

The Secret of Micro Influencers

Why use **micro/nano** influencers instead of **macro/big** influencers



Introduction **INFLUENCERS AND INFLUENCER TYPES**

The size of the global influencer market has almost tripled since 2019 and is currently estimated at \$16.4bn. Brands of all sizes and types have turned to influencer marketing as the key way to drive results and harness incredible ROI on their marketing spend.

With more people engaging with social media than ever before, influencers have become key to consumers' buying decisions.

The key to success when it comes to influencer marketing is choosing the right influencers for your brand. There are numerous ways of categorizing influencers, but the initial and most critical metric is the size of the influencer's following.

From nano influencers to mega influencers, each size of influencer has pros and cons, nuances, and specific ways in which to maximize the effectiveness of such influencers.

When most people think of social media influencers, the people that come to mind are the Kim Kardashians of the social media world; however such mega influencers have very limited potential impact for most brands, and it's the smaller influencers that can provide the highest ROI and quickest route to your KPIs.

In this White Paper, we'll look at why you should consider nano and micro influencers over macro and mega influencers.

Influencer types: A PRIMER

Before we get started, and to ensure we're all on the same page, let's revisit the definitions of the different influencer types:



Nano (1K–10K followers)



These influencers have a very tight connection with their followers, and by virtue of their size, it's a fair guess that they are niche and closely aligned with the majority of their following. Their recommendations and lifestyle choices are taken seriously.



Micro (10K–100K followers)



Micro influencers pack a powerful punch, and when it comes to paid campaigns, offer a phenomenal return on investment. They have a moderately high reach, and yet still have that close connection with their followers.



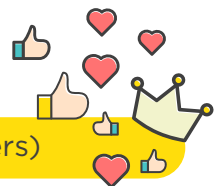
Macro (100K–1M followers)



With macro influencers, your reach increases, and more people will see your message. However, at this size, engagement tends to tail off, as does traction from campaigns.



Mega (1M+ followers)



These are usually celebrities – whether traditional or internet-made – and are great for campaigns where reach and awareness are the primary goals. Don't expect too much actual traction in the short term, for example in sales or downloads, and do expect a rather hefty price tag.

About MACRO INFLUENCERS

For a while now, macro influencers have been super popular. The benefits are obvious: a large reach, great positioning for a brand, and a feeling that marketers can mark the checkbox: influencer program: done!"

Unfortunately, too often when analyzing a campaign in hindsight, it becomes apparent that the actual goals of the campaign were not met.

Vanity metrics? Sure. Video views, even likes, comments, and shares will all show great numbers.

But actual traction? Usually a lot less than what was expected.

The reasons for this are complex, and touch on the following issues:



1**Macro influencers are not niche**

What we mean here, is that a food blogger with 500 followers, who is obsessed with vegan Mexican food, is likely to have a high proportion of their followers download a vegan Mexican food recipe app that they recommend.

Whereas a macro influencer food blogger, even if they are vegan, will have a lower proportion – and more often than not, a lower absolute number – of followers downloading the app.

This is simply because with a larger following comes more diverse interests and demographics than the more tight grouping that micro and nano influencers generally have.

3**Macro influencers usually have more brand deals**

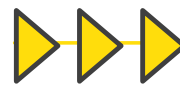
Macro influencers are being approached by more brands than smaller influencers, which not only drives up the cost of working with such influencers but also means that brand posts are more spaced out which can impact their effectiveness. This can also create a jaded effect for followers, who become a bit more resistant to influencer recommendations.

All of this is not to say that macro influencer campaigns can't be successful. On the contrary, some of the most effective campaigns we've run

2**Macro influencers usually do not push sustained campaigns**

Macro influencer campaigns are usually more isolated, more “once off,” than campaigns run with smaller influencers.

This can be the result of numerous causes, including high cost, the influencer not wanting to post too much promotional content, or the influencer not wanting to become too associated with a particular brand.



**INFLUENCER MARKETING
INDUSTRY REACHED
\$16.4B IN 2022**

have been with macro influencers.

What it does mean, however, is that macro influencers are not the one size fits all solution when it comes to influencer marketing.

In fact, the benefits of micro influencers and nano influencers have been overlooked by many brands, and this presents an incredible opportunity for brands that are willing to invest in these influencers.



Almost half (47.3%) of influencers are micro-influencers with 5,000–20,000 followers on their biggest social media platform. That's shortly followed by mid-tier influencers (26.8%) and nano influencers (18.74%).

The rise of the **MICRO INFLUENCER**

Get this: **nano influencers have the highest engagement rate among all influencer types.** The rise of the micro and nano influencer has changed the game when it comes to influencer marketing campaigns, and brands that want to get ahead now, will ensure these campaigns are optimized sooner rather than later.

This is massive news for anyone looking at getting the most out of their influencer marketing campaign. **Major benefits of nano influencer and micro influencer campaigns include:**



Specificity

Micro and nano influencers generally have very specific interests. It is therefore much easier to target certain key audiences and demographics through a micro influencer campaign.



Real traction

Unlike say mega influencers who are often more about vanity metrics; micro and nano influencers generally provide excellent traction when it comes to specific KPIs. Whether this is app downloads, purchases of Direct to Consumer (DTC or D2c) products, visits to a website or any other goal that's been set.



Recommendations related to their lifestyle

Often, a nano or micro influencer's recommendations or paid partnerships are directly related to their niche. As opposed to macro or mega influencers, who might post about a new NFT one day and yoga pants the next, a smaller influencer's recommendations are generally less random and more in line with what their followers are interested in.



Network effect

Macro influencer campaigns usually consist of one post from a large influencer, or maybe a few posts from a small pool of large influencers. With smaller influencers, however, especially those that work with a network or agency, marketers can access a whole network of micro and nano influencers, all reinforcing the same message, and with outsize results.



Authenticity

Related to this, there is an authenticity to smaller influencers' posts. There is an intimacy, a feeling of connection, and an affinity with followers that just doesn't exist as strongly as with other, larger influencer types.



Value

More than "cost," when it comes to micro and nano influencers, there is incredible value to be had. As mentioned earlier, we've seen the most incredible ROI numbers coming out of these types of campaigns.



Ensure success for your next MICRO INFLUENCER CAMPAIGN

Hopefully by now you've seen the tremendous benefits that a micro and nano influencer campaign can deliver for your company.

The secret is in leveraging such influencers correctly. There is a ton of behind the scenes work that goes into a successful influencer campaign, from engaging with the influencers, to agreeing payment terms, discussing messaging, and analyzing results – to name just a few of the steps.

Moreover, for such campaigns to be successful, they generally need to be run

at scale, with multiple smaller influencers, to create the momentum you need.

To learn more about running a super successful campaign with nano and micro influencers, speak to the influencer marketing experts at



We've run incredibly successful campaigns for the world's biggest brands and most exciting startups, and know what it takes to deliver this level of performance for you, too.

The types of influencers that BRANDS WANT TO WORK WITH

