
Micro-influencing: a PR trend

By: Vanessa Turner

First we have to define 'influencer marketing'

Influencer marketing is when a brand or a company uses a popular or credible personality, more commonly known as an 'influencer' to influence the opinion or actions of others. The end goal is often an increase of brand awareness or a product launch.

In influencer marketing, this influential person collaborates with a brand or company to promote or endorse something, usually with a unique selling point. Celebrity endorsements were the original form of influencer marketing.

Micro-influencing is this, but with smaller entities.

Where does influencing take place?

Pretty much everywhere, although mainly on social media. Platforms such as TikTok, Instagram and YouTube are three of the most popular influencer markets. Depending on the product or service that's being endorsed by the influencer, the platform allows for a different experience and outcome.



What is micro-influencing?

Micro-influencing is the same as standard influencing, but with a social media following that is smaller and more refined than a macro-influencer.

Micro-influencers are seen as thought-leaders and specialists of a niche, meaning their following isn't very broad. They use their following to promote products relevant to their niche.

This is great for companies and brands that are smaller or provide a very specific product or service.

Degrees of Influencers

Mega-influencer, macro-influencer, micro-influencer



Charli D'Amelio

Mega-influencer/Internet
Celebrity
IG follower count: 47.8m



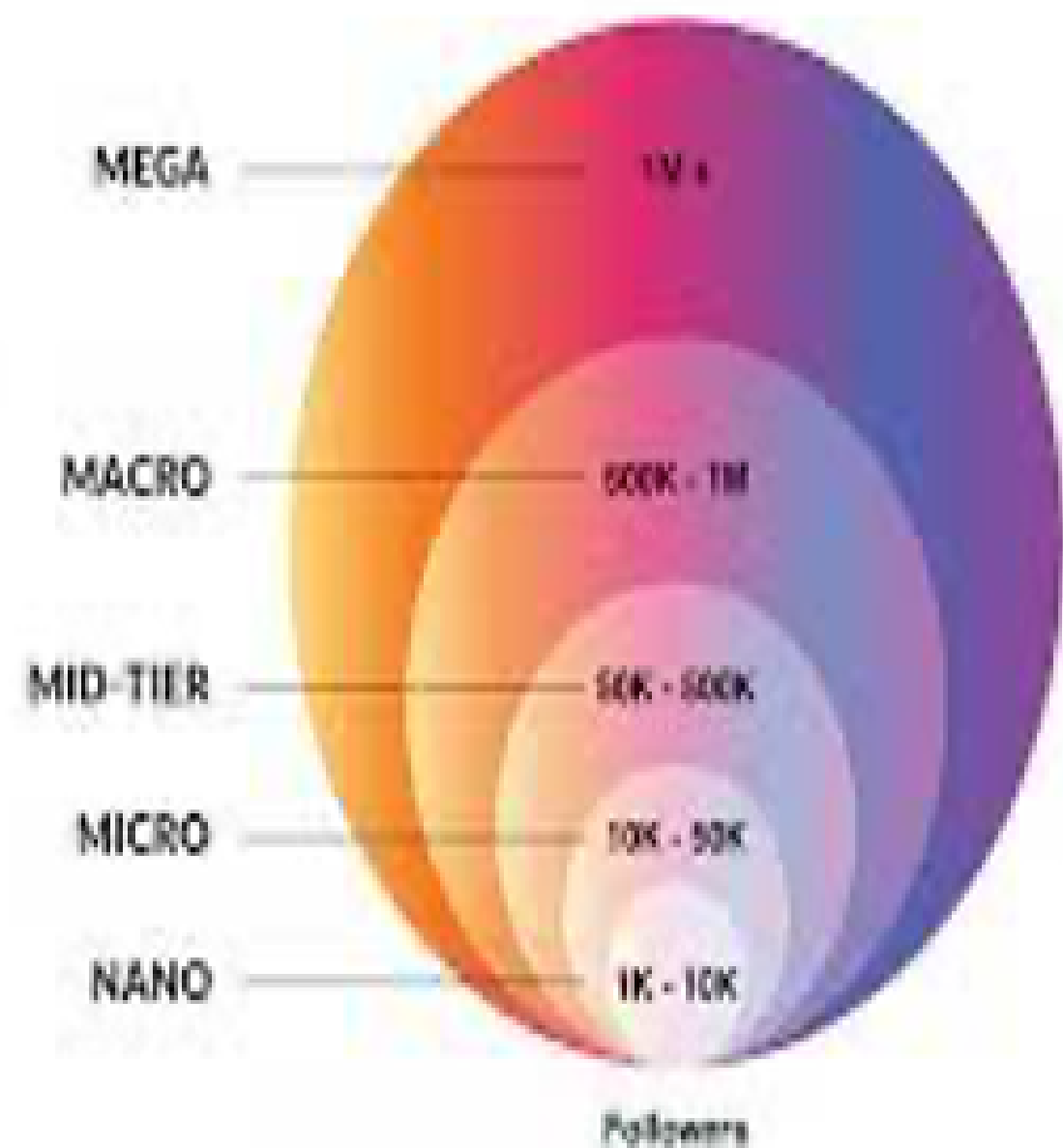
Taylor Giavasis

Macro-influencer
IG follower count: 1m



Sierra Bourdeaux

Micro-influencer
TikTok follower count:
138k, averages 30k
views per video



Influencer Tier

- Mega: 1M+
- Macro: 500K - 1M
- Mid: 100K - 500K
- Micro: 10K - 100K
- Nano: 1k - 10K

Celebrities vs. Influencers

How are they different and how are they the same?



Pros & cons of micro-influencer marketing

Pros:

- Low cost
- Audience is more receptive to messaging.
- Audience will trust the endorsement more.
- Fairly new to the industry, easy to adapt into PR and marketing strategy.

Cons:

- Less reach, brand recognition and awareness.
- Research involved in finding the right micro-influencer.
- Risk of working with someone controversial.

How to know if micro-influencing is best for you

What's your target market?

Create a mental image of who the company wants to reach.

What's your goal?

There has to be something you want to achieve.

What are you willing to pay?

Micro-influencing is on the cheaper side, but there is still money to be spent.

What's your niche?

Your company must have a distinguishable and active niche on social media.

How to find micro-influencers



★ Search through specific hashtags.

★ Search through your social media's following list and tagged post. Someone might already be using your product/service.

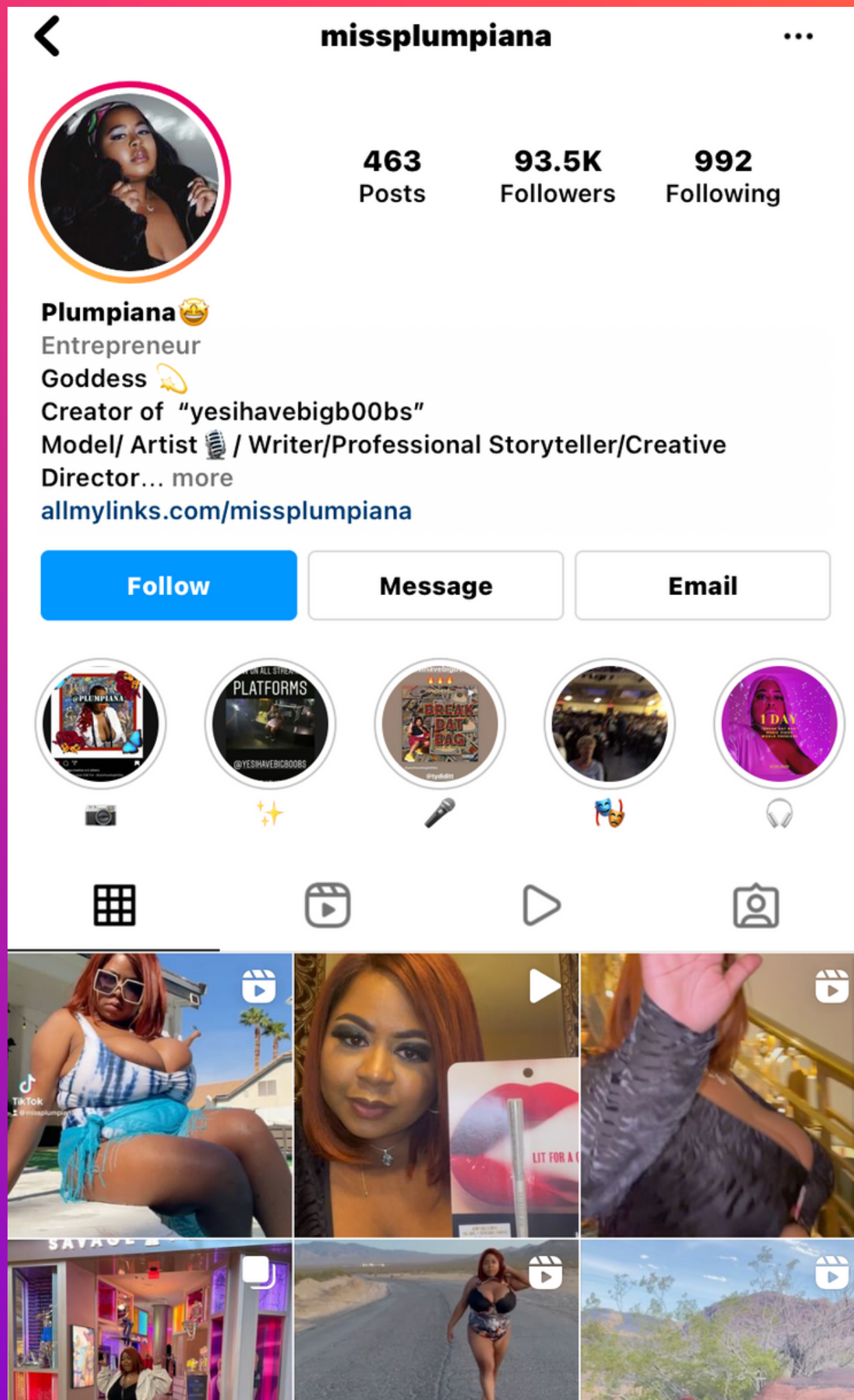
Find bloggers, YouTubers and podcasters who are creating content specific to your niche.



**Companies that have
successfully implemented
micro-influencer marketing**



Online store, popular on Instagram for being size inclusive, low-cost, environmentally friendly/sustainable women's underwear. Their marketing strategy relies heavily on micro-influencers.



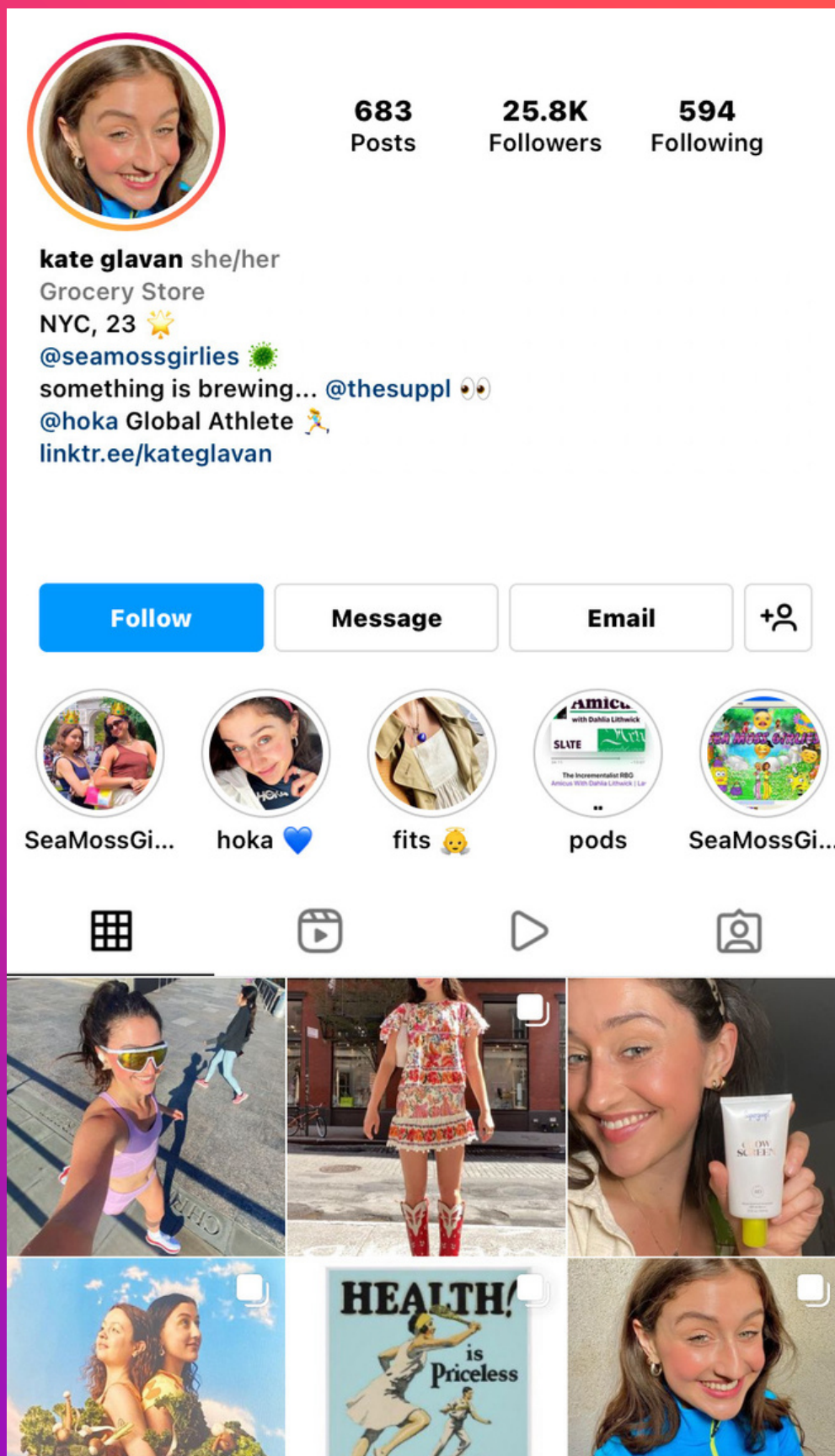
What makes Tayala Moore a great micro-influencer for Parade?

- She has 93,500 followers on Instagram.
- She's a plus-size model who is known for promoting size-inclusive brands.

She receives free products and a feature on the official Parade Instagram account in exchange for her content. She also has an affiliate discount code that her followers can use.



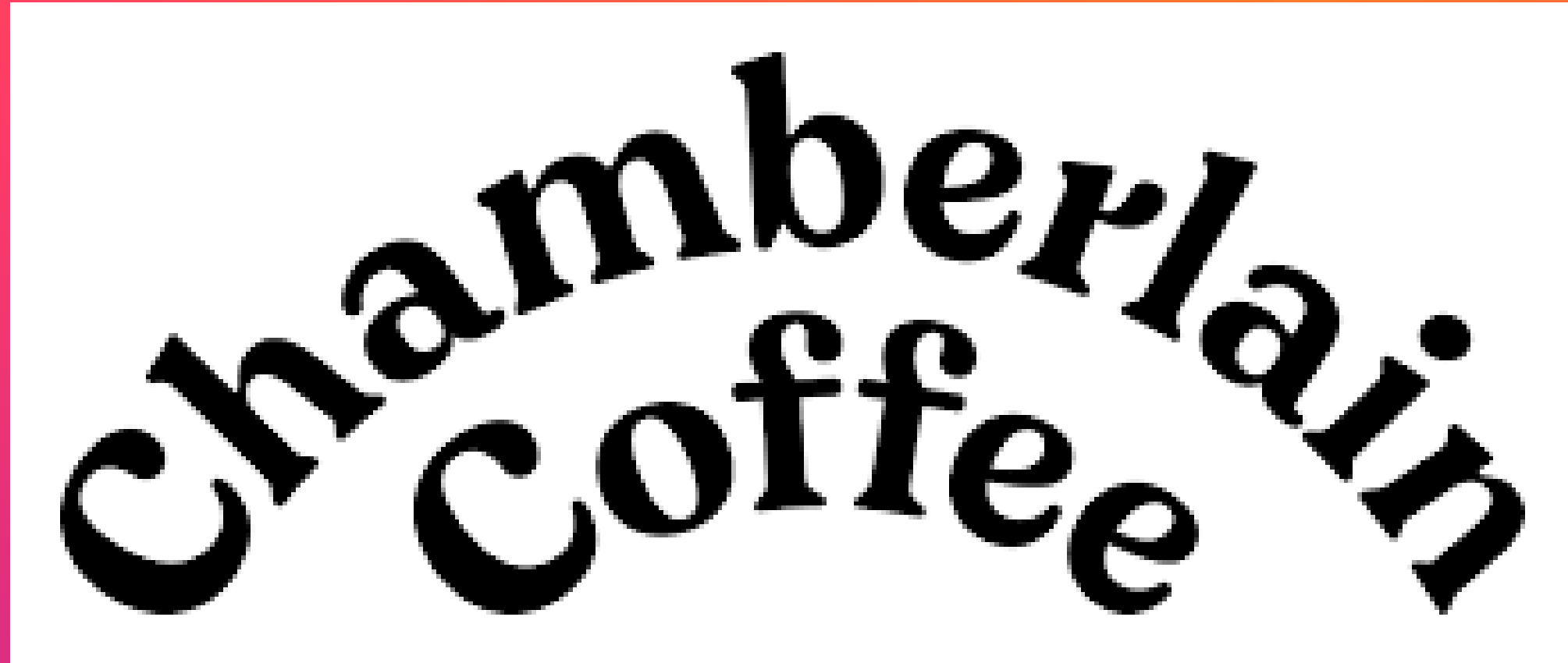
High-quality running shoes and athletic attire



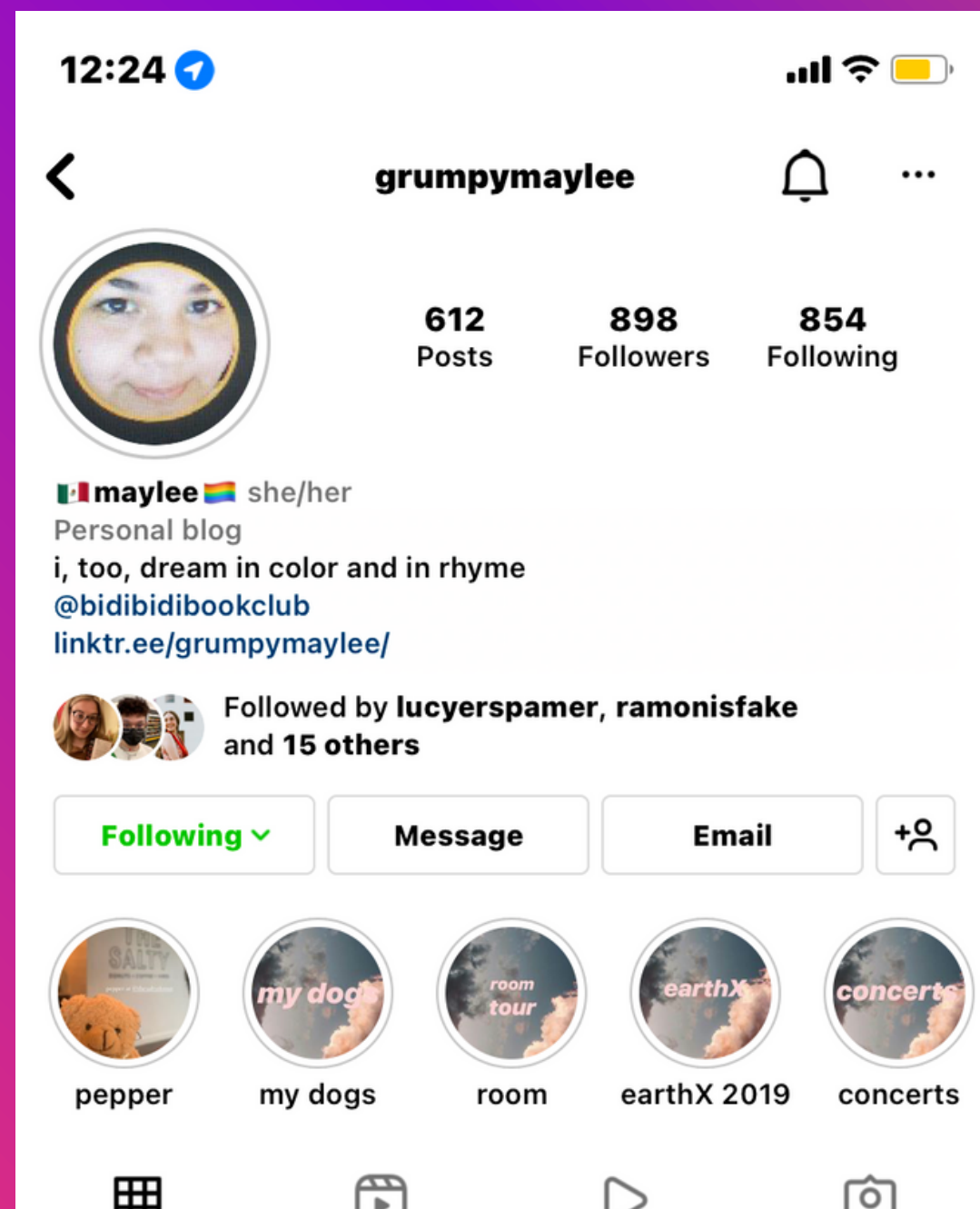
What makes Kate Glavan a great micro-influencer for Hoka?

- She has 25,000 followers on Instagram
- She uses her platform to share her fitness, health and well-being journey
- She hosts a popular podcast about fitness, health and wellbeing.

Before her partnership with Hoka, Kate has always been outspoken about her love for the company and their products. She has also collaborated with Outdoor Voices. They provide her with free shoes in exchange for free product promotion on her personal Instagram account. She has also been gifted an affiliate discount code that her followers can use.



Online, subscription-based coffee and
drink accessory company



What makes Maylee Castillo a great micro-influencer for Chamberlain Coffee?

She creates home-cafe and daily coffee videos on TikTok and Instagram using Chamberlain Coffee products. While she does not have a lot of followers, her videos receive 15,000 views on average.

Before her partnership with Chamberlain Coffee, she was already using their products and was known for being a fan. In addition to creating videos for this company while using their products, they sent her \$500 of free products, as well as a provided a free one-year subscription to the product and an affiliate code.

Bigger isn't always better.

Macro-influencers don't always have the trust and positive reputation that micro-influencers have, because they tend to be impersonal and disingenuous.

Micro-influencers have smaller, more intimate followings, and tend to be more transparent and honest about their perception and experience of a product or company that they are contracted to represent.

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Thank you!

Questions? Comments? Concerns?
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