



# inphU 2024 PLAYBOOK

Six Trends to Mobilize Staff and Fans



Engage Employees



Build Community



# Introduction

Welcome to the 2024 Inphlu Playbook, your practical guide to navigating the influencer marketing landscape and building a thriving community of SuperFans and employees. In a world where one-size-fits-all campaigns are obsolete, today's consumers crave authenticity, connection, and shared values. Utilize tools such as AI and machine learning to find voice that resonates with connections on platforms like Inphlu. The Inphlu Playbook offers six winning tactics to forge genuine connections, empower brand advocates, and harness data for maximum impact.

1. Discover the Rise of SuperFans: Move beyond polished personas and embrace micro-influencers for deep audience engagement.
2. Authenticity Reigns Supreme: Ditch forced endorsements and leverage platforms like Inphlu to find your brand's authentic voice. Utilize AI to find your voice.
3. Power of Community Building: Transform your audience into a thriving community where brand advocacy flourishes.
4. Seamless Connections Fuel Campaign Success: Dive into community advocacy where passionate fans become your loudest cheerleaders.
5. Rise of Short-Form Video: Leverage short-form video to captivate your audience.
6. Focus on Data and Measurement: Say goodbye to guesswork and embrace data to track campaigns with precision.



The Inphlu Playbook is more than a report; it's your roadmap to influencer marketing success in 2024. With winning tactics and expert guidance, build a loyal community that champions your brand and fuels growth. Ready to unlock influencer marketing's full potential? Remember, it's about forging profound connections, not shouting the loudest. With the Inphlu Playbook, resonate, inspire, and thrive in the age of community.

# The Rise of SuperFans: Hyper-targeting and Truth Take the Helm

In 2024, the influencer landscape undergoes a shift towards SuperFans, micro-influencers with **1000-10,000 followers**. These Nano-Influencers build deep connections, fostering trust and engagement within their communities. SuperFans focus on intimate relationships, resulting in higher engagement rates compared to macro influencers. Platforms like Inphlu empower brands to leverage SuperFan communities for amplified reach. To harness this micro-revolution, seek genuine connections, prioritize collaboration, and utilize platforms like Inphlu for streamlined strategies. The era of mass-market influence is fading, making room for SuperFans armed with authenticity and expertise. Embrace this shift for genuine connections and thriving brands.



Nano influencers (aka SuperFans) in particular offer a surprising amount of value for today's brands. These influencers are generally defined as content creators with a social media platform following below **10,000**, their smaller size means their audiences tend to be more active and loyal, and their recommendations are perceived as more genuine... (Forbes)

Trend Tip



# Authenticity Reigns Supreme: In an Age of Skepticism, Truth Takes the Throne

Authenticity takes center stage as consumers crave real connections amid digital noise. Transparency and genuineness become non-negotiable in influencing. Platforms like Inphlu bridge the gap between brands and authentic voices, empowering connections beyond follower counts. Inphlu facilitates genuine collaborations, allowing partners to showcase their true selves and build trust through transparent storytelling. Imagine a sustainable brand partnering with an eco-conscious blogger, authentically documenting experiences with the products. Inphlu's features amplify organic brand awareness, driving sales and loyalty through shared values. Consumers demand authenticity, and Inphlu provides a powerful strategy for trust and brand success in this discerning age.



**AI:** The Inphlu platform uses AI to curate and create content that matches your authentic message.

Content created by influencers receives **8x** more engagement than branded content (Mediakix, 2023).

**Trend Tip**



# From Fans to Family, the Power of Togetherness

In 2024, community building replaces megaphone marketing in the influencer game. Platforms like Inphlu empower brands to foster true community growth, transforming audiences into loyal families. This shift taps into the power of shared passions and purpose, skyrocketing brand awareness and sales. Inphlu features like Community Goals, Leaderboard Gamification, and Branded Hashtags cultivate a thriving community garden. Imagine a clothing brand partnering with a fashion influencer on Inphlu for live Q&A sessions, co-creation contests, and community challenges. Cultivate genuine connections with Inphlu, turning fans into family and witnessing brand success in the age of community.

**50%** of millennials base their decision to buy a product on recommendations from friends and family. When an audience sees someone who is like them using or wearing a product it helps to influence a purchase. This acts as the social proof that influences a buyer's journey and validation needed to buy.

**Trend Tip**



# AI: The Secret Weapon in Every Influencer's Brand Arsenal

Ditch cookie-cutter captions and unleash your brand love authentically! AI text tools inside platforms such as Inphlu and LunchTable whisper unique messaging insights just for you and your niche. Craft voices that resonate with your audience, tailor stories to your brand expertise, and build a language that's yours alone. No more scrambling for content – let AI fuel your fire, refine your voice, and share your passion louder than ever before. Be the influencer who stands out, the wordsmith who paints an unforgettable brand portrait. It's time to let your love shine, empowered by AI's creative spark.

**66%** of consumers have been inspired to purchase from a new brand after seeing social media images from other consumers. (Stackla)





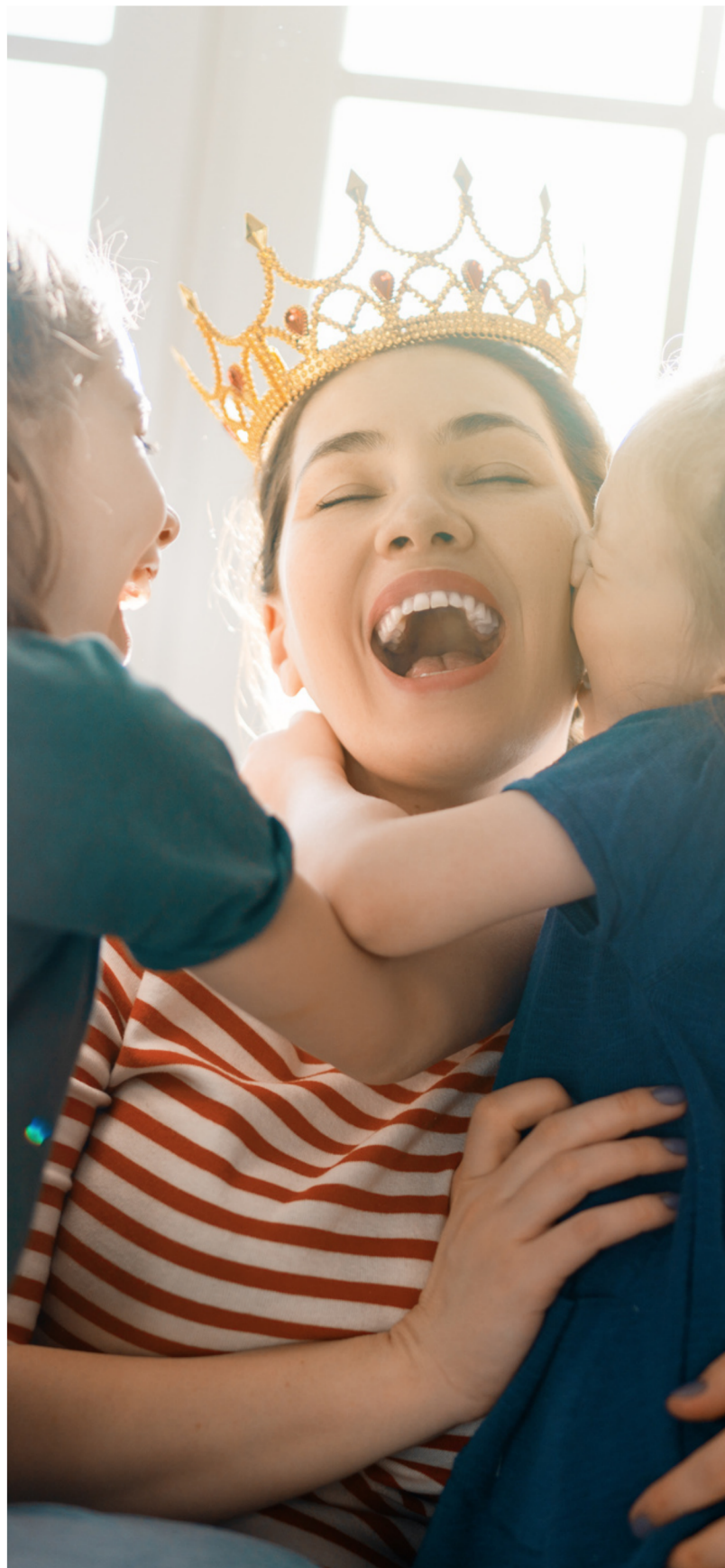
# Short-form videos dominate in 2024 as attention spans shrink.

Short-form videos dominate in 2024 as attention spans shrink. Condensed and vibrant, they engage viewers effectively. Partner with storytellers and use platforms like Inphlu for brand control. Craft a **90-day content strategy**, editing seamlessly with Inphlu. Global accessibility translates content into **133 languages**, resonating worldwide. In 2024, attention is currency, and short-form video holds the key. Collaborate with skilled storytellers, use tools like Inphlu, and thrive in the global content landscape.

Amid the ongoing significance of video in marketing strategies, marketers should consider the following key statistics:

1. The global number of digital video viewers is projected to reach **3.5 billion**.
2. In 2023, the average weekly online video consumption per person is **17 hours**.
3. Video content is shared **52%** more frequently than any other type of content.
4. About **75%** of viewers engage with short-form video content on their mobile devices.

Source: <https://blog.hubspot.com/marketing/how-video-consumption-is-changing#five>



## Trend #6

# The Focus on Data and Measurement: From Guesswork to Growth, Every Click Counts

In 2024, influencer marketing shifts from guesswork to a data-driven symphony. Every click becomes a metric for growth. Platforms like Inphlu offer built-in analytics, revealing reach, engagement, and website traffic. Inphlu's Shared Posts analytics delve deeper, providing insights for adaptive strategies. Data is the catalyst for optimization—refining influencer selection, content formats, and channels with laser precision. For instance, Inphlu's Shortened URL Analytics can spotlight specific products in sports apparel brand videos. In 2024, data is the compass, map, and key to impactful influencer marketing. Embrace platforms like Lunchtable or Inphlu, let metrics guide your journey, and witness campaign success.

**87%** of marketers consider data their company's most under-utilized asset.







## Conclusion

The Inphlu Playbook equips you with the tools and insights needed for influencer marketing success in 2024. Through the use of Inphlu's Playbook and modern technology, Inphlu provides a proven path allowing you to build a team of SuperFans.

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