

EVERYDAY FANS VS. MICRO-INFLUENCERS

WHAT YOU NEED TO KNOW TO
SUPPORT YOUR INFLUENCER
MARKETING EFFORTS



BROUGHT TO YOU BY:



EVERYDAY FANS VS. MICRO-INFLUENCERS

THE DRAMATIC RISE OF INFLUENCER MARKETING

Influencer marketing continues to take hold as a tactic to support social media and advertising campaigns. There is an increased emphasis in influencer marketing both in overall marketing strategies and with this increased emphasis, more marketing budget is being diverted into advocacy efforts across every brand's vertical. As this tactic continues to gain in popularity, a new classification of influencer has emerged: The Micro-Influencer.

But what exactly are Micro-Influencers? And how do they compare to an Everyday Fan, someone who engages regularly with your brand on social media?

In this white paper, we'll break down the differences between the Everyday Fan and the Micro-Influencer, which one is right for your social media strategy, and how to best utilize them.

WHY THE DRAMATIC RISE IN INFLUENCER MARKETING?

Influencer marketing isn't exactly a new trend.

Celebrities have been used to promote products as far back as the [1760's](#). Since then it's been a fairly common marketing tool; however, with the increasing [ad-blindness](#) of millennials, marketers are doubling down on this classic marketing tactic.

Only now, instead of focusing on expensive celebrities with huge followings (we all can't afford to work with a [Kendall Jenner](#)), marketers are focusing on Micro-Influencers and the brand's own Everyday Fans to drive messages that reach and engage with consumers.

AUDIENCE SIZE

First off, let's compare them based on audience size.

To be considered a Micro-Influencer, an individual would need to have between [10k and 90k followers](#), although for markets with a specialized and niche focus (male cider consumers in Spokane, for instance) the audience size appropriate for a Micro-Influencer can be more like 5,000 followers.

On the flipside, your average Everyday Fan is connected to about 500 people. Their network is typically comprised of friends and family and their content is more personal in nature.

In contrast, Micro-Influencers have followers who are usually a combination of Everyday Fans, non-personal connections, and other Micro-Influencers and publish posts built around content and aspiration.



ENGAGEMENT RATES

Micro-Influencers tend to build their audiences around a core topic (beer, travel, or fashion as an example). This naturally pulls in an audience comprised of people with an affinity for that topic. Face it, you aren't going to follow a stranger on a social network if you aren't at least somewhat interested in what they're posting. This topic affinity **leads to an engagement rate of 2.4% - 5.7%**, according to a study by InfluencerMarketingHub.com. Typically, the smaller the audience, the higher the engagement rate.

Alternatively, your Everyday Fan might see smaller overall engagement numbers, but end up with higher engagement rates and organic views on what they post. Since your Everyday Fan is publishing to their personal page, their audience penetration isn't governed by the same algorithm as brands. **This means that an Everyday Fan is more likely to have their posts seen by their friends and family, leading to the increased engagement rates.**



PUBLISHED CONTENT

As we've already established, **a Micro-Influencer's audience is built around a central topic or interest they frequently post about**. To capitalize on this fact, brands need to align themselves with Micro-Influencers that best fit their target demographic.

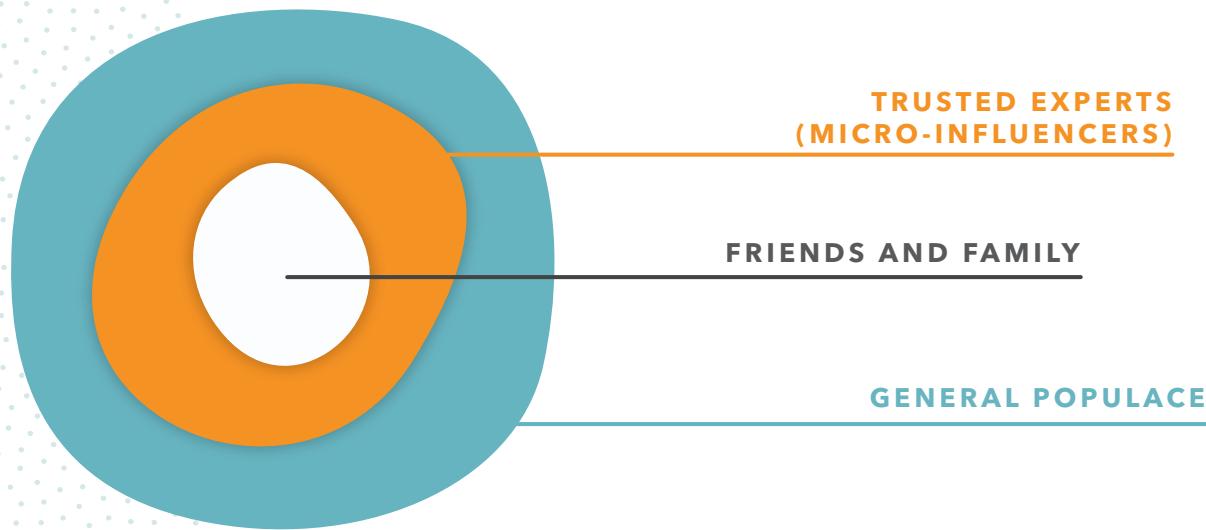
Your Everyday Fans, on the other hand, post a variety of content. Their social streams can be comprised of anything from personal updates, to memes, to articles that resonate with their interests. **The content Everyday Fans share to social media tends to have a more organic look and feel to it**, which is perfect for brands that want their content to appear native and be a natural extension of the conversations their Everyday Fans are already having in their personal lives.



CONSUMER TRUST

Countless studies, including one published by Nielsen, have been completed on which media consumers trust the most, and no surprise, the answer is almost always credible 3rd party sources (people not directly affiliated with the brand). It's this trust that makes word-of-mouth marketing (WOMM) one of the most effective lead- and sales-driving marketing channels available.

WOM marketing can be broken down even further. If you picture WOMM as a bullseye, at the core lies an individual's family and friends (Everyday Fans). Years of trust and shared experiences make for a strong foundation for WOMM to build on. This circle of trust tends to have the greatest influence on our buying behavior.



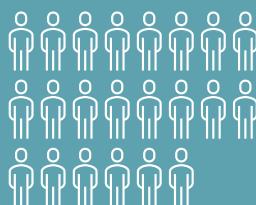
One step removed from this would be your Micro-Influencers, individuals we perceive as experts on a dedicated topic. This expertise is what allows Micro-Influencers to effectively guide their followers towards a certain brand, product, or promotion. Maintaining this level of trust can be tricky for a Micro-Influencer. Aligning with too many of the wrong brands or promotions can result in the influencer's fans losing trust in their recommendations and messages. Once eroded, this trust is near-impossible to get back.

CONSUMER TRUST (CONT.)

So how does this trust translate into conversions? A [study](#) by the Wharton School at the University of Pennsylvania found that Micro-Influencers have up to 22.2 times more buying conversations each week than the average person, for example by posting something on social media with a buying call-to-action (CTA). What's more, 82% of consumers surveyed said they were "highly likely" to follow a recommendation made by a Micro-Influencer.

Influencers have up to 22.2 times more buying conversations each week than the average person.

INFLUENCER



AVERAGE CONSUMER



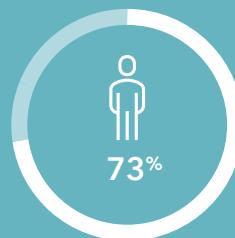
Additionally, 73% of those surveyed were also "highly likely" to follow the recommendation of other trusted individuals (friends and family). The more buying conversations your friends, family, and Micro-Influencers are having about your brand, the more conversions you're going to see come through.

Percentage of consumers who said they were "highly likely" to follow a recommendation from an average consumer vs an influencer

INFLUENCER



AVERAGE CONSUMER



SCALABILITY

With Micro-Influencers, the size of their audience is the size of their audience. While a good Micro-Influencer will continue to grow and cultivate their audience, you can't expect a sudden 10,000 person increase in audience size overnight. To scale your efforts with a single Micro-Influencer, you'll typically have to publish multiple messages with the influencer over a period time. If you're paying on a per-message basis, this cost can easily scale alongside your message frequency.

Everyday Fans, however, are a little different. The power of the Everyday Fan is not to have one fan, but instead to have thousands that live inside your Advocacy Marketing Program (AMP). As we've established already, the average user is connected to between 400-600 friends and family. Scaling with Everyday Fans involves adding new individuals to your AMP, each bringing with them their network of 400-600 fans. Thus, the total audience reach of an AMP grows exponentially with each new member. It's not uncommon for some of our clients' SocialToaster programs to have a reachable audience of over a million people.



COST

Cost is obviously the most important factor of any marketing tactic.

Even though they aren't huge celebrities, working with Micro-Influencers isn't exactly going to be cheap. A Micro-Influencer with a following of a couple thousand might only cost you a few hundred dollars per post; however, as their audience size grows, so does the cost to work with them. It's not uncommon to see per-message prices of several thousand or even tens of thousands of dollars if you're working with influencers that have audiences in excess of 75,000.

On the other hand, for the Everyday Fan, if you're utilizing a SocialToaster Advocacy Marketing Program, there is no additional cost for each message sent or for each new member that joins. Everything is covered under a simple monthly platform fee. Whether you grow your fans by 1,000 or 10,000, the costs remain the same, which is ideal for brands that don't want any surprises in cost or those with a strict marketing budget.

PRO TIP: To help manage Micro-Influencer costs, we recommend partnering with one that is still growing their brand for a set period of several months. Lock in a fixed cost-per-promotion early on, then as their audience grows over a period of months, you'll continue to pay the lower amount. Platforms like Influence Logic can help brands identify influencers that are up-and-coming to lock them into a cheaper rate.

SUPPORTING INFLUENCER MARKETING CAMPAIGNS

Now that we've covered the differences between the two audience types, we'll provide specific examples of when to consider using your Everyday Fans versus when it makes better business sense to utilize a Micro-Influencer. After all, both should have a place supporting influencer marketing plan.



MICRO- INFLUENCERS

Micro-Influencers, with their steadfast and larger audiences, tend to be ideally suited for:

- Driving awareness around a single sale
- Hitting a larger number of people in a short amount of time with a single blast
- Building excitement around an upcoming product launch
- Generating 3rd party credibility via reviews and first-person product use stories
- Publicizing contests and sweepstakes
- Creating bursts of revenue around specific events/sales/products

As you can see, Micro-Influencers are best utilized on a one-off or sprint basis, as costs are typically tied to a single message. In instances where the Micro-Influencer and their audience gel well with your brand, we would recommend locking that person into a contract that keeps the cost low over a set period (six months to a year).

Pro Tip: For those brands that also utilize an affiliate program, these can provide an ideal carrot for increasing the amount of publicity a Micro-Influencer gives your brand. In addition to their regular posting fee, don't be stingy when it comes to cutting your Micro-Influencer in on the revenue generated by their efforts.

EVERDAY FANS

A major difference between your Everyday Fans and a Micro-Influencer is that the Everyday Fans can be activated over a longer timeline without a significant increase in cost, particularly if those fans are being managed within an [Advocacy Marketing Program \(AMP\)](#). As such, Everyday Fans can be used to:

- Distribute all your content, blog posts, whitepapers, etc. throughout the year
- Build awareness of every sale or promotion your brand is running
- Reach a critical mass to begin trending hashtags and conversations on social media channels (if you have 10,000 Everyday Fans tweeting your hashtag all at once, Twitter's algorithms are going to take notice)
- Manage social media contests and sweepstakes (an AMP lasts far longer than a single sweepstakes, making it an ideal gate for contest entry)
- Share content generated by your Micro-Influencers to a broader audience
- Generate consistent revenue over the life of the consumer

As you can see, both Micro-Influencers and Everyday Fans have their unique roles to play in supporting an influencer marketing campaign. Better yet, they can be used side-by-side to produce amazing results.

Work with Micro-Influencers to build awareness of your Advocacy Marketing Program - and invite them to join while you're at it! Likewise use your AMP to drive awareness of the Micro-Influencer who just posted a new product review.

SUMMARY CHART OF THE DIFFERENCES BETWEEN MICRO-INFLUENCERS AND EVERYDAY FANS

	MICRO-INFLUENCERS	EVERYDAY FAN
Audience Size	Typically 10k and 90k followers	About 500 followers
Engagement Rates	2.4% - 5.7%	Smaller audience can yield higher rates
Published Content	Central topic or interest	Wide variety of content from personal to reposted
Consumer Trust	82% of consumers are "highly likely" to follow a recommendation made by a Micro-Influencer	73% of consumers are "highly likely" to follow the recommendation of other trusted individuals such as friends and family
Scalability	Already has a large audience, grows at a slower rate	Grows exponentially with each member of an Advocacy Marketing Program (AMP)
Cost	\$\$\$\$	\$\$



READY TO START YOUR INFLUENCER MARKETING CAMPAIGN? WE'RE HERE TO HELP ANSWER ANY QUESTIONS YOU MAY HAVE! VISIT US AT SOCIALTOASTER.COM TO LEARN MORE.



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