

eventbrite

The ultimate guide to

MICRO-INFLUENCER MARKETING FOR EVENTS



Thinking of adding micro-influencers to your marketing mix but not sure where to start? Perhaps you've already invited someone with a strong Instagram following to post about one of your events, and now want to develop a long-term strategy. Either way, you've come to the right place.

The global influencer market is expected to reach \$24 billion in 2024, having almost quadrupled since 2019¹. And as the market continues to mature—and the size and reach of social media platforms, such as TikTok and Instagram, continue to expand—collaborations offer more opportunities than ever.

"Having someone capture the event from their perspective is a fun way to promote your brand," says Natasha Fuentes, Eventbrite's Influencer Marketing Manager. "It's not overly promotional and doesn't have to be polished."

However, working with micro-influencers is about more than exposure. Because of their ability to drive meaningful engagement, micro-influencers can transform your target consumers from potential customers to actual attendees.

When we published our annual event forecasting guide, TRNDS 2024, earlier this year, 9% of US event organizers said they viewed influencer marketing as an effective marketing/promotion tactic². We think they're right. We hope more and more event organizers will harness this powerful promotional tool—and we're here to help grow their confidence in this quickly evolving space.



82% of consumers

are highly likely to follow a recommendation from a micro-influencer³

1. <https://www.statista.com/topics/2496/influence-marketing/#topicOverview>

2. <https://www.eventbrite.com/l/event-trends/>

3. https://go2.experticity.com/rs/288-AZS-731/images/Experticity-KellerFaySurveySummary_.pdf

TABLE OF CONTENTS

04 **Part 1**
Why work with
micro-influencers?

09 **Part 2**
Build a micro-influencer
event marketing strategy

13 **Part 3**
Identify the right
micro-influencers for your event

16 **Part 4**
Design a micro-influencer
agreement

18 **Part 5**
How to measure success

20 **Conclusion**

Part 1

WHY WORK WITH MICRO-INFLUENCERS?



WHY WORK WITH MICRO-INFLUENCERS?

Not all influencers are alike, which is why marketers tend to classify them by the number of followers they have.

But you needn't go big or go home. Micro-influencers are perfect partners for event organizers because their audiences are local, loyal, and highly engaged.

"Micro-influencers have up to 100,000 followers, although 50,000 is more of an accepted average, and they actually represent a huge proportion of the industry," according to Lauren Harris from UK influencer agency [CORQ](#).

Influencer type	Number of followers
Mega-influencer	1 million+
Macro-influencer	250,000 - 1 million
Mid-tier influencer	100,000 - 250,000
Micro-influencer	10,000 - 100,000
Nano-influencer	Less than 10,000

THE BENEFITS OF PARTNERING WITH A MICRO-INFLUENCER

1. THEY UNDERSTAND THEIR AUDIENCE

Micro-influencers know what their audience wants—from the social media platforms they prefer to the content they consume—which is

an incredibly valuable skill. "Micro-influencers are constantly connected to and conversing with their audience," says Natasha, "and this is something event organizers should seek to leverage."

Partnering with a micro-influencer can help you reach people with a particular interest or based in a specific geographical location, which is great if you're looking to promote an event in a specific city or engage fans of a unique music genre.



Micro-influencers know what followers want

Chicago-based [Courtney](#) posts LGBTQ travel advice and recently shared a visit to a lesbian comedy night at The Lincoln Lodge with her 79,000 TikTok followers. She explains what attendees can expect—from when to arrive to the various acts and the venue's inclusive atmosphere—alongside footage she shot while at the event. The content is friendly and informative, which resonated with her fans. The 50-second video has:

120,054
impressions

5,076
engagements

4.27%
engagement rate

2. THEY HAVE AN AUTHENTIC VOICE

"Because micro-influencers are viewed as being more relatable, their content—and therefore their collaborations—are often viewed as more authentic," says Lauren. "Their followers are highly invested in how they're doing and react more positively to their success, which often means better sentiment and reaction to campaigns."

By posting content that feels genuine, personal, and aligned with their followers' values and interests, micro-influencers drive the power of word-of-mouth at scale and can turn their followers into your fans.

"Micro-influencers make content that's very enjoyable and doesn't appear overtly promotional," says Natasha. "Their posts often show a moment in their everyday lives, and if someone scrolls by and sees this influencer—who's just like them and is going to this cool event—they will probably stop to find out more."

3. THEY HAVE HIGH LEVELS OF ENGAGEMENT

Micro-influencers can maintain more intimate relationships with their audience, encouraging higher engagement levels. This is particularly true with niche content or more localized campaigns relevant to event organizers.

Micro-influencers share 'day in the life' content

Jordan Loufas invited her 21,000 Instagram followers to join her date night at Los Angeles' 626 Night Market. Her Instagram Reel chronicles the evening—from walking hand-in-hand to the event to sampling street food to browsing the stalls. It's unfiltered and authentic and saw a sky-high 18.05% engagement rate:

20,073
impressions **1,598**
engagements **36%**
view rate

Micro-influencers love interacting with followers

When lifestyle and travel vlogger Hadley Ogarro enjoyed an afternoon at East London's Rhythm Kitchen as part of a partnership with Eventbrite, his TikTok was seen by almost 2 million people. And by responding to his followers' comments and queries and directing them to where to buy tickets, the video saw 29,529 engagements and 10,233 link clicks.





4. THEY'RE COST-EFFECTIVE

Micro-influencers are a more cost-effective option for event organizers. They have a lower follower count than larger influencers, which means they set their rates lower, but often have a higher engagement rate. You might decide to allocate some budget to pay micro-influencers or you could offer them complimentary tickets —either way, we'll discuss compensation more in part two..

5. THEY'RE ALL ABOUT ANALYTICS

"Whether they simply want to turn their side hustle into a full-time gig, micro-influencers are always looking at their analytics to see how their posts are performing," says Natasha. "They're doing a lot of the digging to see what works and what doesn't."

This dedication to creating content that works is what makes micro-influencers uniquely positioned to know performance-boosting hacks, such as the best time to post on social media and which hashtags to use to drive discovery.

It's important to note that TikTok cares about quality, shareable content over how many followers someone has. Everyone has the chance to go viral, which makes working with micro-influencers that much more strategic.

Micro-influencers can tap into local audiences

Sharlene Sheare of Curly Little Dreams told her 14,000 Instagram followers about attending a children's event at Bocketts Farm Park. She makes her hyper-local carousel post easy for nearby audiences to find with hashtags like #thingstodoinsurrey #thingstodoinsurreywithkids #surreylife #surreymummy #londonmum. Plus, she adheres to disclosure best practices by stating that she and her family were invited to attend, but that they paid for some additional activities. We'll explore disclosures in more detail in part four.

Pro tip

Targeting the right audience is challenging for many event organizers. However, Smart Audiences—a tool available with Eventbrite Marketing Tools—makes it easy to find new attendees, connect with them via social advertising, and sell out your events.

6. THEY OFFER SOCIAL-FIRST FEEDBACK

Micro-influencers want their followers to enjoy what they do and return for more. Sound familiar? That's right. You both spend a lot of time thinking about the user experience, and they might just have some helpful feedback after attending your event. Are you missing an opportunity to create an Instagrammable moment? Is the Wi-Fi on-site too slow for live video streams?

“

Whether they simply want to turn their side hustle into a full-time gig, micro-influencers are always looking at their analytics to see how their posts are performing.”

— Natasha Fuentes, Eventbrite's Influencer Marketing Manager



Part 2

BUILD A MICRO-INFLUENCER EVENT MARKETING STRATEGY



BUILD A MICRO-INFLUENCER EVENT MARKETING STRATEGY

Micro-influencers are key opinion leaders on social media with smaller, hyper-targeted followings who can drive huge levels of engagement. For you, that means turning interest into purchase intent and followers into attendees. Here's how to build the right micro-influencer strategy to raise awareness and sell tickets.

WHAT ARE YOUR OBJECTIVES?

Before exploring potential micro-influencers to work with, you need to work out what you want. For example, creating awareness about your event is essential as a stepping stone to selling tickets. But what about increasing online visibility, reaching new markets, and encouraging consumer loyalty?

Getting these goals down on paper will help you better understand which audience you need to tap into, and the kinds of micro-influencers who can help you reach them.

WHAT DO YOU WANT TO PROMOTE?

Having defined your objectives, think about what you want to promote to better understand what your ideal collaboration could look like.

WHAT CAN YOU OFFER?

Some organizers provide micro-influencers free tickets as an incentive to attend, while others offer complimentary food and drink at the event or send them home with a goody bag.

However, in order to explicitly ask an influencer to post about your event, you will need to provide them with monetary payment. Product gifting (in this case, tickets or VIP vouchers) rarely comes with explicit content requirements or guarantees. Of course, if an influencer attends and enjoys your event, there is every chance they might post about it—but if you want to be sure, you'll need to pay them.

For example, invite a micro-influencer to access the [VIP experiences at your event](#) to raise awareness and encourage existing attendees to consider upgrading their tickets next time. "Some organizers give micro-influencers goody bags when they attend an event, which they may also post about, and are intended to promote a product launch or provide information about upcoming events, depending on what's relevant," says Lauren.

Pro tip

Instagram is perfectly designed for influencer marketing. If that's where your target audience is, you can use the [Instagram collaboration feature](#) to post content about your event in partnership with vendors, co-hosts, the venue, or special guests to get more eyes on it.

Remember, by providing micro-influencers with an event experience they love, they'll share more, which means more people will be talking about it.

And, if you're looking to establish a long-term partnership, tell them! "That resonates well with micro-influencers and makes them feel the organizer wants them to be here," says Natasha. "They will be motivated to create the best content and be open to any feedback that you might have."

If a micro-influencer feels they have the freedom to create content and grow with you over time, you will have a much more successful collaboration.

WHAT SOCIAL MEDIA PLATFORMS ARE ESSENTIAL?

Next, consider the channels with the most impact and content formats. "TikTok and Instagram are highly effective because video is so popular," says Natasha. "These platforms are so immediate and offer followers an insider's view of the event. However, Facebook and Twitter can work well for text-based reviews or testimonials."

Most platforms can incorporate tracking links or swipe-up links for tickets, so don't miss an opportunity to drive followers to your Eventbrite page.

Then, the big question: Do you put money behind your micro-influencer's posts with a paid marketing campaign? It depends.

Boosting organic social posts with paid marketing can be incredibly useful in driving brand awareness and ticket sales. In doing so, you can target your audience effectively—by location, age, etc.—while externally linking to the Eventbrite page. Check out our all-in-one marketing tools for more on paid social ads.

HOW BRANDS REWARD INFLUENCERS:

40.8%

Give money

30.8%

Provide free products

18.9%

Provide a discount on their product or services

9.4%

Provide entry to a giveaway

According to Natasha, paid marketing isn't always needed, especially if the micro-influencer has high engagement with their followers.

"Paid might mean you reach a larger audience, but that might include people who aren't necessarily interested—meaning your campaign won't have much of an impact as far as click-through rates go," she explains. "It's worth giving influencer posts time to organically perform. You might give it a few weeks before deciding to give it a little bump."

Objective	Approach	Objective	Approach
Build awareness	Ask a micro-influencer to post content a few months before the event. Teaser posts that reveal the venue and the line-up and hint at what attendees can expect on the day create a sense of anticipation and can help <u>drive early-bird ticket sales</u> .	Answer FAQs	You've written a <u>high-quality event listing</u> , but what happens if your attendees aren't sure what to expect? Have someone they like answer their questions! A micro-influencer could shoot an explainer video telling their followers about the event and how to buy a ticket or add a 'Questions' sticker on their Instagram Stories. It's a great way of adding a human element to your event.
Increase online visibility	Drive traffic to your website, Eventbrite page, and social media channels by having a micro-influencer include links and tag you in their posts. That way, their followers can easily find out more about your event.	Reach new audiences	Consider a series of one-off collaborations with various micro-influencers who talk to different audiences. Of course, the partnership needs to make sense—you wouldn't promote your dog show via a cat-loving micro-influencer—but working with a mix of micro-influencers is also a great way to experiment with different content and social platforms.
Generate ticket sales	Familiarity breeds trust and establishing an ongoing partnership with a micro-influencer in which they create content over a more extended period of time can help convert their followers into attendees. They might not buy a ticket immediately, but when they consistently see someone enjoying your event, they might decide to check it out.	Grow your following	From free tickets to a VIP meet-and-greet, ask a micro-influencer to host a giveaway or competition. To enter, followers must comment on the post, tag a friend, and follow your event's social channels. In this way, you're also creating buzz and boosting engagements.
Generate user-generated content	Having a micro-influencer invite fellow attendees to share their images and videos with a specific hashtag is a great way of encouraging a sense of community—plus, you'll have plenty of opportunities to repost and retweet their experiences on your own channels.		



Part 3

IDENTIFY THE RIGHT MICRO-INFLUENCERS FOR YOUR EVENT

IDENTIFY THE RIGHT MICRO-INFLUENCERS FOR YOUR EVENT

Where can you find micro-influencers that you want to engage? Start by looking at your existing followers and people using relevant hashtags for your event. Remember that your micro-influencer's audience is your target audience—so look for those who connect with followers of the same age and have the same interests as your ideal attendees. In addition, try to source influencers based within an appropriate travel range of the event location.

CARRY OUT SOCIAL LISTENING

Reviewing a potential micro-influencer's social media feeds and engagement metrics is a great way to determine if they fit your event. This process is called 'social listening' and will help you determine what kind of content they're creating and where they share it.

There are agencies set up to help you identify micro-influencers, shape your strategy, and take the work out of your hands. There are also social media tools to help you carry out social listening. However, according to Natasha, a good place to start is to simply scroll through the influencer's content and look at comments and likes.

"Listen to their voice to get a feel for their energy—do they match the tone of your brand, and would they be able to portray the event in a way that makes your target audience want to attend? It's a little DIY but a

great way to find people who will create content that will perform well," she explains. "And that's important because, when an influencer posts about your event on their channel, you don't want their audience to experience it as a sponsored post. They should feel that the influencer genuinely wants to tell their followers about the event because they had such a good time."

Other best practice advice includes checking whether the influencer has a digital presence beyond a single platform and that they have a steady follower growth rate. You can ask an influencer to share analytics data from their dashboard or by using an influencer analysis tool, which you might have to pay for following a free trial. If follower and engagement numbers are consistently increasing, it's likely evidence that the influencer is working hard to beat the algorithms and producing consistent content that people want to engage with.

And, of course, you also want to make sure that the influencer is happy to work with event organizers, so take a look to see what kind of events they've attended in the past, the content they created before, during, and after an event, and the nature of their collaborations (one-off or ongoing, paid or non-paid, etc.).

APPROACH THEM

Once you've drawn up a shortlist, it's time to reach out and explain the value of collaboration. "Be personable—almost as if you're inviting a friend," says Natasha. "Tell them a little about the event, what you like about their social feeds, and that you think they could create some awesome content if they wanted to attend."

She adds: "It's important to be transparent; tell them if it's your first time working with a micro-influencer and share the excitement you have for your brand."

CAN'T DECIDE ON ONE? WHY NOT INVITE MULTIPLE MICRO-INFLUENCERS TO YOUR EVENT

CocuSocial is a leading organizer in the food and beverage category, ticketing 1,800 events on Eventbrite in 15 cities with 177 currently listed. In 2023, Eventbrite sent eight influencers to attend and capture Instagram/TikTok content at CocuSocial events in NYC, LA, Chicago, and San Francisco. With added performance marketing to boost posts, they achieved a total of 2.3M+ impressions and 32,000+ clicks to site.



Part 4

DESIGN A MICRO-INFLUENCER AGREEMENT



DESIGN A MICRO-INFLUENCER AGREEMENT

What documents do you need to have in place to engage the services of a micro-influencer? Navigating briefs, agreements, and contracts might feel overwhelming, but you don't need to be a legal expert to make it work.

Start by writing a brief; once you're both happy, a simple written agreement can provide protection and clarity. Formal contracts are more common with higher-tier influencers, but you could consider having one drawn up for long-term or paid engagements.

CHECKLIST: PUTTING TOGETHER A BRIEF

Having a brief allows you to outline what the event organizer and the micro-influencer will get out of the partnership. It's a chance to provide more detail about you and your event and set expectations regarding deliverables and timelines. To help you compile a brief that communicates what you hope to achieve and how you want to work together, you can use the brief template below:

[Download template](#)

To turn the brief into a simple written agreement, add a few sentences at the end (or in an email with the brief as an attachment) that states:

[Event organizer's name] will pay or gift [micro-influencer's name] [amount of money or 2 x tickets to event name] in return for [deliverables] posted on these dates [date range].

Also include if you want usage rights to post the micro-influencer's images and videos on your social channels and add a line saying that if all assets are not delivered or posted by a specific date, then payment will not be made.

DON'T FORGET DISCLOSURES

The Federal Trade Commission (FTC) expects micro-influencers to be transparent about paid or sponsored endorsements and to disclose when they've received any form of monetary payment or incentive to post about an event. Common disclosure phrases include 'in partnership with xxx' or 'sponsored by xxx' or 'thanks to xxx'.

Captions should include hashtags like #sponsored or #ad to ensure clarity and videos should include verbal disclosures. Join AiMCO and explore its [Disclosures 101 for social media influencers](#) to ensure you understand exactly what's required.

Pro tip

Learning to [pitch your event](#) isn't only useful when it comes to engaging micro-influencers. It can also help win sponsors, partners, and vendors. With our [event proposal template](#), you can save time and determine what makes your event unique.

Part 5

HOW TO MEASURE SUCCESS



HOW TO MEASURE SUCCESS

As influencer marketing evolves, so do social media channels with platforms like TikTok and Instagram making it easier for influencers to affect all stages of the customer journey—from awareness to purchase.

This next section looks at the key performance indicators (KPIs) that can help you better understand how your micro-influencer campaign performed and measure your return on investment (ROI).

METRICS AND MEASUREMENTS

Common KPIs for measuring the impact of micro-influencers are impressions and engagement.

"Impressions can be tricky to track as algorithms are changing all the time, but they should help you see how many people a post reached and are linked to marketing objectives, such as increasing awareness or exposing a certain number of potential attendees to your event," says Natasha.

Engagements (shares, likes, and comments) are a more qualitative metric than impressions and reflect whether the audience was genuinely interested in the content. According to CORQ, 1% and 5% engagement rates are considered good results for paid or sponsored content.

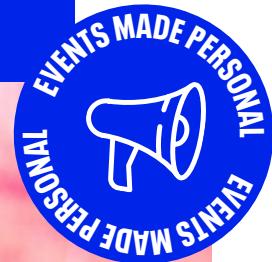
1.85% = average engagement rate for Instagram influencers in 2023⁵

"When looking at engagement, it's important to consider clicks involving a story sticker or a 'link in bio.' That's because this reveals how many followers took those all-important next steps towards finding out more or buying a ticket," says Natasha. It's worth noting that clicks are much more actionable with paid social campaigns.

Monitor more metrics by asking that the micro-influencer includes tracking links that can help you see whether their content has increased website traffic or ticket sales. Alternatively, ask them to form a swipe-up link in their Instagram Stories. This is a great way to target followers who've seen some in-the-moment video content of an event. Another option is to provide micro-influencers with a promo code that they can share with their followers, which allows you to track how many redemptions each micro-influencer generated.

Understanding metrics and the direct effect they can have on your event will help you develop strategies with long-term impact. But as with most strategies, you'll need to optimize as you go.

5. <https://www.statista.com/statistics/992887/growth-engagement-rate-influencers-followers/>



CONCLUSION

Ready to establish authentic connections with your target audience? Excited to grow your reach and showcase your event to engaged followers?

Having read our guide, you should now have the confidence, insights, and tools to partner with micro-influencers eager to help market your event. So what's stopping you?

For more information on selling out your event, contact us [here](#) or give us a call at +1 628-600-1786.