



people first

**Microinfluencers are a brand's
best messengers.**

Insights from our proprietary data on running successful microinfluencer campaigns

Table of Contents

- | | |
|--|--|
| 1 what is a microinfluencer? | 7 the power of microinfluencers |
| 2 what is people first? | 8 the power of microinfluencers |
| 3 microinfluencers drive engagement | 9 influence at any scale |
| 4 data and conclusions | 10 whitelisting |
| 5 microinfluencers over celebrities | 11 case study: white castle |
| 6 performance by influencer type | 12 case study: culturelle |



What is a Micro-Influencer?

A **genuine person** who isn't a full time social media content creator and instead is personally connected to many or most of their followers.

They serve as **community validators** holding high degrees of trust within their communities. People do not trust corporations, the media, or ads – they trust each other – their families, friends, and neighbors as messengers.

They generally have between **1,000 to 20,000 followers**.

They can be active on a single platform, like TikTok, or be regular users of several platforms.



What is People First?

People First is a **microinfluencer pioneer** that rapidly recruits the right creators for any campaign through our unique combination of technology and digital organizing.

At People First we publish thousands of pieces of content every quarter and throughout this document we will share key learnings from our proprietary creator database and why we believe microinfluencers are the right move for your organization.



Microinfluencers Drive Engagement

Microinfluencers are engaged members of their communities. They have developed relationships with their close following in order to form connections and build trust.

They are not only active on their social media but they engage with their following on and offline. Many of the people who follow them are their family members, friends, and neighbors, meaning that a large portion of their content is more personal, relatable, and engaging.

Data and Conclusions

1. Our data shows that in-state microinfluencers have local audiences, with followers and audiences being 5x more likely to reside in the same state.

2. Considering this, we have also found that followers of a creator who is registered to vote in a state are 68% more likely to be registered voters in that state as well.

3. Additionally, microinfluencer followers are 317% more likely to have similar professions.

Having this established hyper-local audience creates a unique platform for microinfluencers as trusted messengers.

Microinfluencers Over Celebrities

Our proprietary data has found that microinfluencers outperform macro and celebrity influencers in:



Cost Per Engagement by:

168%



Earned Media Value by:

133%



Engagement Rate by:

146%



In this specific campaign utilizing 288 microinfluencers they were able to generate nearly 3x the engagements as the 33 celebrities and macroinfluencers we worked with.

While the celebrities may have been able to place the product in front of more followers, it is clear that microinfluencer audiences are more engaged with the products shown to them.

Organic Performance by Influencer Type

	Micro (1,000–20,000 followers)	Macro (20,000–100,000 followers)	Celebrity (100,000+ followers)
Pieces of Content	288	22	11
Engagements	222,823	36,720	39,584
Earned Media Value	\$30,955,561	\$9,398,840	\$13,266,120
Reach: # of Followers	4,396,561	1,366,092	1,940,434
Cost Per Engagement (CPE)	\$3.83	\$5.52	\$10.28
Avg. Eng. Rate	6.53%	2.68%	2.65%

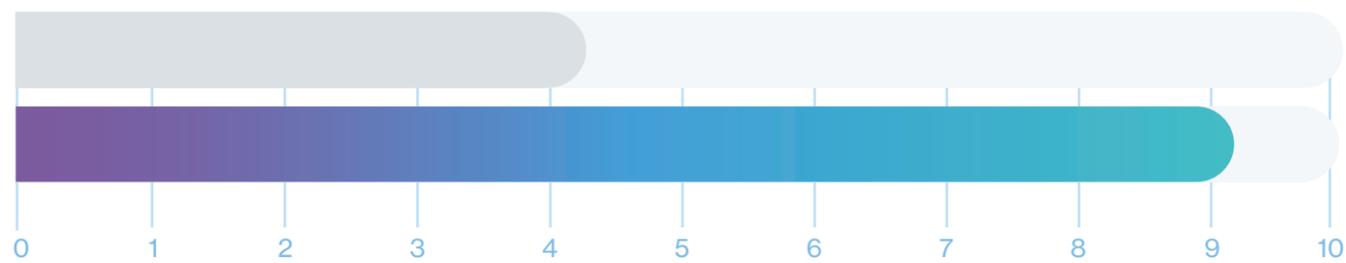


The Power of Microinfluencers

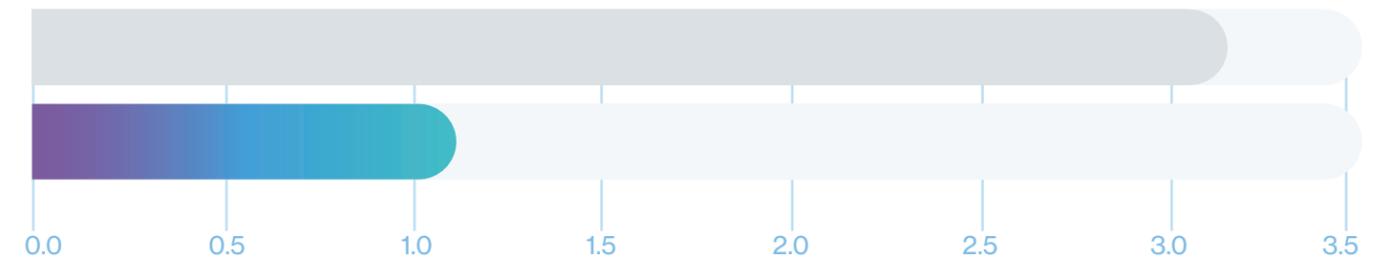
Influencer Type

- Above 20k Followers
- Below 20k Followers

Mean Engagement Rate



Mean Cost Per Engagement



Our targeted microinfluencers with under 20k followers are consistently outperforming larger accounts with less authentic followings.



Influence at Any Scale

True Bottom-Up Creative: Our unique mix of social analysis and microinfluencer creative panels deliver content that engages your target audiences.

Your Message at Any Scale: Don't rely on 10 or 20 creators, our campaigns can engage hundreds to thousands of microinfluencers a year.

Example of a Campaign at Scale: Our **People First Ad Council Vaccination Project!** With our challenge to tackle vaccine hesitancy at the height of the pandemic, we had amazing results:



 Thousands of Content Pieces!

 3X Industry Avg. Engagement Rate

 Potential Reach of Over 23 Million



Whitelisting

We can use Creator Whitelisting to scale your campaign in the most authentic way possible. Whitelisting allows us to boost creator posts directly from the users' profile on networks like Instagram, TikTok, and Twitter. These posts appear organically on the target audiences' newsfeed and because of this consistently outperform industry averages. Recent studies published by Meta highlight the significance of this organic, unpolished, and authentic content across platforms.



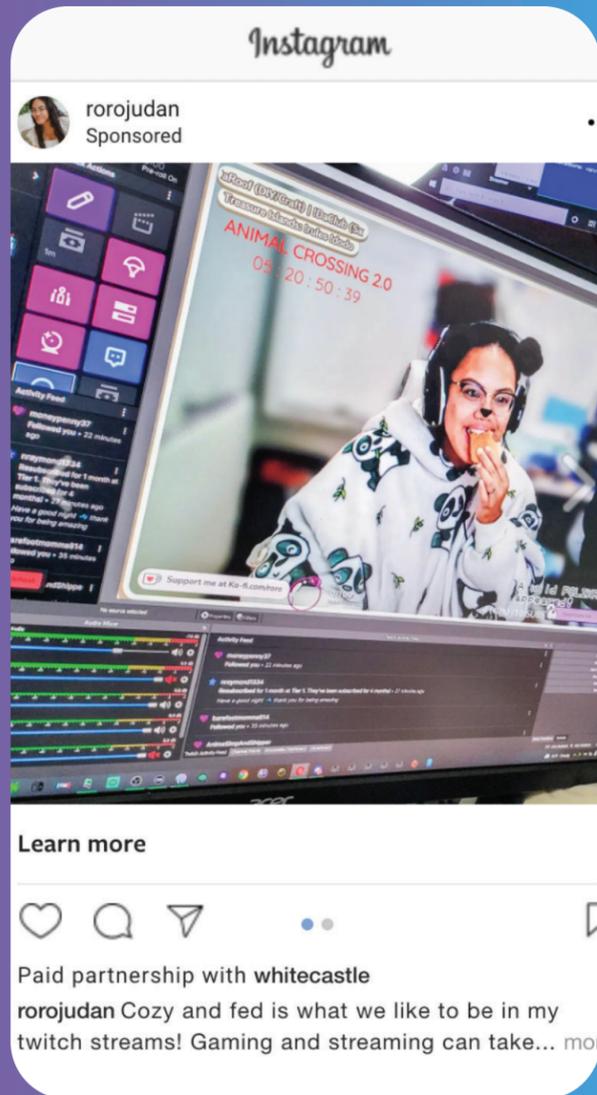
White Castle

We promoted creator content from gamers sharing how White Castle was a major part of their gaming experience. These personal perspectives on gamers' love for White Castle frozen burgers when repurposed as paid ads drove users directly to purchase on Instacart.

These ads generated a:

4.14% Click Through Rate (CTR)

130% over the industry average of 1.8%.

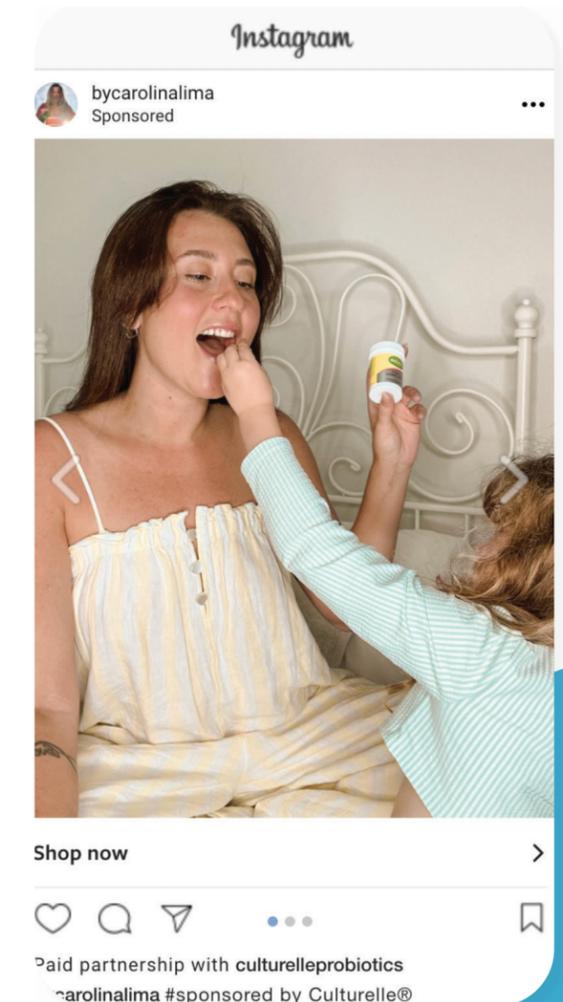


Culturelle

We boosted creator content promoting adult probiotic products to targeted audiences where creators shared their personal experience using a variety of Culturelle products. These ads then directed users to the specific product the creator had shown them on the company's website. These ads generated a:

\$0.29 Cost Per Click (CPC)

62% more efficient than the industry average of \$0.77.





If you are interested in learning more about People First's unique approach to microinfluencer creative, please contact info@peoplefirst.cc