

## ***Factsheet:***

### ***Sharing the Vision: The Evolution and Future of Influencers***

Social media influencers are increasingly being approached by brands to promote products; a practice commonly called influencer marketing.

In 2019, brands spent \$8 billion on influencers, a sum of sponsored social media posts, long-term partnerships, and collaborations (Vogue, 2019).

Since Covid-19, Generation Z and Millennials follow more fashion influencers on social media (Mintel, 2020).

83% of brands will increase their budgets for influencers and 33% use engagement as their biggest metric for success (Drapers, 2019).

Sponsored advertisements on social media became part of people's integrated digital media experiences (Hwang & Jeong, 2020).

More and more brands have been seeing the value of partnering with micro and nano influencers because these creators are often viewed as more authentic and credible than macro-influencers, and they tend to have deeper personal connections with their followers. (Forbes, 2021).



Source: Pinterest

64% of retailers prefer to collaborate with micro influencers and only 16% prefer to work with celebrities (Business Of Fashion, 2019).

Influencers who follow neither passionate nor transparency rules may fail in the long run because such an overly commercial orientation may lack resonance with followers. Thus, it is crucial to collaborate with influencers that they are passionate (Yang & Brown, 2020).

Moreover, marketers can take advantage of strengthened disclosure rules. Regulations can help social media influencers manage their transparent authenticity. By allowing influencers to give full information about the products, their opinions, and the partnerships, retailers can help foster enhanced trust between influencers and their followers (Yang & Brown, 2020).



*Source: Instagram*

## Micro, Macro & Super Influencers

### **Micro Influencers:**

Have a tight knit relationship with their audience.

Wide range of niches.

Higher engagement and conservations rates.

Cost effective.

### **Macro Influencers:**

Large diverse audience with a broader reach.

Well established position in their community.

More experience working in brands.

### **Super Influencers:**

Vast audience.

Great reach.

Highly professional.

Grow brand awareness.

Already have large marketing potential you can tap into.

## **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.

*Source: LinkedIn (2021).*

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