

Influencer Marketing



Isn't Just For Gen Z Instagrammers - B2B Brands Can Dance Too

85% of CMOs say they plan to do more influencer marketing in 2023. And yet, the majority, particularly among B2B brands, report that they struggle to find influencers, build successful campaigns, and demonstrate ROI.

Why is influencer marketing so challenging for B2B marketers? Is it just because we can't dance?

Let's explore that. Let's look at what makes influencer marketing so effective, identify how it's different for B2B, and take a closer look at how other B2B brands are succeeding and overcoming these challenges.

While you don't have to dance in a TikTok, you have every right to be on the dance floor. Mike Allton, a B2B influencer himself and Head of Strategic Partnerships at Agorapulse, will be your dance instructor, and lead you step-by-step through his approach to influencer marketing that has influencers coming to him to partner.

Key Takeaways:

1. **Identify the flawed approaches** to influencer marketing that have plagued you and other marketers in the past.
2. **Develop a deep understanding** of the benefits and nuance of B2B influencer marketing.
3. **Adopt a framework for nurturing** influencers to achieve long term success and ROI.

Mike Allton

Mike is an international keynote speaker, an award-winning consultant & author at The Social Media Hat, and Head of Strategic Partnerships at Agorapulse where he strengthens relationships with social media educators, influencers and partner brands. He has spent over a decade in digital marketing and brings an unparalleled level of experience and excitement to the fore, whether he's delivering a presentation or leading a workshop.



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