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Orange 142 Releases Micro-Influencer Marketing Best Practices as Brands Seek Deeper Engagement

New guide offers strategies for leveraging nano- and micro-influencers to drive ROI and brand trust in an increasingly crowded digital space

AUSTIN, Texas, May 29, 2025 /PRNewswire/ -- Orange 142, a division of Direct Digital Holdings (NASDAQ: DRCT) and a leader in digital marketing for mid-market brands, today released a new best practices guide focused on nano- and micro-influencer marketing, a high-ROI channel that helps brands build trust, engage niche audiences, and drive measurable results.

As digital ad saturation continues to rise, marketers turn to micro-influencers, creators with smaller but highly engaged followings, to help build trust, expand reach, and increase conversions. According to Orange 142, these campaigns deliver results without the high cost of celebrity partnerships, and often outperform larger influencer activations on both engagement and ROI.

"Micro-influencers are changing the way brands connect with audiences. They deliver engagement, not just impressions," said Lindsey Wilkes, SVP, Business Development at Orange 142. "This guide gives marketers the blueprint to build scalable, compliant, and conversion-oriented influencer programs."

High Returns, High Trust

With [92% of consumers](#) trusting influencers over traditional ads and Gen Z reporting the highest levels of influencer trust, influencer marketing has become essential to the modern digital strategy. Micro-influencers, in particular, can deliver up to 20x ROI for brands, outpacing traditional social campaigns while remaining more affordable and targeted.

The guide explores a range of campaign formats, from product launches and affiliate promotions to long-form brand storytelling and highlighting how influencers across Instagram, TikTok, YouTube, Twitch, and blogs are reshaping the conversion funnel.

Navigating Challenges and Trends

Orange 142's guide also addresses common pitfalls and rising concerns in influencer marketing, such as finding the right voices, managing brand safety, calculating ROI, and navigating disclosure and data privacy requirements. With regulations and platform algorithms evolving fast, the guide offers insights into staying compliant and ahead of the curve.

Emerging trends like AI-powered influencer discovery, full-funnel campaign measurement, and the shift toward long-term influencer partnerships are also explored, offering a forward-looking view of the space.

Actionable Best Practices for SMBs and Agencies

To help marketers cut through the noise and launch successful influencer campaigns, the guide includes tactical best practices, such as:

- Vet influencers for alignment, engagement, and authenticity—not just follower count
- Co-create content that balances brand goals with influencer creativity
- Use influencer niches to drive precision targeting and build trust
- Establish strong logistics and local partnerships to maximize campaign impact
- Prioritize transparency, personalization, and performance tracking from day one

To read the Micro-Influencer Marketing Best Practices Guide or explore additional Emerging Channels resources, visit: <https://orange142.com/emerging-channels-hub>

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holdings, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

About Direct Digital Holdings

Direct Digital Holdings (Nasdaq: DRCT) combines cutting-edge sell-side and buy-side advertising solutions, providing data-driven digital media strategies that enhance reach and performance for brands, agencies, and publishers of all sizes. Our sell-side platform, Colossus SSP, offers curated access to premium, growth-oriented media properties throughout the digital ecosystem. On the buy-side, Orange 142 delivers customized, audience-focused digital marketing and advertising solutions that enable mid-market and enterprise companies to achieve measurable results across a range of platforms, including programmatic, search, social, CTV, and influencer marketing. With extensive expertise in high-growth sectors such as Travel & Tourism, Energy, Healthcare, and Financial Services, our teams deliver performance strategies that connect brands with their ideal audiences.

At Direct Digital Holdings, we prioritize personal relationships by humanizing technology, ensuring each client receives dedicated support and tailored digital marketing solutions regardless of company size. This empowers everyone to thrive by generating billions of monthly impressions across display, CTV, in-app, and emerging media channels through

advanced targeting, comprehensive data insights, and cross-platform activation. DDH is "Digital advertising built for everyone."

For more information, visit www.directdigitalholdings.com.



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