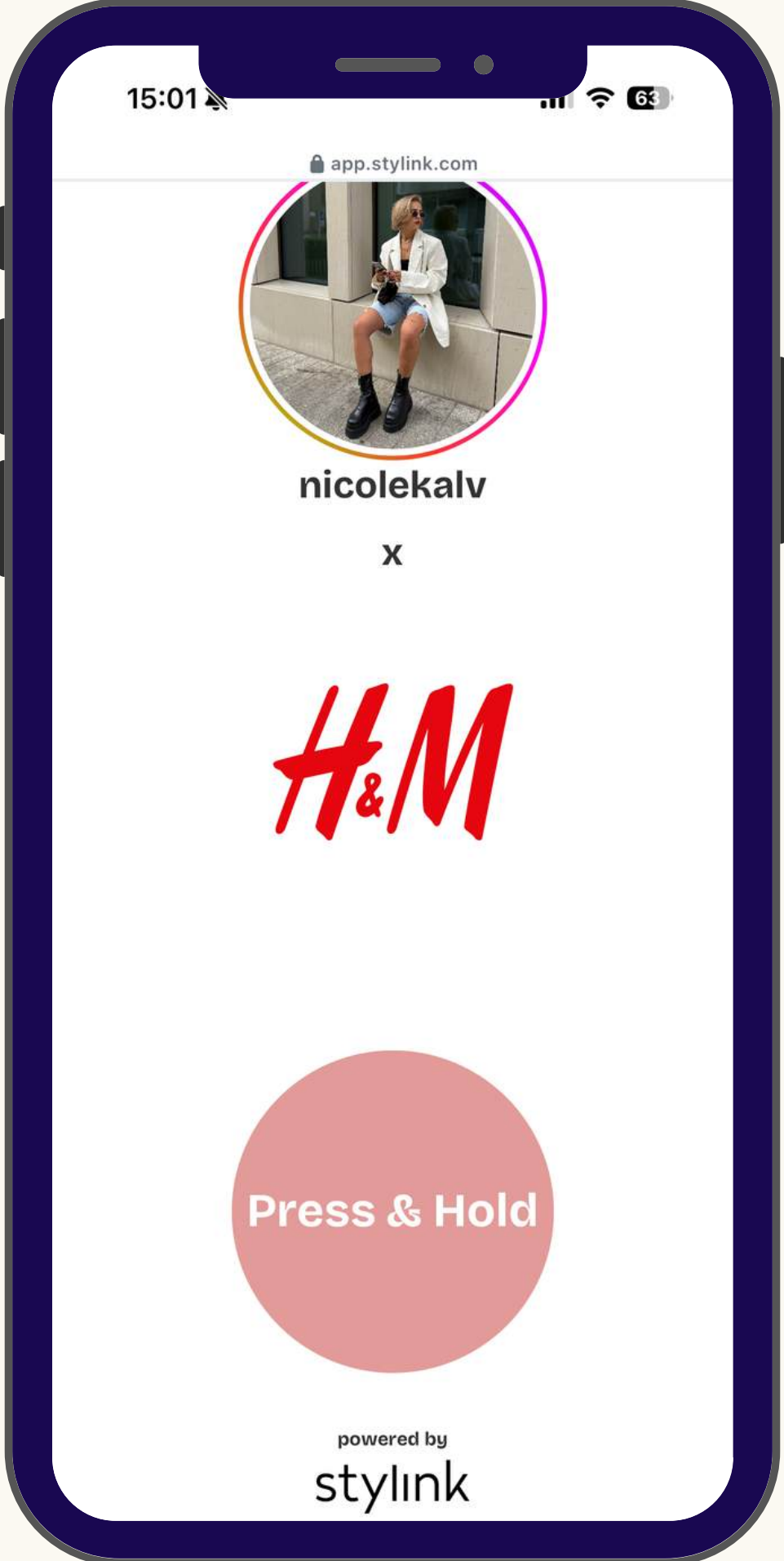


**Influencer / Creator  
Marketing 2026:  
Wo Content nicht gefällt –  
sondern verkauft**

**stylink**

stylink



stylink

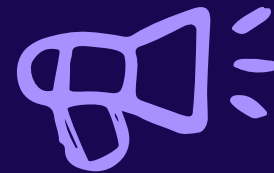
# stylink global facts

**850 Mio.+**



Gross merchandise value per year generated from online content that converts into sales

**450+**



Creator projects per year promoting partner brands

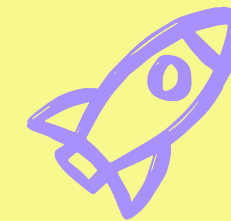
**2.5K+**

Brands & agencies in our network



**9+**

Years marketing expertise and creator relationships

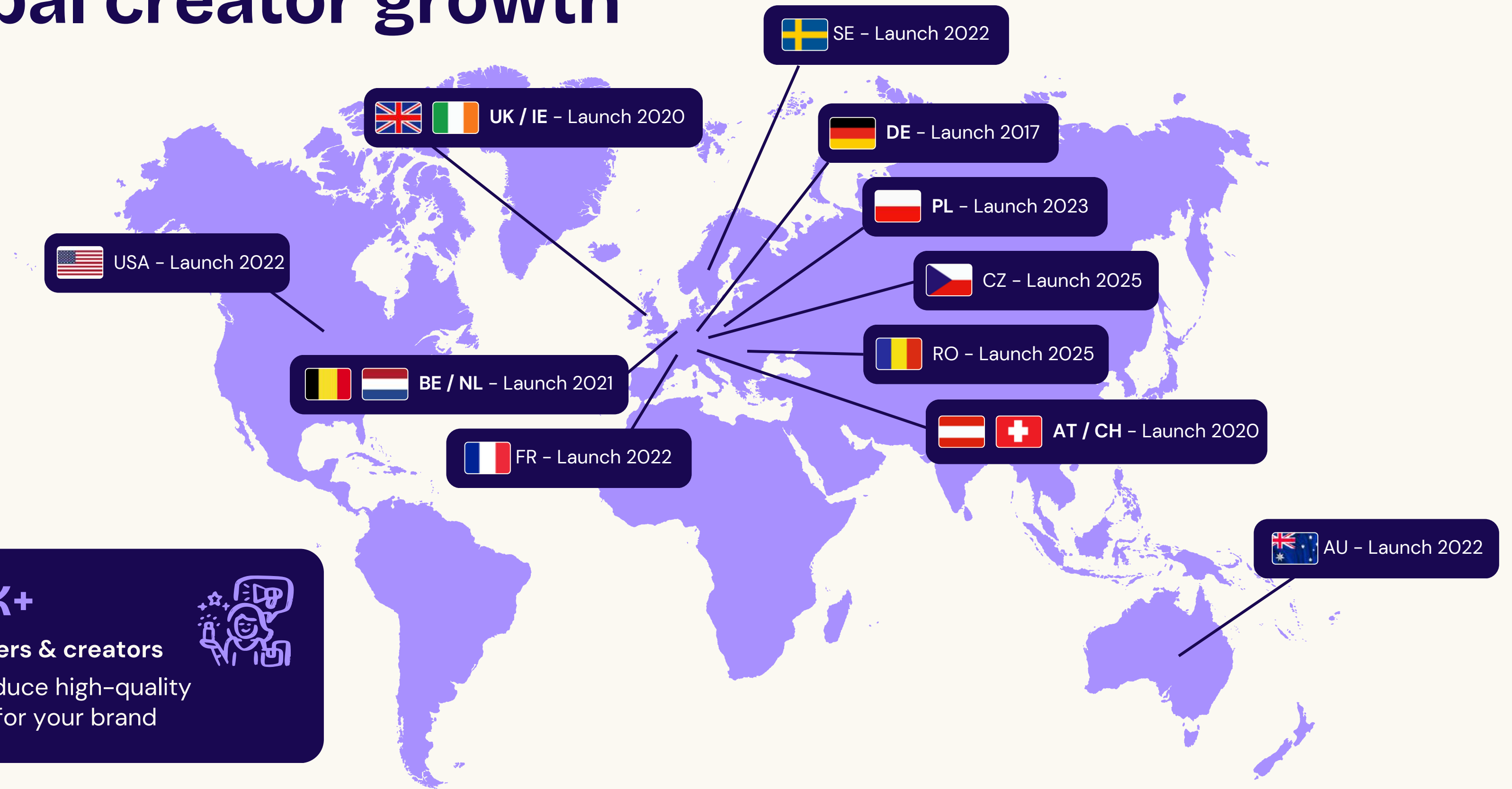


**18.2M+**

Gross clicks per month generated by stylink creators



# Global creator growth

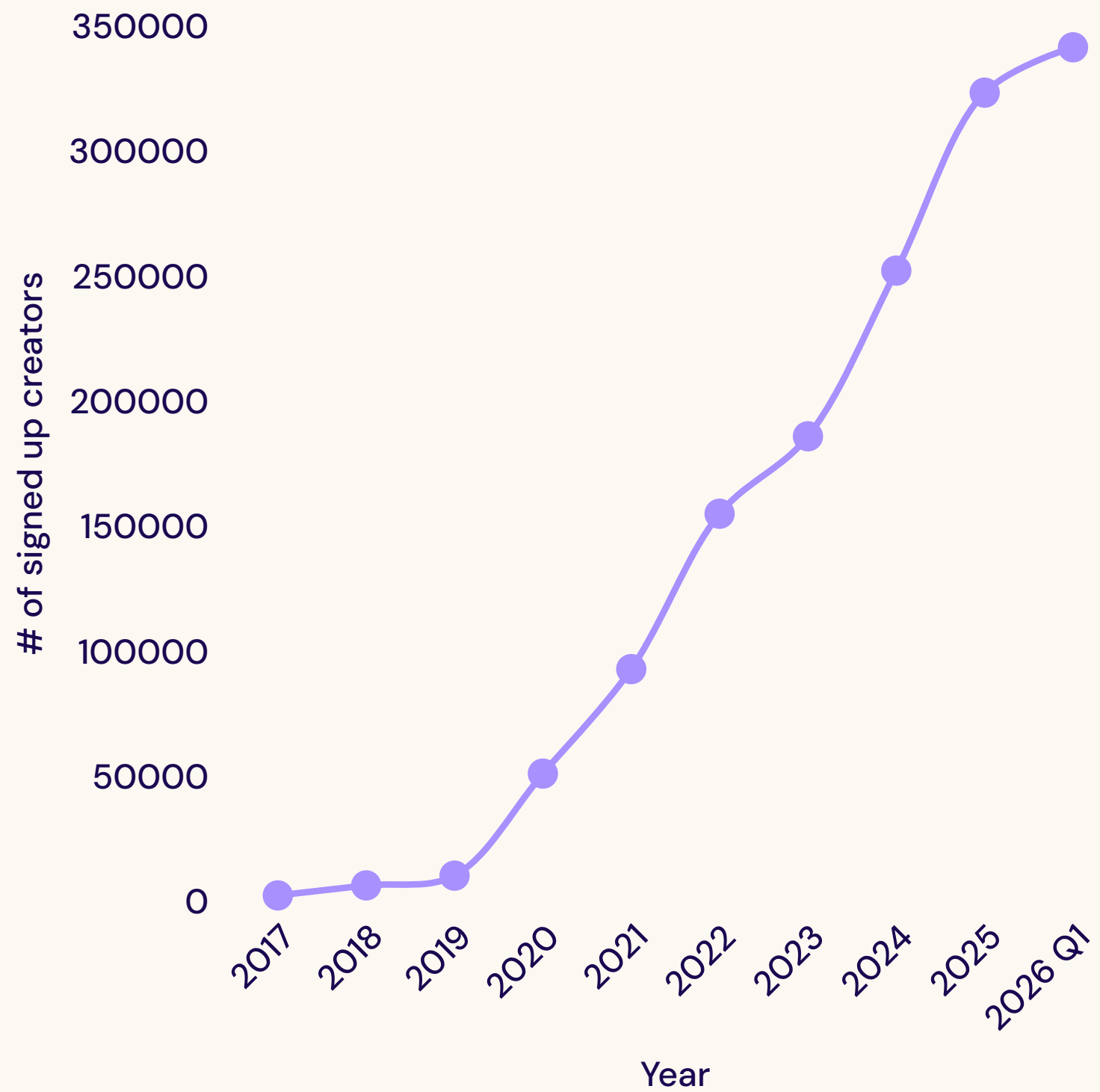


**340K+**

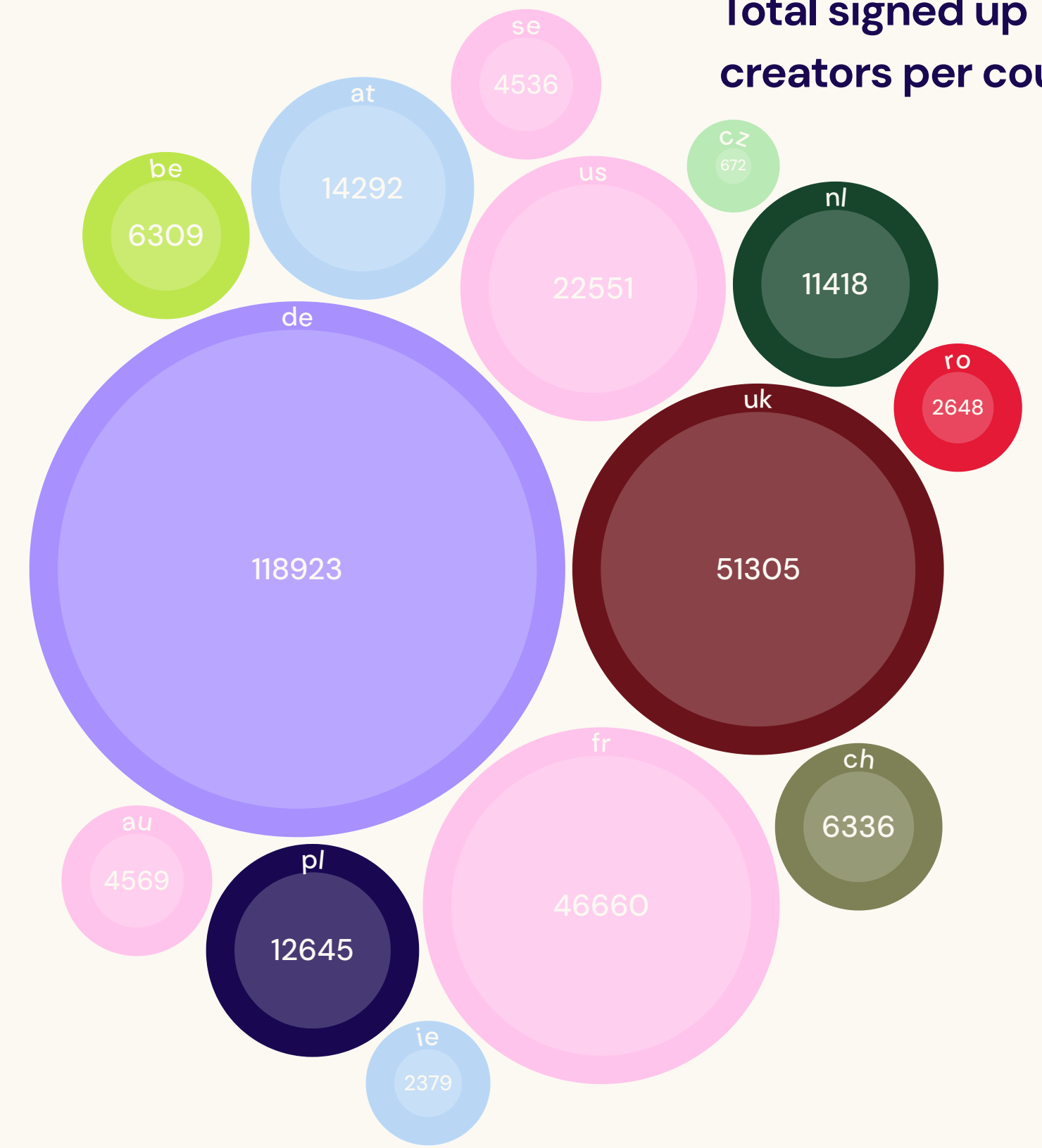
**Influencers & creators**  
who produce high-quality  
content for your brand



# stylink community (2017-2026)



Total signed up creators per country



# stylink Influencer Community

Divided into Top 1 and Top 2 categories (weighted by published content)

## Top 1 Category

Beauty	23,5 %
Fashion	18,8 %
Mommy & Family	14,8 %
Entertainment	12,2 %
Travel	9,3 %
Interior	6,2 %
Sport and Health	4,5 %
Food	4,3 %
Education & Coaching	2,3 %
Pets	1,2 %
Sale	0,9 %
Photography	0,9 %
Couple & Friends	0,6 %
Gaming	0,3 %
Automotive	0,3 %

## Top 2 Category

Fashion	20,5 %
Beauty	20,0 %
Entertainment	15,7 %
Mommy & Family	12,3 %
Travel	8,8 %
Food	4,8 %
Sport & Health	3,4 %
Education & Coaching	3,0 %
Interior	2,8 %
Sale	2,6 %
Photography	1,7 %
Couple & Friends	1,6 %
Pets	1,2 %
Luxury	0,8 %
Gaming	0,5 %
Automotive	0,2 %

# Founding idea

Where did you get your clothes?



stylink

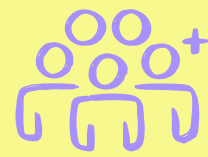
# Why stylink?



**End-to-end implementation:** creator selection, setup, management, and reporting from a single source



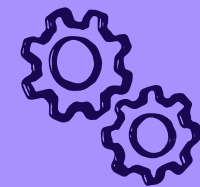
**Flexible traffic and sales tracking:** Network or Shopify integration, or even without integration depending on the product.



**Multi-channel activation:** Engage creator communities and their follower base across all platforms to increase engagement and conversions.



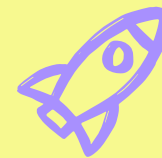
**Full-Funnel Impact:** Measurably Increase Views, Traffic, and Sales



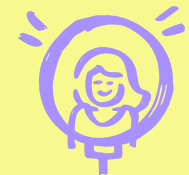
**Modular toolbox:** Solutions can be combined according to the goal



**360° activation:** From social media management to PR experiences and events for additional engagement.



**Performance Boost:** Push creator content with a media budget to increase reach and sales.

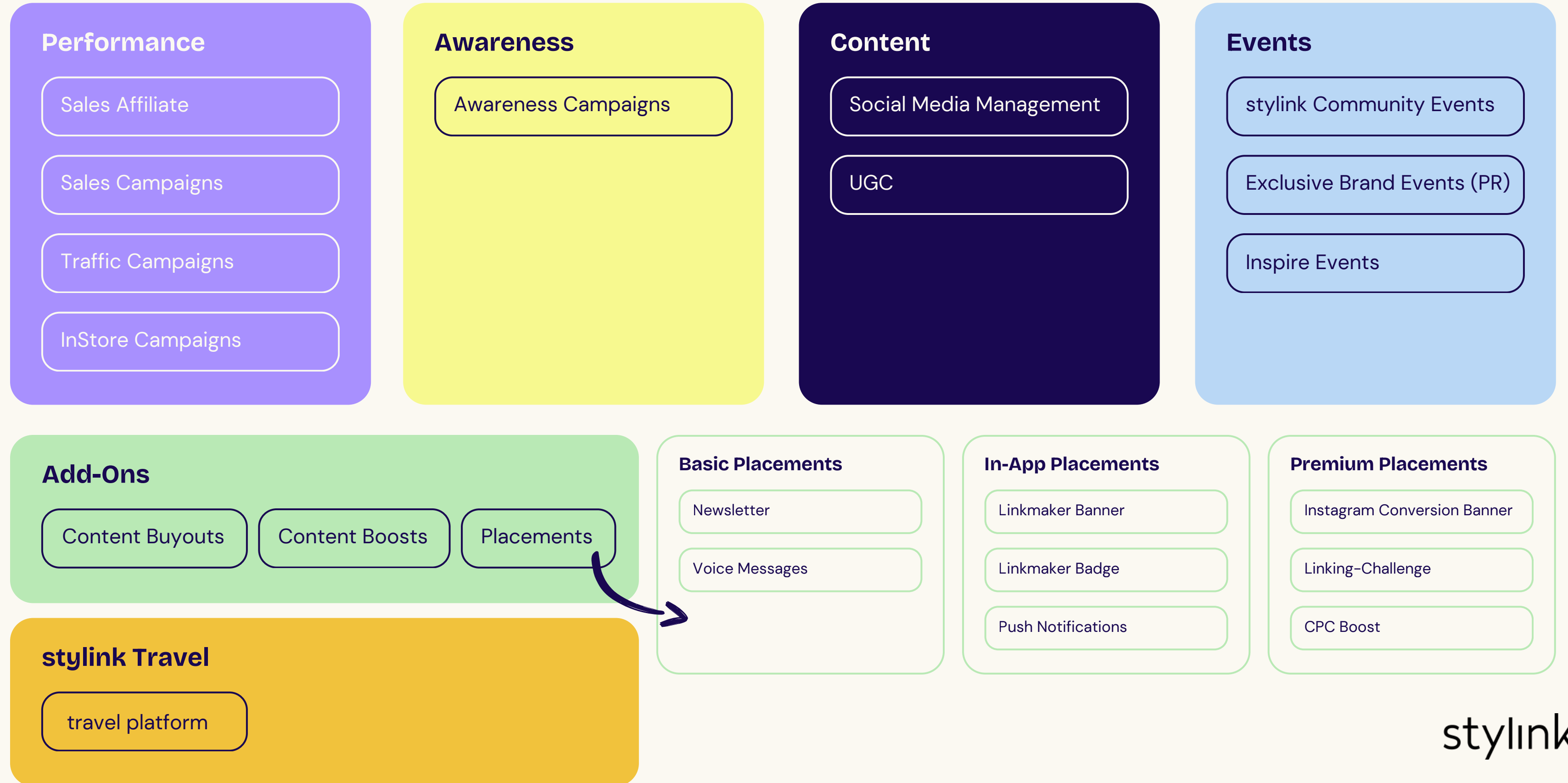


**Access to 340k+** creators and their communities for **authentic recommendations.**



**Content as an asset:** regularly produced creator content, available for use on owned channels upon request

# Product portfolio



# What is an influencer?

## Definition and Role

Influencers are individuals with a large following on social media platforms who influence opinions and purchasing decisions.

## Marketing & Collaborations

Brands leverage influencers to deliver credible advertising through collaborations and sponsored content.

## Trust & Authenticity

Influencers build trust through authenticity and personal insights into their lives and recommendations.

## Success measurement

Payment and success are based on key metrics such as reach, clicks, and engagement across various platforms.

# What is UGC?

## Definition

User-generated content (UGC) refers to content voluntarily created by users—such as photos, videos, social media posts, reviews, and comments—without being paid by brands.

## Benefits for Brands

UGC builds trust, provides social proof, and strengthens brand community engagement.

## Trust & Authenticity

User-generated content arises from personal motivation and reflects genuine experiences, which makes it particularly credible.

## Success measurement

Payment and success are based on fixed fee.

# Different types of influencers

## Nano-Influencer

With 500 to 5.000 followers, they are characterized by a high engagement rate and a close-knit community.

## Macro-Influencer

With 150.000 to 1 million followers, they offer greater reach and address a broader audience.

## Micro-Influencer

Having between 5.000 and 150.000 followers, they effectively reach niche audiences and maintain strong credibility.

## Mega-Influencer

With over 1 million followers, they achieve enormous reach. They are often celebrities or social media stars, but usually have lower engagement rates.

# Different types of influencers

## verticals

- Fashion Influencer
- Beauty Influencer
- Interior & Living
- Food & Recipes
- Travel Influencer
- Fitness & Health
- Gaming & Tech
- Finance / Education
- Family / Parenting
- Niche Influencer (e.g., Sustainability, Horses, DIY)

## Corporate Influencer

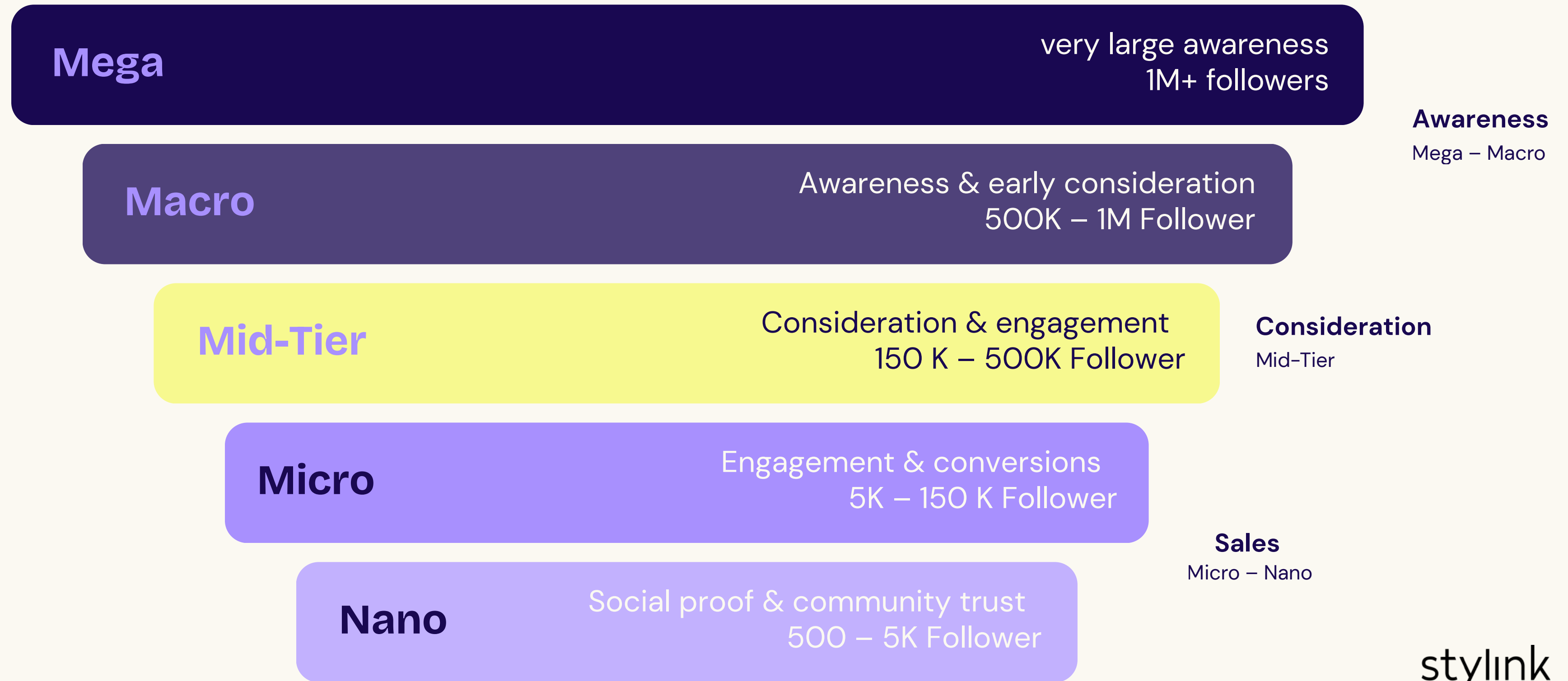
- Employees as Brand Ambassadors
- Especially relevant for Employer Branding & B2B
- Strong Trust Lever

## Virtual influencers

- AI-based avatars
- Fully controllable
- High buzz factor, but lower emotional connection

# Awareness to sales funnel

From Reach to Conversion — The 5 Stages

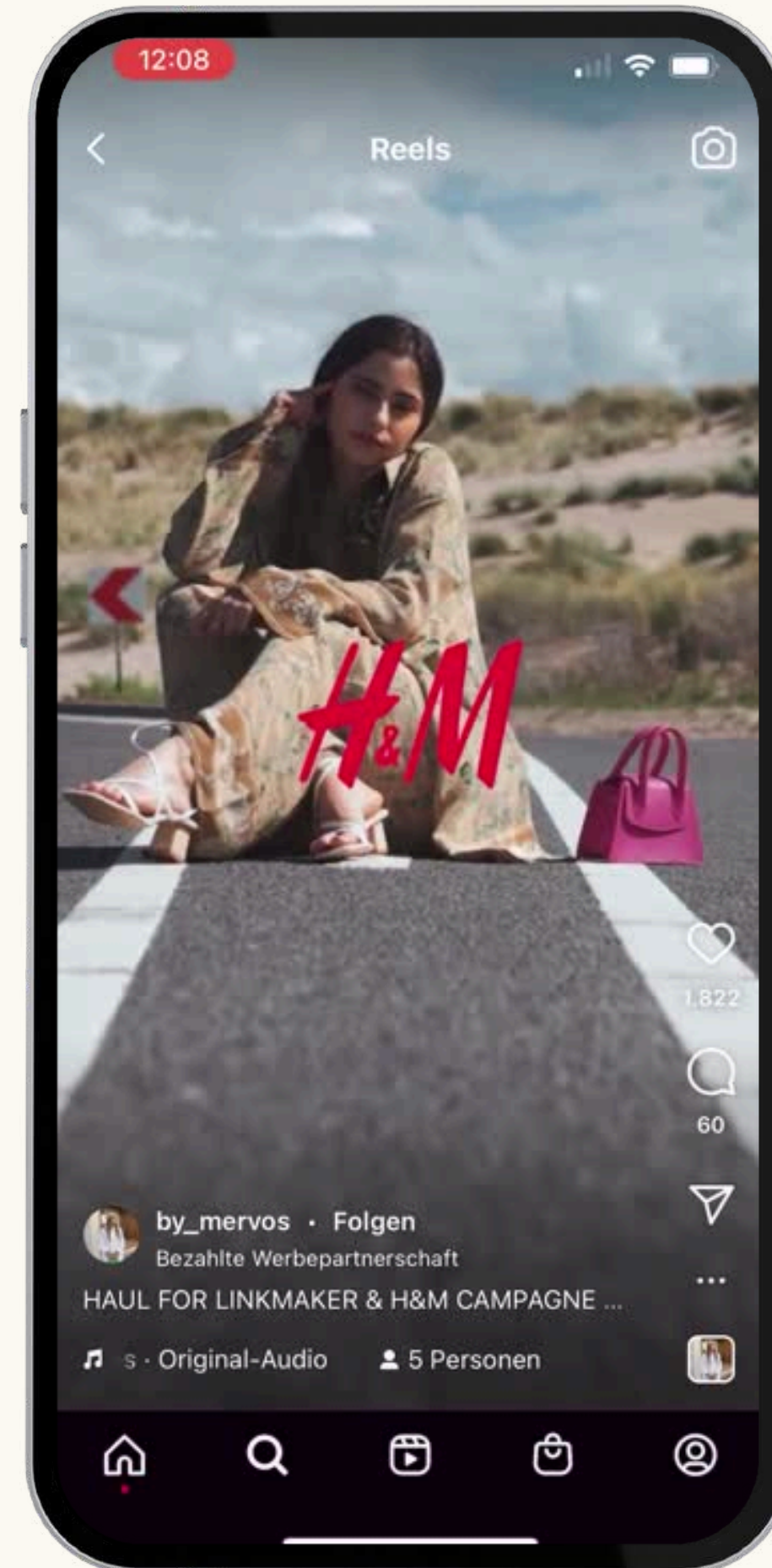


**Sales**  
Micro – Nano

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# Why Micro Influencer

[https://www.instagram.com/reel/Cd\\_DvmCJoOS/?igsh=eDd4cjBmcmFvbTgx](https://www.instagram.com/reel/Cd_DvmCJoOS/?igsh=eDd4cjBmcmFvbTgx)



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**How do I choose  
the right  
influencer for my  
brand?**

# 1. Don't start with the influencer — start with your goal.

The most common mistakes:

"The influencer is a good fit for the brand."

"We want exactly these creators in the campaign."

Before you look at profiles, clearly define:

- **Campaign Goal**
  - Awareness / Reach
  - Performance / Sales
  - Content (UGC, Ads, Whitelisting)
  - Trust Building / Education
- **Key Performance Indicator (KPI)**
  - Reach, Engagement
  - Clicks, Conversions, CPO
  - Content Usability

👉 Only when the goal & KPIs are clear does choosing influencers make sense.

## 2. Define your real target audience – not your desired audience.

Brands say:

"Our target audience is Gen Z, urban, and affluent."

The crucial points are:

- Who really follows the influencer?
- In which country?
- What is the age distribution?
- How credible is the audience?

Relevant criteria according to internal selection models:

- Country & language
- Age structure
- Follower quality (no bots, no engagement pods)
- Overlap with your market

**Key takeaway: Audience first, personality second.**

# 3. Brand fit beats reach (almost always)

Brand-Fit does not mean:

- same color in the feed
- "feels right"

- Does the content style match the brand?
- Are values and tone conveyed credibly?
- Would you trust the person with your product even without payment?

**In practice, this often happens in our selection rounds:**

- Visual & linguistic fit
- Audience data
- Previous content and performance

## 4. Reach is a variable, not a quality feature.

Big name ≠ good result!

### Typical learnings from performance setups:

- Micro and nano influencers often deliver higher conversion rates
- Communities are more active and trusting
- Scaling beats one-time reach

**our conclusion: big names are often overrated, while many smaller creators together yield better results.**

# 5. Check performance signals, not just profile pictures.

For performance campaigns, you can't just hire the perfect brand-fit creators.

## **If possible, use historical data:**

- Clicks (how many, from where, which country)
- Conversions
- Affiliate commissions
- Previous campaign results

## **Example criteria from real selection sets:**

- Minimum engagement
- Previous sales contributions
- Activity over a longer period

**Such "performance filters" are part of real influencer boards and pre-selections.**

## 6. Don't forget platform and format fit.

### Important Formats & Trends:

- Short-Form Videos (Reels, TikToks, Shorts): The "reach machines" for brand awareness, with the first three seconds being crucial.
- Carousel Posts: Very popular as they generate high engagement.
- User Generated Content (UGC): Content created by users or creators that appears authentic.
- Livestreams: For direct interaction with the community.

### Ask yourself:

- Where does my target audience actually consume the content? Which platform?
- What format?
- Long-term presence or short-term push?

**An influencer may perform poorly on Instagram but be extremely strong on TikTok—never generalize platforms. Similarly, the right format on a platform plays an important role!**

# 7. Choose the right Types of Sales Content

## Types of Sales Content & Formats:

- Sponsored Content (Standard Ad): Direct paid partnership where an influencer features a product in a post, story or reel.
- Unboxing & Reviews: In-depth, authentic demonstrations showing the product, its usage, and honest opinions.
- Product Placement: Subtle integration of a product into the influencer's regular content.
- Social Media Takeovers: Influencer manages a brand's account for a day, driving traffic to the brand's profile.
- Affiliate Marketing / Discount Codes: Unique codes/links shared by influencers to drive direct sales, often used with micro-influencers.
- Giveaways / Contests: Promotes engagement by offering products as prizes, increasing brand exposure.
- GRWM / Tutorials (Reels/TikTok): "Get Ready With Me" and quick educational, or "how-to" videos that show, rather than tell, the product benefits.
- Behind-the-Scenes / "Aesthetic" Styling: Curated content, particularly on Instagram, showing the lifestyle aspect of a product.

# Strategic creator activation for maximum brand impact

## Creator Archetypes as Strategic Pillars

### 1. Urban Creative

Everyday Life, Balance, Good Health Routine

### 2. Transformative Storyteller

Science, Ingredients, Expertise

### 3. Sustainable Idealist

Naturalness, Slow Living, Organic Rituals

### 4. Best Friend

Gen Z Education, Soft Health Content

Each archetype addresses a different motivational aspect of the target audience, ranging from functional enlightenment to emotional connection with nature.

Urban Creative

Transformative Storyteller

Sustainable Idealist

Best Friend

[@natalie.grahl](#)

[@dr.luisawerner](#)

[@balancedwith\\_madeleine](#)

[@lostwithmathea](#)

### Role in the Funnel:

Morning Routine & Good Health Integration

### Role in the Funnel

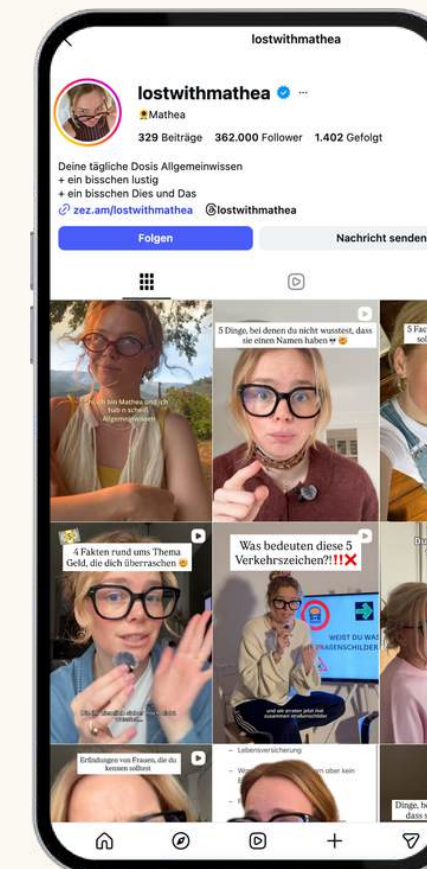
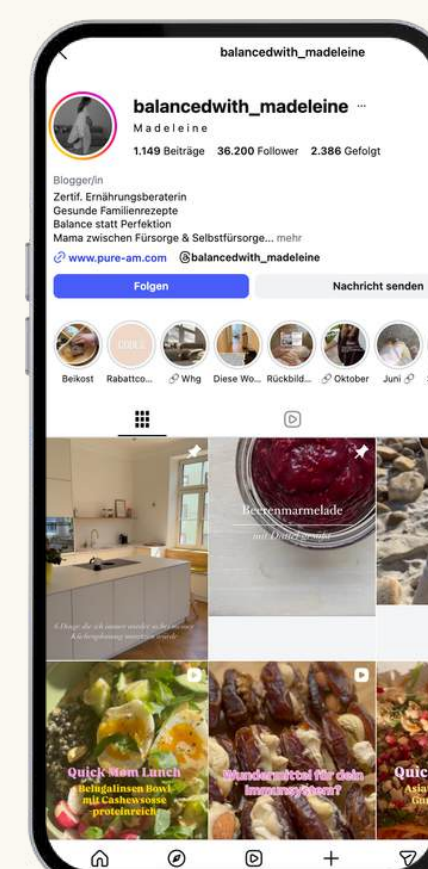
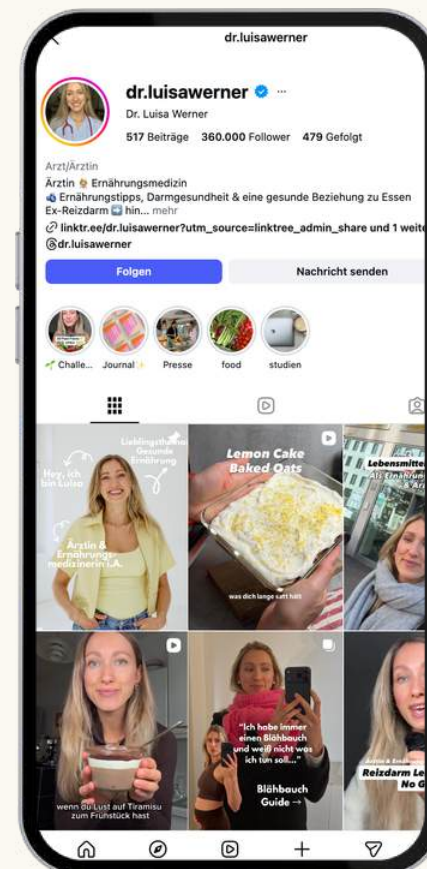
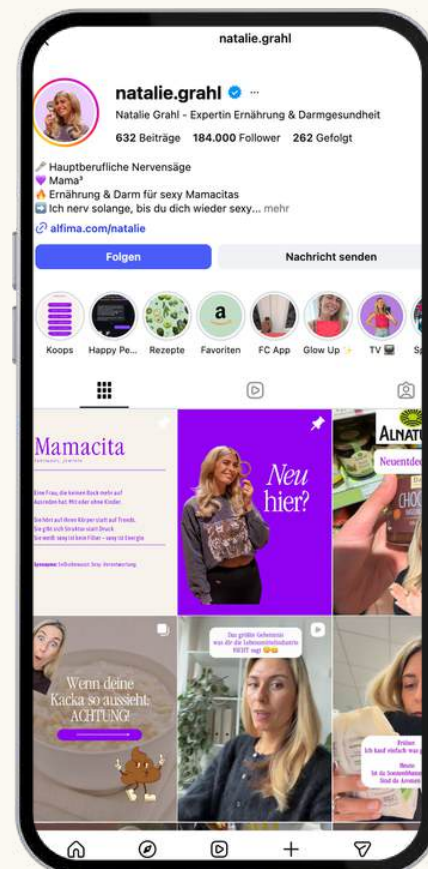
Science & Bio-Qualitätsaufklärung

### Role in the Funnel

Emotional Brand Fit & Aesthetics

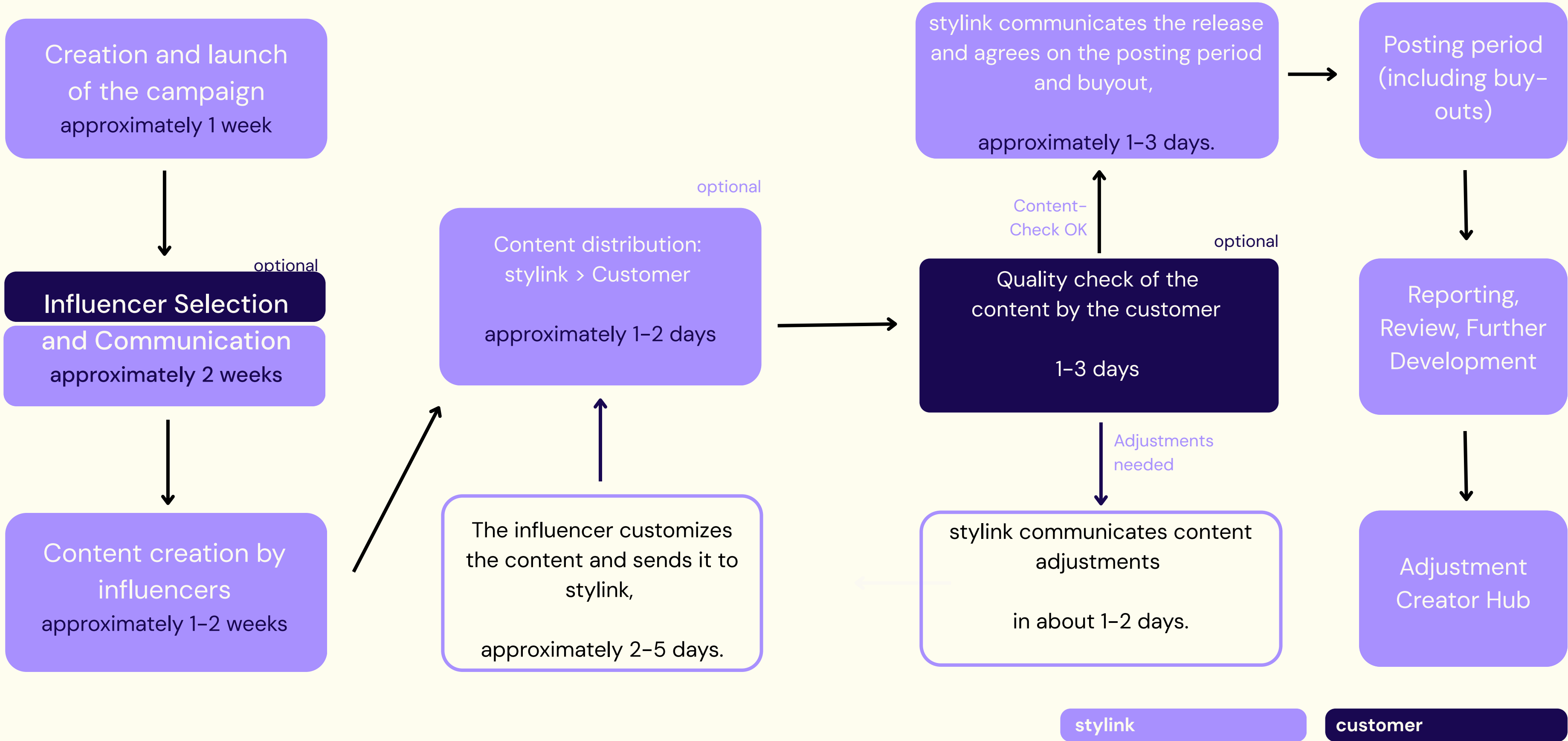
### Role in the Funnel

Gen Z Soft Education



# Campaign Process

Overview of the central process steps including relevant coordination points with customer



# Most effective paid push distribution

Recommended mix for a combination of reach, authenticity, and scalable content

## 1/3 Paid UGC Content

- Focus: Content production & scalability
- Authenticity
- Use for paid ads & other channels
- Flexible reuse

### Objective:

- Scalability
- Efficient content use
- Support through paid strategy

## 2/3 Paid Creator Content

- Focus: Awareness & Reach
- Distribution through influencer channels
- Combination of reach & trust
- Authentic integration into everyday life, including reach extension through paid push

### Goal:

- Build awareness
- Strengthen brand perception
- Directly reach the target audience

## Why This Mix Makes Sense

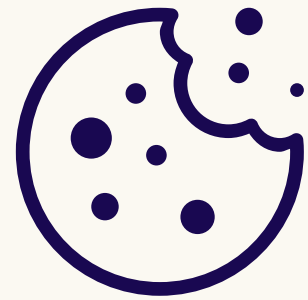
- Focus on Creator Paid Push to specifically increase brand awareness
- Combination of reach from creators and scalable content through UGC
- Creator content provides additional reach through existing communities
- UGC allows for efficient and flexible use for paid ads
- Maximizing the use of produced content across multiple channels

## Your Value Proposition

- Efficient use of existing UGC assets
- Continuous development of a brand-appropriate creator pool
- Opportunity for long-term collaboration with suitable creators
- Combination of organic reach and targeted paid push

# Good to know!

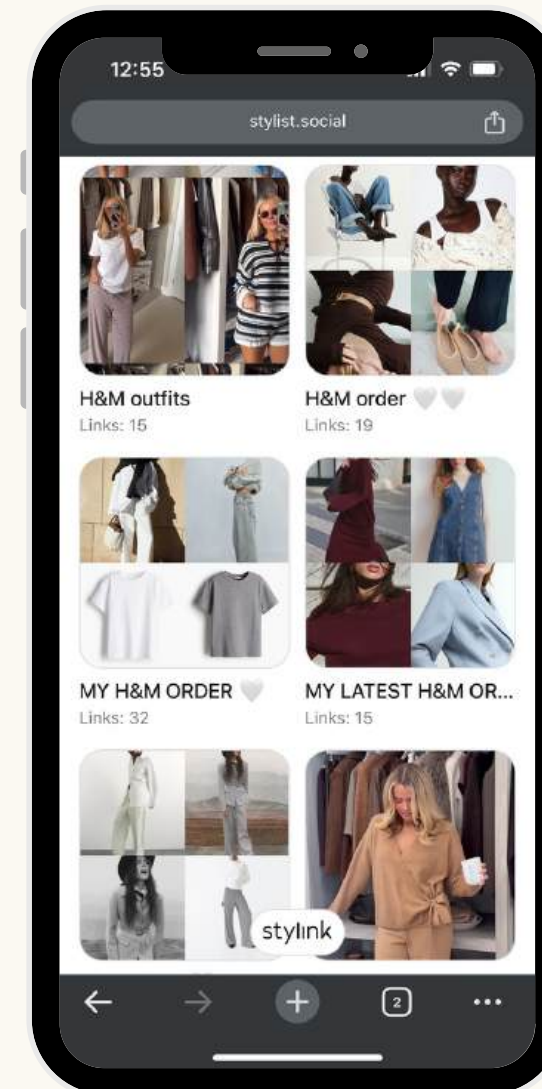
Did you know?



## Performance tracking through cookies



## Retouren



**fashion**  
over 50%

**beauty**  
10%– 20%

**interior**  
5%– 10%

**e-commerce marketplace**  
10%

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# Why Influencer Communication often fails

## Unclear expectations

- Campaign goals, deliverables, and timings are not clearly defined.
- Briefings are too vague or too complex.  
→ This leads to questions, frustration, and misinterpretations.

## Slow or inconsistent communication

- Delayed responses in support
- Changing contact persons or differing statements  
→ Feeling of "not being taken seriously"

## lack of transparency

- Compensation, selection criteria, or performance logic are not understood
- KPIs and impact remain difficult for influencers to grasp  
→ Mistrust & decreasing motivation

## Authenticity conflict

- Brand guidelines clash with the creator's style
- Too rigid guidelines → artificial content  
→ poorer performance & loss of credibility

# Tech Campaign

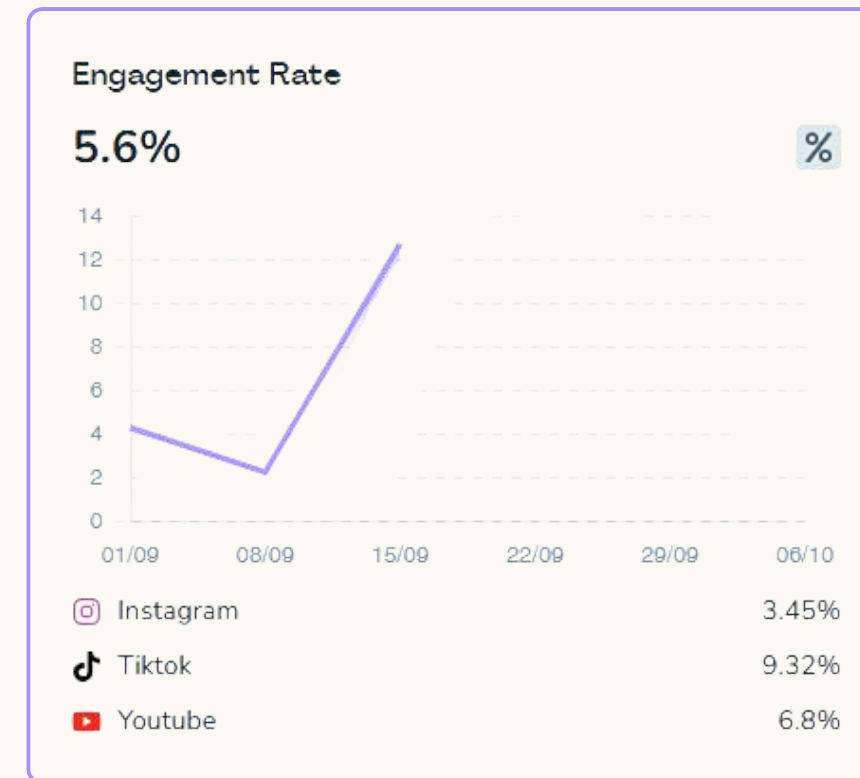
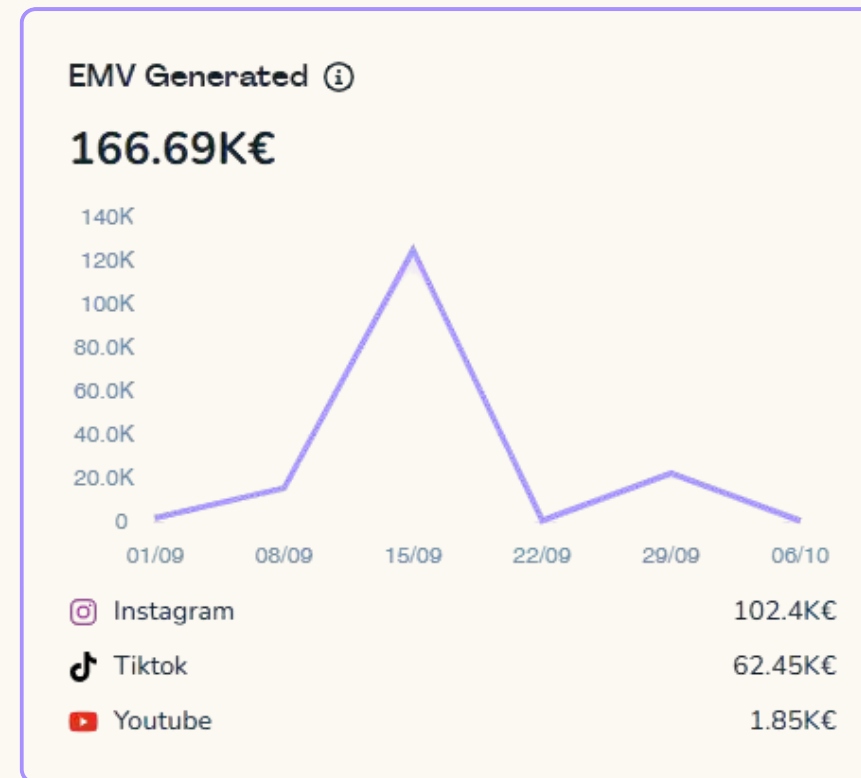
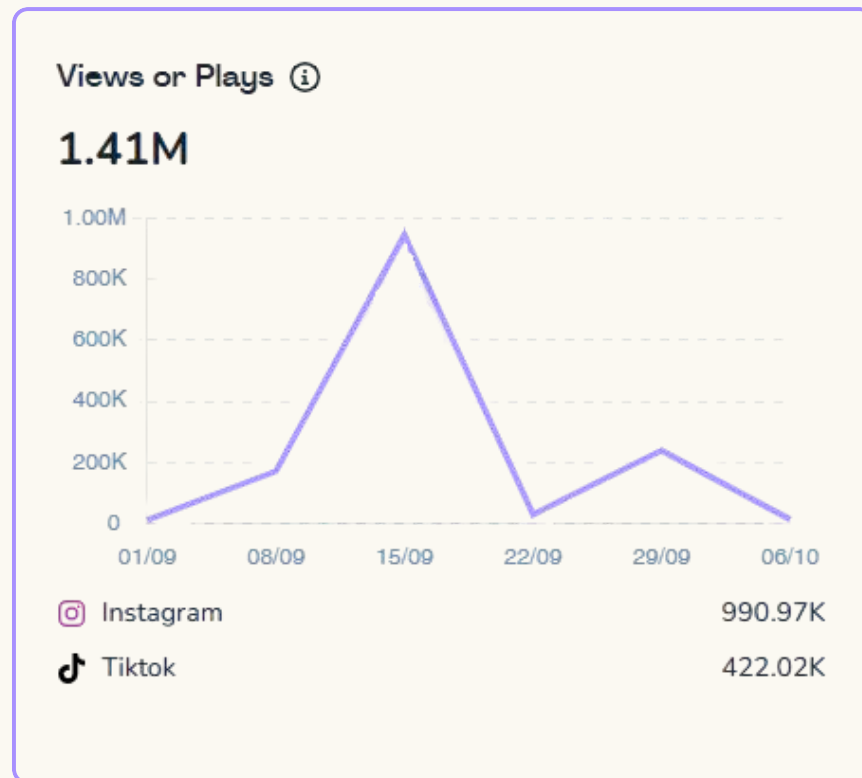


**Influencers**  
15 Creators

**Content**  
40 Pieces

**Reach**  
840.590

**Avg. CPM**  
20,57 €



# Athletic Brands – Average Values

With Brands like Lululemon, H&M Move, Amazon Sports, Nike, Adidas – excl. footwear)

## Creators

10 per campaign

## Content

3 Stories per Creator

## Clicks

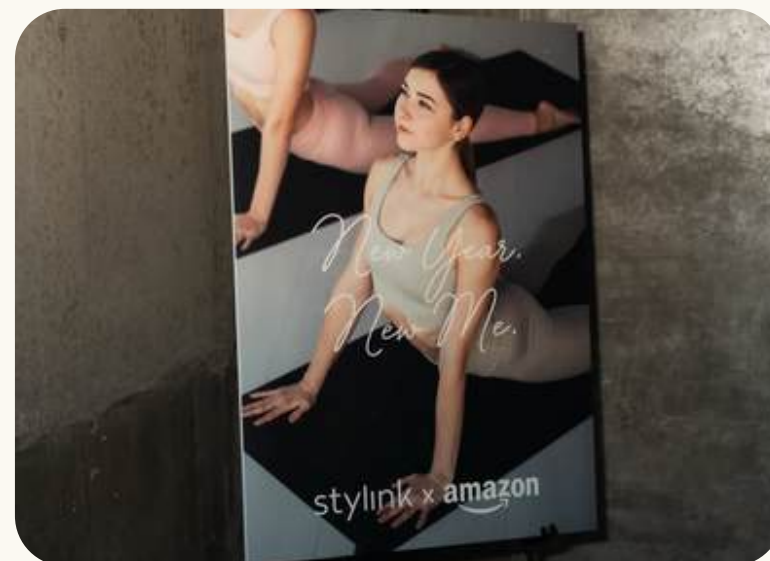
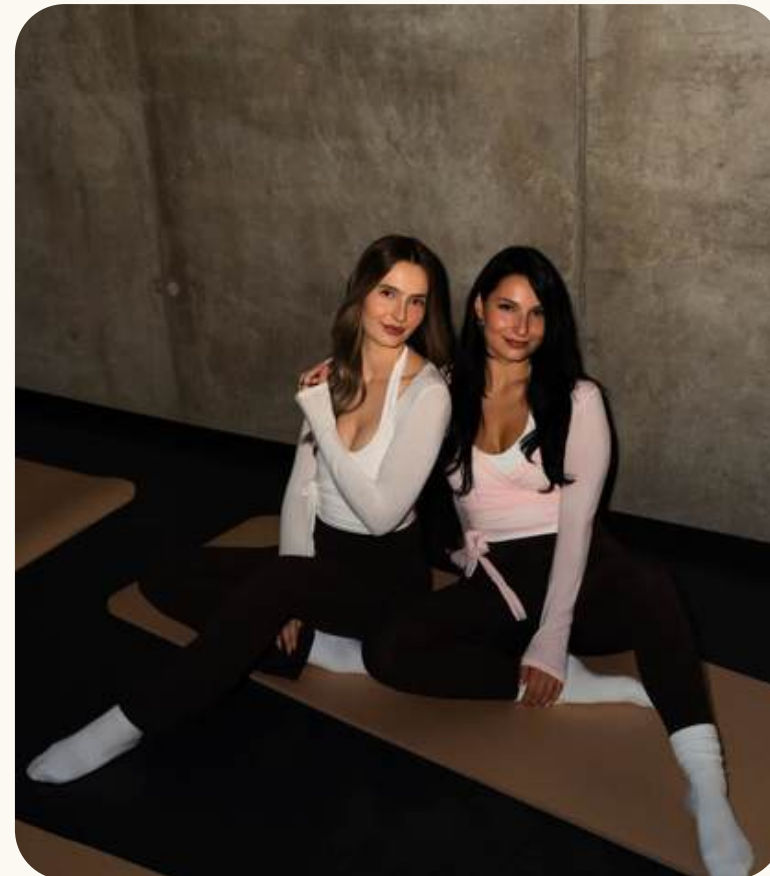
6.200 per campaign

## ROAS Growth

125% YoY

## ROAS Campaign 1 to 4

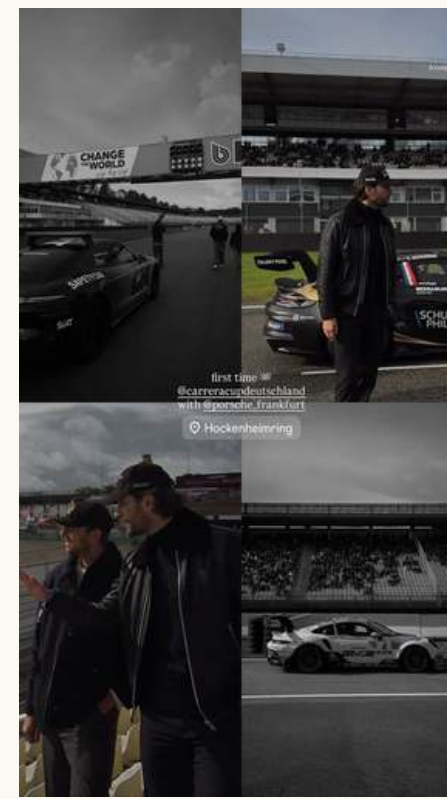
~2.0x → ~4.5x



Why does ROAS increase with each campaign?

1. Creator Optimization – Top performers get a higher share; underperformers are replaced.
2. Audience Warming – Followers already know the brand by campaign 2, boosting conversion rates.
3. Data Loop – Click & sales data from each campaign optimizes timing, format & creator mix.

# Cases: event - Porsche



**Campaign structure:**  
A day event with Porsche at the Hockenheimring with 6 German mid- & macro-creators who shared a total of 60 content pieces.

Reach focus



Views  2.340.000

Reach  1.950.000

Engagement  5,35%

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# Cases: campaign - Levi's



**Campaign structure:**  
 Story-campaign for the launch of a new Levi's collection at H&M with 15 micro-creators and 100 content pieces.  
 Performance Focus

Views		<b>950.000</b>
Links		<b>70</b>
Sales revenue		<b>410.000€</b>
Clicks		<b>95.700</b>

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# Different types of influencers

## Key Takeaway 1

Performance is the Benchmark

- Success = Sales, Conversions, ROAS
- Content becomes a scalable asset
- Creator marketing is a full-funnel discipline

## Key takeaway 2

Audience & Trust Beat Reach

- Audience Fit > Gut Feeling
- Micro & Nano Creators often deliver better Conversions
- Credibility is the Strongest Sales Lever

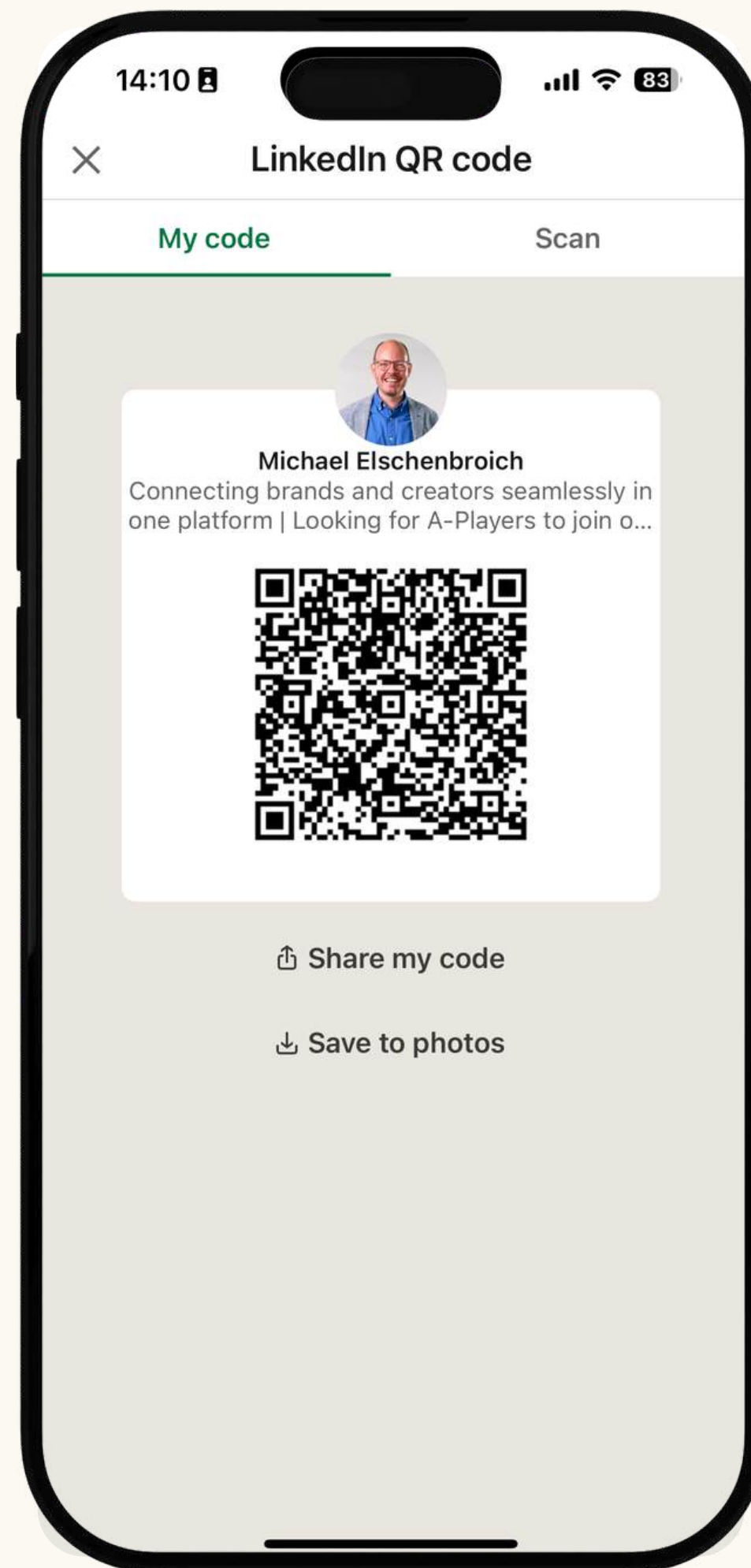
## Key Takeaway 3

Data-Driven Scaling

- Creator selection based on performance signals
- Decide on platform & format
- Creator content + UGC as a formula for success

**Creator marketing doesn't succeed through attention, but through trust, data, and systematic scaling.**

# Thank you!



 [stylink.com/en/](https://stylink.com/en/)

 [@stylink](https://www.instagram.com/stylink)

 [@stylinkcompany](https://www.instagram.com/stylinkcompany)

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