

Benefits of Partnering with a Social Influencer



Two-thirds of small businesses have partnered with social influencers who have thousands of online followers and can affect purchase decisions. Here's why.

5 to 1

return on all influencer marketing investments.

40%

of Twitter users made a purchase based on an influencer Tweet.

50%

higher customer engagement when using an influencer.

74%

of people look to influencers for purchase advice.

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