



To break through today, savvy brands are working with popular online influencers to publish sponsored posts to their extensive social media followings.

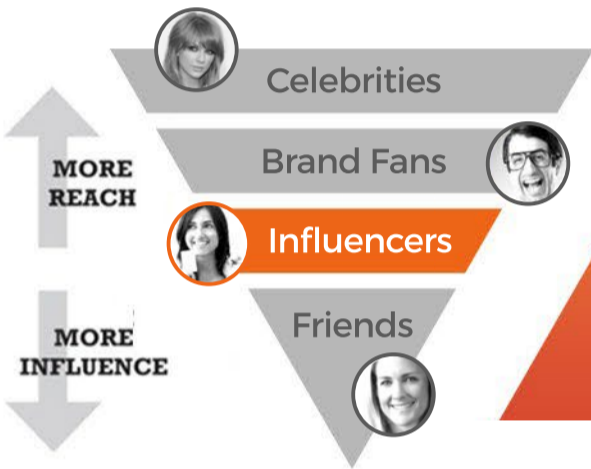
"A brand is no longer what we tell the customer it is - it is what customers tell each other it is"

- Scott Cook, P&G Board Member

According to Nielsen...

83% of consumers take action because of trusted recommendations

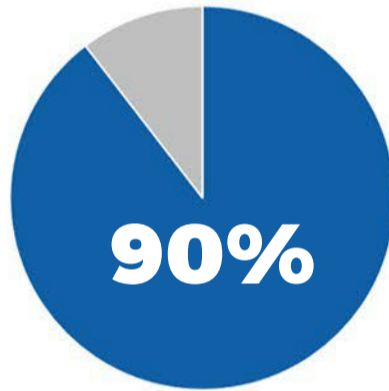
and 71% are likely to purchase an item based on strong social media referrals.¹



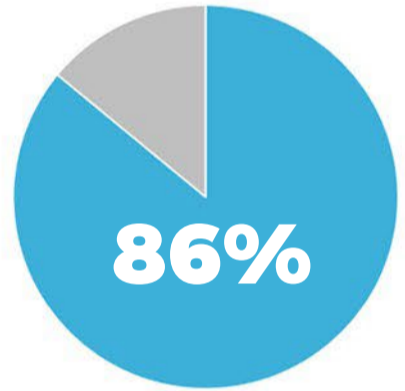
Many brands have sought and negotiated celebrity endorsements to add buzz and help spread their message.

Today, online influencers have emerged as a more trusted, authentic, affordable, rapid, and influential marketing tactic to tell their story.

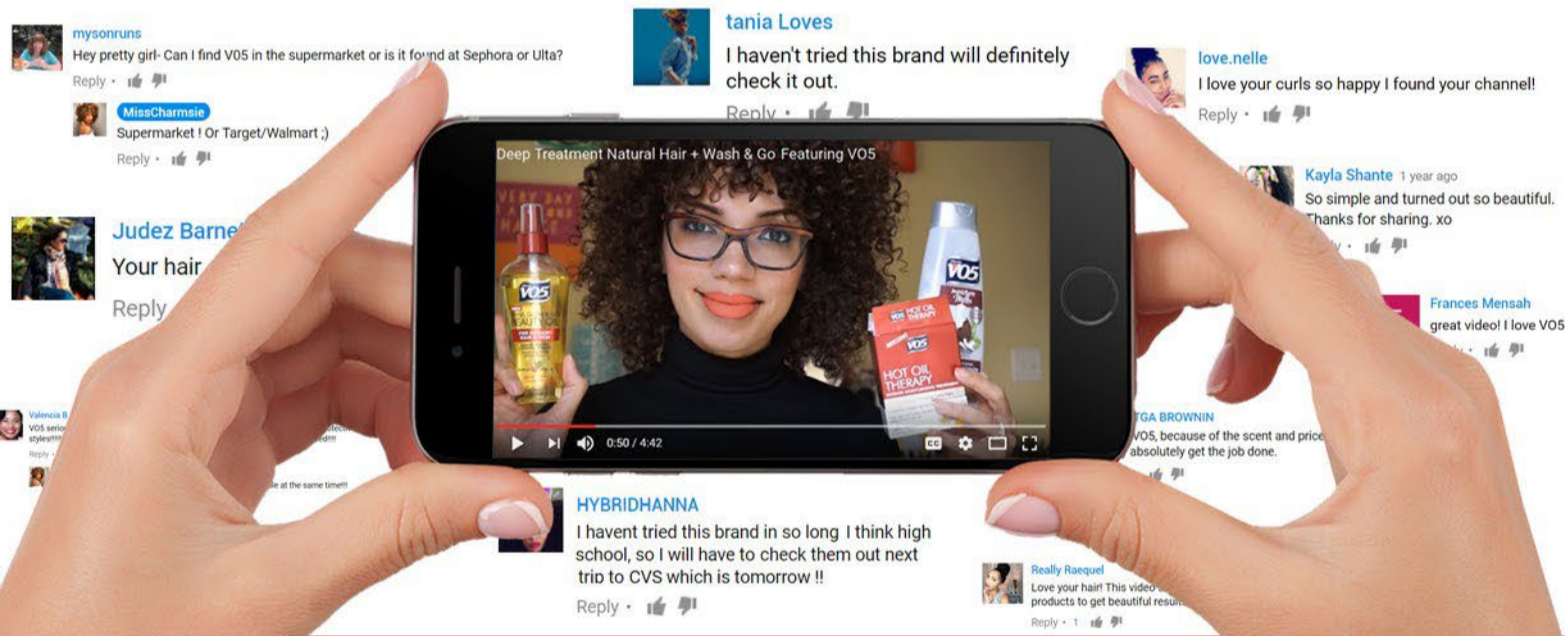
Experienced agencies are helping CPGs to partner with these opinion leaders, paying them to create high quality videos at relatively low cost, and to widely distribute how-to's, first looks & impactful product reviews.



Positive review made me more likely to purchase



Negative review made me less likely to purchase



With deep relationships built with key online influencers, *matrixx* can move quickly to help you.

5.8 MILLION+

Subscribe

Our English & Spanish YouTube campaigns successfully targeted millions of their subscribers.

matrixx habla español y a trabajado para generar videos influyentes en español

How will you connect with influencers?

Our digital and shopper marketing experts are here to help you reach your customers. Since our founding in 2000, we are proud to have worked closely with many category captains and with exciting emerging brands in our numerous award-winning CPG campaigns.

We're not an agency - We're a partner!

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