



HEY!

THANK YOU FOR
DOWNLOADING OUR GUIDE
ON INFLUENCER!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

[VISIT THE WEBSITE](#)

What types of influencers are there?

Nano-influencer



up to about
10 k Follower

Close ties to the community;
often active in niche areas.

Micro-influencer



10 k – 100 k Follower

specialized topics, „a high level
of commitment“

Macro-influencer



100 k – 1 Mio. Follower

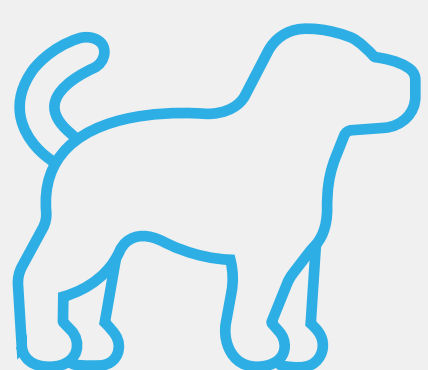
Wide reach,
professional image

Mega-influencer



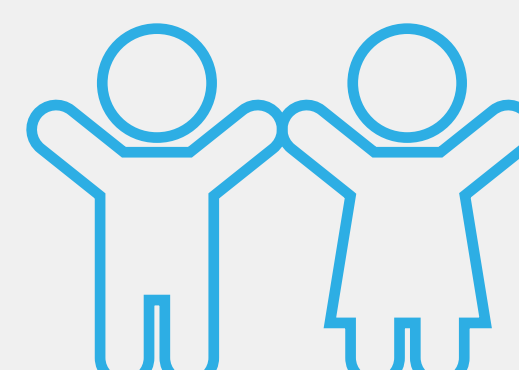
Over
1 Mio. Follower

very wide reach,
mostly prominent figures



Petfluencer

Animals as Brand Ambassadors

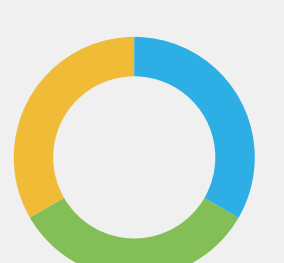


Kidfluencer

Children with a Social Media Following



<https://www.dreikon.de/en/news/glossary/influencer/>



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