INFLUENCER MARKETING

Fatigue

CURRENT PAIN POINTS OF INFLUENCER MARKETING

CREDIBILITY AND TRUST

BAD/GOOD PRACTICES

LOVE/HATE TRIANGLE

01.

Facing The Issue:
there is no trust

The analysis of why: *bad practices, lack of engagement, oversaturation, no freedom to create content, no alignment with brand values, consumers' impact (memes).*

The burned content: *no one trusts anyone. Brands are doing IM "because they have to, not because they believe to".*

Anatomy of bad practices

03.

How To Beat The Fatigue

NEXT: *not influencers but influentials, (UGC, mix-oriented strategies)*

Recommendations
- *Of content*
- *Of the ideal relationships (long term, trials with content, etc)*

02.

The Love Triangle:
current behaviour & how to improve

Understanding how to improve:

+ *Marketing agencies*
+ *Influencers*
+ *Representative agencies*
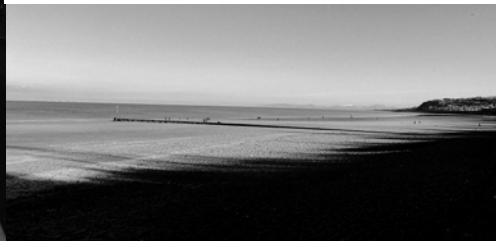+ *Brands*

Examples of best practices

04.

Conclusions

Brand affinity + influencers affinity: *the right mix (shinebuzz)*

IM strategies

How to finally measure

Chapters Abstract

Intro & Methodology

Intro & Methodology

WHAT'S NOT INFLUENCER MARKETING

B*tch, be for real - we have all rolled our eyes at influencer content. Like, it's not true, *right?* It's just a paid collab... *right?*

And yes, as an influencer marketing agency, we know about it, and we struggle with it. But problems won't go away by scrolling past them *right?* We heard our clients, we talked to our experts, we interviewed influencers, and we decided to turn it into a paper, not only acknowledging the influencer marketing fatigue, but showing you all how we decided to beat it.

NOT IM

Finding someone with an audience and offering them money or exposure so they can say good things about a brand.

A popularity contest.

Quick and cheap results.

One content for all.

BUT INSTEAD

Finding someone who is protective of their reputation and trusted audience and they have invested time in building their personal brand.

True influence goes beyond numbers; it involves selecting people whose values align with your brand and who can genuinely engage and resonate with their audience by their natural content and interests.

It's the same kind of slow-and-steady approach as Social Media and Content Marketing, where your campaign isn't about directly selling your brand. Instead, it's about demonstrating your authority, credibility and authenticity.

Intro & Methodology

BUT THEN... WHY?

By 2023, the IM market was supposed to reach $21.1B worldwide, a growth of +1140% in less than a decade, also, over 83% of marketers affirm the effectiveness of influencer marketing as a strategy. So, we are talking big numbers.

Businesses are making $5.2 ROI for every $1 spent on influencer marketing, while the top 13% of businesses are seeing a revenue of $20 or more for every $1 spent.

Source: Influencer Marketing Hub.

It's not that influencer marketing isn't working anymore, but it's certainly grown faster than what people probably thought it would. With the spike of social media and the consumerism changing as well, we can't believe the same strategy that was started with might work 10 years later.

So, after:

· Checking our learnings from 500+ briefs worldwide
· Talking with our experts from all the markets we are currently working in (+15)
· Running social media listening data in Spanish, Portuguese and English throughout the year to understand what people truly think about influencers

We arrived here.

INFLUENCER MARKETING MARKET SIZE WORLDWIDE

Year	Value
2016	1.7
2017	3
2018	4.6
2019	6.5
2020	9.7
2021	13.8
2022	16.4
2023	21.1

FROM 2016 TO 2023 (IN BILLION U.S. DOLLARS)

Facing the Issue

Facing the Issue

THE ANALYSIS OF WHY

Although Millennials consider influencers recommendations to be more engaging than regular ads, and would likely purchase a product recommended by influencers, the truth is that **we're facing an oversaturation of social media content, and recent studies by Collective Bias have found that only 3% of consumers are profoundly influenced by celebrity influencers to purchase specific products.**

Instagram went from a sharing platform to an e-commerce platform with curated brand content. Users are increasingly turning to stories and their own feeds because they no longer feel comfortable with it anymore. **67% of brands use Instagram for influencer marketing**, so it's no surprise people are fed up.

There has been a 465% increase in searches for the phrase "influencer marketing" on Google alone since 2016

Source: Influencer Marketing Hub.

The reality is that people are running away from "add-feeling" content. According to Nielsen, **64% of consumers intentionally avoid ads on free video services with commercials, and 59% would subscribe to a streaming service that lets them completely skip ads.** If they match the influencers to the 'ad-feeling', we are lost.

HOW MUCH MILLENNIALS TRUST INFLUENCERS

Influencer recommendations are more engaging than regular ads	49%
I'm likely to purchase a product recommended by influencers	45%
I follow influencers who regularly promote products/brands	44%
I'm happy with the volume of promoted products/brands I see from influencers	41%
Influencers are knowledgeable about the products they recommend	40%
Recommendations from influencers are more informative than from celebrities	40%
Influencer recommendations are more trustworthy than regular ads	36%

RECOMMENDATIONS IN 2023 (WORLDWIDE)
% Share of Respondents

Facing the Issue

THE ANALYSIS OF WHY

34% of users consider influencers comments and posts to be **advertising**.

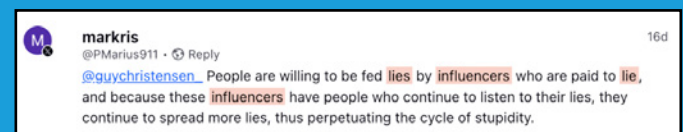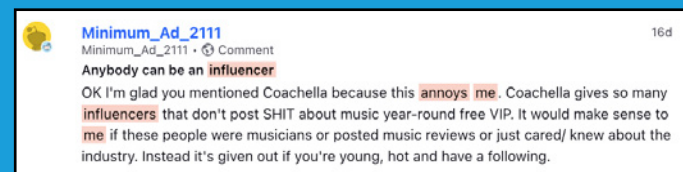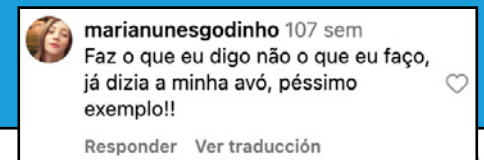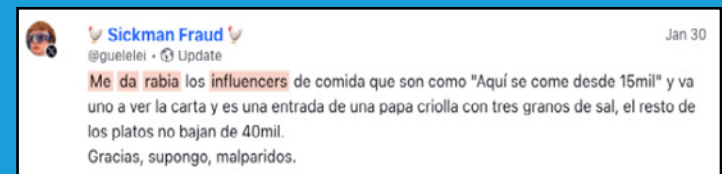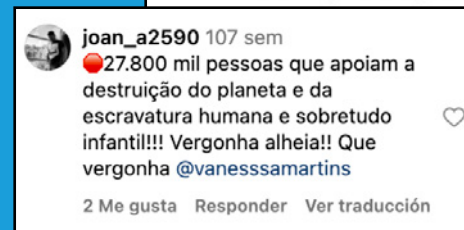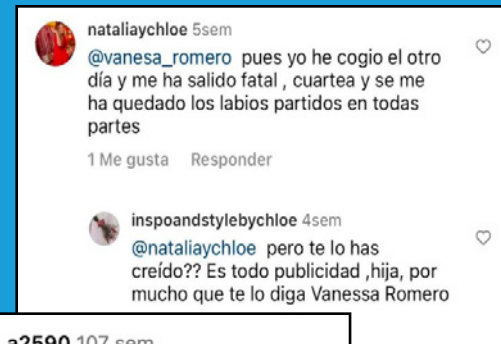47% claimed to be fatigued with **repetitive influencer posts** on Instagram

According to our investigation, there is a polemic issue that content creators and influencers bring up. *They have limited freedom to create content, and this leads to content that has no alignment with their values.* **People backlash against the influencer and the brand when they perceive it's false advertising.**

"The biggest problem in communication between brands and influencers is often the lack of clarity and alignment in the expectations and objectives of both parties. Brands do not understand the importance of adapting advertising campaigns to influencer marketing, and the need to have their own tone and message in the content generated by networks so that it is in line with the organic content of the creators themselves. On the other hand, creators sometimes do not understand the objectives of the brands and therefore the content they create is not focused on achieving them and does not meet the client's expectations."

Sergio Barreda

CEO & Founder - Keeper Experience

Our Social Listening found 95.7K Spanish comments and 108K English comments targeting influencers' content as negative.

nataliaychloe 5sem
@vanesa_romero pues yo he cogio el otro día y me ha salido fatal , cuartea y se me ha quedado los labios partidos en todas partes
1 Me gusta   Responder

inspoandstylebychloe 4sem
@nataliaychloe pero te lo has creído?? Es todo publicidad ,hija, por mucho que te lo diga Vanessa Romero

joan_a2590 107 sem
🔴27.800 mil pessoas que apoiam a destruição do planeta e da escravatura humana e sobretudo infantil!!! Vergonha alheia!! Que vergonha @vanesssamartins
2 Me gusta   Responder   Ver traducción

🐍 Sickman Fraud 🐍   Jan 30
@guelelei · ⊙ Update
Me da rabia los influencers de comida que son como "Aquí se come desde 15mil" y va uno a ver la carta y es una entrada de una papa criolla con tres granos de sal, el resto de los platos no bajan de 40mil.
Gracias, supongo, malparidos.

marianunesgodinho 107 sem
Faz o que eu digo não o que eu faço, já dizia a minha avó, péssimo exemplo!!
Responder   Ver traducción

Wonderful_Street9387
Wonderful_Street9387 · ⊙ Comment
I know this is Sevda's snark forum, but omg Teresa is on live with a cold sore.
I used to like her but unfollowed her today. Another greedy fake 'influencer'. Also, lies about her weightloss she looked hugeee in that tracksuit other day

Minimum_Ad_2111   16d
Minimum_Ad_2111 · ⊙ Comment
Anybody can be an influencer
OK I'm glad you mentioned Coachella because this annoys me . Coachella gives so many influencers that don't post SHIT about music year-round free VIP. It would make sense to me if these people were musicians or posted music reviews or just cared/ knew about the industry. Instead it's given out if you're young, hot and have a following.

markris   16d
@PMarius911 · ⊙ Reply
@guychristensen_ People are willing to be fed lies by influencers who are paid to lie, and because these influencers have people who continue to listen to their lies, they continue to spread more lies, thus perpetuating the cycle of stupidity.

We studied comments from Spanish, English and Portuguese accounts.

Facing the Issue

THE BURNED CONTENT

According to Ogilvy, more than 50 million creators exist globally, with 2 million relying on content creation as their main or sole source of income. This leaves 48 million individuals actively engaging in amateur content creation, aspiring to make a more significant impact and impression in the field. This bridge allows us to understand the pool of opportunities brands have, and how influencer marketing still has a big space to cover.

Although, without transforming the influencer strategies and media planning with an audience-first approach, we are left with inauthentic and unoriginal content, which has reduced effectiveness.

"Consumers are increasingly growing sceptical of the products that influencers are promoting, and these kinds of cliché and repetitive influencer content/behaviors can also cause frustration among users and lack of relatability.

The oversaturation is leading brands to use IM because "they have to", but without a clear vision of why and, more importantly, how."

Mau Campuzano
Strategy & Client Director at SAMY Alliance Mexico

Our conclusion?

The oversaturation is leading brands to use IM because "they have to", but without a clear vision of why and how.

Saying "there is a lot of work behind every piece of content that you don't see".

Not including the label of paid collaboration or gifting, as if users can't tell the difference.

Making collaborations with brands that have nothing to do with them (not necessarily by industry but by values)

In fact, this collective frustration has led to some amazing parody accounts (like Insta Repeat) pointing out just how samey a lot of Instagram content can be.
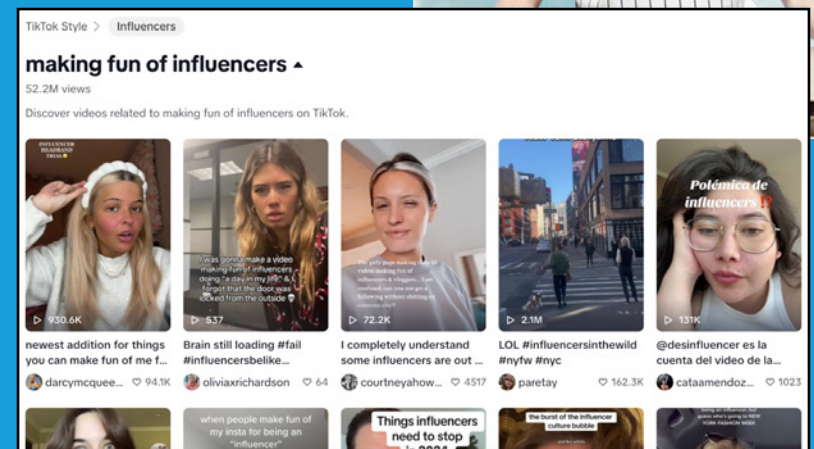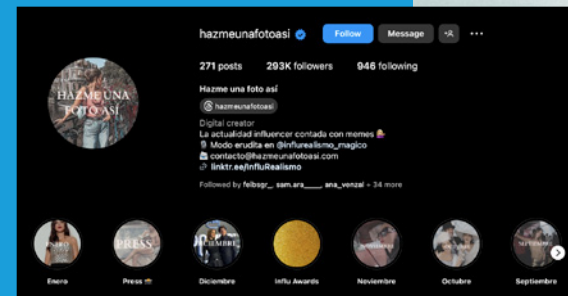

This is particularly the case for younger users like Millennials and Gen Z demanding real, authentic content from brands and influencers.

If you've found yourself feeling a little fed up with cliches like this - you're not alone. 47% of consumers are fatigued by repetitive influencer content.

Facing the Issue

ANATOMY OF BAD PRACTICES

Mismatch of brand and influencers.
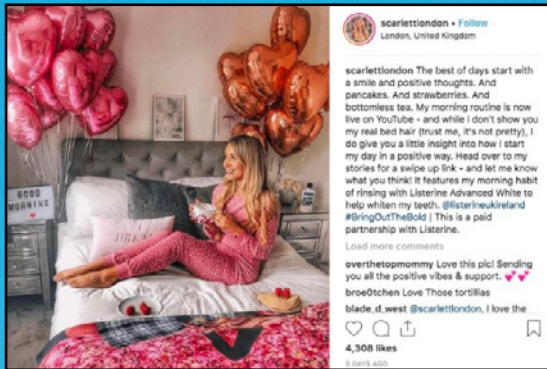
EN *"Scarlett London is most recognized for her content centered around lifestyle, fashion, and wellness. However, when she featured a sponsored post with Listerine in the caption of one of her lifestyle posts, followers were taken aback. Many perceived the overall impact as disconcerting and lacking authenticity, as London's usual content seemed to have no apparent connection to the Listerine brand or product."*

Re-selling products given by a brand as a gift or as part of a seeding.

EN *"having a face harder than reinforced concrete is not a mistake, but I'm sure you can hide it much better now if you want your "profession" to be valued."*

Stereotypical and overused messages like "a friend recommended me", "I was dying to try this" or "I bought this and want to share it".

EN *"My daughter is here showing me her drawings, which, by the way, I like as much as the wonderful cream that my friend recommended" We can also say that the daughter works harder than the mother.*

Working with brands or products that they don't like or about which they have previously spoken negatively.

EN *Marta Pombo fails criticising a brand that she previously promoted.*

Talking about the products in an excessively forced way, introducing them in implausible situations.

EN *"I think they are going to be behind Wetaca, Olistic and mattresses Emma, what a pain! But I ask myself... Do they really get sales with this merchandising? Because in my case, what they get is that I repudiate the product."*

Working with brands that don't fit their values.

EN *"As a public figure you need to be responsible for the enterprises you support... This is a total lack of attention"*

EN *"Inform yourself about Shein before promoting them; whatever, money speaks louder than words":*

The Love Triangle

The Love Triangle

CURRENT BEHAVIOR AND HOW TO IMPROVE

INFLUENCERS

USERS

BRANDS   AGENCIES

INFLUENCERS

Influencers have the power to reach specific audiences, authenticate products or services and create content that resonates with their followers.

Responsibility: They must maintain authenticity, ensure content is ethical and transparent, and abide by the terms agreed with brands and agencies.

Rights: They have the right to be compensated fairly, preserve their personal image and refuse collaborations that are not aligned with their values.

BRANDS

Brands have the power to set marketing objectives, brand strategy and budget allocation.

Responsibility: They are responsible for defining the brand image, setting clear expectations for influencers and agencies, and ensuring that campaigns are aligned with brand values.

Rights: They have the right to demand measurable results, transparency in marketing actions and protection of their brand integrity.

AGENCIES

Marketing agencies have the power to develop strategies, coordinate campaigns and facilitate communication between brands and influencers.

Responsibility: They must ensure that campaigns meet objectives, manage contracts and agreements, and provide detailed reports to brands.

Rights: They have the right to receive fees for their services, propose creative strategies and demand efficient collaboration from brands and influencers.

INFLUENCERS

Current Behavior:

· They are pressured to meet strict brand parameters.

· May fall into creating duplicate content to meet demands.

· Lack of creative freedom can affect the authenticity of their content.

How to improve

· Clearly communicate their values and style to brands from the outset.

· Negotiate terms that allow for authentic expression in content.

· Seek out brands that value creativity and authenticity.

BRANDS

Current Behavior:

· They set strict parameters without allowing influencers much creative freedom.

· They seek detailed control over content, sometimes resulting in a lack of authenticity.

How to improve:

· Encourage more creative and flexible collaboration with influencers.

· Allow some freedom for influencers to bring their style and authenticity to the table.

· Set clear expectations but allow room for creativity.

AGENCIES

Current Behavior:

· They experience pressures to generate content quickly, sometimes sacrificing quality.

· They face the difficult task of balancing the expectations of brands and influencers.

How to improve:

· Advocate for more flexible collaborations between brands and influencers.

· Focus on strategies that add value rather than simply meet expectations.

· Educate brands on the importance of authenticity in influencer marketing.

"The dynamic between brands, influencers (or representative agencies) and marketing agencies is mutually dependent. Brands require content, agencies manage the request and the influencers produce, that's clear.

What it's not clear is what happens when brands' expectations are not met by influencers' content, and the performance evaluation of the agency is not quite there yet either. This dynamic needs to be balanced carefully to not fall into a plain content creation that is going to be scrolled down and forgotten."

Fabiola Guerrero Ros

Head of Influencer Marketing at SamyRoad

The key to improving this competitive dynamic lies in open communication, transparent negotiation of expectations and valuing authenticity rather than simply meeting strict requirements.
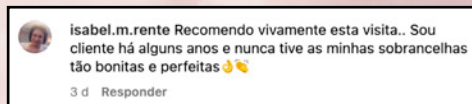
The Love Triangle

GOOD PRACTICES

It's **natural behavior** to **combine** multiple brands (niche and well known), different categories and different prices. One influencer can't be married to one brand, but also can't be (and shouldn't be) affiliated with every single one. **The matching-mix is indispensable to be real.**
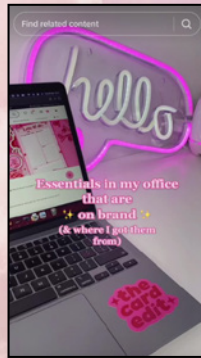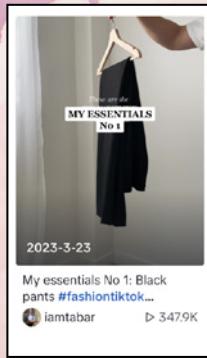
Consumers are more influenced by seeing **real results in real life** (47%). And influencers with impact on Gen Z prioritize **authenticity and relatability** in their content.

isabel.m.rente Recomendo vivamente esta visita.. Sou cliente há alguns anos e nunca tive as minhas sobrancelhas tão bonitas e perfeitas👌👌

3 d   Responder

EN *"I strongly recommend this visit. I'm a client since many years ago and I have never had my eyebrows so pretty and perfect"*

make_baby_up 27 sem
🦋Hooola mis piñis!! 🦋Se viene... Review calentita!!🙌🙌
.
📝Y es que después de unas semanas probando lo nuevo de @nellycosmeticos ya tengo una opinión clara... 🤎Me encanta!!

EN *""(...) Hot review coming! After a few weeks trying @ nellycosmeticos I have a clear review: I love it!"*

redwoodbird · Seguir

Si tenéis trucos que os funcionan os leo 👀 y así nos ayudamos entre todas en la #operacionpelazo

EN *"If you have any trick that work for you let me know! So we can help each other out! #hairoperation"*

vanessa_troset 39 sem
Amigas mías 🤎esta crema es maravillosa pero es importante saber usarla bien. No es una crema hidratante

EN *"Dear friends, this cream is wonderful, but it's important to know how to use it, it's not a regular moisturizer..."*
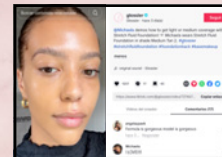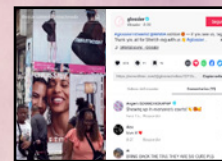
TOP INSPIRATION SOURCES FOR BEAUTY TRENDS

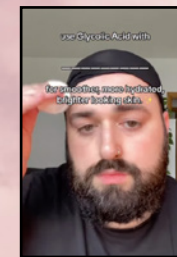|	
Series & films	12%
Blogs	16%
Clebrities	17%
Magazines	18%
Brand advertisements	23%
Ratings & reviews	29%
Social Media	41%
Friends & acquaintances	44%

THIS DATA INCLUDES FEMALE BEAUTY SHOPPERS ONLY
Source: Klarna, 2022

Glossier:
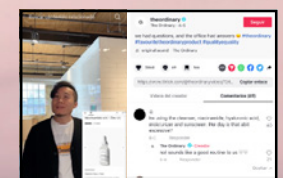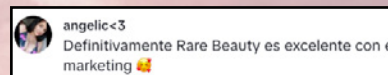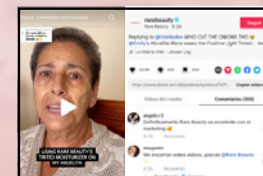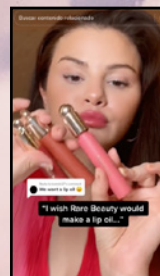Community x omni-channel experiences

The Ordinary:
Community managers as content creators

Rare Beauty:
Authenticity rocks

angelic<3
Definitivamente Rare Beauty es excelente con el marketing 🥰

How to Beat the Fatigue

How to Beat the Fatigue

UP NEXT: NOT INFLUENCERS, BUT INFLUENTIALS

USER GENERATED CONTENT

According to an April 2023 survey from EnTribe, 51% of users simply scroll past posts from influencers when they see them in their feeds. A full 29% said they flat-out hate influencer content. UGC has raised a great opportunity for those who have struggled with influencer relationships as it's based on the genuine interest the user has with the brand.

· 86% of respondents find brands publishing user-generated content to be more trustworthy, contrasting sharply with a mere 12% who lean towards products endorsed by influencers.

· 62% of respondents admit to never having purchased a product promoted by an influencer. Among those who did, 42% confess to regretting their influencer-endorsed purchases.

· 82% express a higher inclination to buy from brands incorporating more user-generated content into their marketing initiatives.

"Paid media is a powerful tool for promoting content from highly relevant influencers to the right audience at the right moment, thereby minimising ad fatigue and increasing the influencer campaign's longevity."

Charles Ruyant
Managing Director at Thyga

INFLUENCERS AND ADVISORS

· **Influencers are still essential** as in Iberia 57% of consumers consider influencers credible

· Influencers positioned themselves as more relatable and accessible **to consumers that take actions** (to get more information about products) **after seeing a creator video** (likely to purchase as a result)

· 75% of Gen-Zs find TikTok creator content believable - 55% reliable

But here transparency is key, 50% of social media users claim they are **unable to identify** which content they believe **to be sponsored**.

How to Beat the Fatigue

RECOMMENDATIONS: THE FUNNEL

Findability →

Purchase →

AWARENESS	FINDABILITY	REPUTATION	CONVERSION	ADVOCACY
Viral Videos (IG, TT) Content perceived as paid. Entry point to the funnel as impulsive purchase (trendy content)	**Generic Tips** Creating content that besides being generic is honest and real	**Personalised Tips** Active listening to users and tailoring routines and contents	**UGC Results** Natural and truthful tone that doesn't look like paid content Also if we capture the user through personalisation, we generate new brand ambassadors	**Personalized remarketing** Accompanying the consumer based on feedback on results
	Consumer Reviews Talking openly (pros & cons) about products as it would be a friend recommendation	**Multi brands tips recomms** Mix&match products recommendations. Diff. brands/ categories/prices		

How to Beat the Fatigue

RECOMMENDATIONS: THE CONTENT

Believable, credible and reliable content is what influences purchase decision.

Content which demonstrates **humor, authenticity and approachability** influences purchase decision x 1.4

Content **related to their daily lives** and consumers real needs.

Content with proposals **adapted to all budgets**.

"In terms of understanding in communication, influencers ask for greater creative freedom to be able to fit advertising creatives into content adapted to the essence of their publications. It is normal that it is difficult to reach the middle ground as the brand has a lot to communicate and it is not easy to adapt the advertising communication to the format of each of the influencers that comprise their campaigns."

María Majón Diéguez
CEO & Founder - Let's Be Influenced

THE IDEAL RELATIONSHIP

In life, in business

OPEN COMMUNICATION

The briefing should be built alongside the agency for the brand to be sure their expectations are clear and aligned with the strategy.

OPEN COMMUNICATION

Trialing influencer's ideas and new content (to say, 60% super adequated to the brands' rules and 40% open to experimentation) could be what your relationship needs - wink wink

"Influencers know their community very well and how their audience behaves. If you do something too commercial, not only do you risk being judged by your followers, but the social networks themselves penalise you with less reach."

Renata Austin
Founder of Talent MKT

Conclusions

Conclusions

BRAND AFFINITY + INFLUENCER AFFINITY: THE RIGHT MIX

To date, there isn't a one-size-fits-all formula for brands or campaigns. If there's something we all need to keep in mind, it's that there must be an affinity and alignment between brand values and goals with influencer communication styles and publication formats.

To achieve this, there's a series of items that we consider must be taken into account —applicable not only to individual influencer-brand connections but also influencers across the entire campaign. Metrics and shared interests are a must to create this "community" vibe.

This is where Shinebuzz, our AI-powered tool, comes in handy; here we catalogue 120M+ influencers' performances. Having been used on 3.5K campaigns, Shinebuzz allows us to seamlessly integrate these traits across various social and media platforms.

INSTAGRAM   YOUTUBE   TIKTOK   TWITTER   TWITCH   LINKEDIN   ShineBuzz

| Influencer | Brand | Interest | | Tags | Engagement | Followers |
| Metrics | Influence areas | Gender | | Age | Location | City |

Conclusions

IM STRATEGIES

Building brands with influencer marketing can happen in many ways and each strategy needs to be tailored according to the objectives

Kurio digital agency

INFLUENCERS AS THE BRAND

· **Marketing/Comms goal**: Bringing brand to life through influencers

· **Stereotype Tactics**: Brand only lives and develops through influencers and in partnership with them

· **Influencer selection criteria**: Business partner

INFLUENCERS AS DIFFERENTIATORS

· **Marketing/Comms goal**: Building long term brand value

· **Stereotype Tactics**: Long term business strategy based on building a unique bond between brand & influencer

· **Influencer Selection criteria**: Strategic partner

INFLUENCERS AS CREATIVES

· **Marketing/Comms goal**: Building preference, gaining credibility for brand, brand repositioning

· **Stereotype Tactics**: Campaign based on a single insight/ message, influencer as strategist and a source of insight, part of the process early on

· **Influencer Selection criteria**: Unique style/target group/topics

INFLUENCERS AS SPOKESPERSON

· **Marketing/Comms goal**: Building preference, gaining credibility for brand

· **Stereotype Tactics**: Long term, value-based collaborations

· **Influencer Selection criteria**: Values, personal preferences

INFLUENCERS AS MEDIA

· **Marketing/Comms goal**: Short term awareness, building media coverage fast

· **Stereotype Tactics**: Short term, tactical sales Campaigns

· **Influencer Selection criteria**: Budget, reach

Conclusions

HOW TO FINALLY MEASURE

CONTENT OVERVIEW

· **Timing and frequency of content output**: campaign duration and total content

· **Social Listening x User Sentiment**: sentiment on the total number of comments made on posts (% of: mention of attributes, @ to the brand, hate, etc)

· **Follower Growth during the campaign**

· **Evolutionary impact and performance in medium/long-term campaigns**

· **Highlights & Lowlights**: learnings from the process

ORGANIC VS. PAID STRATEGY

· Organic vs Paid GOALS

· Organic vs. Paid Reach

· Organic vs. Paid Conversion Rate

COST OPTIMIZATION

CPM (Cost Per Thousand Impressions)

CPE (Cost Per Engagement)

ER (Engagement Rate) / **IR** (Interaction Rate) / **VR** (View Rate)

CPMV (Cost Per Thousand Views)

CTR (Click-Through Rate)

Bonus vs Negotiated: % of extra impact (impressions/reach) at 0 cost for the bonus pieces over the total impact and total budget it represents.

(The budget saved by these pieces is calculated by estimating the unit cost per format per profile).

CAMPAIGN OBJECTIVES

Awareness
Metrics: impressions, views and reach
Best format: Stories, Reels, TikToks
KPI: view rate, impression rate, reach rate

Consideration
Metrics: engagement (feed: likes, saved, comments and shared - stories: interactive formats, click on links and stickers)
Best format: Reels, TikToks.
KPI: engagement rate

Conversion
Metrics: clicks
Best format: stories
KPI: CTR

About   Us

SAMY Alliance

MAKING BRANDS MOVE FORWARD

We do this by combining pioneering research and technology with strategy, creativity and performance to create solutions, messages and experiences that mean more.

We are a global ecosystem of specialised and integrated social-first technology and data-enabled digital marketing solutions founded on understanding the voice of the consumer and state-of-the-art creativity.

With over 400 employees and 15 offices in 15 countries in Europe, the US and Latin America, at Samy Alliance we operate in 55 markets for 100+ AAA customers, developing award winning end-to-end digital campaigns based on data, strategy and creativity.

At Samy Alliance, we have developed our technological suite, capable of indexing social networks to obtain information on both the digital reputation and the positioning of the brand and the user's purchasing behaviour and product trends.

We offer complete marketing and communication services including: Influencer Marketing, market research and intelligence, data and analytics, social media, digital content, creativity, communication, and public relations.

Samy Alliance was recently named by the Financial Times one of Europe's Top 1000 fastest-growing companies for the fourth consecutive year.

SɅMY
ALLIANCE

SamyRoad

HERE WE ARE:
YOUR GLOBAL ADVOCACY
#MARKETING PARTNER

At SamyRoad we have developed predictive property technology to generate end-to-end data-based influencer marketing solutions that help the top leading brands worldwide succeed in the new advocacy era.

We leverage our proprietary technology to select the right match among 42M KOLs and a dedicated account executive, providing assistance through all the process, to carry out successful campaigns.

+300 clients AAA
+4000 Influencers recruited
+2000 signed contracts
+50 markets

SamyRoad is part of Samy Alliance, a global ecosystem of specialized marketing solutions with over 400 professionals operating from 15 offices in over 55 markets. Samy Alliance develops socially and humanly impactful end to end campaigns aimed to build trust and community through our specialized solutions in Research, Social Media, Strategy, Creativity, Influencer Marketing, ePR and Paid Media.

SΛMYROΛD

OPEN MIND
OPEN MOUTH

IT'S ALL
YOUR
FAULT

HOME

ONE

INFLUENCER MARKETING

SamyRoad