

TERRITORY__INFLUENCE

Guide

Influencer Spectrum: The Benefits Of Working With All The Influencer Categories



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BENEFITS OF WORKING WITH NANO INFLUENCERS

Up to 1,000 followers

AUTHENTICITY 1

Nanos have a smaller following, which enables them to maintain a more intimate relationship with their followers and provide an authentic endorsement of products or services. As a result, they have a higher engagement rate triggering brand interactions.

STRONG ROI 2

Nanos are good advisers. They are perceived as authentic and honest due to their unpaid cooperation. Also, with an average ROI of up to 4€, they are a very cost-effective solution for brands across various industries.

PRECISE TARGETING 3

Nano influencers have a close and highly engaged audience with shared interests, making it easier for brands to target specific and niche groups.

MASSIVE USER GENERATED CONTENT

Nano campaigns can provide a massive amount of UGC for brands - be it photos, videos, or reviews. This authentic and real content may then be used for on owned brand channels like social accounts, website, or e-commerce.

REAL RECOMMENDATION 5

Recommendations from friends and family are the n°2 worldwide touchpoint after TV (Kantar). Perceived as highly trustworthy, they can drive remarkable impact when experienced. Nanos allows you to organize targeted product trials and spread word of mouth about your brand offline.

4

CASE STUDY 6

NUR DIE - Germany

+ 130K
Brand impressions

120
Nano influencers

9/10
Women recommend



BENEFITS OF WORKING WITH MICRO INFLUENCERS

From 1,000 to 100K followers

NICHE TARGETING

Micro influencers often work in a specific area of expertise (cooking, travel, pets, DIY...), which means that brands can more easily target their ideal audience and generate more relevant engagement.

1

CREDIBILITY

Similar to nano influencers, micro influencers have a more engaged and loyal following than larger influencers or celebrities. This means that their recommendations are seen as more authentic and trustworthy.

2

ENGAGING CONTENT

Micro influencers often have higher engagement rates than larger influencers, as their relationship with their followers is closer which triggers engagement.

4

3

COST-EFFECTIVE

While micro influencers charge compared to nano influencers more, they are still cost-effective if it comes to value for money.

CASE STUDY

Schogetten - Germany

517k	7	7.5
Audience reached	Micro influencers	Engagement rate

5



BENEFITS OF WORKING WITH MACRO INFLUENCERS

More than 100K followers

1 GREAT REACH

Macro influencers have a large and diverse following, which means that brands can reach a wide audience and generate a high level of exposure.

2 CREDIBILITY

Macro influencers have built up their community and established themselves as credible and knowledgeable in their respective fields. Their recommendations are seen as trustworthy and influential.

3 STRONG BRAND ASSOCIATION

Cooperating with macro influencer brands can benefit from the influencer's strong personal brand and reputation.

4 PROFESSIONAL CONTENT

Macro influencers know how to work professionally with brands, and may have a team in the background helping them with management, their social media accounts, and campaigns.



5 CASE STUDY

Cupra - Spain

1
Macro influencer

7
Instagram content

+293k
Organic impressions

5

BENEFITS OF WORKING WITH STAR INFLUENCERS

Celebrities with millions of followers

1 MASSIVE REACH

Star influencers have an enormous following, which means that they can generate an important amount of exposure for brands.



2 GLOBAL AUDIENCE

Many star influencers have a global following meaning they can help brands to reach audiences in different parts of the world.

3 CELEBRITIES STATUS

Star influencers are often celebrities, which means that they have a high level of visibility and influence. Their endorsement of a brand can help to enhance the brand's image and credibility in the eyes of consumers.

Star influencers often have access to better equipment, locations, and resources. They can produce high-quality content that is visually appealing and engaging. Also, brands can leverage their large marketing potential.

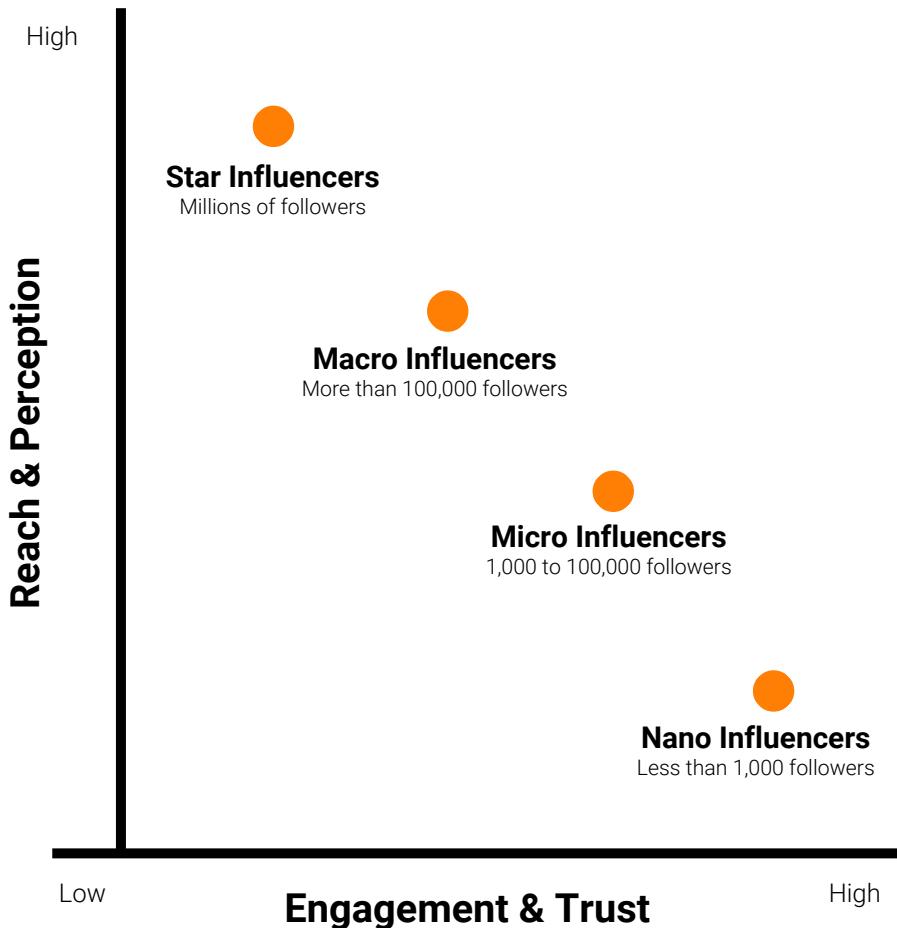
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5 CASE STUDY

L'OR Barista - France

34 Macro & Star influencers	8Mio Organic impressions	12.4Mio Boosted impressions
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BREAKING STEREOTYPES: THE INFLUENCER SCALE



IN SYNERGIES *WE TRUST

* "the cooperation with two or more influencer categories to produce a combined effect greater than the sum of their separate effects."

1

GREATER REACH

You can tap into each influencer audiences and extend your campaign's reach. Each influencer type brings its own unique set of followers, allowing you to access diverse demographics and expand your brand's visibility to new audiences.

TARGETED EXPOSURE

Influencer categories often have distinct niches and target markets.

By combining influencers from complementary categories, you can reach specific segments (demographics, interests, niches) of your target audience more effectively.

2

3

CROSS-PROMOTION AND CROSS-PLATFORM EXPOSURE

Collaborating with creators from different categories enables cross-promotion across social media platforms, increasing your brand's exposure and reach. This multi-channel approach ensures that your campaign reaches audiences on various platforms, maximizing its impact and visibility.

ENHANCED CREDIBILITY AND TRUST

When influencers from different categories endorse your brand or product, it adds credibility and trust to your campaign. Influencers are seen as experts or trusted sources within their respective niches. When these influencers collaborate and promote your brand together, their combined credibility can significantly impact consumer perception and trust.

ADAPTABILITY AND CREATIVITY

Influencer synergies makes your campaign more versatile and adaptable to changing trends and consumer preferences. As each influencer brings their unique style, voice, storytelling and perspective, you can leverage their creativity to tailor a more dynamic & engaging campaign message to specific platforms, formats, or emerging content trends.

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KEY TAKEAWAYS



Clearly define your campaign objectives and target audience to select the most relevant influencers for your brand.



Popularity doesn't always mean influence. Macro influencers aren't necessarily better than Nanos or Micros.



Look beyond the number of followers and start analysing key performance indicators (KPIs).



Collaboration with influencers from different categories allows access to diverse audiences, increasing campaign reach.



Ensure consistent messaging and brand positioning with every creators involved in the campaign.



Stay updated with industry trends, and emerging platforms to remain relevant and effective in your influencer marketing efforts.

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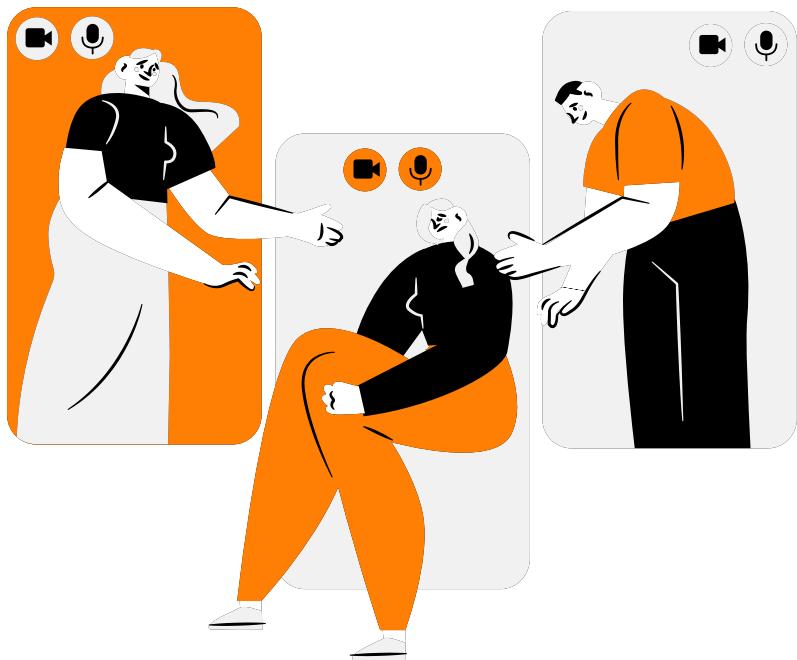


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THANK YOU FOR READING

You want to level up your brand's influence?
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brand go viral with a tailored made strategy!

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