

AI-Powered Influence Marketing and Analytics Innovations

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Synopsis

It's hard to dig deep into social media marketing or influencer marketing and not come across the name Jim Tobin. He started one of the first social media agencies at Ignite Social Media in 2007. When he saw influence marketing becoming its own thing, he launched a second firm called Carusele which helps brands and other agencies drive performance-based influence marketing programs. Jim and Erin Ledbetter lead the team and Carusele. Both joined me to talk about the evolution of both firms and how each company interacts with each other. But then we get into their approach to performance-based influence marketing. Carusele guarantees outcomes. It does so with a mix of organic and paid executions, but also with interesting innovations in analytics for influencers. Carusele has developed a True View metric to report the actual views of an influencers content, rather than reporting reach numbers based on the amount of followers someone has. Tobin is one of the industry experts I interviewed for Winfluence - Reframing Influencer Marketing to Ignite Your Brand and the book includes a few Carusele case studies. He, Ledbetter and I dig deeper in this episode into how that particular agency ticks and what innovations they're bringing to the space. We also talk about whether brand paid spend on influencer content can damage the influencer's organic reach. So lots to cover here. If you like the episode, please share it with your network. This episode of Winfluence is made possible by Podchaser Pro, a media database that is solely focused on podcasts. Find and prioritize podcasts for media planning, public relations or influencer outreach and discover each podcast's audience size and demographics. It's about time podcasts -- which reach over 100 million Americans each month -- had proper media planning information available to brands and agencies. Now they do. Go to PodchaserPro.com/falls to sign up and reach more and more relevant customers through podcast sponsorships and outreach. Be sure to go to the URL PodchaserPro.com/falls so they know you heard about PodChaserPro here. Learn more about your ad choices. Visit megaphone.fm/adchoices

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