



# Influencer marketing tools: a key player in the tech trend evolution





# Introduction

The unstoppable rise of influencer marketing is a **merger of traditional and modern tactics**, shining a spotlight on products through celebrity endorsements. It's a lively partnership between **brands and influencers**, and the evolution naturally leads to new influencer marketing tools.

This presentation takes you inside the world of influencer marketing, revealing **how offshore eams with top-notch software engineers** can supercharge your tools and take them to the ext level.



# Influencer marketing tools: what are they?

Influencer marketing tools tap into **social media's reach and celebrity influence** to boost brand awareness and conversions.

Amid the rise of ad-blocking, these tools are crucial for effective product showcasing. Popular platforms like GRIN, Upfluence, and Klear, along with others, are gaining traction.

Overall, these tools **enhance brand storytelling and amplify revenue** through influencer partnerships.





# Advantages of influencer marketing tools

These tools help **choose platforms, measure conversions, and boost ROI**. They match influencers with brands, avoid repetitive content, and identify fake activities. They simplify strategies in a shifting landscape.

## Benefits include:

- Elevated brand awareness
- Expanded reach
- Genuine sales and ROI
- Enhanced credibility and trust
- Optimal value for investment



# Influencer categories

## Mega-influencers

Celebrities with over **million followers**, renowned for acting or public roles.

## Macro-influencers

Internet-famous, typically discussed when referencing influencers, with **100,000 to a million followers**.

## Micro-influencers

Niche experts, recognized in their field, with follower counts between **1,000 and 100,000**.

## Nano-influencers

Foster close relationships with followers, often due to content or geographic focus, holding under **1,000 followers**.



# Ykone: a Scalars' success story

Ykone, a **pioneer in influencer marketing**, faced software slowdowns that held back their growth. They needed top **engineering talent to revamp their platform** but had difficulty finding it locally.

When they teamed up with us, their transformation took off. Now, their advanced tool is used **by global brands like Louis Vuitton and Technogym**. They've even released a third version, customised by their Bangalore team for their major clients.





# Improving your tools with offshore teams

Upgrade your influencer marketing tools with an integrated development team.

The Scalers, a seasoned player in this domain, provides **offshore expertise to bridge the gap for hard-to-find niche talent**. Given the scarcity of top skills in regions like North America, Australasia, and Western Europe, offshore development is a great solution.

A seamlessly integrated offshore team:

- **Boosts sector growth**
- **Accelerates market expansion**
- **Optimises influencer-led product promotion**







# Summing things up

Influencers maintain a **substantial impact, propelling company growth**. Nevertheless, the scarcity of specialised tech talent poses a challenge for expanding into new markets and advancing tools.

Fortunately, **offshore development has emerged as a promising solution**. This approach not only tackles tech talent scarcity but also drives innovation, speeds up product development, and eases market expansion.

So, while tech talent might be scarce, with offshore development, your growth can be anything but!





# Thank you



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