



Proposing Micro Influencers 2017

October 2017

Go Small or Go Home: Despite Criticism, Micro Influencers Are Crushing It

Why we propose using micro influencers (aka your brand's current brand advocates on social vs. large social media influencers)

There's a reason.

Micro Influencers are small but mighty, and solve a host of sticky advertising challenges in ways no other tactic can. Not to mention that lends credibility and authentic relevance to the brand.



What's a Micro Influencer?

Micro Influencers are people with social media accounts who can inspire their audiences to take action; they're not celebrities, and they're not "internet famous" YouTube and Instagram stars.

The spectrum of "micro influencer" is broad and impossible to define by an arbitrary "10,000 to 100,000" follower count. Those thresholds are completely subjective, and follower counts are only part of what makes someone influential on social.

We propose that micro influencers should be identified and engaged based on your brand's personality, identity and business goals for the wider social strategy.

How do we identify micro influencer for your brand?

We start by asking:

- What do you want your micro influencers (aka brand advocates) to do?
- What strategic role in your campaign will influencers play?

Micro influencers (aka your brand advocates) are individuals who already love and identify with the brand and want to be included in the brand's story telling efforts + brand activities on and offline.

Instantly they lend authenticity and trust with your beauty/ health & wellness content on social and will be highly likely to engage with the brand for contents mechanics that will be in place for your wider marketing strategy

Not to mention that they are cost effective and can scale specific social and on ground activations, creating a vital online to offline messaging.

Imagine the scale if we can leverage 500 – 1,000 human beings, identified using social listening and audience insights, to share information with their friends, family and extended audiences? This has proven to be far more powerful and trackable, and not to mention impervious to ad-blocker.

Why does this work?

Micro influencer marketing works, because consumers trust peers more than brands. Coupons posted by individuals are shared 10x more than those by brands, for example.

Our research also shows that as follower counts go down, engagement goes up. Intuitively, we know this is because lesser-known influencers' audiences feel more connected to them; it's more a personal relationship than that of prominent influencers. Which feels more special: being one of 23 commenters or one of 23,000?



Why are they important for your marketing strategy?

- *Micro-influencers have 22.2 times more conversations weekly about recommendations on what to buy when compared to an average consumer*
- *Influencers in the 10k-100k follower range offer the best combination of engagement and broad reach*
- *59 percent of micro-influencers believe Instagram to be the most effective social media platform for engaging their target audience*
- *72 percent of consumers will take some action after reading a positive review*
- *86 percent of marketers are now practicing influencer marketing in some form*
- *48 percent Marketers plan to increase their influencer marketing budget*

How do we leverage the right micro influencers?

We aren't proposing micro influencers just as a tactic, but a strategic solution, a full-scale influencer program that could include:

- Brand content, ex: introducing messaging for your brand's (or product's) positioning
- Potentially tap on 20 to 200+ influencers creating original content, based on brand messaging, in their own ways, via their preferred channels (video, Instagram, blogs, etc.);
- Developing a larger number of vetted, targeted content sharers distributing it.
- Leveraging on 3rd party tools that allow for scalability (reach) and engagement (rewards / incentives)

Relevance. Reach. Resonance.

- Before reaching out to a potential micro influencer, you'll need to consider the 3 Rs of influence:
- **Relevance:** The influencer is sharing content and developing a following relevant to your business and the particular market segment you want to target.
- **Reach:** The number of people you could potentially reach through the influencer's follower base that would bring value to your business.
- **Resonance:** The potential level of engagement the influencer can create with an audience that's valuable and relevant to your brand.

Determining whether an influencer is a good match for your BRAND.

Who are you trying to influence?

HINT: a meaningful answer requires greater focus and a clear understanding of your goals and your audience.

Who do your customers, prospects, and community trust?

HINT: working from a clear idea of exactly who you're trying to influence, take the extra step to find key opinion and thought leaders whom your audience already looks to as sources of meaningful information. These people are already influencers—and partnerships with them can drive real impact.

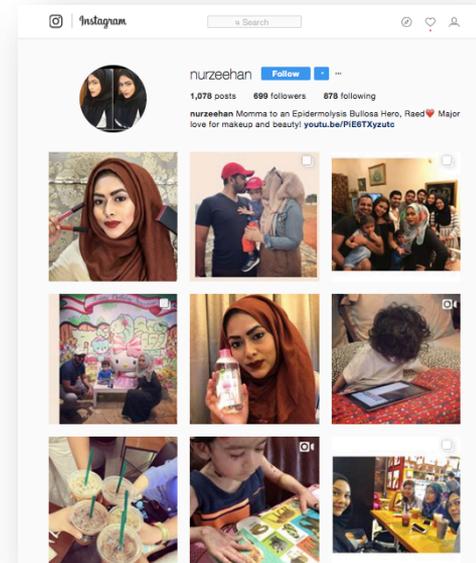
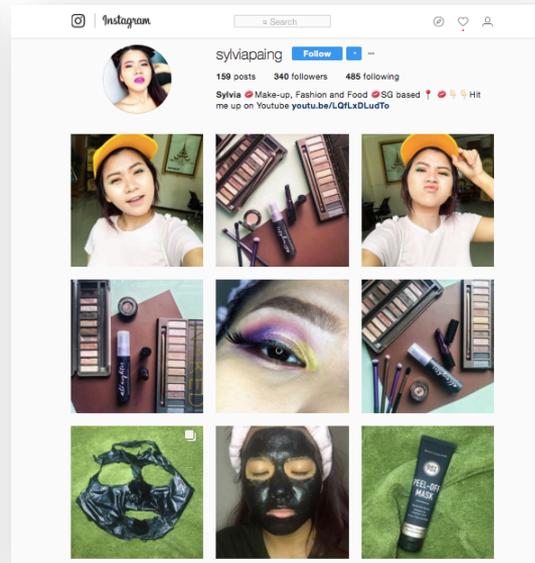
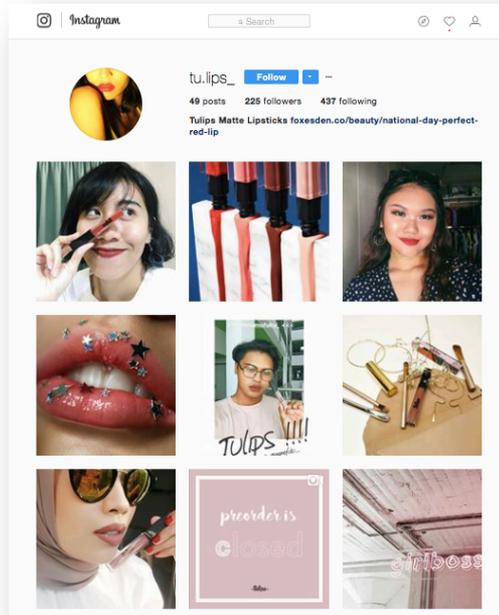
How do we find micro influencers?

We propose starting with:

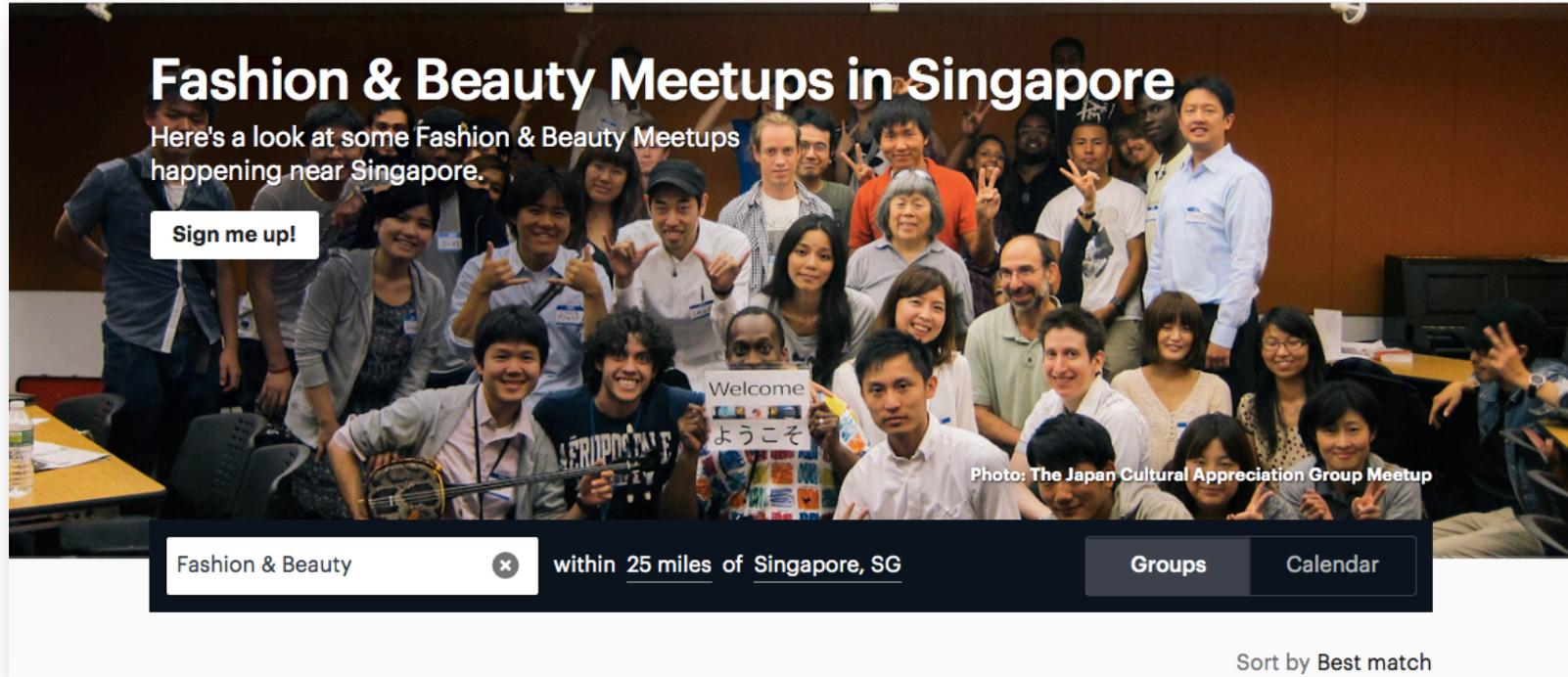
- #1: Find Micro-influencers Among your current Fans on FB (Social Media)
 - To find micro-influential fans from existing followers, we will first go to your FB audience profile setting and investigate your top / most engaged followers
 - We will then investigate how many followers they have and what is the type of content they post and if this content has been related to your brand
- #2: Research Hashtags to Find Influential Users
 - Some micro-influencers may have not been directly active on your brand's social pages, but that doesn't mean they won't be interested in your brand's content and offerings. Hashtag research can help us identify influential users who are already interested in similar product offerings. For example, we could use previous hashtags or related beauty hashtags to explore who were the most active / engaged users. They are highly likely to be in your core target market (refer to next slide for some examples of who we found)
- #3: Leverage on existing fan groups online
 - There are existing well established groups (community of beauty fans) in SG that provide for a great source of micro influencers to be leveraged (refer to upcoming slides for more info on this)

1. Example of potential micro influencers on IG

Based on the most engaged users from a few key hashtags such as #makeupsg #skinhealth #beautysg these are some examples of brand advocates in SG related to the beauty & wellness industry. Note we did not include well known bloggers / A / B Tiered celebrities



2. Example of potential micro influencer groups



Fashion & Beauty Meetups in Singapore
Here's a look at some Fashion & Beauty Meetups happening near Singapore.

[Sign me up!](#)

Photo: The Japan Cultural Appreciation Group Meetup

Fashion & Beauty within 25 miles of Singapore, SG [Groups](#) [Calendar](#)

Sort by Best match

The image shows a large group of diverse people, including men and women of various ages, smiling and posing for a group photo. Some are making peace signs. In the center, a person holds a sign that says "Welcome" in English and "ようこそ" in Japanese. The background is a simple indoor setting, possibly a meeting room or a community center.

Using individuals who are already a part of existing beauty groups that are active both on and off line can be another option for leveraging micro influencers when organizing on ground events. These influencers can offer scale by posting images, videos and meme's from your on ground events and products onto their IG / FB pages, giving your brand scale.

Selection and work process when engaging with micro influencers

- We will select the micro influencers based on the desired demographic segmentations for your brand
- There will be an agreed upon selection criteria that will be outlined by Selicious for clarity and alignment on the type of individuals that will be leveraged for your campaign/s (eg: besides being in target age group with a love for beauty / skin health, advocates must be active on Instagram, etc)
- We will investigate into each micro influencers' posting pattern and historical social data to ensure that they are the right fit for the brand
- After choosing micro influencers, the comprehensive list will be sent to your marketing team for approval and feedback
- In parallel, we will also be working out tasks / contest mechanics for the micro influencers to participate in and assigning points / rewards and incentives to them when they upload content and tag their friends on their posts.
- Tagging and sharing content (for specific branded content) will allow to an extension on reach of audiences on FB due to the platforms' algorithm.

Case Studies for Micro Influencers

Case Studies of other micro influencer programs

Stitch Fix

Personal shopping website Stitch Fix invites micro-influencers to **contribute content** that the brand then promotes on Instagram.

- The micro-influencer also shared the image, mentioned Stitch Fix, and shared the blog post link on [her personal Instagram profile](#).
- This micro-influencer strategy works because it drives traffic to a brand's blog and Instagram profile. Try reaching out to micro-influencers and offer to **publish their content** and cross-promote it on social media to generate engagement from their followers and readers.



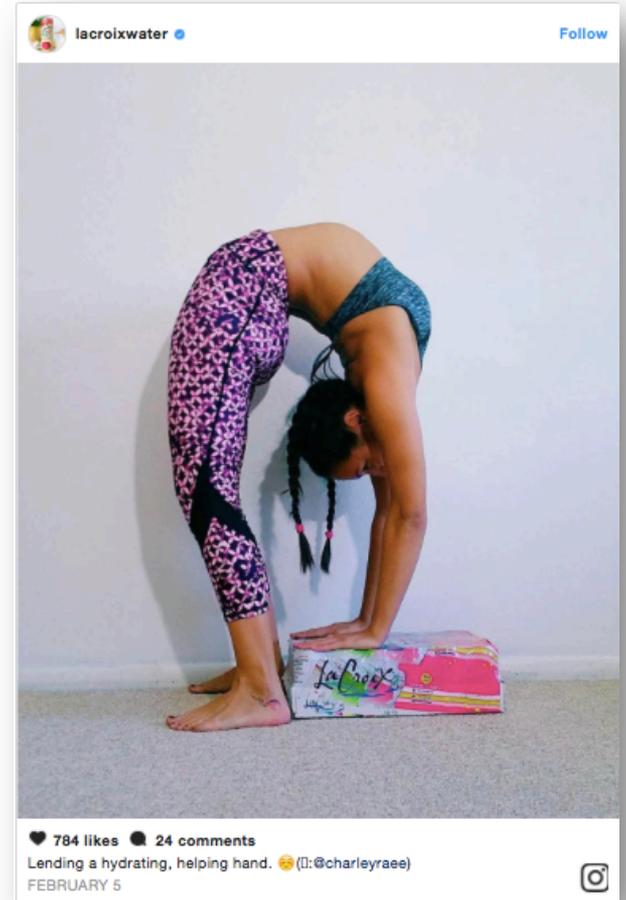
Source: In the post here, Stitch Fix's Instagram bio [linked to a post featuring a Q&A with a fashion blogger micro-influencer about how she dresses for her body type:](#)

Case Studies of other microinfluencer programs

La Croix Sparkling Water

La Croix Sparkling Water started tapping into micro influencers to promote its brand in a competitive marketplace. It relies primarily on social media *to get discovered, especially by millennials.*

La Croix identifies micro-influencers on Instagram and asks them to share **product awareness** posts on Instagram. It finds micro-influencers by searching branded hashtags, such as #LivelCroix and when users tag the brand on Instagram. It specifically targets profiles with lower follower counts to maintain a feeling of authentic "realness" that appeals to millennial Instagram users. Then, La Croix reaches out to them with product vouchers or other offers to post pictures with the sparkling water.



Case Studies of other microinfluencer programs

Hawaiian Department of Tourism

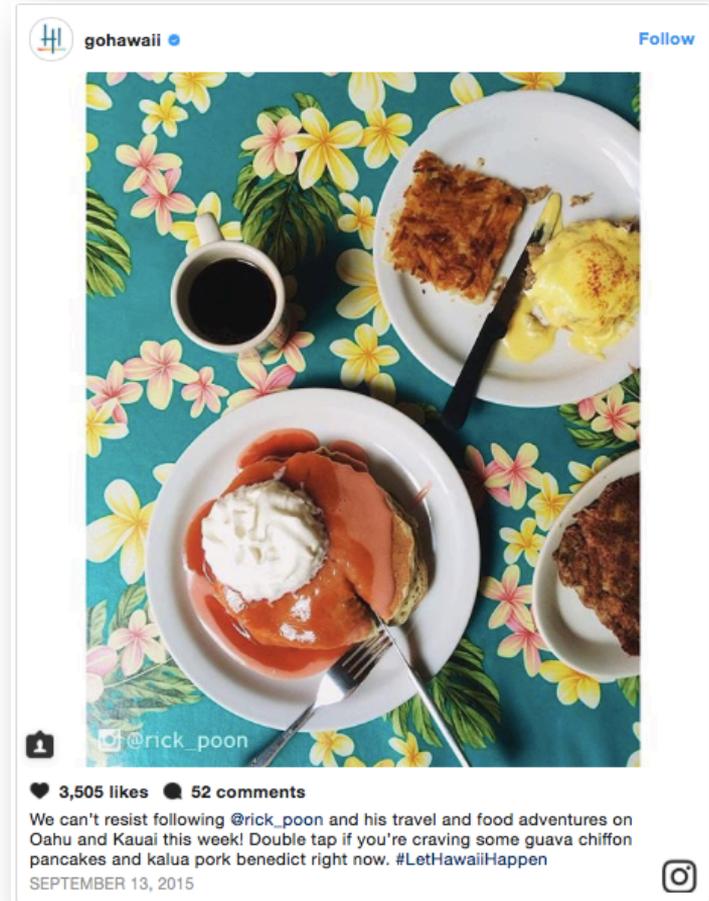
Hawaii's Department of Tourism tapped into the power of micro-influencers for its #LetHawaiiHappen Instagram campaign.

It partnered with Instagram users who are travel lovers and bloggers or Hawaii natives to share content promoting events and destinations so visitors and Hawaiians would be interested in traveling to check them out.

After the campaign,

65% of people who saw the posts said they wanted to visit Hawaii (talk about effective).

If we want to attract new followers and Instagram engagement, try reaching out to *or a location* micro-influencers to promote an event that their followers might want to check out.

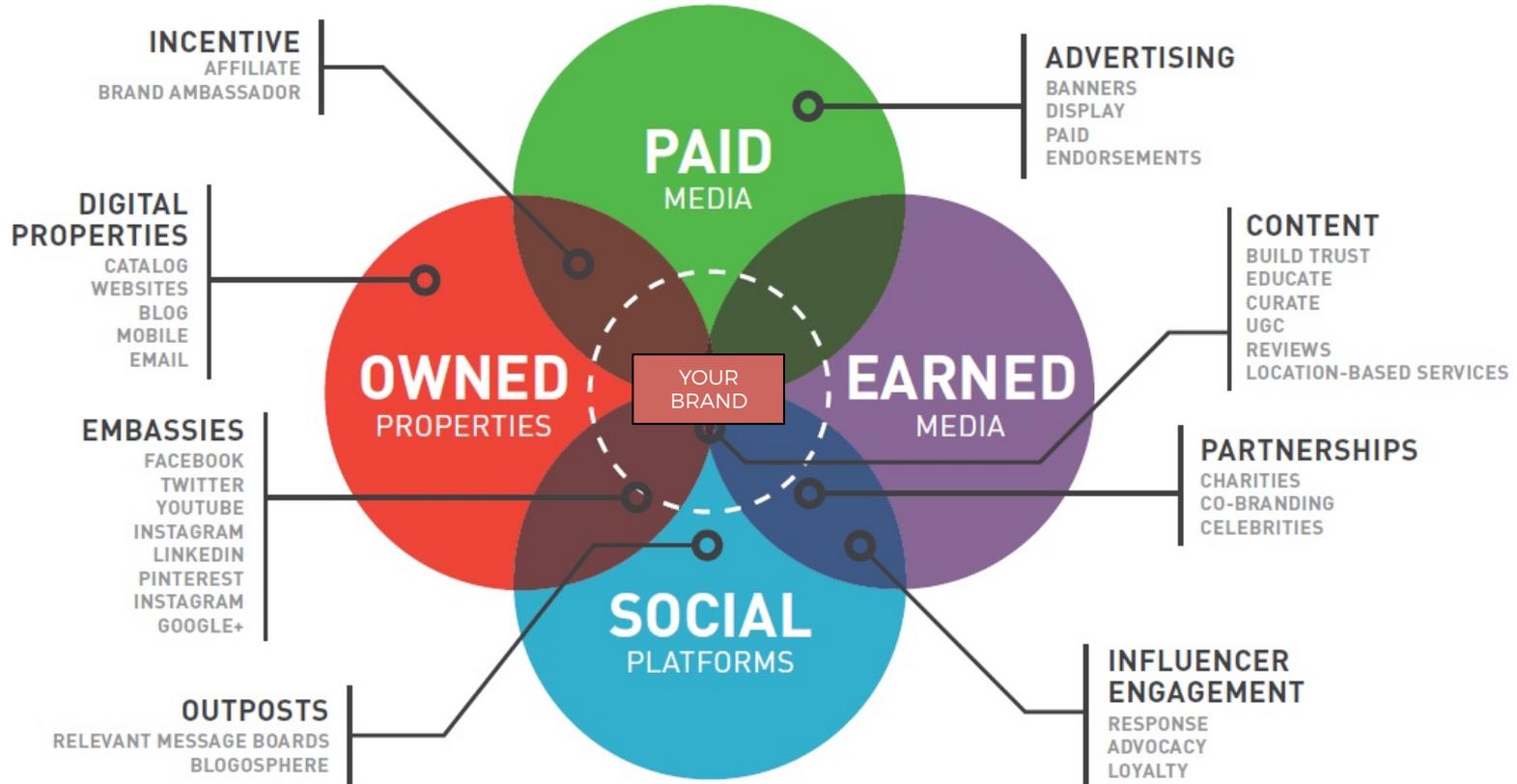


In Summary

By tapping into smaller, more targeted networks of micro-influencers, your beauty brand can cultivate a social media presence that's authentic and fun, and ensures its product is in front of the eyes of similar users.

Since beauty & wellness brands have a many physical products that look great on camera, engaging with micro-influencers by sending them trial product packages or brand experiences makes for authentic FB & Instagram UCG content.

How it all comes together





Thank you!

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