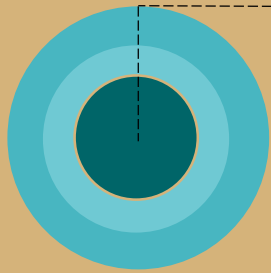


2019: THE YEAR OF THE MOM NANOINFLUENCER

Discover how these friendly and approachable social media unicorns can help you reach digital marketing goals.



DEFINITION

Nanoinfluencers (or “nanos” for short) describe consumers with under 1,000 social media followers and are willing to advertise products on social media in exchange for free products.

REACH

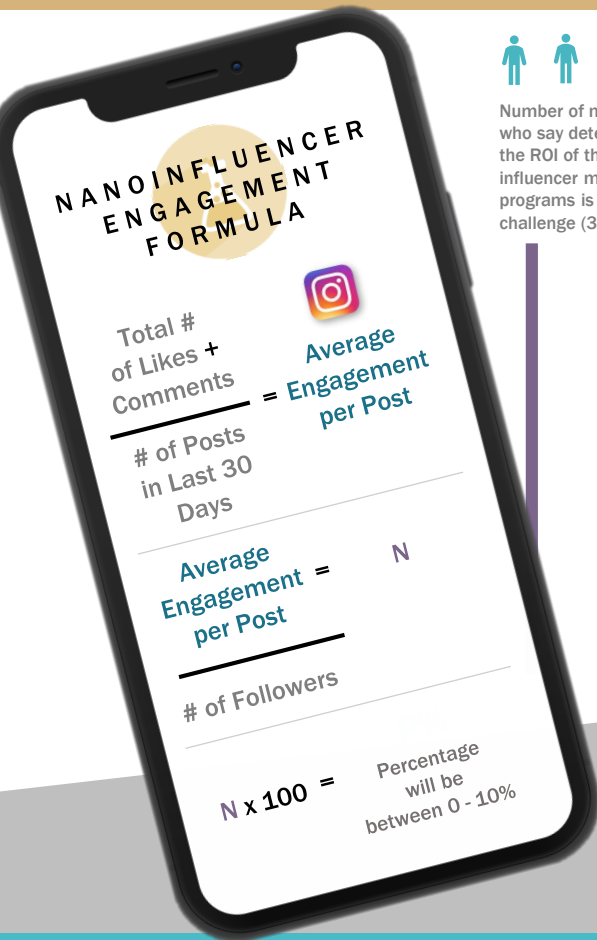
Because of a nanoinfluencer’s reach on the platforms, marketers consider **Instagram** and **Facebook** the most important to their influencer marketing strategy.



Percentage of importance to marketers.



Number of marketers who say determining the ROI of their influencer marketing programs is a challenge (3 out of 4).



IMPACT

1

Moms control 85% of household purchases and have a spending power of \$2.4 trillion.

2

Moms spend over eight hours online searching for parenting advice.

3

Moms have an average of 24 close friends with which to share product advice.

SUMMARY

Marketing through nanoinfluencers can lead to higher engagement and conversion rates, however it’s imperative research agencies and marketing professionals vet brand influencers.

DON'T BE A KNOWLEDGE HOG! FORWARD THIS INFOGRAPHIC TO A COLLEAGUE.

Infographic design by **CHRISTINE MICHEL CARTER**

Looking for more information? If your agency or brand is looking to learn more about black consumers, millennial moms or social media influencers, Christine Michel Carter provides private consultations. Her presentations include engagement metrics, formulas and specific action items. Christinemichelcarter.com [@michelcarter](https://www.instagram.com/michelcarter)

Sources

The New York Times <https://nyti.ms/2Fgu2xt>
Marketing Charts: <https://bit.ly/2qwIYkI>
Forbes: <https://bit.ly/2TBdu5A>
Scrunch: <https://bit.ly/2FcgIcS>