



The Existing Micro Influencer

It's 2018, Instagram followers mean an audience and businesses are screaming for cost effective ways to reach specific niche audiences.

Bright Spark Management was created on two key "Leap of Faith Assumptions" (LOFAs);

1. There are 1000's of Instagram accounts across Australia with followings of 3K - 20K, who do not know that brands will pay them for their influence (posting about and/or reviewing their products and services).
2. Additionally, there are 1000's of Instagram accounts across Australia who engage in paid promotional activities (Micro Influencers) with brands on platforms such as Tribegroup.co, that do not understand the key metrics brands are looking for when selecting content from influencers.

Backing up a second, you're maybe thinking two things:

1. Sure, I have more than 3000 Instagram followers, why haven't I made any money yet?
2. I don't have 3000 Instagram followers but I think I could!

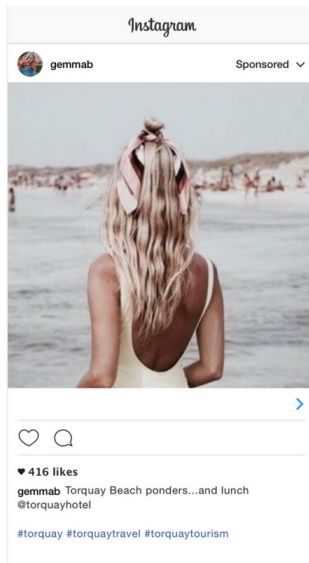
If you're thinking number 1, **then read on below.**

"You have 3000+ followers, but need to monetise your account more effectively."

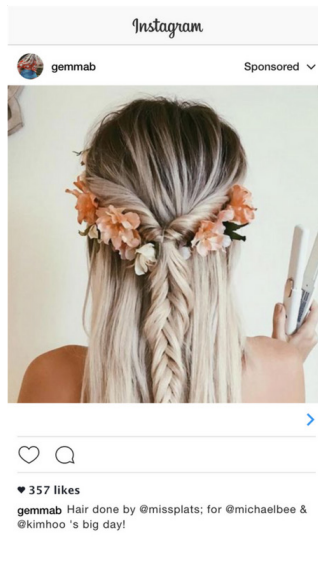
1. Review your last 30 days of content - conduct an 'audit' on yourself.
 - a. What types of content are you posting? (Is it lifestyle, swimwear, educational? Are there reoccurring themes?)
 - b. How often are people 'engaging' on your posts? (Commenting, asking questions, tagging friends)
 - c. How often are you 'communicating' with them? (Answering questions, commenting on their statements, making recommendations etc.)
 - d. Review your most 'successful' posts. (Which had the most likes? Which had the most 'engagement'?)
2. Now we have this data, let's start making some improvements; select your most reoccurring niche (what you're posting about most frequently) and write down a list of businesses that might find that appealing. For instance, if you post lifestyle and adventure content frequently, you could assume lifestyle and active wear brands would see value in your audiences.
3. Create a 'content plan' for the next 10 days; creating a balance of posted content about your niche as well as supporting niches. A good balance between promotional and varied niche relevant is a key element of what brands look for as it helps shape your audience.

See example below of a beauty niche.

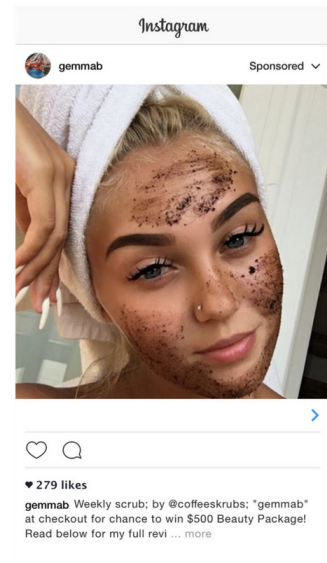
Day 1



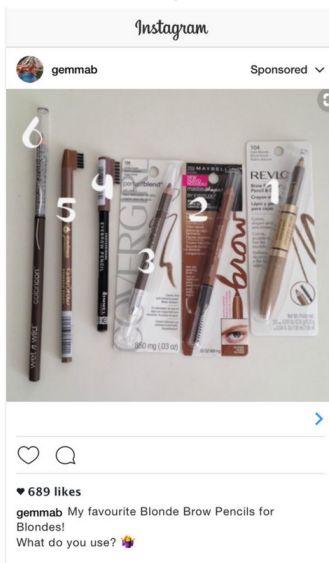
Day 3



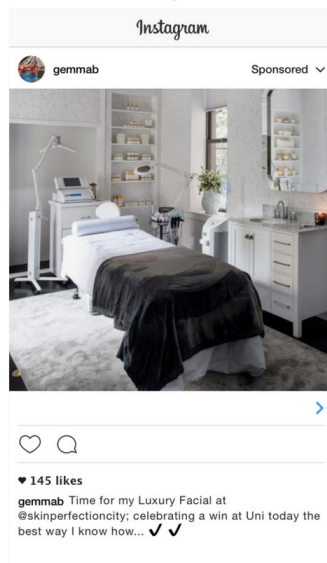
Day 4



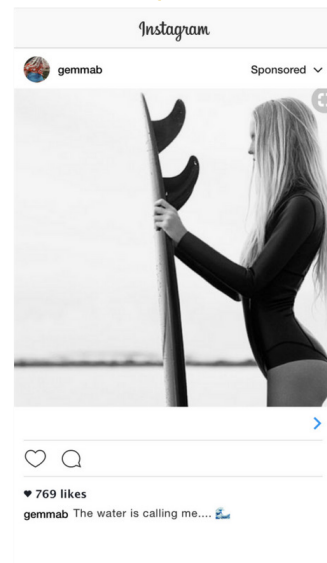
Day 6



Day 7



Day 10



You can simply write these down, or mockup ideas on paper based on some recent trips/ photos you've taken. The key takeaway here is to have a clear plan and objective of who you're targeting/ providing interesting content to. This will ultimately shape your audience and liken you to particular brands/ campaigns.

4. Now it's time to put these into action; follow your content plan, work hard on your communication on posts; engage with people who comment and provide as much value as you possibly can for your audience. Brands that see you going above and beyond to explain or discuss the finer details of products and/or experiences will always favour you highly.

5. Once you've completed the first four steps, it's time to get out hunting! Jobs are typically sources one of three ways.

- Via Tribegroup.co or similar platforms (producing content for local businesses to major brands)
- Via an agency representing a business
- Reoccurring jobs from the same business (commonly known as brand affiliation or being a brand ambassador)