
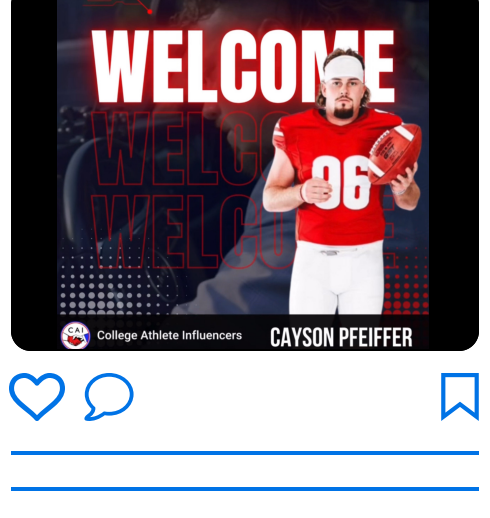


Maximizing Your ROI With Athlete Micro-Influencers in 2024


Reach New Audiences



Raise Engagement Rates



Build Audience Trust



College Athlete Influencers

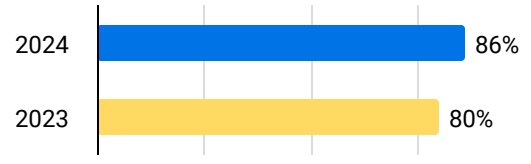
As NIL (name, image, and likeness) grows rapidly and enters 2024 as a billion dollar industry, more brands are jumping in and reaping the benefits of college athletes promoting their products or services. Unfortunately, there is a misconception that only the biggest and most popular athletes can deliver campaign results. Here, we'll explore why that's not the case and how to spend less while maximizing ROI through college athlete influencers.

Micro-Influencer Advantages

According to 2023 & 2024 Hubspot reports, the advantages of working with smaller influencers:

1. Less expensive
2. Easier to establish long-term partnerships
3. Access to niche, tight-knit communities
4. Micro-influencers are more open to feedback
5. Higher engagement rates with their content
6. More trust from their followers/subscribers

*Data & Information From Hubspot Blog's Social Media Marketing Report



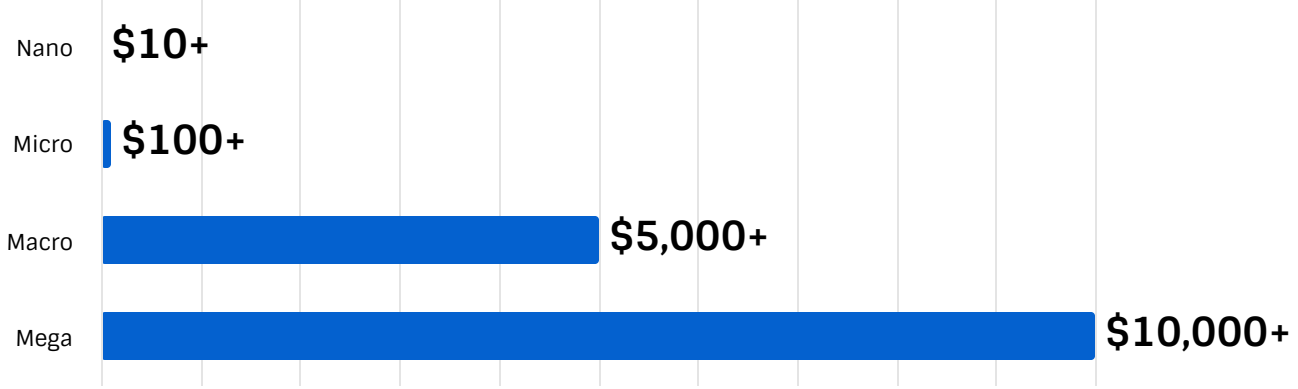
The percentage of influencer marketers that say they work with nano & micro content creators is up 6% from 2023!

- Celebrities & Mega Influencers = 1M+ followers**
- Macro Influencers = 100k-500k+ followers**
- Nano & Micro Influencers = 1k - 100k followers**

Average Spend by Influencer Type

It significantly decreases cost and risk to utilize nano and micro influencers in your marketing campaigns.

Influencer pricing for a single Instagram post based on level of influence*



*Meltwater.com Influencer Marketing Costs 2024: Influencer Rates per Channel

Influencer Marketing

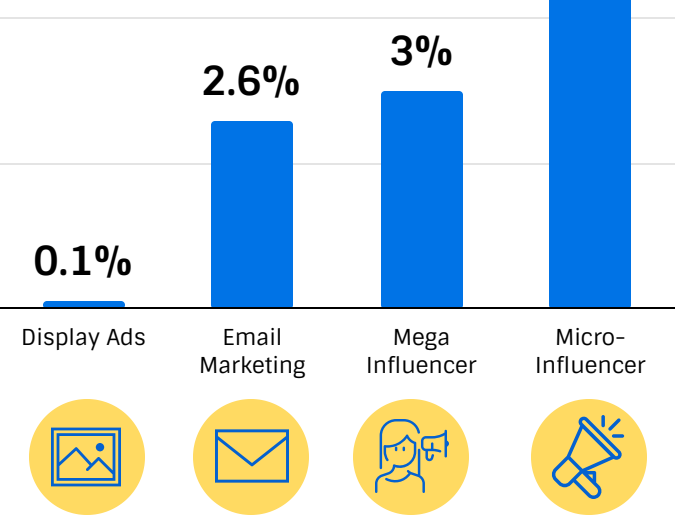
Studies show that influencer marketing provides **"11x the ROI than using banner ads."**^{*1}

"Data shows a staggering return of **\$6.50** in revenue for every \$1 invested in influencer marketing"

Data collected by Tomoson



Marketing Engagement Rates by Channel



Mega-Influencers vs. Athlete Micro Influencers

- From Harvard Business Review: "posts from influencers whose originality rates (their own original content) were one standard deviation higher than the average achieved **15.5% greater ROI**"^{*6}
- In a Matter Communications study, 61% of respondents found relatable influencer personalities to be the most appealing.^{*7} **The athlete advantage is that they are not full-time influencers & their audience knows this**
- Cost: Smaller audiences result in smaller compensation expectations** from the athlete, allowing your brand to partner with **multiple athletes** for your campaign, instead of just one

"Secret Sauce"	Mega Influencers	Athlete Micro Influencers
Cost	High	Low
Engagement	Low	High
Trust	Low	High


Athlete Engagement Rates Perform Better Than Traditional Influencers:




*Captiv8 Collegiate Athlete ER vs Standard Influencers

Service offered by College Athlete Influencers


Keys to Maximizing Your Athlete Influencer ROI




Plan your campaign strategically by establishing your **target audience**




Chalk out your ideal influencers for the campaign based on **follower-brand fit**



Find and leverage a reputable NIL marketplace or agency. Preferably with **zero per-deal commission fees** to maximize your ROI



Recruit your influencers & draft NIL agreements, ideally with **contract structuring help** from a professional or lawyer



Manage and monitor your campaign performance with **unique link tracking**

In the continuously growing & evolving world of NIL, there is a lack of easily accessible tools to set college athletes & brands ahead of the game. Most platforms charge commissions, fees, and don't offer the key features needed to be successful.

College Athlete Influencers is here to change the norm, break limits and provide a platform that is affordable & easy to use for anyone, anywhere.

LEARN MORE:
CollegeAthleteInfluencers.com

Numbered References:

- *1 Neal Schaffer: Influencer Marketing ROI: The Ultimate Guide to Measuring It The Right Way.
- *2 Marketing Influencer Hub: 17 Key Influencer Marketing Statistics to Fuel Your Strategy.
- *3 Upfluence: Influencer engagement: everything you need to know.
- *4 Dashthis: Email Engagement
- *5 Bannerflow: Display advertising CTRs and what these mean for your industry.
- *6 HBR: Does Influencer Marketing Really Pay Off?
- *7 Matter: Consumers Continue to Seek Influencers Who Keep It Real

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