

Hosting a Social Media Influencer

About the Project



Social Media Influncers

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What are they?

Influencers are people who have built a reputation for their knowledge and expertise on a specific topic. They post regularly about that topic on their preferred channels and generate large followings of engaged people who pay close attention to their views.

Different types of influencers include:

- Bloggers
- Podcasters
- YouTubers
- Social Posters
- Journalists

"An influencer has the power to affect the purchasing decisions of others because of their authority, knowledge, position, or relationship with their audience."

TIP

Remember: influencers are not just marketing tools, but rather **social relationship assets** with which businesses can collaborate to achieve their business goals.



How it works

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What will it cost?

In return for their promotion, businesses will be expected to host an influencer free-of-charge.

Examples could be:

- free tickets for them (and their children if you are an attraction targeting families)
- free overnight stay and breakfast (if you are an accommodation business)
- free evening meal (for hospitality venues)
- free hamper of goodies (for local producers)

Some influencers require payment for their time as well as a free experience. **We are only contacting influencers that do not charge extra.**

It is your choice if you would like to offer giveaways (eg swag bags) to gain additional promotion but this is not required.



Next Steps:

YOU

Send us some info

- Who is your target audience?
- What can you offer an influencer?
- Would you be interested in similar future opportunities?
- What times of year are best for you?

US

We will:

- Contact an influencer that complements your brand and target audience
- Create an itinerary and arrange a date with you for the influencer to visit

TIPS

Remember to:

- Provide an engaging experience
- Not lose sight of your brand
- Share your influencer's posts
- Tag us @VisitMidDevon #visitmiddevon
- Let us know how you found the experience

