

influicity

THE DIFFERENCE BETWEEN MICRO, MACRO AND MEGA INFLUENCERS





INTRO

Despite popular belief, influencer is not synonymous with celebrity.

There are many different kinds of influencers, from the Kim Kardashians of the world to mommy bloggers.

As more marketers turn to influencer partnerships as a key component of their marketing strategy, it's not only important to identify the different kinds of creators, but understand their unique characteristics that can make or break your campaign.

What are the different tiers of influencers?



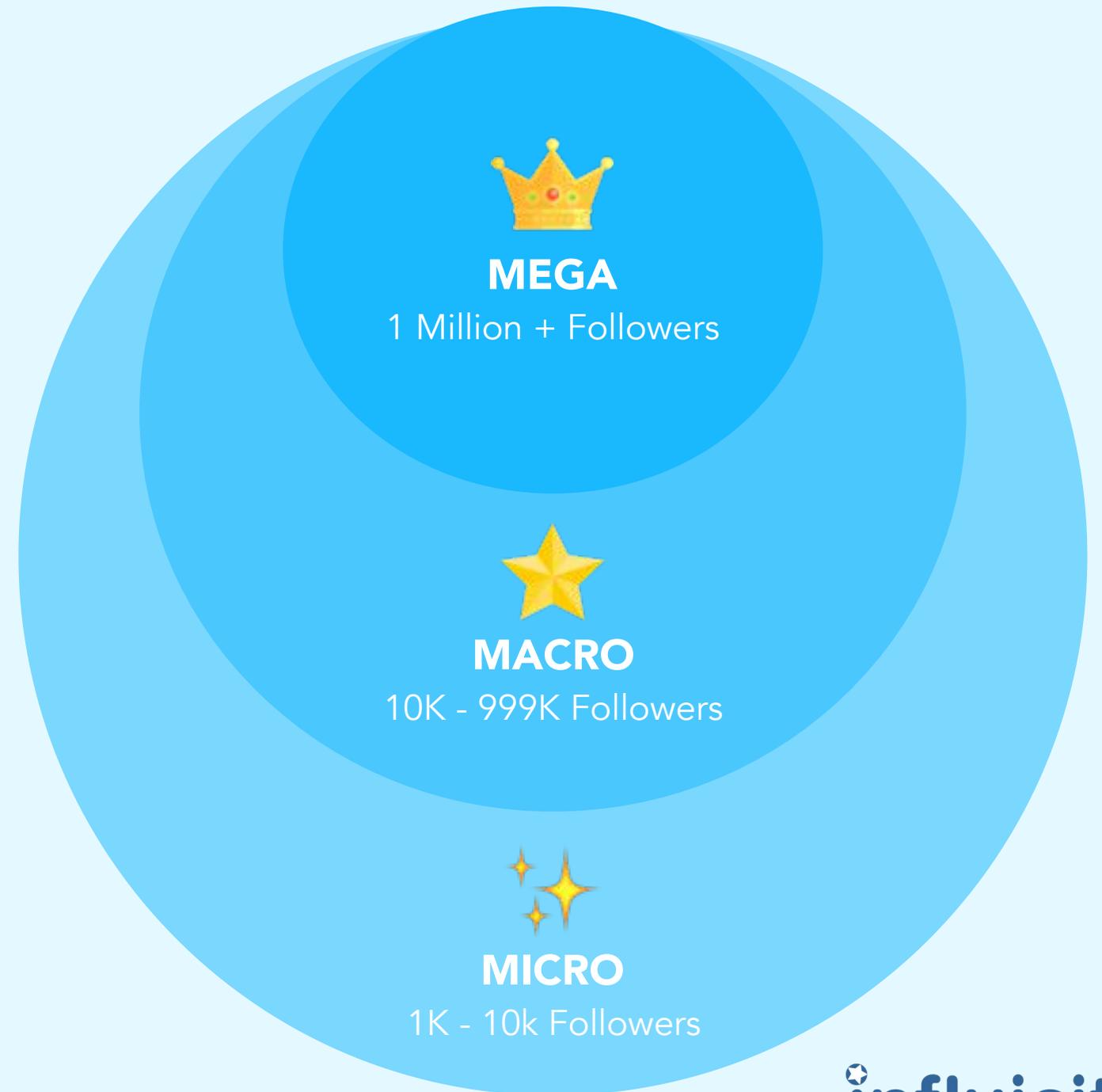
THREE TIERS OF INFLUENCERS



Mega Influencers are A-list celebrities on social and in real life. Their following spans over 1M.

Macro Influencers are professional creators with a strong passion for a particular subject. This tier's following ranges between 10K and 999K.

Micro Influencers are real people with a strong relationship with their audience. This tier boasts a following under 10K.





WHAT ARE MICRO-INFLUENCERS?



A micro-influencer is precisely what it sounds like, an influencer with a smaller following. Think between 1K and 10K, instead of millions. These influencers are not celebrities, icons, or politicians, but real people with a strong voice online.

But a bigger following must be better, right? Not necessarily. Micro-influencers support a unique set of advantages, exclusive to a smaller audience.

THE POWER OF MICRO-INFLUENCERS



Increased Trust: Creators with followings under 10,000 benefit from increased audience trust. 82% of consumers are more likely to follow recommendations from a micro-influencer because of their relatable nature.

High Engagement: As followers decrease, engagements increase. Influencers with followings under 10,000 have an engagement rate between 4% and 8%, whereas influencers with over one million drop to 1.7%.

Low Cost: A smaller following comes with a smaller price tag. 84% of micro-influencers charge less than \$250 per branded Instagram post & 97% charge less than \$500. Although you may have to partner with more micro-influencers to gain the reach of an internet heavy weight, the cost is substantially lower.





MICRO-INFLUENCERS IN ACTION

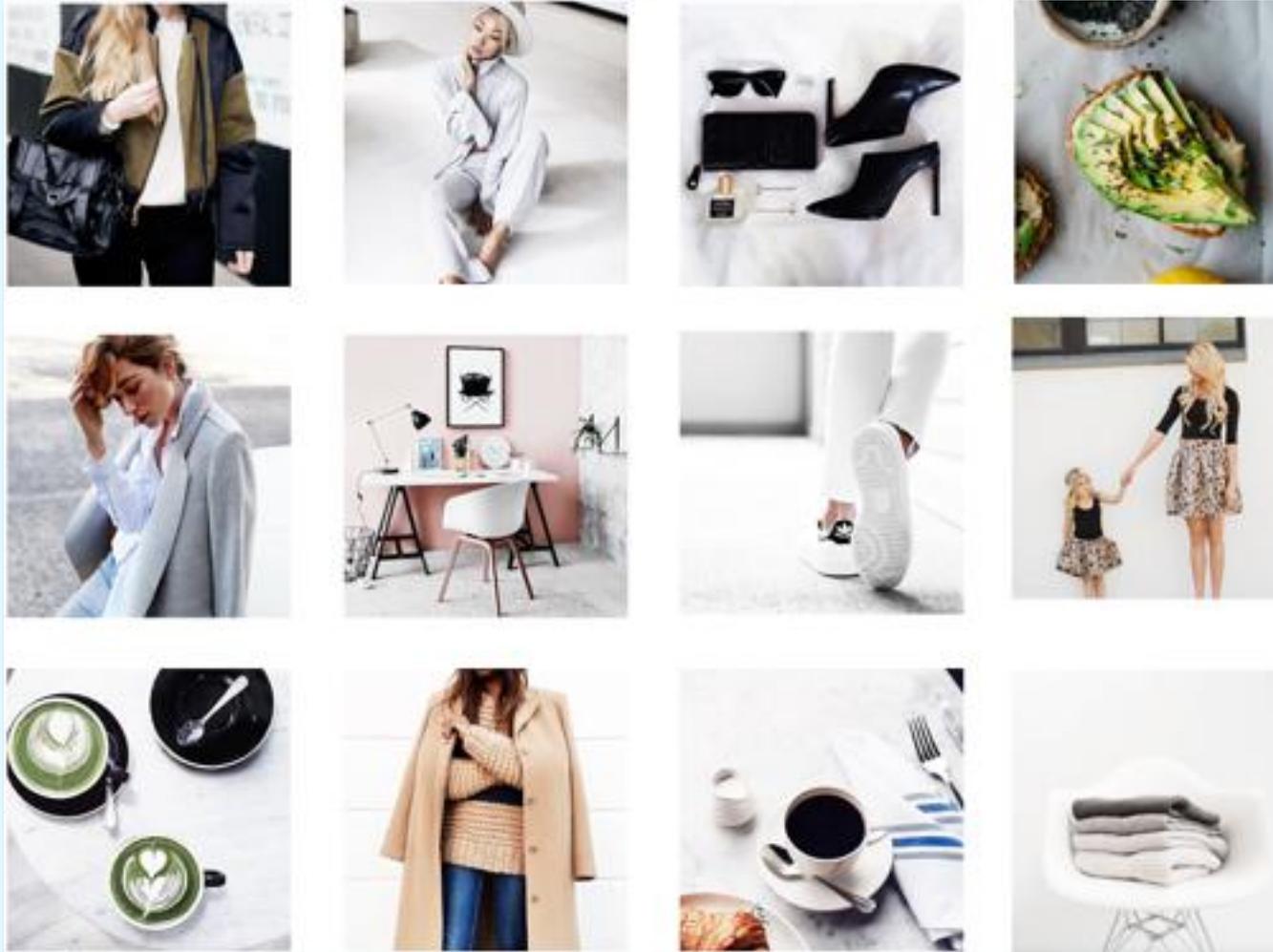


Garnier partnered with 150 micro-influencers to raise awareness for its Fructis haircare line. The results?

33M+
Impressions

10M+
Reach

300K+
Engagements



WHAT ARE MACRO INFLUENCERS?



Macro influencers are the creators marketers are most familiar with. With a following between 10K and 999K, macro influencers are professional social media personalities with a passion for a specific topic.

Macro influencers are pros at partnering with brands. They are seasoned in offer negotiation, content creation and hitting KPIs.

They are not celebrities in a traditional sense, but their following consists of a large, loyal fanbase.

THE POWER OF MACRO INFLUENCERS



Targeted Reach: Macro influencers have a high reach in specific markets. With a distinct theme and substantive following, macro influencers allow marketers to tap into a large portion of a target audience.

Content Quality: Content is a macro influencer's life. Marketers can expect high quality, strategic content creation from macro influencer partners. Their content's finesse leaves ample opportunity to leverage in amplification efforts across social, web, broadcast and even out-of-home.

Accessibility: Macro influencers are easier to connect with than A-listers. Whether they have an agent or self-manage, they are actively seeking new opportunities. Treating their influence as a career, macro influencers expect to be pitched like a media partner, so there's no need for marketers to hesitate in sending an offer their way.





MACRO INFLUENCERS IN ACTION

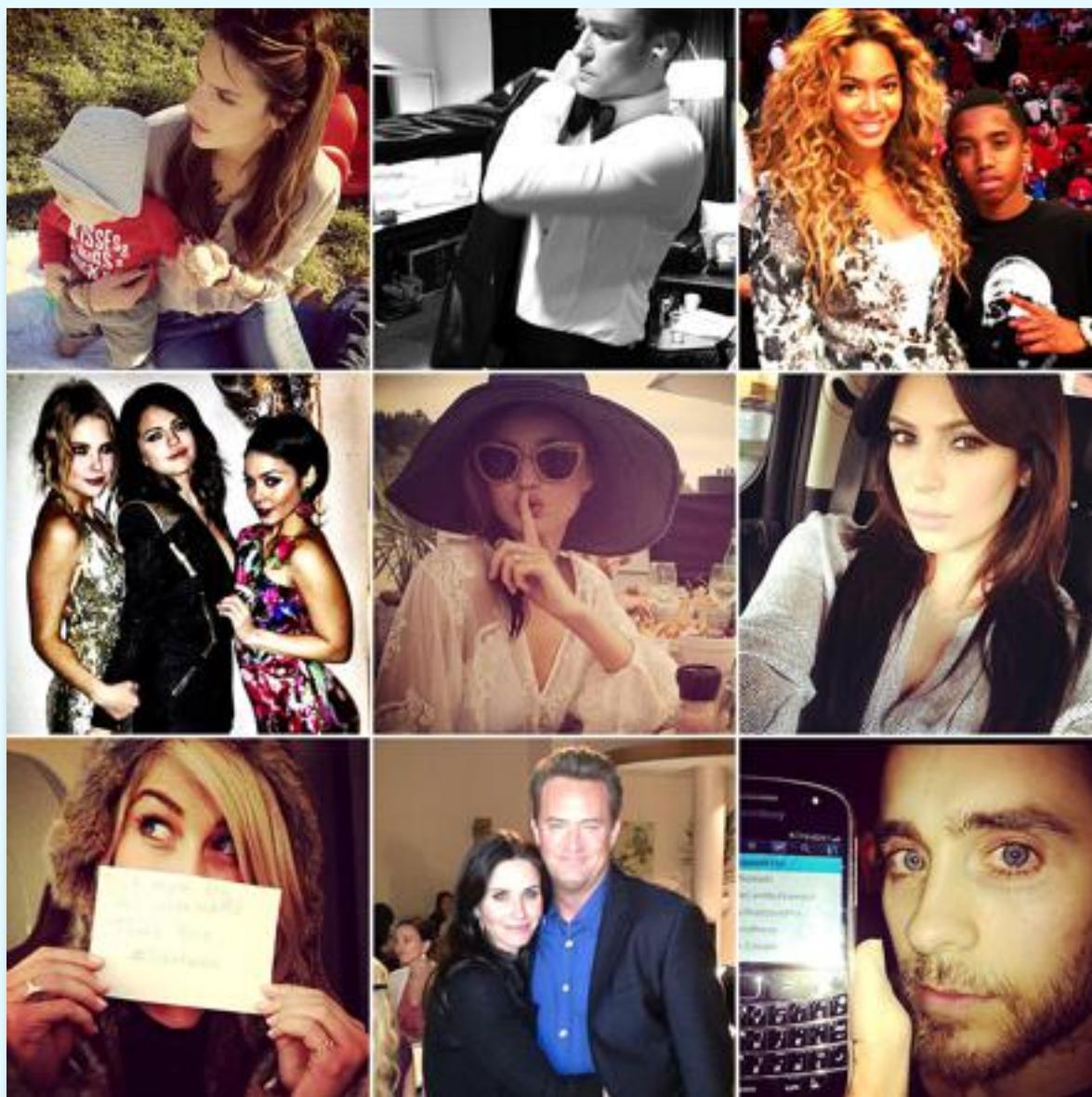


Caribbean Joe partnered with two macro influencers to shoot its new clothing line. The results?

1.58M+
Impressions

1.58+
Engagements

10K+
Clicks



WHAT ARE MEGA INFLUENCERS?



Beyoncé, The Kardashians, Drake - just a few celebs that enjoy the title of mega influencer. With a following over one million, the mega influencer tier is reserved for the internet's most famous A-listers.

Mega influencers are real life celebs, paparazzi and all. Everyone follows their social media channels, even your mom. Keep in mind that a large following doesn't equal high engagement. Mega influencers are known for a large, but passive audience.

Mega influencers will partner with brands, but their stardom comes with a hefty price tag.

THE POWER OF MEGA INFLUENCERS



Explosive Reach: Mega influencers' reach is huge. With such a variety of consumers following their channels, partnering with mega influencers is the perfect way to raise brand awareness across the masses.

Halo Affect: Being endorsed by a mega influencer lends to a brand's exclusivity. Mega influencers boost a product and/or service's "cool factor," even with a short campaign. Acting as global trendsetters, mega influencers can take a brand and transform it into a movement.

Professionalism: Mega influencers always have agents. Marketers will nearly never deal directly with the influencer, but a team who specializes in paid endorsements. This streamlines the process greatly, mitigating the risk of sloppy partnerships.





MACRO INFLUENCERS IN ACTION



Neato partnered with mega influencers to share the Botvac experience with their followers. The results?

20M+
Impressions

67K+
Engagements

10K+
Clicks

MICRO, MACRO & MEGA INFLUENCERS

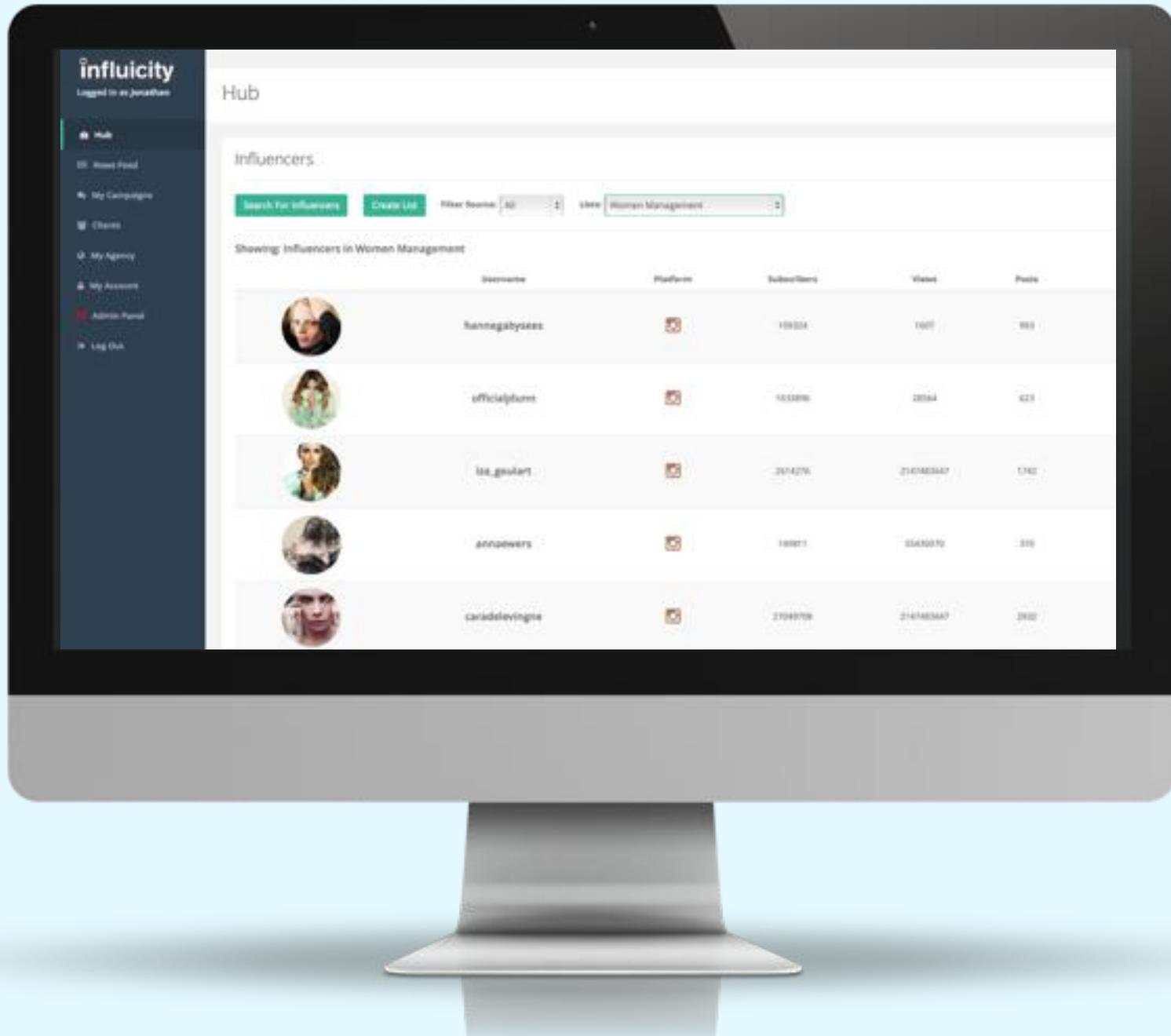


It's crucial that marketers identify what influencers best compliment their campaign strategy.

Each influencer tier has their unique pros and cons.

By researching how follower numbers impact other factors like engagement, content quality and professionalism, marketers can determine what kind of influencer is best suited to achieve their primary objectives.





ABOUT INFLUCITY



We are leaders in influencer marketing.

Influicity is a tech company enabling marketers, agencies, and publishers to **manage & scale** their influencer operations.

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