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BRANDS YOU LOVE

Influencer Marketing 2023
by Hubert Burda Media

BRANDS YOU LOVE

Hubert Burda Media's
influencer platform



Maximum transparency

All influencers' social media posts are published bundled in one content hub on brandsyoulove.de.

Selection of influencers according to the customer target group

Burda's own influencer database with more than 80,000 selection criteria. For maximum quality assurance.

Detailed reporting & market research

Measurement of key performance indicators and generation of individual insights into your product.

Influencer campaign presented by...

The brands you love influencer campaigns are presented and supported by high-reach media brands, such as InStyle or freundin.

OUR INFLUENCER PORTFOLIO

One platform for all influencer types



Consumer-Influencer

Ø 2.000 followers



Micro-Influencer

< 15.000 followers



Midi-Influencer

from 15.000 followers



Macro-Influencer

> 100.000 followers

AUTHENTIC CONTENT

From Consumer & Micro-Influencers

Authentic content from real consumers is crucial to branding on social media, which consumers now play a major role in shaping.

Consumer- & Micro-Influencer are

- very interactive: they have an average of 2.000 up to 15.000 followers
- particularly credible and qualified based on their Instagram profiles
- enthusiastic and create real earned content for brands/products
- a valuable feedback source for individual insights

Our success figures

- thousands of content pieces for your brand: Ø 3 content pieces per influencer
- maximum engagement: engagement rates up to 16%

brands you love



MIDI- & MACRO-INFLUENCERS

More than the classic Instagram campaign



Influencer as content creator or testimonial

- use of their social media expertise
- authentic & performant content
- reasonably-priced alternative to photo shoots and more personal than stock photos

Our criteria for the selection of influencers

- professional content
- brand fit
- audience fit
- channel fit
- engagement rate
- reach

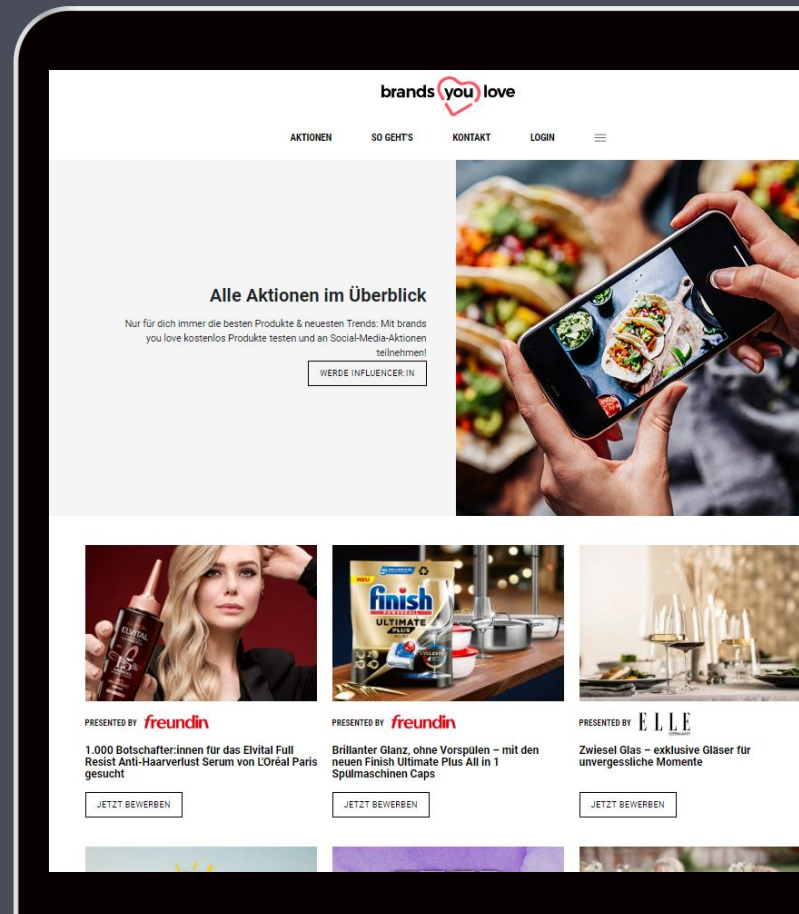
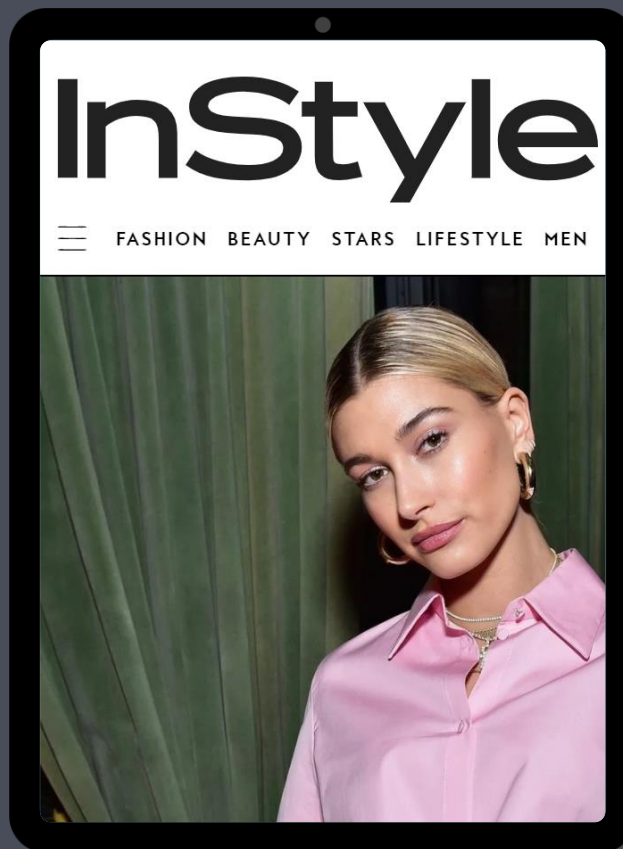
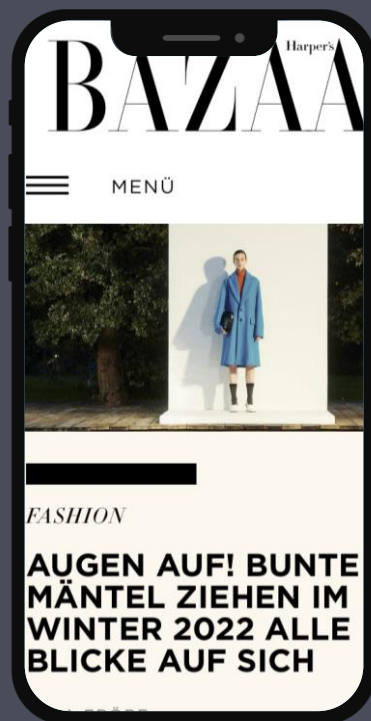
CROSSMEDIA CAMPAIGNS

Strong Burda brands as branding partners of the influencer campaign

Our USP

Branding of the influencer campaign with a high-reach media brand, e.g. freundin, slowly veggie, or InStyle Germany.

Selected channels of the partner brand can be used to generate additional attention and reach for the campaign in the appropriate target group - for a stronger visibility as well as a higher recognition value in the target group.



CAMPAIGN PORTFOLIO

brands you love



Social Challenge
Storytelling



Product-Test
Recommendation & Seal



Attitude
Show you Attitude



Instagram
Awareness

