Next Generation Influencer Marketing: 2016 Micro-Influencers and Omni Social Strategy

Based on the analysis of data from 2,500 US-based micro-influencers' Activate profiles to show which social channels (blogs, Facebook, Twitter, Instagram, and Pinterest) are most popular across six key verticals:

DIY · Fashion · Food · Lifestyle & Home · Parenting · Travel

ACTIVATE

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Introduction

For the second installment of our micro-influencer series, we wanted to take a deeper look into the complete online and mobile presences of micro-influencers across verticals and social channels.

Our main goal was to uncover the correlations between micro-influencer verticals and the social channels where they performed best in order to help brands understand the right omni-social strategy (combination of social channels) to reach their target audiences. We aimed to analyze three key themes:

1 Which Social Channels Are Strongest for Each Influencer Verticals

- We looked at six verticals (Food, Fashion/Beauty, Lifestyle/Home, Travel, Parenting, and DIY), the social channels (blogs, Instagram, Facebook, Twitter, and Pinterest), where their audiences exist, and how this impacts where micro-influencers choose to post original content.

2 How Social Channels Correlate Across Different Verticals

- We compared the relationship between various social channels in each vertical to understand micro-influencers' strategies for growing multi-channel audiences

3 How Brands Can Use This Data to Create Omni-Social Campaigns

- We analyzed the relationships between verticals and social channels to develop strategic actions brands in particular industries can take when building multi-channel campaigns with micro-influencers.

Our Methodology

We analyzed a representative set of 2,500 micro-influencers' Activate profiles out of our community of more than 850,000 influencers. We focused only on micro-influencers who had completed Google Analytics profiles linking the data from their blog, Instagram, Facebook, Twitter and Pinterest accounts.
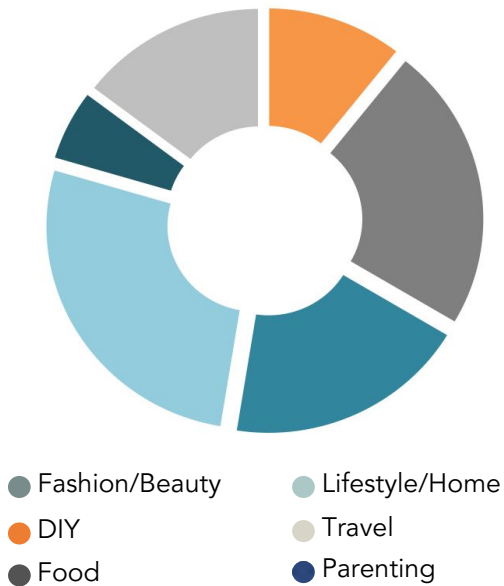
Verticals	Social Channels
Food	Blogs
Fashion/Beauty	Instagram
Lifestyle/Home	Facebook
Travel	Twitter
Parenting	Pinterest
DIY	

Our Sample Set

Category Breakdown

- ● Fashion/Beauty
- ● DIY
- ● Food
- ● Lifestyle/Home
- ● Travel
- ● Parenting

2,500
micro-influencers

_____

US-Based
influencers

Average Reach by Channel

- ● Blogs
- ● Facebook
- ● Instagram
- ● Twitter
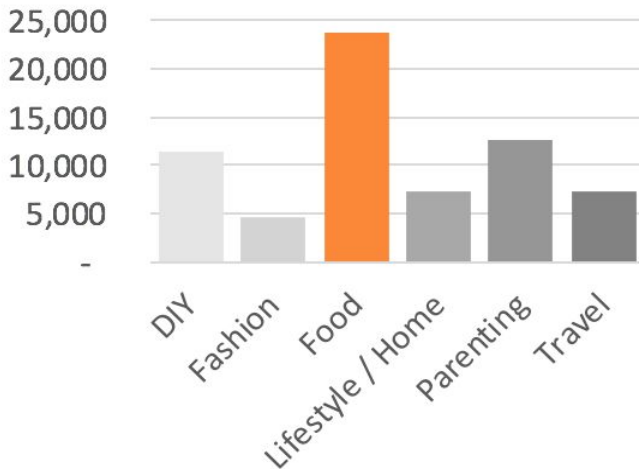- ● Pinterest
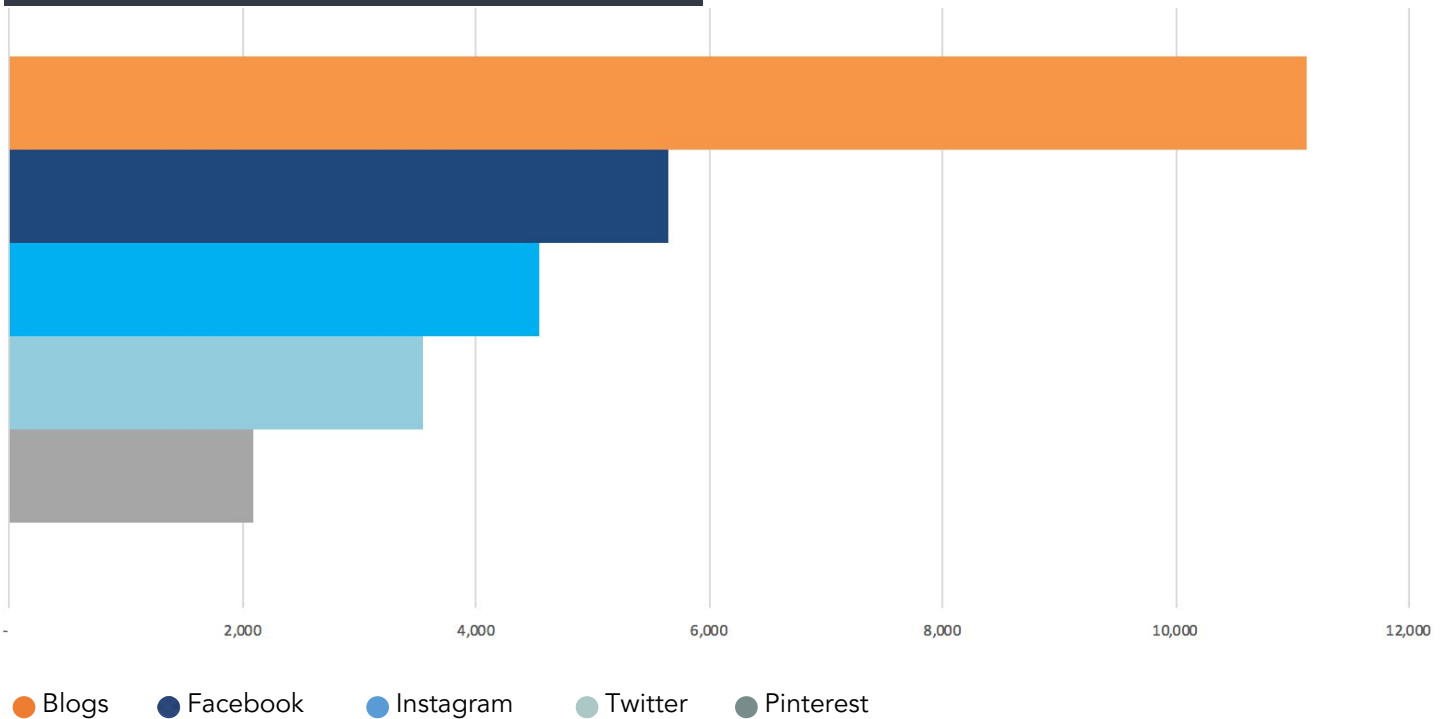
Food Dominates Across Blogs and Social

2X Food micro-influencers have **more than twice the number of monthly unique visitors to their blogs compared to any other vertical.** This is supported by the role SEO plays when searching for recipes.
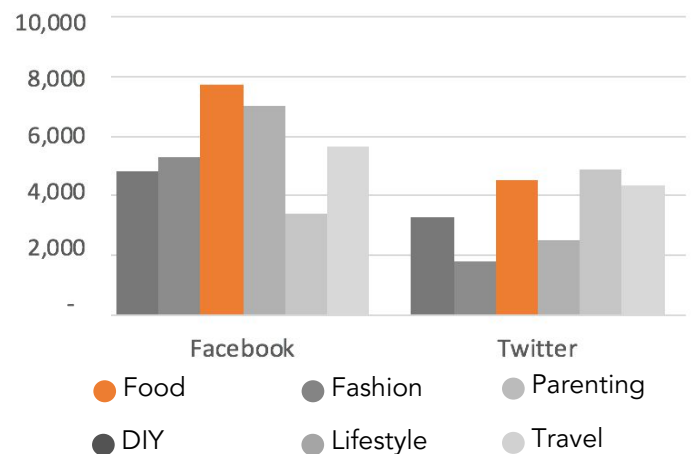
Food is also one of the strongest verticals on Facebook and Twitter. Food is the most popular vertical on Facebook and the second most popular on Twitter.

As a universal topic, Food also has strong followings across additional social channels.

Average Number of Monthly Unique Visitors to Blogs by Vertical

25,000	
20,000	
15,000	
10,000	
5,000	
-	

DIY • Fashion • Food • Lifestyle / Home • Parenting • Travel

Average Followers by Channel

10,000	
8,000	
6,000	
4,000	
2,000	
-	

Facebook   Twitter

● Food   ● Fashion   ● Parenting
● DIY   ● Lifestyle   ● Travel

What Does This Mean for Brands?

Food brands should take advantage of food micro-influencers' strong followings across multiple social platforms by collaborating on multi-channel campaigns.

Brands outside of the food industry have an opportunity to collaborate with food micro-influencers, as long as their brand, aesthetic and audiences match appropriately.
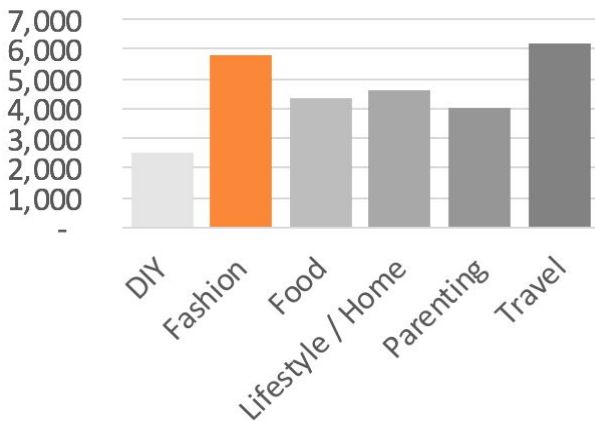
Fashion & Beauty Excel on Instagram
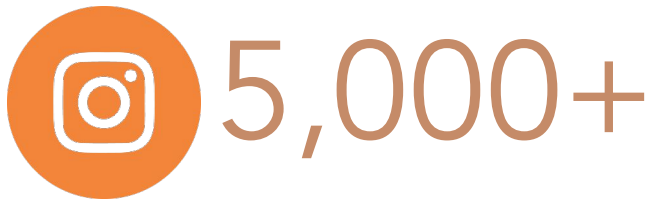
5,000+

Fashion/Beauty micro-influencers have an average of more than 5,000 followers on Instagram, the vertical's strongest social channel.
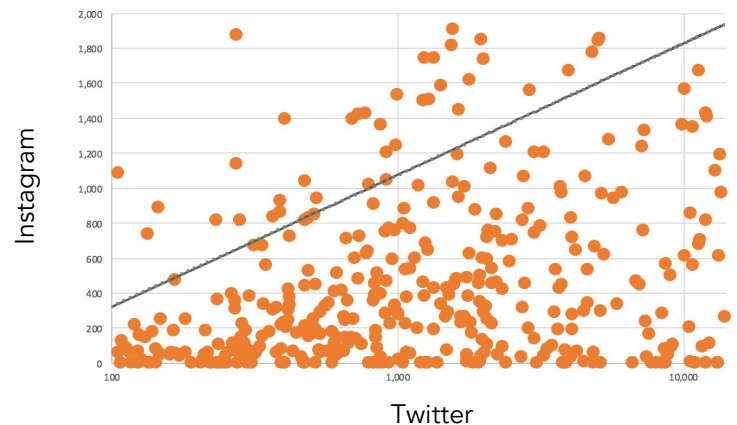
#2

Fashion/Beauty micro-influencers are only slightly second to travel as the most popular vertical on Instagram. Travel micro-influencers have only a 7% higher average number of followers on Instagram.

The visual nature of Instagram lends itself well to visually-focused Fashion & Beauty. There is also a correlation between Fashion & Beauty micro-influencers' use of Instagram and Twitter.

Average Instagram Followers by Category

Average Number of Fashion & Beauty Followers on Instagram and Twitter

What Does This Mean for Brands?

Fashion and Beauty brands should look to engage Fashion/Beauty micro-influencers using Instagram as a key social channel. They can also easily expand their reach on Instagram by leveraging Travel micro-influencers, another strong vertical on Instagram.

Fashion and Beauty brands should also **leverage Twitter as a way to expand their reach** when working with micro-influencers.
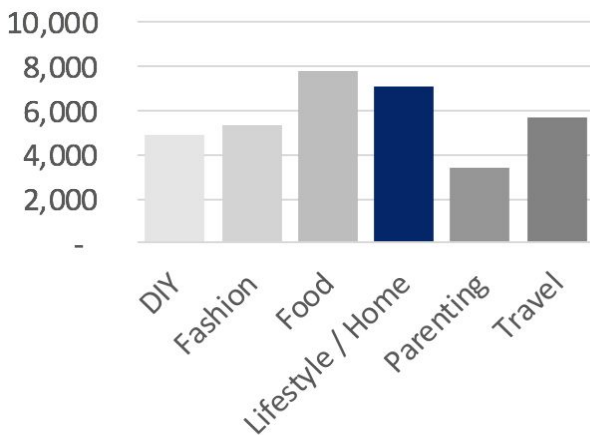
Lifestyle / Home Is Big on Facebook

7,000+

Lifestyle/Home micro-influencers have an average of more than 7,000 likes on Facebook, which is the vertical's strongest social channel.

#2

Fashion/Beauty micro-influencers are only slightly second to Food as the most popular vertical on Facebook.

There is also a correlation between Lifestyle / Home micro-influencers' use of Pinterest and blogs, which most likely indicates that they are sharing their posts via Pinterest and finding a ripe audience for their content -- driving traffic back to their blogs.

Average Facebook Likes by Vertical

### Average Number of Lifestyle / Home Followers on Pinterest and Blogs
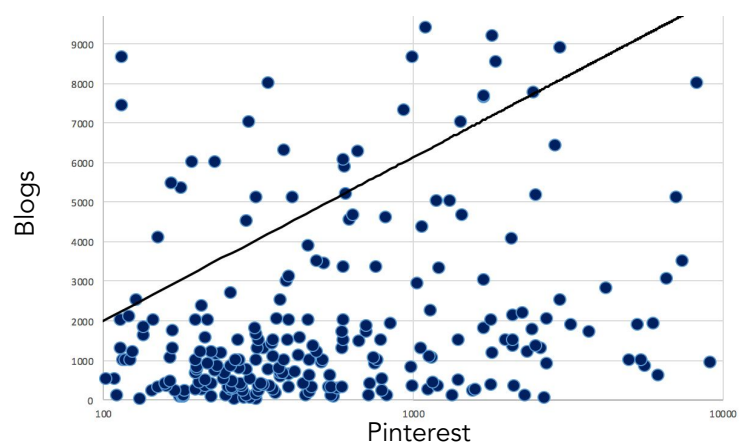
What Does This Mean for Brands?

As a broadly appealing vertical, Lifestyle / Home brands should leverage micro-influencers' high reach on Facebook in their campaign.They can also easily expand their reach on Facebook by leveraging Food micro-influencers, another strong and universal vertical on Facebook.

Lifestyle/Home brands should look to blogs and Pinterest when developing micro-influencer campaigns - they offer a mutually beneficial mix of visual and long-form content that together amplify reach.

Travel Is the Top Vertical on Instagram
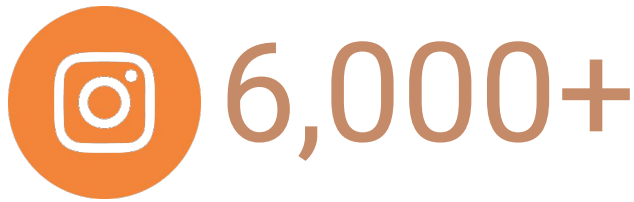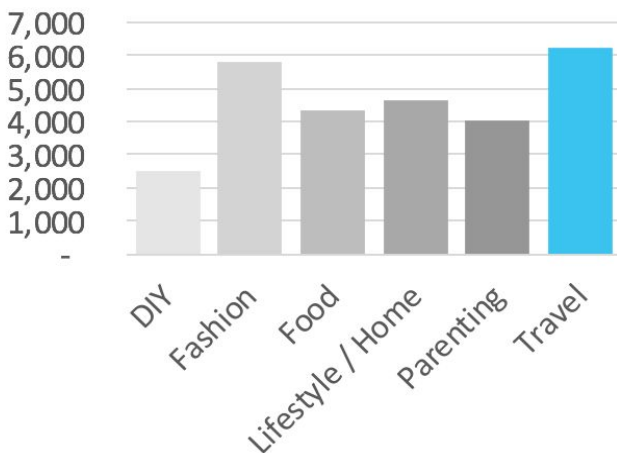
6,000+

Travel micro-influencers have an average of more than 6,000 followers on Instagram, which is the vertical's strongest social channel.
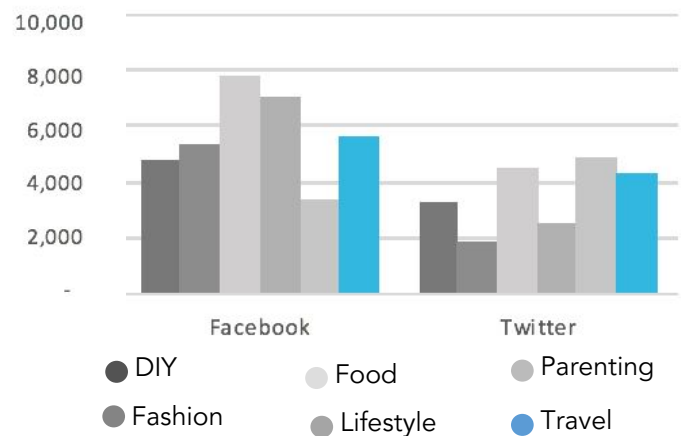
Travel also does well on Facebook and Twitter. Travel micro-influencers have the third highest followings on both social channels.

The travel-friendly features of social channels such as Instagram, Facebook and Twitter explain their popularity among Travel micro-Influencers.

Average Instagram Followers by Vertical

Categories: DIY, Fashion, Food, Lifestyle / Home, Parenting, Travel

Average Number of Followers on Facebook and Twitter by Vertical

Groups: Facebook, Twitter

Legend: DIY, Fashion, Food, Lifestyle, Parenting, Travel

What Does This Mean for Brands?

Travel brands should work with micro-influencers to develop campaigns that leverage social channels such as Instagram, Facebook and Twitter.

As a way to also leverage long-form content, travel brands can collaborate with micro-influencers in other verticals that are more popular on blogs - such as food - that have similar brands, aesthetics and audiences.
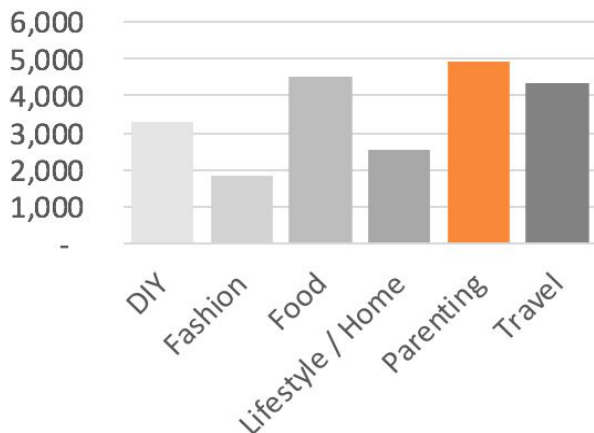
Parenting Is Strong on Twitter and Blogs

5,000+
🐦 **Parenting micro-influencers have an average of more than 5,000 followers on Twitter,** which is the vertical's strongest social channel.

#2
Parenting micro-influencers also do well on blogs, with the second highest number of monthly unique visitors after food micro-influencers.

Parent micro-influencers were among the early adopters of social media and appeal to a slightly older demographic, so they tend to have loyal followings on more established social channels.

Average Twitter Followers by Vertical

Average Number of Monthly Unique Visitors by Vertical
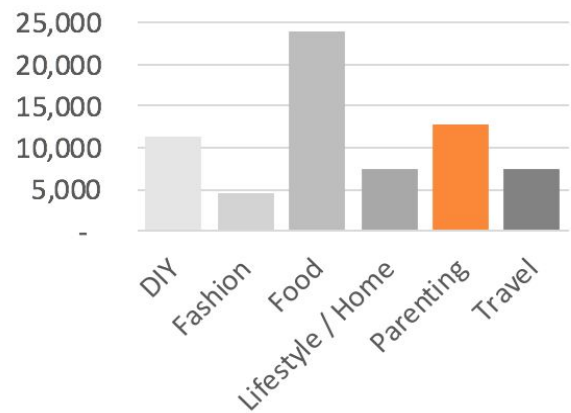
What Does This Mean for Brands?

Brands targeting parents should work with micro-influencers to develop campaigns that work well in more established platforms such as blogs and Twitter.

Brands targeting parents can also work with micro-influencers in adjacent categories such as Lifestyle/Home to expand their reach to additional social channels such as Instagram and Facebook.

# DIY: The Perfect Mix of Pinterest and Blogs

3,000+ — **DIY micro-influencers have an average of more than 3,000 followers on Pinterest**, which is the vertical's strongest social channel.

#3 — DIY also performs well on blogs. DIY m**icro-influencers have an average of over 10,000 monthly unique visitors,** the third highest number of followers among verticals.

DIY micro-influencers are known for creating content with both visual inspiration and instructional how-tos. The combination of Pinterest images and blog tutorials explains the vertical's popularity on these platforms.

Average Pinterest Followers by Vertical
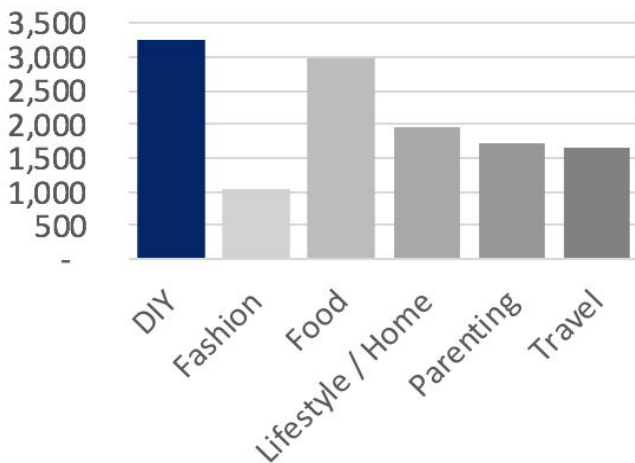
Average Number of Monthly Unique Visitors by Vertical
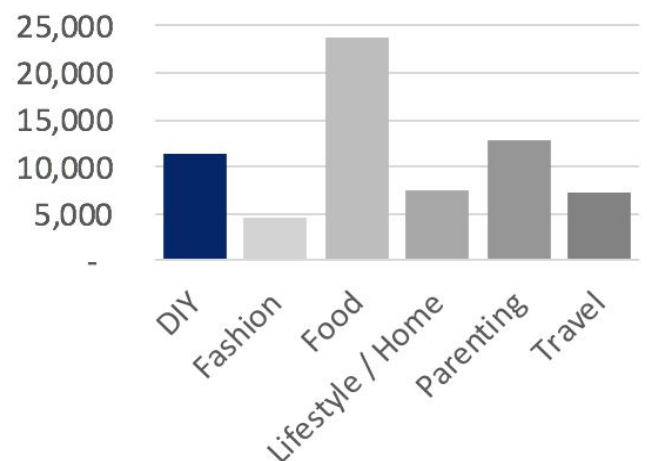
What Does This Mean for Brands?

Brands targeting a DIY audience should work with micro-influencers to develop campaigns that leverage Pinterest and blogs to create visual, long and short-form content.

Brands targeting DIY consumers should also work with micro-influencers in the Lifestyle/Home vertical to increase their reach on both Instagram and Facebook.

The Right Social Channels Matter

1 Certain verticals naturally fit with certain social channels due to their features.

- When considering which social channels to use, micro-influencers consider which features match the needs of their verticals. Brands can amplify the reach, engagement, and overall success of their micro-influencer campaigns by focusing on the right channel for their vertical.

2 Brands should look to adjacent verticals to expand reach and diversify their audiences.

- Along with focusing on collaborating with micro-influencers on branded content for social channels popular for their own vertical, brands can amplify their reach by working with micro-influencers in adjacent verticals to reach audiences on additional social channels.

3 Instagram dominates in highly visual verticals.

- Travel and fashion, two of the most visual micro-influencer verticals, are unsurprisingly popular on Instagram. Brands looking to reach audiences in these categories should focus on collaborating with micro-influencers to create high quality imagery that excel on this platform.

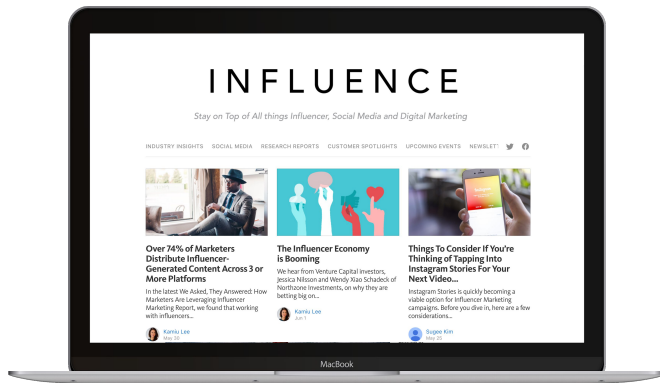**4** Combining social channels can help amplify reach

- Particularly in categories such as Lifestyle / Home, DIY, and Parenting micro-influencers are already using a strategic combination of social channels to amplify their reach and diversify their audiences. Brands should leverage micro-influencers' existing omni-social strategies to create ideal ways to translate their original content across platforms while keeping their message consistent.

5 Food is the strongest industry across the board

- Due largely to its general appeal and the effect of SEO-friendly content (driven by people searching for recipes), Food has a higher average number of followers than all other categories in blogs and Facebook, and performs well on Instagram and Twitter as well. Food brands should leverage this opportunity by working with micro-influencers to create strategic multi-channel campaigns to reach their target audience(s). Non-food brands can take advantage of Food micro-influencers' with similar brands, aesthetics and audiences to amplify their reach.
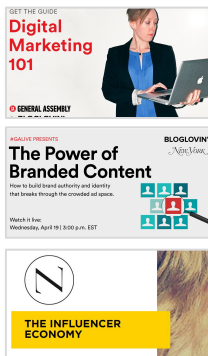
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