



# SWIMMING WITH INFLUENCERS ON SOCIAL MEDIA

Using influencers to build your medical device brand

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Associate Vice President, Consumer and Practice Marketing  
NeuroStar is a brand of Neuronetics, Inc.



# FUN FACTS ABOUT ME

My mom didn't want me to go to business school

I wanted to be a Peanut M&M product manager

I went from marketing to sales to marketing

I've now worked on the important organs: lungs, heart, skin, fat, and brain



COVIDIEN



Question for the Audience

**HAVE YOU USED A  
SOCIAL MEDIA INFLUENCER  
FOR YOUR BRAND?**



# DISCUSSION TOPICS

- Rise of Influencers
- Ideal Influencers
- Recruiting Influencers
- Case Studies
- Tips and Tricks

Influencer Marketing

# THE **RISE** OF INFLUENCERS

# THE GROWING REALITIES OF INFLUENCER MARKETING

“

INFLUENCER MARKETING IS THE FASTEST GROWING CHANNEL FOR CUSTOMER ACQUISITION.

”

“

BUSINESSES ARE MAKING \$6.50 FOR EVERY \$1 SPENT ON INFLUENCER MARKETING

”

# THE PSYCHOLOGY OF INFLUENCERS

70%

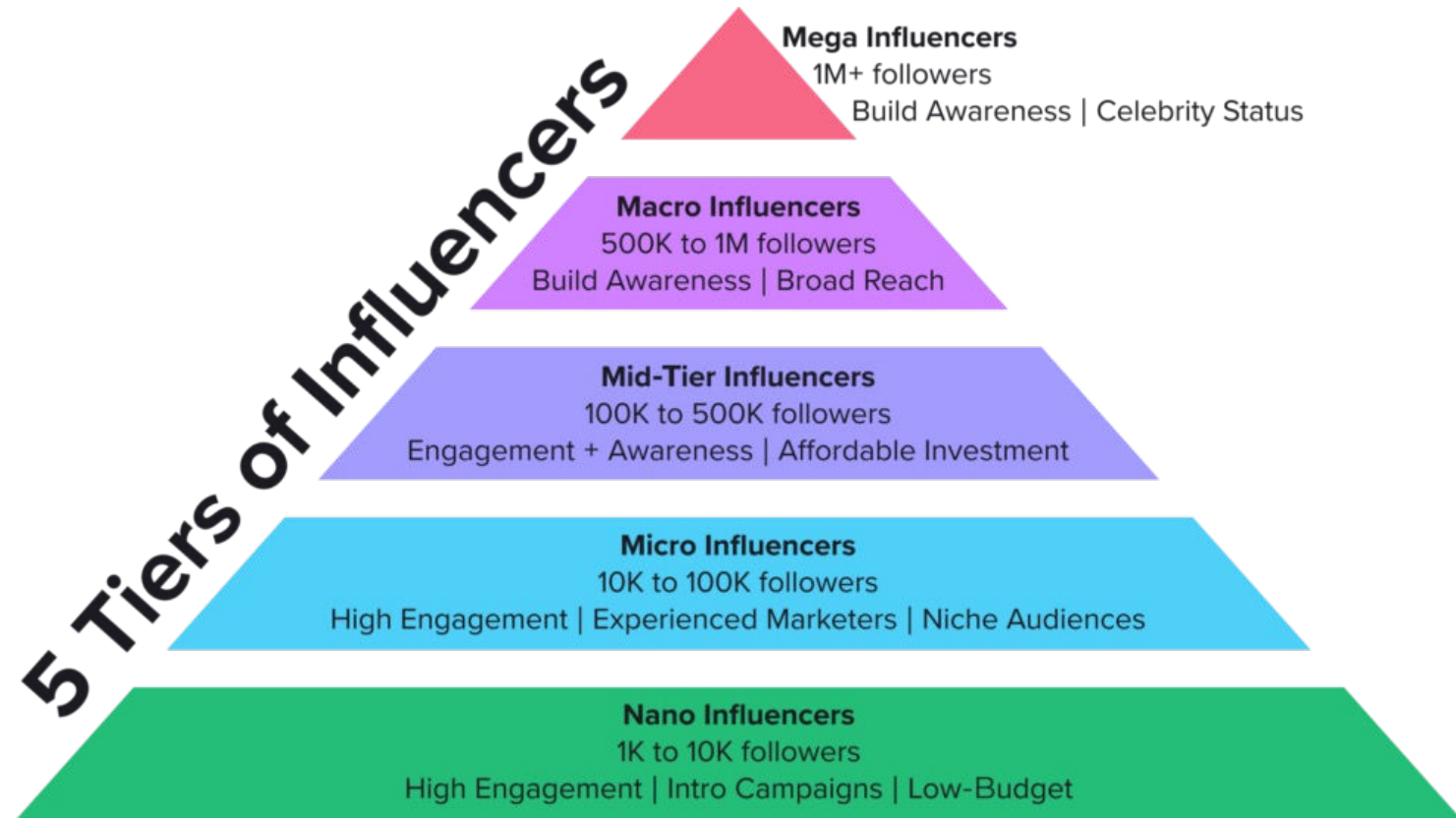
of people trust micro-influencers  
*more* than celebrities

- Relatability
- Aspirational or educational content
- Authenticity

# EVERYONE THINKS THEY'RE AN INFLUENCER

## Top 5 Platforms

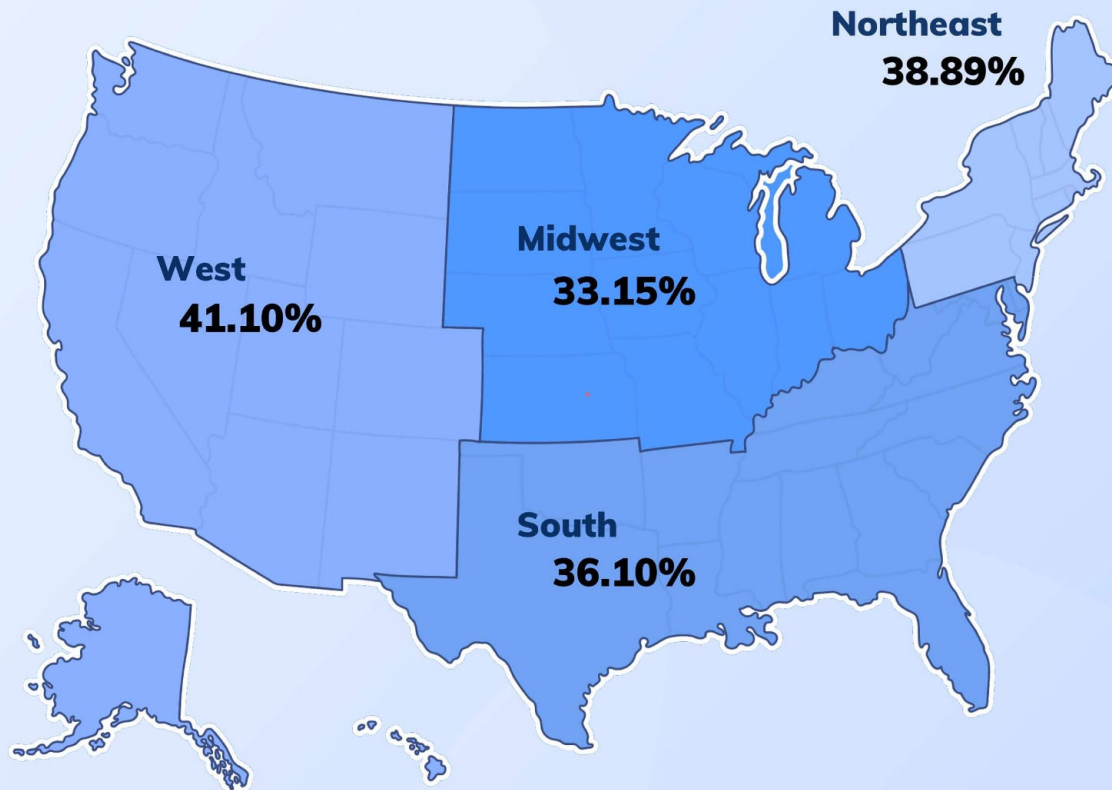
- **Instagram (93%)**
- TikTok (68%)
- Facebook (68%)
- YouTube (48%)
- Twitter / X (32%)





# BEING AN INFLUENCER IS A LEGIT CAREER!

Do young people want to become social media influencers?



% = I want to become a social media influencer

[highervisibility.com](http://highervisibility.com)

## Average Salary

**\$41,000 to \$91,000**

not including residuals

## Personalities need to be:

- **Relatable (61%)**
- Expert (43%)
- Just for fun (32%)
- Aspirational (28%)

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**YOUR IDEAL INFLUENCER**

# WHAT IS YOUR GOAL?

- HCP acceptance
- Treatment validity
- Consumer awareness
- Notoriety?
- Goodwill?



**Physician (KOL)**  
*"My opinion matters"*

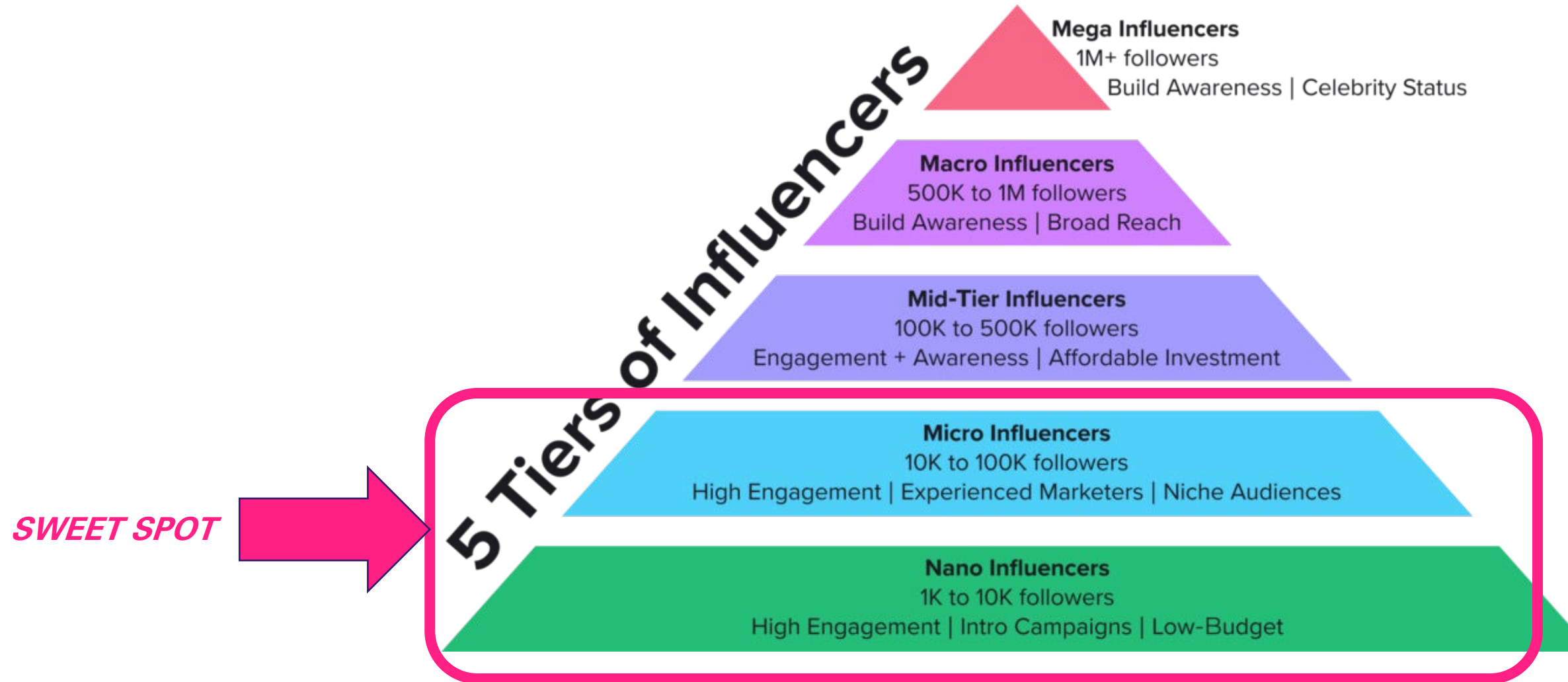


**Former Patient /  
Therapy Advocate**  
*"I'm doing this to help  
others like me"*



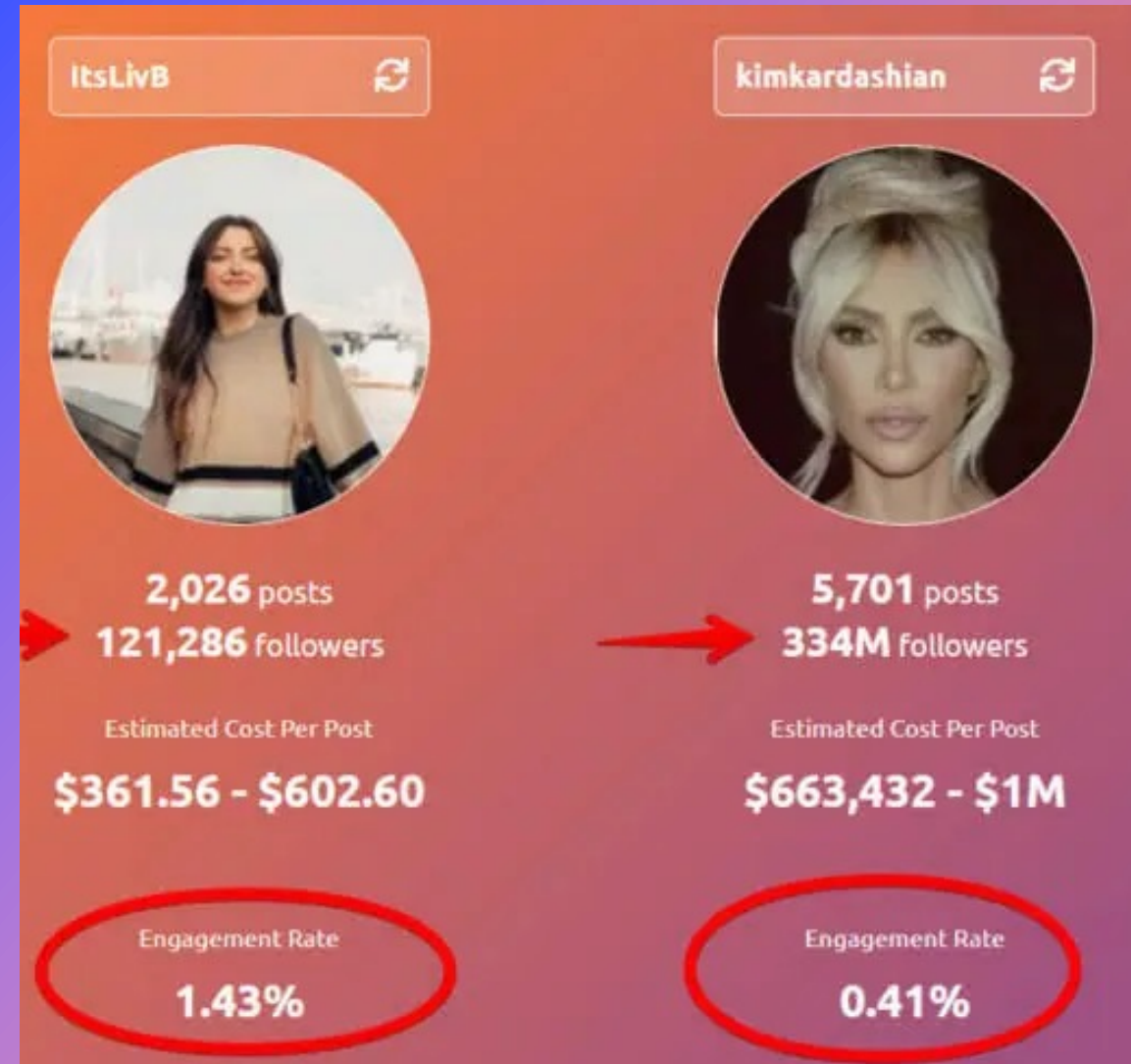
**Celebrity**  
*"I'm here for my fans"*

# INFLUENCER REACH



# INFLUENCER ENGAGEMENT

- Measured by interaction with content
- Impacts influencer earnings
- Followers  $\neq$  engagement
  - Low engagement can be from bots or fake followers



# INFLUENCER FEES

- Story, post, and reposts are all \$\$\$

**4 influencers**

+ 1 post \$500 each

+ 1 story \$500 each

**= \$4,000**

**Biggest hindrance is time and influencer management**



## How Much Do Influencers Earn Per Post?

### Instagram

Nano-influencers: \$10-\$100 per post

Micro-influencers: \$100-\$500 per post

Mid-tier influencers: \$500-\$5,000 per post

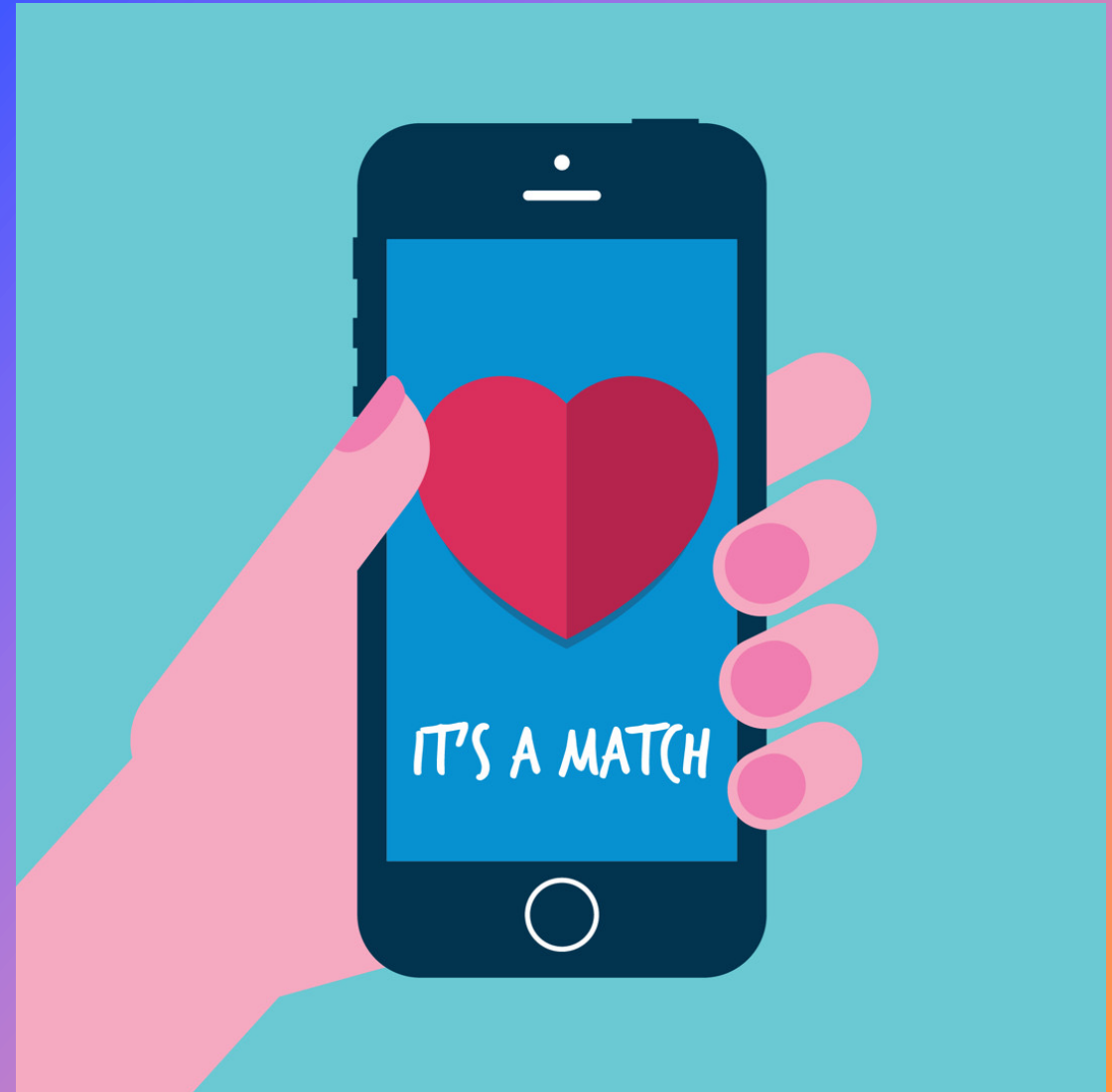
Macro-influencers: \$5,000-\$10,000 per post

Mega-influencers: \$10,000+ per post

Celebrities: Varies, but \$1+ million isn't unheard of

# FINDING IDEAL INFLUENCERS FOR MEDICAL DEVICES

- Actual Patient (or Caregiver)
- Therapy Advocate (can identify with your product)



# ACTUAL PATIENT EXAMPLE

## The Influencer PriceBox

A tool to empower brands and creators with transparent Instagram influencer pricing

The screenshot shows a profile for 'notyouraveragetherpst' (Kristen Gingrich). It includes a bio with her credentials (LCSW, CADAC, CCS), interests (lifestyle, mental health), and contact information. Below the bio is an 'Estimated Pricing' section with three options: Image (\$731 USD), Video (\$1.4K USD), and Story (\$926 USD). A blue diamond icon with the number '81' is in the top right corner. A blue box highlights the pricing options, and a blue arrow points from the 'Story' option to the text on the right.

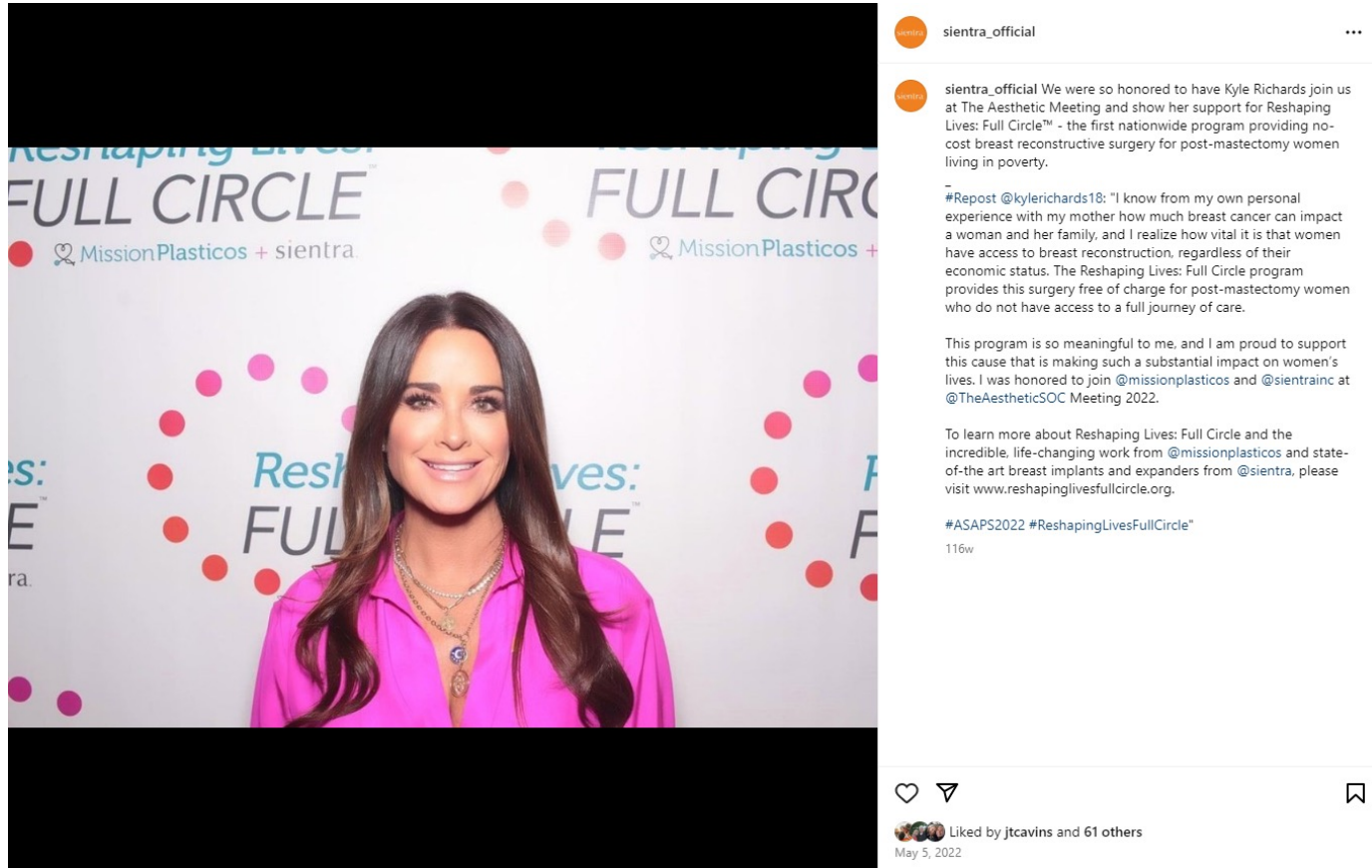
Post Type	Estimated Price (USD)
Image	\$731
Video	\$1,400
Story	\$926

- Former NeuroStar patient (treatment not sponsored)
- Mental health therapist
- 235K followers
- Used to collaborating (media kit)

\$1,000 for Story  
\$1,500 for Story video



# THERAPY ADVOCATE EXAMPLE



- Personal Story
- Tie-in to brand

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# HOW TO RECRUIT

# TWO EASY WAYS TO RECRUIT

## Organic (self-apply)

COLLABORATE WITH US!

**sientra**  
SEE YOURSELF IN SIENTRA

We're looking for women that love their Sientra implants and are open to sharing their experience on social media. Apply below for an opportunity to collaborate with us!

Social \*  
@ Instagram username

Contact Details \*  
Email

Have you received Sientra implants? Tell us about your breast augmentation experience

Who was or will be your Board-Certified Plastic Surgeon?

When was your surgery (month/year)

Apply

## Who Tagged You?

neurostaradvancedtms Following Message

737 posts 16K followers 14 following

**NeuroStar**  
NeuroStar Advanced TMS Therapy  
Providing a non-drug, safe, effective, non-invasive treatment for depression without the systemic side effects of... more  
linktr.ee/NeuroStarAdvancedTreatment

Followed by wendy\_suljak, yosoybeej + 11 more

Resources LGBTQ+ Why NeuroSt...

POSTS REELS TAGGED

find the missing piece in your mental well-being?

A year ago, I used **BIG MAGNETS** on my brain to help treat my depression

# OTHER WAYS TO RECRUIT

- Social media agency
  - Our agency (Leaping Gecko) mines Instagram and partners with an influencer headhunter (\$1,250 + 20% when influencers post)
- Casting call post
- Friends and Family
- Influencer platform (\$1,000 per month + residuals)
- PR Agency (\$\$\$)

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# CASE STUDIES



# 2,200+ Follower Growth

since Jan 2024

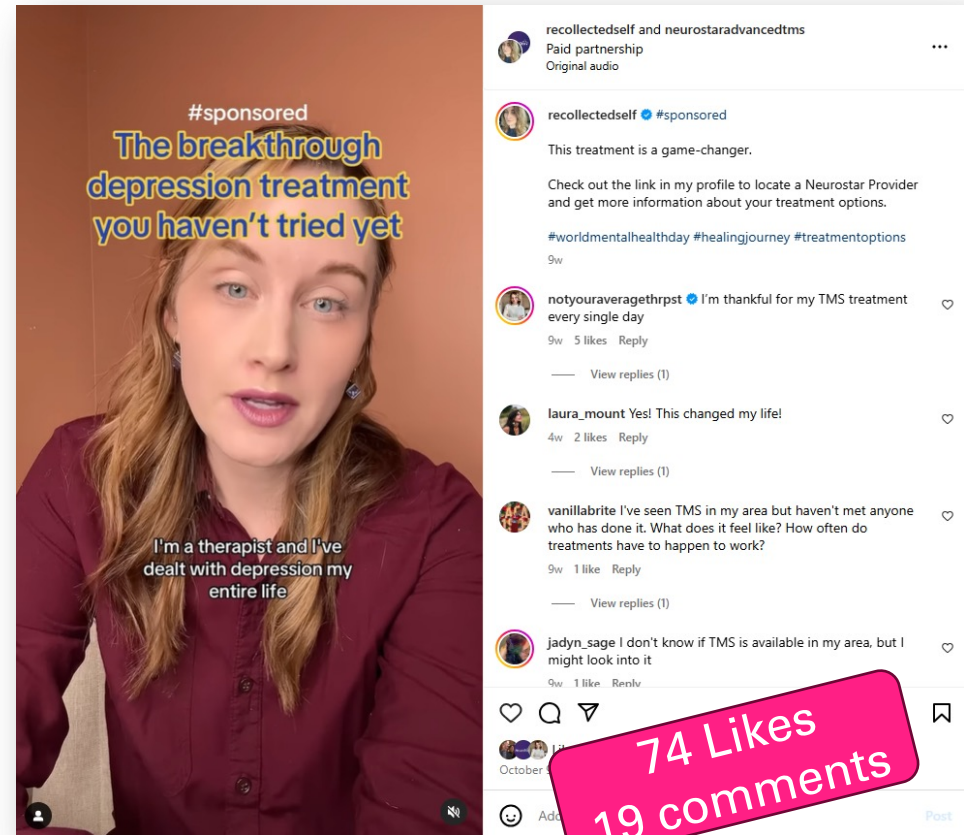
# INFLUENCER PARTNERS

## NATIONAL DEPRESSION AWARENESS MONTH

**@NotYourAverageThrpst**  
Kristen Gingrich, LCSW, CADC, CCS  
285K followers



**@RecollectedSelf**  
Jaime Mahler, MS, LMHC  
140K followers





**NO SWEAT  
NO STRESS™**

Permanently reduce  
underarm sweat and odor

**4M visits**

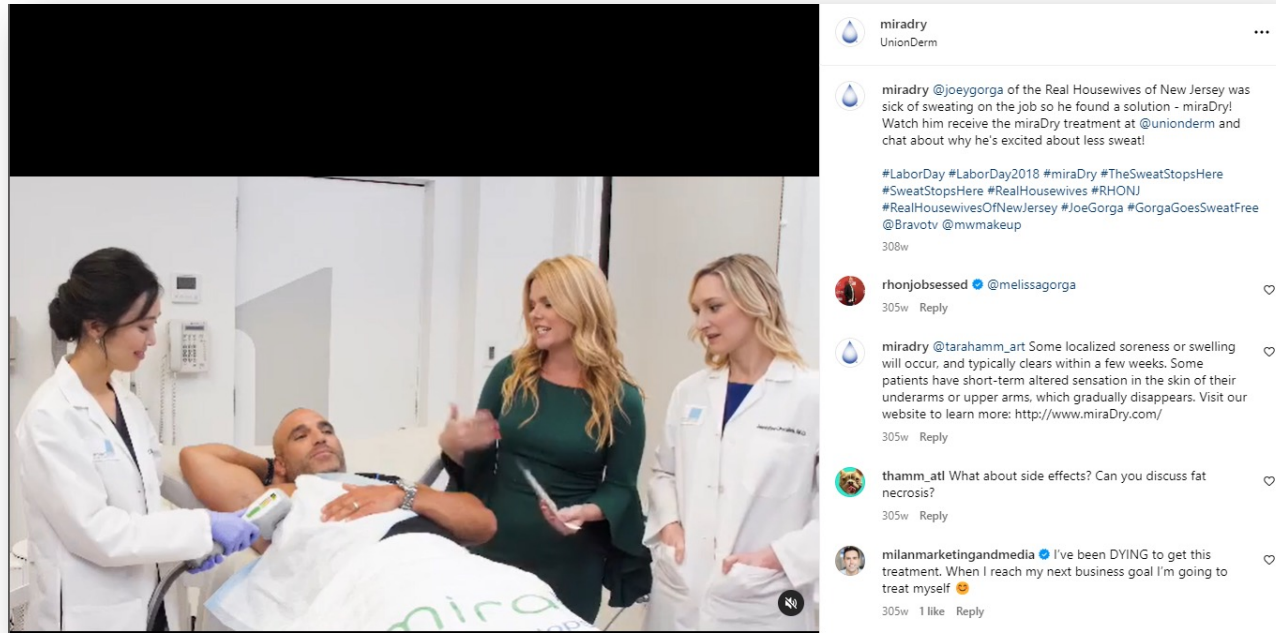
since Jan 2018

**4x Follower Growth**

since Jan 2018



# MIRADRY – 2018



**Joey Gorga – 1M followers**  
**\$30,000 – 79 likes**



**Crystal – 5K followers**  
**Free Tx – 61 likes**

# MIRADRY 2019 (RE-LAUNCH)



**63 likes**



**90 likes**

# MIRADRY 2020



232 likes

**miradry**

miradry @fr summer situ treatment br consultation

Dramatically results that v #AD Treatm highlighted results may

#miraDry #S #Hyperhidro Edited · 221w

**\_rudykins** @ 221w 1 like

**naykee\_flor** 221w Reply

View

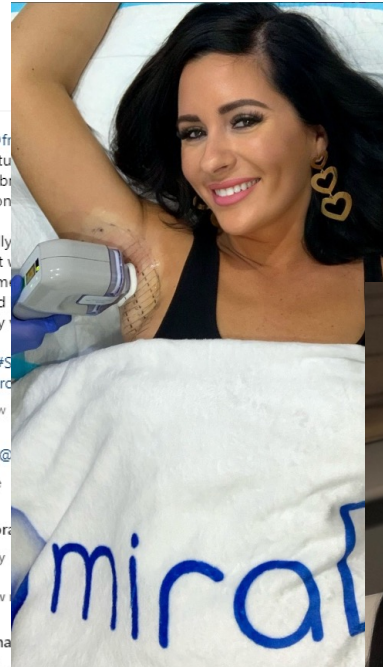
**tariaoreyma** 221w Reply

View replies (1)

**mic\_mic\_mic** It's worth the money, never again do I need expensive deodorants that burn my skin, no more sweat stains and no more smell 221w 1 like Reply

Liked by valeriebarro and 231 others April 30, 2020

Add a comment...



**miradry**

miradry "I was worried about my nerves causing me to sweat on my wedding day and no bride wants to stress about having underarm sweat marks on her dress. I was so excited to learn about the miraDry treatment and how it dramatically reduces underarm sweat. I noticed immediate results after just one treatment and I haven't had to use deodorant since, which is a big deal since I used to have to wear clinical deodorant every day." -@ravennicolegates.

Head over to our Stories today to see her miraDry treatment and results!

#AD Treatment sponsored by miraDry. The patient/stories highlighted here are only examples of patient results. Individual results may vary and cannot be guaranteed.

#miraDry #SweatLessLiveMore #NoSweat #ByeByeSweat #Hyperhidrosis Edited · 209w

**mslisajeneen** Can licensed estheticians in California perform this treatment? 209w Reply



**miradry**

miradry Head over to our Stories today to see more!

Report via @\_gagajufice

"White is one of my favorite colors to wear... But nothing is more annoying than pulling out your favorite white t-shirt, only to find yellow stains in the underarm area from sweat and deodorant. I'm excited to report. Not today! It's been almost 2 weeks since I got my @miraDry treatment and I couldn't be happier with my results. miraDry is the only FDA-Cleared treatment that permanently reduces underarm sweat in as little as one appointment. Not only have I steered clear of deodorant since my treatment, but my underarms have been pretty dry, even when hanging out in the hot summer heat! Can't wait to keep the whites on rotation and Sweat Less. Live More.™ Check out my link in bio to get a free miraDry consultation! #miraDry #SweatLessLiveMore #AD #ByeByeSweat"

#AD Treatment sponsored by miraDry. The patient/stories highlighted here are only examples of patient results. Individual results may vary and cannot be guaranteed.

#miraDry #SweatLessLiveMore #NoSweat #ByeByeSweat #Hyperhidrosis #miraDryResults Edited · 201w

**georginnabonaventura** @daniejdallas 193w Reply

**pennycoloridme** I just did it 3 days ago. And I am so happy I did! 201w 4 likes Reply

Liked by michellem\_evolut and 93 others September 17, 2020

Add a comment...



**miradry** permanently reduces underarm sweat, non-surgically, in as little as one treatment. I said sign me up!

Thank you to the lovely staff at Capizzi MD for the great experience! #sweatlesslivemore #miradry #ad

#AD Treatment sponsored by miraDry. The patient/stories highlighted here are only examples of patient results. Individual results may vary and cannot be guaranteed. @capizzimd Edited · 209w

**bronzontan** Need this in Australia! 200w Reply

View replies (1)

**michaeleek** Don't bother with this. It doesn't work 200w Reply

Liked by valeriebarro and 155 others July 26, 2020

Add a comment...

# SWEAT...BYE BYE BYE



 lancebass • Following

 lancebass Edited • 203w  
Today on @thedailypodcast, we had Dr. Azizad on for Wellness Wednesday. As an entertainer, I used to pit out all my shirts. I've been doing the Botox thing for years now. But a couple weeks ago, @michaelturchinart and I had an amazing @miradry session with Dr. Azizad at N2U Aesthetics! It's the only FDA-cleared treatment that permanently reduces underarm sweat in as little as one appointment. We interviewed him on today's show and talked all about the EASIEST procedure! No sweat No Stress - it really changed my life and want to pass it forward! Check my story and click the link to get a free consultation. 🙌

 therealkennybeckmann 162w

👍 🗨️ 📌

 10,082 likes  
September 9, 2020

 Add a comment... 😊

1M followers


10,082 likes!!



**2x Follower Growth**

since Jan 2020

# SIENTRA BRAND – 25+ INFLUENCERS



sientra.OPUS  
Silicone Gel Breast Implants  
Actual Patient

sientra\_official

sientra\_official "I have wanted a breast augmentation for years now, and I am so glad I did it. Now I feel so confident in my body." @mayganjackson3, actual Sientra patient.


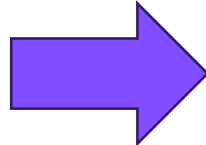
Find a Sientra board-certified plastic surgeon by visiting the link in our bio.

The patient/stories highlighted here are only examples of patient results. Individual results may vary and cannot be guaranteed. Read more about our product safety information <https://sientra.com/commitment-to-safety/>

#Sientra #Sientraimplants #SientraOPUS #BreastAugmentation #Breastimplants #MadeInAmerica

Edited · 206w

Liked by katherine.lubin and 58 others  
August 18, 2020



see yourself in  
**sientra.**  
Sarah, Actual Sientra Patient

< Swipe left for Important Safety Information

sientra\_official

sientra\_official "I always just wanted to get them done, but didn't really know where to go or how to go about it." - Sarah Page, Actual Sientra Patient @sarahpagehair

Sound familiar? Check out how Sarah found Sientra and why she decided to finally get the breast augmentation surgery she'd been dreaming of by visiting our Stories!

<Swipe left for Important Safety Information. The patient/stories highlighted here are only examples of patient results. Individual results may vary and cannot be guaranteed.

#SeeYourselfinSientra #Sientra #Sientraimplants #BreastAugmentation #Breastimplants #BoardCertifiedPlasticSurgeon #MadeInAmerica

115w

Liked by yosoybeej and 34 others  
May 12, 2022

# SIENTRA BRAND MEASURING ROI

- Rebate program
- Each influencer had a custom referral link
- Google Analytics tracked engagement time, searches and leads

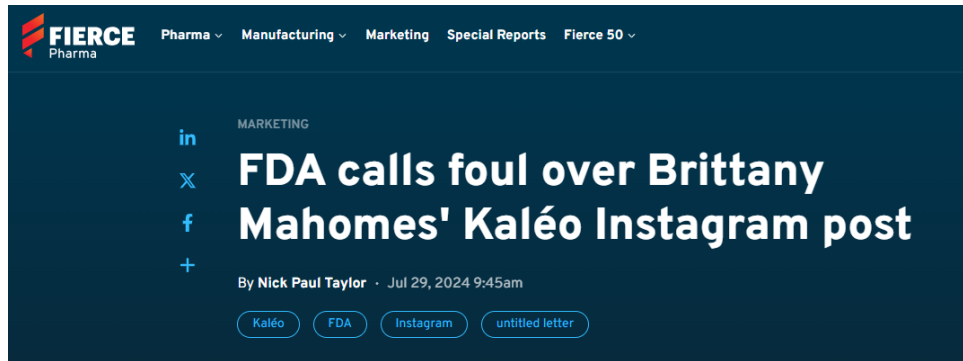


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**FINAL THOUGHTS**



# WORKING WITH INFLUENCERS IS *DIFFERENT* IN MEDICAL DEVICES



FDA officials found fault with Mahomes' post. The agency said the post is false or misleading because it discusses the benefits of Auvi-Q but fails to include any risk information about the drug." According to the FDA, the lack of risk information is concerning "because it creates a misleading impression about the safety of Auvi-Q."

- Key Considerations:
  - Disclose #Ad
  - Individual results may vary
  - Indications and ISI
  - MLR all content

# TIPS AND TRICKS

- Look at influencers to complement existing strategies
- What's the connection / theme?
- How will you measure ROI
- Followers aren't everything – look at engagement
- MLR content before you post (on-brand, on-label)
- Make sure there's a contract
  - Usage rights
  - Exclusivity might be important

# THANK YOU

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