**Infographic: Why You Should Consider Nano-Influencers**

This infographic from Planoly displays facts about nano-influencers and explains why marketers should be working with them and how to find them. The visual shows nano-influencers have the highest engagement rate of any influencer category at 7%, and their benefits include close relationships with audiences and trustworthiness.

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[***https://www.socialmediatoday.com/news/nano-influencers-who-are-they-and-how-to-work-with-them-infographic/595048/***](https://www.socialmediatoday.com/news/nano-influencers-who-are-they-and-how-to-work-with-them-infographic/595048/)

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