

A woman with long brown hair, wearing a white short-sleeved dress and silver high-heeled sandals, is walking on a gravel path. She is carrying a white Chanel bag with a gold chain strap. The background is a lush green forest.

WHAT TYPE OF INFLUENCER ARE YOU?

**Discover what makes YOU powerful
when it comes to working with brands!**

A Brief [Instagram] History

In the world of brand partnerships, influencers have assumed titles that describe what 'type' of influencer they are based on their following #'s and engagement rates. Until recently, many brands viewed this metric as a way to determine which influencer would be ideal to partner with. If they were looking for someone with a huge following to promote a product or spread brand awareness, then they'd choose to pay up to it with the assumption the ROI (Return on Investment) would meet the goals of their campaign by working with this particular 'big name' influencer.

Then came the Instagram purge of 2014...

then the #Shadowban of 2017...

and The Algorithm of 2018...

...Oh how things have changed!

Today, engagement matters THE MOST. Back when brands chose to work with influencers that solely had large number followings, many of them found themselves in 'failed' collaborations because the 'said influencer' most likely paid for his/her followers. If there's a strong positive that came out of The Algorithm emergence is that you can now directly see how engagement-worthy an influencer is, based on the stats shared by Instagram & how his/her posted content is performing.

NANO INFLUENCER

Range of Followers: 100 - 1,000

Level of Influence: Strong, small but loyal network of followers

When first starting out, Nano Influencers are consumed with posting content they genuinely love rather than focusing on anything that's product-paid-sponsored. Because of this, Nanos have the strongest relationship with a brand compared to the other types below. Brands will find working with a Nano to prove an authentic ROI, knowing exactly what degree of visibility it will get from the Nano's small, but fully-engaged followers.

MICRO INFLUENCER

Range of Followers: 1,000 - 10,000

Level of Influence: Significant, larger than Nano

Micro Influencers exist in greater numbers than the other types and are able to generate tailored content. Micros usually have strong existing brand relationships based on their purchase history & positive brand affinity. These types of influencers are also authentic in the nature of how they post content, tapping into the power of true word-of-mouth marketing. Micros represent the typical consumer and are much more relatable, allowing them to build a stronger rapport with its followers - which brands love as a result!

MACRO INFLUENCER

Range of Followers: 10,000 - 100,000

Level of Influence: Considerable, wide network of followers

Macro Influencers are those who focus on content that is relevant to his/her specific niche (i.e. fashion, food, fitness, etc.) Macros are greater in number than others and have good connections with brands they are loyal to & believe in. Macros will generally stick to a theme and only promote content/brands that work within their niche's realm. You could label these types of influencers as 'professionals' in their circles with larger followings, and brands are more likely to choose Macros for more specific-detailed collaborations that are within their niche (i.e. seasonal, holiday, etc.) However, it's not guaranteed that every follower of a Macro is necessarily going to be engaged with the content that is published.

MEGA INFLUENCER

Range of Followers: 100,000+

Level of Influence: Sizable, low brand trust & loyalty

Granted not every Mega Influencer has a low level of brand trust & loyalty, but it's more common based on the former way brands and influencers used to work with one another. When expected deliverables failed to be met because a blogger was not authentic, the credibility and confidence goes down. Megs tend to endorse a high volume of brands, even their competitors, which can influence the levels of credibility and confidence from followers as well. Of course, there are many Megs that have earned their following counts and publish authentic content daily (like Helena of Brooklyn Blonde); these Megs have established strong connections with brands and tend to have repeat partnerships with them as a result.

Remember...

No matter how big or small of a following you have, brands WILL notice you if you genuinely have something to offer them. Whether it's amazing photography, creative captions, or a strong foundation of comments, brands today want to work with influencers that can deliver authentic content.

Remember to always stay true to yourself and put up blinders when you feel like comparing yourself to others that 'appear' like they're killing it - they're often struggling just like you but happened to have found a moment of opportunity. Stick to what you believe in & your time will come in no time!