

**Fall 2018**



# **2018 Global Micro-Influencer Study**

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# Why a study about micro-influencers?

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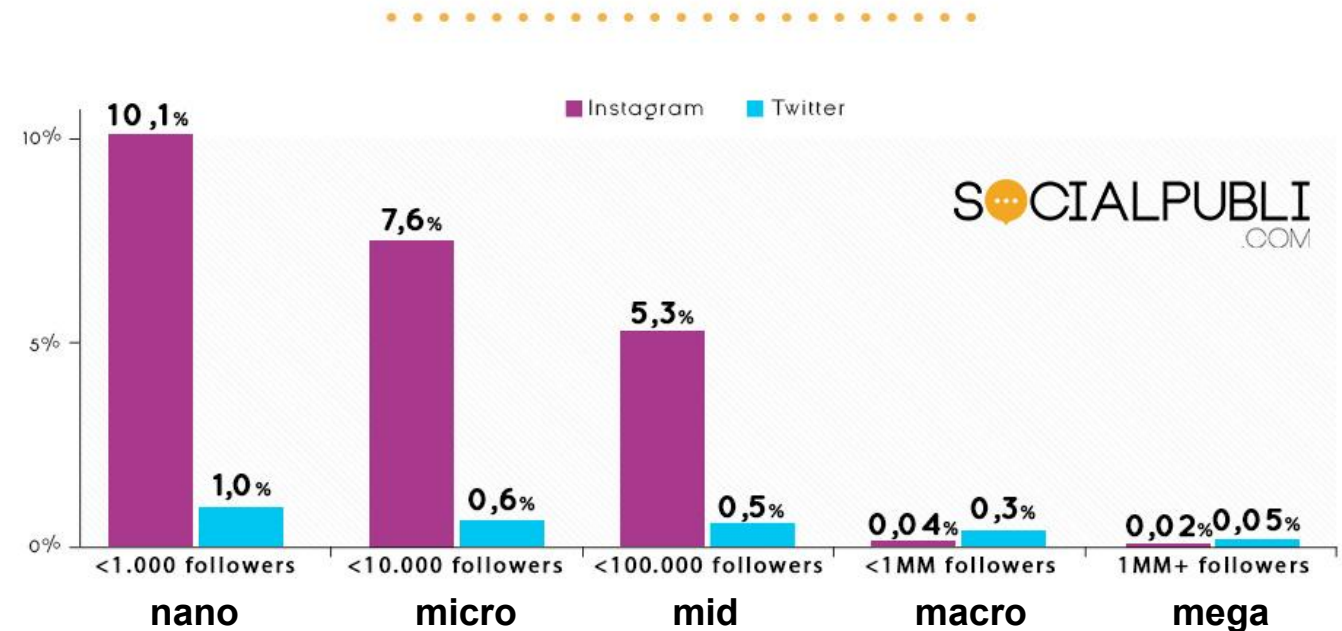


# Why a study about micro-influencers?

Because they make up the fastest-growing and most engaging category within the influencer marketing industry.

Micro-influencers are playing a vital role in influencer marketing's explosive growth and evolution from a rising trend to a permanent, viable and effective marketing strategy and we wanted to hear from them first-hand.

## AVERAGE ENGAGEMENT RATE on Instagram and Twitter in 2018



We analyzed the engagement rates of the last 3 campaigns completed by the 100,000 vetted influencers registered on our platform. Results show that **micro-influencers generate 7x more engagement** than the average generated by all influencers with larger followings.



# Why a study about micro-influencers?



Micro-influencers have proven to be highly effective at breaking through the noise, improving brand authenticity, and generating engagement.

All at a much more affordable cost than paying a celebrity or mega-influencer.







# 2018 Global Micro-Influencer Study

# METHODOLOGY



# Who We Talked To

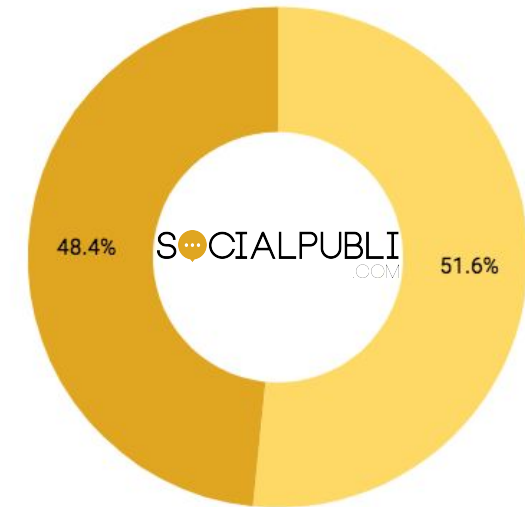
We surveyed 1,000 micro-influencers globally who have participated in at least 3 campaigns with us across key categories, including, Fashion, Beauty, Travel, Food and Fitness.

Micro-influencers were asked about their perspectives on various topics, including, content creation, social media use, compensation, and the best ways to collaborate with brands.

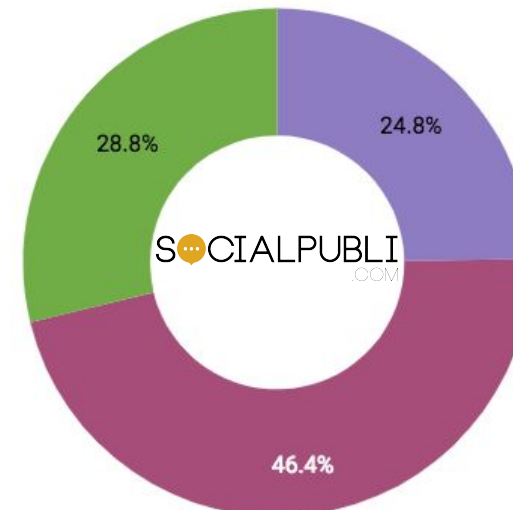
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Gender

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Age Group



● 18 to 22 (Generation Z) ● 23 to 35 (Generation Y / Millennials) ● 36+ (Generation X)

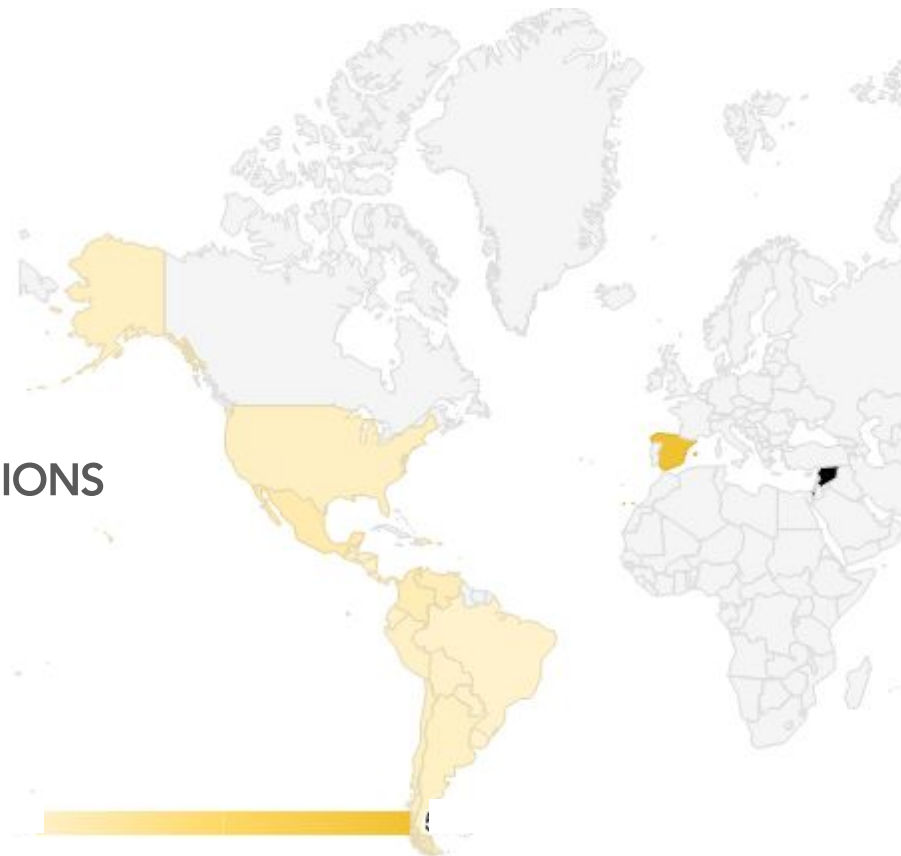


# Who We Talked To

It's a global study where we surveyed influencers from 22 countries, including, Spain, United States, Mexico, Colombia and Venezuela, among many others.

## MOST REPRESENTED REGIONS

Europe	51 %
South America	30 %
North America	19 %





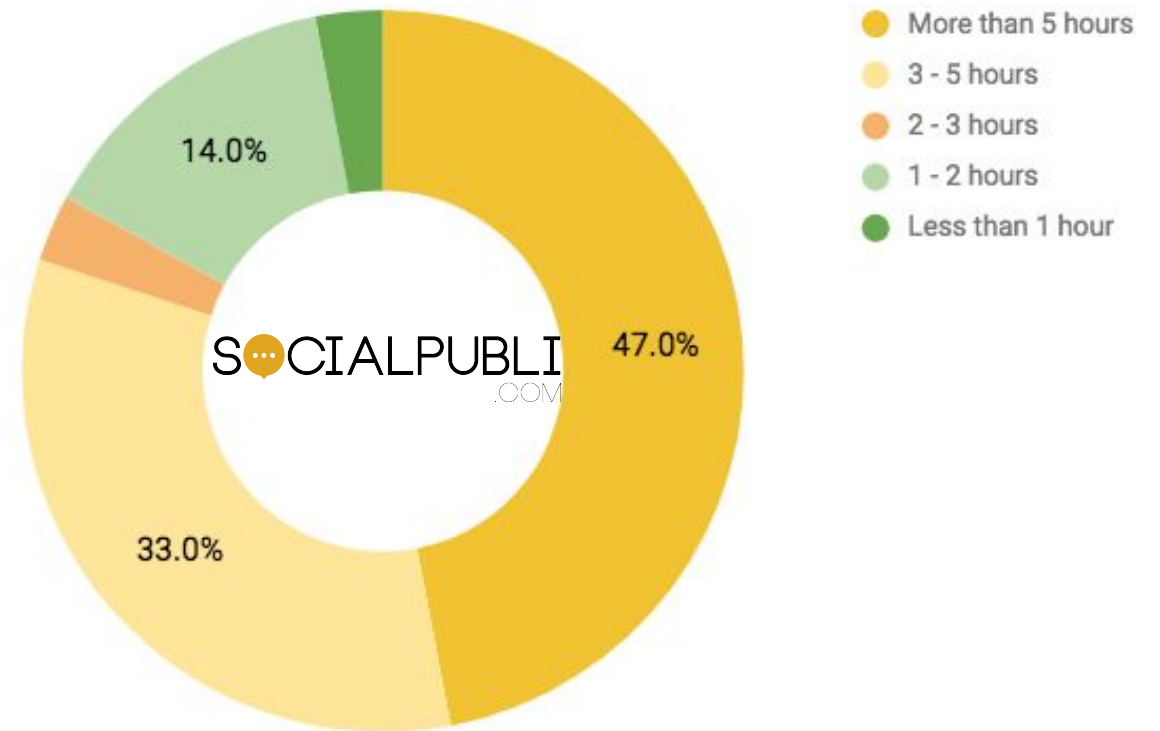
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## Daily time on social media

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Question: How many hours do you spend on social media each day?

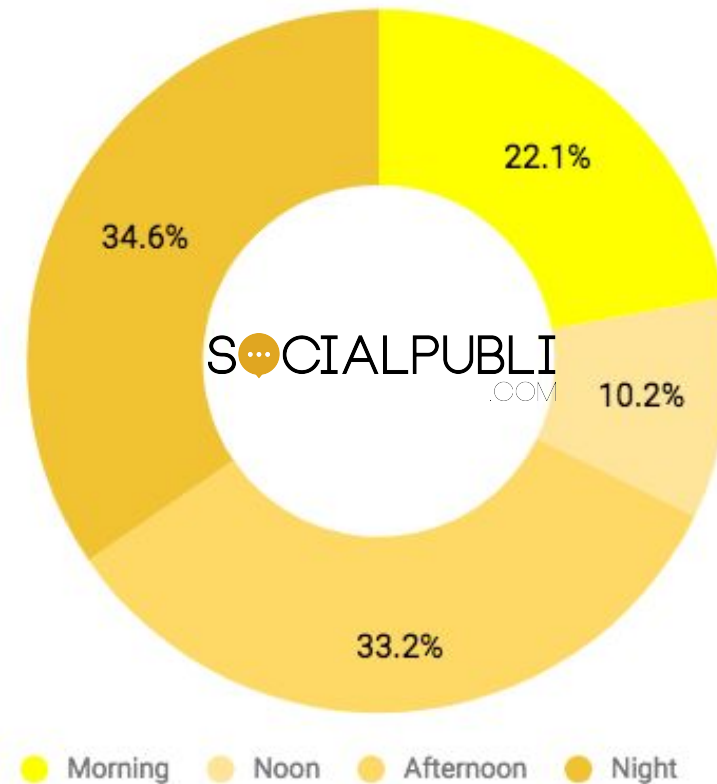


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Favorite time of the day to connect to social media

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Question: What is your favorite time of the day to check social media?

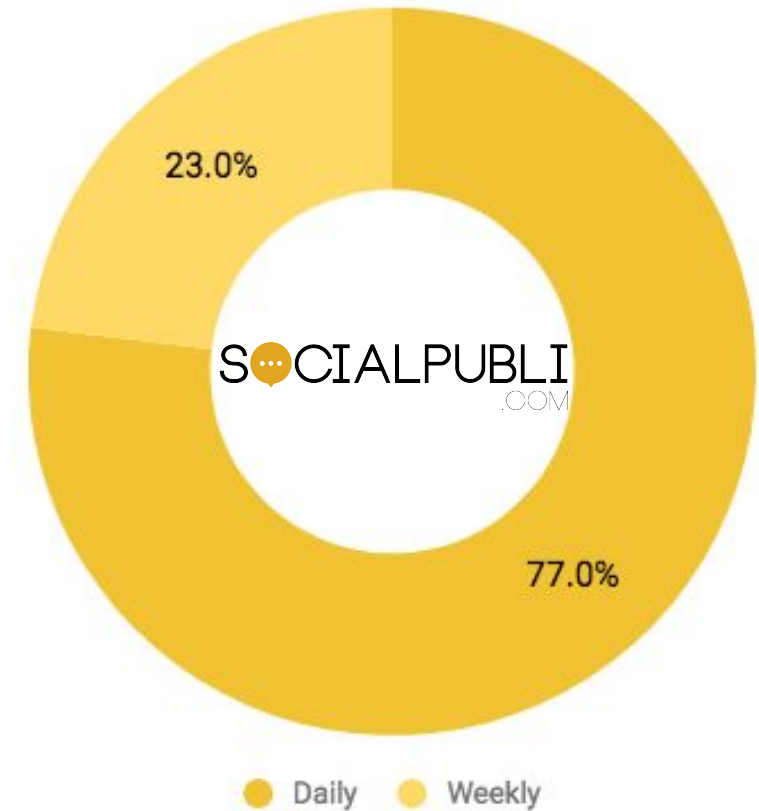


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Social media publishing frequency  
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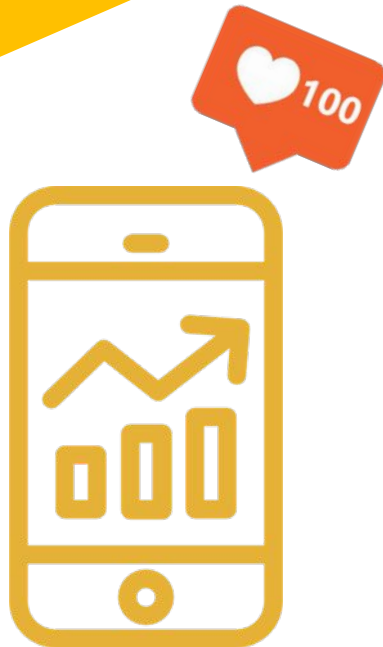


Question: How frequently do you post on social media?



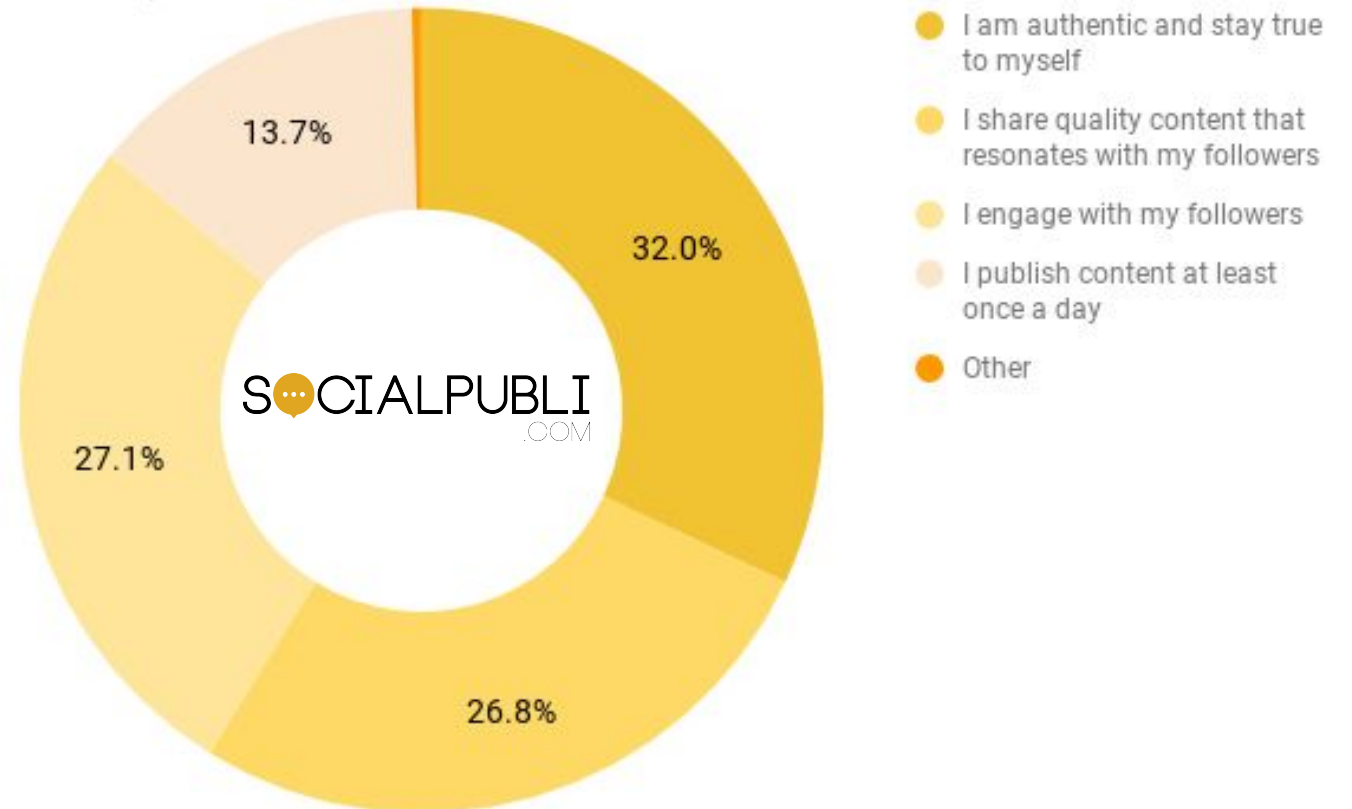
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## Most important factors to maintain engagement

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Question: What is the most important factor to maintain the engagement of your followers?





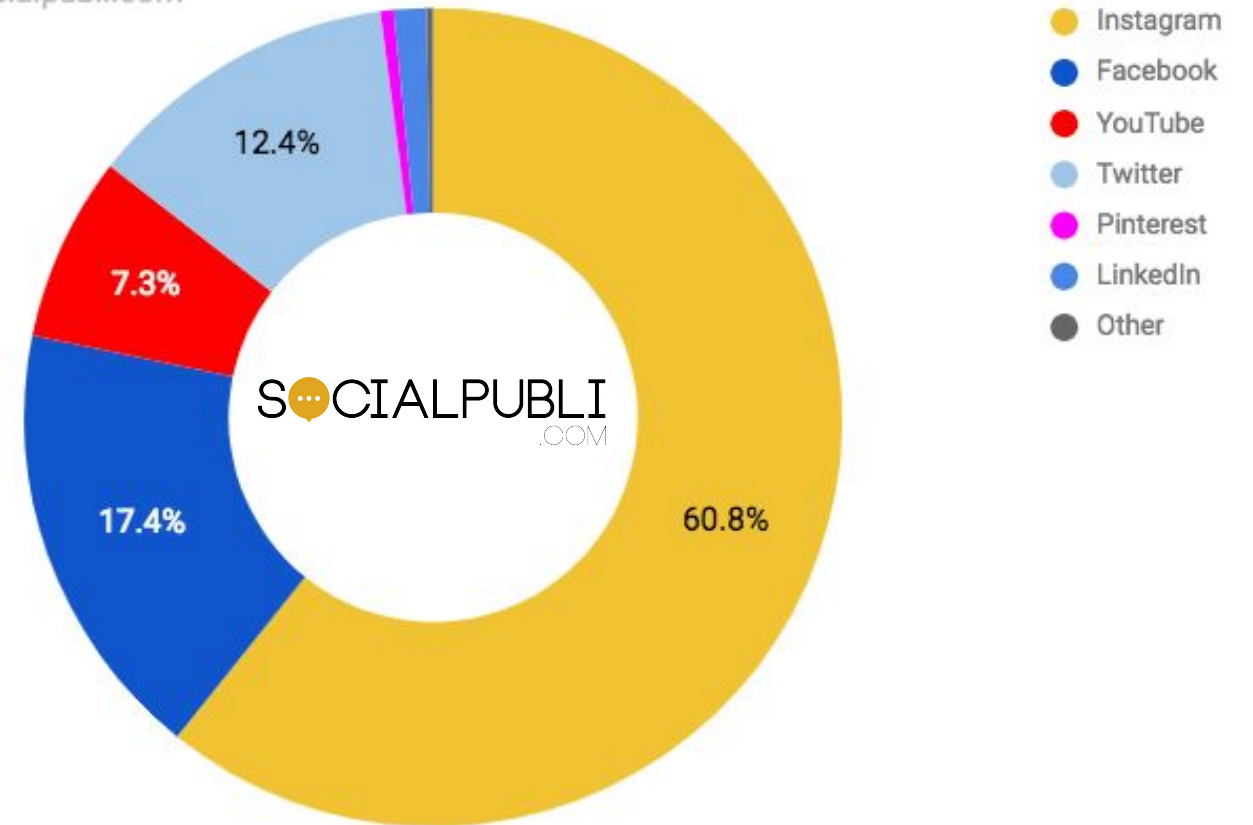
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Favorite social network as an influencer

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Question: Which social network do you prefer as an influencer?



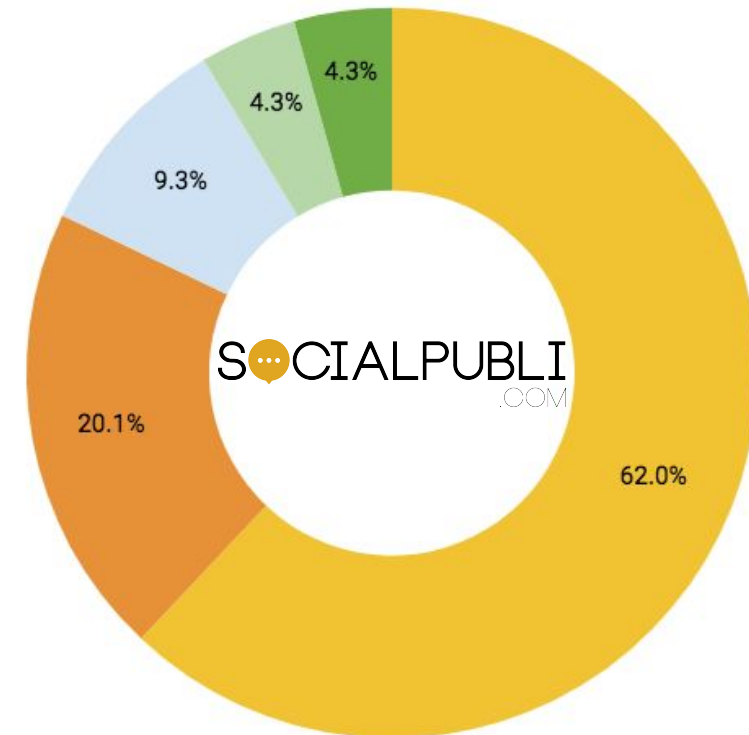
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Percentage of annual income from influencer marketing

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● Less than 10% ● From 10 to 25% ● From 25 to 50% ● From 50 to 75% ● More Than 75%

Question: What percentage of your annual income comes from your work as an influencer?

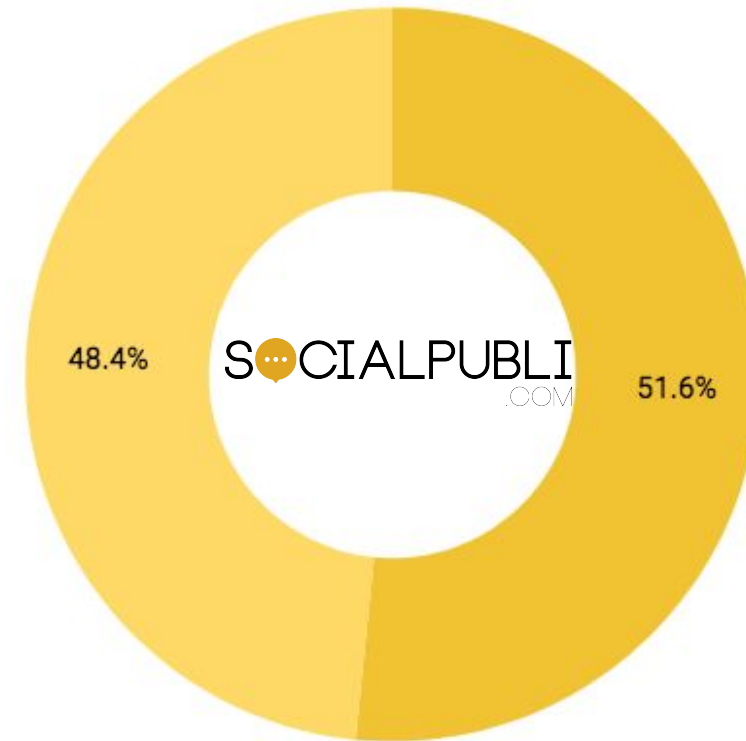


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Professional goal as an influencer

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● To be a full-time content creator ● To do it as a side gig that supplements my job

Question: What is your professional goal as an influencer?



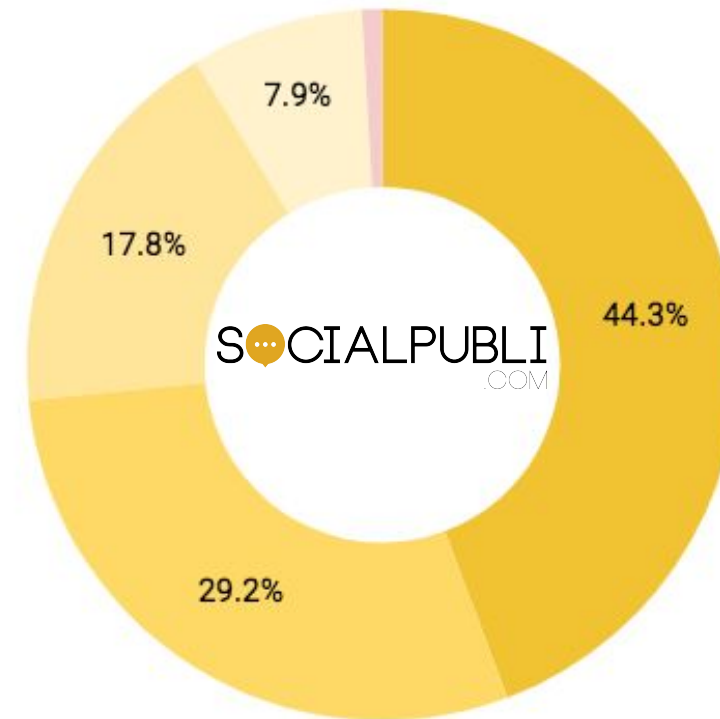
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Preferred type of compensation

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● Monetary ● Free product, service or experiences ● Exclusive event access ● Affiliate partnership ● Other

Question: What type of compensation do you prefer to receive from a brand?





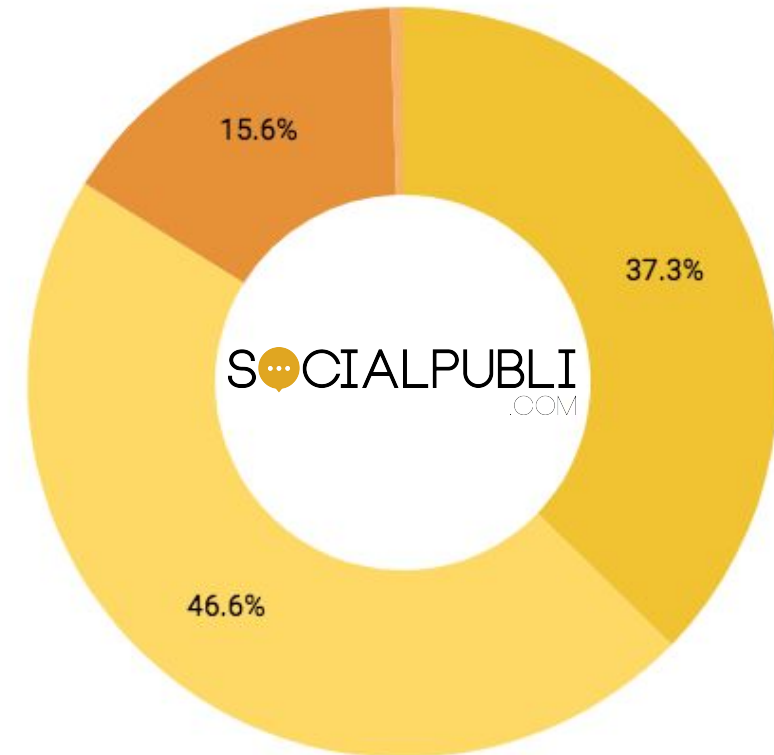
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Frequency of brand recommendations

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● Daily ● Weekly ● Monthly ● Annually

Question: How often do you recommend brands, products or services to your followers?



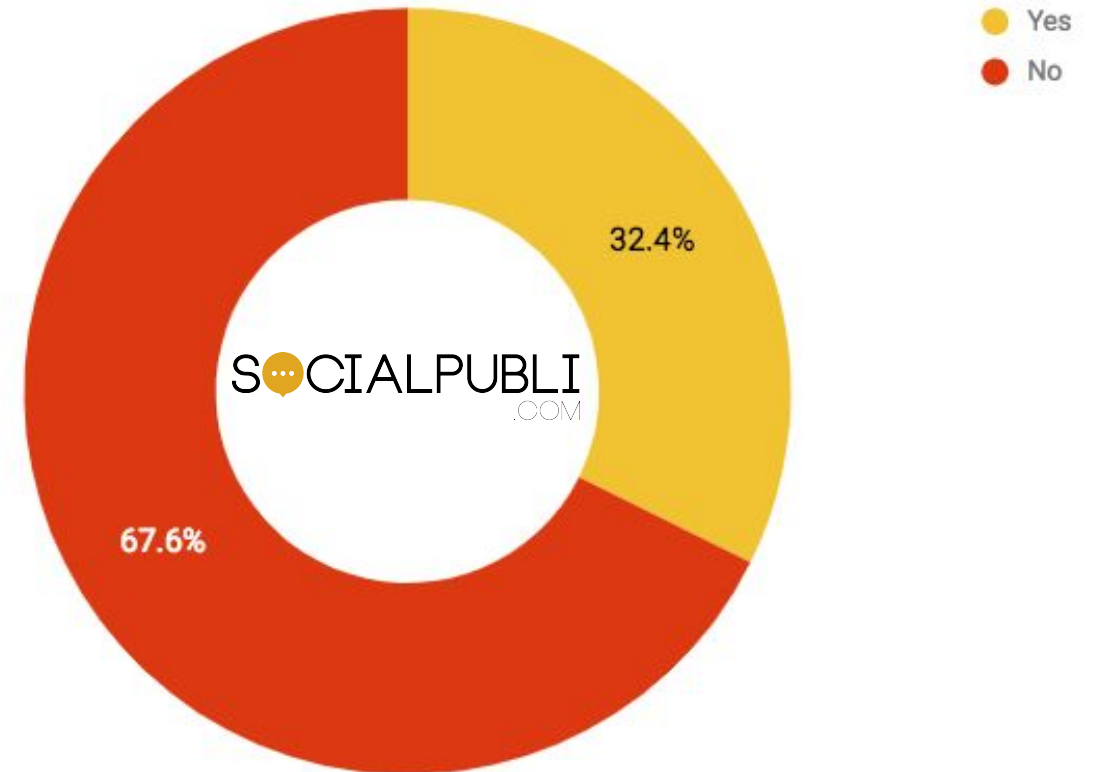
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Is your job as an influencer properly recognized?

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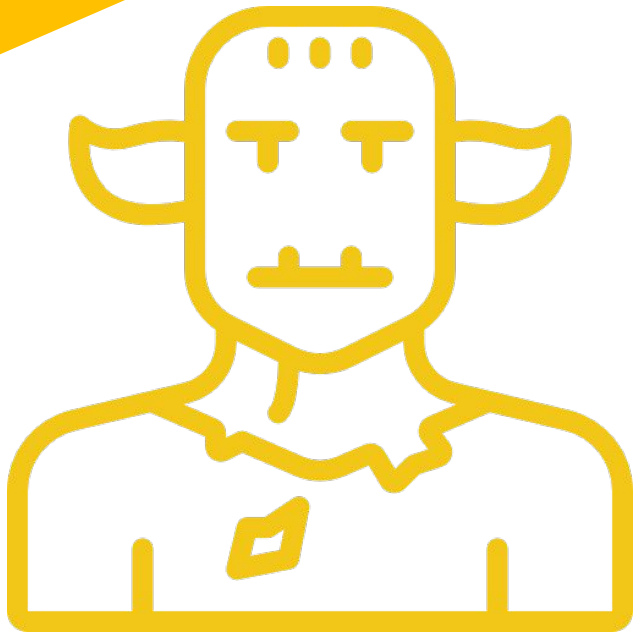


Question: Is the job of being an influencer properly recognized?



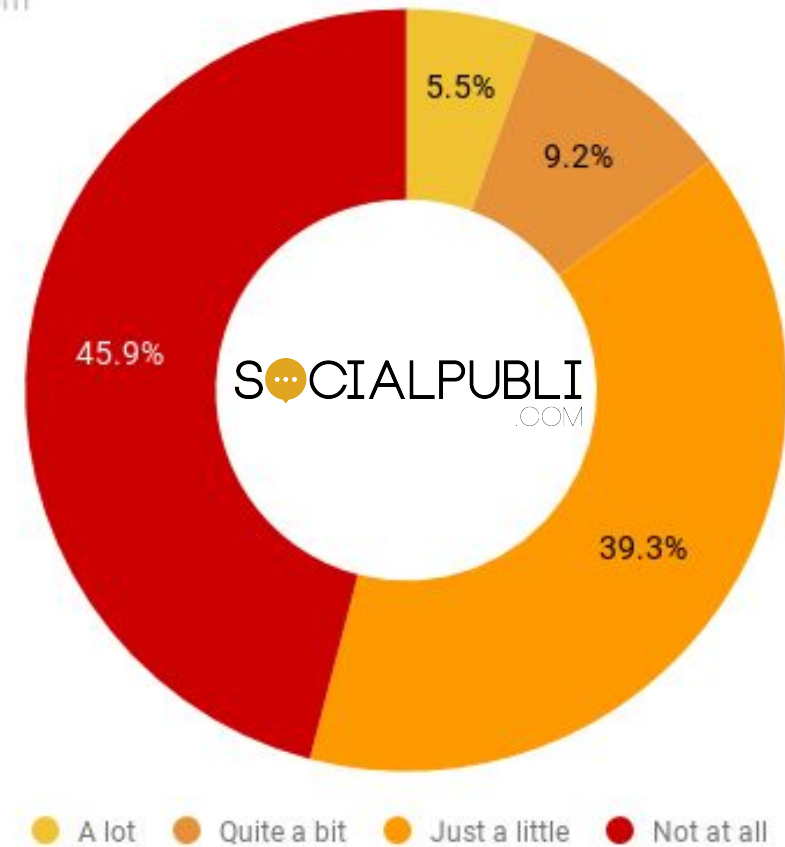
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How much do the comments of haters or trolls affect you?

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Question: How much do the comments of haters or trolls affect you?



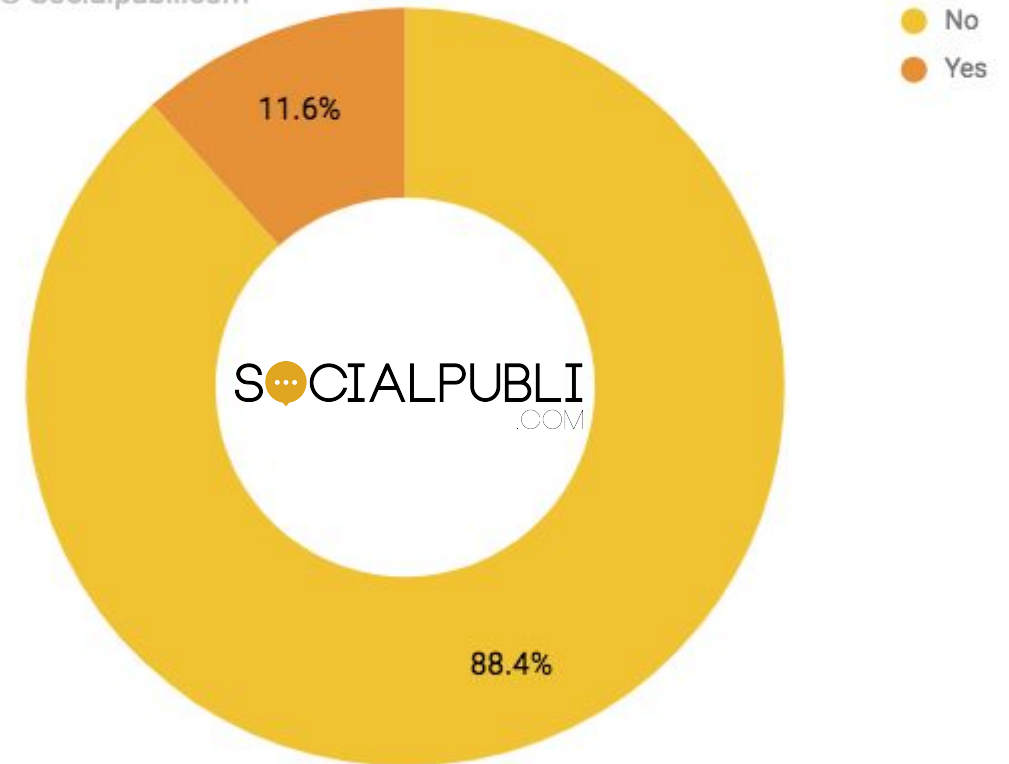
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Is hate speech sufficiently monitored?

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Question: Is hate speech on social media sufficiently monitored by the authorities?





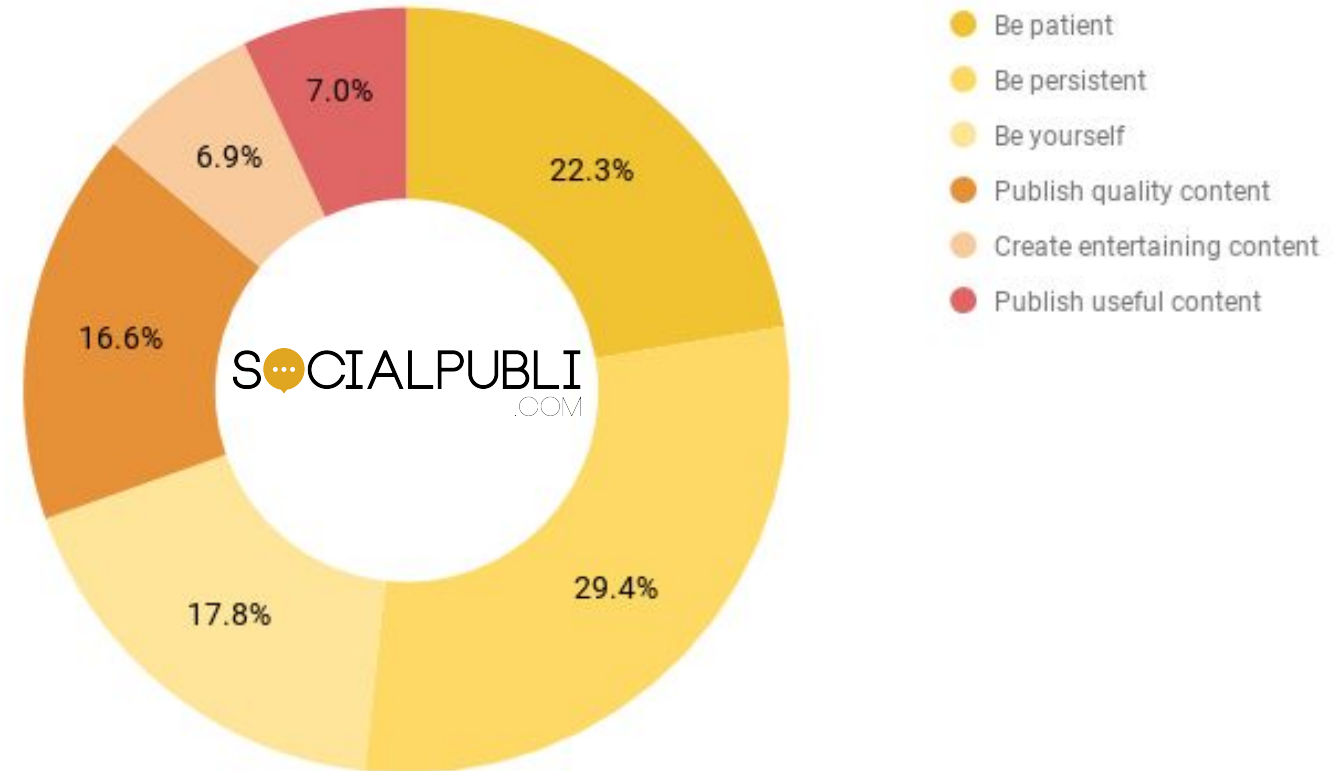
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Tips for first-time influencers

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Question: What advice would you give someone who just got started as a social media influencer?

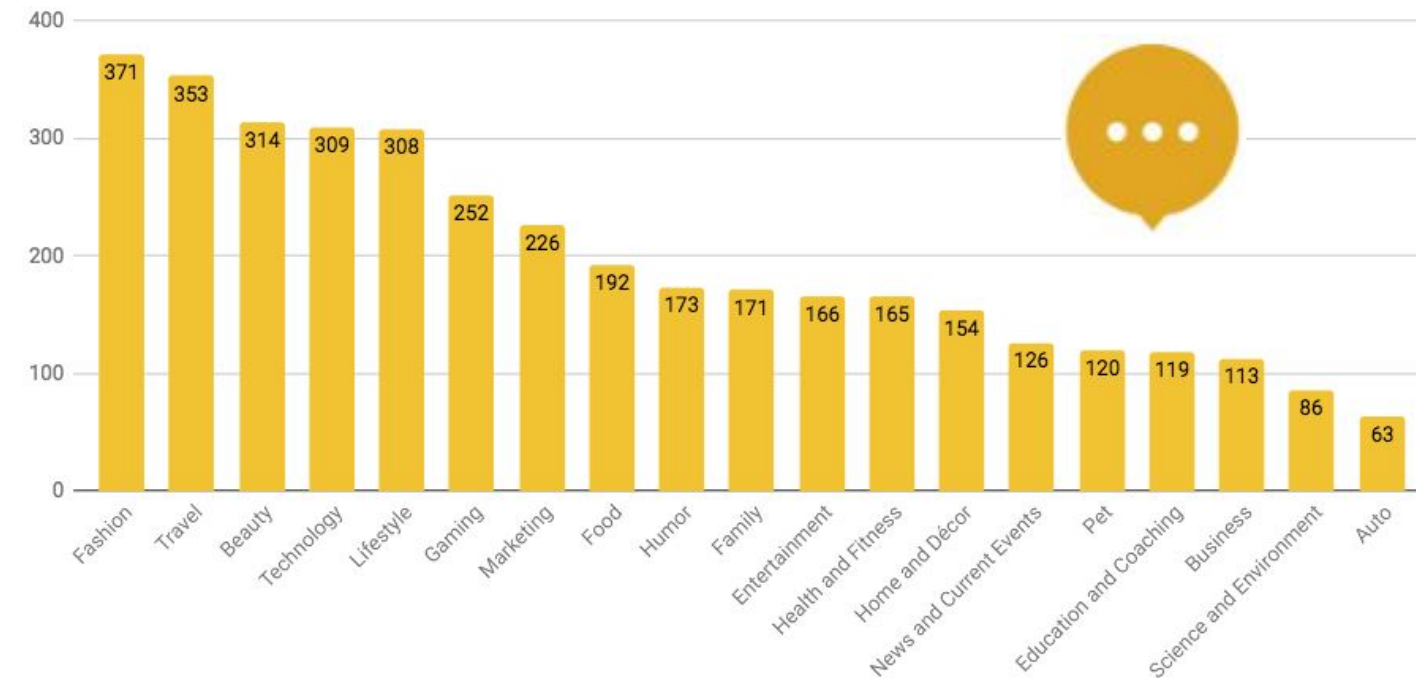


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Niches with the most promising future

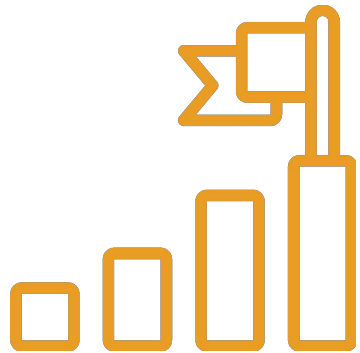
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Question: What industry/niche has the most promising future for influencers?

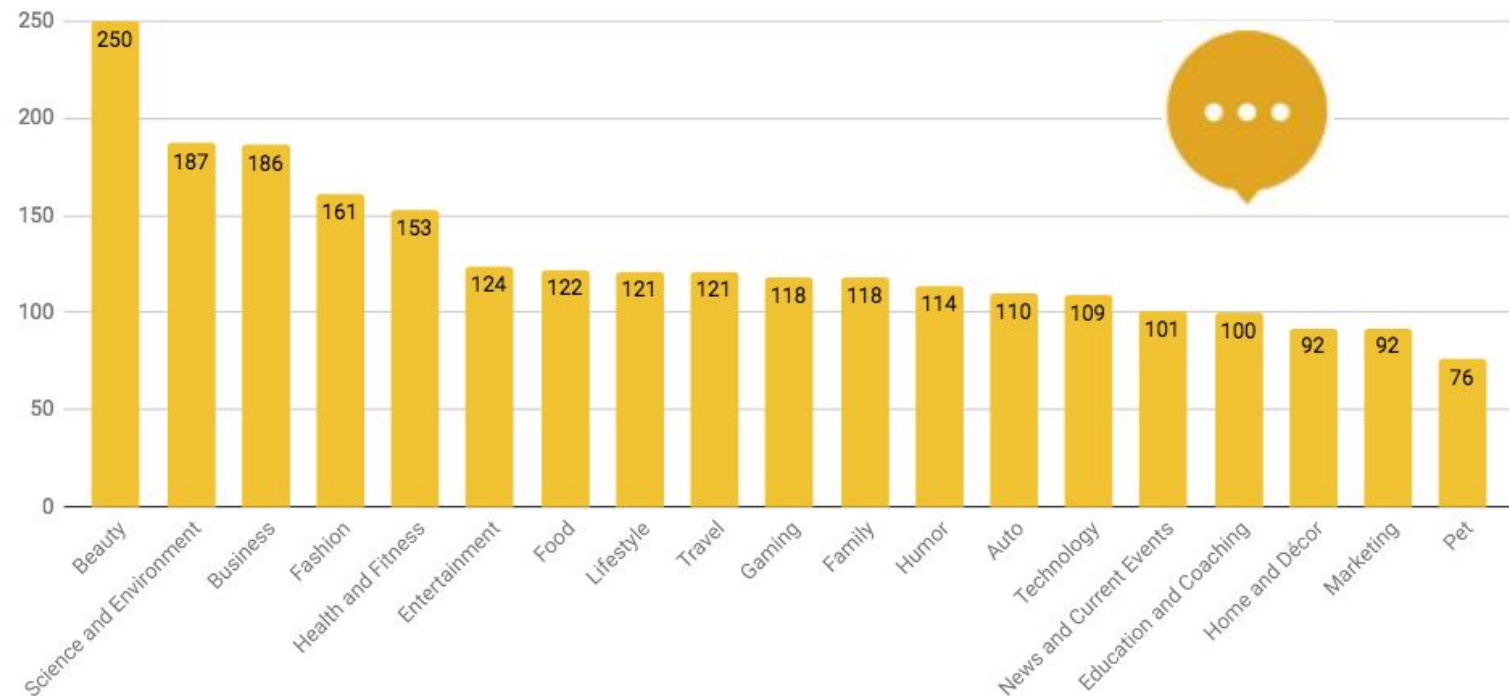


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## Most challenging niches as an influencer

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Question: What are the most challenging industries/niches to enter and establish yourself in as an influencer?

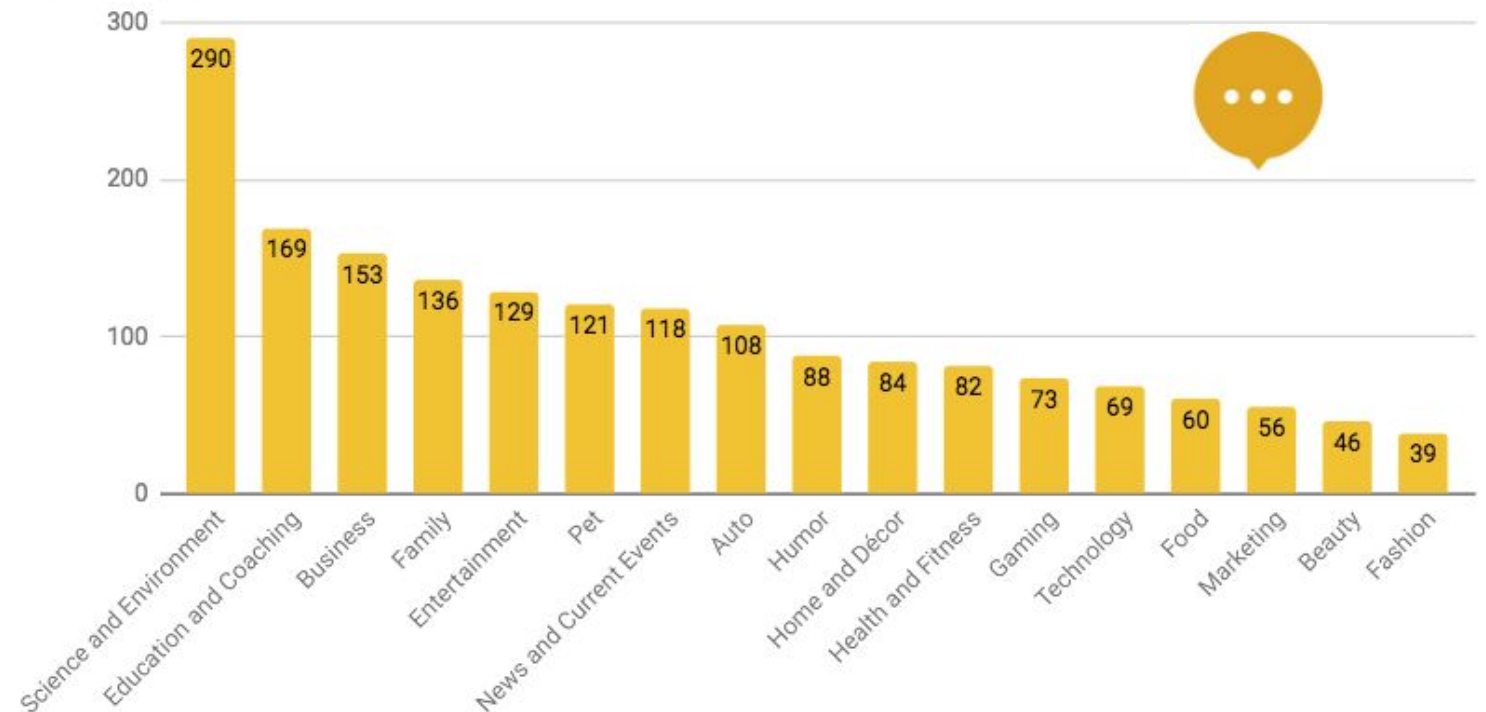


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Least developed niches within influencer marketing

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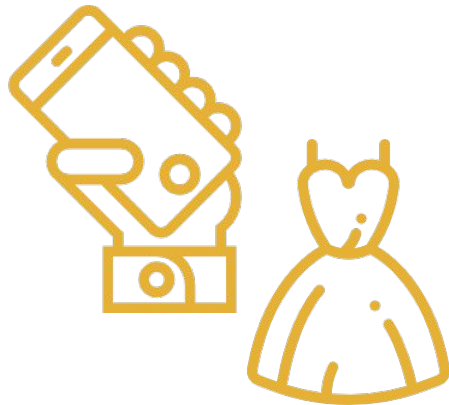


Question: In what industries/niches is influencer marketing least developed?



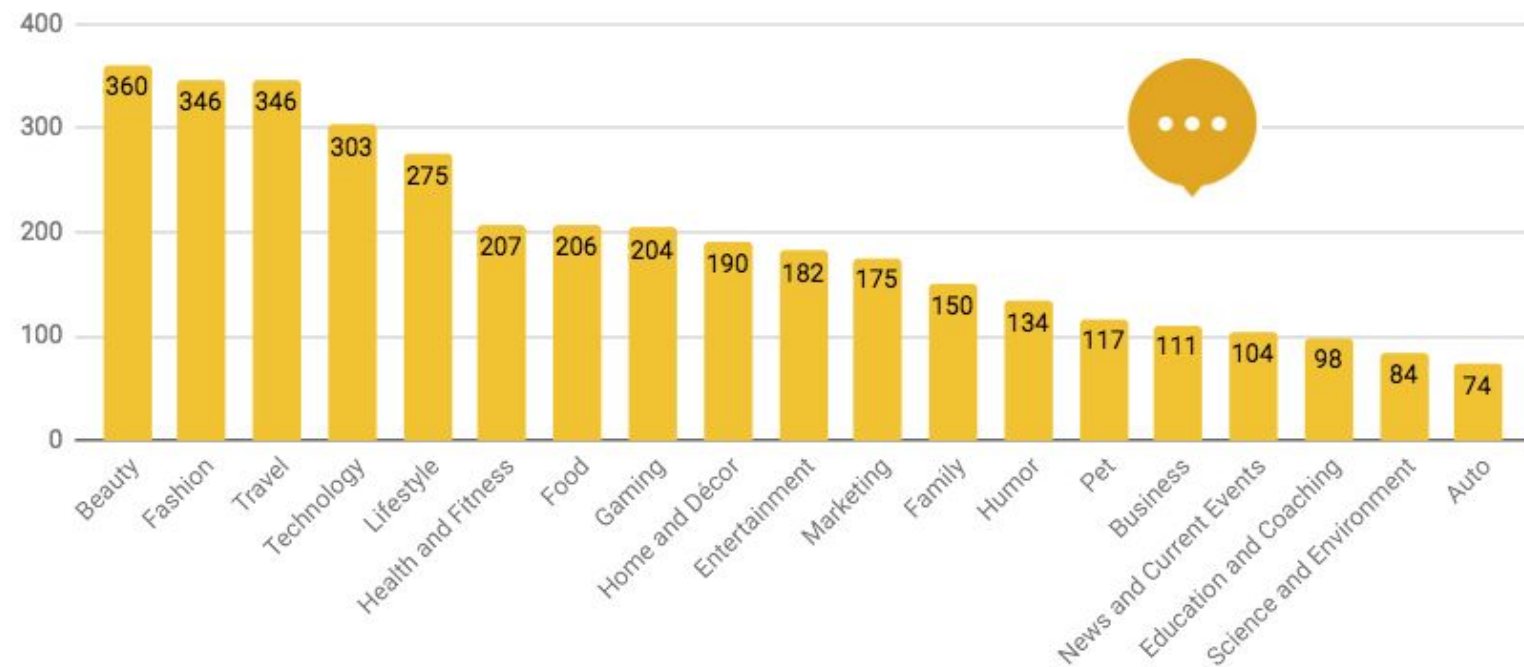


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## Preferred brands to work with

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Question: What brands do you prefer to work with?

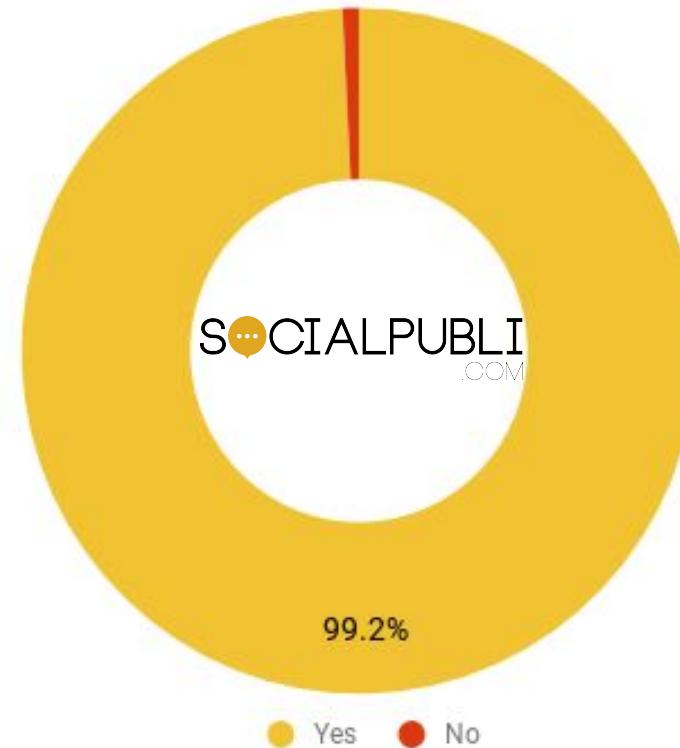


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Do you believe in the products and services that you promote?

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Question: Do you believe in the products and services that you promote?



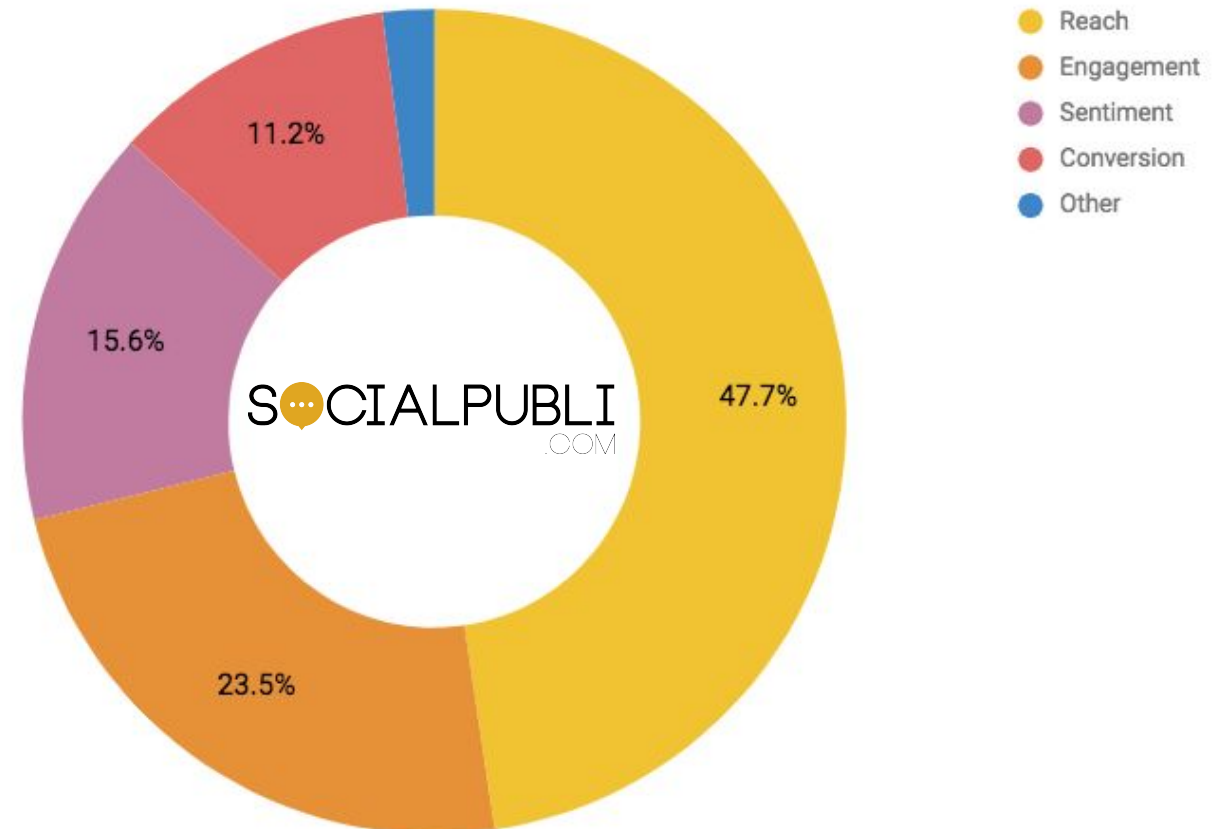
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How do you prefer the success of a campaign to be measured?

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Question: How do you prefer the success of a campaign to be measured?



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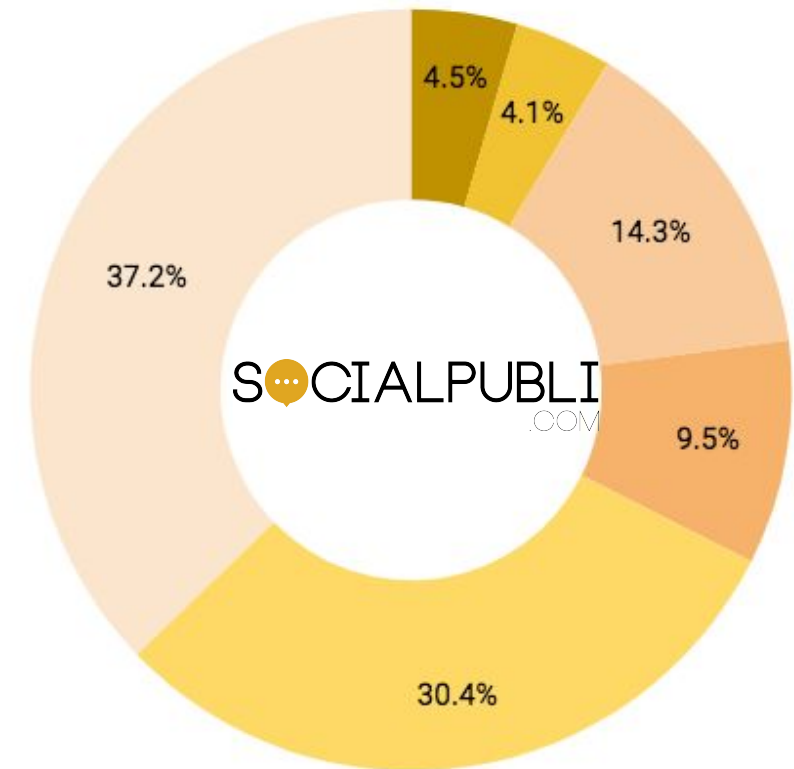
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## Reason why influencers work with a brand more than once

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- They give me creative freedom and respect me as a content creator
- They understand my interests and only reach out to me with relevant opportunities
- Their values are aligned with mine and those of my audience
- They offer a long-term collaboration opportunity
- They offer fair and competitive compensation
- I am a fan of the brand and use their products/services frequently

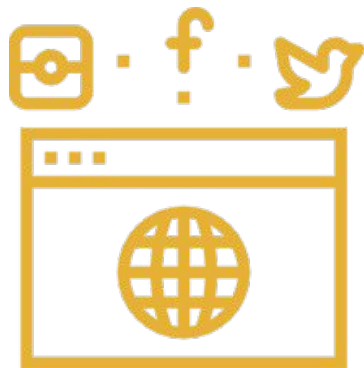


Question: What makes you want to work with a brand more than once?



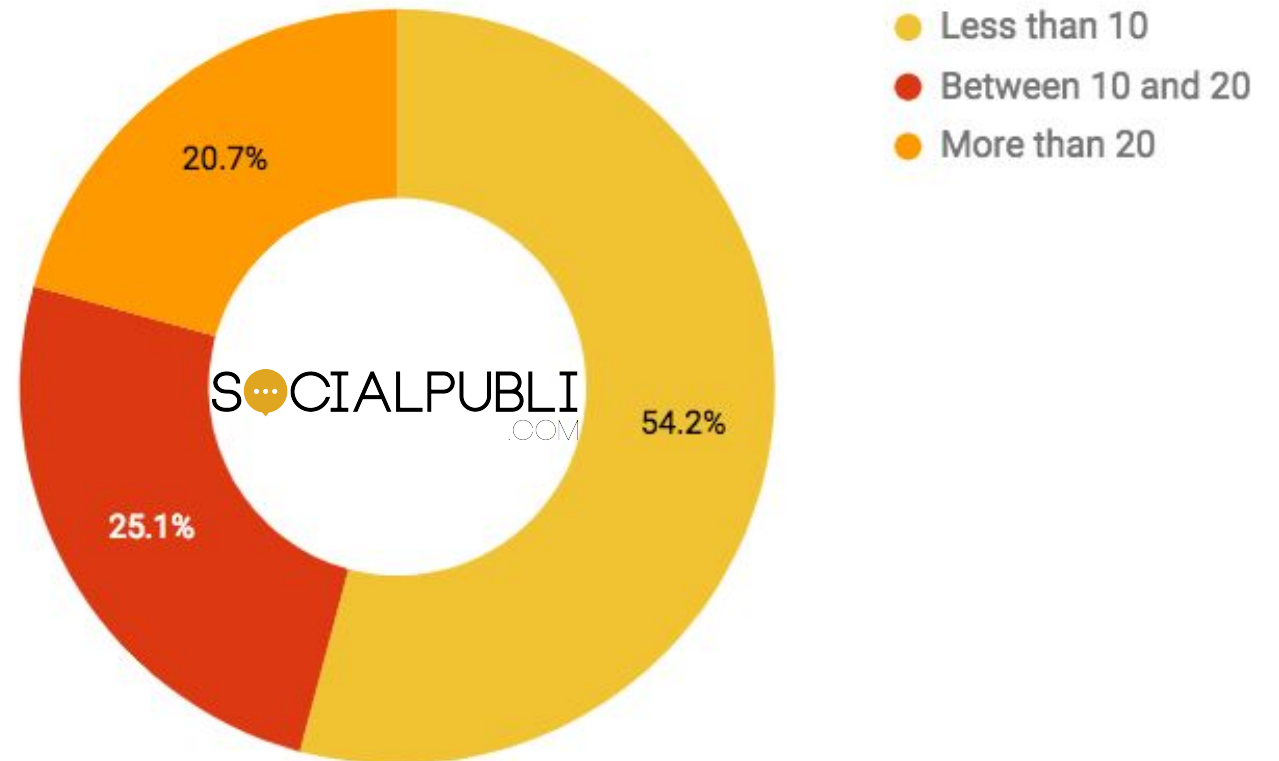
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Number of brand collaborations per year

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Question: How many campaigns or brand collaborations do you do per year?



# Key Takeaways

Micro-influencers are avid content creators who understand the importance of nurturing their online communities.

Open to sharing what works for them, they are active brand advocates who frequently recommend products and services to their followers.

Instagram is where it's happening. It's both micro-influencers' preferred network and where they generate the most engagement.

**Micro-influencers** are especially concerned about authenticity and believe in the brands that they endorse.





# About us:



Self-serve micro-influencer discovery and campaign management platform where brands and agencies can create and configure their own campaigns in **less than 10 minutes**.

**2,000+ campaigns** completed to-date in SocialPubli.com.

**100,000 registered users** across **35 different countries** with an audience of more than one billion people.

**Real-time analytics**

and performance metrics to optimize and pivot as you go.

**6 social networks and platforms available:**

Instagram, Facebook, Twitter, Youtube, LinkedIn and Blogs.

**"Best Influencer Agency"** eAwards 2017 & 2018

**"International Best New Bussiness 2016"**

Miami Chamber of Commerce.



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“If you can influence the leaders,  
either with or without their  
conscious cooperation,  
you automatically influence  
the group which they sway”

Edward Bernays

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