

Influencers: Two Types of Influencers

You've heard a lot about influencer marketing and you're convinced it can help your content succeed. The first question most people have is, "What's an influencer?"

This is Susan and today we're going to answer that question by talking about two primary types of online influencers. The first type we'll call our publishing influencers. These are the authors and websites we all turn to for information. Shifts in the industry, trends, new research, publishing influencers provide the content that points the way.

The second type we'll call social influencers. Social influencers are similarly respected voices in their topic areas, but their influence is measured by their interaction with social audiences on channels such as Twitter, Instagram, and Facebook. We often look to these influencers as leaders in finding and sharing new, valuable content.

There's often overlap between these two categories, but it is helpful to differentiate between the two. A publishing influencer could boost awareness of our product, service, or knowledge by mentioning us in their own content. For example, a blog post or video. They may also link to our website providing a valuable boost to our search rankings.

A social influencer could help drive traffic to our website content by sharing links with his or her social audience, mentioning our brand or recommending our product.

To recap, influencers are trusted resources in our topic area who can drive traffic to our site, boost awareness of our brand, or help convince people to buy our product or service. Publishing influencers can mention us in their blog posts or other long form content. Social influencers can mention us or our content on social media. Before you identify the right influencers for your campaign, it's important to decide which type you're targeting. Publishing influencers or social influencers.