**What is an influencer?**

With ever-increasing people turning themselves into the category of “Influencers”, it’s time to define what this term actually means. Many people do not realize that influencers are more than people with enormous Instagram followers.

**An influencer is someone who has:**

Following a particular niche of his/her own and industrial interest to persuade the target audience and has garnered enough attention in terms of followers.

The power to affect the purchasing decisions of the audience through his/her knowledge, authority, position and the relationship with the audience.

In terms of marketing, the brands collaborate with the influencers to promote their business and reach a larger audience.

**Social Media Influencers**

With the increase of the presence and usage of social media by people, has given rise to the influencers more than ever. People look up to the influencers of their interest to make decisions about a particular brand or product.

Influencers on Social media have gathered attention in a particular niche or expertise by posting regularly and engaging content for its audience.

**Types of Influencers**

Influencers can be separated into three different categories. Some divide influencers by the number of followers as mega, macro and micro-influencers, by the type of content as bloggers, YouTubers, podcasters and by type of influence such as celebrities, journalists and leaders

**Mega, Macro and Micro-Influencers**

Mega-influencers are identified with their vast number of followers, more than 1 million followers on at least one social media handle. These are mostly celebrities who have gained popularity through their talent and hard work offline- actors, sportspersons, television stars, musicians and even dancers.

Macro influencers have followers between 40,000 to 1 million. These are mostly the less known and new-in-town celebrities or online experts excellent at raising awareness.

Micro-influencers are the one, specializes in their particular niche or expertise. They have the followers between 1000 to 40,000 range. Their number of followers indicates the level of influence, the relationship and interaction, they have with their followers.

**Bloggers, YouTubers and Podcasters**

Bloggers have recently gained popularity and are recognized as having the most authentic and genuine fan-base. If your product has been posted by a blogger, the follower would definitely try and regard the post as a word-of-mouth. Personal development, Finance, Health etc., remains the top sector for blogging.

Apart from the written content, people love to watch the video. Moreover, each content creator has their own YouTube channel to promote their expertise in a particular area.

Podcasts are new in content creation. You can listen to everything from news to scientific and entertaining content on podcasts.

**Celebrities or Opinion Leaders**

Celebrities are the original influencers in many ways. Their way of imparting knowledge and creating awareness affects the target audience more than anyone.

The leaders such as journalist hold a reputable position in society and their work is much appreciated by the followers.

**What are the Qualities of a Good Influencer?**

It is imperative to know the qualities of a righteous influencer to get an insight if your brand is in good hands. Let’s take a look.

**A Positive impression**

An influencer must have a positive reputation among its followers and over social media. This kind of person would prove to be more beneficial for a brand to promote its business.

**Passion**

Passion equates to curiosity, a hunger to learn more about their field. A passionate influencer would look and learn about your product because you are part of their creative space.

**Engagement**

What is the use of this passion when they don’t engage with the audience? If the influencer post content regularly and take out time to connect with the people on social media, they are the truest influencers.

**Why are Influencers important for business today?**

Brands are facing difficulty in achieving a target response and attention on the internet. Therefore, there is a demand for new digital marketing strategies.

The alternative approach has compelled the brand to appreciate and make use of the power of influencers. What distinguishes influencers from celebrities is the strong rapport with their fan communities. They are certainly the real-life consumers having in-depth knowledge on how to deal and make their message spread across the platform.