

ShoppingGives

Cause Marketing 101:

Your Guide to Influencer Marketing with ShoppingGives

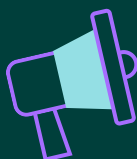
Cultivate stronger relationships with influencers and increase your brand awareness by empowering influencers to support causes they are about, while simultaneously promoting your brand to their community of loyal followers.

With our influencer marketing strategy, you can effortlessly create a unique cause link for each of your partnered influencers by adding a personalized cause parameter at the end of your store URL. Learn more about how to do this [here](#).



Create a unique cause URL for each influencer

When you add a cause parameter to your brand's current URL, you can then share this URL with each influencer to reflect their individual cause of choice.



Influencers share their favorite causes via social

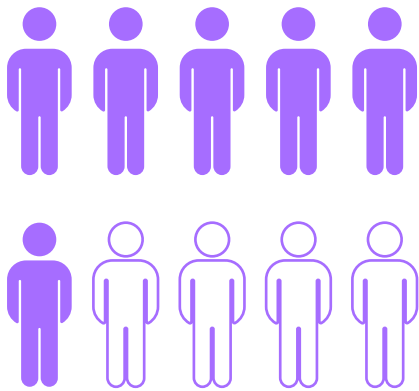
Your influencers can add this unique link to their social media and use it to promote your brand's impact strategy and encourage their followers to shop through the link.



Influencers' followers shop and donate via your brand

Once their followers click the link, the unique cause will be preloaded on site and a donation will automatically be generated once an order is placed.

This tactic is a powerful tool to enhance your social impact initiatives. When you partner with an influencer, you are enabling your brand to expand your reach by creating opportunities to be promoted to prospective customers outside of your current pipeline, through someone that these prospects trust with decision making.



66%

of marketers

shared that influencer-generated content performs better and drives more engagement compared to branded posts.

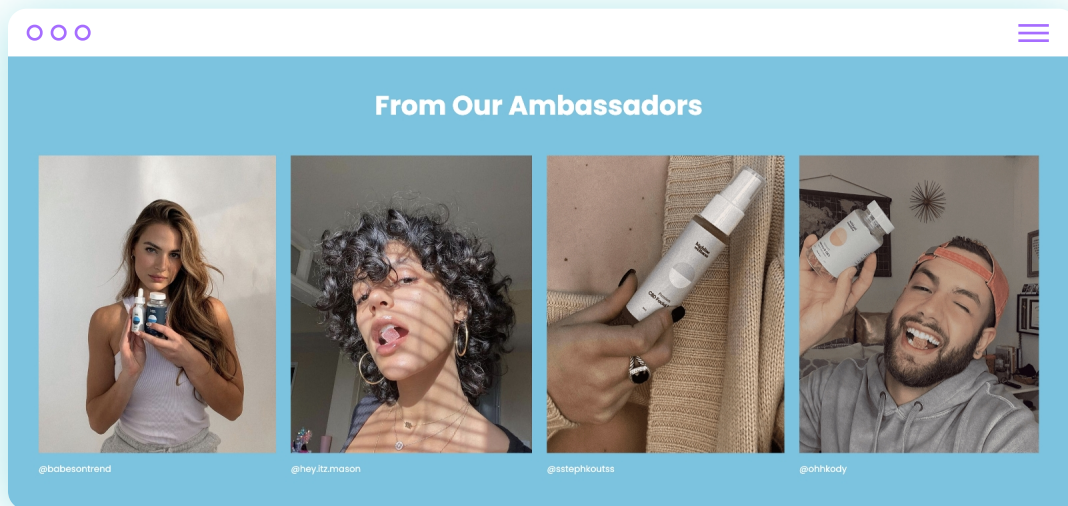
—Influencer Marketing Hub, 2023

Imagine an influencer posting a photo or video of them using your product on their Instagram or TikTok with a caption that says,



“ I recently bought this **{item}** from **{brand name}** and was able to create a donation for **{cause name}** with my purchase! Go shop **{brand name}** through the link in my bio to help support **{cause name}** and help make an impact! ”

In addition to your social media strategy, you can also incorporate this strategy into a dedicated landing page on your website.



You can highlight each of your partnered' influencers, their bio, and the causes that they support. When a consumer clicks on the individual influencer's image, the link will automatically preload the cause that that influencer supports. This is an especially powerful tactic to use if you have curated collections of products that are associated with individual influencers. Your customers are then encouraged to shop a specific collection, knowing that their purchase will support their favorite influencer's chosen cause.

Your partnered influencers already cater to your target audience, and they have built a foundation of trust with that audience. A recommendation from a creator that you like goes a long way. 61% of consumers trust the product recommendations they get from influencers. (*Business Wire, 2020*)

Additionally, using this strategy can aid in contract negotiations with your partnered influencers. By supporting their favorite causes through a partnership, you can leverage your pledge to make an impact for their favorite cause within the terms of your partnership.

Influencer marketing is an ever-growing industry and is an effective way to promote your brand and your social impact initiatives through trusted, loyal individuals.

If you have questions on how to best incorporate social impact into your influencer marketing strategy with **ShoppingGives**, reach out to us at: support@shoppinggives.com