



STATUSPHERE



Who are our influencers?

Our influencers are real women, with real influence. We work exclusively with female micro-influencers in the US of A. We define micro-influencers as bloggers, YouTubers and Instagrammers with 3K – 25K legitimate followers. Our influencers are amazing content creators with highly engaged followers, and our ladies only partner with brands they truly love.

Why do we work with micro-influencers?

We've been around the block when it comes to influencer campaigns, and we've learned a thing or two. In our research, we have found that mobilizing a small army of micro-influencers is more cost-effective, yields more content, and generates better lift than social media influencers with more than 100K followers. Our micro-influencers are a triple threat.

How do influencers join our network?

Influencers apply. We then have a living, breathing influencer specialist (aka not a bot) vet the applicants based on follower count, the quality of followers, engagement rate and the quality of their content. With this vetting process, we end up accepting less than 10% of the ladies who apply.

How do we segment our influencers?

We collect hundreds of data points on our influencers, once accepted into the Statusphere network. This data allows us to expertly match brands with the influencers who best meet their goals.

Basics

- Age
- DMA
- Content Type
 - Active Lifestyle Ladies
 - Fantastic Foodies
 - Jet Setters
 - Fab Fashionistas
 - Motherhood Mavens
 - Beauty Product Babes

Aesthetic

- Colorful vs. Cool
- Minimal vs. Whimsical
- Photo Quality
 - iPhone Pros
 - DSLR Divas

Behaviors

- Shopping Spots
 - Luxury Stores (i.e. Bluemercury)
 - Value Stores (i.e. Ulta)
 - Online (i.e. Amazon)
- Skin Care Needs
 - Dry Skin
 - Oily and Acne-Prone
 - Fine Lines and Wrinkles
 - Cruelty Free-Only Shoppers

