



# Leveraging the Power of Microinfluencers in Healthcare



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Influencer marketing has been around for years. As social media took off, marketers saw the value of leveraging celebrities and prominent bloggers to promote their brands because of their influence and reach. Over the past year, worldwide spending on influencer campaigns has grown into a \$6.3 billion business.

While influencer marketing began with celebrity and top-tier influencers touting follower counts in the millions, social algorithms have changed, engagement rates are declining, and follower count no longer serves as a primary indicator of success. Enter the “microinfluencer.”

## Who Are Microinfluencers?

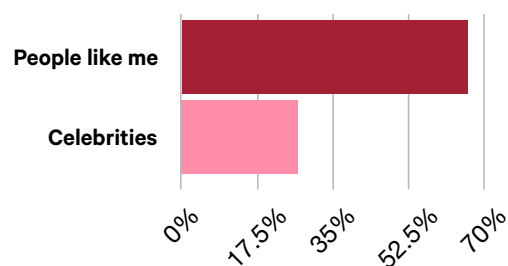
**Microinfluencers** (noun):

*Authentic, everyday people with a focused, yet highly engaged social following of less than 10,000*

Microinfluencers tend to be more relatable and reflective of the average person, so their followers trust and seek out their advice and opinions.

Studies have shown that **66% of internet users worldwide trust information from people like them as opposed to 27% of internet users who trust celebrities.**

Internet Users Who Trust Information from  
Select Entities or Individuals:



Source: Edelman, “2018 Edelman Trust Barometer”

## Why You Should Consider Microinfluencers for Healthcare Brands

When it comes to the healthcare space, microinfluencers are often patients living with a specific condition whose followers consist of other patients, caregivers and HCPs. The healthcare consumer engages with brand or pharma channels but not as much as they engage with their own patient community.

**Working with patient microinfluencers allows pharma to connect directly with patient audiences with more authenticity than they are able to on owned channels because their message is informed and delivered by the patients themselves.**

The main reason influencer marketing is heading in the micro direction is because of credibility and engagement. Microinfluencers can offer a direct pathway for brands trying to reach potential customers, since they are more closely connected to the lives of their followers. With greater authority in certain subjects, microinfluencers are intrinsically genuine and their opinions tend to be more trusted and valued by their audiences. When microinfluencers are willing to share a brand’s message, their followers are more willing to listen and take action.

“Because authenticity is at the core of what brands desire, they’ve started looking more toward smaller influencers with higher engagement rates.”

- Laura Brinker, VP, Influenster



## How to Engage with Microinfluencers

Pharma brands can leverage the power of microinfluencers across the entire marketing funnel – from generating awareness and informing program content to taking action.

**To get started with influencer engagements, Evoke has outlined a topline version of our process:**

**1**

### **Discovery**

Conduct social listening to understand what the target audience is discussing and opportunities to participate in the conversation. Discover, identify and vet potential influencers based on their social reach, relevance to your brand/message, and resonance with your intended audience.

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**2**

### **Engagement**

Develop a program brief and reach out to selected influencers to engage them in your program.

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**3**

### **Content Collaboration**

Secure and review influencer content and approve to go live.

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**4**

### **Measurement**

Assess impact based on program objective and agreed upon KPIs.

For pharma brands looking to connect deeper with consumers, microinfluencers can be a much more viable, lower cost solution to deploy versus engaging with a celebrity influencer. They are often more willing to derive their own content over longer periods of time, which not only builds up a brand's credibility, it can yield longer-term results and greater ROI.

Microinfluencers also afford brands the ability to extend campaigns across multiple demographic areas, especially brands that would benefit from a multicultural campaign. In an age where Word of Mouth is more powerful than anything a brand can say, the question all pharma brands must begin to ask themselves is not if they should leverage microinfluencers but rather how they should begin to employ them.