

An influencer is a person who inspires or guides the actions of people and often has a big audience.

They can be used for marketing campaigns because they can influence potential buyers to buy your products/services.

You can use social media to find and hire influencers in different niches, to help you with your marketing strategy.

You can contact them by a private message (PM) on social media or email, cold reach, and ask them to work for you.

Another tip to help you save money is to offer your products/services for free in exchange for a free review or promotion.

Another method you use to find and hire influencers is to use influencer platforms.

You can use influencers' platforms to find and hire influencers one by one, or a second option is to hire a large number of influencers/micro-influencers at the same time.

For example, you can offer \$5 to any influencer that satisfies your requirements, if he/she shares your product/service on his/her social media.

You can read this [**article**](#) about the most popular influencer platforms.

If you want to become an influencer yourself, it requires hard work and consistency.

Alternatively, if you are looking to use growth hacks to help you save time, and you are ready to invest some money for that, you can buy a ready-made account with many followers from [**Social Tradia**](#).

Later on, you can change the profile's photo/description, posts, etc, and present it as your own account (personal account or your business account).

Other companies offer this service as well, but most of them sell you Instagram accounts with fake followers made by bots, or they scam you in other ways.

For that reason, SocialTradia is considered one of the most trustworthy companies, but again nothing is 100% guaranteed. It's highly recommended to do your research.

If you want to try SocialTradia, it's at your own risk. I don't take any responsibility if something goes wrong.

Something else to mention is that some people will call that cheating.

This is based on everyone's judgment.

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