

# 3 reasons to communicate via influencers during summer



swipe to discover



# But first you need to know that...

**90%**

of marketers believe social media has generated more exposure for their business during summer!

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Belgians aged between 14 and 64 spent almost 1h45/day on social networks...


**...EVEN IN SUMMER!**

**Let's start...**

**1**

**Use  
influencers to  
create buzz  
around your  
summer  
activations**

perfect for an amusement park, a zoo,  
a bar, a city, outdoor activities or  
events,...



# **2** More share of voice

In summer, there is usually less clutter in terms of content, it is mostly the relevant sectors that communicate!



# **3** Perfect time for **creative** and **dynamic** **snackable** **content**

Who wouldn't like a reel, a tiktok or a post full of colours and lights?

It's the season that leaves room for lots of ideas and content possibilities!

# some of our **summer** **successes...**

more than  
400,000 reach



**PLANCKENDAEL**



# MCCAIN

This campaign recorded a large number of **1 905** clicks on the brand touchpoints





LICOR 43

20,1% view rate  
(the average is  
7.2%)



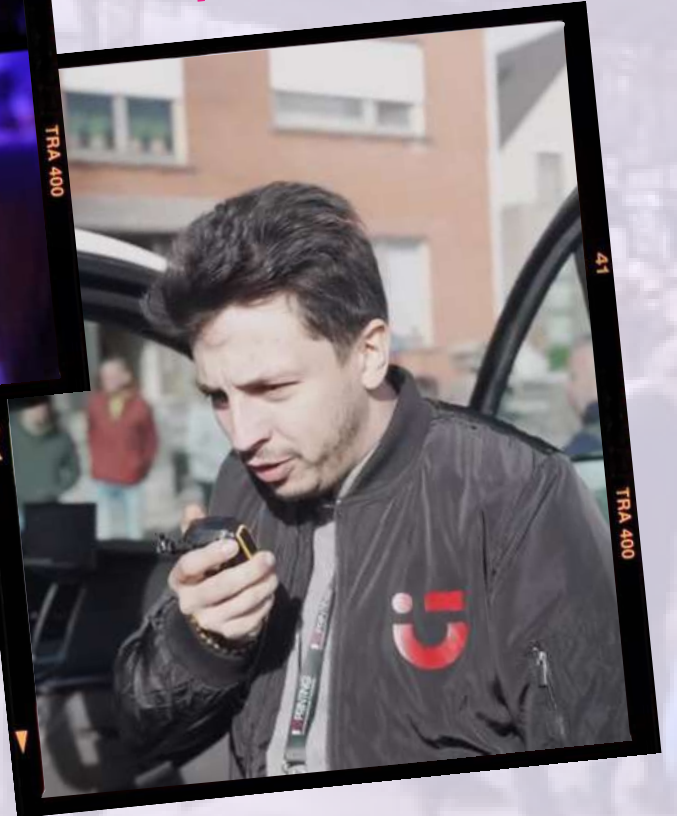


# CIRCUS SPORT



- Professional videographers for quality content
- sporting event

almost 100,000 views on @juniorplanckaert's reel



more than  
**250 000**  
reach

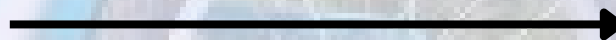


**CHAMPAGNE  
JACQUART**



**FLAMIGEL**

almost  
**40,000**  
likes  
with a  
story  
view  
rate of  
**22.6%**



**don't miss these  
opportunities and  
contact**

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