

# Hubert Burda Media

## Freundeskreis.de



Burda Studios Publishing GmbH helps companies with their content marketing strategy with the aid of influencers, who are often involved in word-of-mouth, content creation and social seeding campaigns or acquired for Instagram promotions and blog marketing.

These influencers create authentic content for brands and products that manufacturers can use for their content marketing. They also distribute their content and the manufacturer's content on the social web via social networks such as Facebook, Twitter and Pinterest, on ratings platforms and online shops like Amazon, and via their own blogs.

True influencers influence the purchase decisions of many other consumers. We enable our customers to access these members of our communities, who are crucial to their business. For us, as a full-service provider of content and influencer marketing, the key to successful campaigns is relationship management, personal and intensive support for influencers. The influencer network at Burda Studios Publishing GmbH encompasses both unpaid micro-influencers and professional paid macro-influencers, who generate earned and paid content for manufacturers.

Word-of-mouth marketing is one way to generate and distribute relevant content via micro-influencers. To initiate recommendations, they receive free products from manufacturers to test. Test reports, photos and videos by influencers are bundled on a microsite set up specially for the promotion, for example at [www.freundin-trendlounge.de](http://www.freundin-trendlounge.de), and distributed on the social web by the influencers together with their product recommendations.

**Links:** [Freundeskreis.de](http://Freundeskreis.de), [Freundin Trendlounge](http://Freundin Trendlounge)



## **Nina Zimmermann**

Managing director

Born in Britain, Nina Zimmermann held various digital roles (with companies such as T-Online, Bertelsmann and the internet marketplace ricardo.de) before joining the management board and organising the internationalisation of the Experteer career network, where she was most recently responsible for products and technology. Since April 2016, Nina Zimmermann has had overall managerial responsibility for the celebrity portal *Bunte.de*, the videotainment brand *BNow*, the affiliate network *Tracdelight*, Burda's word-of-mouth team and the crowdfunding music label *Musicstarter*.

### **Facts**

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