTING?

Brands can reuse IGC as paid advertising on their own social media platforms or run paid campaigns via their influencer's social accounts. When influencers grant brands access to their advertising account this is called 'whitelisting'. This strategy allows brands to target lookalike audiences that match their target customer demographic.

## TOP TIPS FOR WHITELISTING



Build trust & nurture influencer relationships so that both parties feel comfortable with whitelisting.



Find out what works best by testing the CTA, images, and copy to improve conversions.



Ensure the contract includes details about whitelisting, content use permission, and a timeline.



Whitelisting is available via Facebook Ads Manager which runs Facebook & Instagram paid ads.

## GLOSSARY

### IGC

Content created by influencers (influencer-generated content).

### UGC

Content created by social media users, (user-generated content).

### Whitelisting

When permission is given for brands to run advertising campaigns through an influencer's social media account.

### Lookalike audiences

A new social media audience that matches specific demographic criteria.

### ROI

Return on investment, how much value a brand gets from money invested in marketing.