

Influencer Gifting: 25 Things You Need To Consider In 2025



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Influencer Gifting is a marketing strategy which often revolves around sending something out to a celebrity or influencer in the hope that they may somehow promote it across their social channels, or in an attempt to build a relationship with them to aid in securing a longer term partnership with a celebrity or influencer. Influencer gifting can take many forms, including sending a product sample, offering a free trial of a service, or inviting the influencer to attend an event or experience. The hope is that the influencer will enjoy the product or service and share it with their followers through social media, and other content. Influencer gifting should be a part of every companies influencer marketing strategy, and it's essential they keep on top of influencer marketing trends.

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As you all know, brands and services are aware of the sheer power of celebrity endorsement and are scurrying to associate themselves with the right names, quite simply because it works. It allows brands to charge a premium price or significantly higher prices for their product, through celebrity and influencer association as it creates a buzz around the product or service. Restaurants work in exactly the same way. Sexy Fish for example had a string of celebrities at its launch, such

as Rita Ora, and Kate Moss, and the restaurant has been highly sought after ever since. In the dynamic world of dining, celebrity endorsements and high-profile launches significantly influence a restaurant's success. A recent example is the reopening of Le Caprice in Mayfair, London. Originally a favorite among celebrities, including Princess Diana, the restaurant closed during the pandemic but is set to return in June 2025 at The Chancery Rosewood, a luxury hotel in the former US Embassy building in Grosvenor Square. Owner Richard Caring aims to modernize the establishment while retaining its classic charm, anticipating that its storied past and celebrity associations will generate renewed interest and demand.

Similarly, Arlington, a restaurant located at 20 Arlington Street in London's St James's area, launched on 11 March 2024. This venue occupies the site formerly held by Le Caprice and has been described as an 'unabashedly sentimental remastering' of its predecessor, with a similar menu and interior. The launch attracted significant media attention, with reviews highlighting its appeal to London's media elite and its potential to become a new favorite among celebrities.

It all happens on our Celebrity and Influencer Platform.

Influencer gifting campaigns and the impact they had on the brands

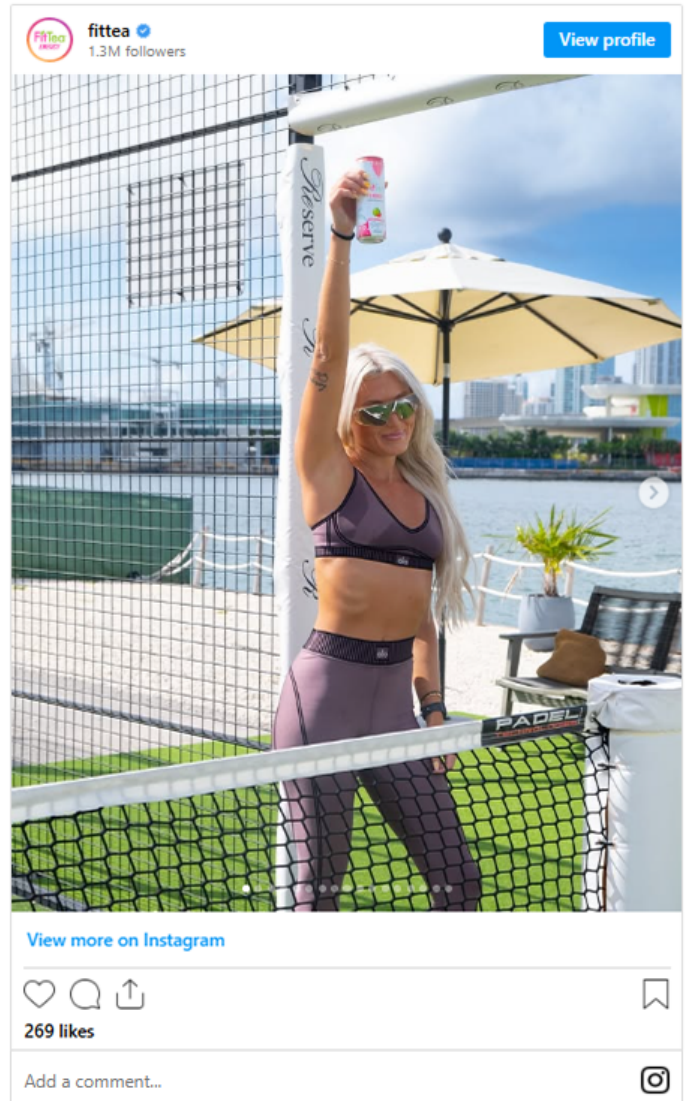
Some of the smallest brands with zero budget, have grown into huge brands via influencer gifting. Sarah Shaw's company Sarah Shaw Handbags grew to a multiple eight-figure business thanks to press in magazines like ELLE, INStyle, as well as being worn by celebs like Jennifer Aniston and Oprah Winfrey. "There are so many benefits to getting your product photographed in the hands of a celebrity," Shaw says. "The media is much more likely to be interested in your brand if you have celebs behind you." So take notes; before long you might just have the marketing tools you've always wanted.

With the rise of social media, brands can get their products in front of celebrities and influencers through gifting, producing a great response at little expense. Gifting products in exchange for mentions digitally, whether that be an Instagram post or a mention on Facebook, is a hugely popular way for influencers and brands to collaborate.

Here are seven more examples of successful influencer gifting campaigns and the impact they had on the brands:

1. SugarBearPro Collaboration with Influencers

SugarBearHair, a hair vitamin brand, partnered with various influencers to promote their products. They sent influencers personalized packages containing their hair vitamins and encouraged them to share their experiences on social media. This campaign resulted in a significant increase in brand visibility, as influencers with large followings shared their positive reviews and before-and-after photos. The campaign also helped position SugarBearHair as a trusted brand in the beauty and wellness industry.



2. FitTea's Detox Tea Campaign

FitTea, a detox tea brand, collaborated with fitness influencers and celebrities to promote their products. They gifted influencers with their detox tea packages and encouraged them to share their fitness journey and the benefits of incorporating FitTea into their routine. This campaign generated a lot of user-generated content, with influencers sharing their progress photos and testimonials. The campaign not only increased brand awareness but also positioned FitTea as a go-to brand for health-conscious individuals.

3. Fabletics' Activewear Campaign

Fabletics, an activewear brand, partnered with fitness influencers and athletes to promote their clothing line. They gifted influencers with a selection of their activewear and encouraged them to create content showcasing their outfits and promoting Fabletics' monthly subscription service. This campaign resulted in a significant increase in brand engagement and sales, as influencers' endorsements and outfit inspiration resonated with their fitness-focused followers.

4. GoPro's Adventure Campaign

GoPro, a popular action camera brand, collaborated with adventure and travel influencers to promote their cameras and accessories. They gifted influencers with GoPro equipment and encouraged them to document their exciting adventures using the product. Influencers shared their



stunning footage and experiences on their social media platforms, showcasing the capabilities of GoPro cameras and inspiring their followers to capture their own adventures. This campaign significantly increased brand awareness and positioned GoPro as a must-have device for capturing action-packed moments.

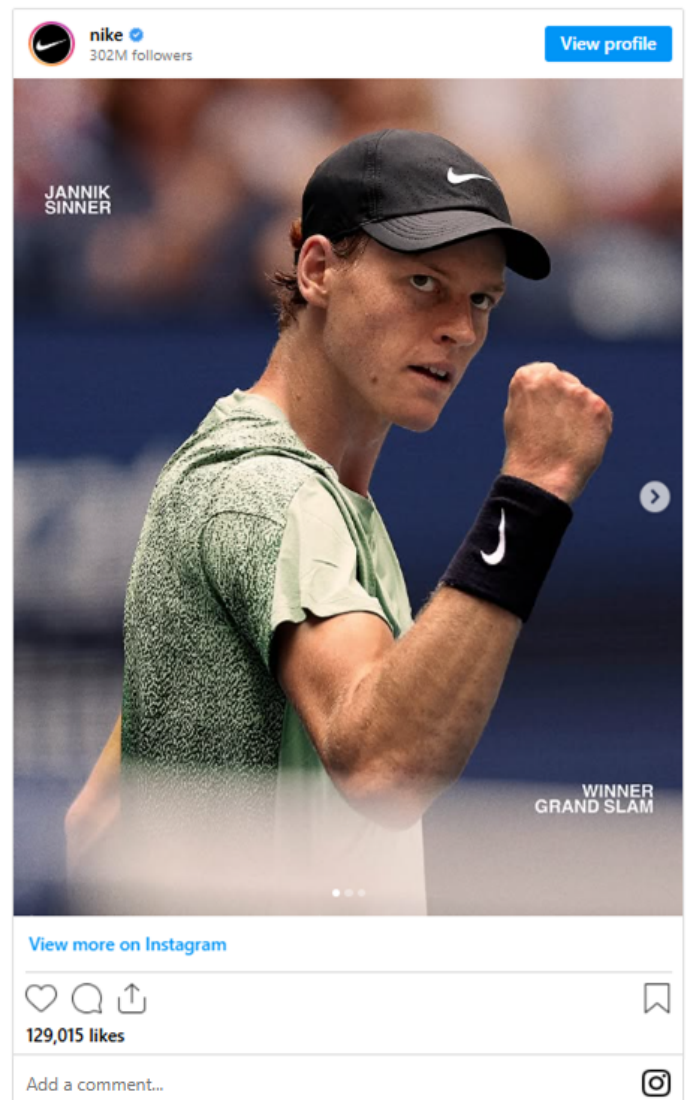
5. Airbnb's #AirbnbExperiences Campaign

Airbnb launched the #AirbnbExperiences campaign, partnering with various influencers to promote their unique travel experiences. They gifted influencers with exclusive experiences and encouraged them to share their adventures and the benefits of booking Airbnb Experiences. This campaign generated a lot of user-generated content, with influencers showcasing the diverse range of experiences available through Airbnb. The campaign not only increased brand visibility

but also positioned Airbnb as a platform for discovering authentic and immersive travel experiences.

6. Nike's Collaboration with Athletes

Nike collaborated with renowned athletes and fitness influencers to promote their athletic apparel and footwear. They gifted athletes with personalized gear and encouraged them to share their training journeys and the importance of Nike products in their performance. This campaign generated a lot of buzz, as influencers shared their workout routines, highlighted Nike's innovative technology, and inspired their followers to push their limits. The campaign helped reinforce Nike's position as a leading brand in the athletic industry and increased brand loyalty among athletes and fitness enthusiasts.





7. Bloom Nutrition's Influencer Partnerships

Bloom Nutrition, a supplement brand, has seen immense viral success on TikTok with promoting their Bloom Green's and Superfoods. The brand prioritizes paid partnerships with a wide variety of influencers – including mega influencers like Alix Earle. The paid content is often worked into “Morning Routine” videos or fitness content, displaying the benefits of the Bloom Powder's ability to relieve bloat, support digestion, and increase energy. Bloom's cofounder, Mari Llewellyn, is a fitness and wellness influencer herself, with 1.5 million followers on Instagram and 260k followers on TikTok. Llewellyn knew first hand the importance of TikTok in Bloom's publicity, and credits the brand's early success to her established social media following. Bloom's products are now sold nationwide in-store and online in the U.S., and as of January, Bloom is sold on Amazon in the UK.

These seven examples demonstrate the power of influencer gifting campaigns in driving brand awareness, increasing sales, and creating a

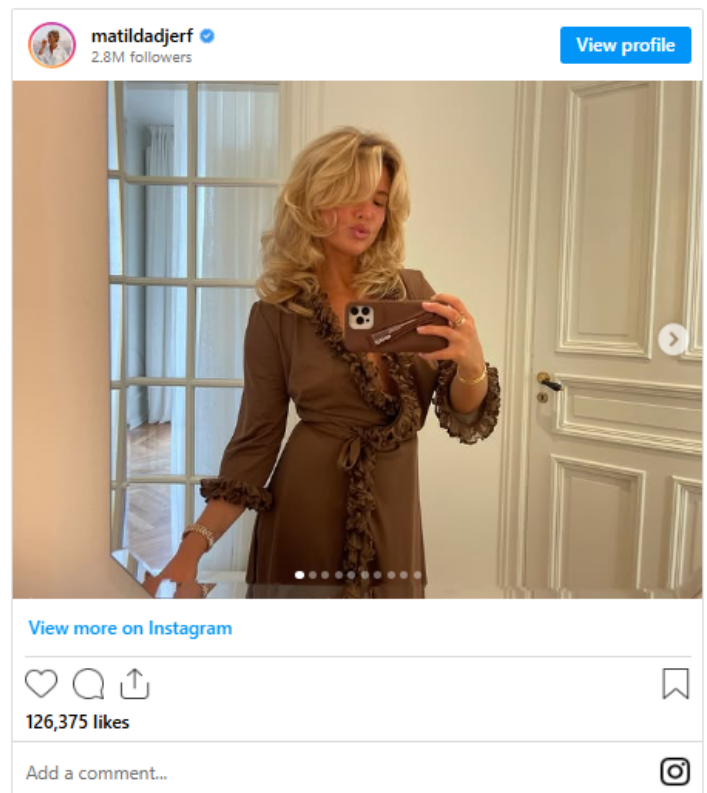
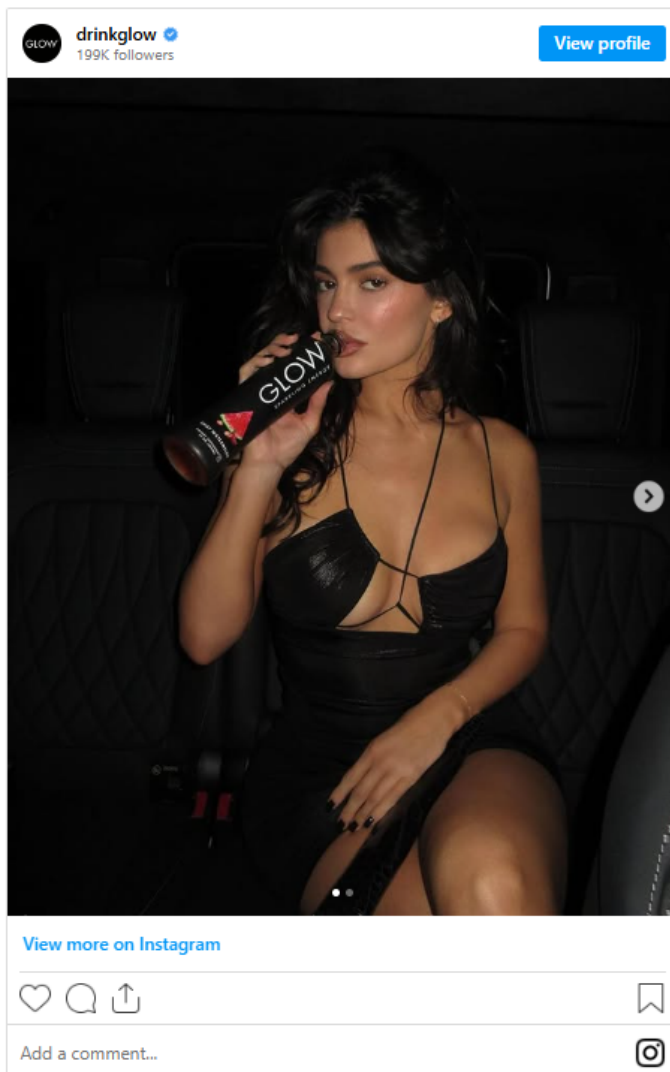
sense of authenticity and trust among the target audience. We want you to have this same success. If you're wondering how to contact celebrity and influencers, we have created an incredible tool which allows brands to email out to thousands of celebrities and influencers in seconds

How to contact influencers with our platform:

1. You write an email campaign, this is an email about your product and why the celebrity or influencer will love it
2. You select a group to target e.g. beauty influencers (our platform provides all of the contacts for this group and you can refine within a group like beauty influencers that live in London who have 50k-500k followers)
3. You hit send and it reaches all of these influencers. Yes, you get to reach thousands of influencers in seconds, what's clever is our platform inserts the influencer name, and allows you to insert the brand name, so each email appears personalised.
4. You can also create your own lists and then email all the contacts on them

5. You get responses directly from the influencers and can choose who you work with

You can also search by audience insight and get a detailed breakdown by category for celebrities and influencers audience, this is key as if you want to work with a particular celebrity or influencer you need to know that their audience is relevant to you. In simple terms if you are a travel company you need to see what percentage of your celebrity or influencers audience is interested in travel.



25 Tips on how to get great response rates:

1. Check their social media feeds and get to know the celebrity and influencer

Get to know the celebrity or influencer that you are interested in gifting to, that way you can send the right products that they will love and will be relevant to them. As well as what they like, look at what their problems are and how your brand can solve them. When Estée Lauder first started out she gifted celebrities – the company is now worth billions, with Kendall Jenner the current face of it. Other smaller brands, such as Rodial, gifted to Kylie Jenner and she then Instagrammed the product to her

millions of followers, and sales went through the roof, from just the cost of one product. Now, other brands like Glow Beverages have partnered with Kylie Jenner to appeal to her distinct follower demographics –aiming to increase awareness within Gen-Z and Millennials through social media.

We've just launched a really unique tool where you can compare the social following of different celebrities, in the form of growth charts, so you can see which celebrities have risen the most

that week in terms of following. You can also compare celebrities in terms of social rank and brand influence.

Influencers now represent new opportunities for brands to reach consumers through channels that they trust. The attitudes of consumers have changed. However, the celebrity pull is also still strong and represents some of the most memorable campaigns and adverts. I believe both areas need to be explored, there is no set rule as to which is more effective, as they both do different things and will create different results amongst different businesses. The key is in identifying the correct ambassadors and endorsers for your business.

2. Find the right celebrity or influencer for your brand

So you've just started your new brand. You want to have influencers endorse and advertise your new products, but how on earth do you start with influencer gifting? We've got you covered. We know how tricky it can be to source the right people to get behind your passion project, so we've compiled some of the best tips and tricks to ensure you get the most out of any influencer relationship.

Statista reports that the global influencer marketing size has more than tripled since 2019. In 2025, the market is estimated to reach a record of 24 billion U.S. dollars. According to data from Connect with Influencer, social media engagement has increased by 67% over normal usage rates. So if you're still on the fence about contacting influencers to market your brand, just take a look at the stats. The truth is if you put in the legwork and keep a good and long-lasting relationship with a few influencers you can gain more consumers than you could imagine.

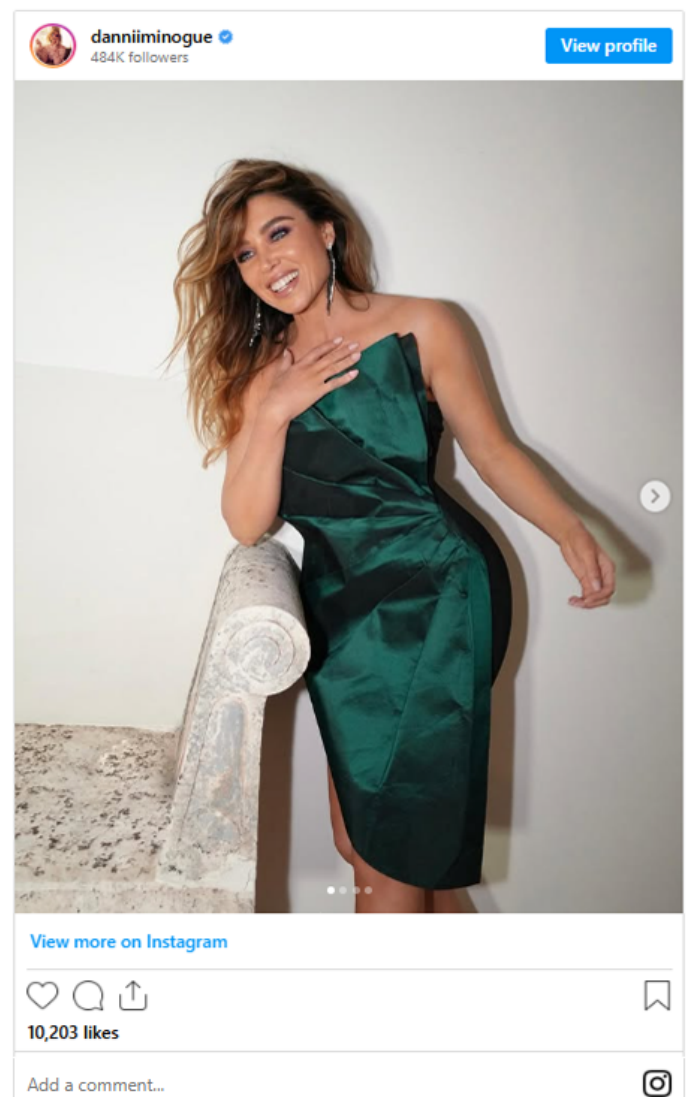
The Handbook's Celebrity Influencer Platform allows you to compare the social following of different celebrities, in the form of growth charts, so you can see which celebrities have risen the most that week in terms of following. You can also compare celebrities and influencers in terms of social rank and brand influence. This is key when starting off any influencer marketing campaign, and it essentially means that we do all of the ground work, so you don't have to! The first thing I'll say is do your research. It's so important to know the audience you want to reach, and to keep your business goals at the forefront of these reasons.



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Maybe you want to connect more with males aged 25-30; you wouldn't use a 17 year old female influencer to promote your brand then, right? It may sound very obvious, but so often people don't think about who the audience interacting with the influencer are, and what they are looking for. Follow any relevant influencers and keep track of other paid promotions of gifting they may post about. Did they just post a story on Instagram, or a full ad on their feed? All of this background research ensures that when you go to approach your chosen influencers you can express



how impressed you are with all of their past relationships and how you would love to be involved.

There are thousands of companies who have used influencer and celebrity gifting to maximise their sales. Sarah Shaw's company Sarah Shaw Handbags grew to a multiple eight-figure business thanks to press in magazines like ELLE, INStyle, as well as being worn by celebs like Jennifer Aniston and Oprah Winfrey. "There are so many benefits to getting your product photographed in the hands of a celebrity," Shaw

says. “The media is much more likely to be interested in your brand if you have celebs behind you.” So take notes; before long you might just have the marketing tools you’ve always wanted.

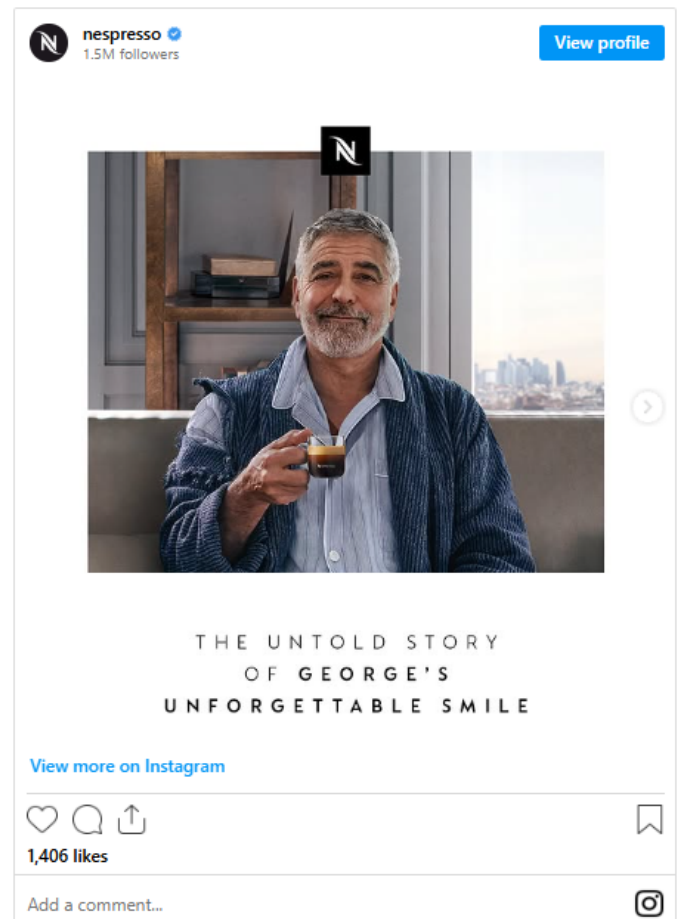
Check out our guide with tips to help you find the right celebrity or influencer for your brand!

3. Look at their social media following

Our platform allows you to compare the social following of different celebrities, in the form of growth charts, so you can see which celebrities have risen the most that week in terms of following. You can also compare celebrities in terms of social rank and brand influence. In the case of Daniel Price and Jonny Sitton, whose business My1stYears.com specialises in gift hampers for babies, this means those influencers who have recently had children.

They chose to approach Dannii Minogue, to whom they sent a hamper after the birth of her son Ethan. The e-commerce site has since secured £5 million by growing its celebrity clientele, with the likes of Dannii, Binky Felstead and Elton John.

Daniel and Jonny’s business was itself in extreme infancy. Dannii loved the product and endorsed the brand. ‘Dannii Minogue was great’, says Daniel, ‘She loved the gift, talked about it, even uploading photos’. After sending a hamper to Beyoncé and Jay Z after the birth of their baby girl, Blue Ivy, Jonny and Daniel were invited onto The Alan Titchmarsh Show to discuss their products – PR that money just couldn’t buy.



In terms of endorsement, the products impressed Elton John when their hamper full of personalised goodies was chosen to be gifted to him and his partner David Furnish by Heart FM, when their son Zachary arrived. The contents included a teddy bear embroidered with ‘Tiny Dancer’. Elton’s subsequent enthusiastic reaction to the hamper was captured and has proved especially valuable to the company.

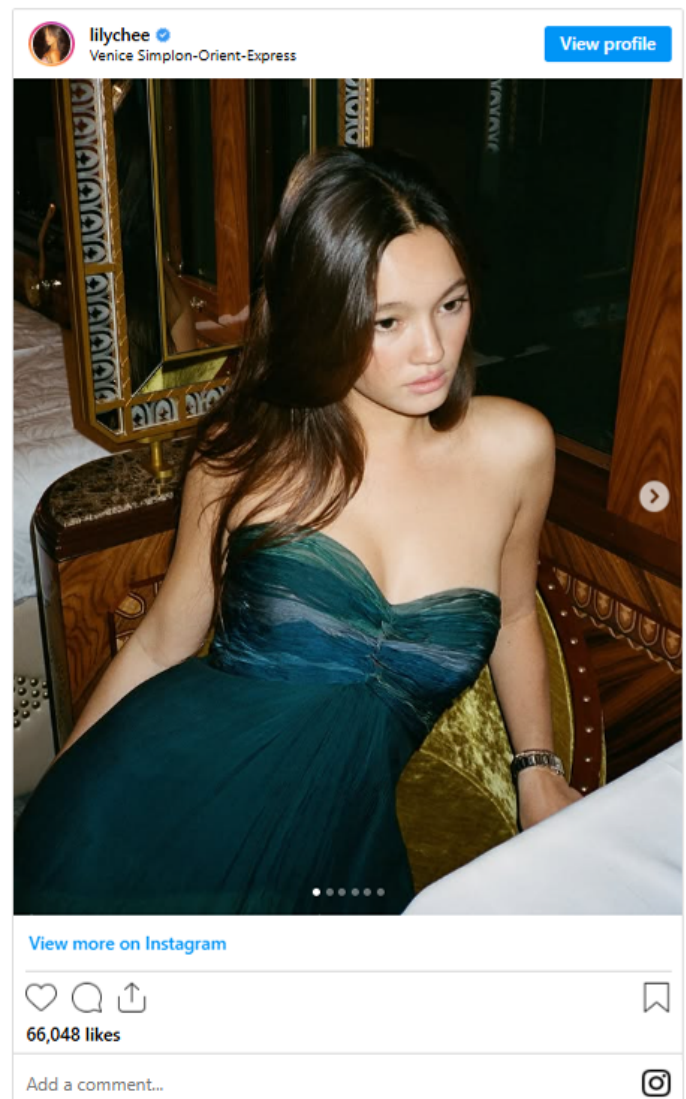
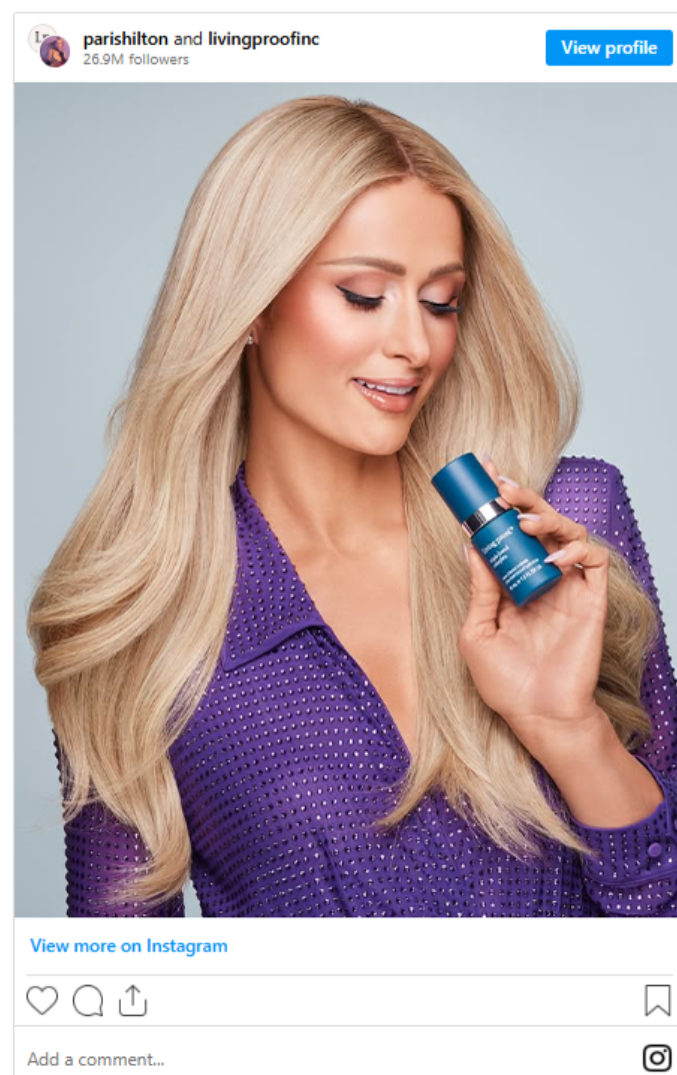
As always, make sure you approach the right celebrity or influencer on social media – the worst thing you can do is to try and link with celebrities just because of who they are, and try to get a celebrity that is totally inappropriate for your brand. Endorsement can also be gained via social media. Many celebrities and influencers will tweet about a product or service to their followers – for a price. While this is still likely to cost thousands of pounds, it is more affordable than a traditional advertising campaign. Agencies such as Adly.com specialise in creating Twitter and Facebook campaigns using celebrities and influencers.

4. Ask for something small

When it comes to influencer gifting, directly asking a celebrity or influencer to use your product in public is a large and perhaps costly request, but you could mention that if they didn't want to do this they could do something smaller, like tweet about it. Gifting to influencers allows brands to provide what consumers crave which is authenticity and trust. If you can get them to comply with this small request, they may be more likely to follow up a larger request at a later date.

5. Gift celebrities and influencers via mail

Start-up fashion watch company RumbaTime mass mailed their watches to style-conscious celebs and influencers, making them \$1 million



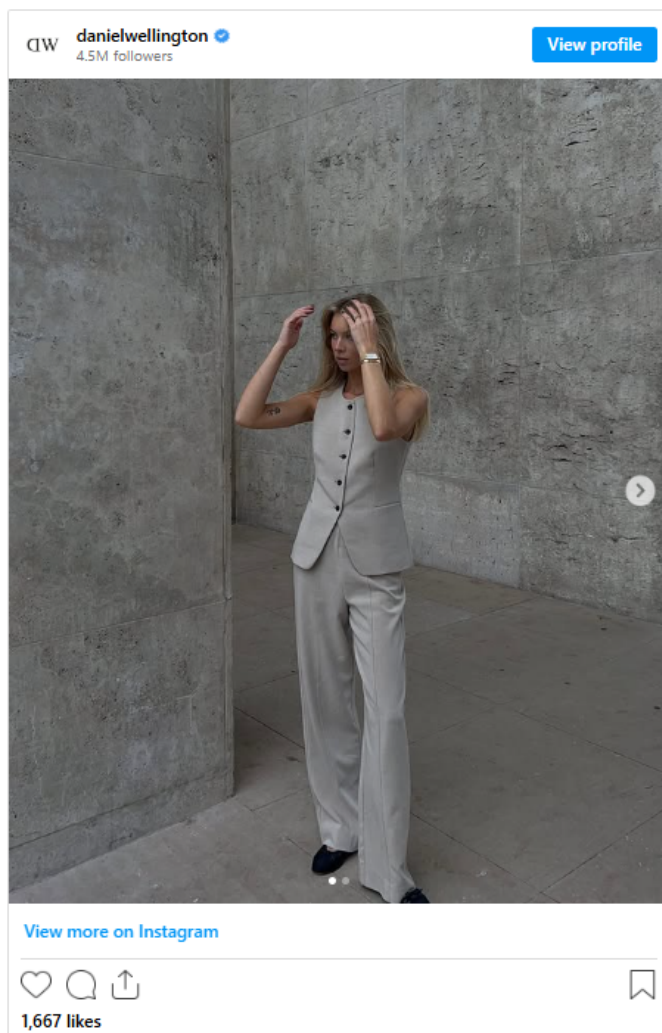
in sales in their first year. Celebrities like Snoop Dogg and Jaime Pressly were snapped in the brightly coloured wrist candy. 4. Provide Clear Instructions: Clearly communicate your expectations and any specific actions you would like the influencer to take. Whether it's creating content, sharing on social media, or providing a review, make it easy for them to understand what you're looking for. Clarity helps to streamline the process and increases the chances of a positive response.

Respect Their Independence: Remember that influencers have their own creative process and brand guidelines. Avoid being too controlling or prescriptive in your expectations. Allow them the freedom to create content in their own style, while keeping within the agreed guidelines. This helps maintain authenticity and ensures the influencer's followers perceive the collaboration as genuine.

6. Consider targeting micro-influencers

You don't have to aim for the influencers with the most followers. Micro-influencers can be people with between 5k and 100k followers, and they tend to accept free products over payments. Another advantage is that they're more likely to engage with loyal audiences as opposed to the audiences that huge celebrities with millions of followers might have. Whilst reach is great, it's actually the engagement that is often the most relevant.

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A great example of a brand that successfully grew through influencer gifting to micro-influencers is the watch brand Daniel Wellington. They took what resources they did have (around \$30k) and focused on micro-influencers. They understood way back in 2010, when Instagram was in its infancy as a social media platform, that they were far better off utilising their financial means to reach out to smaller micro-influencers rather than big celebrities. The rationale was simple, the total reach of using multiple micro-influencers was similar to that of one A list celebrity and the asking price but a fraction of their more famous counterparts.

Daniel Wellington offered influencers a free watch in exchange for a post on their Instagram accounts. They asked the influencers that they worked with to include their own unique code to offer their followers 15% off, this enabled influencers to offer not only additional value to potential consumers but also allowed them to make money through tracked sales. A win-win on both fronts.

Here are 3 other brands that grew rapidly from influencer marketing...

1. Gymshark

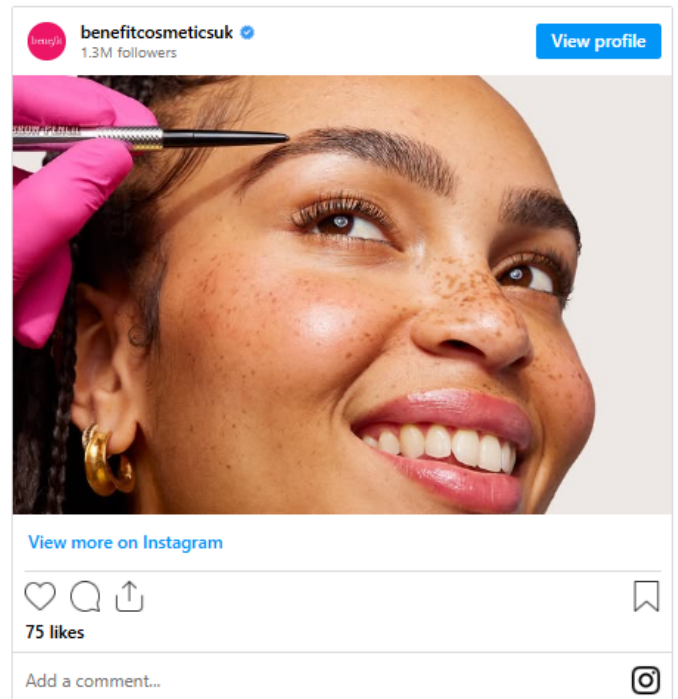
Gymshark, an activewear brand, owes much of its success to influencer marketing. They strategically partnered with fitness influencers and athletes, who showcased their products in gyms, fitness events, and social media posts. Gymshark's brand image aligns well with the fitness

community, and this collaboration approach helped them build trust and credibility among their target audience.



2. Benefit Cosmetics

A popular beauty brand that has indeed engaged in gifting products to influencers as part of their marketing strategy. Like many other beauty brands, Benefit has collaborated with influencers to promote their products through social media platforms such as Instagram, YouTube, and TikTok. Influencers often receive PR packages or gifts from Benefit Cosmetics, which typically include a selection of their makeup or skincare products. These packages are designed to generate excitement and create buzz around the brand, as influencers share their unboxing experiences and review the gifted products with their followers. Benefit's collaborations with influencers extend beyond gifting. They



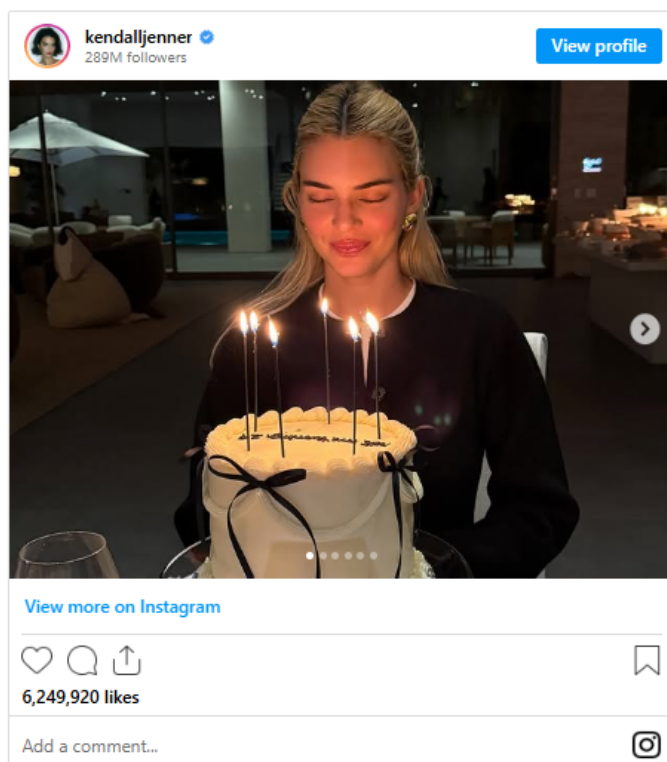
often form long-term partnerships with influential beauty content creators, who may be engaged in sponsored posts, brand campaigns, or even become brand ambassadors. These influencers use their platforms to showcase Benefit's products, provide tutorials, and offer honest reviews to their audiences.

3. LemmeLive

Kourtney Kardashian Barker's vitamin and supplement brand has had viral success after gifting their LemmeLive gummies to a wide range of micro and macro influencers on Tiktok. [Noah Miller](#) on TikTok is a great example of this. Their user-generated content has seen significant traffic and increased brand awareness. Influencers have primarily promoted the LemmeChill, LemmeFocus, and LemmeGlow gummies through personal reviews. As of January LemmeLive has seen 25% month-over-month growth as well as six product sell-outs since it launched in September 2022.

7. Find out when a celebrity or influencer's birthday is

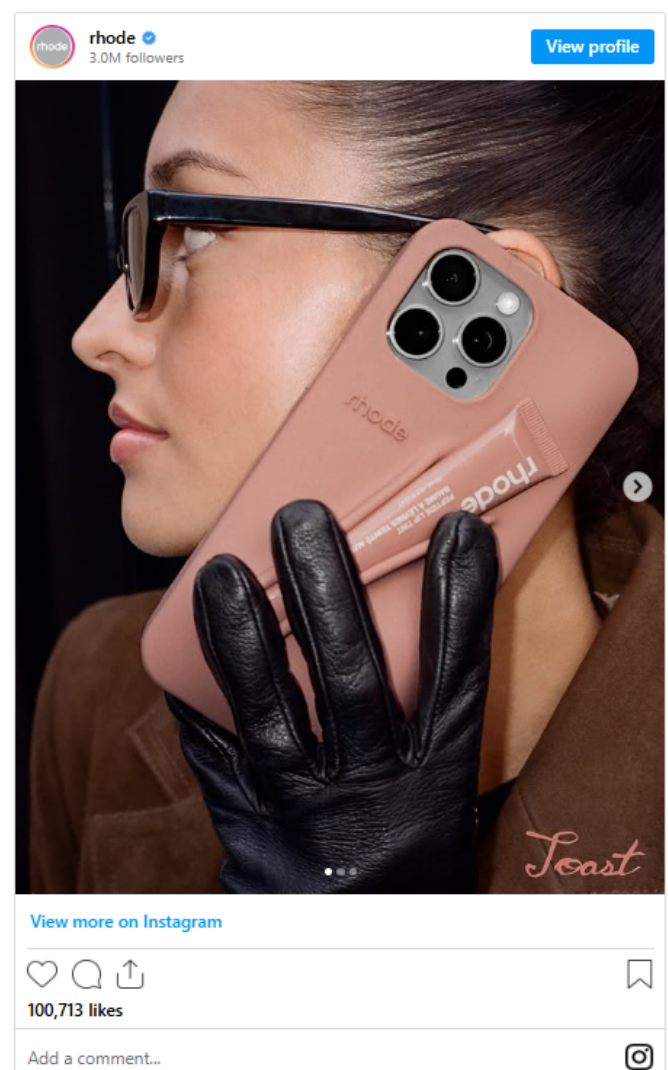
I urge you to try it and I'm confident you will have success. We also list all celebrity birthdays on [The Handbook's Celebrity Influencer Platform](#), so try timing in gifts around this,



and see the results for yourself. Send a nice personalised card with the gift, and follow up too, to see if they liked it. Small details go a long way.

8. Send photos of other celebrities and influencers using the product

If this isn't possible, include a professional photo of yourself as this helps build rapport. It's a small step that could make a big difference. Including



this, ‘social proof’ is one way to distinguish your request from similar ones the influencer might receive.

Whilst you’re waiting for one celebrity or influencer to get back to you, contact others. The more celebrities and influencers you write to, the better your chance of an outcome. If you have not heard back, you can always follow up. Additionally, the more tweets or direct messages you send, the more likely you are to get noticed. Persevere, but don’t be annoying.



9. Customise your product for a celebrity or influencer

Celebrities and influencers are more likely to wear a product if it is customised – it may take longer but you will reap the rewards. For example, ClaireaBella gifted bags to Charlotte Crosby from Geordie Shore and Binky Felstead from Made in Chelsea.

Juicy Couture is another great example of a brand that grew from nothing. The owners Gela and Pamela set up the company with \$200 and turned it into a multi-million-pound business, with the likes of Madonna and Paris Hilton frequently wearing their products. The growth was largely down to celebrity gifting and sending out personalised gifts. They sent out a personalised hoodie to Madonna and it went all around the world, so they then sent them to Cameron Diaz with ‘Cameron’ on, and one to Drew Barrymore with ‘Mrs Green’ on, as she was married to Tom Green at the time. Any time someone got married the business women sent them personalised tracksuits.

Then there’s Burberry; the renowned company credited 8% rise in sales to £895 customised ponchos loved by A-list celebrities. They sold out of their ponchos from the autumn/winter 2015 collection, after celebrities including Alexa Chung, Sarah Jessica Parker and Sienna Miller, (and many more), were seen wearing them.

10. Proper Packaging

The first thing an influencer is going to see of your product is the packaging — make sure it is tasteful, stands out, and is relevant to your brand and product. High-quality packaging is what will put you above your competitors and increase your chances of an influencer posting your product. Small details like pretty packaging and handwritten notes can make a world of difference.



11. Create a niche product

Some of you may feel you're a real expert in skin products or dating or weight loss. But the money is not in the submarket. To make your product stand out and get noticed you might want to consider choosing a niche. What can you offer people that is special and different? The goal is to carve out a unique spot. People often jump into an existing niche, and if they are the



fifth or sixth person in that niche then the waters are already muddy. I suggest you choose your own new niche product. Carve out your new spot and offer them something really different that no one else is likely to have given them or spoken to them about.

12. Give people a NEW opportunity

When you look at every successful leader out there, they offer their followers new ways and new opportunities, if you are selling anything don't sell improved offers they are harder to sell, instead, sell new opportunities because people will get excited about them. Improvement offers are associated with pain, someone may have tried weight loss, or internet dating before, it didn't work, so an improvement offer is associated with that same pain and difficulty, it reminds them of previous bad decisions, whereas new opportunity is a new discovery something that will be more likely shared, and as it's new there is more chance people will share it, as they will believe it gives them an increase in status.

13. Create belief and sell the transformation

Everything comes down to one thing- belief. Belief creates the customer, belief creates the results. To be successful in business you must persuade people to believe in what you are doing, and a great way to do this is through the art of honesty and storytelling, don't be afraid to share with your audience. You don't have to be perfect, be real and they will identify with you and want you to succeed. I always tell my sales team don't sell people the features, sell the transformation. For example, if you own a clothing brand and are selling a pair of leggings don't talk about the colour, the fabric or the texture, talk about how this product will transform your butt like nothing has ever done before!



14. Find your niche and market yourself differently

Don't gift the same products that everyone is likely to be gifting or go after the same market as everyone else, and don't market in the same way as everyone else, if you do this you'll only ever get marginal competitive advantage if you are better than them. Find your niche e.g. if your area of expertise is nutrition don't just be another nutritionist but hone in on an area that you may specialise in, for example nutrition for fertility or create a nutrition plan for those with skin problems. Then become the number one expert in your field at this and think outside of the box, market your business differently, don't be the same.

15. Approach a celebrity or influencer in person

This can be a tricky one and may sound scary- the last thing you want is to be taken away by security! So, be respectful and know your boundaries! Just being photographed with a

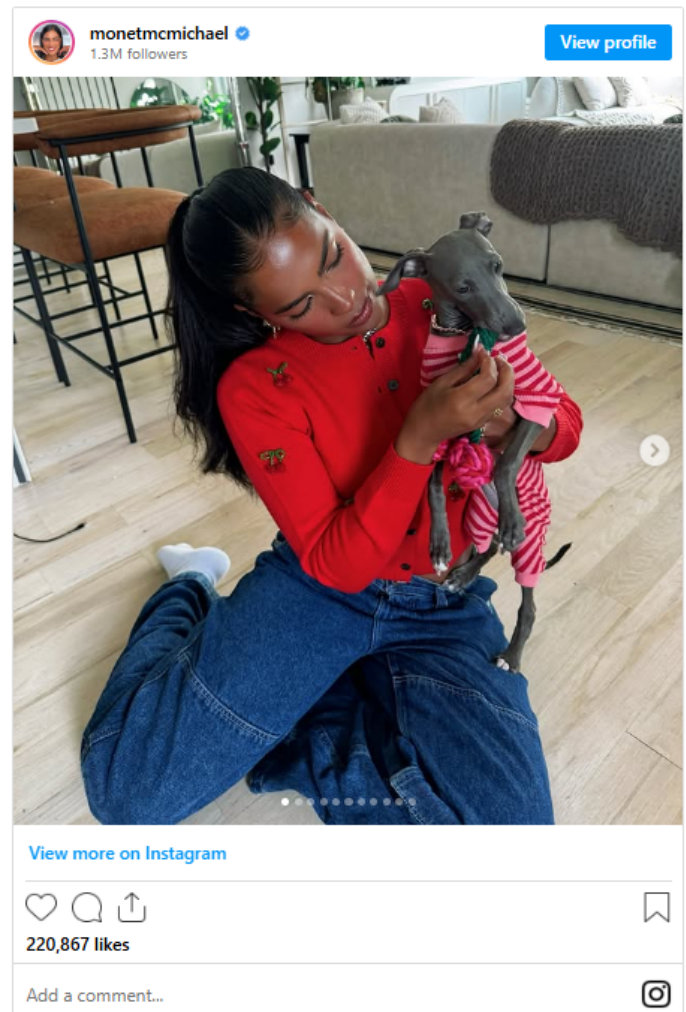
celebrity or influencer can do wonders for your reputation even if it's not directly related to the product. Find out where celebrities and influencers will be appearing, for example club nights, book signings or charity events. Alternatively, invite the celebrity to stop by your operation and pick out clothes they like for example. Whilst this might be tricky to do, if they do end up coming you can use this method to yield a long-term business relationship with the celebrity or influencer.

16. Product placement at gifting suites or product placement at high profile events

These gifting suites are often organised by PR or gifting companies and you will have a ‘booth’ at the event or place your products in attendee gift bags. These often require hefty fees (thousands of pounds) to participate and anyone who walks into the gifting suite can pick up a free sample of your product. This means you can often get a photo of a celebrity or an influencer holding or using your product, but the disadvantage is that you don’t have control over who that is. The advantage is that the celebrity is “working”, so they’ll be in a mood to interact with others, so you’ll be more likely to receive results when approaching them than if they were dropping the kids off at school, say. While celebrity gifting can be great for PR, not all products are suited for this.

Here are the types of products that work for gifting:

- Apparel (clothing, jewellery, etc.) that the celebrity can be photographed wearing
- Beauty Products
- Handbags
- Footwear
- Perfumes
- High End Liqueurs
- National chains dealing in spas, massage, manicures and beauty treatments
- Children’s items, like toys and clothes
- Baby products, like strollers and carrier



Before the 2024 Grammy Awards , Distinctive Assets, the official Grammys lounge, gives out luxury gift bags to presenters and performers. The lounge is open for three days prior to the event and celebrities like Billie Eilish, Miley Cyrus, and Dua Lipa are gifted bags worth \$36,000. Wella Professionals, Dyson, EpicLight Beauty, and KISS are just a handful of brands found within the gift bags.

Additionally, get your product into goody bags, such as The Glamour Woman of the Year Awards. More often than not, if you provide products, you get invitations to attend the event. You can view all high-profile events in our diary. Celebrities are treated to gifting suites and swag on a regular basis. During Oscars week for example they have events such as the Red Carpet Gift Lounge, Jewellery Suite, Pre-Oscar Gifting Suite and more. Whilst getting your product into the Oscars goody bag is probably the end goal when it comes to advertising your product, getting your gift into



goody bags at celebrity-attended events is a recommended way forward. The celebrities can then snap photos holding your products and you can post them to your social media, or ask if they will.

What's the cost and lead time?

To get your product at a gift suite or event there's a range in cost, anywhere from £500-£3000 per each gift bag item or basket. If you want to appear inside the gift suites where you can have a booth display and a representative on hand to interact with the celebrities the cost can run anywhere from £5,000 and up. The cost of main sponsorship is considerably higher at around £50,000 and up.

When is the best time to get in touch with vendors?

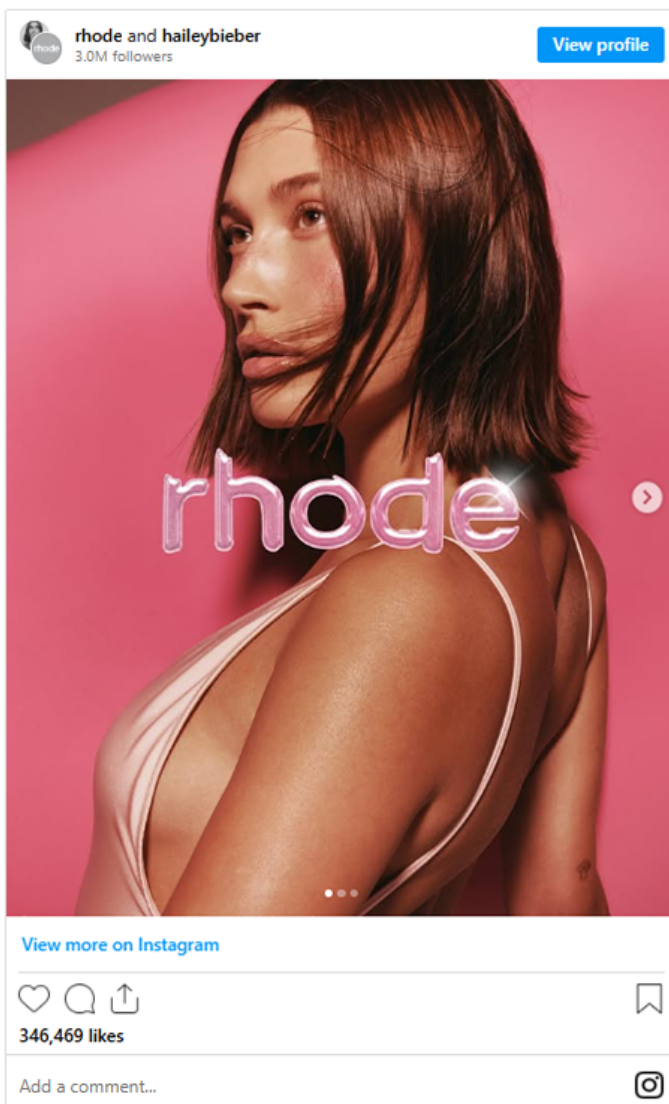
If you're interested in say the Academy Awards, then March is a good time to start getting in touch with vendors. The Golden Globes takes place in January, and most of these spots are sold out by the Summer time.

Why is it worth getting my product in gift bags?

Having your items selected can really boost business in the following ways:

- The chance of a high-profile celebrity or influencer being photographed using or wearing the product

- Have celebrities becoming future customers
- Posting on social media relating to your product at the event
- Mentions in media releases
- Mentions in the press that your product was selected to be in the gift bag
- Opportunity for celebrity spokesman or endorsement and to engage the celebrity with our products you may have e.g. you could include a note with your product such as 'We would love to introduce you to the other lines in our collection, please do drop me an email and we would love to send you some more products.'



What sort of events work?

There are loads of different events that would work, our [events section](#) has a ton of great awards, all which generally have gifting. Key events include BAFTAS, Emmy awards, Grammy awards, Actors Guild Awards, Toronto Film Festival and the Oscars. Don't do just one event and then give up if you don't get the exposure you want. The better the product and the more suited it is to the event the greater the chance that you will get the response you are after.

What sort of products work in goodie bags?

If you want to get free PR, then your product should have a novelty factor that piques press interest, for example the Vampire Breast Lift® cream in the bags of Oscar attendees is a case in point. Admittedly, it's dive cult to come up with a bizarre plastic surgery procedure at home. However, you can always take a common household object and sell it at a 2,000% mark-up. This year's goodie bag also included a roll of \$275 luxury loo paper. Past Grammy gift

bags for example have contained products and experiences such as A set of silk faux mink lashes from Inception of Beauty, Private mixology class from [Liquor Lab](#) in New York City, Old Spice Red grooming products, Color changing lipstick from [Blush & Whimsy](#), Pinhole gum rejuvenation treatment by Dr. John Chao and a ton more.

17. Consider gifting your products to celebrity assistants

Sometimes taking the indirect route can work – contact the celebrity's assistant. It's the assistant who is likely to write back via email etc – these people are the gate keepers and the celebrity

communicates with them every day. Some celebrities even end up in personal relationships with their assistant, for example, Kristen Stewart and her assistant Alicia Cargile.

Grab their attention

This is usually the first thing the celebrity and agent will read. It's important to get them interested and get them out of their current environment or activity. For example:

Hi Sarah,

I am Elly Stancliffe, founder of The Handbook and I want to officially welcome you to my world. About 10 years ago, I started my first online business and this hobby became my obsession and business.

Relate it to them early on

Who/position: Who are you? Introduce yourself very briefly. Show/tell why they should listen to you.

What: What do you have? Introduce your product or offer briefly. It's important not to just go on about the opportunity; show how you deliver value.

Why: Why do you need it? Explain the benefits of your offer and ideally relate it to them.

I read your interview in xxx magazine, where you said you have dry skin, or you don't wear make-up. If you're struggling with 'dry skin' then I would love you to try this because it will help...

I read your great interview in xxx on xxx and I've got a question for you...

I've got this great face cream that's going to really radiate your skin...

I read your interview in [xxx] magazine, where you said you have dry skin, or you don't wear make-up. If you're struggling with 'dry skin' then I would love you to try this because I think it will help.

18. Earn their trust

"If you like it let me know and I would love to keep sending you more". This was a strategy used by Navid Salimian, and you can read his story [here](#), it all started when he signed up to The Handbook platform, and gifted shirts to various celebrities. He now works and manages some huge names within the industry such as Tyson Fury, Amir Khan and Conor McGregor, read his story [here](#).

The process of influencer gifting is about sending a great product that's going to add great value to someone. So instead of screaming for attention, you attract attention by giving value before there is a hint of asking for anything in return. Life gives to the givers and takes from the takers. Giving something is a whole lot easier than trying to pay for promotion, throughout this entire sequence you're layering in all the mental triggers. Since you're sending a free gift, you will hit the reciprocity trigger and by showing your knowledge of the topic and your position, therefore, you hit the authority trigger. The more you reach out to them, the trust will become stronger between

you and that person resulting in more feedback and hopefully their thank yous will help build a community and endorsement.

Instagram remains the preferred platform that influencers will use to mention products. A recent SociallyPowerful report says globally 72% of brands work with influencers on Instagram, followed by 61% on TikTok, 58% on YouTube, and 57% on Facebook.

19. Offer the celebrity or



influencer a discount with your product

Influencers won't want to market your products to their audience if they're really expensive, and they will also want your audience to feel that they've got a great deal through following them, therefore as well as gifting to them, offer a discount to their members when they mention

the product, thus making the offer as appealing to the audience as possible. Not only will the influencer get a better response from the post but you'll generate a lot more potential customers.

20. Run a competition

Whilst sending a gift, you could also consider running a competition, we run competitions the whole time on The Handbook and they are always seriously popular, you can use this exact same

principle, get in touch with influencers and offer a giveaway of your product to their followers, and then get them to announce the winner to their followers, not only do competitions create great hype, but it's an amazing way of getting influencers to align themselves with your brand, get your product seen by their followers, and reach loads of people for nominal output, hopefully you will also reach

loads of new customers, who haven't won the product, but you know they are interested in the product, and so you could follow up with an offer to them. We do this on The Handbook and it works amazingly well.

It's an automatic win for all, here's why:

- The influencer gets to please his/her audience by giving away something for free
- You get seen by the influencer's audience
- Your product or brand gets the awareness it deserves without having to pay big collaboration fees

Once all the gifts have been sent out and the celebrities and influencers you are targeting have posted, keep that relationship going, and they are more likely to mention you again, thank them for posting the piece, and consider sending something else, or when you have a new product tell them about it, which will make them want to continue working with you past a one-off campaign. Bare in mind, as your business and your brand grows, so will the micro-influencers that you've been reaching out to.



21. Make your product relevant to the current climate and the celebrity or influencer

You want to make sure the influencer you choose and their respective audience are relevant to your product, brand or service. I would recommend starting with a look into each of their social media platforms. Do they only post on Instagram, or Twitter as well? Do they have success on TikTok? According to Business of Apps, TikTok had 1.5 billion monthly active users in 2023 and is expected to reach 1.8 billion by the end of 2025. Prioritizing TikTok as a media platform is important — especially if you are aiming to have access to Gen-Z. This could be a great way for you to get into a brand new and upcoming market, where your product may still be really niche. Influencers like Charli D'Amelio, Loren Gray and Zach King have all found success with Tik Tok and collaborated with brands like Dunkin' Donuts and Hollister.

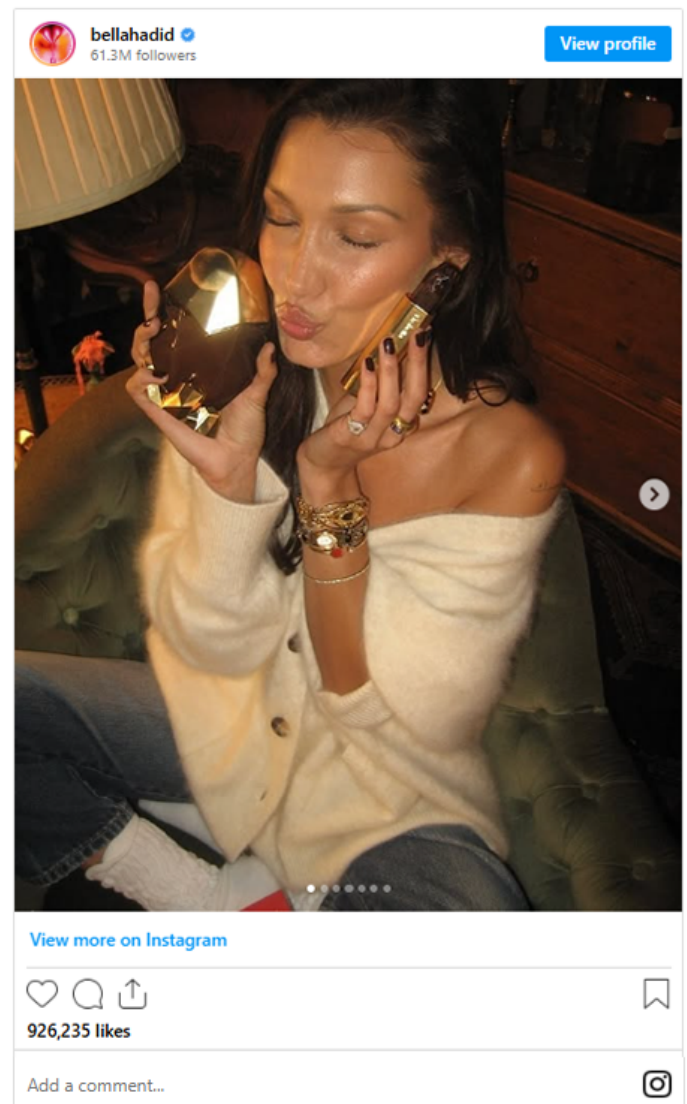
Not only do people pay attention, but they also talk; and with the power of social media, conversation momentum is more important than ever for campaign support and success.

Like with everything, we so frequently rely on other people's recommendations rather than the actual person/brand themselves. If your friend recommends a great restaurant they have just tried, chances are you're more likely to go there for your next meal out than a random restaurant on the street. The same goes with influencer marketing. When you see the likes of Kylie Jenner using a new product, and you are in her target audience, you are more intrigued than perhaps would be if you just saw said product in a regular ad.

Like all businesses, brand, recognition and outreach are exceedingly important to success, and using an influencer to create this recognition can be an excellent tool. In short, choosing the correct celebrity will create great media exposure. Not only do people pay attention, but they also talk; and with the power of social media, conversation momentum is more important than ever for campaign support and success.

Take OTBT (Off The Beaten Track) for example. They designs and sells women's casual and travel shoes. It's a relatively new brand that has quickly grown, and promotes a vibrant and positive lifestyle. Much of their success can be attributed to their carefully selected influencers, and their influencer marketing strategy.

OTBT's Instagram launched back in January 2015, but its real influencer campaigns began in 2017. The team at OTBT chose to focus on micro-influencers with accounts of 5k followers or less. Since then, they have grown their influencer community from just a few influencers to over 400; 200 of which were in 2020 alone. Hannah Jenae, with around 3.4k followers, posted herself wearing OTBT



to her loyal audience, giving the brand the right leverage they needed to put their young company on the map.

Finding an influencer that connects with your brand and connects with their followers is key. Influencers are really having to identify with their following on a much more personal level. In

terms of influencer marketing, brands and marketers can use this to their advantage when looking to target and promote their brand/product. Personalisation is all key when brands are looking to work with influencers, its important they find influencers that are relevant and personalise their message to them.

22. Engagement

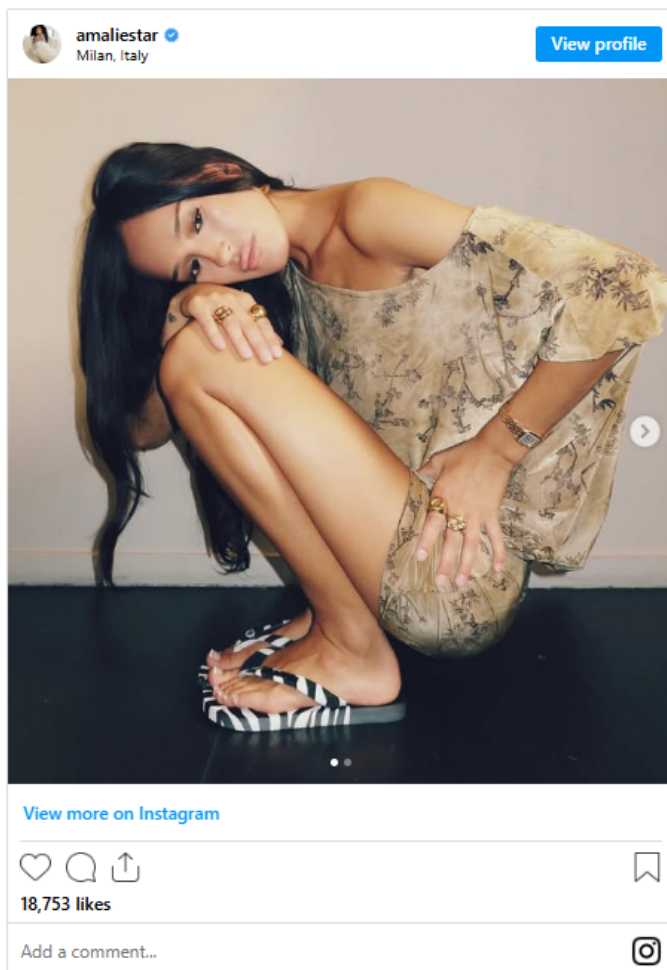
As with any social media content, engagement is the driving force behind it. There is no point in carefully piecing together all of your research, influencer content and gifting products not to have any engagement on the posts. This is crucial, as engagement essentially means potential customers. The higher the engagement, the higher your chance of sales. Pretty straightforward, right?

A good idea would be to look at your chosen influencers engagement on both previous unpaid and paid posts. They should have an idea as to what works better for them and what doesn't, so take this on board when planning

your campaign. To calculate the engagement rate for a single Instagram post, add the number of comments and likes to get the total amount of engagement, then divide that total by the account's number of followers, and multiply that result by 100. The higher the engagement, the better! If your calculated engagement rate is above 6%, this is generally classed as very high. An element to take on board when considering engagement rate is micro- versus macro-influencers.

23. Authenticity

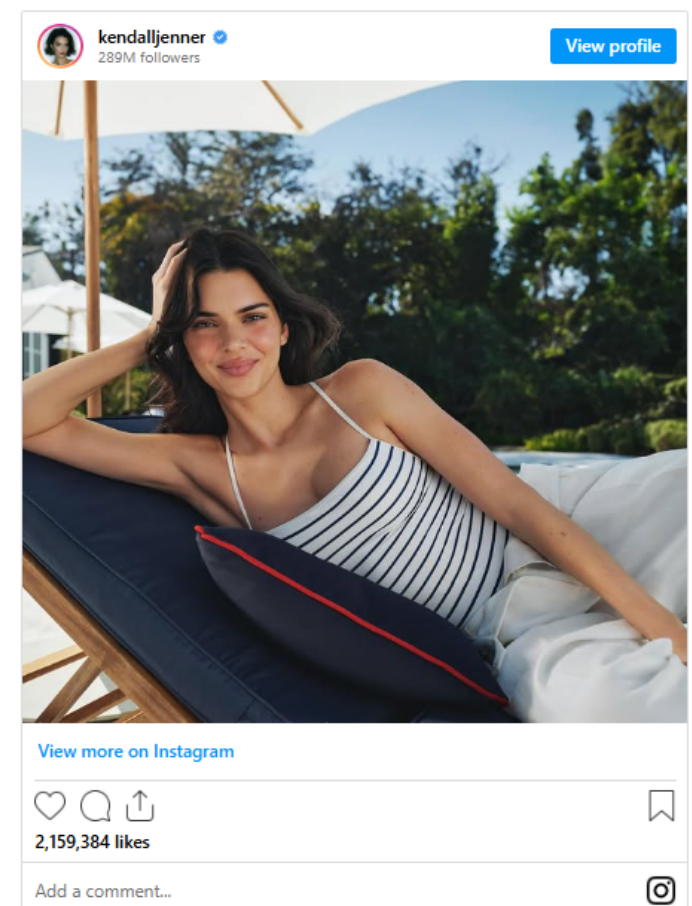
Gifting to an influencer who matches your sector/brand cannot guarantee your success, but it definitely brings you closer to it, check out [The Handbook's celebrity and influencer platform](#) to see how to do this. Say you have a baby toy aimed at toddlers, and want to use influencers to promote it, it would be a good idea to gift to a parenting blogger, like the [Laura Wills](#) or [Saccone-Jolys](#). You can see that they are authentic with what they choose, as they themselves have 4 children. A high percentage of their audience are probably parents too, so you would be getting straight to your target consumers without all the faff of a large advertisement campaign. You must have found the influencer you are interested in somehow, so reflect on this? Did you Google search parenting





blogs, or have you already followed these people? If you have been following them before you probably have a good affinity with them and what they represent- already proving that authenticity matters!

Following on from understanding brand awareness, it's important to learn the ins and outs of brand loyalty and authenticity. Researching the right influencer or micro-celebrity for your brand is hugely important in communicating your brand values through the content being produced. It's also hugely important for those 21 Influencer Trends for 2021 44 consuming the advertising. Consumers are quick witted and know when a partnership isn't genuine so it's integral to understand what both you as a brand and the influencer want



from the partnership, and to choose wisely when sourcing and building these partnerships.

24. Be thankful and polite

This sounds so obvious, but being polite always goes a long way to building a relationship with an influencer, and to make them feel they would like to mention your brand. Make sure to show your gratitude for their help which will keep the relationship positive and fresh! and once there is a relationship in place work hard to maintain it, it's much easier to keep an existing partner happy than find new ones.

25. Long-term Partnerships

Once there is a partnership with a celebrity or influencer, it should become the top priority to maintain that contact and continue to work with that person in the future. Continuity is super important because it builds trust and security. The initial campaign is the perfect jumping off point to a partnership. Offering influencers to become brand ambassadors will continue to boost your



product in an effective and consistent way. Brand can engage with ambassadors through gifting and also inviting influencers and celebs to events. For example, Emma Chamberlain has worked with Louis Vuitton for a long time and she has been invited to events in Paris with them multiple times.

While influencer gifting can be a cost-effective way to promote a brand, it's important that brands carefully select the right influencers whose audience aligns with their target demographic and brand values. Brands also need to be transparent about gifting relationships and comply with relevant advertising guidelines, such as disclosing sponsored posts or paid partnerships.

For influencers, receiving free products or services can be a valuable perk of their job, but it's important for them to be selective about the partnerships they accept and maintain their credibility with their audience by being transparent about sponsored content.

Grow your business today via Influencer gifting!