

Benefits of Influencer Marketing

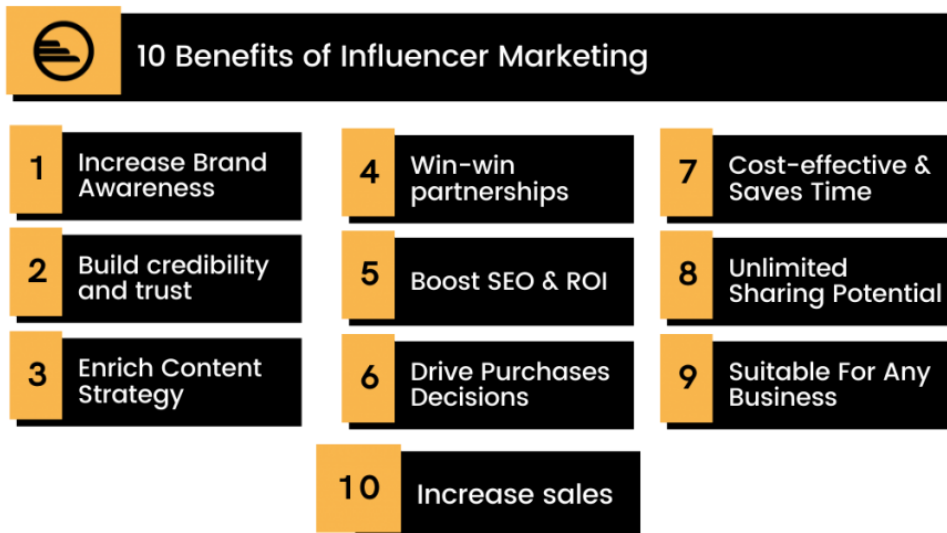


NEW AGE DIGITAL

Benefits of Influencer Marketing

Influencer marketing offers numerous benefits to businesses, including:

- **Increased Reach:** It enables businesses to reach a large and highly targeted audience, which can lead to increased conversions and sales.
- **Increased Trust and Credibility:** By partnering with trusted influencers, businesses can establish trust and credibility with potential customers, which can lead to increased conversions and long-term customer loyalty.
- **Cost-Effective:** Compared to traditional marketing strategies, influencer marketing is considered to be more cost-effective.
- **Increased Brand Awareness:** Influence marketing can help increase brand awareness and build brand loyalty by reaching a highly targeted audience that is already engaged with the influencer.
- **Increased Engagement:** Utilizing this strategy can boost engagement with potential customers by providing them with authentic and trustworthy product recommendations.



Types of Influencers

There are different types of influencers, each with their unique niche, audience, and approach to content creation. Here are some of the most common types of influencers:

Micro-Influencers

Micro-Influencers are those with a smaller to medium-sized following, usually ranging from 10,000 to 100,000 individuals. They tend to have higher engagement rates and followers that trust their opinion. Such influencers are great for companies hoping to target niche markets and can provide businesses with high returns on investment.

WHY MICRO-INFLUENCERS

Trusted

Opinions evoke high degrees of credibility and confidence from friends & followers.

Brand Relevant

High connection with brand, product, and brand-relevant topics.

High in Volume

Exist in greater numbers than mega- or macro- influencers, able to generate content at scale.



Are Loyal

Have existing brand relationship based on purchase history and positive brand affinity.

Will Advocate

Will recommend or publically support brand and products.

Have Influence

Able to drive friends & followers to take a desired action.

Celebrity Influencers

Celebrity Influencers are well-known in the entertainment industry and have massive followings. They typically require higher fees but can offer considerable reach and exposure for those that employ them.

3 Types of Social Media Influencers



Micro-influencers

> 1,000
FOLLOWERS

PROS:

- Have a tight-knit relationship with their audience
- Cover a wide range of niches
- Have higher engagement and conversion rates*
- Are often cheaper than big influencers



Macro-influencers

> 100,000
FOLLOWERS

PROS:

- Have a large, diverse audience with a broader reach
- Have a well-established position within a given community
- Are experienced in working with brands



Celebrities

> 1,000,000
FOLLOWERS

PROS:

- Have a vast audience
- Can achieve great reach
- Are highly professional
- Can help you grow brand awareness and position your product
- Already have a large marketing potential you can tap into

Source: [*shanabarker.com/blog/benefits-working-with-micro-influencers/](https://shanabarker.com/blog/benefits-working-with-micro-influencers/)



Lifestyle Influencers

Lifestyle Influencers post content related to fashion, beauty, fitness, food, or travel. They often have large audiences who view them as experts in their field of interest. Companies looking for marketing within specific industries such as beauty or fashion should look into employing these kinds of influencers.

Niche Influencers

They are experts in a particular area, such as gaming, tech, or business with a highly engaged fan base that respects their opinions and advice. For firms aiming to target an expert and dedicated audience, niche influencers are a perfect choice.

NICHE INFLUENCERS

PROS	CONS
<ul style="list-style-type: none">■ Niche appeal Influencers appeal to a niche market which leads to high conversion	<ul style="list-style-type: none">■ Less Reach Campaign does not reach a wide audience which means fewer customers
<ul style="list-style-type: none">■ Relatable Viewers can relate much better to niche influencers because they deem them regular people	<ul style="list-style-type: none">■ Less Brand Awareness For a new brand, brand perception is everything
<ul style="list-style-type: none">■ Inexpensive Niche influencers typically charge only a quarter of what popular influencers ask for	<ul style="list-style-type: none">■ Research intensive It takes considerable research to find the right micro-influencers

Social Media Influencers

Their popularity has risen due to social media outlets like Instagram, TikTok, and YouTube. They could be any other type of influencer but typically create content just for those who follow them on these websites.

Industry Influencers

Industry influencers are individuals who are experts in their industry and have a following that is focused on that industry. They are known for their knowledge and expertise in their industry and are trusted by their followers for their opinions and recommendations. Industry influencers are ideal for businesses looking to establish credibility and trust with their target audience and are looking to reach a specific industry or niche.

