



The world of marketing for SMB (small to medium businesses) is a big open playing field these days, filled with one hundred and one acronyms, self promoting gurus, Facebook groups and agencies saying they know what's best.

We're sure you've heard many things, hell you might've said a few yourself -

- "If you're not online, you're not marketing"
- "Organic Facebook is dead"
- "Marketing costs more than I can afford"
- "How do I know if I made any money?"

You might've looked into or even had experience with the most common types of marketing attributed to local brick and mortar businesses.

- Facebook Marketing (organic / paid)
- Instagram Marketing
- SEO / Search Marketing
- Google AdWords
- Email Marketing / EDMs
- Funnel Marketing

And many more; things such as letter box drops, billboards, local listings in newspaper, radio and email marketing to a degree are largely being defined as ancient and outdated.

Bring on Micro Influencer Marketing; a modern era version based on word of mouth where people of influence over niche communities can be compensated for reviewing, trialling and promoting your product and services.

Micro Influencer's are individuals that have a following of 3000 to 20,000 on Instagram. Typically they focus their accounts on particular niches such as travel, fashion, sports, food and dining etc. They often cultivate their followers and "audiences" around particular said niche, meaning audiences have increased engagement, responsiveness and likelihood to act on suggestion.

However, not all Micro Influencers are created equal! Below are the common statistics we look at when recruiting micro influencers for a campaign.

## **REACH / AUDIENCE**

How many followers does the Micro Influencer have? Where are said followers based? What interests them? Why do they follow said account?

An influencers audience can be assessed for Geo Locality as well as their interests, audiences used to seeing content similar or within the same niche as yours can be seen as more valuable as they are more likely to act (purchase, review, visit etc).

## ENGAGEMENT

The level of engagement on an influencers content can be measured against their total following, what % of followers regularly comment on posts about similar niches to your own? What type of engagement is this, are followers puzzled why they're seeing this type of content or are they asking meaningful questions about the product / service?

## RESPONSIVENESS & COMMUNITY

With members of an influencer's audience engaging with a review / experience of your product or service it is incredibly important that the influencer is responding frequently to queries and engaging with the audience on any content put out. This will increase how "authentic" the recommendation is as well as give the audience the ability to have follow up questions answered.



**cuyana** Following

650 likes 89w

**cuyana** It is always the right time to start fresh and try something new. Our tote is a trusty companion for @\_allelee as she is "focusing on fewer better things and carrying style with her every step of the way." Are you ready to do the same? #MyToteStory

**sahchay** Which tote is this? 😊

**tiffanylt** @alexestrada looks like your lettering 🤩

**missemma\_jane** Love the bag @cuyana - do you post to Australia? x

**cuyana** @sahchay it's the caramel short tote. @missemma\_jane yes we do!

**luhrees** I love my tote but I have an issue with the inside constantly shedding all over my things. Is this the case with all bags because of the raw leather or is mine just defective?

**cuyana** @luhrees that should definitely

❤️ Add a comment... ...

## WHY IS INFLUENCER MARKETING BECOMING SO POPULAR?

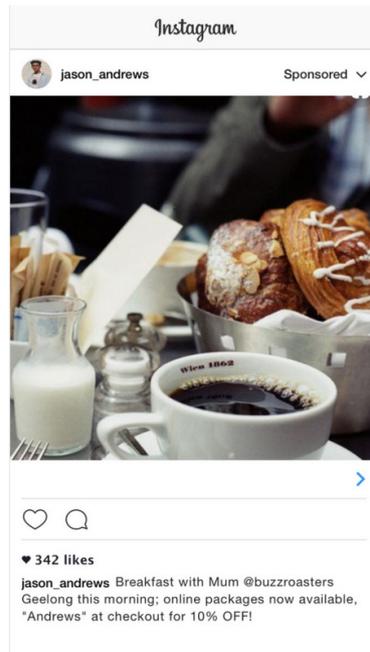
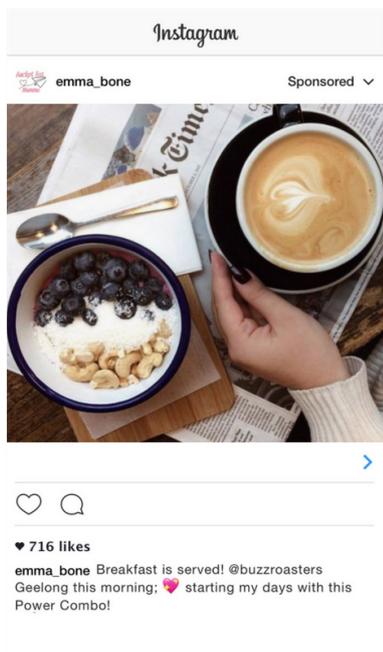
First let's further define what we mean by Influencer Marketing; Influencer Marketing can take many forms, put simply it is the act of incentivising someone to recommend your product, buying the "influence" over their friends, families and ultimately followers.

People are 2x as likely to purchase or act on something if someone they know has recommended it. Celebrity influencers may cast huge nets with 100's even millions of followers however each business needs to think are they relevant to my own customers?

Step in Micro Influencers; Micro Influencers have much smaller follower communities however these communities or audiences are typically far more

- a. engaged (they are more likely to respond to posts, ask question, queries etc)
- b. niche relevant; micro influencers who are "foodies" and often review cafe's etc are much more likely to have audiences responsive to this niche, as opposed to someone whose followers aren't even in the same country or engaged with what their seeing in front of them.

Micro Influencer Campaigns can often cost far less than other forms of marketing such as Facebook ads or Google Search, "ROI" or Return on Investment is also easily calculated from the use of redemption codes for sales and tracking applications.



Tribegroup.co gives the following price guide reference for influencers, meaning a campaign similar to above may only cost \$300; with an ability to generate far more in sales.

| FOLLOWERS PER ACCOUNT | BALLPARK RATE PER POST |
|-----------------------|------------------------|
| 3K-10K                | \$75-\$250             |
| 10K-25K               | \$220-\$350            |
| 25K-50K               | \$350-\$550            |

Bright Spark manages all of the above processes recommending particular Micro Influencers, running the campaigns, approving content and creating reports to show exactly what was achieved, how and by whom. Furthermore; the key metrics mentioned earlier such as "reach" & "engagement" are heavily monitored on all engaged Micro Influencers.

**See below the standard flow of events with a campaign for a local business.**

