

Macro vs Micro-Influencers

What are they? What are the differences between them? How can you effectively channel their influence to promote your plant-based product?

Definitions



MACRO-INFLUENCER

(noun)

AKA the rockstars of the social-media world, influencers with over 100,000 followers.

MICRO-INFLUENCER

(noun)

A smaller-scale social media influencer with around 1000-5000 followers



Overview

MACRO-INFLUENCER

Larger, more diverse audience

Expensive

Easier to find

Contractual relationship

VS

MICRO-INFLUENCER

Smaller, more niche Audience

Time consuming

Higher engagement

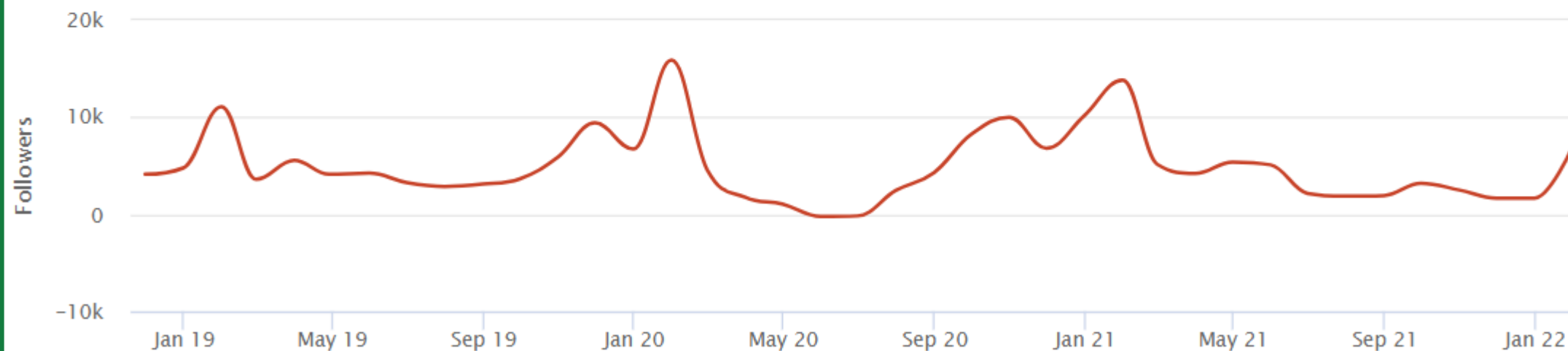
Enduring relationship



Audience

ANALYTICAL INSTAGRAM HISTORY OF VEGAN_FOOD_UK, A VEGAN MACRO-INFLUENCER *1

Monthly Gained Followers for 'Vegan Food UK'



Gained followers peak yearly in January, coinciding with Veganuary, a month-long campaign inspiring people (predominantly flexitarians) to follow a vegan diet, illustrating a strong growth in a flexitarian following in this month and beyond.

Working with a vegan macro-influencer means you're more likely to reach a larger flexitarian audience.

Audience



This means that working with macro-influencers could help you unlock a larger total addressable market for your plant-based product.

Audience

People who follow a vegan

lifestyle represent

<4%

of total addressable consumers

*3

REMEMBER

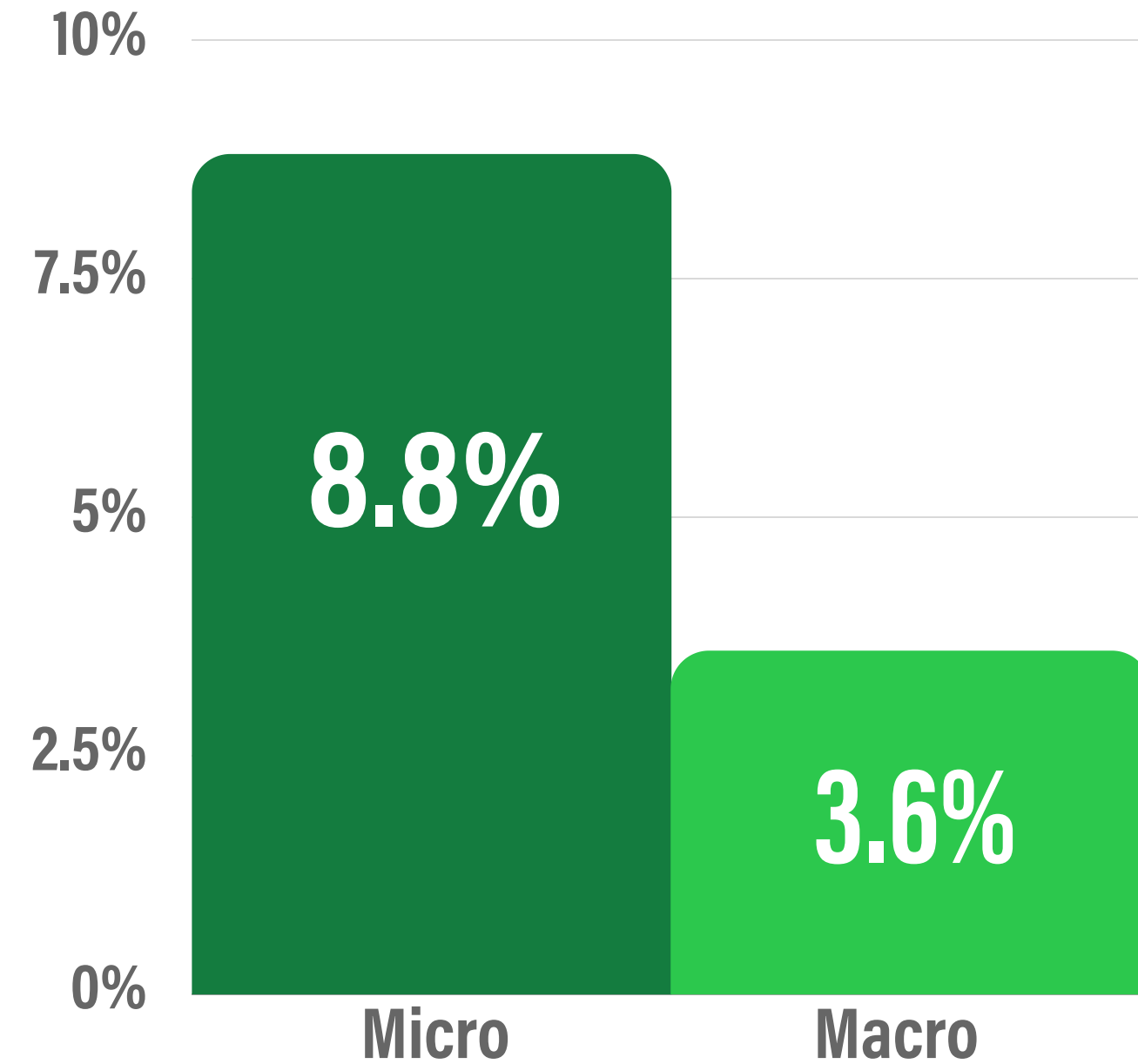
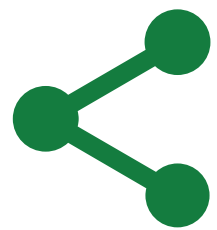


Bigger doesn't always mean better, it's important to work with influencers who match your brand values.

Due to their smaller audience, vegan micro-influencers often have a less varied and more niche follower demographic.

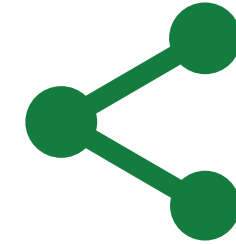
Engagement

Micro-influencers have **higher engagement** rates than larger accounts (8.8% vs 3.6%) *4



Engagement

Engagement rate refers to how many likes, comments, and shares social-media content receives.



A micro-influencer's audience is more likely to actively like, comment, and share content about your plant-based brand.

TIP



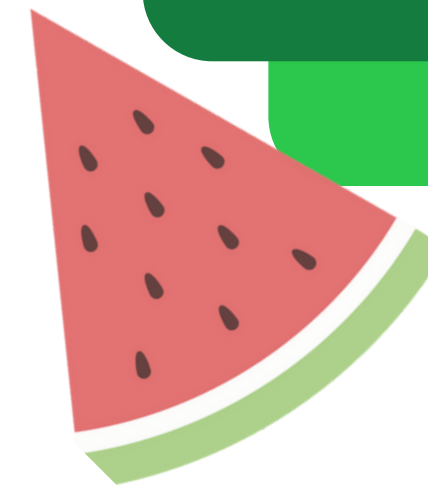
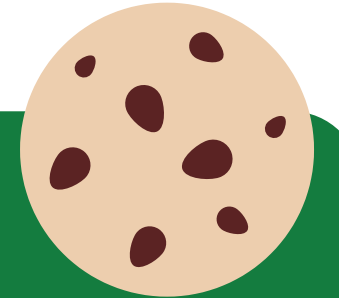
You'll get a better **balance** between **visibility** and **engagement** by working with a **group of micro-influencers** rather than a single macro-influencer.

Costs

Sponsorship:
You can pay influencers to create content. It's more likely that you will have to pay macro-influencers due to their bigger following.



Gifting:
Incentives to promote your brand don't always have to be monetary – the proof is in the plant-based pudding. If they like your product, they'll share it with their followers.





Paying someone does not inherently mean it is not authentic, but to pay someone without authenticity is where it's a problem." *5

JAKE CRUMBINE

Director of Marketing at Impossible Foods

Time 🕒

Financially limited?

Invest time.

Building a strong relationship with an influencer takes time but can be effective.

**11x
ROI**

Building meaningful relationships with **influencers** can cumulatively **grow your brand's audience** and market share – with up to **11 times** more impact than **conventional social-media advertising**.^{*6}

Time 🕒

Time limited?

Invest Financially.

Macro-influencers can be found through agencies.

It's important that the influencer is relevant to your brand and has similar values for authenticity.

WHERE TO FIND THEM



Macro-vegan-influencers: try blog posts e.g. [Top 17 vegan influencers making a big impact on social media](#) 

Micro-vegan-influencers: try searching for specific tags e.g. [#vegancampout](#)

Want to dive deeper?

Improve your influencer-based marketing strategy for your plant-based product by looking at how leading brands have harnessed the power of influencers, in our New Food Hub whitepaper:

[How to work with influencers to reach key consumers](#)

References

1. Social Blade: INSTAGRAM ANALYTICAL HISTORY FOR VEGAN_FOOD_UK. Available at https://socialblade.com/instagram/user/vegan_food_uk
2. Smart Protein (2021): What consumers want: A survey on European consumer attitudes towards plant-based foods. Country specific insights. European Union's Horizon 2020 research and innovation programme (No 862957) <https://proveg.com/what-we-do/corporate-engagement/consumer-attitudes-plant-based-food-report/>
3. ProVeg(2020): European consumer survey on plant-based foods. Available at <https://proveg.com/what-we-do/corporate-engagement/proveg-consumer-survey-report-download/>
4. Heather-Mae Puztai, Buffer: Why Micro-Influencers May Be the Most Effective Influencer Marketing Strategy. Available at <https://buffer.com/resources/micro-influencers/>
5. Quotation cited from Bradley, D (n.y.): Want to be an Impossible Burger influencer? Don't expect to get paid. PR Week. Available at <https://www.prweek.com/article/1589256/want-impossible-burger-influencer-dont-expect-paid>
6. Nielsen Catalina Solutions, cited from Inc. (n.y.): Influencer marketing delivers 11x ROI over all other forms of digital media- Available at <https://www.inc.com/bill-carmody/influencer-marketing-delivers-11x-roi-over-all-other-forms-of-digital-media.html>