

Hong Kong
Micro Influencer
Landscape 2021



We are in a social media world.

According to [We Are Social](#), more than 4.5 billion people now use the internet, while social media users have passed the 3.8 billion mark. It's a social media world and we are living in it. Social media changes everyone's behaviour. In the past, we received information from TV, radio, and newspaper; Now, we can easily access it through Facebook, Instagram, and Twitter. Social media has changed the way people receiving information, and hence, changed the landscape of advertising and marketing.

Marketers used to use TV ads to promote their brands as it was the mass media that can reach the majority. Although it can reach scale, it doesn't fit everyone and couldn't track the performance precisely.

The rise of social media offers new opportunities for marketers to market their brands more creatively and interactively. Paid social has been the most popular advertising in the last decade and it's still growing as [Statista](#) estimates paid social spending is projected to reach US\$110,628m in 2021.

However, people are complaining that they don't want to see ads on social media. They choose to ignore the ads on social media because social media is for people, not for business. People want to interact with people. Therefore, it leads to people-based marketing – influencer marketing.



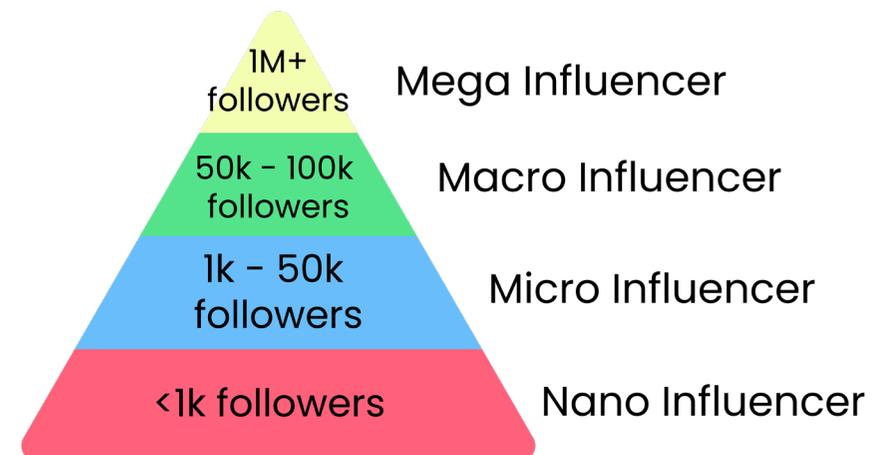


What is influencer marketing?

According to Influencer Marketing Hub, influencer marketing involves a brand collaborating with an online influencer to market one of its products or services.

The power of influencers is that they tend to be experts in a niche - they could be a professional fashion photographer, or a well-known travel vlogger. They are genuine and trustworthy and they have a group of loyal followers. When brands want to promote their products or services, using influencers to send out the message is easier and faster to reach the followers, and more importantly, it could yield a higher conversion.

There are four types of influencer. By definition, they are nano influencer, micro influencer, macro influencer, and mega influencer.



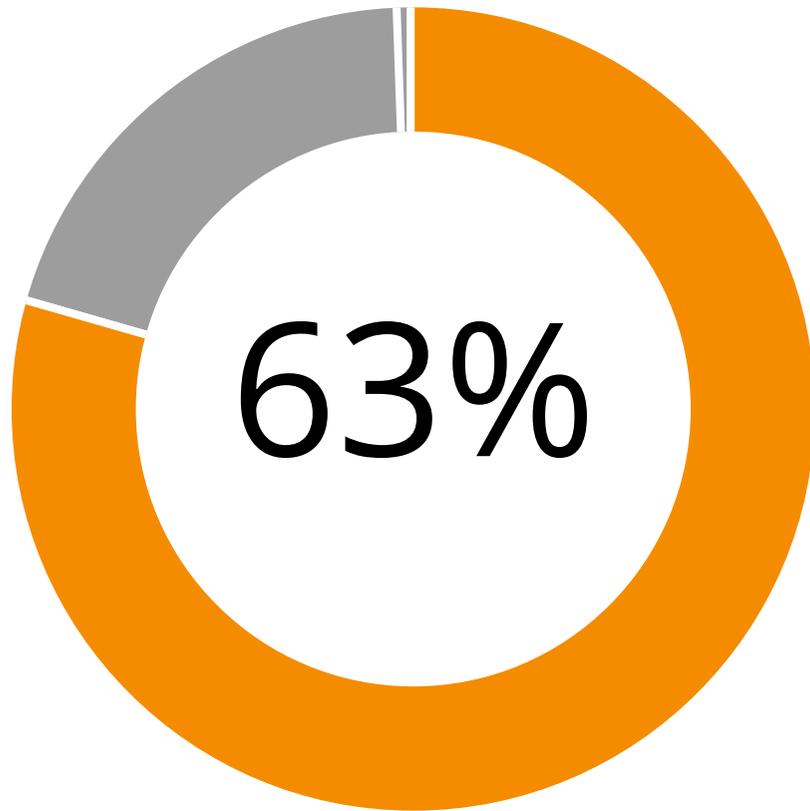
Who are micro influencer (MI)?

There are different definitions of micro influencer. We define a micro influencer is someone who has between 1,000 to 50,000 followers, and focuses on a specific niche, and is generally regarded as an industry expert or topic specialist. They have stronger relationships with their followers than other influencers. This is often driven by their perception as an opinion leader of a subject matter and the interaction with their followers.

Recently, more marketers consider micro influencer marketing in their marketing mix. Mostly it is because of their high engagement rate and conversion rate. To get a better picture of micro influencer in Hong Kong, we dig out the data from our database. In this report, you will have a better understanding of the landscape of micro influencer in Hong Kong.



MI population in Hong Kong



Source: Cloudbreakr

Among **6000+** influencers in Hong Kong, **63% (Over 3,500)** are classified as micro influencer.

MI Category Distribution



Source: Cloudbreakr

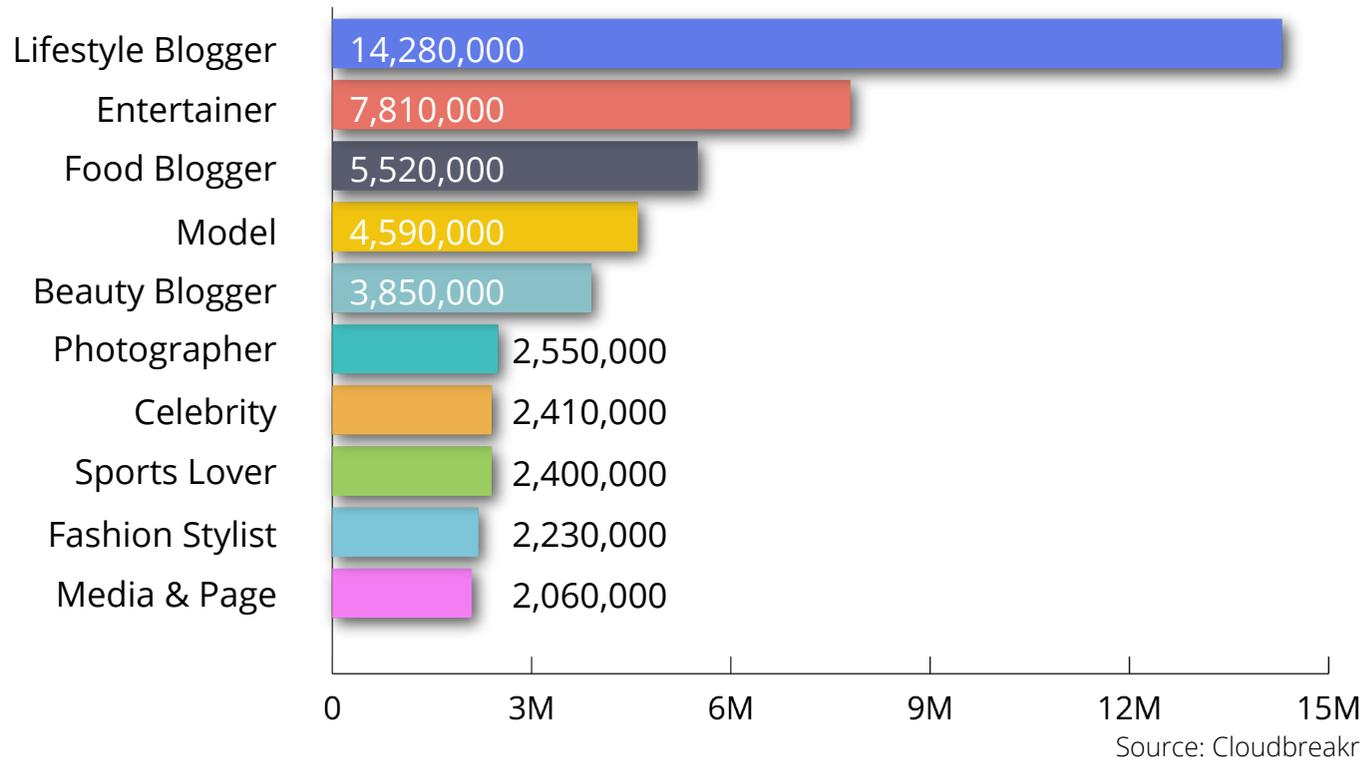
Top 3 Micro Influencer category (In terms of follower):

Lifestyle blogger

Entertainer

Food blogger

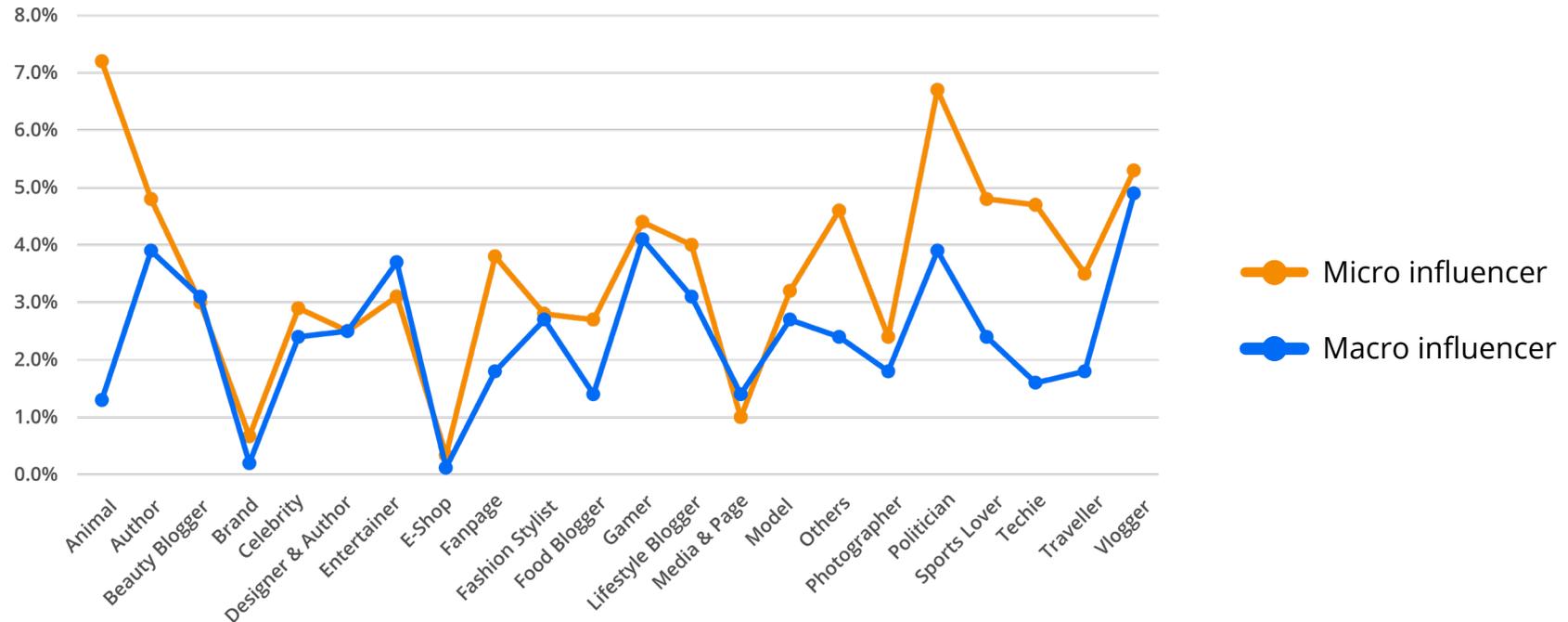
Top 10 MI Instagram followers by category



This bar chart illustrates the top 10 Instagram followers of micro influencers by category. It shows the preference of Hong Kong social media users. We can see **Lifestyle Blogger** dominates the group with 14M followers. Lifestyle content is about everyday life. Travel, health, leisure, house and home, personal finances, fitness, green living, cosmetics, cooking, interior design, gardening, hobbies, handcrafts, work-life balance – all of these are branches of the tree that is lifestyle.

The follower base is a significant indicator that brands should take into account when it considers influencer marketing. In an influencer marketing campaign, the business could evaluate the potential reach based on the follower numbers in that particular category.

Average engagement rate per category



Source: Cloudbreakr

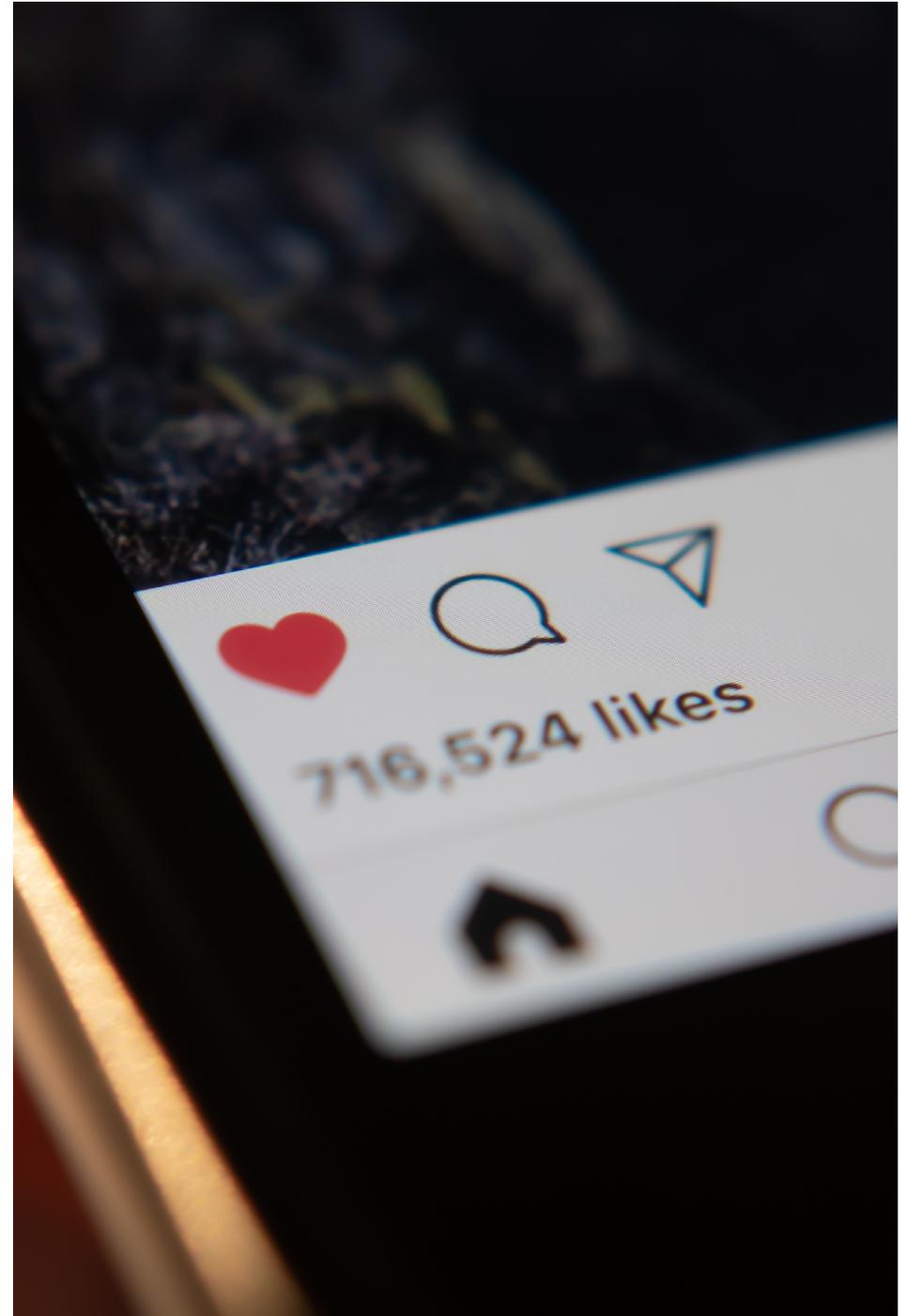
This line chart shows, on average, the engagement rate of micro influencers is higher than macro influencers (**3.4% vs 2.8%**). It means that micro influencers have better relationships with their followers as they have more post likes, comments, and shares.

It also indicates the followers are more loyal. When it comes to influencer marketing, higher loyalty guarantees brands can send the message to the target audience more effectively and a higher chance to convince them to try its product or service through the conversation between influencers and the followers.

Conclusion

Where does your brand want to be? Increase sales? Build brand awareness? Grow market share? Launch new products or services or target new customers? Brands should have a comprehensive marketing mix to achieve different objectives. Meanwhile, traditional marketing strategies, like paid social, EDM or TV ads, still work to a certain extent, brands should consider influencer marketing into their marketing mix. Influencer marketing is becoming more popular in recent years because it is cost-effective, authentic, higher engagement rate, and potentially higher conversion rate.

If you want to have a more in-depth analysis in your particular market or want to explore micro influencer marketing, we are here to help. [Contact us now!](#)



About Us

Cloudbreakr is an AI-powered marketing technology company. Based on big data, we aim to develop an influencer-based eco-system, providing an integrated influencer marketing platform, analytics solutions and managed services to help marketers optimize their marketing ROI.

Headquartered in Hong Kong, the company operates in multiple Asia regions, provides marketing solutions to over 100 MNCs, and offers platform solutions to over 10,000 marketers.

 info@cloudbreakr.com

 <https://www.cloudbreakr.com>

