







Netnography



1. What type of influencers (micro, macro, celebrity) have the highest conversion rates for personal care brands in India?


 **joshykobyashi** • 2y ago

Influencer marketing can be really effective. I would say we are starting to see a trend toward micro influencers (Under 10k followers) vs macro influencers. Big reason being the market is starting to get jaded from well known people promoting products they don't use. There is more trust with smaller influencers who have a closer relationship with their audience.

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I haven't found micro influencers to be particularly helpful. I generally have found that if they identify as influencers and take branded pictures, that most of their followers will be other micro influencers. Check their engagement rates and who is commenting on their posts. I gift them items so that I can get content to post on my own grid, but in terms of spreading awareness I don't find them helpful at all. For me ads have been way more profitable and helpful.

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 **questionsx100** • 2mo ago


Yup but depending on your niche/product and overall goals you need to optimise your strategy.

Either selecting a few big names at higher upfront costs or going for volume with barter/gifting spread accordingly should do the trick.






Engagement rates, audience demographic and content quality are all still very important.

Need any further info feel free to message (I work for an influencer marketing agency)

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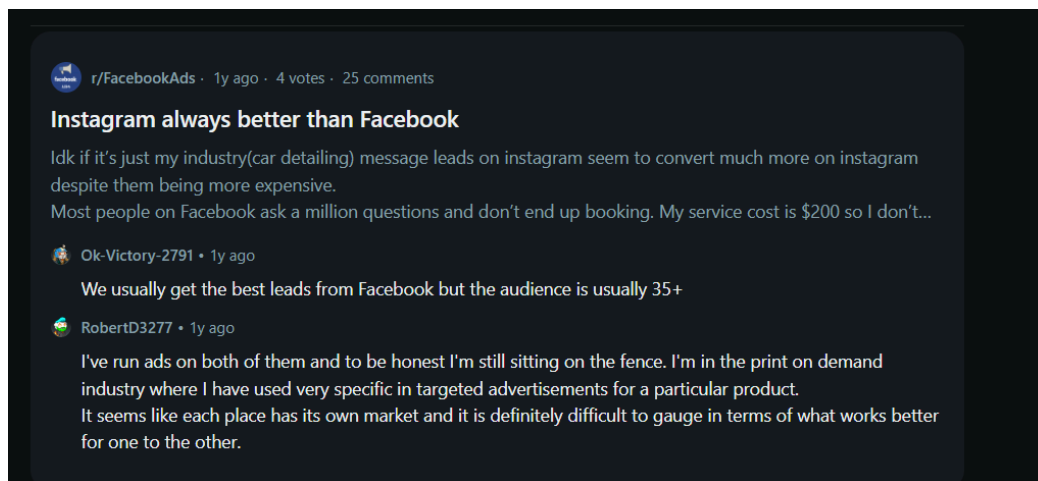
 **Admirable_Shape9854** • 2mo ago

it's definitely harder. Influencer marketing still works but micro-influencers and UGC (user-generated content) tend to perform better than big names now. Organic reach is down, so paid ads and strategic partnerships help. Also, short-form video (TikTok, Reels) is where the engagement is. If what worked before isn't working now, it's time to pivot.

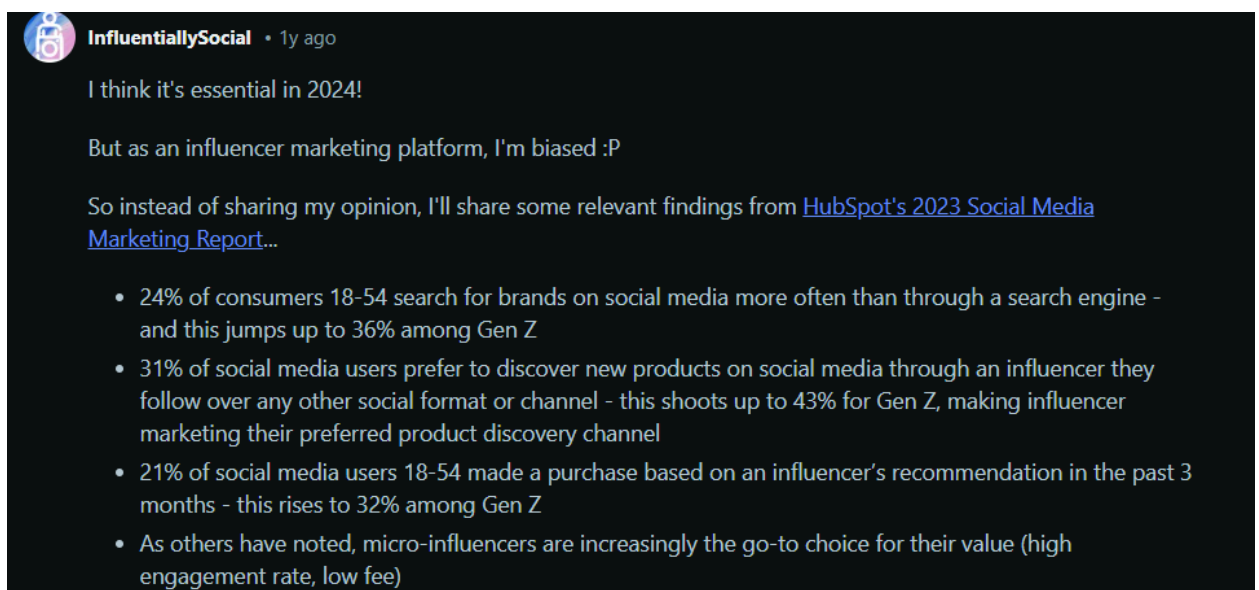
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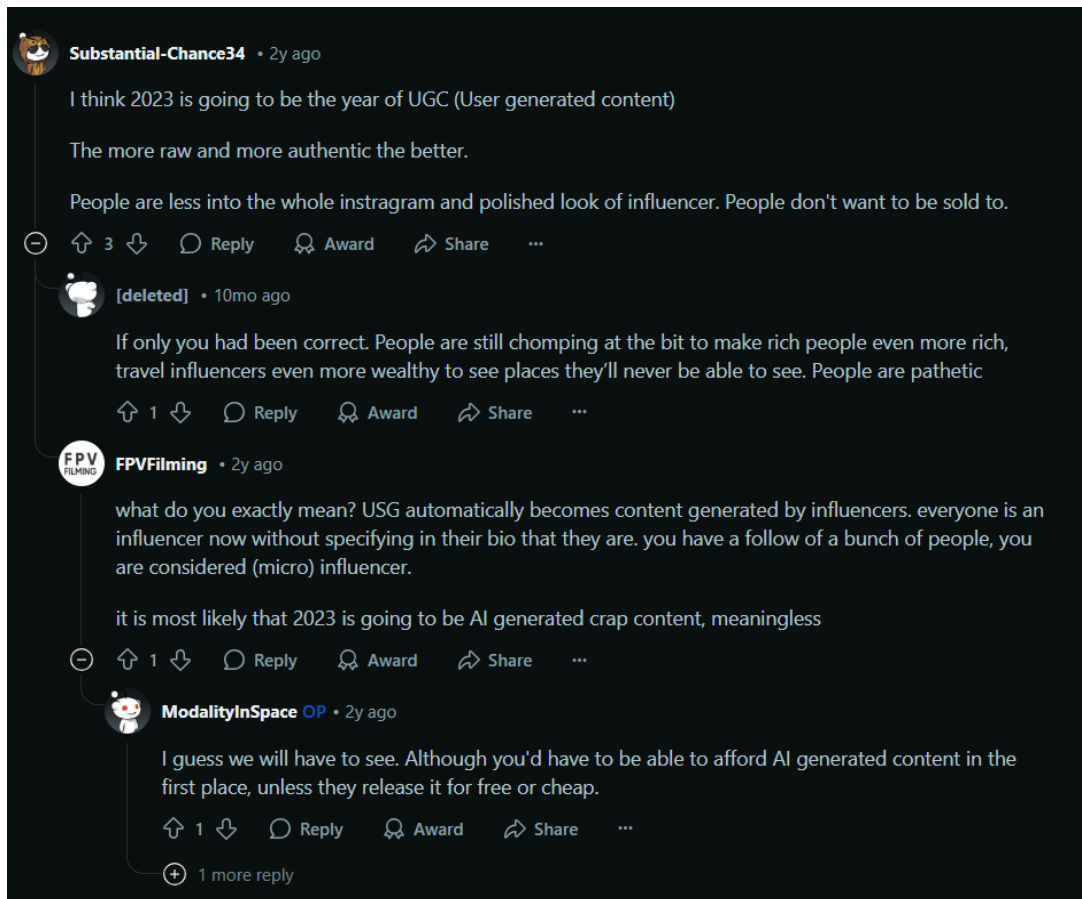
2. How do different social media platforms (Instagram, YouTube, etc.) vary in their effectiveness for personal care influencer marketing?

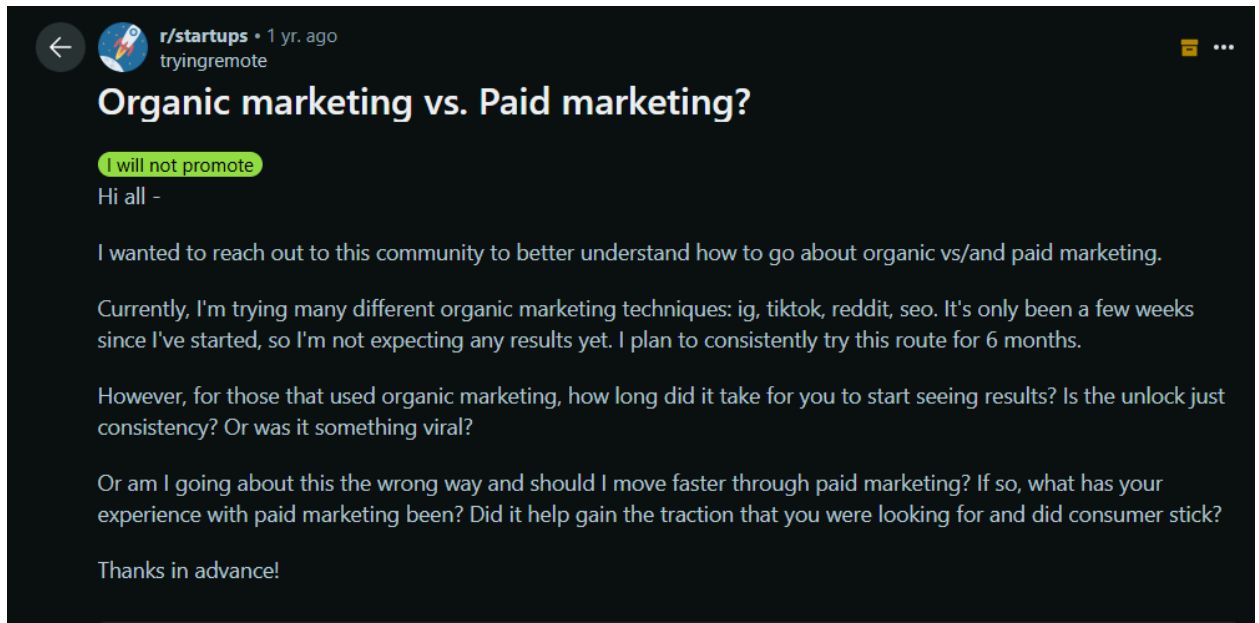


3. Is there a relationship between demographic characteristics and consumers' dependence on influencer endorsements for purchase decisions?

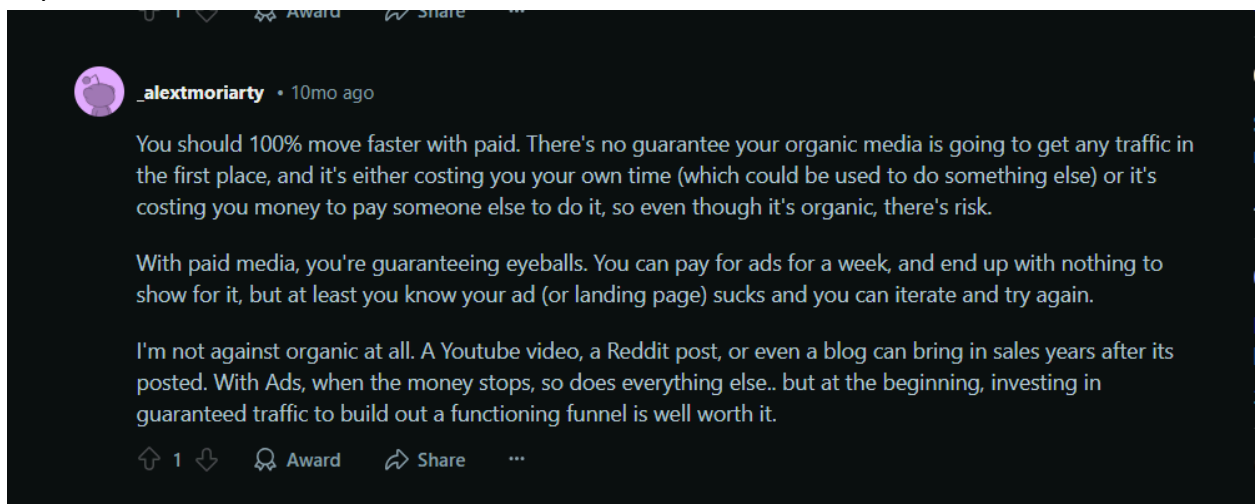


4. What role does authenticity (e.g., sponsored vs. organic content) play in the effectiveness of influencer marketing for personal care products?





Replies for this:





online-optimism • 6mo ago

I'll start off by applauding your willingness to try things for 6 months. Lots of folks in [r/startups](#) just don't have your patience, and they quit before the results would eventually start coming in.

When deciding between organic and paid marketing, it's crucial to consider the unique strengths and timelines of each approach. Organic marketing, which includes social media content, SEO, community engagement, and influencer collaborations, is excellent for building a long-lasting brand presence and fostering community loyalty. The downside is that it takes time. [Based on industry averages, most businesses investing in organic content can expect to see meaningful growth in 3-6 months](#), but it can take even longer depending on the niche, competition, and consistency of your efforts. Platforms like TikTok and Instagram can occasionally produce viral moments, but these are often unpredictable and should be seen as a bonus rather than the goal.

The unlock for organic marketing isn't just about "going viral"; it's more about establishing a consistent posting schedule, interacting with followers, and optimizing your content to match what your audience is searching for. Things like engagement metrics (likes, shares, comments) and growth in followers can indicate that your organic strategy is on the right track, even if direct sales are still slow to materialize. Remember, organic is about brand trust and loyalty—when customers find you organically, they tend to be more invested.

On the other hand, paid marketing delivers more immediate visibility. Whether it's PPC ads, social media ads, or sponsored content, paid marketing is effective for driving quick traffic to your site or product page, which is particularly useful if you're launching a new product or need to meet aggressive growth targets. Paid marketing also provides you with a degree of control—through A/B testing, you can rapidly iterate on what type of content, messaging, and audience targeting works best. [Reddit has just launched a bunch of AI tools that can actually make it far easier to do this kind of testing](#). However, without a well-optimized landing page or clear value proposition, paid campaigns can become costly experiments without a positive ROI.

For most businesses, a hybrid approach works best:

Is organic hard and cheaper?



MandomSama • 1y ago

Businesses have historically awful approach when it comes to organic marketing. They forced their way to the consumers' social media timeline which 99% will annoy the consumers.

If you're annoying the customers, there's no way you can grow your business with organic marketing.

Look at RyanAir on TikTok and KFC Espanol on Twitter. Can your business replicate how they approach their social media marketing? Too extreme? Look at Highway Cafe on TikTok. Can you?

If your business is "too serious" for its leaders to talk directly to the consumers, then avoid organic marketing.

↑ 12 ↓ 🏆 Award ➦ Share ...



xiaochuan06 • 1y ago

Regarding your question, I think there is no doubt that organic marketing is technically more difficult, but it is inappropriate to say it is cheaper. The biggest cost of organic marketing is time, which is a matter of life and death for start-up businesses, so There isn't much comparison between the two.

The choice of organic marketing or paid marketing is often based on the actual situation of the business. If the business model cannot implement the paid marketing model, the organic marketing model will be used as a last resort.

↑ 7 ↓ 🏆 Award ➦ Share ...



BeenBlackAllMyLyfe • 1y ago

I agree what everyone has said about the diff between organic and paid.

I'll just add a bit of seasoning to this,

Yes organic marketing requires and DEMANDS more strategy and intent, because the currency you are spending it time.

However, the last few years I have switched my organic strategy (Overall) to be geared more towards thought leadership, which is different from becoming/looking like an influencer.

This switch takes longer, but my clients where able to attract the ideal business they wanted and grew with the strategic marketing automations/operations I put in place, to sustain the lead generation strategy. I say all that to say..

Focus on building your thought leadership, that's the content you run ads on/with, GET PRESS and join discussions with strategic intent, and add value there.

↑ 2 ↓ 🏆 Award ➦ Share ...

5. : Which factors influence consumer trust and brand perception in the personal care segment?



Tcronin14 • 2y ago

Something interesting that I found out recently is that when people see their favorite influencers post about a product they are 65% more likely to "trust" that ad. Whereas only about 48% of people trust an ad when it is posted by the actual company selling the product

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6. : What are the key factors influencing consumer purchase decisions when exposed to influencer-promoted personal care products?



InfluentiallySocial • 1y ago

I think it's essential in 2024!

But as an influencer marketing platform, I'm biased :P

So instead of sharing my opinion, I'll share some relevant findings from [HubSpot's 2023 Social Media Marketing Report...](#)

- 24% of consumers 18-54 search for brands on social media more often than through a search engine - and this jumps up to 36% among Gen Z
- 31% of social media users prefer to discover new products on social media through an influencer they follow over any other social format or channel - this shoots up to 43% for Gen Z, making influencer marketing their preferred product discovery channel
- 21% of social media users 18-54 made a purchase based on an influencer's recommendation in the past 3 months - this rises to 32% among Gen Z
- As others have noted, micro-influencers are increasingly the go-to choice for their value (high engagement rate, low fee)



trippinonshoes • 2mo ago

I think people are getting shown content that is based more on their interests instead of who is in the content. The influencer or the "who" used to be more important

↑ 8 ↓ Reply Award Share ...

4 more replies



julys_rose • 2mo ago

Still totally worth it, but the game has changed a lot. What used to work a few years ago doesn't really fly anymore, and platforms keep shifting. Influencer marketing can still bring results, but micro-influencers and niche communities seem to be where it's at now. Also, organic reach on social media is basically nonexistent, so paid ads and engagement-focused content are kind of a must.

I'm on WooCommerce, not Shopify, but same struggles. What's been helping is testing different stuff, short-form video, UGC, live selling, and not relying on social alone (SEO, email, partnerships, etc.)

↑ 5 ↓ Reply Award Share ...