



Shopping Links, Australia's Largest Influencer Marketing Network, Will Seek First Its Round of Funding

With a network of 9,300+ influencers and active brands that include Fortune 500 companies, Shopping Links looks to establish a global foothold.

MELBOURNE, VIC, AUSTRALIA, May 10, 2016 /EINPresswire.com/ -- Social media startup Shopping Links (www.shoppinglinks.com), Australia's largest and most-established [influencer marketing](#) network, will seek its first round of investment this year, adding an option of stability for investors interested in Australia's rapidly growing social media industry.

Established in late 2014, Shopping Links is now the leading online network connecting fashion, beauty and lifestyle brands with top influencers for the purpose of marketing collaborations, with 9,300+ influencers from 103 countries with a total reach of more than 830 million. Founded by tech entrepreneur Kim Westwood, whose first project was a social shopping website, the network began as an organic response to brands and bloggers who expressed a desire to establish more genuine relationships.

"After I discussed the idea and feasibility extensively with bloggers and also with a number of fashion brands based in the US and the UK, it was clear that this was something that a lot of people were looking for," Westwood said.

Emphasizing transparency and cost-effectiveness (collaborations start at AUD \$89), Shopping Links has attracted nearly 700 brands (a number eclipsing that of rival Australian startups), with active collaborations from leading International brands such as Macy's, MARKS & SPENCER, Gucci, Topshop, Nasty Gal, Boden, Karen Millen and The ICONIC, among many others. In addition to the tools available directly on ShoppingLinks.com, which include Shopping Links-generated affiliate links, a direct payment system, and the chance to see influencers' Google Analytics and other stats, the Shopping Links team has also become a trusted resource for live collaborations as well, assisting brands with invitation list curation for influencer events.

The platform's reputation for quality brand collaborations has attracted many of the industry's top influencers, including Luanna Perez-Gareaud (2 million Instagram followers), Erica Hoida (350k+ followers), Paola Alberdi (300k+ followers), and Lisa Hamilton (280k+ followers), as well as a deep community of influencers with engaged followings on a range of social media platforms including Instagram, YouTube, Twitter, Facebook and Snapchat. Shopping Links vets every blogger for content quality and follower authenticity before accepting them, ensuring that brands can trust the reach and engagement of each collaboration.

Shopping Links, which operates in Melbourne with a presence in New York City and Bangalore, will consider a second round of funding 18 months after its first.

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