



Why micro & nano influencers deserve more of your time



Introduction

Mega-influencers and celebrity sponsorship large follower bases can undoubtedly provide brands with substantial reach to their products or services. With nano and micro influencers making up a considerable percentage of influencers, it's not surprising that many brands are turning to them to broaden and strengthen their influencer marketing campaigns.

In fact, nano or micro influencers actually provide much better engagement and authenticity with their audiences which can ultimately result in sales.

If this powerful segment of influencers is not on your radar, then perhaps it's time to reconsider.

In this eGuide we will take you through:

1. What constitutes a nano and micro influencer
2. Why they are worth your time and investment
3. 6 considerations for working with nano and micro influencers

But before we do, let's first define exactly what a nano or micro influencer is. Read on to find out.



What are micro & nano influencers?

What Is a micro influencer?

A micro influencer typically has between 1K-100K followers and is some of the most common type of influencer brands will work with.

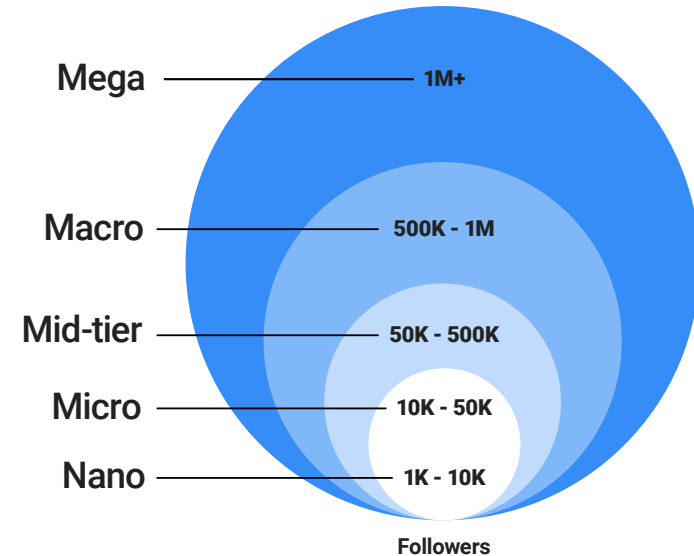
While they don't hold 'celebrity' or mega influencer status, they are a highly desirable influencer segment thanks to their hyper-engaged audiences, high engagement, and ability to specialize on a specific niche or vertical.

What Is a nano influencer?

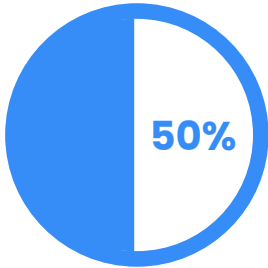
A nano influencer is even smaller than a micro influencer and has less than 1K followers.

Nano influencers are typically someone who has influence within their local community or neighborhood. A cafe or boutique may employ a nano influencer instead of a micro influencer who may have a more international following.

Instagram influencer tiers

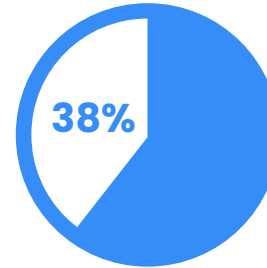


The numbers



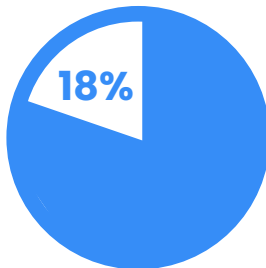
More than 50% of Instagram users are nano Influencers with less than 1,000 followers.

[Mention Instagram Engagement Report 2021.](#)



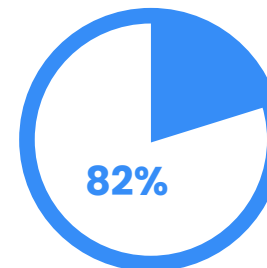
Percentage of Instagram users who are micro influencers with followings between 1001 - 10,000 followers.

[Mention Instagram Engagement Report 2021.](#)



TikTok micro influencers have an 18% engagement rate compared to Mega Influencers at only 5%.

[February 2021 Influencer Marketing Hub "Influencer Marketing Benchmark Report: 2021"](#)



of consumers are likely to follow a micro influencers purchase recommendation.

[Power of Influencer Quantified Study.](#)

Why micro & nano influencers are worth your time



Greater trust and authority with their audience.

While nano and micro influencers might have a smaller following, they do have engaged and passionate followers who rely loyally on the influencer recommendation.



Higher levels of engagement.

Micro and nano influencers have much higher levels of engagement than macro and mega influencers. In fact, they have [22.2 times](#) more conversations weekly with their audience about what to buy when compared with an average consumer. They look to build a trusted community, not just a following.



Higher conversion rates.

As we mentioned a staggering [82%](#) of consumers are likely to follow a micro influencer's purchase recommendation - this is enormous purchasing influence!



Serve various different niches and very specific audiences.

With nano and micro influencers covering just about every conceivable category, you can easily tap into niche markets with very dedicated audiences.



Cost-effective and better ROI.

This of course does not mean you can pay your influencer partners unfairly! When it comes to micro influencers, the engagement they drive can be much more cost-effective than a large sum flat fee for a mega or celebrity influencer.

4 ways to work smarter with nano & micro influencers

Now we have established how Nano & Micro influencers are worth your time.

The biggest challenge for time-poor partnership marketers is managing hundreds of partners.

With this in mind, we have put together some tips partnership marketers should consider when wanting to work smarter with nano and micro influencers.



Scale up and optimize

When responsible for managing many different types of partnerships, scalability is a major consideration. Manual management of possibly hundreds of influencers along with your other partnerships is not an efficient use of a partnership marketer's time.

With any partnership program it's important to automate where you can in order to scale up. It's never been easier to [discover, manage and communicate](#) with your influencer partners.



Look beyond a one-off campaign

Look at your nano and micro influencers as 'partners' and build long-term relationships. Consider how you can work with them on-going and beyond one-off or seasonal campaigns.

Long-term influencer relationships have several benefits for brands. It allows you to track and collect data that can be used to optimize and enrich your future campaigns. Further, it builds deeper resonance and momentum amongst the niche audience of the nano or micro influencer and allows them to be more closely aligned with your brand KPIs.



Implement flexible compensation

While micro or nano influencers can be considerably cheaper than a celebrity or mega influencer partnership, that does not mean they don't deserve fair compensation. The good news is that partnership management allows you to set varied or flexible commissioning for all partnerships, including influencers.

With different influencer marketing payment models to choose from including flat fees, pay-per-acquisition, set monthly fees, pay-per-click, pay-per-post and product or service gifting, brands who work with influencers can exercise control over their return on marketing investment (ROI) with influencers depending on their goals.

If you're looking to implement a hybrid model of payment (performance and flat-fee), the below influencer rates can serve as a guide to how much you can typically expect to pay a nano or micro influencer.



Budget & planning

If you want to work with nano and micro influencers, ensure you have the budget to run effective campaigns.

For some brands, this [could fall under a content marketing budget](#) or some have a dedicated influencer marketing budget.

Factoring nano and micro influencer segments into your campaign planning and budgeting will allow your brand to seize the opportunity as new influencers emerge and leverage the influencers that align with your campaigns.



Recap & tips for working smarter with nano & micro influencers

- ☐ Scale up and optimize.
- ☐ Look beyond a one-off campaign.
- ☐ Implement flexible compensation..
- ☐ Budget and plan.
- ☐ Diversify the size of your influencers.



About Partnerize



Partnerize is the leader in partnership automation. The Partnerize platform is the only of its kind to deliver a fully integrated, comprehensive suite of discovery, recruitment, optimization, payment, brand safety and fraud prevention capabilities for marketers seeking a high transparency, scalable subsidy to alleviate pressure on their unit economics as a result of over dependence on primary sales and marketing channels. Supported by unrivaled service including the category's only in-housing support program, with Partnerize, you're in control of the entire partnership marketing lifecycle—all on a single platform. Headquartered in NYC, Partnerize retains offices in Australia, United Kingdom, Japan, San Francisco, Philadelphia and Wilkes-Barre. For more information on how Partnerize helps turn your partnerships into a profit center, please visit <https://partnerize.com/en>.

Want to learn more about working with nano & micro influencers?
Reach out at contact@partnerize.com



Thank you

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