

Influencer marketing

is an essential part of the modern brand's marketing.

Who do you think that has the **highest**

- ★ **engagement** (sharing, liking, commenting..)
- ★ **conversion** (audience buys / uses the service suggested)?

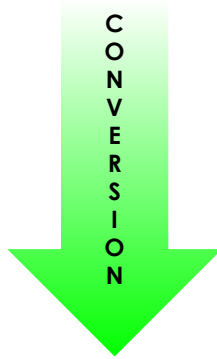
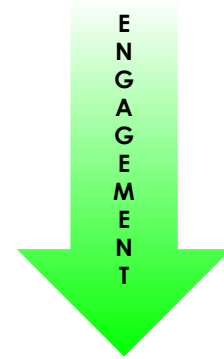
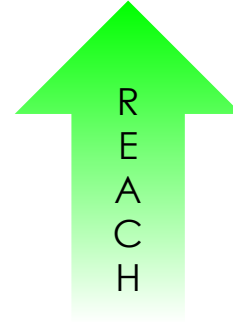
Why?

1. Mega influencers / celebrities: 1,000,000 and more followers
2. Macro influencers = 100,000 - 1,000,000
3. Professional influencers = 20,000 - 100,000
4. Micro influencers = 10,000 -100,000
5. Nano influencers = less than 10,000 followers.

4' to share your guess
with your buddy!

Nano and Micro influencers have the highest engagement and conversion rates!

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Why?

1. Smaller the audience, tighter the relationship, highest the trust.
2. Highest overlap of the interests/style between influencer & audience