



NANO CAN BE KING

Edition 09

It's all about the little guy



There are several tiers to consider. Nano-influencers are social media users with smaller followings – usually between 1,000 and 10,000 followers. They can offer more personalized recommendations with a smaller following because their social media is more personable and less public. A nano-influencer may be just as influential as a traditional celebrity or even a micro-influencer when it comes to conversion rates. If you're looking for an influencer that will create intimate experiences with their audience base, then nano-influencers are the way to go.

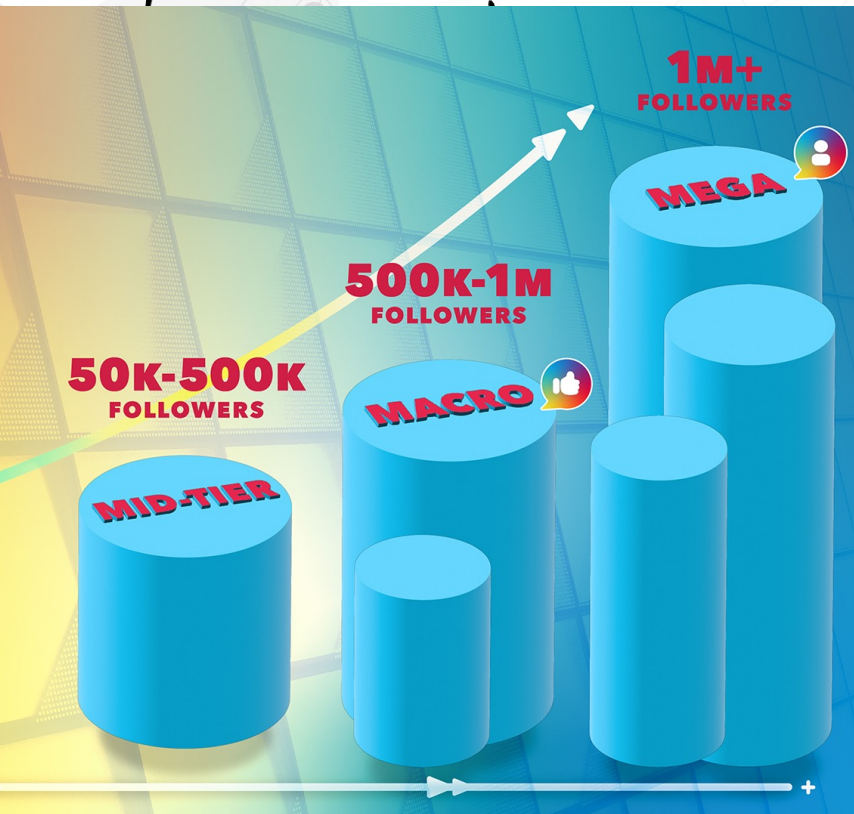
Social Media Influencer Tiers

1K-10K
FOLLOWERS



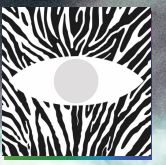
10K-50K
FOLLOWERS





Courtesy of Digitalage

Mega-influencers with more than a million followers (think celebrities) are not a part of your product or brand. The downside is that because these influencers have so many followers, it will be challenging to get their attention and bring them onto your platform. They may use you to promote themselves and then move on. Unless they are interested in your product, they are probably not going to stick around for long. Some creative measures need to be taken to get the attention of a mega-influencer – such as a creative brief, more personalized messaging towards the specific influencer, finding the ones that can relate to your brand, and more.



A Nano Influencer with as few as 2,000 True Fans can be a part of the new Digital Middle Class.

A massive reset is happening as creators flock to other platforms to seek new empowerment and monetization strategies.

Photos courtesy of Unsplash

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