

Why Micro-Influencer Content Is Better Than Your In-House Content



Attention Viewer!

**All of the influencer-generated
content in this document was
created through Trend.**

Brands need a huge stack of creative

Brands need content for their website, newsletters, social feeds, Facebook and Snapchat ads, Instagram shopping accounts, and more.

As a result, they need a huge stack of creative to keep all of these marketing channels engaging.

Consumers have grown accustomed to seeing fresh content on their feeds every day. Brands need a way to stay relevant.

The cost of not having new content at your disposal?

Stagnant ads, an unengaged audience, and a tarnished brand image.

CUSTOM, ON-BRAND CONTENT NEEDED!



New creative breathes life into your content

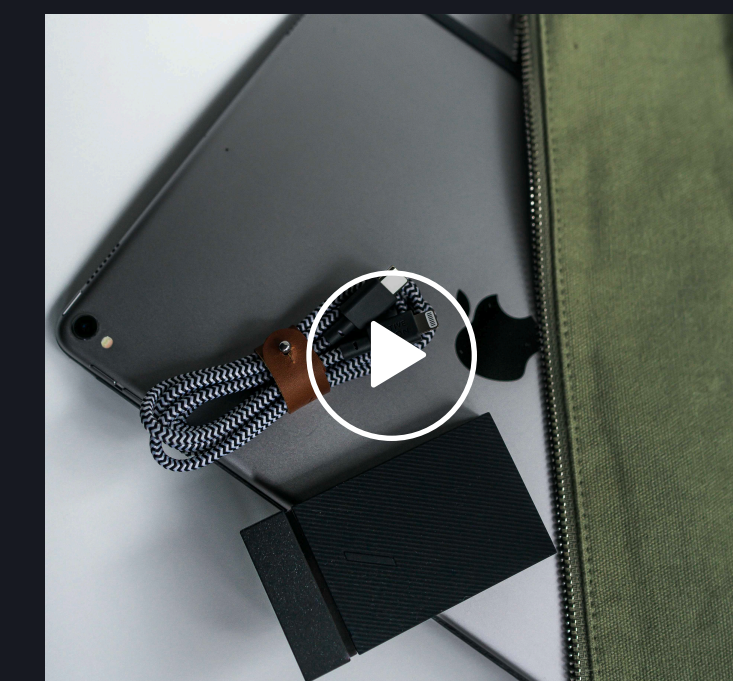
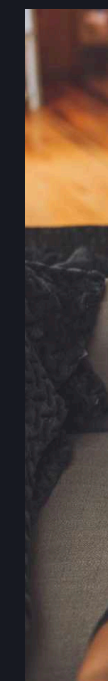
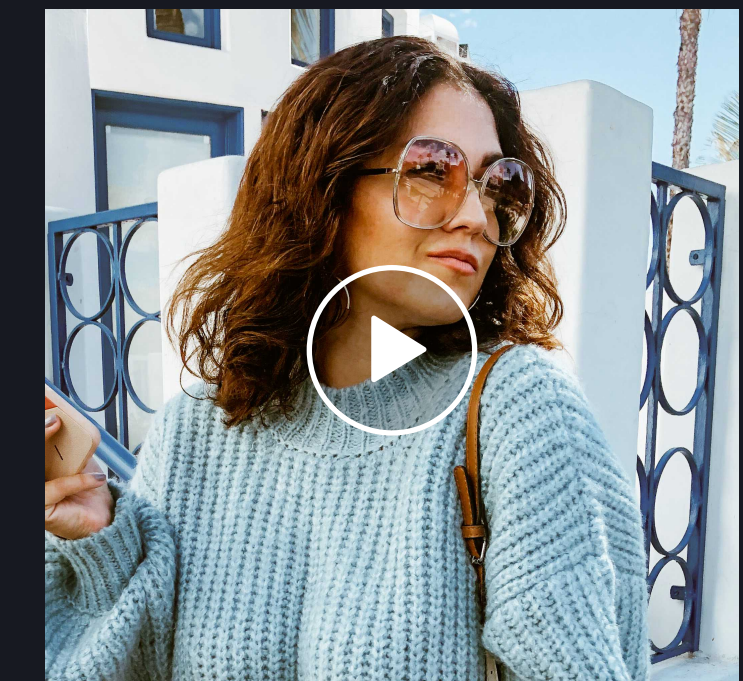
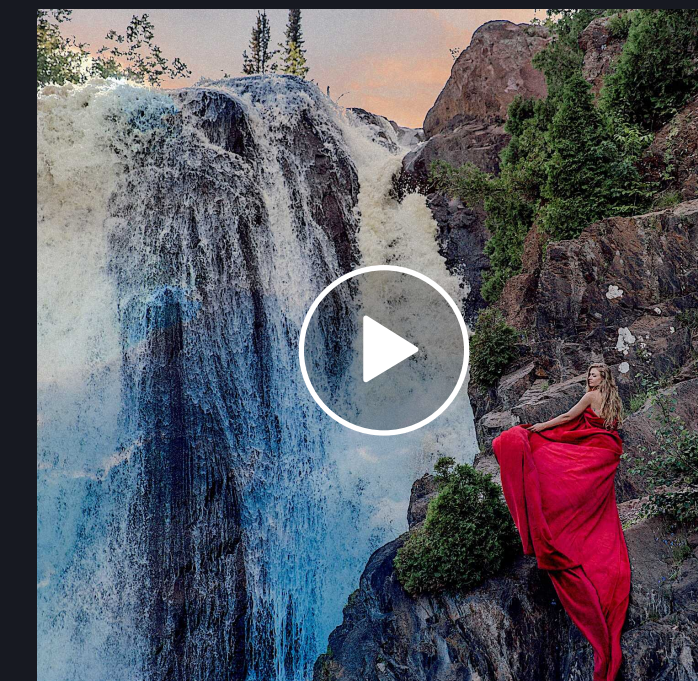
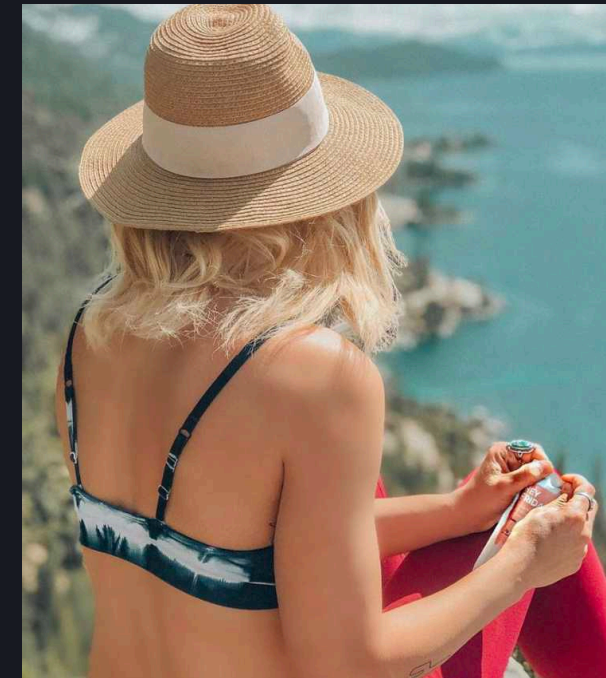
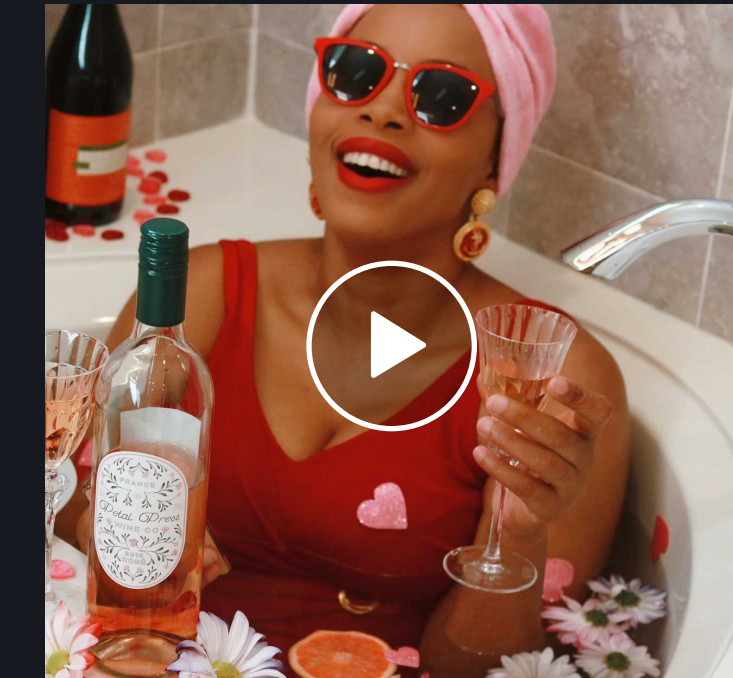
There's a reason brands are constantly swapping out creative. New content keeps your audience engaged.

Take a look at Netflix. They constantly swap out the preview images for their shows and movies.

WHY?

Because it allows the consumer to have a familiar yet new experience every single time.

CUSTOM POSTS & CONTENT DELIVERED!





The power of micro-influencers

Micro-influencers have gained a firm grip on advertising. Here's how and why:

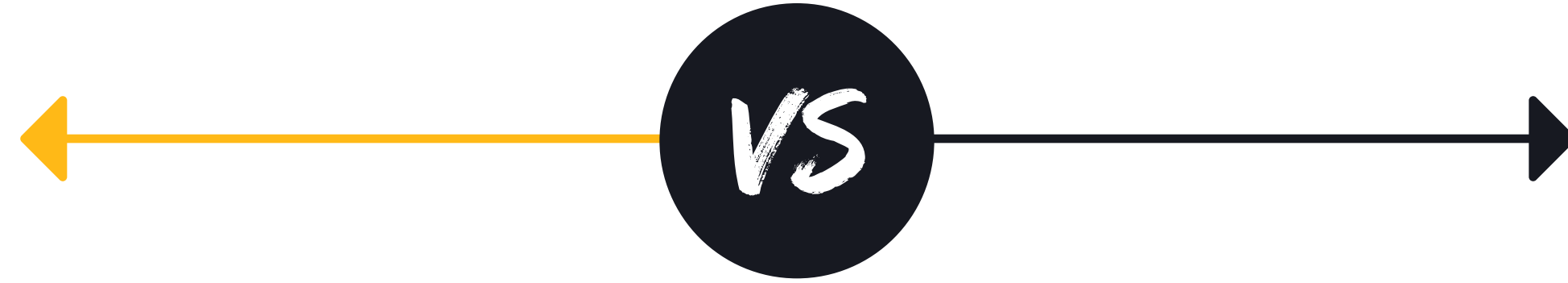
- 1. They create mass intimacy.** Micro-influencers connect more closely with their audience. Consumers to feel like they're engaging with a friend in a one-on-one relationship.
- 2. They are highly in-tune with their followers.** As a result of constant engagement, micro-influencers are more aware of their audience's true needs.
- 3. They want to impress.** Micro-influencers pour their hearts into every project with the sole purpose of making an impact on their audience and others watching.



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Why micro-influencers beat in-house content

Micro-Influencer Content



In-House Content



- Shows consumers how the product is used
 - Generates brand awareness
 - Offers a variety of shots and locations
 - Delivers real social proof
 - Created remotely without additional staff costs
-
- Brand has control of how product is framed
 - Can cost up to \$6,000 for one shoot
 - Creation is limited by locations, spaces to frame product, models, etc.
 - Always comes across as an advertisement.
 - Need to manage in-house team

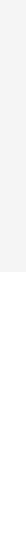




@Nicolashleyy

For Athletic Brewing

**By being remote,
micro-influencers are always on.**



**If you can't secure a place to shoot content,
you can trust a micro-influencer to do so.**

**Their environment is their studio so they are
always on site. And they're everywhere.**

Micro-influencers are experienced storytellers

Storytelling is a powerful tool.

You care a lot about your brand but what you might not know yet is that influencers might know your audience better than you do.

Think about the last time you shared your experience with a friend or family about a product. Was it in reference to an ad or your personal experience?

Chances are it was through a personal experience.

When you use micro-influencers, you're able to tell multiple personal experience stories.

Sure you could do this with in-house content. But expect to pay a lot more. Like a lot more.





Micro-influencers deliver social proof

Content studios can deliver great content.
But what it lacks is social proof.

Social proof has become the leading reason why consumers are making purchase decisions.

90%

of consumers that say authenticity is important when deciding on which brands they like.

79%

of consumers believe user-generated content (UGC) highly impacts their purchase decision.

90%

Increase in time spent on site on websites that feature UGC

Creating content in-house or with an agency can put your brand at risk of inauthenticity

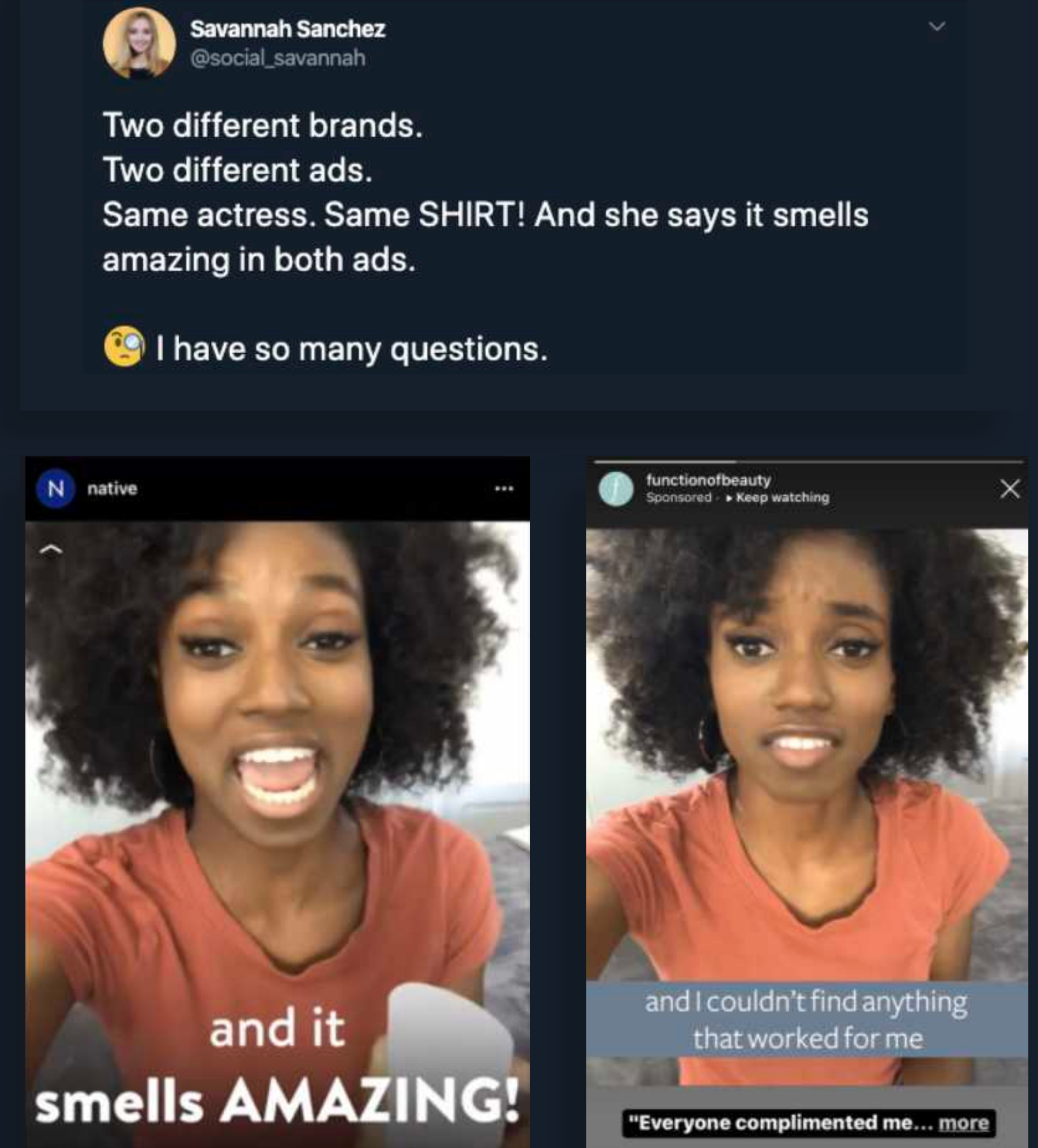
The images on the right demonstrate two different brands who worked with the same creative agency.

This resulted in two practically identical pieces of content.

Do you think consumers would trust these brands if they saw the same person in the same shirt appearing in two ads? *Probably not.*

Don't let this happen to your brand.

Every piece of content that represents your brand should be unique.



Micro-influencer content can multiply your returns

You don't need a perfect studio shot to see results.

In fact, sometimes it's even better to show off a product in a relateable, non-studio setting.

By using micro-influencer content, you're able to add authenticity that studios can't match.

THE RESULT?

More engaging content that converts audiences into customers.



Nick Shackelford
@iamshackelford

You are one ad away from scale.
This ad is has ran at a 3x (\$150,000) since launch 12 days ago. 🤯



10:34 AM · Apr 1, 2020 · Twitter for iPhone

Instagram preaches the value of micro-influencers

According to Instagram, Gelato Factory, a self-nail art brand offering trendy nail sticker designs, was able to use micro-influencer content to earn revenue while decreasing their costs.

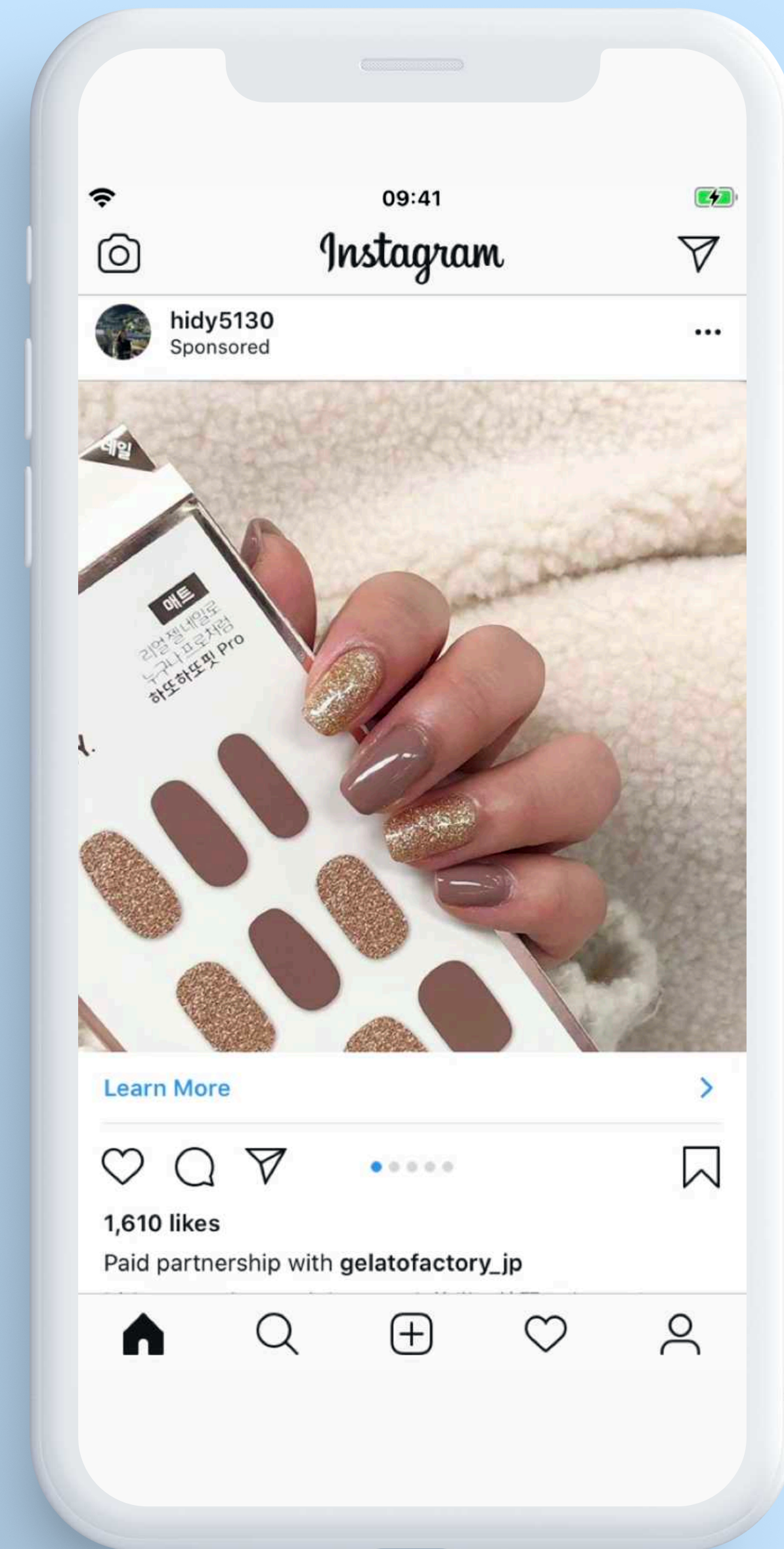
The brand worked with local creators to review selected products. They then boosted the influencer posts as video and carousel photo ads.

THE RESULTS

20% increase in return on ad spend

29% decrease in cost per purchase

27% decrease in cost per person reached

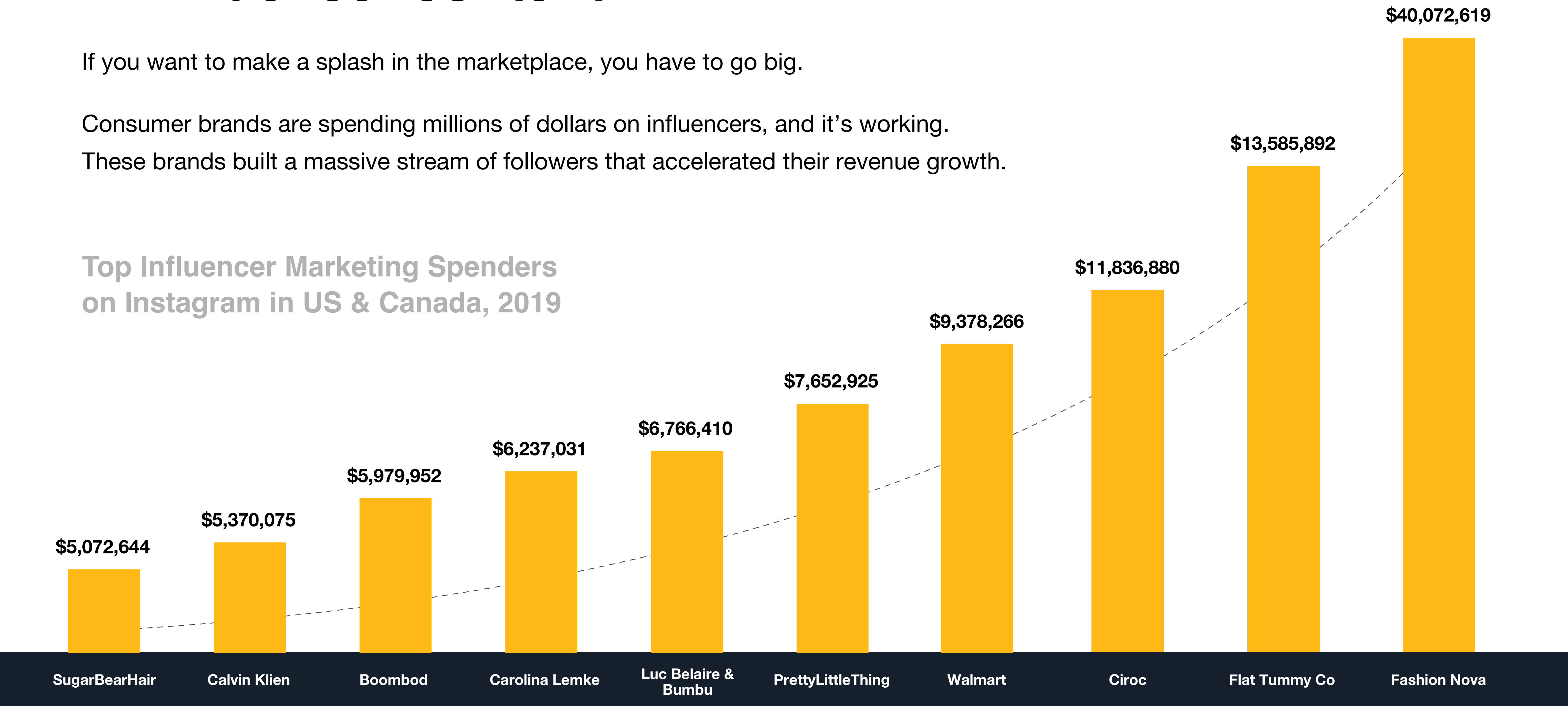


How much are brands investing in influencer content?

If you want to make a splash in the marketplace, you have to go big.

Consumer brands are spending millions of dollars on influencers, and it's working. These brands built a massive stream of followers that accelerated their revenue growth.

Top Influencer Marketing Spenders on Instagram in US & Canada, 2019



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How to leverage micro-influencer content

Micro-influencer content can be used to tell a compelling story, make a product go viral, and expand your content production capabilities.

There's also opportunity to gain rights to the creative, which you can use to drive more sales with your emails, ads, social accounts, and sites.

HOW TO LEVERAGE MICRO-INFLUENCER CONTENT

1. Tell a story

Campaigns that integrate products into real narratives are few and far between.

With in-house content, brands often show a product in a staged scenario. Sure, you might connect with some of your audience, but what if your audience can't relate to that single use case?

Micro-influencers give you the opportunity to create a realistic story of the entire product experience — from purchase, to product use, to reviews.

BRAND EXAMPLE:

Kalumi Beauty illustrated their full product cycle with micro-influencers



@mariahjay

For Kalumi Beauty

HOW TO LEVERAGE MICRO-INFLUENCER CONTENT

2. Make your product go viral

You can use in-house content in a Facebook ad or on a billboard, but that doesn't guarantee your product will be seen by a large audience.

When using micro-influencers, you're able to create a huge lightning strike and get engaged consumers to pay attention to your brand.

BRAND EXAMPLE:

Moon Ultra used 49 influencers to reach over 370,000 people at once



@along.came.alex

For Moon Ultra

HOW TO LEVERAGE MICRO-INFLUENCER CONTENT

3. Expand your content production capabilities

In the age of information overload, content goes stale fast. Brands struggle to keep up and rely on recycled concepts.

Hours are spent planning shoots and manicuring perfect product placements.

What if there was an easier way?

With micro-influencer content, brands are able to position their products in otherwise unreachable locations without having to scout or foot the travel bill.

BRAND EXAMPLE:

Italic worked with Trend influencers to get their homes for \$1200.



T R  N D

These examples are great, but how do I scale this process?

Micro-influencers help brands create content for less.
To effectively utilize this content, you need a way to
connect with influencers quickly and efficiently.

Managing a handful of influencers to supplement your
in-house content production is doable, but if you want
to go all in, you'll need some help, especially when it
comes to payment negotiations.

That's where user-generated content and influencer
marketing platforms come into play.

How UGC and influencer platforms help you scale

These platforms eliminate most of the work required to manage hundreds or even thousands of micro-influencers.

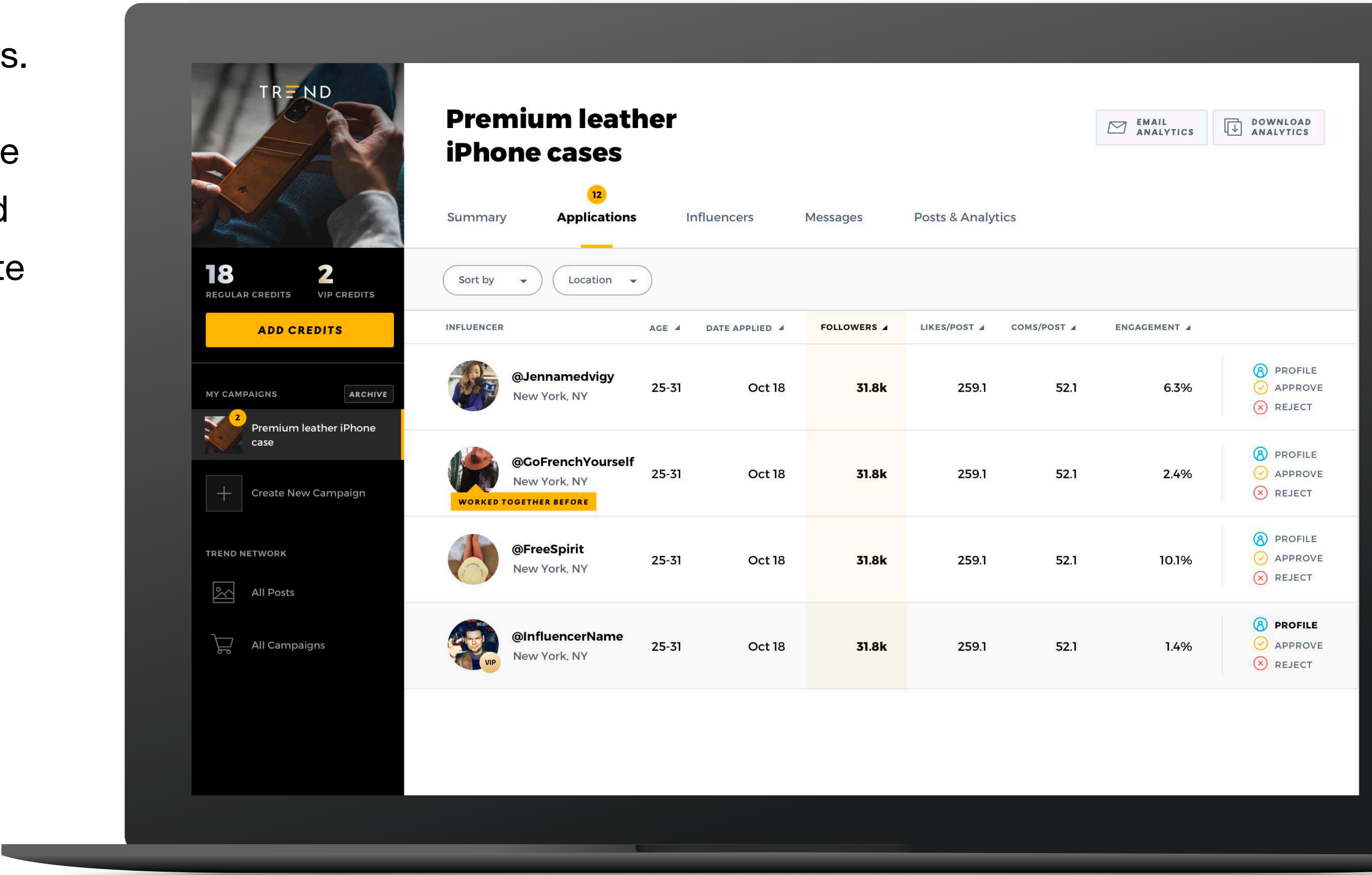
Trend is a micro-influencer platform that let's you manage an unlimited number of influencers with ease. Plus, Trend takes care of all payments, so you never have to negotiate with an influencer again.

All of the content Trend influencers produce is fully-licensed so it's ready for any of your brand's channels.

Trend makes sourcing video content is easy too. Transferring video assets can be difficult due to file size, but with Trend, you're able to quickly access video files within the platform as soon as they go live.

LEARN MORE ABOUT THE PLATFORM:

<https://trend.io/product-tour>



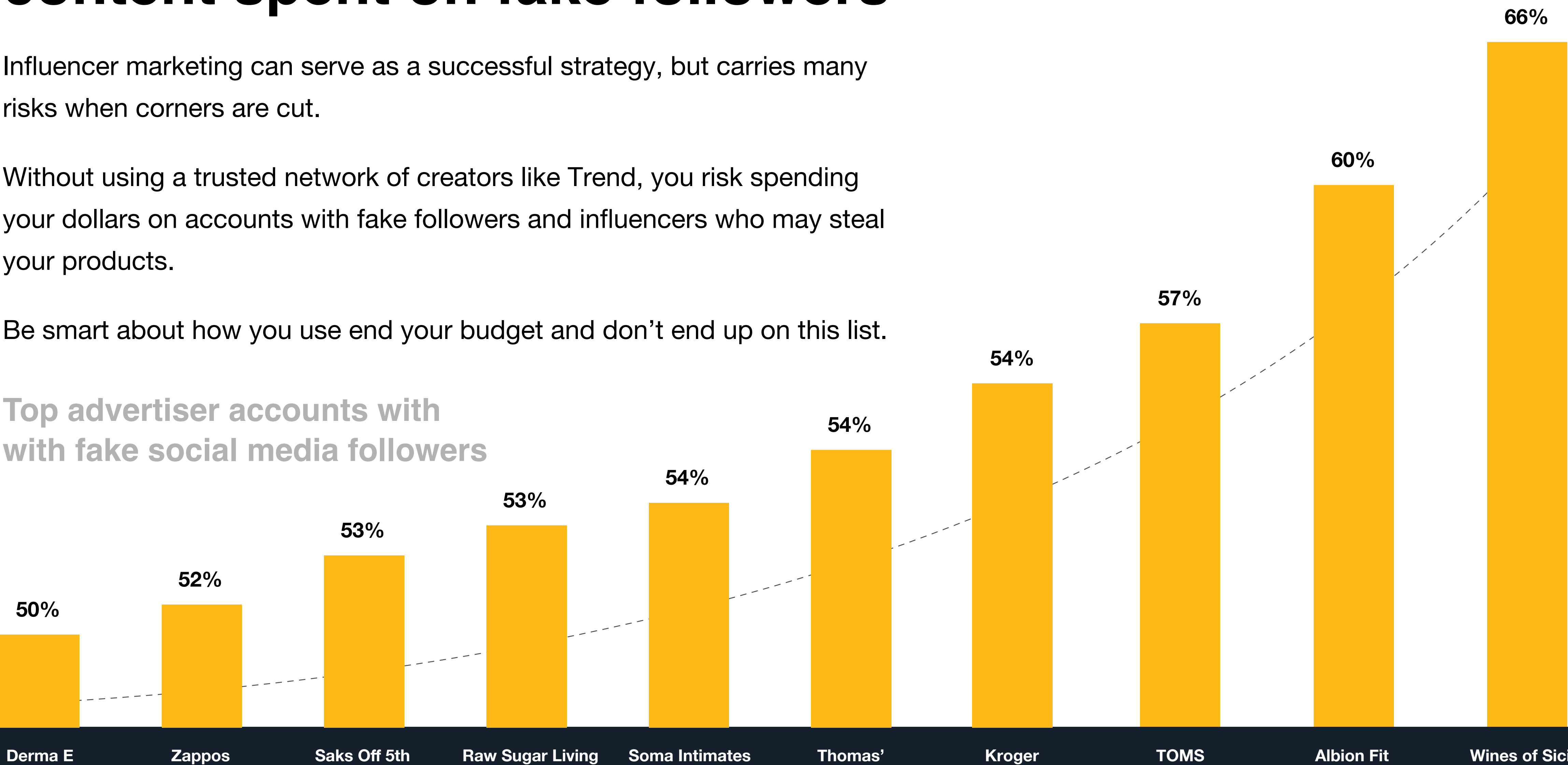
Top accounts with sponsored content spent on fake followers

Influencer marketing can serve as a successful strategy, but carries many risks when corners are cut.

Without using a trusted network of creators like Trend, you risk spending your dollars on accounts with fake followers and influencers who may steal your products.

Be smart about how you use end your budget and don't end up on this list.

Top advertiser accounts with
with fake social media followers



Trend is designed to save your business time and money. Take a look at what it would cost to accomplish your goals without Trend.

\$1,500/month

Time spent searching for influencers

A full-time influencer manager that gets paid \$50,000/year spends at least three hours per day searching for influencers. Over the course of a month, this adds up to 60 hours. At this rate, you’re spending \$1,500/month.

\$3,000/month

Cost of influencer database

Quality influencer search and discovery tools are expensive. Not only could the software cost you \$3,000 per month, many of these platform require six-month or yearly commitments.

\$1,000/month

Employee cost of influencer communication

Without Trend, managers spend about two hours per day contacting influencers via DM and email. Not only is this an ineffiecient use of time, those managers are susceptible to distractions on the Instagram platform.

\$375/month

Cost of lost/stolen products

With Trend, you don’t have to worry about influencers not posting after they receive your products. All of our influencers are hand-selected and vetted before we invite them to our platform. If you were to run a campaign outside of Trend, you would take on the significant risk of influencers keeping your products without posting. We 100% guarantee all of your posts will successfully go live.

\$1,500/month

Time spent organizing and managing campaigns

Without Trend’s software, managing an influencer marketing campaign is a nightmare. Organizing potential influencers in clunky spreadsheets, managing their shipping addresses, tracking shipments, streamlining communication to organize post schedules, and collecting the creative after the campaign consumes a surprising amount of time. You also can’t be certain the influencer will give you full content rights. With Trend, all creative is yours to use however you please.

\$4,000/month

Budget for paying influencers

Working with quality micro-influencers will cost about \$200/post. With Trend, you don’t have to waste time and money negotiating with influencers on price per post. In fact, you don’t have to pay them at all. All of our influencers work for the free product that you send and a set rate that we pay them.

\$11,375/month

Total cost of not using Trend

At a significantly lower cost, Trend delivers everything you need to run a successful influencer marketing campaign.



STRAIGHT FORWARD, HONEST PRICING

**Micro-influencer generated
content starting at \$100**

NO CONTRACTS | NO MINIMUMS

Influencer credits cost \$100 each

1 CREDIT = 1 POST & 1 PIECE OF HD CONTENT

TREND

Trend is a platform that helps connect brands with influencers who love to create high-quality content.

Trend has a curated network that will help scale any influencer marketing strategy. With Trend, brands receive full licensing rights to custom content that they can repurpose through any marketing channel.



Book a demo at www.trend.io now