

Platform helps digital sports influencers get sponsored by brands



Social media has made the careers of bloggers, YouTube stars and opinion leaders. A major source of revenue for these new influencers is to team up with brands, but finding the right partnership is a hard job for both creators and companies. Focusing on the sports industry, [Raynforest](#) is a marketplace that helps fans with social influence get paid for reviewing products and promoting brands.

Influencers can sign up and connect their social media and blog output, along with a short bio. They can then browse the opportunities being offered by brands they like or relate to their passions and opinions. Raynforest offers a comprehensive dashboard to help content creators keep track of the promotions they want to review or complete. Detailed metrics show how well each campaign is doing and how much they've been paid. Brands such as Nike, Nokia, Speedo and Spry are already using the service, which helps them more easily push their products and services to the engaged audiences of social influencers.

Are there other ways for companies to tap online demographics that may otherwise be tough to reach through traditional advertising channels?

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