



Influencer Marketing Strategies for Real Business Growth

Most businesses don't fail at execution—they fail at strategy fit. With 60+ influencer marketing strategies available, the challenge is finding which framework matches your business model, customer base, and team size.



by John Palmer

Why Strategy Frameworks Matter



Repeatable Structure

Frameworks provide consistent systems for content creation and distribution.



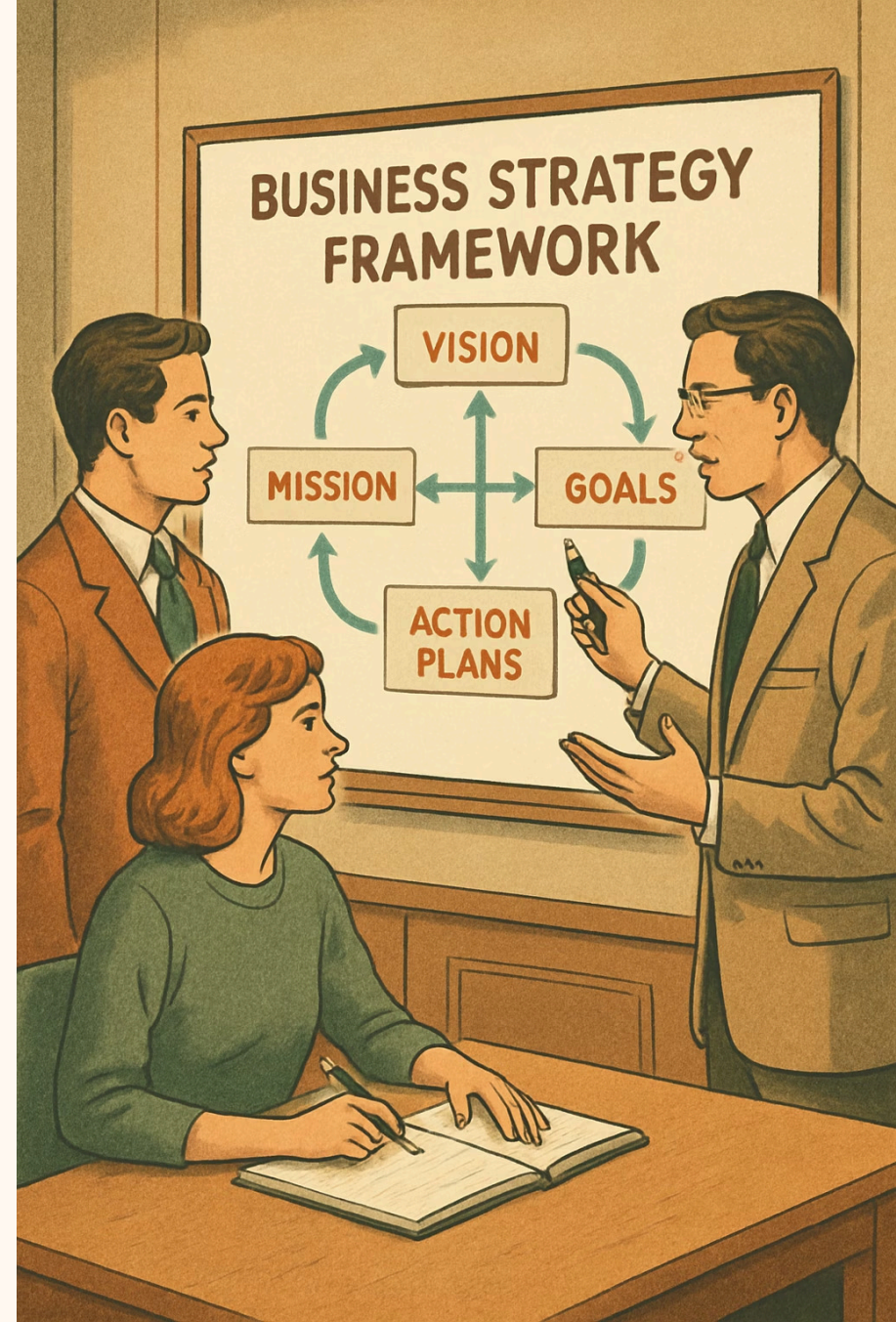
Strategic Focus

They help align your content with business goals and audience needs.



Clear Benchmarks

Frameworks establish measurable performance indicators for growth.



Matching Strategies to Business Types

Business Type	Ideal Strategy Type
Solopreneurs	Content repurposing, writing-based systems (e.g., Justin Welsh , Steph Smith)
Local service teams	Community-based frameworks, short-form video (e.g., Rachel Pedersen, Erin On Demand)
Scale-up brands	Funnel-based or PR-driven strategies (e.g., Sabri Suby, Val Katayev)



Top Influencer Frameworks Explained



Rachel Pedersen: Authenticity-Based Short Form

Perfect for local service providers. Uses unpolished, high-frequency short-form videos.



Justin Welsh: One-Person Business System

Ideal for [solo consultants](#). One "pillar" idea powers a week's worth of [LinkedIn content](#).



Alex Hormozi: Offer > Content Model

Great for high-ticket services. Start with an irresistible offer, then build content around it.



Sabri Suby: Direct Response Funnels

For lead-focused businesses. Uses aggressive offer hooks in ads that lead to conversion funnels.





Business-Specific Strategy Matches

Local MedSpa

Best-fit: Rachel Pedersen or Val Katayev

Why: Local social trust + micro-influencer PR

Independent Consultant

Best-fit: Justin Welsh or Amanda Natividad

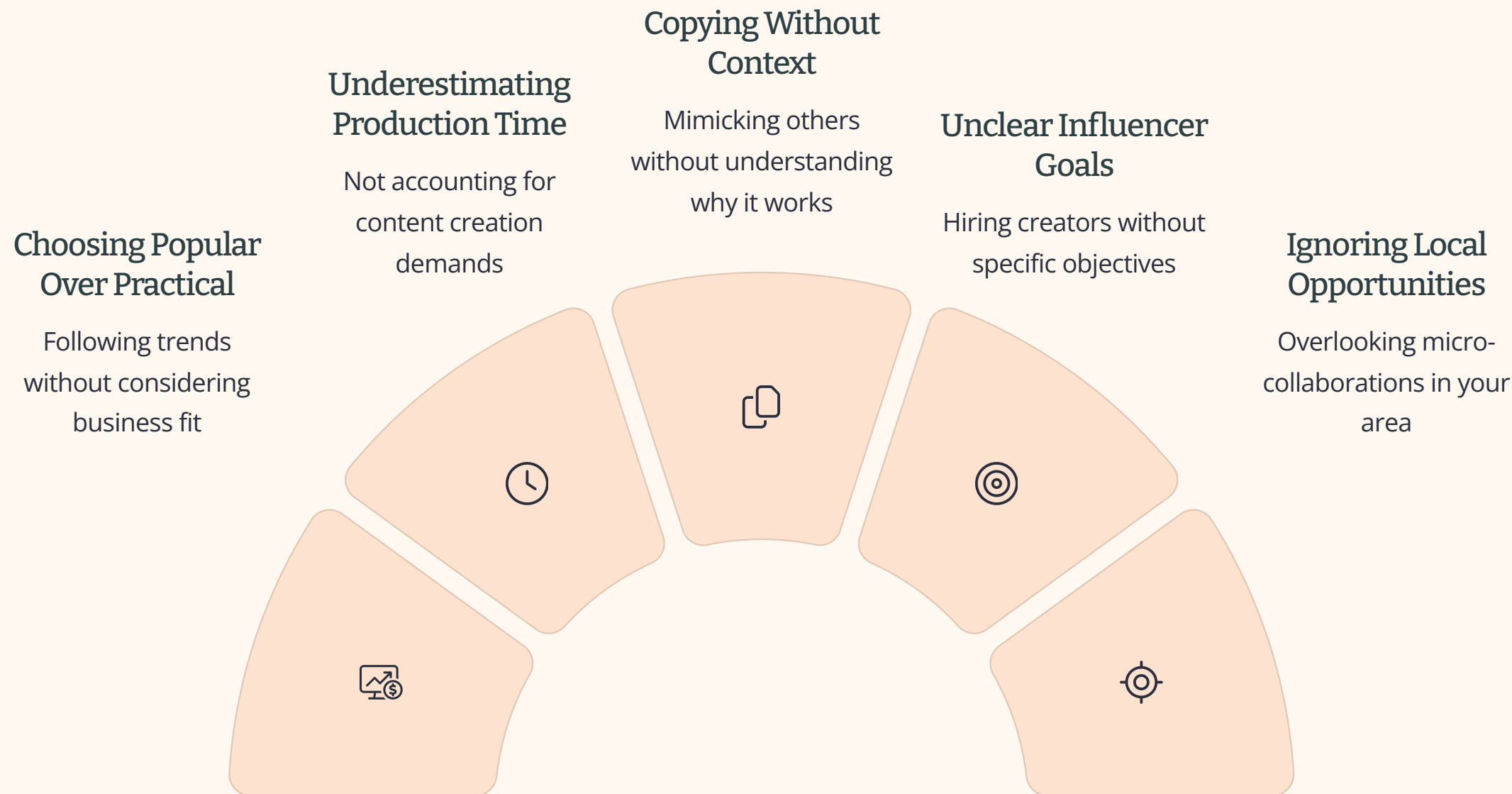
Why: Authority-based writing & zero-click distribution

Chiropractor/Wellness

Best-fit: Erin On Demand, Brendon Burchard

Why: Transformation-focused narratives convert

Common Influencer Strategy Mistakes



30-Day Action Plan



Week 1: Audit & Select

Review existing content and choose 2-3 possible-fit strategies



Week 2: Adapt & Batch

Create content and set simple benchmarks for tracking



Weeks 3-4: Publish & Track

Launch content, monitor results, and decide what to scale

Choose What Works For Your Business

60+

Available Strategies

Frameworks to choose from

3

Key Questions

Bandwidth, audience platform,
growth window

30

Day Plan

Time to see initial results

There's no magic formula—but there is a strategic path that matches your business model, content style, and growth goals.



Contact Digital Marketing Group

Ready to transform your influencer marketing strategy? Our team of experts is here to help you implement the frameworks that will drive real business growth.



Email Us

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Schedule your free 30-minute strategy consultation today and discover how we can help you select and implement the right influencer marketing framework for your business.