

David and Goliath: Micro-Influencers versus Mega-Influencers

What questions did we seek to answer?

More than 4.6 billion people actively use social media – that's more than half of the world's population. Social Media I

(i.e., a natural environment); and (5) were carried out in both Eastern and Western countries to show that it is the global phenomenon.

What are the implications for businesses arising from our research?

Lesson 1: “Big” is not always “Good” when it comes to social media influencer marketing. In fact, across all studies that we conducted, David (micro-influencers) either completely outperformed Goliath (mega-influencers) or was at least as persuasive.

Lesson 2: If your product is hedonic or you describe it as hedonic, consider working with a larger number of micro-influencers rather than a smaller number of mega-influencers.

Lesson 3: If you work with micro-influencers, think about which products you want them to promote and how – when they focus on enjoyment and fun, they are more persuasive than when they focus on practical solutions.

Lesson 4: Think about what you are trying to achieve. If you are looking to simply grow marketplace awareness, working with mega-influencers may still be the easiest option. However, if you are looking to grow sales, improve perceptions of your product, or build brand relationships – micro-influencers are more effective.