

INFLUENCER  
MARKETING  
REPORT:

# The Selling Power Of Influencers

Nano, Micro, Mid, Macro,  
and Mega Macro





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# Introduction

Which influencers are the best fit for your next marketing campaign: Nano, Micro, Mid, Macro or Mega Macro?

With this report, you'll be one step closer to finding your answer.

[Later](#) and [Fohr](#) analyzed over 3.5M Instagram posts to reveal the correlation between an influencer's follower count and their average engagement, reach, save, and video view rates.

We're sharing all the key findings and how you can use them to take your influencer marketing strategy to the next level.

BROUGHT TO YOU BY



[Later](#) is the leading visual marketing platform for Instagram, Facebook, Twitter, Pinterest, and TikTok. With over 4 million customers globally, Later helps its users visually schedule their photo and video content, track analytics to create targeted social media strategies, and drive traffic and conversions via its e-commerce integration, Linkin.bio.

# Fohr

[Fohr](#) is a world-class influencer and ambassador marketing company. Their technology has been built to help brands and agencies run their influencer efforts in-house in a way that is measurable, effective and human. Their white glove campaign services are built off an 'ambassador mindset' and deliver for top brands all over the globe. Fohr also leads the influencer industry through education, opportunities, technology, and events.

PART ONE

# The State of Influencer Marketing in 2021

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## PART ONE

# The State of Influencer Marketing in 2021

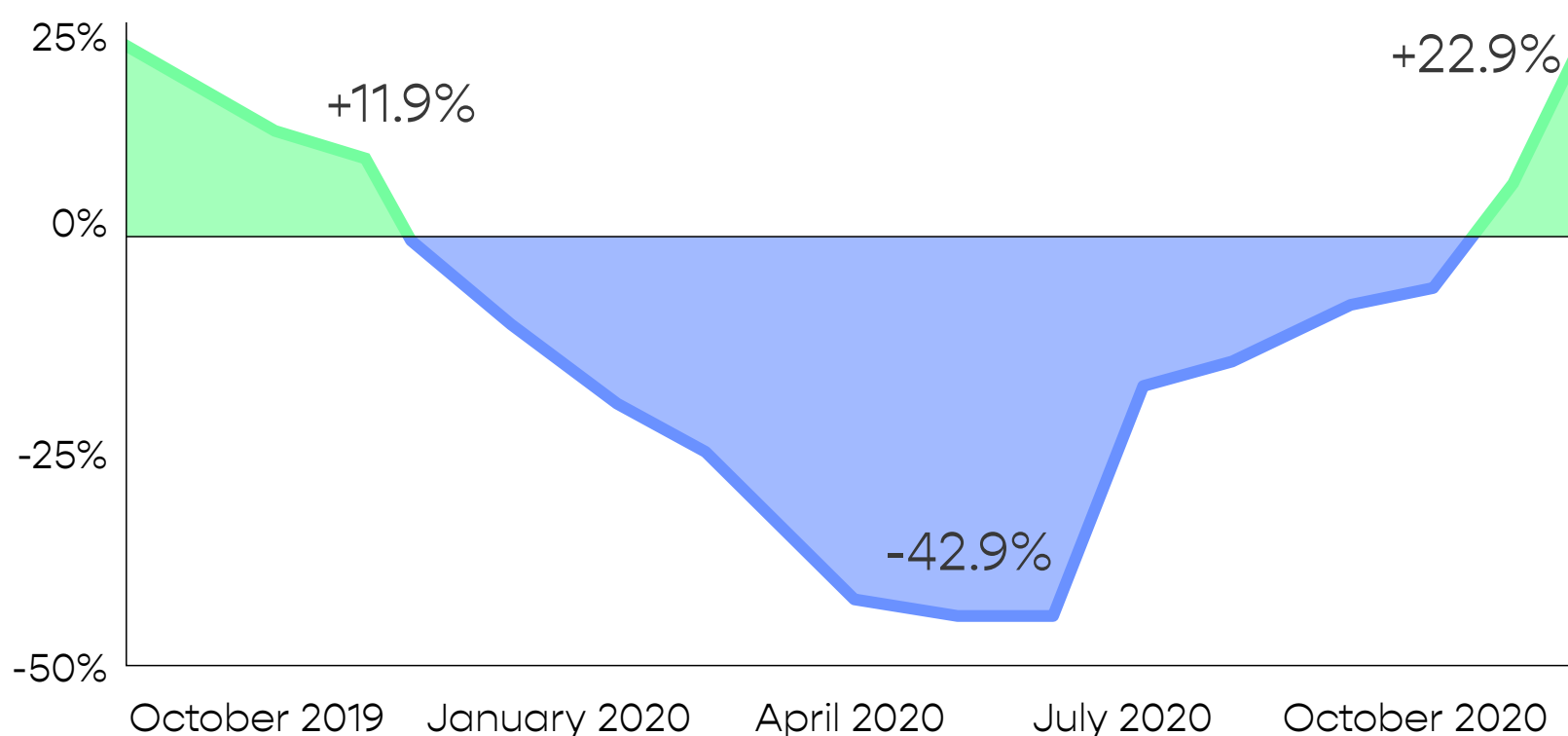
COVID-19 had a strong impact on the influencer marketing industry.

With many businesses having to reassess their operating policies and marketing budgets, the influencer marketing industry saw a hefty year-on-year decline.

In fact, between the months of April and June in 2020, the average monthly sponsored post rate was down by over 40% year-on-year.

## Rate of Sponsored Posts

Year over year growth (monthly average)



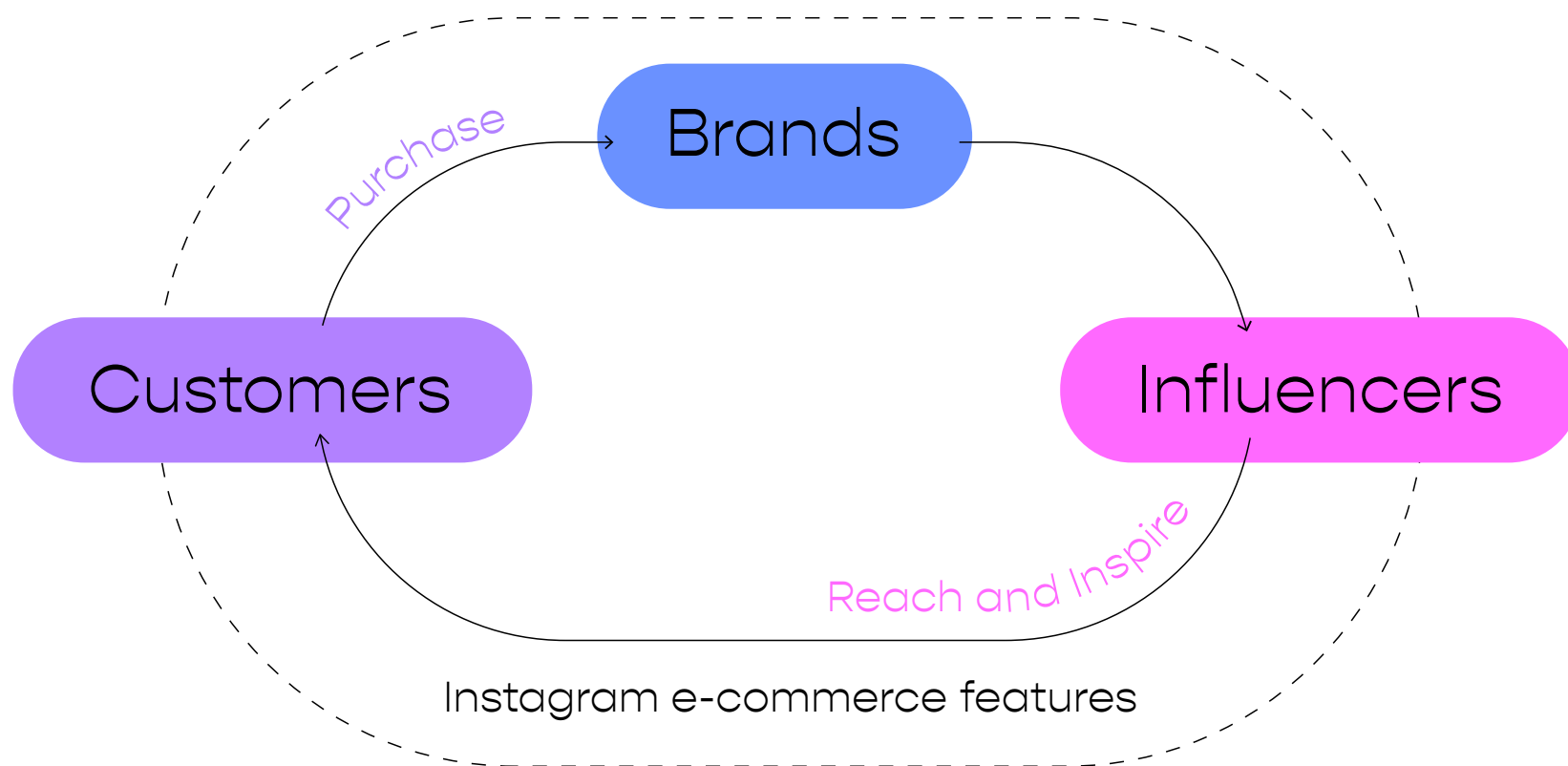


However, during this time, social media usage soared – with Instagram usage rising by over [40%](#) during the height of pandemic restrictions.

With many businesses forced to close their physical doors, Instagram became a [social commerce](#) platform for brands to sell products – with influencers acting as the all-important bridge to reach and inspire new customers.

As a result, the influencer marketing industry slowly bounced back, with the monthly sponsored post rate **increasing by 20%** year-on-year in December 2020.

## The 3-sided Marketplace of Social Commerce



As brands continue to diversify their sales strategies, and Instagram releases more [e-commerce tools](#) to streamline how brands connect with customers, the influencer marketing industry is only set to grow.

In fact, the [global social commerce market](#) is estimated to increase by 31.4% every year over the next 6 years, reaching \$604.5 billion by 2027.



PART TWO

# What's the Difference Between Each Influencer Follower Tier?

LATER x FOHR

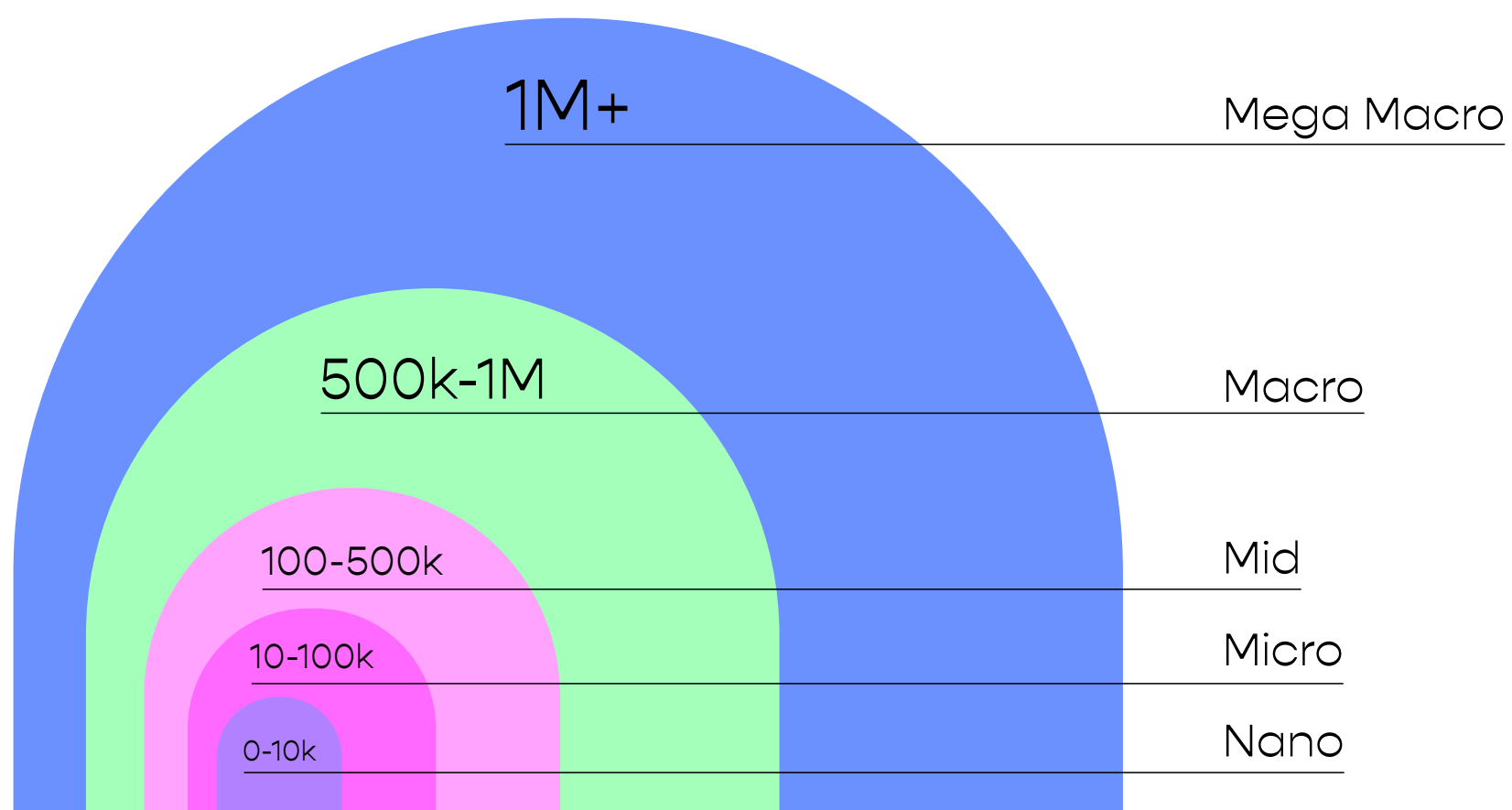
## PART TWO

# What's the Difference Between Nano, Micro, Mid, Macro, and Mega Macro Influencers?

Influencers on Instagram can range from having a few hundred followers to hundreds of millions – falling into 1 of 5 distinct categories:

- Nano: 0K - 10K
- Micro: 10K-100K
- Mid: 100K - 500K
- Macro: 500K - 1M
- Mega Macro: 1M+

## Influencer Follower Tiers



But what is the difference between each category, and how do they impact brand marketing? Here's our top level overview:

## Nano Influencers

Nano influencers are often just starting out on their influencer journey – with a maximum of 10K followers. They may have a full-time job alongside their social media presence, which can make for rich and multi-faceted storytelling. They are often considered as more authentic, trustworthy, and reliable due to their perceived lack of commercial viability. Brands are increasingly tapping into Nano influencers to create a groundswell for their brand, or to create assets that can be shared on their social channels.

## Micro Influencers

Micro influencers are more established, with between 10K-100K followers. This means they have access to some of Instagram's more coveted features, like Instagram Stories links, and are either on track to turning their Instagram presence into a viable business or are already there. The frequency and cost of sponsored posts will be higher than Nano influencers.

## Mid Influencers

Once an influencer breaks past the 100K mark, they enter the Mid tier phase. At this stage, they will likely have a clearly defined area of specialism and will be a voice of authority in their niche. They're probably working as an influencer or creator full-time, and their content quality, campaign experience, and payment rates will reflect that.



## Macro Influencers

The Macro influencer tier covers 500K-1M followers, which is a seriously significant reach. As such, these influencers are huge players when it comes to increasing brand awareness or shifting perception on a larger scale – but such huge reach often comes at a cost. Macro and Mega Macro influencers can charge tens of thousands of dollars for a sponsored Instagram campaign.

## Mega Macro Influencers

On the top end, Mega Macro influencers have amassed a huge number of followers, and are often multi-hyphenates at this stage: creator, entrepreneur, author, designer, TV-personality, and beyond. A Mega Macro influencer may have joined Instagram as a celebrity or reached celebrity status on the app – but either way, their social clout is huge and not to be overlooked.

**In the following sections**, we'll be exploring how feed post engagement, reach, save, and video view rates vary (on average) as an influencer's follower count increases.

However, it's worth remembering that each influencer tier provides a different type of value depending on a brand's marketing goals – and we'll be exploring them in the conclusion of this report.

PART THREE

# How Follower Count Impacts Feed Post Engagement Rates

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## PART THREE

# How Follower Count Impacts Feed Post Engagement Rates

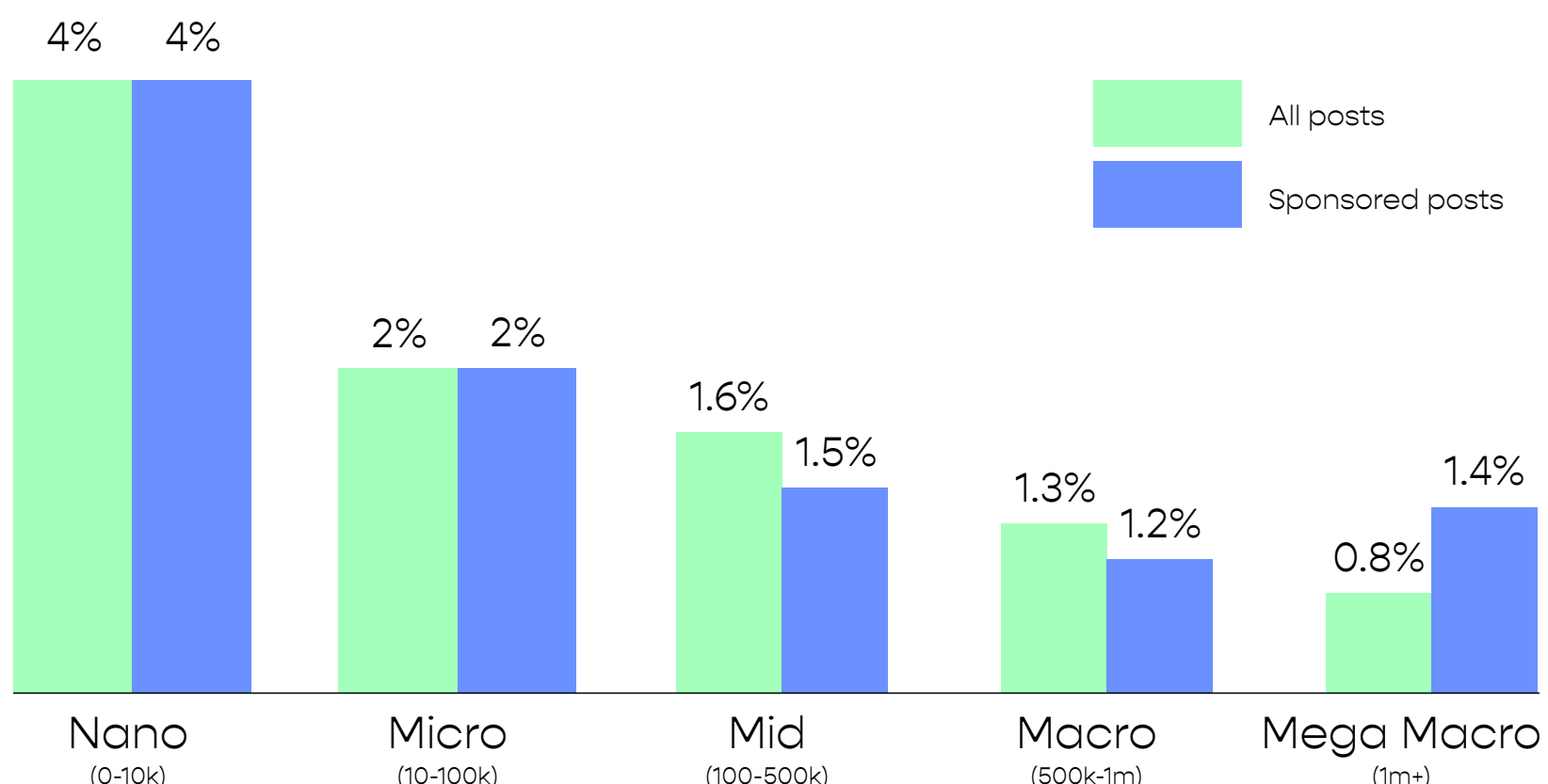
In this report, feed post engagement rate is calculated by the amount of engagement a post receives (i.e. likes and comments) in relation to an influencer's total follower count.

$$\text{Engagement Rate} = \frac{\text{(Likes + Comments)}}{\text{Total Number of Followers}}$$

Based on Later and Fohr's analysis of over 3.5M posts, **the overall average engagement rate across all influencer groups is 1.9%.**

Nano influencers have the highest engagement rate of all influencer tiers, averaging 4% across all feed posts and sponsored ones.

## Avg. Feed Post Engagement Rate per influencer follower tiers





This reduces by half for the Micro influencer tier, dropping to an average engagement rate of 2%.

As the follower count increases further, we see a steady decrease in the average engagement rate, with Mega Macro influencers seeing a rate of 0.8% on average – 5x lower than Nano influencers.

This is likely due to the fact that Nano influencers have a smaller, more targeted following. As an influencer grows, their account is suggested to more people, which is great for growth, but can result in more passive followers.

Notably, engagement rates for all posts and sponsored posts are fairly consistent across all categories – with sponsored posts for Mega Macro influencers actually performing better. This shows how fully integrated and accepted influencer marketing has become in 2021.

**KEY LEARNING:**

Nano influencers have the highest engagement rate of any influencer tier, but their audience size is the smallest. If you're looking to target small, highly engaged communities, working with multiple Nano influencers could be a great strategy for your brand marketing approach. This can be a time-consuming process, but influencer marketing solutions like [Fohr](#) offer a way to scale your efforts through technology.

PART FOUR

# How Follower Count Impacts Feed Post Reach Rates

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## PART FOUR

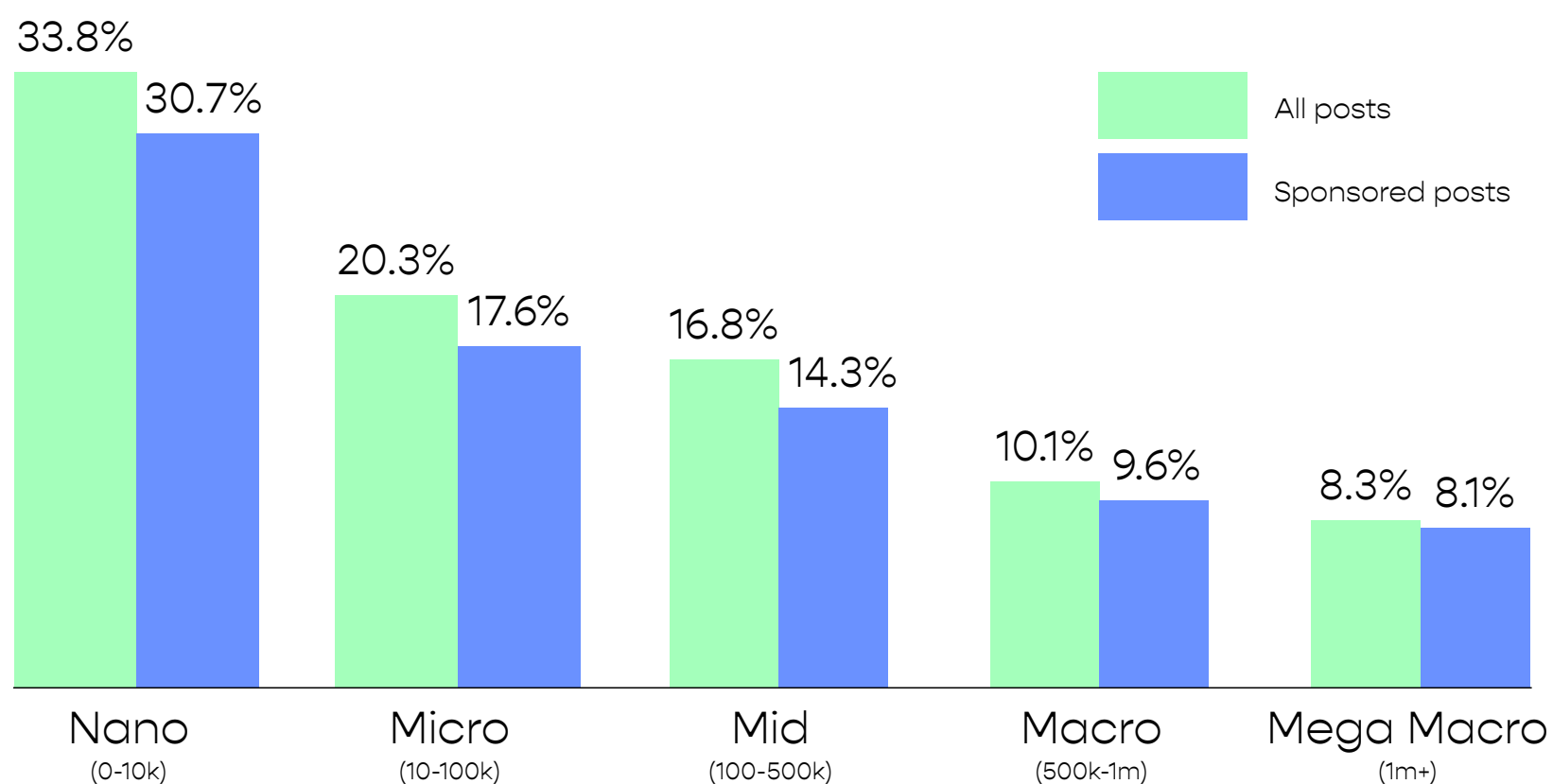
# How Follower Count Impacts Feed Post Reach Rates

Feed post reach rate is calculated by the number of unique accounts that see a post in relation to an influencer's total follower count.

**The average reach rate for all feed posts is 17.9%, and 16% for sponsored ones, although this drastically changes depending on an influencer's follower count.**

## Avg. Feed Post Reach Rate

per influencer follower tiers



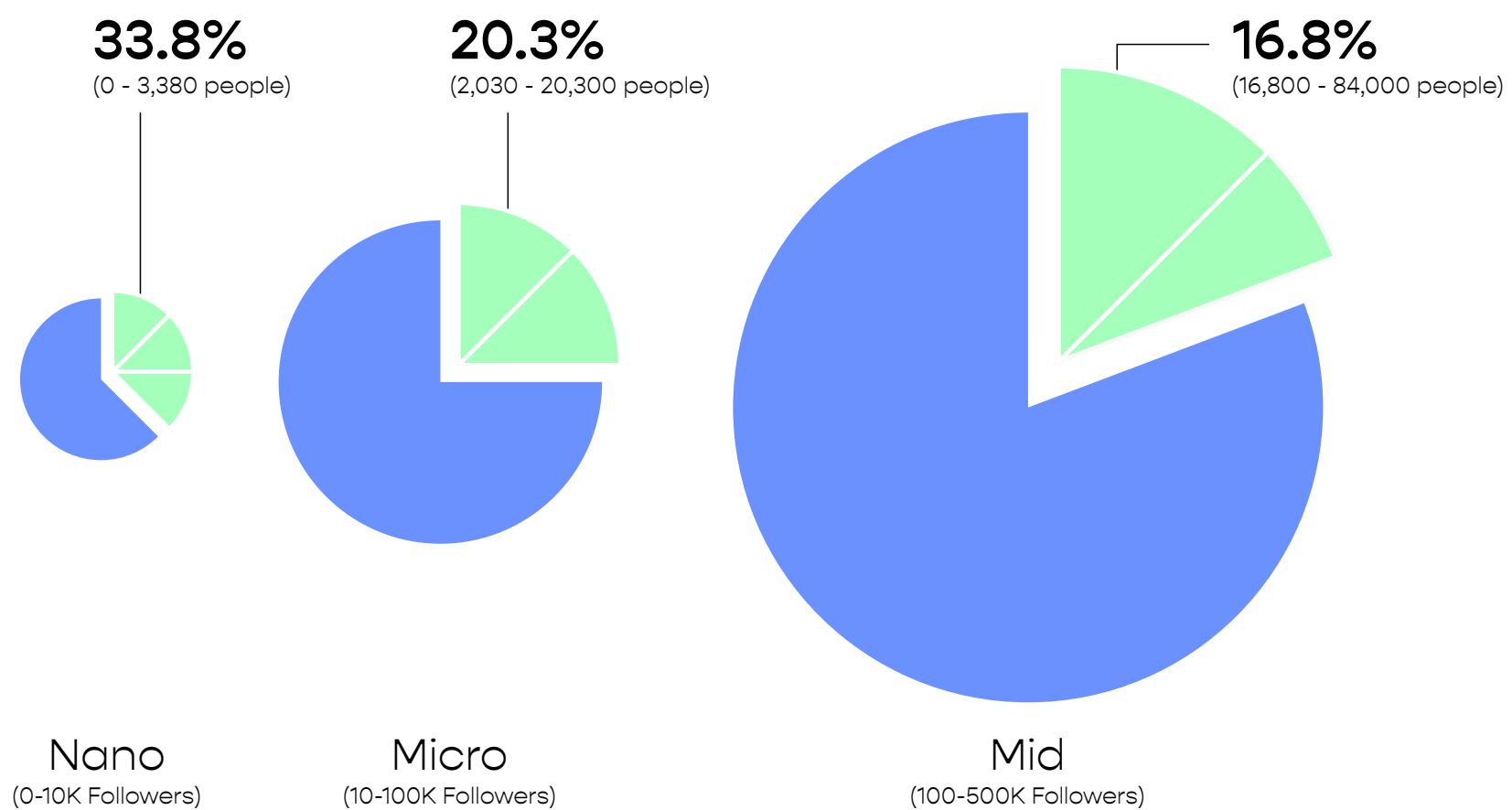
For Nano influencers, the average feed post reach rate is 33.8%. This is more than double the rate of Mid influencers, and over 3x the rate of Macro influencers.



However, it's valuable to remember that even though a Nano influencer has a higher reach rate – their overall reach is much smaller than a Micro, Mid, Macro, or Mega Macro influencer.

For example, a Nano influencer with an average reach rate of 33.8% will reach a maximum of 3,380 people, while a Mid influencer with an average reach rate of 16.8% will reach up to 84,000 people. That's a significantly higher audience reach, despite a much lower average rate.

## Influencer Reach vs Reach Rate



**KEY LEARNING:** Nano influencers have the highest average feed post reach rate of all influencer tiers, but their overall following is significantly lower. You'd have to work with dozens of Nano influencers to reach the same volume of people as a Micro, Mid, Macro, or Mega Macro influencer would reach in a single post.

PART FIVE

# How Follower Count Impacts Feed Post Save Rates

LATER × FOHR

## PART FIVE

# How Follower Count Impacts Feed Post Save Rates

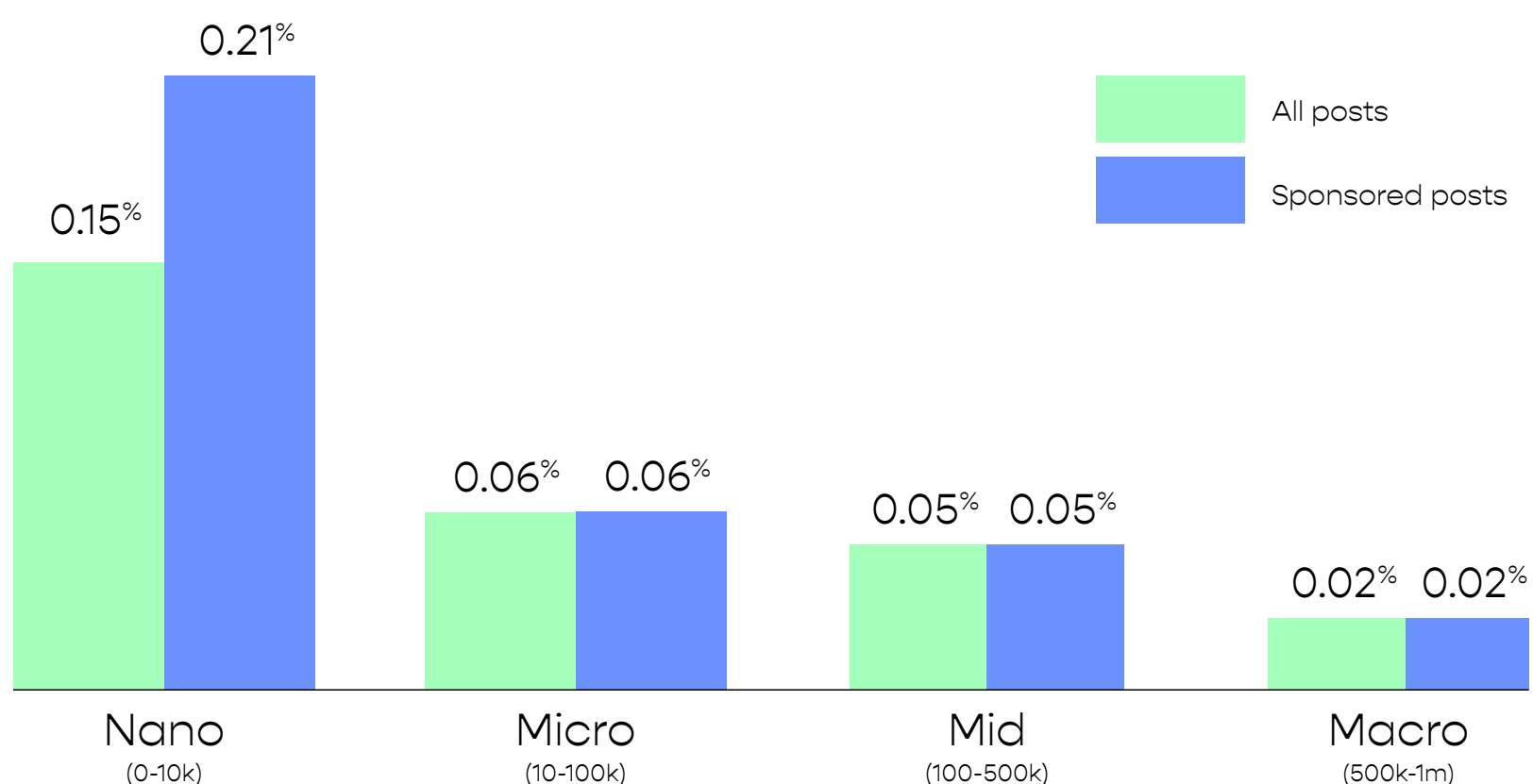
Feed post Save rates take into account how many times a post was saved in relation to an influencer's total follower count – and can be an indicator of how useful, inspiring, or noteworthy people find that content. Saving means they want to come back to it, after all.

Based on Later x Fohr's analysis, **Save rates are extremely low across the board, with an average of 0.07% for all posts and 0.09% for sponsored ones.**

To put that in perspective, that's 7 saves out of every 10,000 for all posts, and 9 out of every 10,000 for sponsored posts.

## Avg. Feed Post Save Rate

per influencer follower tiers



Of all the categories, Nano influencers have the highest feed post save rate, with an average of 0.15%. That's just 15 saves for every 10,000 posts.

**KEY LEARNING:** Save rates are a useful, qualitative indicator of deep interest, but with such low percentage rates on average, favoring one influencer tier above another has minimal real-life impact. However, a noteworthy spike in your save rate (even in the low percentiles) is worth taking back to your social team to showcase the resonance of your message and identify future opportunities for your content strategy.

PART SIX

# How Follower Count Impacts Feed Post Video View Rates

LATER x FOHR



PART SIX

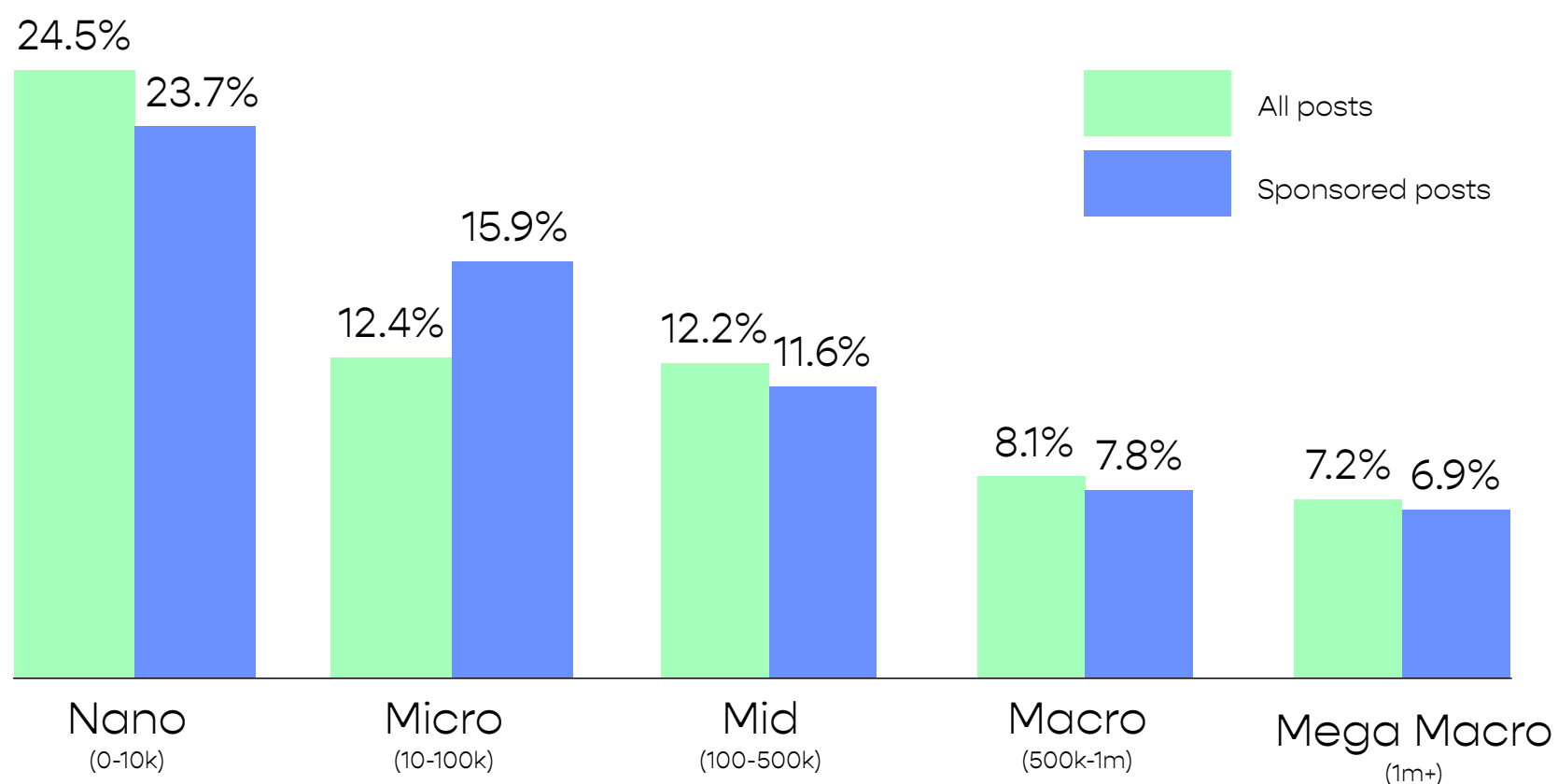
# How Follower Count Impacts Feed Post Video View Rates

Feed post video view rates are calculated based on how many video views a post gets in relation to an influencer's total follower count.

As with most of the data collected in this report, **Nano influencers have the highest video view rate on average at 24.5%** – signalling that a smaller, more engaged audience is more likely to watch video content.

## Avg. Feed Post Video View Rate

per influencer follower tiers



The average video view rate drops by almost half for Micro and Mid influencers, while Mega Macro influencers' video view rates drop even further to 7.2%.

To put this into context though, a Nano influencer (with up to 10K followers and a video view rate of 24.5%) would reach a **maximum** of 2,400 people.

For most brands, that isn't likely to meet the viral reach they were hoping for.

The average Macro influencer, on the other hand, will reach between 40,500 and 81,000 people – despite only having a video view rate of 8.1%.

Video is one of the most powerful strategies for increasing brand awareness and contextually showcasing products, so investing in the right influencer strategy for this medium can reap big rewards for your business.

**KEY LEARNING:** Nano influencers have the highest feed post video view rate, but their smaller audience size limits the true value of this metric. Working with Micro, Mid, or Macro influencers is often a more viable way to reach audiences at scale.

CONCLUSION

# Which Influencer Tier Is Best for Brand Marketing?

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## CONCLUSION

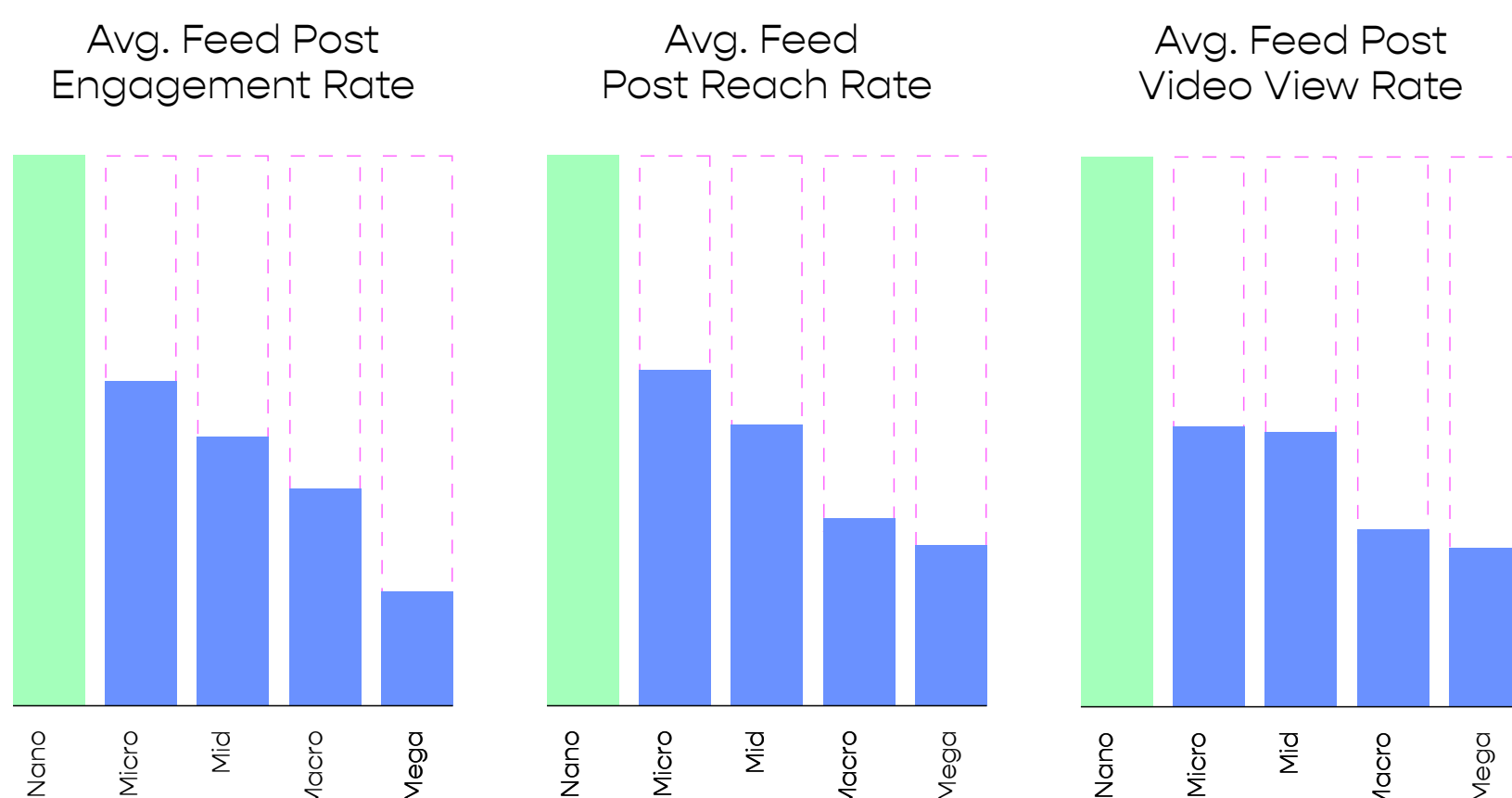
# Which Influencer Tier Is Best for Brand Marketing:

## Nano, Micro, Mid, Macro, or Mega Macro?

As this report shows, Nano, Micro, Mid, Macro, and Mega Macro influencers each have their strengths and weaknesses.

At first glance, Nano influencers appear like a no-brainer for influencer marketing partnerships. They have the highest engagement, reach, and video viewership rates of every influencer tier, and have consistent performance across sponsored and all posts









### The Power of Nano Influencers



When compared to a Macro influencer, their audience reach rate is more than 3x higher – and their fee rate is usually a fraction of the price.

Win-win, right? Well, not so fast.

If you're looking to reach a large audience, you'd have to work with 25 Nano influencers (who each have a maximum of 10K followers) to reach the same number of people as 1 Mid influencer with 500K followers.

Nano influencers	vs	Macro influencers
 <b>0-10K</b> FOLLOWERS Smaller, targeted audience		 <b>500K-1M</b> FOLLOWERS Larger, mass audience
 <b>33.8%</b> Feed Post Reach Rate		 <b>10.1%</b> Feed Post Reach Rate
 <b>4%</b> Feed Post Engagement Rate		 <b>1.3%</b> Feed Post Engagement Rate
 Lower fee rate on average		 Higher fee rate on average

That being said, if your goal is to tap into hyper-niche communities, where quality and individual engagement is more important than quantity, Nano influencers can provide a great solution.

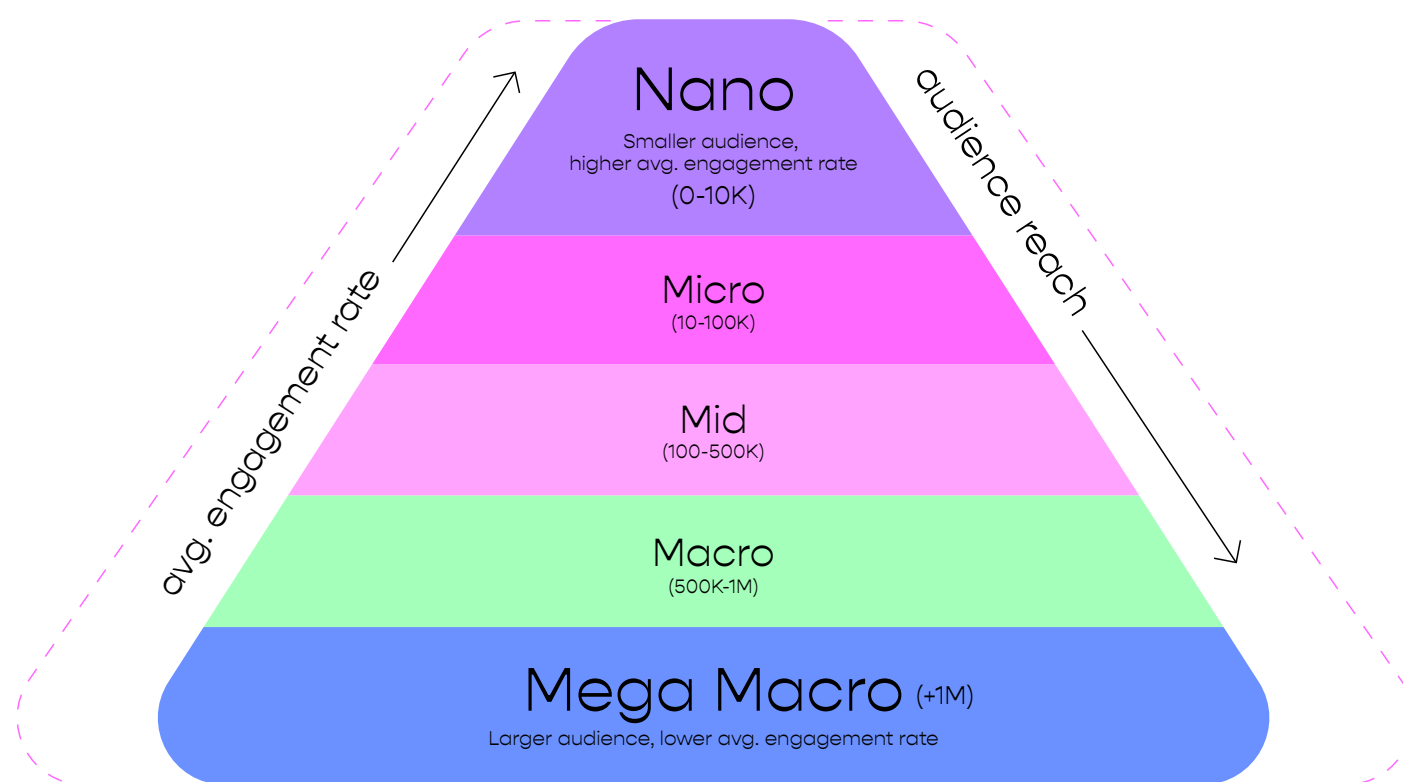
Similarly, if budget is limited, working with multiple Nano influencers can be cost effective, albeit more logistically challenging – which is where technology solutions (like [Fohr](#)) can be invaluable for managing influencer relations.



Grace Murray, Vice President of Strategy at Fohr, explains: “If creating content to repurpose is one of your main goals, smaller influencers are the most cost effective way of getting quality content that encompasses a range of viewpoints and experiences.”

For most brands, working with Micro or Mid influencers is a more manageable approach. Their follower count is high enough to have a measurable impact, they still reach a considerable percentage of that following, and their fee rates are typically much lower than Macro or Mega Macro influencers.

## Influencer Audience Reach vs Engagement Rate



However, that’s not to say Macro and Mega Macro influencers should be discounted entirely.

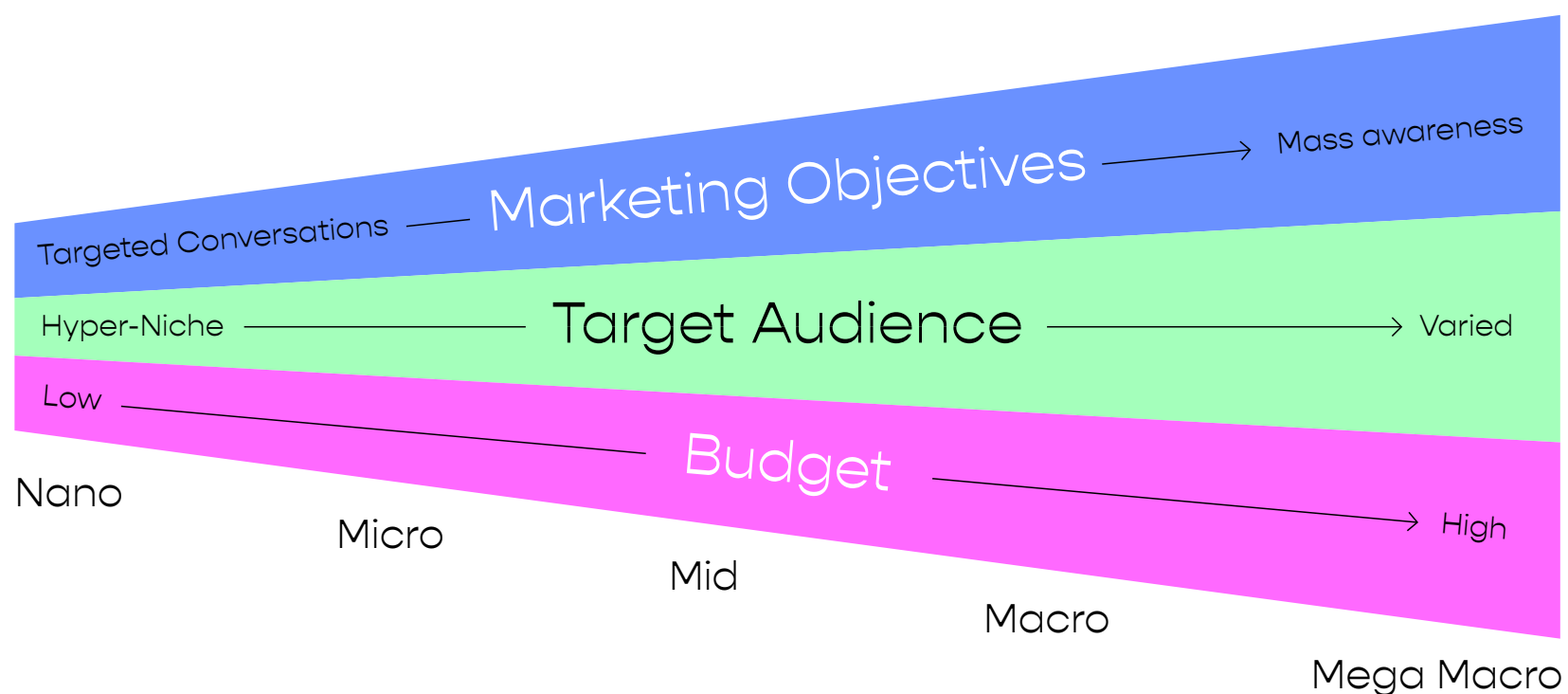
They may have low reach and engagement rates, but they do have unrivalled clout on social media. With the right campaign, they can create a seismic shock that ripples

through popular culture – a recipe for mass awareness and media pick up.

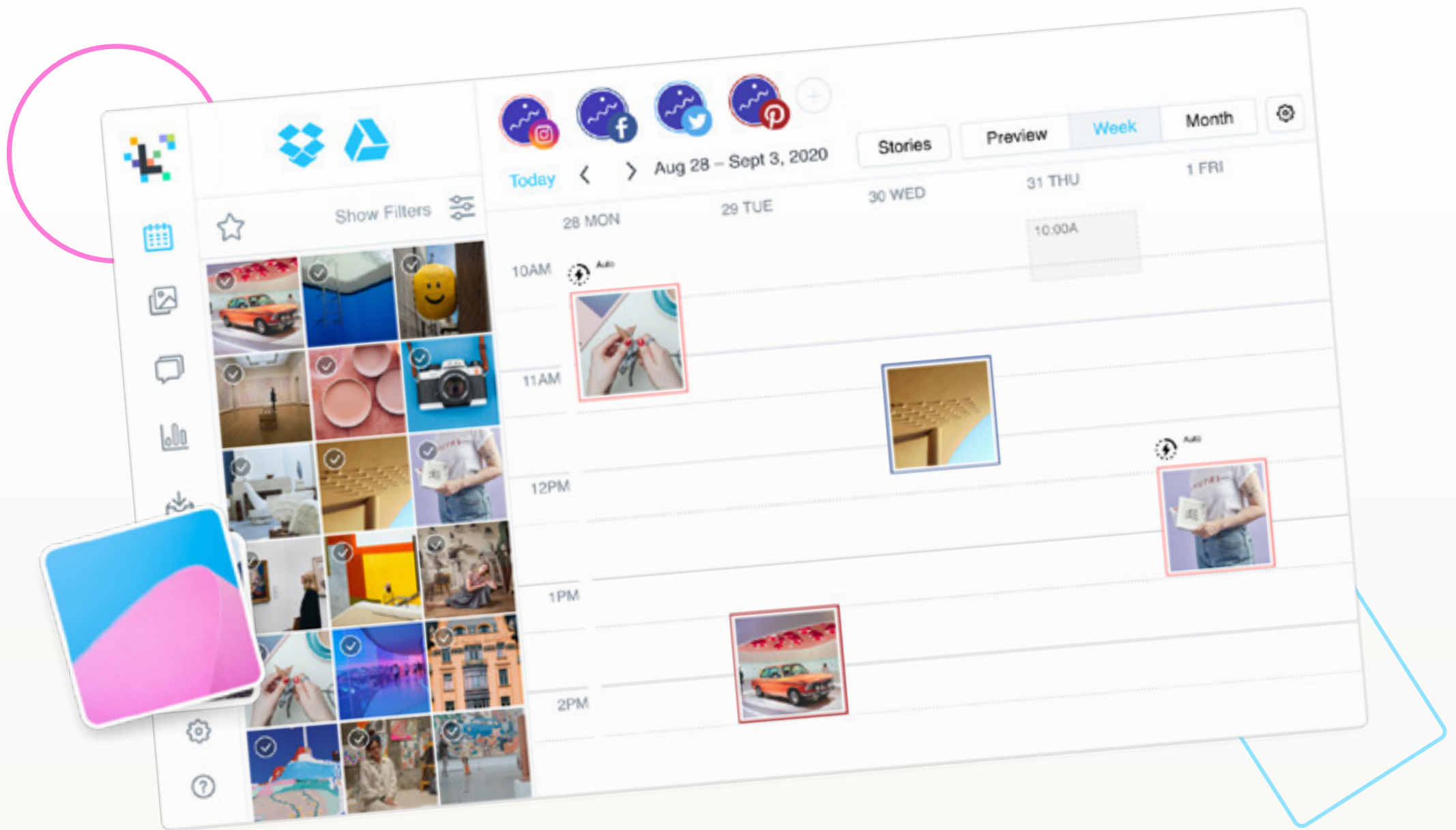
“Macros are great for scaling your reach, building credibility and shifting the perception of your brand,” shares Murray.

“There’s a cache that comes from working with Macros that is difficult to put a monetary value on – they have millions following them for a reason, and to attach your brand to the powerhouses that they are can be really impactful.”

## Which Influencer Tier is Best for Your Brand



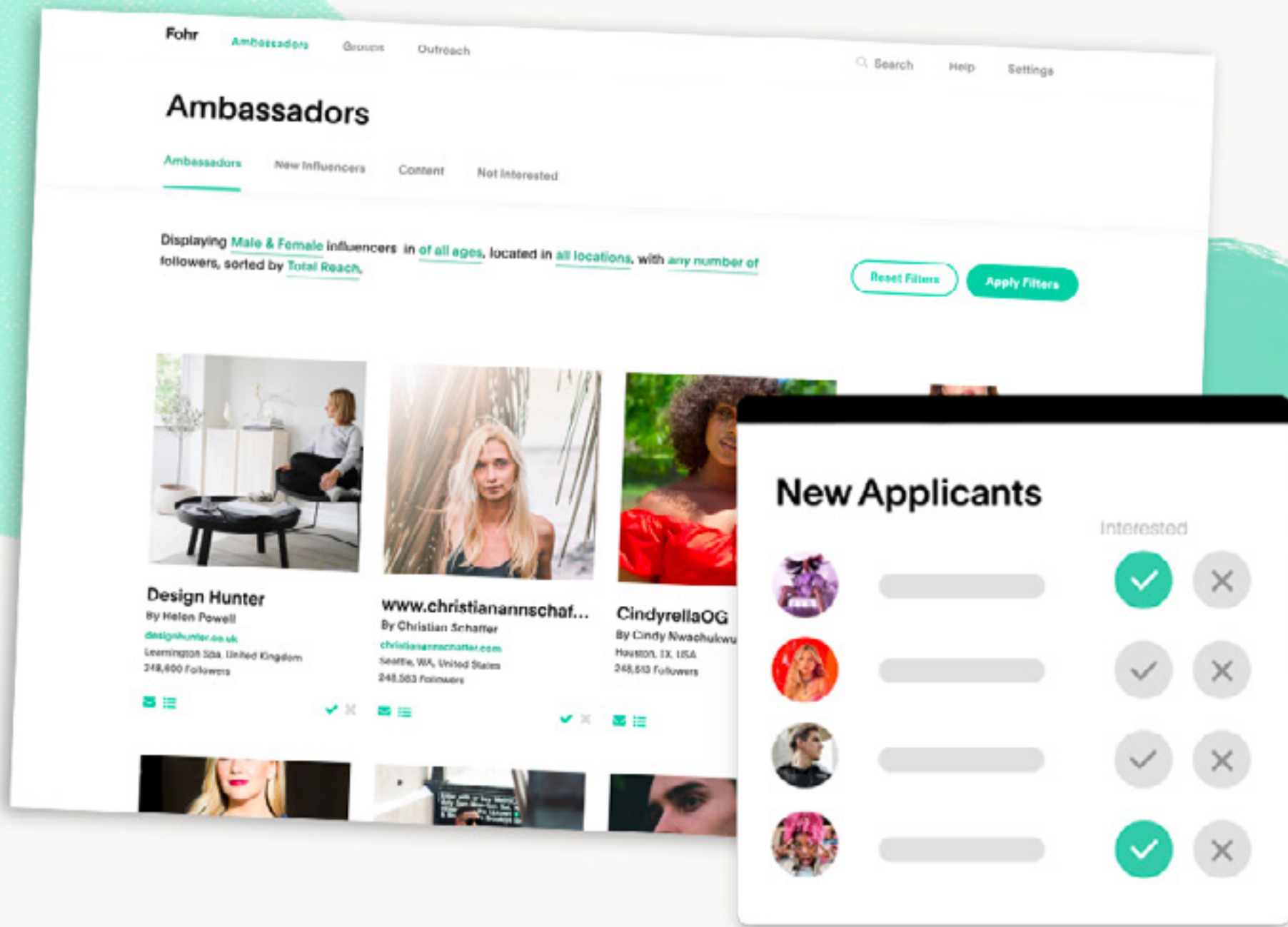
Ultimately, every influencer partnership has its own set of strengths – and the right partnership will depend on your marketing objectives, target audience, and budget requirements.



# Put Your Instagram Marketing Plan into Action

Join [Later](#) today and start planning and scheduling your Instagram posts, seamlessly collecting user-generated content, and more!

SIGN UP TODAY – IT'S FREE



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