



MARGARET M. BROWN

MICRO INFLUENCER
WITH A BIG IMPACT



#FlexYourInfluence

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HELLO

Thank you for your consideration to have Margaret as part of your event. We look forward to answering any questions you might have.

SPEAKING + WORKSHOP TOPICS

- Brand Ambassador/Loyalty Culture
- Improve/Increase Customer Engagement Online
- Creating WOW Customer Culture
- Creating Process and measure against goals/progress.
- Balancing Digital Automation/Genuine Engagement
- Creating/Evolving the Customer Journey
- Bridge gaps/communication between internal departments.
- Analyze conversion (Social Media, Email, Website, and other marketing activities)

SOCIAL MEDIA FOLLOWING

Facebook, Margaret M. Brown: 2200+ [visit](#)

Facebook Business: 2300+ [visit](#)

Facebook Group: 150+ [visit](#)

Hashtag reach, #FlexYourInfluence:

Weekly Reach 38K, Weekly Impressions 95K

Company Twitter: 3K [visit](#)

Personal Twitter: 15.5K [visit](#)

LinkedIn Connections: 3400 [visit](#)

LinkedIn Company: 111 [visit](#)

Company Instagram: 760 [visit](#)

Personal Instagram: 1380 [visit](#)

Website Visits: 2k monthly new visitors

Email Database: 3.5K+

MARGARET M. BROWN

SPEAKER + CONSULTANT



MICRO-INFLUENCER 101

Micro-influencers are social media users unlike typical celebrities, experts, or public figures. They're individuals who work or specialize in a particular vertical and frequently share social media content about their interests. Unlike traditional "influencers," micro-influencers have a more modest number of followers -- typically in the thousands or tens of thousands -- but they boast hyper-engaged audiences.

INFLUENCER VS. MICRO INFLUENCER

Influencer marketing is when organizations partner with top content creators -- people with thousands or even millions of followers -- to promote their products or services to the content creator's audience. When brands partner with influencers, companies are able to leverage the established trust amongst the influencer's audience. Consumers are more likely to buy from someone they know and trust, so influencers are extremely effective when it comes to strategies like word-of-mouth marketing or increasing social proof. Brands will often pay influencers to either post content featuring their products or sponsor their events, capturing the influencers' large reach.

Micro-influencers, on the other hand, have a more moderate backing -- compared to influencers, micro-influencers usually have fewer than 100,000 followers. However, the rate of audience engagement on content peaks around 1,000 followers, making a partnership with a micro-influencer incredibly valuable to companies looking to increase brand awareness. Micro-influencers generate a ton of content that appeals to their audiences and become well-established in their area of interest. Over 82% of surveyed consumers said they were likely to buy something a micro-influencer recommended. Companies can partner with micro-influencers to write a post about a product offer, publish a review, or share the product with their social communities.

ABOUT MARGARET

Margaret brings together company talent, processes and technology to help an organization navigate the road to achieving their vision and goals. She proactively supports the execution of strategy that is aligned to specific organizational goals.

Margaret is both a creative and analytical thinker which lends to her success in working in marketing and business process. She approaches each company and team with respect, positivity, and gracefulness. Her passion for her work shows up the minute she begins a project. She has an ability to see what's missing and is resourceful in problem solving.

Margaret is a business owner, national speaker, consultant and authority in Business and Marketing (Digital + Traditional). With an expertise in: process, analytics, personnel development, and an emphasis in all things marketing.

Margaret has built her reputation as a Digital and Marketing expert by working with national companies, organizations, franchises and small business in diverse industries. Her strategy translates across the spectrum. Her company SocializeLA.com was founded in New York City in 2008 and continues to flourish.

Be *wildly*
excited
ABOUT the
possibilities!



#FlexYourInfluence



SPEAKING ENGAGEMENTS

NATIONAL WORKSHOP FACILITATOR,
PANELIST, AND SPEAKER



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