

Trust Sells: The Power of Influencer Marketing for Ecommerce Brands



A decade ago, influencer marketing felt like a gamble. A free product here, a sponsored post there — and a lot of crossed fingers.

Today, it's one of the most powerful ways ecommerce brands earn attention, build trust, and drive sales at scale for content creation.

Why? Because people don't buy from ads, they buy from people they trust. In a crowded digital world, they bridge the gap between discovery and decision in a way ads rarely can.

Types of influencer marketing opportunities to explore

More businesses are [using social media to engage with consumers](#). As of 2025, over [5 billion](#) people, or nearly 69% of the world's population use social media.

The expansion of [social media](#) marketing has given consumers more options, making social media influencers essential to cut through the noise and genuinely connect with customers.

Sponsored content.

The “classic” sponsored content is a paid-post of a photo, video, or blog featuring your offering.

This type of content is favoured because it's simple and effective. Sponsored content shouldn't feel like the influencer is selling something. It should be natural, tell a story, and offer useful information.

You can secure sponsored posts by pitching a campaign brief that specifies your brand guidelines, posting instructions, and deliverable requirements. Influencers may also contact you if they believe your brand fits their target audience and campaign goals.

When doing an influencer collaboration, you can share a UTM link to your store or promo code to include in the content. Influencers are required to disclose when they are promoting sponsored content. If they use #ad or #sponsored, ensure they are visible and not buried in other hashtags.

Compensate influencers with a flat fee, a performance-based pay-per-click model, or a hybrid approach that guarantees value and rewards results.

Affiliate links or discount codes.

Create a discount code and unique link for influencers to share with their followers, and you'll be surprised how quickly results can come to fruition.

This content harnesses the influencer's audience to reach consumers and drive sales to your store. Send the influencer a product sample to help them create realistic content based on their experience. It's ideal to use this method with high-performing mega influencers that have potential to scale.

You can also use the link to track conversion rates and influencer reach. [Tracking your campaign performance](#) is essential to make informed purchasing decisions and monitor investments.

Affiliate links can be profitable for influencers. When a customer purchases using the link, the influencer generally receives a 10-20% commission.

Contests and giveaways.

Who doesn't like to win a prize or a free product? [Contests and giveaways](#) create buzz. They excite potential customers, get them talking about your brand, and get your products into the hands of new buyers.

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Influencers offer a prize (free product or service), in exchange for brand engagement. Followers could also share the opportunity with their network.

Centre your contest around a valuable offering that makes people eager to participate. Provide clear giveaway instructions and winner selection criteria with minimum steps such as:

- Liking, sharing, or commenting on the post
- Tagging friends
- Following your brand's social media channel
- Subscribing to a newsletter
- Submitting user content as entries (i.e., photos, videos, or Instagram stories)
- Registering an account with your ecommerce store

Since giveaways may only provide a short-term boost, combine them with other types of content to generate more traffic. You can compensate influencers with a free offering, or discount.

Turn creator content into conversion content.

Promoting influencer blog posts and other content on your platform is a win-win for both parties. You're helping the influencer market their personal brand while driving their audience to your channels.

Influencers are content creators who love receiving features for their work. It's best to partner with influencers with a highly-engaged audience for maximum exposure and conversion. Don't forget to let influencers know when you post! Add backlinks to their channels, along with copy or quote to connect the two brands.

Run content from different influencers separately, so they don't have to share the spotlight. The good thing about this type of content creation is that it doesn't require formal payment.

Partnering with brand ambassadors.

Brand ambassadors are long-term [influencer partnerships](#). They are the face of your brand and build credibility, trust, and awareness. Ambassadors can help promote product launches and diversify deliverables to highlight your brand.

You may work together for several weeks, months — or even years. The additional time gives the influencers freedom to create ongoing, diverse posts, and offerings. As their audience becomes more familiar with your brand, it drives traffic, and helps you measure KPIs.

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While some companies choose a celebrity ambassador, collaborating with multiple influencers can [maximise brand visibility](#), engagement metrics, and ROI. Current followers and customers make excellent ambassadors because they know your brand and enjoy your product.

Why influencer marketing continues to grow

When influencer marketing first appeared in 2006, there were bloggers who shared content about their lives and favourite products. They occasionally received a small fee or a free product.

[PayPerPost](#) was the first to compensate influencers, but many marketers were sceptical of the longevity and authenticity of influencer marketing. The industry has changed significantly in the last 15 years. Now influencing is a content marketing career that produces a living wage.

The good news is that more influencers increase your chance of finding the best content creator for your ecommerce store. No matter your industry, you can [discover influencers](#) to promote your product to their audience.

The number of influencers is growing — fast.

Social networks and blogs have traditionally been influencer's chosen forums.

But with a growing need to connect to a Gen Z customer base and new platforms for content creators to transform their hobby into a profession, there are more opportunities than ever to break into the influencer marketing industry. Now, anyone can be a successful influencer.

Content creators can choose from various channels to create and share content — Instagram posts, traditional blogs, and video stories, etc. As the industry continues to innovate, more creators are inspired to become influencers and join the content party.

Influencer marketing agencies are growing in popularity.

Influencer marketing provides independence for content creators and brands seeking a new way to connect with leads. But the industry is still regulated and becoming more standardised.

Influencer agencies are available to help ecommerce brands who prefer a hands-off approach.

They can connect you to the best influencers for your strategy, so you can take advantage of influencer marketing and rising trends without investing time and resources into mastering the field.

Influencers for every niche.

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If it's a topic — there's likely an influencer for it.

From kid-fluencers promoting the latest toy trends on YouTube to lifestyle-Instagram influencers, and financial-guru podcasts, new platforms provide more opportunities for nano-influencers, micro-influencers, and macro-influencers to leverage their skills and build a following.

Beauty, technology, health/wellness, business ownership, whatever your industry, there's an influencer already connecting with leads daily. They possess the language, tone, and content to promote products on Instagram, Facebook, TikTok, LinkedIn, and more.

How ecommerce stores use influencer marketing to scale

Referrals are among the most effective marketing tools.

Influencer marketing uses the same technique on a larger scale. Their followers learn about your brand from a trusted confidant, allowing you to capture the interest of new audiences from a single content creator, or engagement effort.

Mutually beneficial influencer collaborations can also be replicated throughout your content strategy to yield a significant return on investment, offering a more cost-effective option for increasing brand awareness and adding to your bottom line.

It's all about brand visibility.

The power of influencers can uniquely share your brand story, appealing to their follower's emotions and triggers.

[Eight-in-10 users](#) globally reported that social media platforms helped them learn about new products and brands. For startup brands, it can take years to build a solid following. Influencers can help shorten your process and build brand awareness faster.

Enhanced brand awareness may increase your social following and improve SEO. Social media isn't technically a ranking factor, but it still signals to search engines that you have a substantial online presence that adds to your brand's quality.

You can also create content — like a [takeover](#) — to drive organic traffic to your marketing channels.

Share user-generated content.

Followers value the opinions of influencers over that of the [brand](#) and celebrities.

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Partner with an influencer to source content for your page. Repost content to showcase the partnership using their images, copy, and hashtags. It's one thing to say how great you are, but it's much more valuable when someone else says it.

It's best to have a UGC-plan that outlines when to share content so you can save influencer posts for upcoming product promotions, holidays, or sale seasons.

Trusted testimonials.

Online shoppers are sceptical of unknown brands. Adding testimonials to your store site can ease a customers' apprehension during purchase.

Having influencers provide honest feedback about the pros and cons of your product, service, or customer care experience adds a layer of social proof.

Specify the type of testimonials you want to include in your [influencer marketing campaign](#) to ensure influencers capture the most relevant content. Review videos, online testimonials, and honest product ratings can help generate new leads and increase sales.

Testimonials are especially beneficial for emerging brands, as a positive review from a trusted influencer can introduce your products to a large market segment and result in your first sale.

Offer a promotion to an influencer.

Partner with an influencer to offer an exclusive promotion to their audience.

This proven strategy can drive conversion rates up because an influencer's followers feel they're getting a deal unavailable to the broader customer base and are inclined to purchase the offer.

Provide influencers with a link in the promotion to create a direct pathway to your store, or product page and streamline the process.

Work with micro-influencers.

A celebrity, or macro-influencer may not be in your budget yet, but there are all levels of influencers.

An influencer with a smaller following can have a significant engagement rate, while one with millions of followers doesn't guarantee clicks and product purchases. Nano-influencers and micro-influencers often have a loyal follower base.

According to [one study](#), “92% of consumers trust recommendations from influencers more than traditional ads or celebrity endorsements.”

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While nano-influencers and micro-influencers may not have access to advanced features like the swipe-up option, they can utilise other meaningful methods, such as direct messaging, to connect with their followers and introduce them to your brand.

Smaller influencers have a more targeted reach, authentic engagement, and accessibility to niche consumers. Collaborating with a micro-influencer whose audience interests align with your brand may result in more effective influencer marketing.

Connecting with influencers to find the best fit

Finding the right influencer isn't about chasing follower counts — it's about alignment.

The best partnerships come from creators who already speak to your audience, share your values, and can tell your brand story naturally across marketing channels.

Today's digital marketing is smarter, more data-driven, and far easier to scale thanks to [platforms](#) that help brands discover creators, manage relationships, and track performance benchmarks in one place.

Whether you're launching your first campaign or building a long-term creator programme, the right tools can turn influencer relationships from guesswork into a repeatable system.

Upfluence.

Eliminate the need for spreadsheets, time-consuming search processes, and reporting with [Upfluence](#), an AI-powered, all-in-one platform.

Upfluence helps you efficiently discover the most relevant influencers and build long-term relationships with creators. You get access to a suite of tools and a centralised location for tracking and managing data-driven campaigns, and streamlined workflows.

You can hire influencers and affiliates, automatically generate promo codes, pay influencers, track sales and ROI, aggregate results, and optimise influencer performance.

Klear.

[Klear](#) makes it easy to find influencers.

Their sophisticated 900-million influencer database contains historical data, allowing you to browse over 60,000 categories — filtered by skill, location, social channel, and more.

Klear is an influencer marketing hub, allowing you to manage and track campaign performance using an integrated CRM. Access to real-time performance reports informs you of key insights and

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campaign reach. You can analyse engagement metrics such as profile mentions, hashtags, and follower or fan count.

You also have the option to create custom reports that use hard data to provide a complete picture of your strategy and impact.

Aspire.

Get connected to the largest sponsorship marketplace and the leading SaaS tools with [Aspire](#).

Considered the preferred marketing partner for TikTok, Meta, and Pinterest, Aspire identifies as the influencer marketing platform for ROI-focused brands. It is the only platform capable of building customised-relationship workflows, and influencer programmes.

Aspire has a team of in-house experts to help you develop, manage, and scale your campaigns for any strategy. You can choose from a custom, turnkey, á la carte, or hybrid package.

By working with the full-service agency, you get features to support your entire funnel, including creator outreach, relationship management, measuring ROI, creating and promoting content, marketing stack integration, and running performance-focused influencer campaigns.

Awario.

If you need influencers who can work across a multi-channel campaign, [Awario](#) is your ideal platform.

Awario is a [social listening and analytics tool](#) for monitoring brand growth and awareness.

While most software platforms depend on one third-party provider, Awario pulls data from 13 billion web pages. Instead of creating the conversation, you find, join, and amplify discussions about your brand throughout the web, from news and blogs to videos, forums, and reviews.

The non-stop monitoring sends notifications when someone mentions your keywords in any language and location. Knowing how customers and content creators feel about your brand, the good and the bad, thoroughly enhances reputation management.

The powerful analytics makes it simple to track growth, reach, and campaign progress and identify the top influencers for a profitable partnership. Awario works for brands of all sizes. In addition to engaging with customers on social media, you can find sales opportunities and reach the right influencers.

Modash.

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Modash has become a [go-to platform](#) for brands focused on authenticity and fraud prevention.

It helps identify creators with real audiences by filtering out fake followers, inflated engagement, and suspicious growth patterns.

Brands can search across Instagram, TikTok, and YouTube, analyse audience quality, and confidently partner with creators who deliver genuine reach and influence.

TikTok Creator Marketplace.

This is TikTok's native solution for connecting brands with creators directly on the platform.

It provides audience insights, performance data, and collaboration tools tailored specifically to TikTok campaigns.

For brands investing heavily in short-form video and discovery-driven commerce, this [marketplace](#) removes friction and keeps partnerships close to the platform where trends are born.

Instagram Creator Marketplace.

Discover and collaborate with creators directly inside Instagram.

Instagram Creator Marketplace surfaces creators based on interests, audience demographics, and past brand partnerships, making it easier to [find a natural fit](#).

This is a strong option for brands focused on Reels, Stories, and visually driven ecommerce content.

The rise of video-first influencer marketing

Influencer marketing has moved at the speed of the scroll.

Short-form video and social commerce have turned platforms like TikTok, Instagram Reels, and YouTube Shorts into powerful discovery engines, where creators don't just influence opinions, they drive purchases in real time.

A single authentic video can introduce a product, answer objections, and spark demand before a shopper ever leaves the app. For ecommerce brands, this shift means influencer content is no longer just top-of-funnel fuel, it's becoming a direct path from inspiration to checkout.

The final word

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Successful influencer marketing isn't about chasing reach, it's about earning trust at scale.

When brands partner with the right creators, marketing stops feeling like marketing and starts driving real results: stronger brand reputation, deeper customer connections, and measurable growth.

With the right strategy, tools, and [ecommerce foundation](#), influencer partnerships become more than campaign management — they become a repeatable growth engine.

[Start driving revenue](#) from partnerships today and get the most out of your influencer marketing strategy.

FAQs about influencer marketing

How do I find the right influencers for my brand?

To find the right influencers for your brand, start by defining your target audience and identifying the platforms they use. Research influencers whose content aligns with your brand values and audience interests. Evaluate their engagement rates, authenticity, and follower demographics. Use influencer marketing tools to streamline the search and vetting process. Reach out with a personalised message highlighting how your brand aligns with their content. Ensure the influencer's style and voice resonate with your brand's message to create authentic collaborations that effectively engage your target audience.

How can I measure the success of an influencer marketing campaign?

To measure the success of an influencer marketing campaign, track key metrics such as engagement rates (likes, comments, shares), website traffic, and conversions directly tied to the campaign. Use tracking links or discount codes to attribute sales. Analyse social media reach and follower growth, and monitor brand sentiment through comments and mentions. Evaluate return on investment (ROI) by comparing campaign pricing with generated revenue. By analysing these data points, you can assess the overall impact and effectiveness of your influencer marketing efforts.

Which social media platforms are most popular for influencer marketing?

Instagram and TikTok are the leading platforms for influencer marketing today. Instagram reaches around 3 million people monthly worldwide, while TikTok reaches over 1.5 billion monthly users worldwide. Instagram continues to perform well for lifestyle, fashion, beauty, and ecommerce brands, while TikTok excels at discovery and fast audience growth through short-form video. YouTube remains valuable for in-depth reviews and tutorials, and platforms like Pinterest,

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LinkedIn, and Twitch play important roles for specific industries and audiences. The most effective approach is to focus on the platforms your customers already use and choose influencers who naturally fit your industry and content style.

What legal requirements or disclosure guidelines should I follow when working with influencers?

Transparency isn't optional — it's required. In the U.S., the FTC mandates that influencers clearly disclose paid partnerships, free products, or affiliate relationships. Disclosures like #ad, #sponsored, or clear language such as "paid partnership with" should be easy to spot and placed where audiences won't miss them. Brands should also provide influencers with written disclosure guidelines and review content before it goes live. The rule of thumb: if there's compensation of any kind, say it clearly. When disclosure is done right, it builds trust instead of hurting it.

How can small ecommerce brands afford influencer marketing on a tight budget?

Influencer marketing doesn't require a celebrity-sized budget. Many small brands start by working with micro-influencers, offering free products, exclusive discounts, or commission-based payouts instead of upfront fees. Affiliate links, gifting campaigns, and short-term partnerships help keep pricing low while still delivering results. Focus on creators with engaged, niche audiences, not just big follower counts. A few well-matched influencers can outperform one expensive partnership.

What's the difference between affiliate marketing and influencer marketing, and can they work together?

Affiliate marketing is performance-based: Creators earn a commission when they drive a sale. Influencer marketing focuses more broadly on awareness, trust, and brand storytelling, often through sponsored content or long-term partnerships. The most effective strategies combine both. Influencers introduce your brand and build a stronger brand reputation, while affiliate links make performance benchmarks easy to track and reward creators for results. Together, they turn influence into measurable revenue.

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