

THE IMPORTANT TYPES OF INFLUENCERS

Marketers realize that influencer marketing can really pay off for a brand. Let this infographic guide your thinking about how to classify, engage and manage different types of influencers to optimize your program.

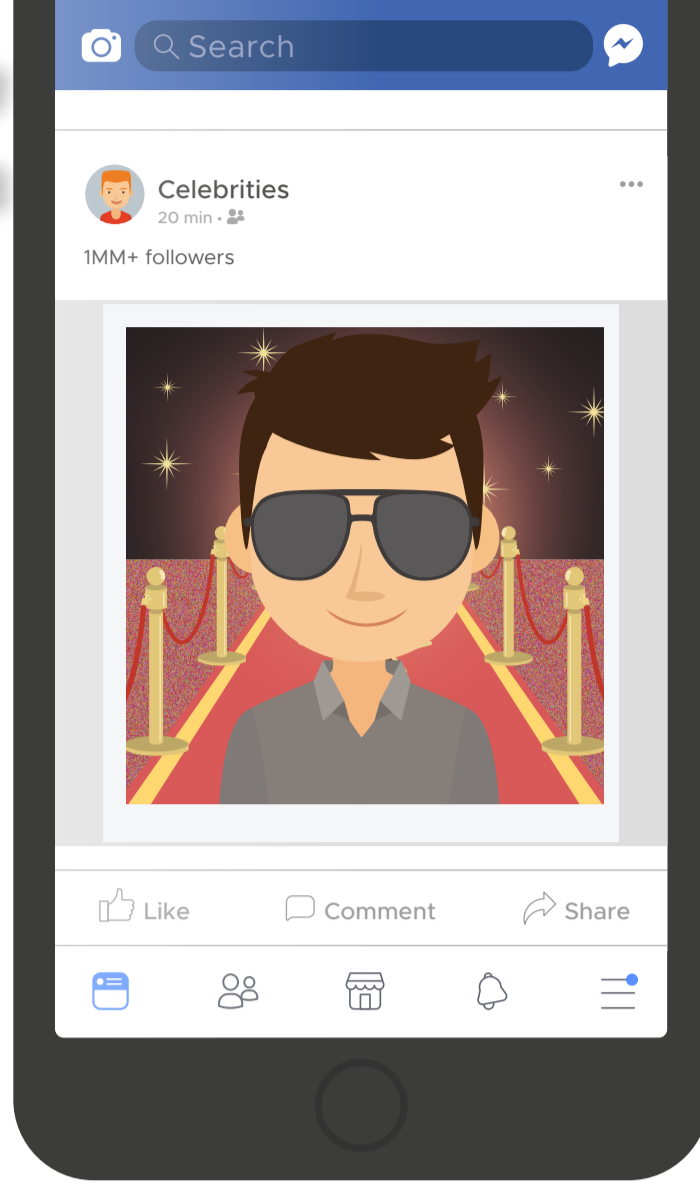
Celebrity Influencers

They typically have millions of **GLOBAL FOLLOWERS**, causing brand marketers to get enamoured by the reach potential of these social megaphones



PROS

- Immense reach
- Brand coolness factor



CONS

- Expensive
- Attracts fake followers
- Lots of followers outside of your core target audience
- May not be willing to move to models that reward for engagement



ONLY **3/100 PEOPLE** would consider buying a product if it was endorsed by a celebrity¹



TRACK EVERYTHING ALWAYS; it gets you closer to assessing the value of big marketing spends like this. Celebrities may push back, but you must insist that their ROI be tracked



Mega Influencers

COMBINE IMPRESSIVE REACH often with an authentic passion on a particular topic that drives an engaged audience

PROS

- Significant reach
- Potentially high engagement

CONS

- May be susceptible to follower fraud
- May not be willing to move to models that reward for engagement

Move them to a model that **REWARDS THEM FOR DELIVERING VALUE**, such as a bonus for participating in a revenue-generating conversion for the advertiser.



Micro Influencers

They are more affordable and drive **MORE ENGAGEMENT** among their smaller audience. Thus, they often receive a higher Return on Marketing Investment than other larger influencer segments

PROS

- Less expensive
- Higher engagement
- Less likely to have a large fraudulent following

CONS

- Smaller reach
- Need to manage lots of them in order to drive significant revenue

To scale, move them into your **partnership program and manage them through a central platform like Radius** to simplify the contracting, orchestration, tracking, payout, and monitoring workflows globally.



Organic Influencers

These are your **MOST LOYAL CUSTOMERS**, and have developed a strong affinity for your brand. They post positive mentions or imagery of your products, amplify your posts, etc. – all without expecting compensation

PROS

- Free
- Authentic
- Likely to have high engagement

CONS

- Cannot control substance or frequency of their posts
- Sometimes hard to locate

You may want to **explore shifting some organic influencers into compensated ones**, but resist the temptation to control the message – it will destroy their authenticity and credibility with their audience.



Regardless of type, **ALL influencers need to be tracked** through a centralized platform so you can see whether or not your portfolio of influencers are generating conversions.