

M Y S W A 

*"We're not playing the game, we're changing it."*

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**Social ROI**



\$7.25

... was the 2017 average **return on investment** per \$1 spent on influencer marketing.

28%

... of marketers consider influencer marketing the **fastest growing** online customer acquisition method.

90%

... of marketers consider **engagement** the most important metric of influencer campaign success.



*“Micro-influencers are pound-for-pound and dollar-for-dollar the most effective social media marketing tool available.”*



## Micro

- High engagement
- Geographic specific
- Demographic specific
- Low cost
- Personal relationship with followers

## Macro

- Low engagement
- Widely distributed following
- Large variety in follower type
- Expensive
- Little or no personal relationship with followers



Micro-influencers generally have **much higher engagement** than that of their macro counterparts. Brands can leverage this to build consumer trust, drive sales, and embed themselves in different communities and cultures.

This also means that if the same budget for one macro-influencer were to be split up over several micro-influencers, your brand can achieve better **social ROI**.

	David Booth (@fiftyshadesofdave__)	The Rock (@therock)
Post Cost	\$30 CAD	\$650,000 USD
<b>Engagement</b>	<b>21.40%</b>	<b>0.96%</b>
Followers	1,231	116,792,297
Geographic	90% Toronto	Worldwide
Demographic	Students & Fitness Enthusiasts	Non-specific interests



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