

White paper

# From Mega Influencers to Micro Social Media Influencers: Why is the Digital Marketing Landscape changing so fast?



# Content

---

<b>Introduction</b>	<b>03</b>
<b>Is Influencer Marketing Still Relevant?</b>	<b>04</b>
<b>What Is Micro-Influencer Digital Marketing?</b>	<b>05</b>
<b>Perceptions Of Micro Influencer By Consumers And Why It Matters</b>	<b>06</b>
<b>Why Are Micro Influencers So Powerful In Creating Brand Awareness</b>	<b>07</b>
<b>How To Choose The Right Micro-Influencer For Your Campaign?</b>	<b>09</b>
1. The Aesthetic of the Micro Influencer	09
2. Diversity of their Audience	09
3. Type of Content they post	09
<b>How To Build a Campaign with the Right Micro-Influencer</b>	<b>10</b>
<b>Case Studies: How Companies Used micro influencers To Reach Their Targeted Audience</b>	<b>12</b>
1. Daniel Wellington watches: Creating Global Awareness through Creative User-Generative Content	13
2. Sephora's: Creating brand Ambassadors through SephoraSquad	14
3. MPro's Micro Influencer Marketing Strategy for Women's Day	16
<b>How to Assess the Impact of Influencer Marketing?</b>	<b>18</b>
<b>Conclusion</b>	<b>19</b>
<b>Choose The Right Micro-Influencer For Your Next Big Launch: Marketpro Can Help You Build A Successful Marketing Campaign</b>	<b>20</b>

# Introduction

---

There was a time when celebrities and mega social media influencers were chased by brands from right, left and center. Through paid collaborations with these celebrities, brands used to get a good ROI and generate sustainable leads. But has the trend changed now? Why is everyone suddenly talking about micro and nano social media influencers so much?



Businesses and brands are now tapping into social media personalities to develop their influencer marketing strategies and promote their goods and services. According to a Hubspot report surveying 1400 global marketers, 64% of brand marketers have worked with micro influencers with less than 1 million followers. Among these, around **47%** said that they were quite content with the results.

Macro influencers were the second most popular and were leveraged by around **44%** of marketers while Nano social media influencers landed on the third spot with **22%** of marketers using them for brand deals. It is also interesting to note that only **17%** of marketers used mega celebrities for their brand promotion thus highlighting a shift from macro influencers to Micro social media influencers.

But why are so many people switching to micro influencers? Is it because they offer more authenticity and reliability or are they better at delivering the brand message, or is it simply because they are more affordable? The reasons are multifold; let's explore them right here.

# Is Influencer Marketing Still Relevant?

Contrary to popular belief, influencer marketing is still very relevant. Indeed, it is expected to grow in the upcoming years. According to the latest statistics, around 87% of all marketers plan on either maintaining or increasing their social spending in 2024 and around 50% of marketers plan on definitely increasing their social media marketing budget in the foreseeable future.

The latest consumer trends published by Hubspot also suggest that around 31% of social media users find new products when an influencer they follow posts about that product. Similarly, around 43% of Gen Z said that influencer marketing is their most preferred channel of discovering new products. Additionally, around 21% of social media users with ages ranging between 18-54 said that they had made a purchase based on the recommendations of an influencer. This suggests that influencer marketing can be leveraged by brands in the upcoming years to drive sales and create brand awareness.

Types of influencers	Follower Count
Average User	A few hundred
Nano Influencer	1000-10,000
Micro-influencers	10,000-50,000
Mega influencers	50,000 to 1 Million
Celebrity Influencer	1 Million to Many Millions

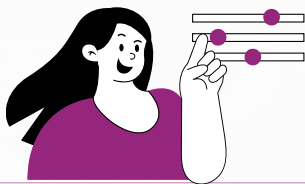
<sup>2</sup> [The HubSpot Blog's 2024 Social Media Marketing Report](#)

# What Is Micro-Influencer Digital Marketing?

## Most Popular Type of Social Media Influencers

67%

Worked with Micro-Influencers



44%

Worked with Nano-Influencers



17%

Worked with Mega-Influencers



Contrary to popular belief, influencer marketing is still very relevant. Indeed, it is expected to grow in the upcoming years. According to the latest statistics, around 87% of all marketers plan on either maintaining or increasing their social spending in 2024 and around 50% of marketers plan on definitely increasing their social media marketing budget in the foreseeable future.

The latest consumer trends published by Hubspot also suggest that around 31% of social media users find new products when an influencer they follow posts about that product. Similarly, around 43% of Gen Z said that influencer marketing is their most preferred channel of discovering new products. Additionally, around 21% of social media users with ages ranging between 18-54 said that they had made a purchase based on the recommendations of an influencer. This suggests that influencer marketing can be leveraged by brands in the upcoming years to drive sales and create brand awareness.

# Perceptions Of Micro Influencer By Consumers And Why It Matters

---

When it comes to user behavior, perceptions matter. Today's consumer, especially the Gen Z community, is quite skeptical of megastars and celebrities who promote brands on a regular basis. Celebrities adopt a commercialized approach to brand promotion where every post and credit seems the same.

Compared to this, micro-influencers adopt a more organic approach where micro-influencers integrate their own life story or values while promoting the product. This makes every post seem more authentic and relatable. Additionally, since the micro-influencers are more eager to get bigger brand deals, they put in more effort and energy in creating the right content for the brand.

Moreover, the content posted by micro-influencers often seems like a dear friend's recommendation who will never misguide you. Consumers believe that micro-influencers genuinely use the products they promote and the content they post, which makes them seem more believable and trustworthy.

On top of that, users believe that the micro-influencer's first loyalty is always towards their followers. This means that any product they promote or recommend is one that will benefit the follower the most. These perceptions, regardless of how true to the reality they are, help micro-influencers get a greater engagement and conversion for the brands.



According to **The 2024 State of Marketing & Trends Report**, around 63% believed that when it comes to influencer marketing, relatable content proved to be the most effective. Additionally, 61% believed that relatable influencer personalities were more appealing than non-relatable personalities. Since micro influencers target a specific niche and are more likely to create content that relates to the target consumers.

## Why Are Micro Influencers So Powerful In Creating Brand Awareness

Due to their limited reach, micro-influencers are more trustworthy when it comes to promoting the right brand values. Earlier, smaller companies with a limited budget used to invest in micro social media marketing; trends are changing, and even companies like Coca-Cola recently launched their #Cokeambassador campaign where they collaborated with nano and micro-influencers who posted their photos with the beverages regularly. This was able to generate a lot of conversions for the brand. Coca Cola is not the only brand; other brands are also using micro influencers to create brand awareness. Here is why Micro social media influencers are so powerful in targeting the right audience

### Niche Experts:

These nano and Micro social media influencers are experts in their niche and can help you target the right customers. Imagine an artist who creates resin art. Most of their followers would be people interested in arts and artistic endeavors. Brands that sell art supplies, home decor or similar items will get greater engagement if they were to collaborate with such an influencer as opposed to marketing their product through a celebrity with no knowledge of the art world.

### Affordable:

Where mega-influencers charge around \$10,000 for an Instagram post, micro-influencers can charge anywhere between \$100-\$500. In some cases, they charge brands nothing other than a free PR package. This allows brands to use a range of different influencers to increase their outreach.

## Generate Trustable User-Generated Content:

Mega influencers and celebrity influencers get a lot of brand deals, and they often experience 'influencer fatigue.' This means that their content is often devoid of quality content. Latest trends suggest that UGC is the single most important factor that influences user behavior. This is why micro-influencers are able to create content that tailors to the brand's needs.

## Greater Relatability

According to **The 2024 State of Marketing & Trends Report**, around 63% believed that when it comes to influencer marketing, relatable content proved to be the most effective. Additionally, 61% believed that relatable influencer personalities were more appealing than non-relatable personalities. Since micro influencers target a specific niche and are more likely to create content that relates to the target consumers.

## Local Influence:

Compared to celebrities and macro influencers, micro-influencers have more local influence and are popular within a subgroup. For brands, this is an added advantage because they can tailor their brand message according to the group they are targeting. This is important because different subgroups have different reservations when it comes to gender norms, religious sensitivities, and cultural perceptions.



# How To Choose The Right Micro-Influencer For Your Campaign?

Before brands jump on the bandwagon, they need to understand how micro-influencers function and what can be the possible drawbacks of working with them. Here are some potential disadvantages of choosing micro-influencers.

01

An influencer with a diverse/  
niche- specific audience

02

Influencer who posts content by  
following latest trends (short  
reels, attractive colors e.t.c)

03

Influencers with a consistent  
brand identity and higher  
aesthetic appeal

## The Aesthetic of the Micro-Influencer

It is important that the creator's aesthetic and image are kept in mind when choosing the right social media influencers. Does the influencer's aesthetic match your brand's aesthetic?

## Diversity of their Audience

Depending on which audience you want to engage with, it is important to select an influencer with a diverse audience that is likely to receive your brand's message positively and invest in it too.

## Type of Content they post

Short video reels are the most popular when it comes to user engagement. However, a large group of millennials and the older population still rely on Facebook. It is integral that your influencer marketing campaigns involve social media influencers that use a diversity of these platforms.

# How To Build a Campaign with the Right Micro-Influencer

---

According to the IHM Benchmark Report 2024, around 21% of all brands collaborate with 10-50 social media influencers, while around 16% team up with up to 100 influencers. Since a hefty marketing budget is spent on social media influencer marketing, it is important to build your campaign with the right micro-influencers. Here is how you pick the right people for your brand.

## Be aware of social media marketing trends:

According to the Hubspot report, the biggest challenge with influencer marketing is keeping aware of changing social media trends. Around 28% of marketers reported facing this problem every time they have to pick an influencer. Before you choose a micro influencer, make sure they are adapting to the new trends.



### **Cultivate authentic relationships with Micro-influencers:**

influencers can not understand the value of the brand and deliver the message accurately if they do not understand what the brand represents. It is important to treat micro influencers with the same respect as celebrity influencers. Additionally, focus on creating a more permanent collaboration rather than a transactional relationship.

### **Tailor your brand campaign to the influencers personality:**

Today's audience is smart and can sense when there is non-alignment between the influencers personality and the brands they are promoting. Have detailed discussions with the micro-influencers. They can help you understand the mindset of their target thereby creating synergy between the brand, the audience and the micro-influencer.

### **Measure and Evaluate the Impact of your campaign and make adjustments accordingly:**

If done right, brands can earn up to \$6 dollar for every \$1 spent on influencer marketing. However, it is important to keep tabs on your ROI. Marketeers are assessing the success of an influencer marketing campaign by calculating leads, engagement and impressions.

### **Invest in the right Platforms:**

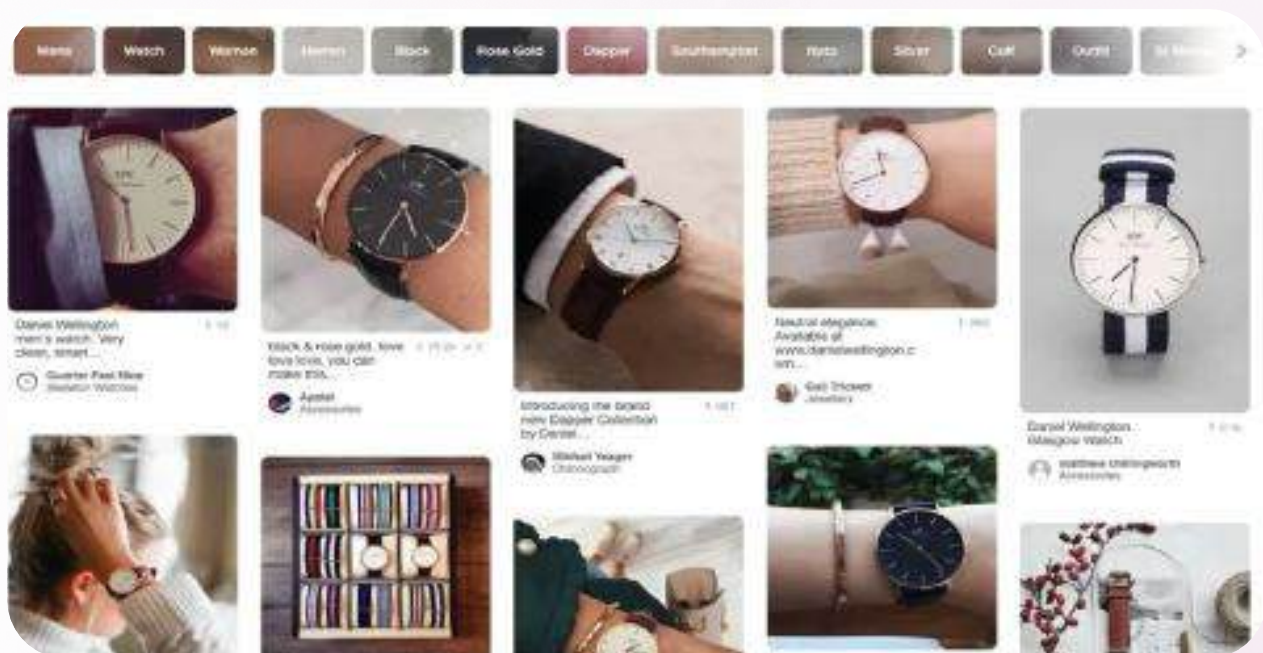
According to the Hubspot report, Instagram influencer marketing tops the list of platforms that generate the highest ROI. However, when it comes to engagement rates, Tiktok tops the chart. It is upto the brands to assess whether they want to generate leads or get a higher engagement and then choose influencers accordingly.

# Case Studies: How Companies Used micro influencers To Reach Their Targeted Audience

Facebook influencer marketing and Instagram influencer marketing are difficult, especially when you need a higher ROI. Looking at other brands and their successful collaborations with micro social media influencers can provide marketers with valuable insights. The brands highlighted in this section have worked with multiple and diverse micro-influencers and managed to achieve higher customer engagement. Here is a list of some of the most inspiring stories.

## Daniel Wellington watches: Creating Global Awareness through Creative User-Generative Content

Daniel Wellington used micro-influencers and a unique influencer marketing strategy to sell more than **\$228 million worth of watches** in just three years. He started the business with a mere \$20,000 in cash. Since their products were relatively cheap to produce, they partnered with micro-influencers with around 5k followers or more and gifted them their free products.



## 1. Reaching out to diverse Micro-Influencers:

The brand reached out to influencers with around 5k followers. The team had a low marketing budget and hence had to think out of the box. They realized that it would cost them less money and more ROI if they teamed up with 20 micro-influencers with around 5k followers compared to if they reached out to a single mega influencer with 100k+ followers.

The paid partnerships included free Daniel Wellington watches to the micro-influencers. These micro social media influencers wore these watches and posted pictures on Instagram, TikTok, and Facebook.

## 2. Influencer Pictures with Free Gift watches:

The brand prioritized user-generated content by compelling the influencers to post their stories along with the pictures of the watches. The brand then commented aggressively on the influencer's photos and used these pictures on their own landing pages to add greater authenticity to the whole brand.

## 3. Emphasis on User-Generated Content:

Daniel Wellington embraced creative freedom by empowering their influencers to craft authentic content. They could post the pictures any way they want and write captions that aligned with their personality and their niche. Recognizing that influencers have a deep understanding of their audience, this approach allowed them to connect with followers on a more organic level.

## 4. Encouraged Creative Freedom:

Additionally, the brand sourced these images and added them to their UGC gallery of Instagram images and to their Pinterest profile to increase brand appeal. Since Pinterest can help generate around 10x traffic, this helped Daniel Wellington grow as a brand.

## 5. Influencer Images for Pinterest and Social Media:

The brand now focuses on organizing competitions by compelling micro-influencers and regular users to post their pictures with the Daniel Wellington watches using the hashtag #DWPickoftheDay

## 6. Captivating Social Media Hashtags

## Sephora's: Creating brand Ambassadors through SephoraSquad

Sephora, a Paris-based French multinational chain of beauty stores and personal care, introduced the Sephora Squad micro-influencer campaign to connect with a wide range of diverse users. Despite a massive marketing budget, Sephora teamed up with micro-influencers and decided to engage with its outside of the usual mediums.

### 1. Connecting with a niche audience:

Sephora incentivized makeup enthusiasts with a dedicated niche following to opt for brand ambassadorship. These micro-influencers were already putting up make-up reviews and promoting products on their channels.

### 2. Freedom to Review New Beauty Products:

Since Sephora launches many new products every year, these micro-influencers were given free or discounted products so they could test and review these products. Their comments and feedback helped drive up Sephora's sales as more and more followers of these influencers were drawn to these newly launched products.

### 3. Diverse Influencers to promote Sephora's inclusive products:

the micro-influencers were carefully suggested to represent a wide range of different genders, nationalities, ethnicities, skin tones, sexualities, hair textures, and skin types. This helped present Sephora as an inclusive company whose products suit all.

### 4. Focus on Unfiltered Storytelling:

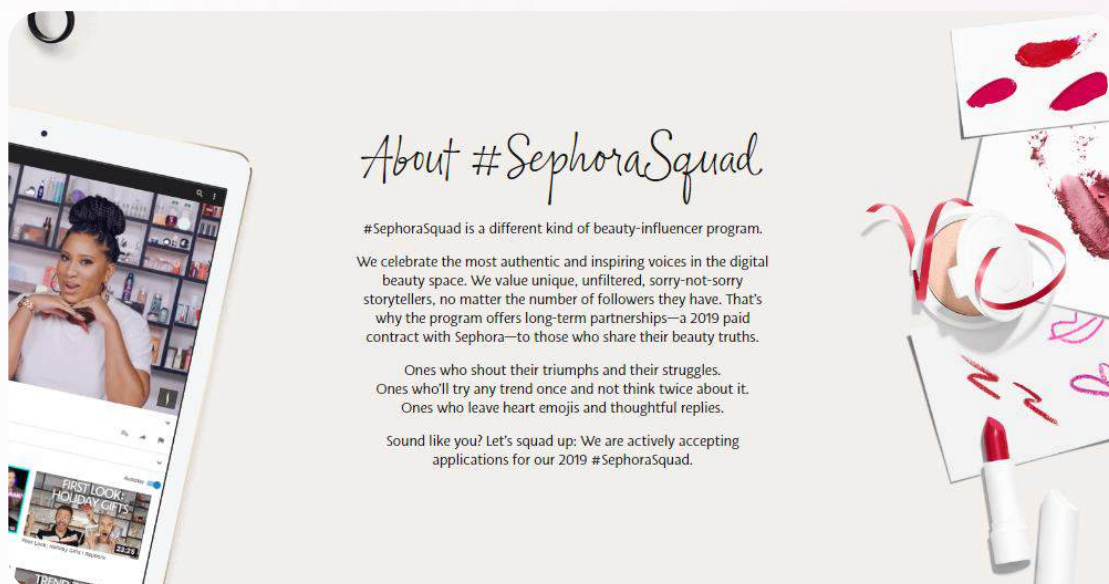
Through these paid partnerships, Sephora wanted the micro-influencers to share their unique, genuine, and unfiltered stories. Each influencer shared their beauty truths and talked about the struggles they face. This helped Sephora generate diverse UGC content.

## 5. Chance for Professional Development:

As part of its perks and benefits, Sephora Squad influencers could take use of Sephora's LA Studio Creator Lounge. Additionally, they received one-on-one advice and training from some of the leading experts from the beauty industry.

## 6. Long-Term Partnerships:

Even when the paid partnerships ended, the alumni of Sephora Squad could enjoy perks like gratis, training, brand events, and local meet-ups. This helped Sephora develop long-term and sustainable partnerships with the influencers.



## MPro's Micro-Influencer Marketing Strategy for Women's Day

MarketPro is always on the lookout for competitive and unique strategies that can improve the reach of brands and help generate sustainable leads for them. For one of its clients, Mpro designed a micro influencer marketing strategy for Women's Day. By reaching out to a diverse range of influencers, Mpro was able to enhance brand awareness for its clients. Here are the salient features of its strategy.



### Honoring Women Around the World: **International Women's Day Campaign Ideas**



#### 1. Looked for a diverse range of Women Micro-Influencers:

Mpro looked for women from a range of fields and backgrounds and teamed up with them for its Women's Day campaign.

#### 2. Designed a short questionnaire for Women's Day:

The questions revolved around the experiences of women and their opinions on certain subjects. This allowed these micro-influencers to appear authentic and genuine to the targeted audience.



### 3. Storytelling combined with Pictures on public profiles:

These micro-influencers were carefully selected because they had a unique way with words and could connect with their audience in the most impressive way.

### 4. Gift Hampers for the Micro Social Media Influencers:

To incentivize more female influencers to participate and make the most use of the marketing budget, Mpro offered gift hampers to the influencers.

### 5. A sharp increase in impressions, followers, and engagement of the client's Brand:

As a result of this innovative campaign, the client was able to enhance its brand reach, increase its followers, and generate sustainable leads.

# How to Assess the Impact of Influencer Marketing?

---

When brands work with micro-influencers, they often forget that assessing the impact of influencer marketing is often the most important step to developing a long-term and sustainable partnership. Here is how you can assess whether you chose the right influencer for your campaign.

## Key Performance Indicators

Before you collaborate with some, make sure you define your Key performance indicators, the objectives and goals for your influencer campaign. You can also select quantitative KPIs to assess customer engagement, customer retention, website traffic, and sales revenue.

## Track Conversion Rates for the campaign

Influencers with a targeted niche are likely to drive up your sales by providing long-term leads and conversions. It is the brand's job to assess the number of comments, likes, and shares generated by the influencer content. This will tell you how frequently and how passionately the users have interacted with a particular influencer's content.

## Channel and Platform Differences

According to Traackr's 2024 Influencer Marketing Impact Report, when it comes to influencer marketing, YouTube is most effective for all consumers, followed by Facebook, which is most popular among millennials, and TikTok, which influences Gen Z the most. When assessing campaigns, make sure you are picking the right channel for the right audience.

## Adapt and Optimize

Social Media trends are changing day by day, it is important to assess the brand campaigns and then adjust according to the changing times. You can also use A/B testing to adjust your campaigns by changing your visuals, landing pages and ad copies. By extracting smart data from your big data, you can make informed decisions for your future campaigns

## Conclusion

---

The 2024 US Influencer Marketing Report revealed that around 53% of consumers depend on influencers when it comes to product recommendations. This means that influencer marketing is here to stay.

Although it is quite effective, however, according to a CNBC report influencer marketing can cause brands losses of up to \$1.3 billion when not done right. If you invest in a micro-influencer with fake followers, you are bound to get no engagement and no leads. This is why it is important to do thorough research, assess and analyze the plethora of micro-influencers out there, and then collaborate with them.

# Choose The Right Micro-Influencer For Your Next Big Launch: Marketpro Can Help You Build A Successful Marketing Campaign

---

Micro-influencer marketing and PR campaigns can help transform your brand and make you an overnight sensation. However, with so many micro-influencers creating content across all platforms, how do you know which one best meets your brand needs; this is where MarketPro comes in.

- We have a dedicated department that researches industry-specific micro-influencers so that your brand message and value are communicated to the right audience. We handle contracts and payments to ensure you can sit back and enjoy great leads.
- We help draft brand influencer campaigns between different parties to ensure your brand can avoid influencer fraud- a leading cause of campaign failure.
- By creating your brand's online presence on diverse platforms like Facebook, LinkedIn, Instagram, and YouTube, we help you drive sales and generate greater conversions.

Marketpro understands your brand's unique selling points so that all the elements of your branding campaign, including sponsorships, collaborations, PR campaigns, and loyalty programs, are in alignment all the time.

## **Are you ready to adopt the most innovative and creative Gamification marketing strategy for your brand?**

---

Contact us today and get in touch with Marketpro's industry leading marketeers who will help you develop the most exciting gamification campaigns for your next launch.