

The Rules For Reaching This Vast And Very Different Generation Of Influencers

Types Of Influencers

MICRO INFLUENCERS
Up to 30,000 followers
With typically really high engagement with lots of likes/comments and shares.

HYPER INFLUENCERS
Follower bases of 30,000 to 150,000
These influencers have gotten their acts a little bit more together.

MACRO INFLUENCERS
With 150,000 to 1 million followers.
Now they are becoming experts at content layout imagery, with larger fan bases but have less engagement overall.

SOCIAL CELEBRITY INFLUENCERS
Over 1 million + followers.
These are household names to their fans, but cost a lot of money to work with. And don't guarantee high engagement.

REAL CELEBRITIES
Those musicians, actors, athletes, models and even TV reality stars who have big recognizable names but often smaller following. And they typically cost 3x more than other influencers.

Need an influencer marketing expert? Set up a FREE complimentary consultation today!
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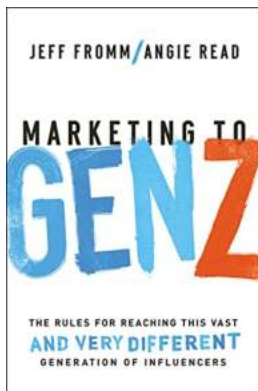
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The landscape of influencer marketing is rapidly evolving, and with it comes a new generation of influencers with a completely different set of rules. This vast and diverse generation has redefined the concepts of fame, entrepreneurship, and marketing strategies. To successfully tap into this influential group, it is

crucial for brands to understand their values, preferences, and ways of communication.

Understanding the Generation of Influencers

Unlike traditional celebrities, today's influencers are often individuals who have built their own personal brands and cultivated a loyal following through social media platforms such as Instagram, YouTube, TikTok, and blogs. This generation values authenticity, relatability, and diversity. They often provide more genuine and unfiltered content compared to the carefully crafted and polished image of traditional celebrities.



Marketing to Gen Z: The Rules for Reaching This Vast--and Very Different--Generation of Influencers

by Jeff Fromm (Kindle Edition)

★★★★☆ 4.8 out of 5

Language : English

File size : 4468 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

X-Ray : Enabled

Word Wise : Enabled

Print length : 226 pages



One of the advantages of engaging with this generation is their ability to create personalized content that speaks directly to their followers. They are highly skilled at storytelling and know how to connect with their audience on a deeper level. This connection translates into trust, and trust is the secret ingredient that drives influencer marketing success.

The Rules for Reaching and Collaborating with Influencers

1. Authenticity trumps everything: The generation of influencers prides itself on being genuine and transparent. They expect brands to align with their values and demonstrate authenticity in their partnerships. Avoid overly scripted or salesy content; instead, allow influencers to tell their own stories and authentically integrate your brand into their content.

2. Focus on building relationships: Influencers are not just marketing tools; they are individuals who have personal connections with their followers. Instead of treating influencers as mere transactional partners, invest in building long-term relationships. Collaborate on multiple projects, engage with their content, and provide them with the support they need to create high-quality content.

3. Embrace diversity and inclusivity: This generation of influencers often advocates for diversity and inclusivity. Demonstrating your brand's commitment to these values can open up new avenues for collaboration and help you reach a wider and more diverse audience. Ensure that your influencer partnerships reflect a diverse range of voices, backgrounds, and perspectives.

4. Stay up-to-date with platform trends: Social media platforms are constantly evolving, and different generations of influencers emerge on various platforms. Stay informed about the latest trends and changes in the platforms where your target audience spends their time. Engaging with emerging platforms and new types of influencers can give you a competitive edge in reaching this generation.

5. Utilize micro-influencers: While mega-influencers with millions of followers can be effective, don't underestimate the power of micro-influencers. These influencers may have a smaller following but often have higher engagement rates and niche audiences. Collaborating with micro-influencers allows for a more

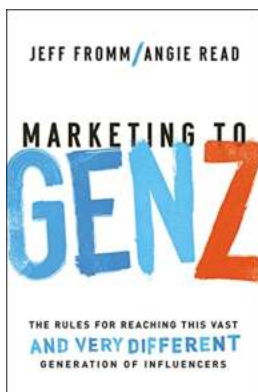
targeted approach and can lead to more genuine connections with their dedicated followers.

Adapting to the Changing Landscape

The rules for reaching this vast and very different generation of influencers are constantly evolving. As more technology emerges and new social media platforms arise, it's essential for brands to stay agile and adaptable. Experiment with new approaches, monitor industry trends, and keep an open line of communication with influencers to stay ahead of the curve.

Remember, authenticity, relationship building, diversity, platform knowledge, and micro-influencers are the new rules of influencer marketing. By understanding and embracing these rules, brands can effectively tap into the vast potential of this generation of influencers and create impactful campaigns that resonate with their target audience.

Written by: Your Name



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With bigger challenges come great opportunities, and Marketing to Gen Z wants to help you get ahead of the game when it comes to understanding and reaching this next generation of buyers.

Having internalized the lessons of the Great Recession, Generation Z blends the pragmatism and work ethic of older generations with the high ideals and digital prowess of youth. For brands, reaching this mobile-first and socially conscious cohort requires real change, not just tweaks to the Millennial plan.

In Marketing to Gen Z, businesses will learn how to:

- Get past the 8-second filter
- Avoid blatant advertising and tap influencer marketing
- Understand their language and off-beat humor
- Offer the shopping experiences they expect

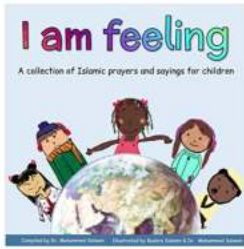
Marketing to Gen Z dives into and explains all this and much more, so that businesses may most effectively connect and converse with the emerging generation that is expected to comprise 40 percent of all consumers by 2020.

Now is the time to learn who they are and what they want!



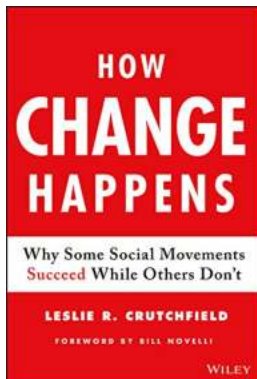
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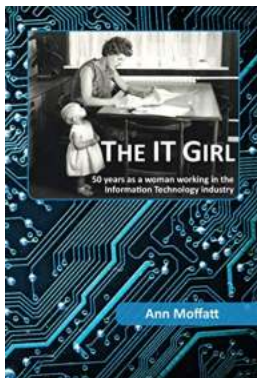
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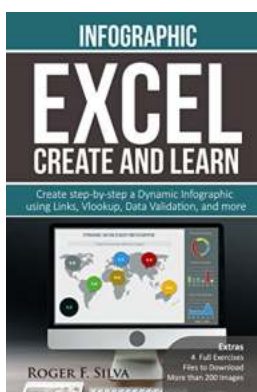
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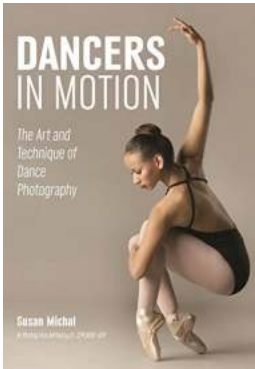
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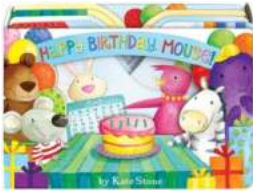
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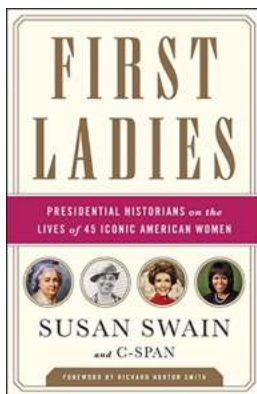
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