ManageByStats Releases Article On Micro-Influencers

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ManageByStats has done a training and posted an article on the topic of micro-influencers. A micro-influencer is someone with a social media following that's larger than a normal person?s but smaller than a celebrity?s. They use that following to promote products -- either for money or just because they like them. ManageByStats is a software and services company dedicated to supporting Amazon sellers. MBS has a 25-tool suite of software developed to help run an Amazon business more efficiently and effectively, as well as several services designed to help Amazon sellers manage their day-to-day operations. In addition MBS does frequent training.

?Micro-influencers are a whole new area that has grown organically from the rapidly expanding influencer movement,? says MBS CEO, Philip Jepsen, ?which is itself a relatively new sensation. We?ve all heard of highly visible celebrities and experts acting as promoters for products. Well, there are a lot of little guys in that space now too.?

Influencers in general can help with product launches, getting the word out to an engaged audience about a new product, extending reach, building social media presence, and doing reviews. Influencers write reviews that many others look to when making decisions, and they're better than normal reviews, with videos, etc. User Generated Content (UCG), the best kind, is also something that, with influencers, is generally higher

quality, backed by the authority of the influencer. Evergreen content is another advantage of working with an influencer. Wherever it resides, whether Instagram, Facebook or elsewhere, this content, once generated, lives on, becoming a never-ending source for customer engagement.

?This was the latest in our training series, and I found it very fascinating,? says Mister Jepsen. ?These micro-influencers are a great way for small- to mid-sized sellers to connect with their audiences.?

For more info on ManageByStats, please visit the ManageByStats site or contact the company directly. If interested parties have further questions, ManageByStats may be contacted directly by email.

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ManageByStats

ManageByStats.com is a software platform built by Amazon Sellers, for Amazon Sellers, to provide functions not provided well by Amazon or other services, including product sales performance graphs displayed by Brand, Product Line and individual Products.

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