

Popularity vs. Personalisation: Which is a better influencer marketing tactic?

By [Amelia Neate](#)

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With influencer marketing continuing to grow at a rapid rate, digital marketers are needing to justify their expense. And experts from Influencer Matchmaker explain why brands should be considering personalisation over popularity as a better metric to help reach your goals.



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Following the coronavirus pandemic, print advertising and in-person traditional marketing methods are coming to an end. The Advertising Standards Authority (ASA) are even hotter on regulations regarding transparent advertising hashtags #Ad #Gift and #SPON, yet influencers have become the go to for consumers looking for excitement and escapism on social media, with 49% still opting to buy products based on their review or endorsement.

Current trends show a shift in the types of collaborations that brands are looking for, with many opting to work with influencers that focus on personalisation and interaction.



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Whilst popularity is a great method for launching a brand or product on mass, nothing quite competes with a personalised approach, with this tactic often receiving a better return on investment.

Influencers that incorporate personalisation into their social media content and branded collaborations tend to have a higher engagement rate which is much more beneficial when looking at the results of a campaign.

An influencer's audience has an already established interest in the content they are producing, making them a powerful tool when it comes to marketing.

Influencers such as Alex Bowen, Ashley James and Pete Wicks are all recognised on social media for their love of animals, especially their pets. And many of their followers choose to follow them for that very reason. Therefore, a collaboration with Adaptil and Ceva Animal Health was the perfect partnership for both the brand and the influencers, creating great results.

Campaigns such as this, make the posts feel much more genuine and authentic and less like a paid-for collaboration.

Popularity vs. personalisation, who wins?

Deciding on popularity vs. personalisation simply depends on the desired result.

People should still remain at the heart of advertising, whether it is in the form of influencer marketing or in a more traditional method. And personalisation is the best way to do that whilst still achieving great results.

When opting for personalisation, brands will be able to reach their target audience much more effectively, as opposed to choosing popularity where your campaign could potentially fall onto deaf ears.

And as they often do, influencers are continuing to shape new trends within the industry, but personalisation is most definitely one that will be here to stay.

ABOUT AMELIA NEATE

My role at Influencer Matchmaker involves working with both brands and influencers to form effective and mutually beneficial partnerships. I have represented many well-known influencers and celebrities and built relationships with countless international brands.

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