

Why Your Brand Needs Instagram Nano-Influencers Right Now? Alireza Kohany explains

And how they make a great addition to your overall marketing strategy! Well, I'll tell you the solution...



Istanbul, May 3, 2020 ([Issuewire.com](https://www.issuewire.com)) - The glamorous word — influencer — has become one of the world's most desired professions. Did you know that influencers actually have different categories, based on the number of followers they have? Alireza Kohany explains...

"Alireza Kohany is one of the most trusted names in the field of marketing in Turkey. He has carved a name for himself and has reached a new level with his digital marketing skills. He also is professional Entrepreneur, Influencer and Instagram Star, He was born in Tehran, Iran on June 18, 1993 (18/06/1993). He completed his education in engineering and passed out as a computer engineer. Post his graduation, he migrated to Turkey after he got great work opportunities over there. However, his work in Turkey was completely different than marketing."

As a successful Instagram influencer and young entrepreneur, I share my experiences with you. I'm going to share with you about the smallest — nano-influencers — and why your brand should work with them. According to the definition, a nano-influencer is someone who has between 1,000 and 5,000 followers. Many brands haven't fully discovered the potential and advantages of working with nano-influencers, because today, it is still common to think that a big number of followers means there is an actual influence on people. However, a word of a small influencer can be much more impactful than from someone who has hundreds of thousands of followers.

This may sound odd, but continue reading as I want to share with you why nano-influencers are impactful and that they can achieve great results for your brand.

"Make success for yourself" — Alireza Kohany

Why should your brand engage with nano-influencers? Alireza Kohany explains...

Even though there might be many benefits of engaging with small influencers, I'll give you four main ones.

Nano-influencers are authentic

Nano-influencers are "normal" people who don't use their Instagram accounts as the main source of income. Therefore, their audiences relate to them much better. This group of influencers is also much more approachable. Most of the nano-influencers will engage directly with their audiences, by replying to comments, promoting brands that they truly like and sharing genuine experiences with products they advertise. Because of the authenticity and relatability, small influencers are trusted more.

Nano-influencers, compared to other groups, tend to value their followers much more, as well. They would be very careful in choosing the products they want to endorse because they value the trust of their audiences and are afraid to lose them.

They occupy a very specific niche

Most of the nano-influencers make their content very niche-specific and targetting their audience only. Contrary to other influencers, nano-influencers will have a very specific and well-targeted niche. For instance, food, travel, lifestyle, beauty — and their followers will be predominantly interested in that niche. Else, there is no point in following, right?

That's why working with nano-influencers will expose you to a well-defined audience who will be interested in your product. You will be able to discover new groups of people who will actually be interested to see your product and eventually try it out.

Their engagement rate is much higher

A recent report "The State of Influencer Marketing 2019" by HypeAuditor has shown that the average engagement rate on nano-influencers' content is much higher than any other influencer group's.

Compared to bigger profiles, nano-influencers are able to interact with their audiences more frequently via comments, questions/answers, likes, and other means. They are much quicker in communicating with their audience, which gives them a more authentic side.

They are much easier to work with and also are more cost-effective

Most of the nano-influencers will be excited to work with brands. They will be much more agreeable to the terms set by the brand and will have fewer demands. However, keep in mind that most of them will also have certain values and they should match your brand's. Most of nano-influencers won't treat their social media accounts as primary income-generating platforms.

From my experience, many nano-influencers would only want a product sample or a small remuneration in return. The low investment from the brand's part would mean that the ROI on their marketing campaign would be much higher.

These numbers would definitely differ based on the location and industry, however, they are a great indication of an initial investment.

"Success is only possible through effort" – Alireza Kohany

Who can benefit from nano-influencers? Alireza Kohany explains...

All right, I'll explain; you may be thinking if engaging with nano-influencers will bring the desired results for you. Well, to answer this, you need to know where your target audience is present. If they are active on social media, especially Facebook, Instagram, YouTube or LinkedIn, chances are high that engaging with nano-influencers will bring great results for your business. By engaging with nano-influencers, you'll be able to discover new audiences and introduce (or remind) them of your brand. Therefore, search the social space for nano-influencers and see what your options are. Most likely, the initial investment will be pretty low, so any type of business will be able to afford it.

However, I'd like to highlight several industries that are doing exceptionally well in terms of influencer marketing. They are in no particular order and I'm sure that you've noticed (or even are following) some of the influencers who occupy one of these niches:

- Fashion
- Beauty
- Travel and lifestyle
- Food
- Home and family

How can nano-influencers complement your overall marketing strategy? Alireza Kohany explains...

Well, even though their following is lower, they occupy very well-defined niches. This means that your message and product will be displayed to people who are actually interested in seeing it.

About Author:

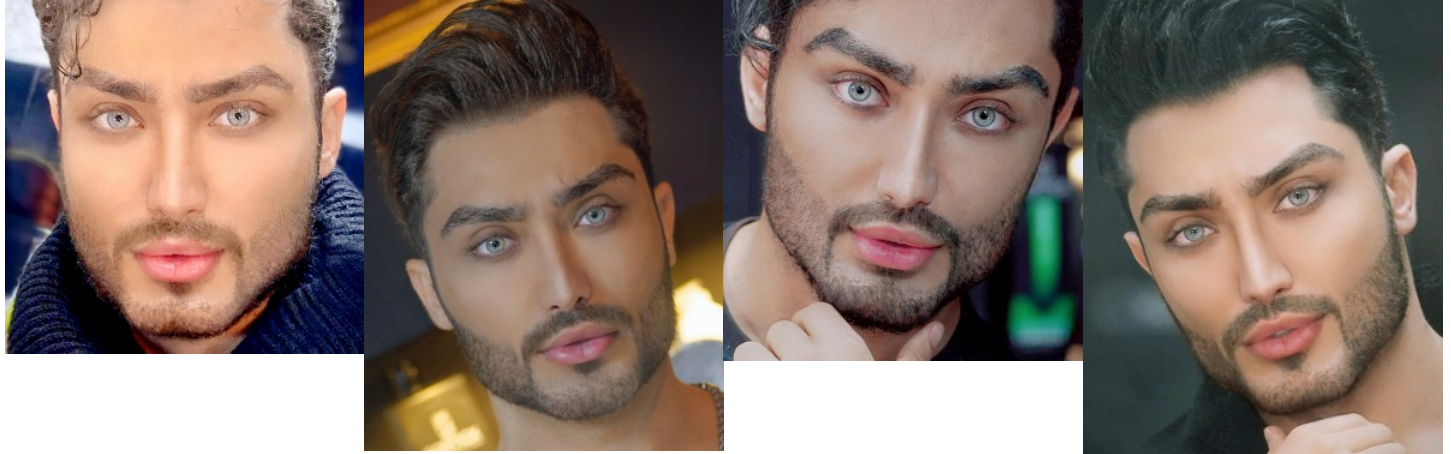
Alireza Kohany is an Iranian Public Figure Artist; Fashion Model and Actor, Instagram Star, Entrepreneur and Influencer Also a Musician; Born 18 June 1993 in Tehran, Iran. He has managed to attract many fans in social media; He has accumulated over 700 thousand followers on his AlirezaKohany Instagram account and other social media. His content that He writes them about business is available on the internet, There is a lot of news about him or his content or his articles

(business, entrepreneurship, digital influencer) on the Google News page.

He has also published some books on Amazon Store;

He played a role in some movies which are available on his page with his name (Alireza Kohany) on IMDB's website.

Also, His music or remix is downloadable on Spotify and iTunes (Apple Music) or other music stores under his name.



Media Contact

Alireza Kohany

alirezakohany@gmail.com

Maslak, Sisli

Source : Alireza Kohany

[See on IssueWire](#)