**Is It Time To Consider Micro Or Nano Influencers?**

Influencer marketing specialist Carmen Pino discusses the marketing shift away from celebrity endorsers towards nano and micro-influencers that have spurred increased engagement and greater returns for many brands and shares the pros and cons of working with all of the influencer categories.

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[*https://www.prdaily.com/micro-nano-influencers/*](https://www.prdaily.com/micro-nano-influencers/)

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