


Influencer Type	 <p><b>NANO/MICRO</b> 1K-50K followers</p>	 <p><b>MID-TIER</b> 50K-250K followers</p>	 <p><b>MACRO</b> 250K-750K followers</p>	 <p><b>MEGA</b> 750K-2M followers</p>	 <p><b>CELEBRITIES</b> 2M+ followers</p>
Who Are They	<p>Nano/Micro-influencers are approachable figures, achieving greater engagement and eliciting more trust from their audience. They are selective in choosing collaborations.</p>	<p>Mid-tier influencers have a strong presence in social media and offer the best of both micro and macro influencers. They are impactful while still maintaining genuine interaction with their followers.</p>	<p>Macro influencers, while not yet achieving mega or celebrity status, are true experts in their field, driven by an authentic passion for their subject, grounded in their love for it rather than monetary gain.</p>	<p>These mega influencers made a significant impact on social media through their shared content, rather than their traditional celebrity status. However, they may have large audiences that are not as engaged as those of famous personalities.</p>	<p>Athletes, performers, and other prominent figures. High profile influencers dominate both social platforms and the real world, but their vast following doesn't always guarantee strong engagement.</p>
When to Partner With Them	<p>Collaborating with multiple nano/micro-influencers can match the audience of a mid-tier influencer while also increasing engagement. Additionally, micro-influencers are a suitable consideration when working with limited resources and targeting diverse markets.</p>	<p>Mid-tier influencers seamlessly merge the advantages of both micro and macro influencers, holding significant influence while ensuring authentic engagement with their audience.</p>	<p>Macro influencers have expansive, dedicated audiences and are invaluable for extensive coverage within your target group or wide categories. Renowned for their top-notch, purposeful content, they understand what strikes a chord with their audience. Collaborating with macro influencers should focus on generating engagement and conversions, not just brand visibility.</p>	<p>Engage a mega influencer for immediate visibility and brand appeal. These pioneers set trends, making them challenging to connect with.</p>	<p>These influencers are effective for broad brand reach across user segments, but their higher cost and brand risk may limit some brands.</p>
Budget		