

MARKETING

## Micro-influencers have greater impact for brands

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*Fashion influencer Luanna Perez for Furla, fall/winter 2016 Milan Fashion Week. Image credit: Furla*

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Micro-influencers on social media have a greater impact than celebrities when it comes to branded posts due to their niche audiences, according to L2.

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Celebrities and mega-influencers see modestly elevated engagement rates, but micro-influencers have much greater engagement rates. However, micro-influencers post eight times more sponsored posts and brand partners than celebrities, which can over time annoy followers.

L2 looked into 992 brand accounts on Instagram and 394 influencers for its [Insight Report on Influencers: Micro vs. Mega](#).

**Influencers and Instagram**

Brands must think of regular influencers on social media differently than celebrities, as taking on the same strategy would likely fail.



*Hailey Baldwin was an influencers featured in a Carolina Herrera campaign*

It is extremely vital for brands to thoroughly vet their influencer partners. Brands should look for partners who have a strong history with authenticity and consistency.

Campaigns that are just looking for awareness and visibility should be promoted through celebrity accounts, since their reach is wide. However, micro influencers on Instagram are better for brand building in niche markets such as fashion, music and art.

Micro influencers are recognized as those with 5,000 to 25,000 followers. L2 looked at 66.



*More brands will be embracing influencers in the near future. Image credit: Fashion and Beauty Monitor*

Celebrity influencers are considered to have more than 7 million. L2 also categorizes influencers as small, medium, large and mega, with 25,000 to 100,000, 100,000 to 250,000, 250,000 to 1 million and 1 million to 7 million followers, respectively.

#### Additional insight

Luxury is far and away the most prolific collaborator with influencers on Instagram, but brands need to be aware of how to pick the best tastemaker with the right scale and focus for the campaign.

L2 has released a report delving into the data of influencers to help brands understand how follower count, authenticity and other factors play into an influencer's effectiveness. The key point is that not all influencers are created equal and brands need to pick the right influencer that works for them ([see more](#)).

More than half of luxury and fashion brands expect their influencer marketing budgets to expand over the next year, legitimizing many predictions of the growing popularity of influencers.

Currently, 73 percent of luxury fashion and beauty brands have an active influencer marketing campaign going on and 65 percent agree that it is very effective. This data comes from Fashion and Beauty Monitor's report on influencer marketing, "The New Face of Luxury," which analyzes the current view on influencers in the luxury fashion world and established seven major trends in the influencer market ([see more](#)).