

Ultimate Influencer Strategy List

Name	Signature Strategy		Platform Focus
Adley Kinsman	Billion View Hook Formula	Is there anything else I can help you with reg	TikTok, Reels
Gary Vee	Content Repurposing Pyramid	All businesses	All major platforms
Justin Welsh	One-Person Business System	Solopreneurs, consultants	LinkedIn, Email
Alex Hormozi	Offer > Content Model	High-ticket services, coaches	YouTube, Instagram
Ann Handley	Empathetic Content	Writers, educators	Blog, Newsletter
Rory Sutherland	Behavioral Framing & Perception	B2B marketers, brand pros	Campaign strategy
Neil Patel	SEO Content Engine	SEO-heavy businesses	SEO, YouTube
Sabri Suby	Direct Response Funnels	Aggressive lead gen	Ads, Funnels
Ali Abdaal	Productivity Flywheel	Course creators, educators	YouTube, Email
Codie Sanchez	Contrarian Thought Leadership	Finance, creators	X, YouTube, Email
Shaan Puri	Personal Monopoly & Curiosity Loops	Startup founders, personal brands	X, Podcast
Brendon Burchard	High Performance Funnels	Transformation businesses	Webinar, Email
Rachel Pedersen	Authenticity-Based Short Form	Social agencies, freelancers	TikTok, Instagram
Matt D'Avella	Minimalist Storytelling	Lifestyle creators	YouTube, Patreon
Marie Forleo	Evergreen Launch Funnels	Coaches, creators	Email, YouTube
Erin On Demand	One-Person Content CEO	Service providers	YouTube, Instagram
Brynne Tillman	LinkedIn Social Selling	LinkedIn consultants	LinkedIn
Dave Gerhardt	Audience-First B2B Growth	B2B SaaS founders	LinkedIn, Podcast
Amanda Natividad	Zero-Click Content	Audience builders	X, Newsletter
JT Barnett	Creator-Led Brand Growth	Brands building creator teams	TikTok, Email
Chris Do	Content > Community > Commerce	Creative businesses	YouTube, Instagram
Jay Clouse	Membership Flywheel	Indie educators	Newsletter, Twitter
Dan Koe	Self-Improvement Value Stack	Coaching, mental performance	Instagram, Gumroad
Melanie Deziel	Content Idea Expansion	Content teams	Blog, Newsletter
Sam Parr	Media Biz Building	Media founders	X, Newsletter
Tessa Arias	Pinterest SEO System	Bloggers	Pinterest, Blog

Katelyn Bourgoïn	Buyer Psychology Driven Content	SaaS marketers	LinkedIn, Email
Steph Smith	Distribution-First Writing	Writers, creators	Blog, Twitter
Jack Butcher	IP-Based Visual Framework	Design-first products	Instagram, X
Arvid Kahl	Build in Public SaaS	Bootstrapped SaaS	Twitter, Blog
Dickie Bush & Nicolas Cole	Atomic Essay to Authority	Writers, info creators	Twitter, Newsletter
Tyler Denk	Newsletter Virality Engine	Newsletters, media brands	Email, Referral Loops
Val Katayev	Micro-Influencer PR Scaling	Consumer brands	Instagram, YouTube
Tori Dunlap	Niche Empowerment Media Brand	Finance creators	TikTok, Instagram
Lenny Rachitsky	Newsletter-to-Community Pipeline	Product teams	Email, Slack
Rob Lennon	AI-Assisted Content Loops	AI educators	X, Newsletter
Jay Acunzo	Podcast Storytelling Framework	Storytelling brands	Podcast, Blog
Molly Mahoney	Live Video Engagement Funnel	Live educators	Facebook, YouTube
Austin Kleon	Visual Artist Branding	Creative personal brands	Instagram, Blog
Seth Godin	Permission Marketing & Smallest Viable	All business types, ethical marketers	Varies
Rand Fishkin	TAGFEE Principles & Audience Intelligen	Startups, SaaS, content marketers	Varies
Ryan Deiss	Customer Value Optimization (CVO) / C	E-commerce, info products, subscriptions	Varies
Brian Dean	The Skyscraper Technique & SEO Conter	SEO-focused businesses, content marketers	Varies
Amy Porterfield	Digital Course Academy & Email List Buil	Coaches, experts, course creators	Varies
Joe Pulizzi	Content Inc. & Epic Content Marketing	Long-term audience loyalty and monetization	Varies
Peep Laja	CXL Methodology for Conversion Rate O	SaaS and e-commerce CRO	Varies
Tiffani Bova	Growth IQ & The Experience Mindset	Strategic business growth teams	Varies
Jay Baer	Youility Marketing	Trust-building brands, content marketers	Varies
Pat Flynn	Smart Passive Income & Audience-Cent	Solopreneurs, passive income seekers	Varies
Lee Odden	Integrated B2B Content & Influencer Ma	Enterprise B2B content marketers	Varies
Donald Miller	StoryBrand 7-Part Framework (SB7)	Clear brand messaging and storytelling	Varies
Paul Roetzer	Marketing AI Framework (5Ps of Market	Marketers adopting AI strategies	Varies
Sunny Lenarduzzi	The Sunny System / YouTube for Bosses	YouTube-focused coaches and brands	Varies
Mari Smith	Premier Facebook Marketing & Relation	Facebook & Instagram growth for SMBs	Varies
Larry Kim	Chatbot Marketing & 'Unicorn' Content	Engagement-focused marketers and lead gen	Varies
Gretta Rose van Riel	Audience-First E-commerce & Influence	Social proof-based product launches	Varies
David Spinks	The 7Ps of Community & Conscious Con	Community builders and engagement teams	Varies

Shama Hyder	B2B Digital & Social Strategy	B2B brands scaling digital impact	Varies
Shannon Walker	People-First Storytelling & Brand Advocacy	Culture-rich communication leaders	Varies
Andreina Espino	Content Recycling & Personal Branding	Personal branding and solopreneurs	Varies
Angela Agia	Holistic Success via Digital Mentorship	Digital mentors and aspiring entrepreneurs	Varies
Chris Walker	B2B Demand Gen via Dark Social	Dark social demand generation	Varies
Morgan J. Ingram	Sales Enablement + B2B Thought Leadership	B2B sales professionals	Varies
Daniel Murray	Community-Centric B2B Strategy	B2B marketing leaders	Varies
Russell Brunson	Scalable Sales Funnel & Webinar Optimization	Funnels and high-ticket offers	Varies
George Mack	AI-Driven Marketing Predictions	AI-forward marketers and futurists	Varies



Solo or Team	Growth Speed
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Team required	Fast
Team or repurposing agency	Fast + scalable
Solo	Medium
Team for scale	Fast with ad spend
Solo or small team	Slow burn
Team needed	Medium
Team-based	Medium
Ads team	Fast
Solo or editor	Medium
Solo or ops team	Fast
Solo with writers	Fast bursts
Team preferred	Medium-fast
Solo possible	Fast
Editor required	Slow and steady
Team for launch	Medium-fast
Solo-friendly	Medium
Solo or VA	Medium
Team or marketing lead	Medium
Solo or lean team	Medium
Team for execution	Fast
Team or VA	Medium
Solo or content manager	Medium
Solo	Medium-fast
Content team	Medium
Team or ops	Medium
Solo or VA	Slow

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Varies

Medium

Varies

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