



Shopping Links Named to Anthill Magazine's SMART 100 Index

The annual index recognises Australia's most innovative products and services.

MELBOURNE, VIC, AUSTRALIA, May 16, 2016 /EINPresswire.com/ -- Shopping Links (www.shoppinglinks.com), a Melbourne-based, globally-focused social media startup that connects top brands with influencers, has been named to Anthill Magazine's [SMART 100 Index](#), an annual list recognising the country's most innovative companies.

With hundreds of applicants each year, the SMART 100 is the largest index of its kind, selecting winners based on merit and potential for future innovation. Shopping Links connects fashion, beauty and lifestyle brands with top influencers, allowing brands to reach their target audiences in a more genuine, and therefore more effective, manner. Launched in late 2014, Shopping Links is now the largest influencer marketing platform in Australia with a network of more than 9,300 carefully vetted influencers from 103 countries. Its potential social reach exceeds 830 million.

Focusing on transparency and authentic relationships between brands and bloggers, Shopping Links' [digital platform](#) has attracted nearly 700 active users, including leading international brands like Macy's, REISS, Boden, MARKS & SPENCER, Karen Millen, Gucci, Nasty Gal and Topshop, among others. The platform's cost effectiveness -- collaborations start at AUD \$89 (USD \$79) -- has also given smaller brands and even startup designers a way to reach the right influencers, expanding Shopping Links' benefit to brands throughout Australia and the world.

Shopping Links will now enter the second phase of the SMART 100 competition with assessment from 50 anonymous judges, all personally selected by Anthill founder James Tuckerman for their experience and industry expertise. Concurrently, Shopping Links is up for the Readers' Choice Index, which opens up voting to the public.

Readers can vote by sharing or commenting on Shopping Links' Anthill Magazine profile page: <http://anthillonline.com/shopping-links-smart-100-2016/>

Anthill will present the winner at an awards ceremony on June 9.

About the SMART 100

The SMART 100 Index was created by Anthill Magazine in 2008 to identify and rank Australia's 100 most innovative products, proving to be one of the largest surveys of its kind in Australia. In 2015, in response to a record volume entries, the program was extended to include the TOP 100 SMART SERVICES and the TOP 100 SMART PRODUCTS, in addition to the SMART 100.

About Shopping Links

Shopping Links (www.shoppinglinks.com) is a digital platform that makes it easy for fashion, lifestyle and beauty brands to connect with top influencers for the purposes of marketing collaboration. As Australia's largest and fastest-growing influencer marketing platform, Shopping Links' influencer

network now includes more than 9,300 bloggers from 103 countries with a total reach of more than 830 million. Emphasizing transparency and cost-effectiveness - collaborations start at AUD \$89 (USD \$79), the platform features nearly 700 brands, including Macy's, MARKS & SPENCER, Gucci, Topshop, Nasty Gal, Boden, Karen Millen and The ICONIC, among many others.

Kim Westwood
Shopping Links
+61 400 928 757
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.