**Use a Team of Microinfluencers for Highest Engagement**

A study from Markerly has found that the highest audience engagement was within influencers having 10,000 to 100,000 followers. To ensure success, build a team of microinfluencers and make engagement your focus.

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<https://www.entrepreneur.com/article/288365>

Image source:

<https://blogs-images.forbes.com/deborahweinswig/files/2017/01/Microinfluencer.jpg>