

# THE POWER OF SOCIAL MEDIA INFLUENCERS



## WHAT IS AN INFLUENCER?

An influencer is an expert, celebrity or user on social media who has gained credibility in a specific industry and has a large social following who trust and value their opinions.

## WHAT DO INFLUENCERS DO?

- Amplify a message to a large audience
- Increase brand visibility
- Drive sales

## WHO ARE INFLUENCERS?

YOUTUBERS



BLOGGERS



EXPERTS



BRAND ADVOCATES



CELEBRITIES



## INFLUENCER CATEGORIES

FASHION

BEAUTY

HEALTH & WELLNESS

COOKING

GARDENING

PETCARE

TRAVEL

ART & PHOTOGRAPHY

DECOR

ENTERTAINMENT

FITNESS

CHILDCARE

TECHNOLOGY

## THEIR FAVOURITE NETWORKS



## TYPES OF INFLUENCERS

### MICROINFLUENCERS

- **Brand advocates:** from 1K to 5K followers
- **Microinfluencer:** from 5K to 25K followers

### MACROINFLUENCERS

- **Medium Influencer:** from 100K to 250K followers
- **Great Influencer:** from 250K to 1M followers
- **Mega Influencer:** from 1M to 7M followers
- **Celebrity:** over 7M followers

## PROS & CONS

### MICROINFLUENCERS

#### PROS

- They have authentic relationships with their followers
- They have more credibility
- They are more cost-effective
- They have a better engagement rate

#### CONS

- Limited reach
- Limited visibility
- Difficult to measure results

### MACROINFLUENCERS

#### PROS

- Easier to measure results
- Larger reach and visibility
- Greater professionalism

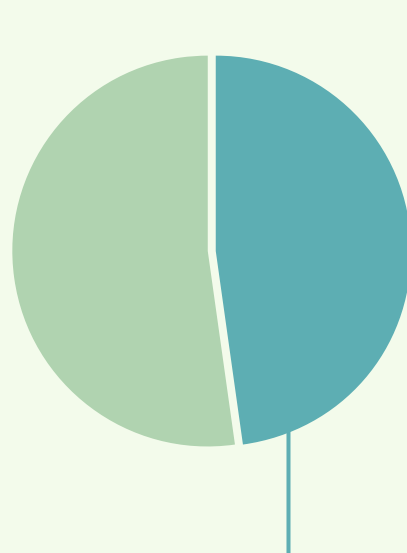
#### CONS

- More expensive
- Can be more demanding about how content should be presented
- May already be working with your competitors

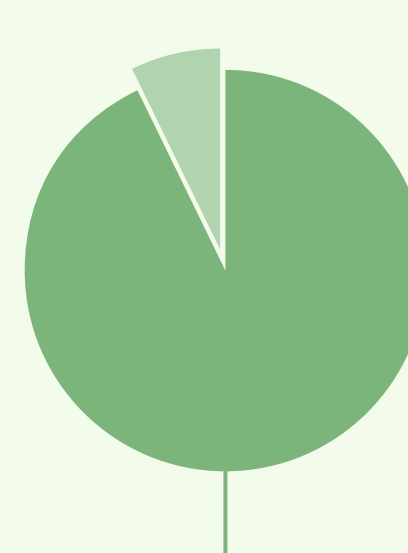
## WHY YOU SHOULD WORK WITH AN INFLUENCER



**85%** of users trust content generated by Influencers more than content published by brands themselves



**49%** of people say they rely on recommendations from Influencers when making purchasing decisions



**93%** of professionals say Influencer marketing is effective for building brand awareness