

A Mini GuideBook for B2B Influencer Marketing

Influence & Authority in B2B



Types of Influencers in B2B Marketing

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With **94%** of B2B marketers using LinkedIn to distribute content, LinkedIn has become the dominant channel for B2B influence. Yet not all influencers function the same way. Some bring credibility from inside the organization, others bring external validation. Some offer massive reach, while others deliver niche expertise.

To build effective campaigns, you need a clear framework for identifying influencer archetypes. In B2B, the four essential categories are

Internal Influencers

decision-makers and senior leaders within your organization.

External Influencers

industry experts or thought leaders outside your company.

Macro Influencers

large audience generalists with broad visibility.

Subject Matter
Expertise

niche experts with targeted, highly engaged audiences.

This guide unpacks each type, explores their strengths, risks, and optimal use cases, and provides guidance for combining archetypes to achieve both reach and relevance.

Internal Influencers

Executives and decision-makers within your organization who share insights on LinkedIn, extending your brand's credibility

Strategic Strengths

- | | | |
|-------------------------------------|---|---|
| • ICP Alignment | → | Content resonates with clients, partners, and investors. |
| • Credibility within market context | → | Insights carry authority, especially in niche industries. |
| • Message Control | → | Maintains brand consistency and thought leadership. |

Risk & Limitations

- | | | |
|----------------------------|---|--|
| • Limited control | → | Limited time for regular posting and engagement. |
| • Alignment Risk | → | Content may feel biased without authenticity. |
| • Competitor Collaboration | → | Executives may lack time or skills for engaging formats. |

EXAMPLE

A CTO posts insights about a new AI product implementation tailored to marketing people. Because the post comes from the executive voice, it signals credibility and expertise and resonates with stakeholders directly aligned to the company's ICP.

External Influencers

independent professionals, analysts, consultants, or creators who have established authority in a specific sector.

Strategic Strengths

- Third-party validation → Adds authority in new markets, geographies, or roles.
- Audience expansion → Expands reach to relevant niche segments.
- Community → Experienced in polished content and active communities.
- Niche authority → Specializes in sectors aligned with specific ICPs.

Risks / Limitations

- Limited control → Creative freedom, time may conflict with brand priorities.
- Alignment Risk → Personal views or past partnerships may misalign with brand values.
- Competitor Collaboration → Engagement with competitors can dilute impact.

EXAMPLE

A cloud computing consultant shares a LinkedIn post reviewing your product for infrastructure optimization. Their endorsement provides authentic, sector-specific validation, reaching a targeted audience outside your existing network while driving trust in the solution.

They create content on generalist topics within a sector or across multiple sectors.

They are ideal for campaigns that require scale and broad visibility.

Macro Influencers

100,000+ Followers

Strategic Strengths

- Mass visibility: Ideal for awareness campaigns where reach is critical.
- Industry thought leadership amplification: Macro influencers can shape perceptions of trends, categories, and best practices.
- High engagement/low conversion potential: Macro-influencers often experience engagement rates around 1-2%, which is lower compared to micro-influencers.
- Credibility by scale: Broad followings often signal authority, which can indirectly enhance your brand perception.

Risks / Limitations

- Niche relevance: Large audiences often include generalists; engagement may not reach highly specific buyers.
- Verification needed: Without the right qualifications or sector achievements, the influencer may not be credible enough to represent your company.
- Engagement dilution: High follower counts often translate to lower engagement relative to audience size.
- Cost considerations: Higher fees with no guaranteed lead conversion.
- Credibility by track record: When the influencer doesn't hold specific certifications, awards, or a recognized career history.

EXAMPLE

A certified AI industry consultant with 120,000 followers posts about AI adoption across sectors, tagging your company. The post drives high visibility and credibility, but precise engagement from qualified decision-makers may require pairing with micro influencers targeting specific niches.

LinkedIn SMEs with smaller, highly targeted followings,

They specialize in narrow sectors or subtopics, making them highly relevant for precise audience targeting.

Subject Matter Expertise

1,000 -20,000 Followers

Strategic Strengths

- High relevance and precision: Their followers align closely with specific ICPs or industry niches.
- Stronger engagement: Micro-influencers often see engagement rates around 6%, significantly higher than macro-influencers.
- Cost-effective: Generally less expensive than macro influencers while delivering highly targeted impact.
- Community authority: Often seen as trusted voices within their niche, capable of influencing decisions within their industry circles.

Risks / Limitations

- Limited reach: Smaller audiences mean less visibility outside the niche.
- Scalability challenges: Running campaigns with multiple micro influencers requires more coordination and management.
- Variable content quality: Some micro influencers may need support in content production or alignment with brand standards.

EXAMPLE

An architect specializing in AI for construction shares your case study on LinkedIn. While the audience size is small, the post reaches highly relevant decision-makers, driving meaningful engagement and potential leads directly aligned to your ICP.



@Dan Mian | 161K+ followers

Profession: Founder, Digital marketer, Career coach
Expertise: Digital Marketing, HR, Careers
Target: All seniorities in HR, Tech Finance, Retail
Engagement rate: 1.2%

Collabs: **Fiverr**, **Industrious**, **CegidHR**

Subject
Matter
Expertise



Macro
Influencer



@Harry Portch | 23K+ followers

Profession: Founder
Expertise: Recruitment Strategy in Sales & Marketing
Target: Staffing, HR, Finance, Tech
Engagement rate: 2.4%

Collabs: **CegidHR**

Optimal Use cases

External Influencer

- New market entries
- Driving awareness for product launches or niche solutions.
- Building credibility with new audiences who don't yet trust internal voices.

Subject Matter Expertise

- Targeted lead generation in fragmented industries.
- Niche market education, case studies, or product tutorials.
- Deep community engagement where relevance outweighs reach.

Internal Influencer

- Employee/employer branding
- Communicating company vision, strategy, or innovation.
- Market penetration

Macro Influencer

- Launching new products or solutions with broad appeal.
- Building category awareness or redefining market positioning.
- Large-scale employer branding or thought leadership campaigns.

Full Funnel Application

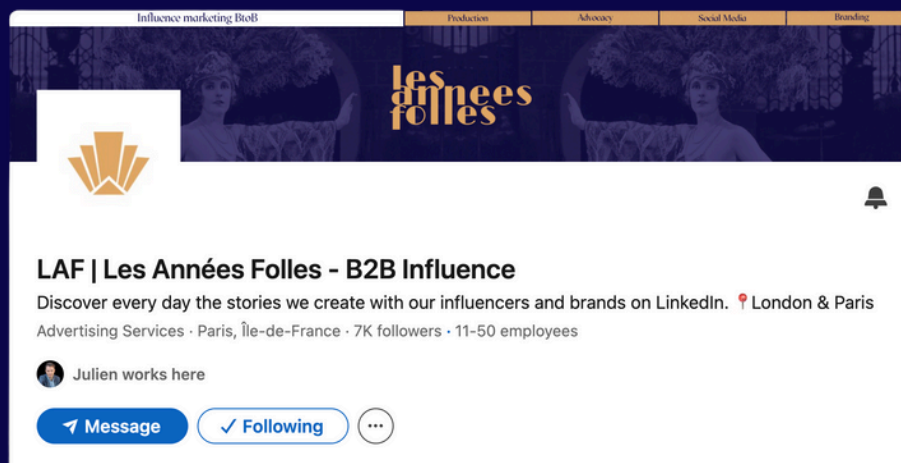
Campaigns should balance reach, credibility, and relevance rather than chasing large follower counts alone. The right combination depends on the business objective, industry specificity, and target audience alignment.



By combining these archetypes thoughtfully, brands can craft campaigns that deliver both reach and relevance, ensuring measurable impact across awareness, trust, and conversion metrics.

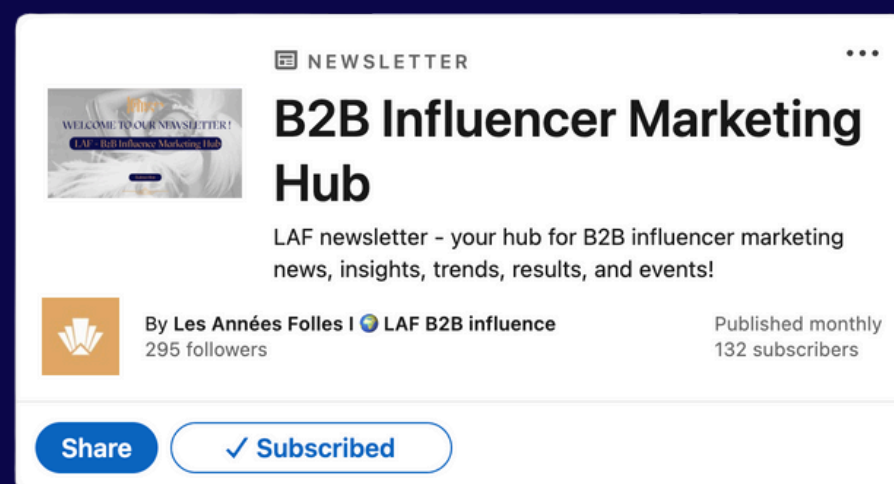


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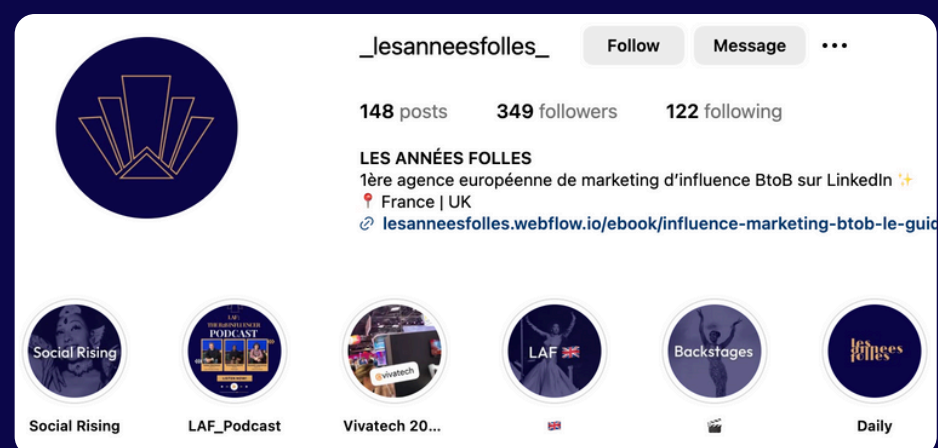
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