BLOGLOVIN'

WE ASKED, THEY ANSWERED:

HOW MICRO-INFLUENCERS REALLY WANT TO WORK WITH BRANDS

2016 Bloglovin' Global Influencer Survey

Global micro-influencers give us an inside look at who they and their audiences are, what they like, and the best ways for brands to work with them

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INTRODUCTION

For our first installment in our micro-influencer series, we wanted to hear first hand from micro-influencers about which brands they follow and admire, how they interact with social media, and how collaborate with brands on across all publishing channels.

With their loyal followings, strong personal brands and dedication to creative, authentic content, micro-influencers are an untapped and powerful marketing opportunity for brands. They're also often much more willing to work together and develop relationships with brands - typically for more modest fees.

In the following report, we looked to micro-influencers to gain insight into four key areas:

1
Who's doing it right
- We discovered that micro-influencers often have smaller but more engaged audiences, making them valuable to brands and advertisers on the aggregate

2
Micro-influencers & social media
- We explored which social platforms micro-influencers use for which type of content, how they interact with social platforms, and what they wished new social platforms could provide

3
Collaborating with brands and micro-influencer marketing
- We analyzed micro-influencers' current collaborations with brands - which platforms they use, which they think are working and how they like to interact with brands to create branded content

4
The cost of micro-influencing
- We asked micro-influencers to provide their typical fees for creating branded content and analyzed costs based on reach to provide a candid look at what brands can expect out of their investments
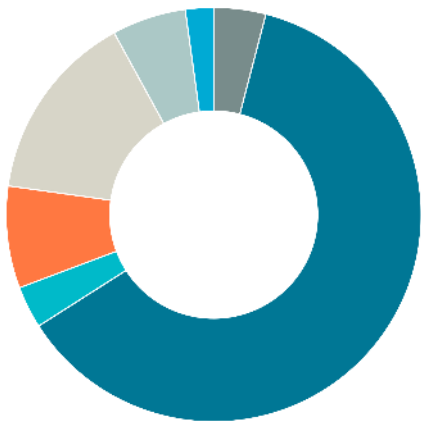
WHO WE TALKED TO

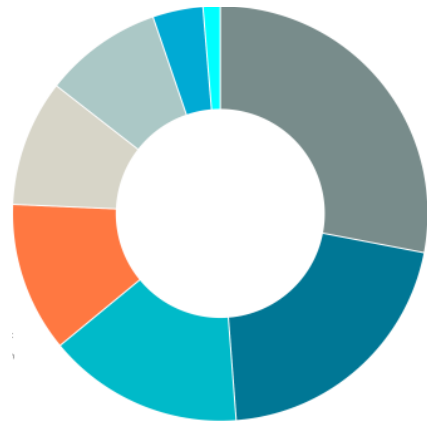| **2,500** micro-influencers* | **95%** women | **18-48** ages |

Geographic Breakdown

- US
- Canada
- Asia
- South / Central America
- Australia & New Zealand
- Other

Category Breakdown

- Fashion
- Beauty
- Fitness
- Home / Design
- Retail
- Food
- Travel
- Entertainment & Pop Culture

Brand Collaborations per Year
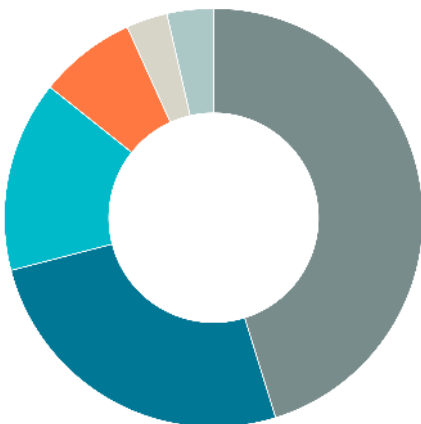
- None
- 5
- 5-10
- 10-20
- 20-30
- 30+

Micro-influencers are clearly an untapped opportunity for brands given that 70% of them work on less than 5 campaigns per year

*Representative set of micro-influencers from Bloglovin's community of verified influencers

MICRO-INFLUENCER REACH BY PLATFORM

Reach on Social Media Platforms

Legend: Less than 1K · 1K-5K · 5K-10K · 10K-25K · 25K-50K · 50K-100K

NUMBER OF FOLLOWERS
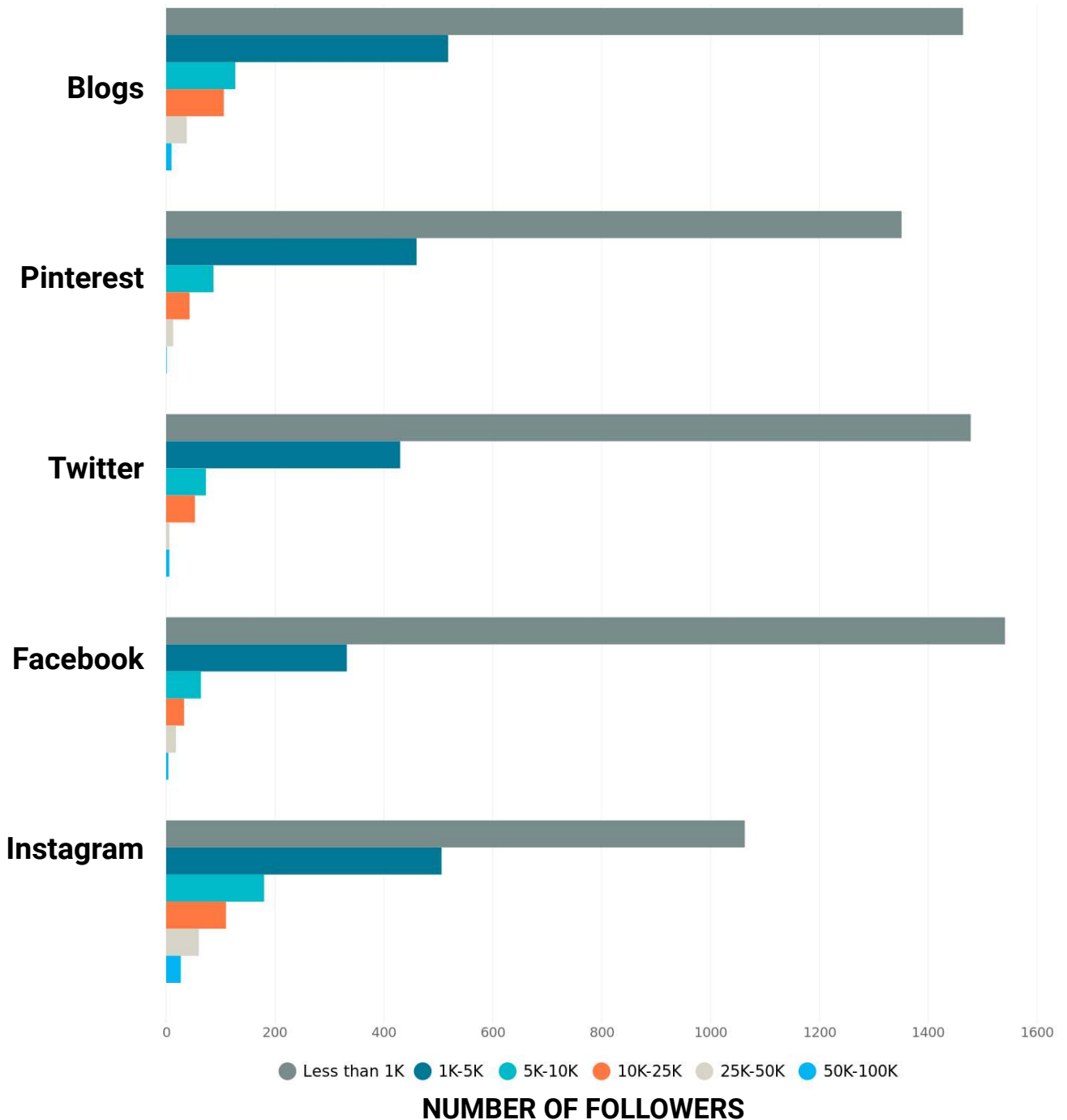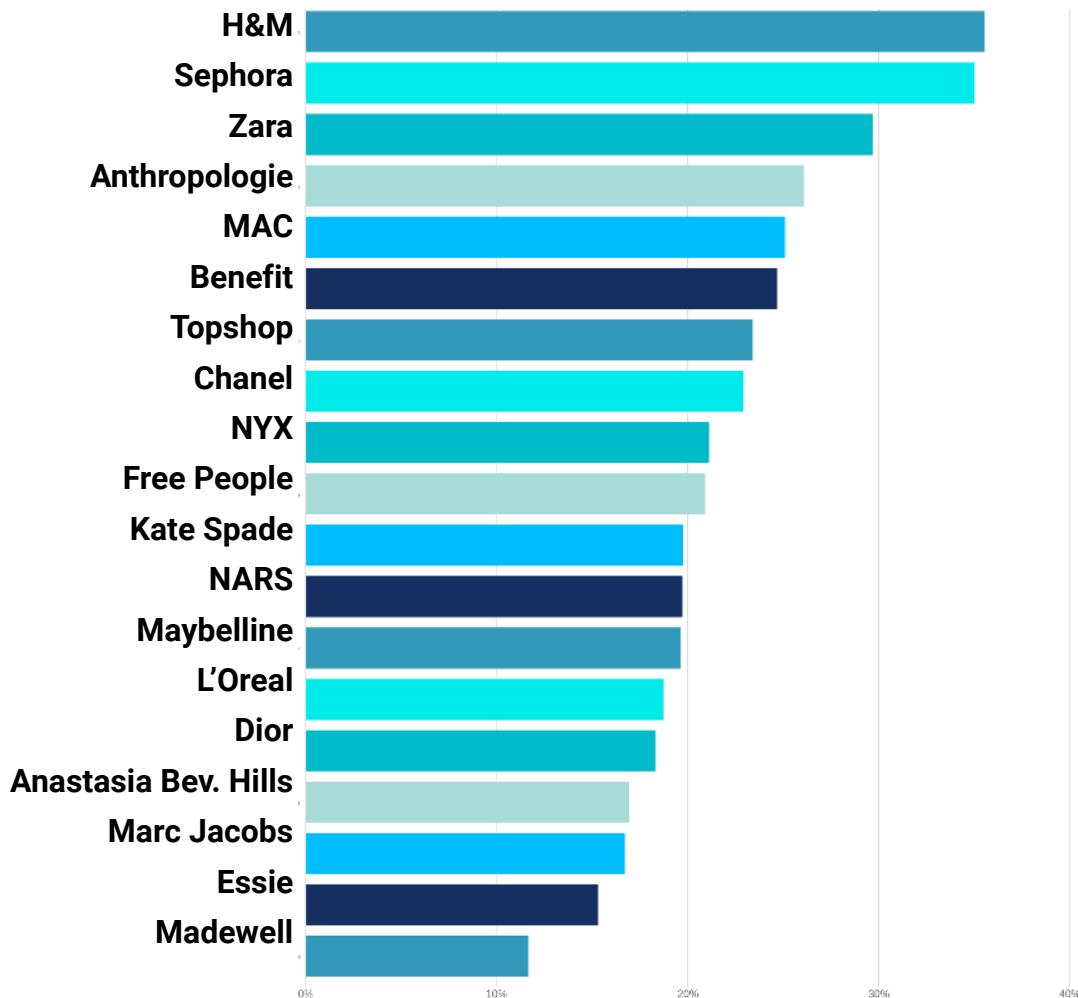
FASHION & BEAUTY BRANDS ON INSTAGRAM

35.5%
of **micro-influencers we surveyed follow H&M,** which was the most popular fashion or beauty brand to follow on Instagram, **edging out Sephora by just half a percent**

Which fashion / beauty brands do you follow on Instagram?

A horizontal bar chart ranking brands by percentage of micro-influencers who follow them, from highest to lowest: H&M, Sephora, Zara, Anthropologie, MAC, Benefit, Topshop, Chanel, NYX, Free People, Kate Spade, NARS, Maybelline, L'Oreal, Dior, Anastasia Bev. Hills, Marc Jacobs, Essie, Madewell. X-axis ranges from 0% to 40%.
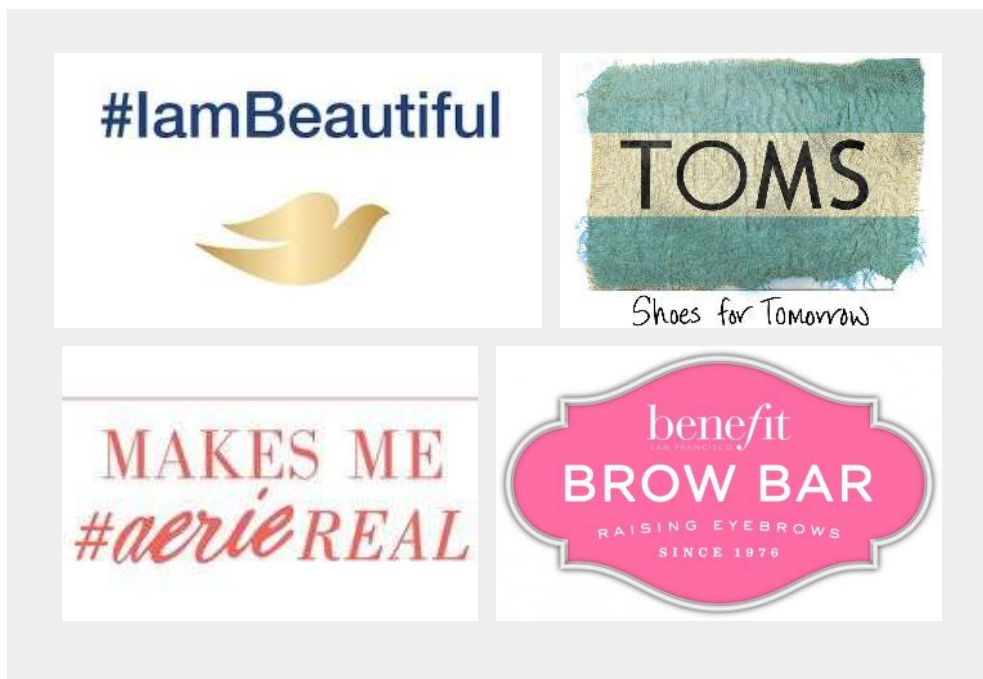
WHAT DOES THIS MEAN FOR BRANDS?

- *Not surprisingly, **mass brands are more popular than luxury brands**. However, strong performance by higher-end brands like MAC, Benefit and Chanel demonstrate that with the right content mix of aspirational and relatable, **luxury brands can still gain popular appeal on Instagram***

FASHION & BEAUTY CAMPAIGNS WITH IMPACT

- We asked micro-influencers to name some of their favorite fashion and beauty campaigns of the past year

- Common themes included campaigns that **addressed positive body image** and/or **social responsibility**, as well as **tutorial campaigns**

Top mentioned favorite campaigns:

WHAT DOES THIS MEAN FOR BRANDS?

- *Brands can **increase their impact** by creating micro-influencer campaigns that are not only on-brand, but **relevant and on-trend with social issues,** as demonstrated by the high recall rates of the above socially-driven campaigns*

INDUSTRIES WINNING ON INSTAGRAM

FASHION TAKES THE LEAD:

37% ranked Fashion as the #1 most engaging industry on Instagram

62% ranked it in one of the top 2 spots

While our sample set is heavy on Fashion and Beauty influencers, these statistics remained similar across categories

BEAUTY COMES IN AT #2:

24% ranked it as #1

52% ranked it in one of the top 2 spots

Rate at which industry's brands' Instagram accounts results in the highest amount of engagement from consumers

Bar chart: Fashion ~6.4, Beauty ~6, Food ~5.2, Travel ~4.4, Home / Design/ DIY ~3. X-axis 0 to 7.
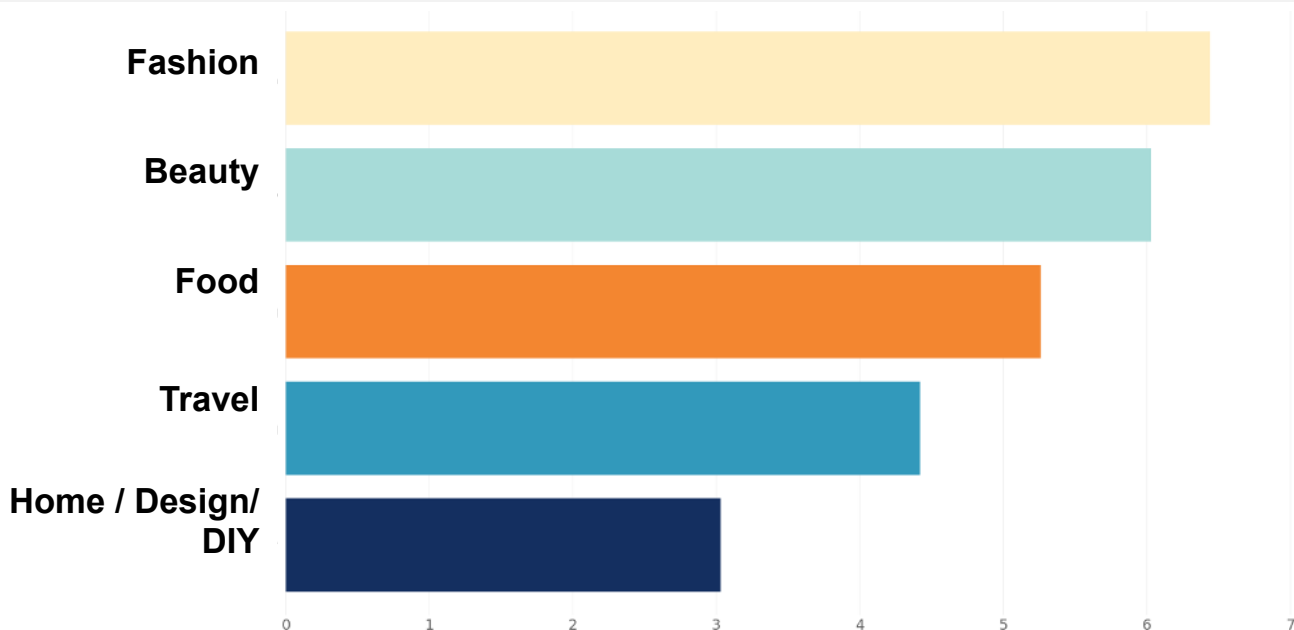
WHAT DOES THIS MEAN FOR BRANDS?

- *Fashion and beauty brands in particular should be **looking to incorporate Instagram into their influencer marketing campaigns***

WHERE INFLUENCERS ARE
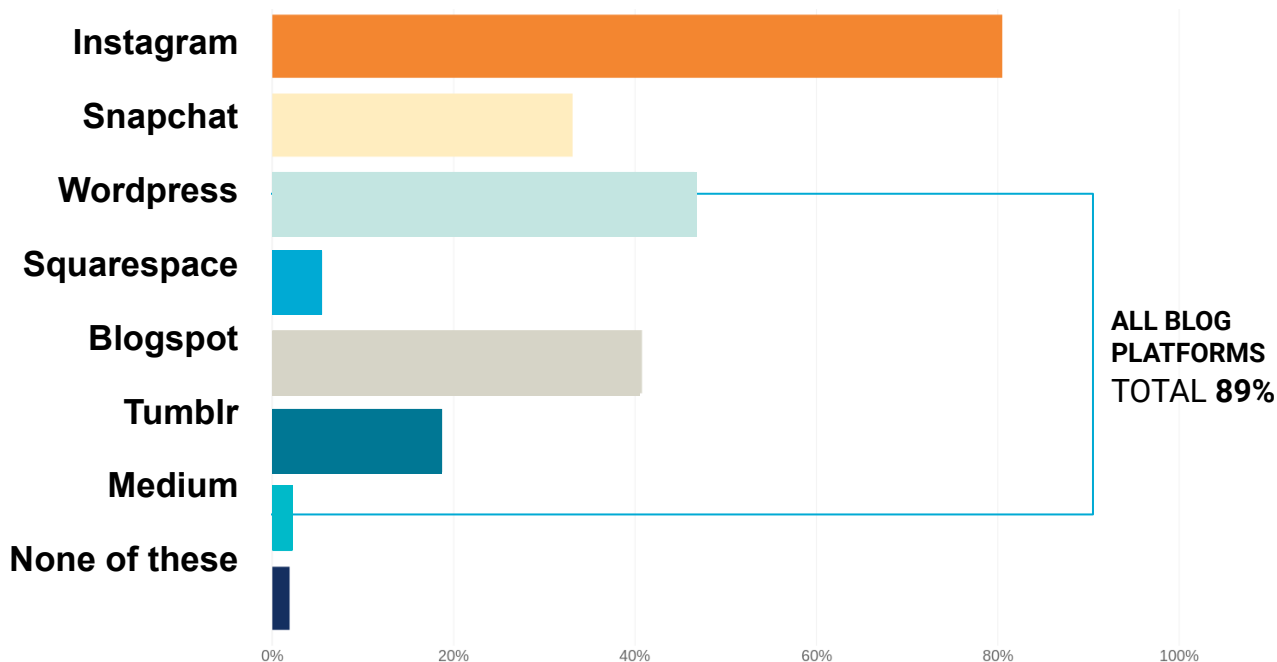
89% of **micro-influencers** post content to a **blog platform**

Wordpress, Blogspot, SquareSpace, Tumblr and/or Medium

80% of **micro-influencers** use Instagram for original content

making it the most popular single platform

Which platform(s) do you use to post original content?

ALL BLOG PLATFORMS TOTAL 89%

WHAT DOES THIS MEAN FOR BRANDS?

- With **Blogs and Instagram being where an overwhelming number of micro-influencers publish organic content,** these two channels should be **core to any brand's influencer marketing strategy** to most effectively reach influencers' audiences

WHICH PLATFORMS ARE WINNING

59%
of micro-influencers think Instagram is the most effective social media platform to engage their target audience

While Instagram was the winner in all categories, the margin differed across industries.

77%
of Fashion micro-influencers chose Instagram

31%
of Entertainment / Pop Culture micro-influencers chose Instagram

Which platform is the most effective for engaging your target audience?
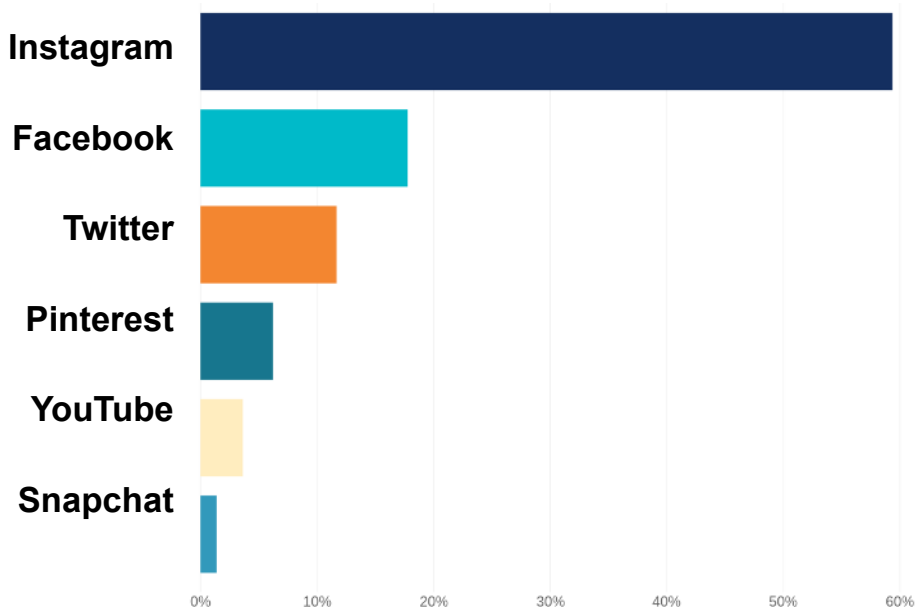
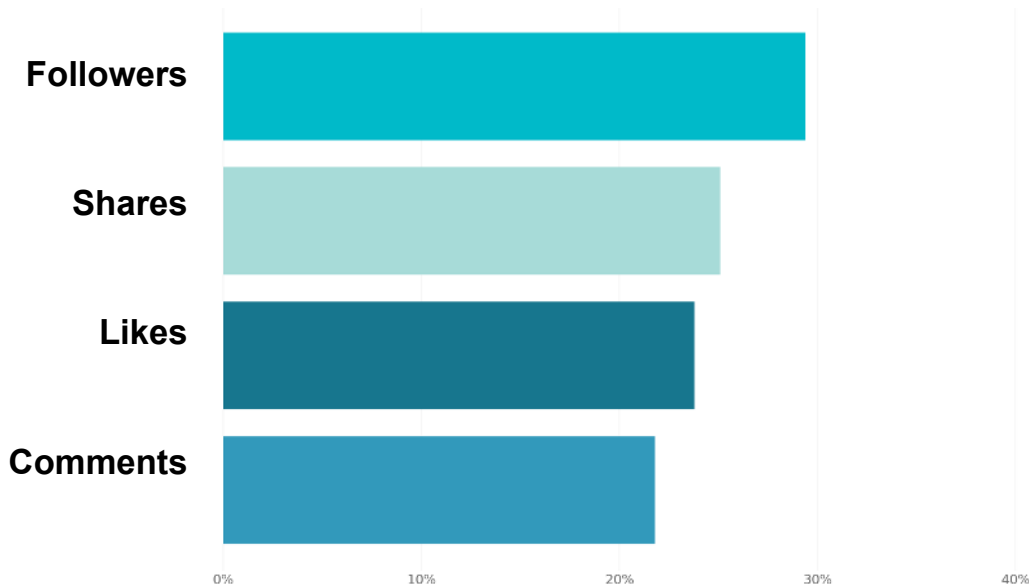## WHAT DOES THIS MEAN FOR BRANDS?

- *When it comes to social, **Instagram is big with micro-influencers in every category,** and therefore should be important to brands*

- *However, it's not a one size fits all solution. Brands need to **consider industry and content type** before deciding on the mix of platforms to collaborate with influencers on branded content*

HOW INFLUENCERS MEASURE SUCCESS

Micro-influencers disagree on the most important metrics

- While followers were rated the #1 most important metric overall at 44%, engagement metrics including shares, likes and comments followed close behind

- These metrics were **equally important across all micro-influencer content categories** (food, fashion, travel, beauty, Lifestyle / Home and DIY)

Which is the most important metric to measure audience engagement?

WHAT DOES THIS MEAN FOR BRANDS?

- *Reach isn't everything! Shares, likes and comments can measure how engaged a micro-influencer's audience is, which is more critical for brands than number of impressions*

- *Micro-influencers tend to have much **more loyal, active followings** even if they're smaller - so brands should take this into account and not put too much emphasis on reach alone -- especially when reach can be solved for by aggregating micro-influencers in a campaign*

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WHERE INFLUENCERS PROMOTE CONTENT

53% of micro-influencers have never paid to promote a post

Of those that do, **an overwhelming percentage use Facebook** (either Native or Boosted posts), likely because is the most advanced social media advertising platform

If you have ever promoted a post, what platform do you use to do so?

Have Never Promoted a Post	
Pinterest (Promoted Pins)	
LinkedIn (Promoted Posts)	
Instagram (Native Ads)	
Twitter (Promoted Tweets)	
Facebook (Banner Ads)	
Facebook (Boosted Posts)	
Facebook (Native Posts)	

0%   10%   20%   30%   40%   50%   60%
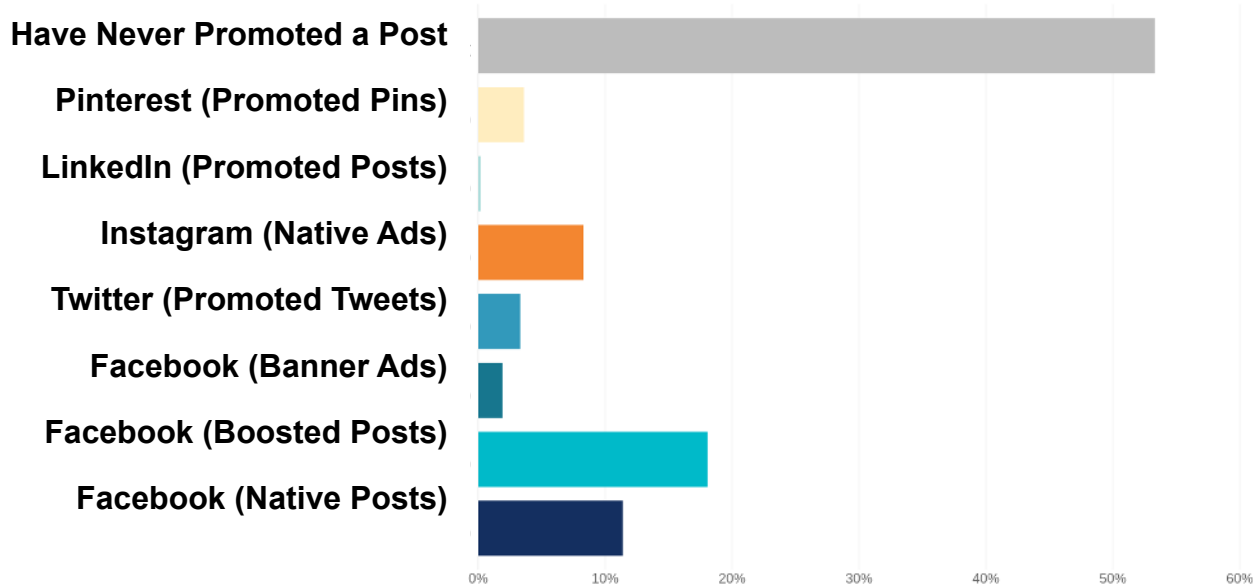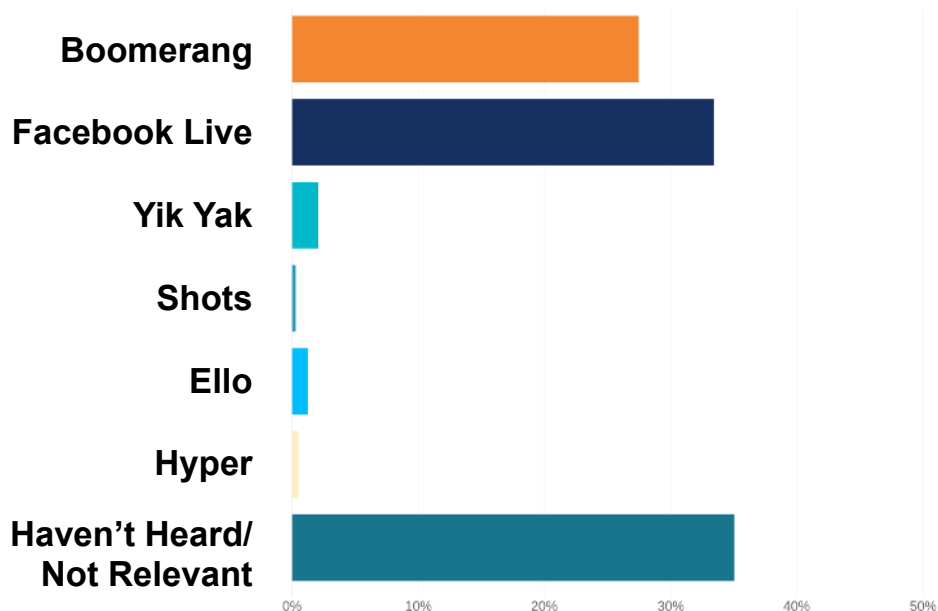
WHAT DOES THIS MEAN FOR BRANDS?

- *While influencers may not be boosting content they create for branded campaigns, marketers **should consider putting additional paid social media budget** behind their content for **increased reach***

INFLUENCERS & NEW SOCIAL TRENDS

33% **of micro-influencers chose Facebook Live as their favorite new social trend** slightly beating out Facebook-owned Instagram's Boomerang with 27%

35% **had not heard of or didn't find any of the new trends to be relevant to them**

What is your favorite new social trend that gained popularity in 2016?

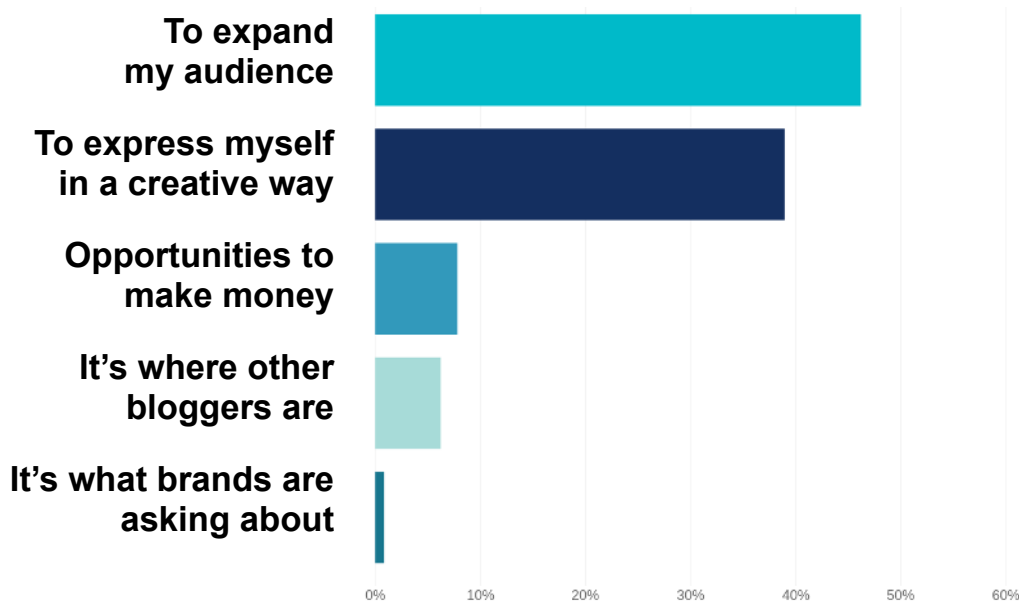## WHAT DOES THIS MEAN FOR BRANDS?

- *Not every "latest trend" is relevant when it comes to building out an influencer marketing campaign*

- *Brands should keep in mind that micro-influencers tend to have more significant audiences built on established platforms and should therefore prioritize appropriately when looking to build out an influencer marketing campaign that will drive real reach and engagement*

WHAT INFLUENCERS WANT IN PLATFORMS

46% EXPANDING MY AUDIENCE | **40%** EXPRESSING MYSELF | **>1%** BRANDS ASKED ABOUT

- When asked what would make them join a new social platform **expanding their audience (46%) and expressing themselves (40%)** were the top responses.

- **Less than 1% focused on platforms brands asked about,** and only 7% joined new platforms to make money

What most drives you to join a new social or publishing platform

Bar chart categories (top to bottom):
- To expand my audience
- To express myself in a creative way
- Opportunities to make money
- It's where other bloggers are
- It's what brands are asking about

X-axis: 0% 10% 20% 30% 40% 50% 60%

WHAT DOES THIS MEAN FOR BRANDS?

- *Micro-influencers in particular are **especially concerned about authenticity - brands can benefit from loyal, engaged audiences** but need to respect micro-influencers' individual voice*

- *When collaborating with micro-influencers, brands should tailor campaigns to the platforms where micro-influencers already exist*
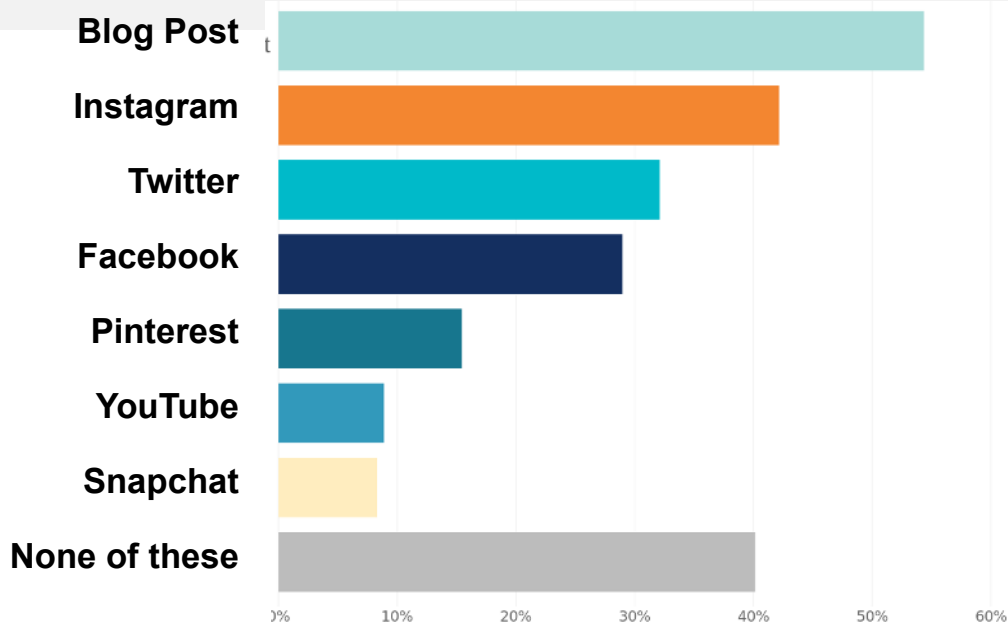
WHERE BRANDS ARE PAYING FOR CONTENT

BLOGS
54%

INSTAGRAM
42%

Blogs & Instagram are overwhelmingly where micro-influencers are **being paid to created branded content**

If you have worked with brands on sponsored / collaborative posts, which of the following platforms have you used for this purpose?

Platform	%
Blog Post	~54%
Instagram	~42%
Twitter	~32%
Facebook	~29%
Pinterest	~15%
YouTube	~9%
Snapchat	~8%
None of these	~40%

WHAT DOES THIS MEAN FOR BRANDS?

- *Blogs are still the **most popular place for branded content** - brands have an opportunity to **create richer content on blogs** due to length and format*

- *Brands should also look to how these blog campaigns can be applied to more short-form platforms such as Instagram, Twitter and Facebook*

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MICRO-INFLUENCERS PREFERRED PLATFORMS
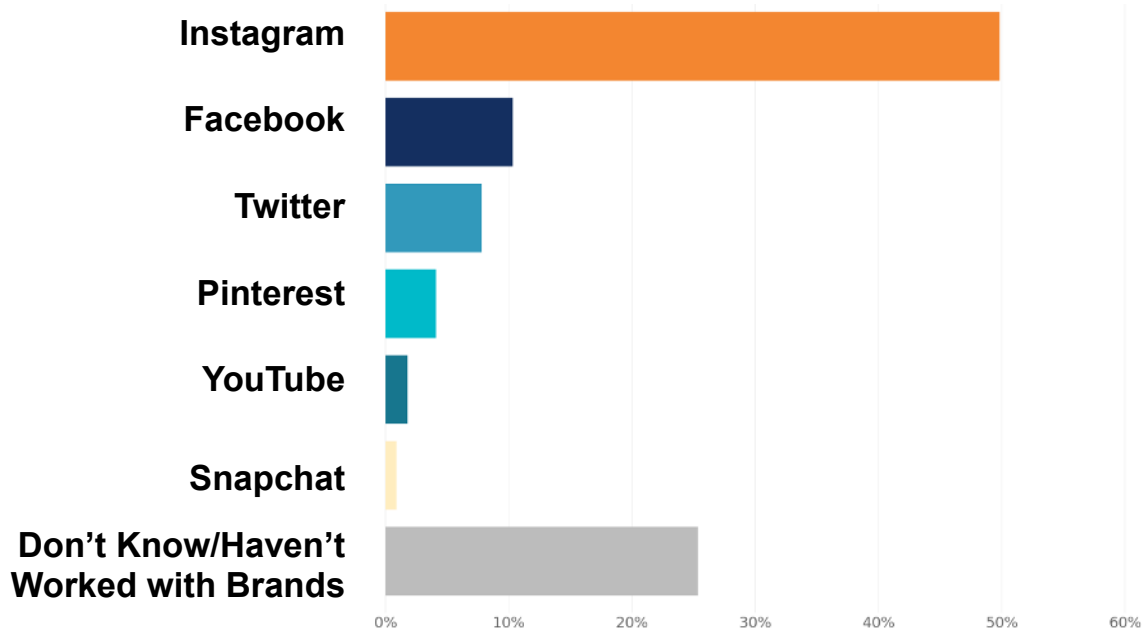
FAVORITE PLATFORM

When focusing only on social (not blogs), **Instagram is overwhelmingly micro-influencers' favorite platform for branded content (50%)**

LEAST FAVORITE PLATFORMS

For micro-influencer marketing programs, which social platform do you feel is best for branded content?

Platform	
Instagram	~50%
Facebook	~10%
Twitter	~8%
Pinterest	~4%
YouTube	~2%
Snapchat	~1%
Don't Know/Haven't Worked with Brands	~25%

WHAT DOES THIS MEAN FOR BRANDS?

- *Despite the buzz around newer platforms like Snapchat, **micro-influencers still prefer more established platforms such as Instagram and Facebook for visual content***

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THE COST OF MICRO-INFLUENCER MARKETING

**ONLY 25% OF
MICRO-INFLUENCERS BELIEVE THAT**
brands have a realistic understanding of how
much influencer marketing programs cost

WE ASKED MICRO-INFLUENCERS
how much they typically charge for branded posts on
various platforms and analyzed average costs based
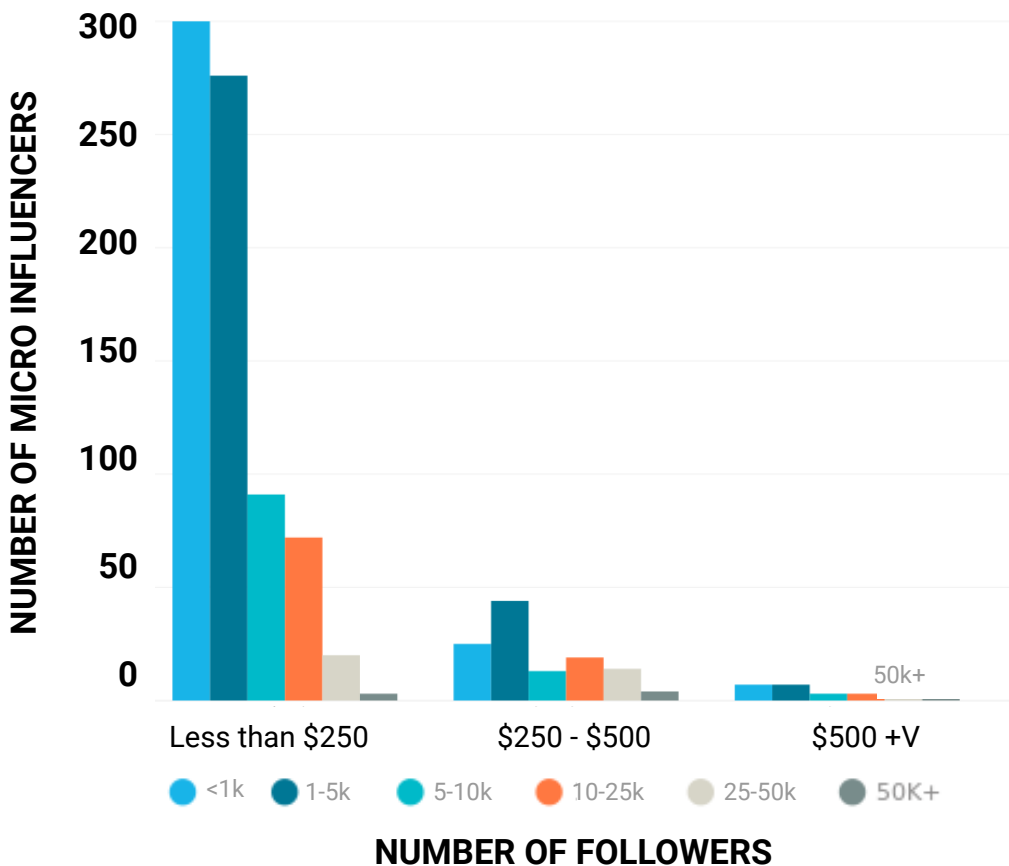on their reach

THE COST OF MICRO-INFLUENCER MARKETING

INSTAGRAM

84% of **micro-influencers charge less than $250** per branded Instagram post

97% of **micro-influencers charge less than $500** per branded Instagram post

NUMBER OF MICRO INFLUENCERS

NUMBER OF FOLLOWERS

Legend: <1k | 1-5k | 5-10k | 10-25k | 25-50k | 50K+

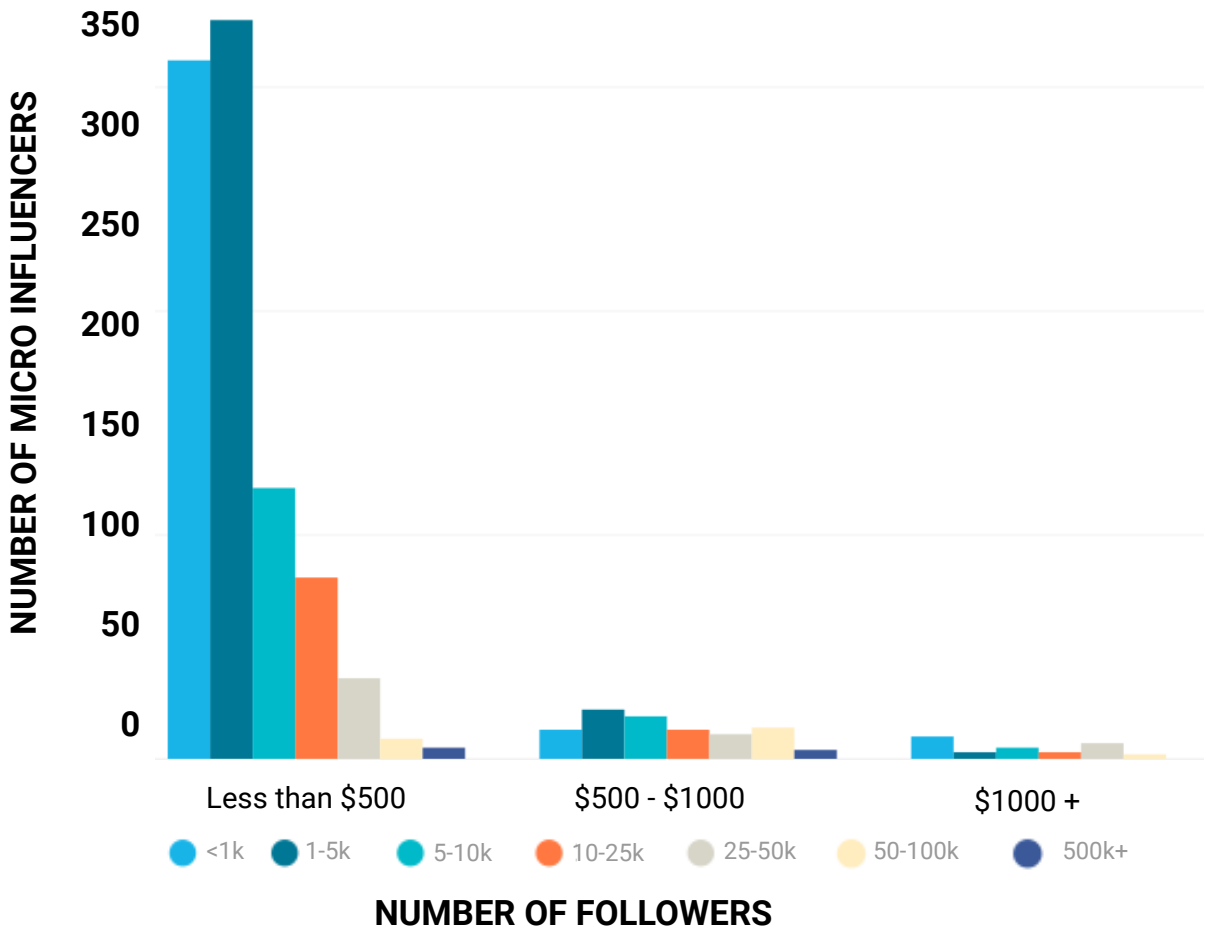X-axis: Less than $250 | $250 - $500 | $500 +V

THE COST OF MICRO-INFLUENCER MARKETING

BLOGS

87% of **micro-influencers charge less than $500** per branded blog post

96% of **micro-influencers charge less than $1000** per branded blog post

NUMBER OF MICRO INFLUENCERS

| | Less than $500 | $500 - $1000 | $1000 + |

NUMBER OF FOLLOWERS

● <1k ● 1-5k ● 5-10k ● 10-25k ● 25-50k ● 50-100k ● 500k+

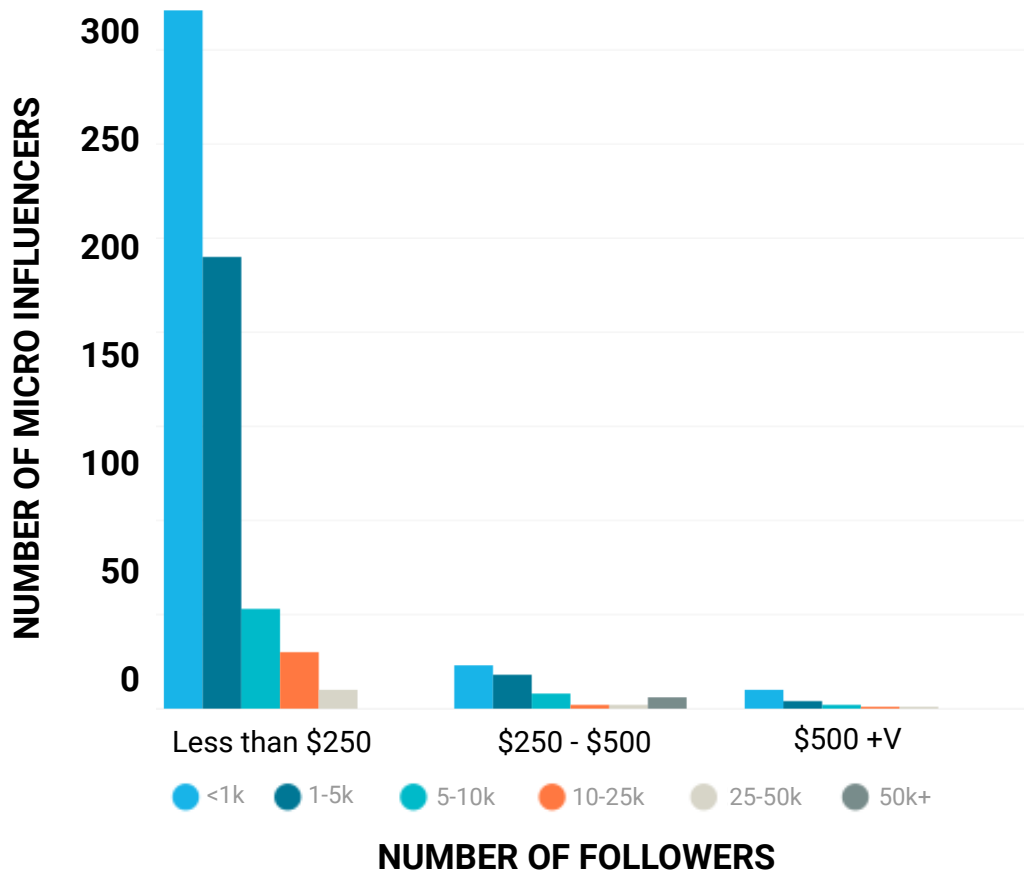# THE COST OF MICRO-INFLUENCER MARKETING

FACEBOOK

90%
of **micro-influencers charge less than $250** per branded Facebook post

96%
of **micro-influencers charge less than $500** per branded Facebook post

NUMBER OF MICRO INFLUENCERS

- Less than $250
- $250 - $500
- $500 +V

- <1k
- 1-5k
- 5-10k
- 10-25k
- 25-50k
- 50k+

NUMBER OF FOLLOWERS
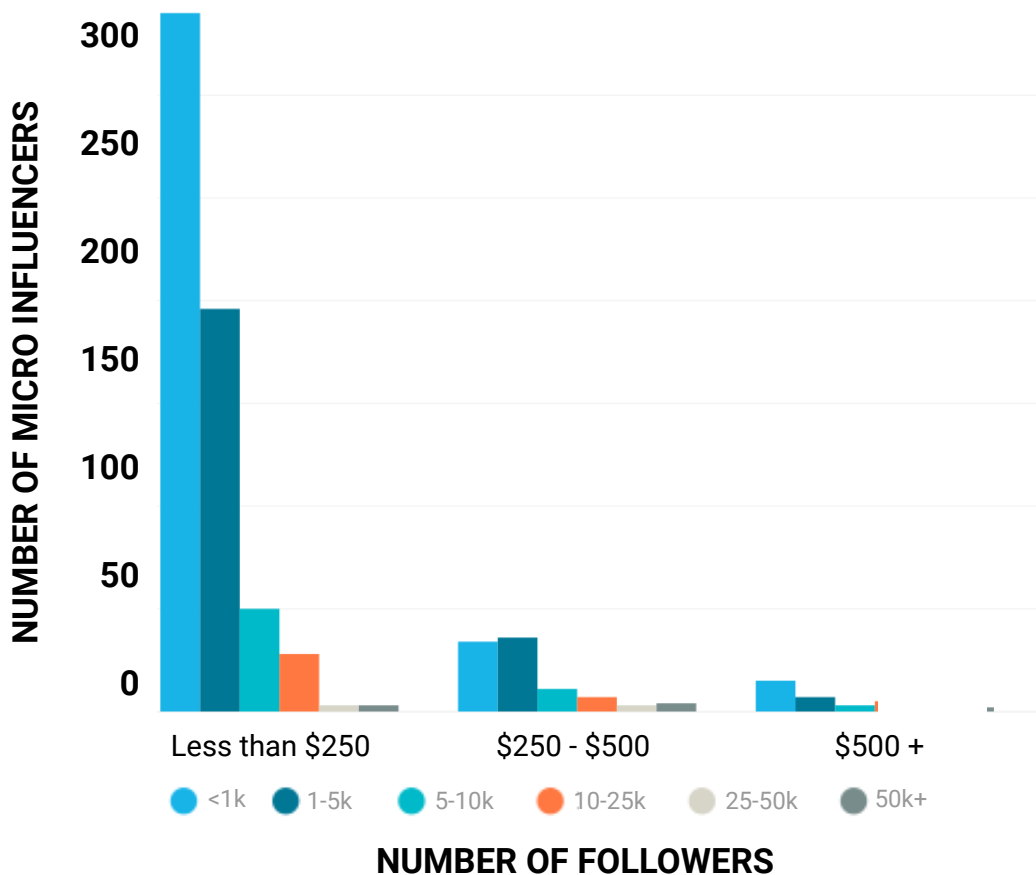
THE COST OF MICRO-INFLUENCER MARKETING

TWITTER

90% of **micro-influencers charge less than $150** per branded Twitter post

96% of **micro-influencers charge less than $200** per branded Twitter post

NUMBER OF MICRO INFLUENCERS

Legend: ● <1k ● 1-5k ● 5-10k ● 10-25k ● 25-50k ● 50k+

NUMBER OF FOLLOWERS

X-axis categories: Less than $250, $250 - $500, $500 +

THE COST OF MICRO-INFLUENCER MARKETING

WHAT DOES THIS MEAN FOR BRANDS?
For $5,000, brands could expect approximately:

35-100
Instagram posts
— REACHING —
200K
FOLLOWERS
($10-30 CPM)

35-100
Facebook Posts
— REACHING —
125K
FOLLOWERS
($15-40 CPM)

60-200
Twitter Posts
— REACHING —
315K
FOLLOWERS
($8-20 CPM)

10-35
Blog Posts
— REACHING —
315K
FOLLOWERS
($20-50 CPM)
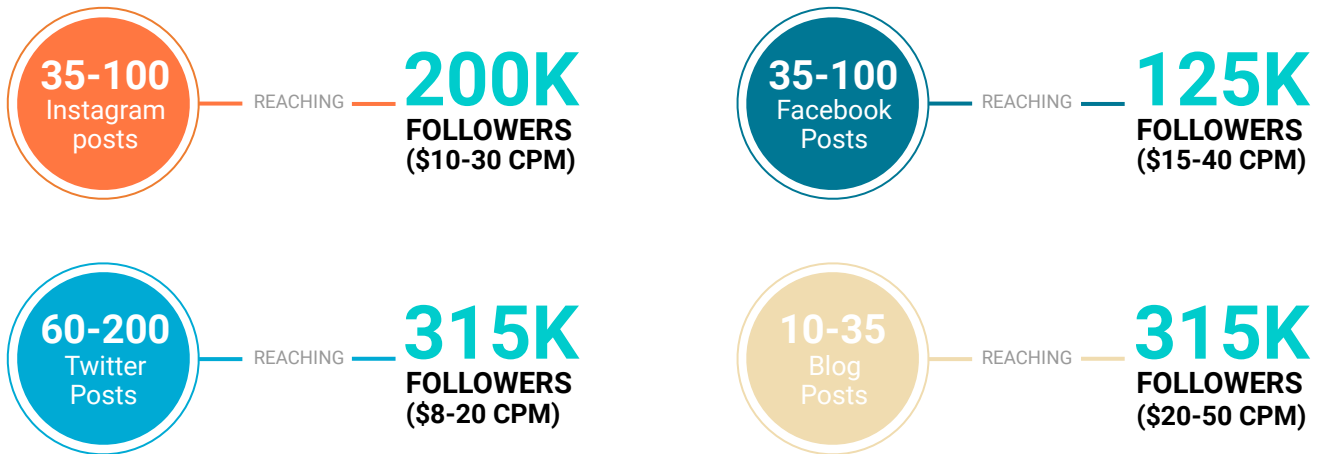
HOWEVER, *it's important to remember...*

- *Especially with micro-influencers, number of followers should NOT be the only consideration in choosing an influencer*

- *The above reach does not factor in the high level engagement of micro-influencer audiences, which typically results in additional organic impressions through re-posts and shares*

- *Every micro-influencer is different - building relationships with micro-influencers is the best way to ensure accurate expectations for ROI over time*

- *The above ranges are only meant to show the range of options marketers have when working with micro-influencers, and do not take into account the cost of managing the campaigns: from campaign ideation to identification of influencers to tracking and reporting*

- *CPMs for influencer content are typically much higher than paid social media advertisement. Influencers bring added value by essentially acting as an entire production team with built in distribution; the influencer acts as the model, copywriter, photographer and editor*

*CPMs for influencer content are estimated based on weighted average number of followers and the 25-75% range of price ranges quoted

THE POWER OF MICRO-INFLUENCERS

1

Reach is not the defining factor:
- Micro-influencers often have smaller but more engaged audiences, meaning that in the aggregate, they can be a powerful channel for brands to tap into

2

Instagram & blogs are the leading platforms for micro-influencers:
- Brands executing influencer campaigns should consider blogs and Instagram as core channels to prioritize

3

Micro-influencers are interested in expressing their authentic selves to their loyal followings over making money & pleasing brands:
- Authenticity and organic engagement are the biggest assets brands can leverage when working with micro-influencers

4

Micro-influencers do not believe that brands understand the true cost of influencer marketing:
- Only a quarter of the micro-influencers surveyed believe brands understand the cost of influencer marketing. However as micro-influencers are a large and diverse set, brands have an opportunity to develop mutually beneficial relationships with proper targeting and identification of influencers

5

Most micro-influencers are not actively promoting their content through paid means:
- While influencers may not be boosting content they create for branded campaigns, marketers should consider putting additional paid social media budget behind their content for increased reach

6

Micro-influencer campaigns are a great option for brands to fine-tune their audiences and gain ROI:
- It's not only major social media celebrities that brands should be targeting. Micro-influencers can tap into more niche, diverse audiences. Brands can have more control over who they reach by defining the right mix of influencers to collaborate with.

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