

# How to Find Local Micro- Influencers to Grow Your Practice



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# What Is [and Why Choose] a *Micro-Influencer*?

- 01 10,000 to 100,000 followers (& engaged!)
- 02 Higher engagement rates leading to higher sales
- 03 More affordable - \$100 to \$250/10k followers
- 04 More choices - Easier to find since more of them
- 05 More authentic and relatable



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Search



Home



My Network



Jobs



Messaging



**Dr. Sandi Eveleth**

Helping eye care professionals maximize profits w high-end patient specialties | Practice Consulting | Staff Traini...

## Recommendations

Ask for a recommendation

Received (24)

Given (41)



**Jürgen Strauss**

Transformational  
MARKETING STRATEGIST |  
PODCASTER | SPEAKER |  
Helping  
COACHES/CONSULTANTS  
Acquire More Leads &  
Business

July 1, 2020, Jürgen worked  
with Dr. Sandi but at different  
companies

I've known Sandi for a number of years and connected with her in many groups. She's always been very generous with her knowledge and sharing tips and ideas. So it was too, in my InnovaBuzz podcast where we had a valuable conversation, exploring her philosophy of making all the right conn... See more



**Sabrina Farmer-Protic**

Licensed Financial Coach  
and Live Broadcast Co  
Host at Thriving Women  
Talk Network

April 15, 2020, Sabrina was a  
client of Dr. Sandi's

As the Founder of W.E.E. Women's Entrepreneurial Empowerment, I want to recognize the Digital marketing skills of Dr. Sandi Eveleth. I reached out to Sandi for digital marketing assistance which is not my strong point and immediately she scheduled time for a virtual meeting. Before the ca... See more



**Dr. Pamela Gerali, RN,  
MPH, PhD**

Inspiring Author -  
Empowering Presenter -

I have had the pleasure of working with Dr. Sandi on two occasions when I created my websites. She is extremely knowledgeable and skilled in her craft and efficiently and effectively guided me through the process. She is also an



# Look Who's Talking



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2



Get

On Air



3

# Look Who's Writing



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fashion bloggers tampa



tampabaybloggers.org **Traf/mo** (us): 14/36 - **Kw** (us): 5/26

## Tampa Bay Bloggers: home

... the **Tampa Bay** area (with an International online reach) representing every target market: Parenting Bloggers, Fitness Bloggers, Travel & **Fashion Bloggers**, ...

www.tampabay.com > features > five-fashion-bloggers-... **Traf/mo** (us): 1/704.20K - **Kw** (us): 2/248.78K

## Five fashion bloggers weigh in on Tampa Bay's sense of style

Sep 23, 2013 – Kristin Swenson, 34, of **Tampa**, started **blogging** on BonBonRoseGirls.com with her best friend, who lives in D.C., as a way to bridge the gap.

www.tampabayparenting.com > Articles **Traf/mo** (us): 0/4900 - **Kw** (us): 0/3921

## Social Media Influencers in Tampa Bay: Our Favorite Mama ...

Aug 30, 2020 – **Tampa Bay Moms Blog** is passionate about parenting, community and the **Tampa Bay** area, with a ... Social Media Influencer **Style Me Britt** ...

blog.feedspot.com > tampa\_blogs **Traf/mo** (us): 20/129.70K - **Kw** (us): 5/58.18K

## Top 40 Tampa Blogs and Websites to Follow in 2021 (Florida ...

Feb 6, 2021 – **Tampa Blogs** list ranked by popularity based on social metrics, google ... travel, **fashion**, food, and lifestyle Frequency 1 post / week Since Oct ...

www.baynews9.com > tampa > news > 2020/08/17 > he... **Traf/mo** (us): 1/5100 - **Kw** (us): 3/4845

## Here Are 10 of the Most Popular Tampa Bay Instagram Accounts

Aug 17, 2020 – **Tampa Bay** is home to several successful Instagram influencers. ... From mommy **bloggers** to food stylists and beyond, here's a diverse list of 10 of ... **Me Britt**" Insta feed splits the difference between family, lifestyle and **fashion**.

tampa.cbslocal.com > top-lists > best-tampa-bay-fashion... **Traf/mo** (us): 1/5100 - **Kw** (us): 3/4845

## Best Tampa Bay Fashion Blogs – CBS Tampa

Nov 22, 2013 – What started as a small style diary for Jennifer Rand has become one of **Tampa Bay's** most popular **fashion blogs**, Belle de Couture. Rand's styles ...

# 4 Look Who's Reporting



Get a local media database

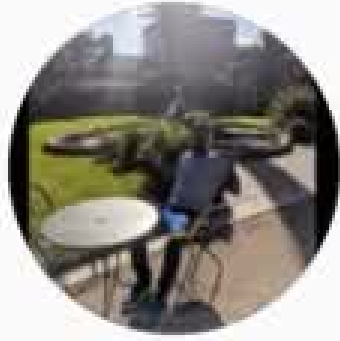
Find out which reporters write about healthcare

Send out press releases of your specialties and their benefits

Follow up with each reporter and make it easy for them to choose your story



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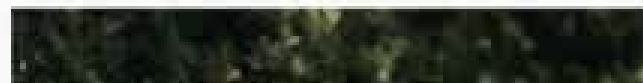
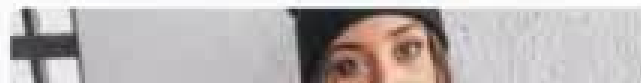


#tampafashionblogger

4,239 posts

Follow

Top posts



5

# Research Local Hashtags



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6

**influencer**

**/in-floo-en-sur/**

**Influencer**

**Platforms**





# If You Want Help...

## Please reach out...

If you LOVE doing things yourself but want some guidance on specific tasks (you prefer learning from a human than from “Dr. Google”), contact me through the link below...

[DrSandiEveleth.com/BookDrSandi](https://DrSandiEveleth.com/BookDrSandi)



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