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THE AGE OF INFLUENCE: THE POWER OF INFLUENCERS TO ELEVATE YOUR BRAND

By Neal Schaffer

The Age of Influence takes brands behind the hashtag. Think of it as the definitive guide for how to find and hire social media influencers to execute successful campaigns and collaborate with on a long-term basis for maximum ROI for any business.

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“Most brands think engaging a celebrity influencer like Brad Pitt would be a game-changer, but it could backfire. Not every celebrity or social media influencer suits every brand or product from a target audience, cultural alignment or budget perspective.” – Neal Schaffer

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The buyer’s journey has changed. Consumer purchases are reviews driven at websites like Amazon and Yelp. More than two-thirds of millennial consumers value peer endorsements over those by celebrities (source: Collective Bias). If your brand isn’t using social media influencers to jump-start word-of-mouth recommendations, you are missing opportunities.

The good news is that celebrities are not the only people wielding online influence that brands can leverage. Small to mid-sized businesses can afford influencer marketing—they just need to find the *right* influencer for the *right* price—and many times the “price” might not require a monetary exchange. That’s just one of the actionable takeaways from social media consultant Neal Schaffer’s new book **THE AGE OF INFLUENCE: THE POWER OF INFLUENCERS TO ELEVATE YOUR BRAND** (HarperCollins Leadership; March 17, 2020 - <http://ageofinfluencebook.com/>).

As a trusted international social media marketing speaker, educator, consultant and agency founder, Schaffer draws on his more than a decade of experience advising companies large and small on social media strategy, running campaigns, and being hired by brands as a social media influencer. His unique experience representing both sides of influencer marketing provides the reader a deep perspective. He gives readers the history behind the hashtag, putting the development of social media influencer marketing into context. Readers learn how it's changed marketing, and how brands and businesses can—and should—leverage it.

THE AGE OF INFLUENCE: THE POWER OF INFLUENCERS TO ELEVATE YOUR BRAND is filled with data-driven case studies, relevant statistics for stakeholders to consider, directions for structuring objectives, and tools to help brands and businesses that:

- 1) have never strategically worked with influencers or
- 2) have worked with influencers but did not achieve the ROI they wanted or
- 3) understand the ROI of influencer marketing but want to learn what else they could be doing

Readers will learn:

- The why and how to leverage social media influencers for a brand or business
- What having a “visual voice” means in today’s social media—and why brands struggle
- How to find and approach social media influencers
- The varying categories of social media influencers and which you should choose
- The 16 different ways to work with social media influencers
- How much to pay social media influencers, and how that’s calculated
- How to measure influencer marketing success
- The benefits of taking a longer-term view of influencer relationships
- How a company or the reader themselves can become an influencer
- How artificial intelligence will impact the influence marketing industry

Social influencer marketing has grown from \$1 billion in 2015 to \$16 billion in 2020 (source: IZEA/TAPInfluence). Schaffer provides the reader with enough knowledge to engage with these “everyday experts” themselves to execute a campaign. And, he specifies the questions to ask and the data to measure when hiring an agency to do it.

THE AGE OF INFLUENCE: THE POWER OF INFLUENCERS TO ELEVATE YOUR BRAND takes a broad and long-term view of influencer relationships by demonstrating how they encourage new partnerships and the innovation of new products. Schaffer provides guidance

and examples of companies that found creative ways to incentivize employees to be brand advocates.



THE AGE OF INFLUENCE: THE POWER OF INFLUENCERS TO ELEVATE YOUR BRAND

By Neal Schaffer

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Visit <http://netgal.ly/O6zaMr> to request a review copy.



ABOUT THE AUTHOR

For more than a decade, Neal Schaffer has been a trusted leading educator in the world of social media for business. Beyond consulting with dozens of companies large and small and teaching social media marketing to executives at universities in the United States, Ireland, and Finland, Schaffer has been hired by leading brands as an influencer and spoken on influencer marketing at conferences around the globe. He's launched and managed influencer marketing campaigns on behalf of his agency clients and consulted and educated countless more.

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ADVANCE PRAISE FOR THE AGE OF INFLUENCE

"If you are in marketing, you need to read 'Age of Influence.' If the word influencer makes you roll your eyes, then you definitely need to read this book. The future of your brand depends on it!"

—Shama Hyder, CEO of Zen Media & best-selling author

"Whether you want to become an influencer or influence an influencer Neal's book is such a smart, important read."

—John Jantsch, author of *The Self-Reliant Entrepreneur* and *Duct Tape Marketing*

"There are many voices seeking to help you navigate the world of influencers for business, but Neal Schaffer stands alone as someone with more hands on experience and more close connections with actual practitioners and their benefactors. If I were to point you towards a resource for learning about this, this is where I would send you."

—Chris Brogan, founder of the StoryLeader™ system

"Every business creates vast amounts of content. Each one needs to spend significant resources to market and distribute their content. Perhaps the best way to do this is through an influencer strategy...and this book is the new influencer handbook."

—Joe Pulizzi, author, *Killing Marketing*, *Content Inc.* and *Epic Content Marketing*, Founder, Content Marketing Institute

"Influence = the ability to change behaviors or cause desired effect. Neal demonstrates how influence in a digital economy changes sales and marketing forever."

—Brian Solis, digital anthropologist, futurist, author of *X: The Experience When Business Meets Design*

"'The Age of Influence' is a great book exploring the world's most desired marketing discipline. Few get it more than Neal Schaffer who unlocks the key to creation of truly powerful influencer campaigns. 'The Age of Influence' is a highly informative book - and powerful addition to your marketing library."

—Martin Lindstrom, New York Times best-selling author of *Buyology* and *Small Data*

"On time and on-target, 'The Age of Influence' is the ultimate guide to the most important customer acquisition technique of the 2020s. If you don't read it, your competition will."

—Jay Baer, founder of *Convince & Convert* and co-author of *Talk Triggers*

"'The Age of Influence' is a must have for any marketing leader looking to navigate successfully in today's new digital world. Two huge Likeable thumbs up!"

—Dave Kerpen, New York Times best-selling author of *The Art of People* & Chairman, Likeable Media

"Neal Schaffer has done it again. 'The Age of Influence' is essential reading for all marketers and business owners. Neal deftly explains both why influencer marketing is critical and how you go about harnessing its undoubted and still underestimated power. The book is well written and is packed full of examples, international insights and practical advice. Influencer marketing is all about using the power of people to get your market talking about your brand - something everybody in business wants to happen and Neal lays out exactly how you can do this."

—**Ken Fitzpatrick, CEO, Digital Marketing Institute**

SUGGESTED Q&A WITH NEAL SCHAFFER:

My company is in the _____ industry and doesn't sell to Millennial or Gen Z consumers. How can we use influencer marketing?

What are the biggest mistakes that brands are making with influencer marketing?

Can influencers be trusted? Do their followers really trust them when they promote a brand?

What are the different categories (by followers) of social media influencers?

What is the best way to find influencers for our business?

How can a social media influencer make your brand better?

How can small businesses leverage influencers?

What are the 16 ways to work with influencers?

How do you hire an influencer?

What are "red flags" when screening influencers?

What does a successful influencer campaign look like?

What questions should you ask an agency before you hire them to run a social media influencer campaign for your brand or business?

What is the best way to encourage employees to become brand advocates?

What technology exists to help you get the most ROI from your influencer marketing program?

Is influencer marketing only in the United States or is it a global phenomenon?

2020 Campaign-related

How can political candidates use social influencers in their campaigns?

Is there a right way and wrong way for politicians to use social media influencers?