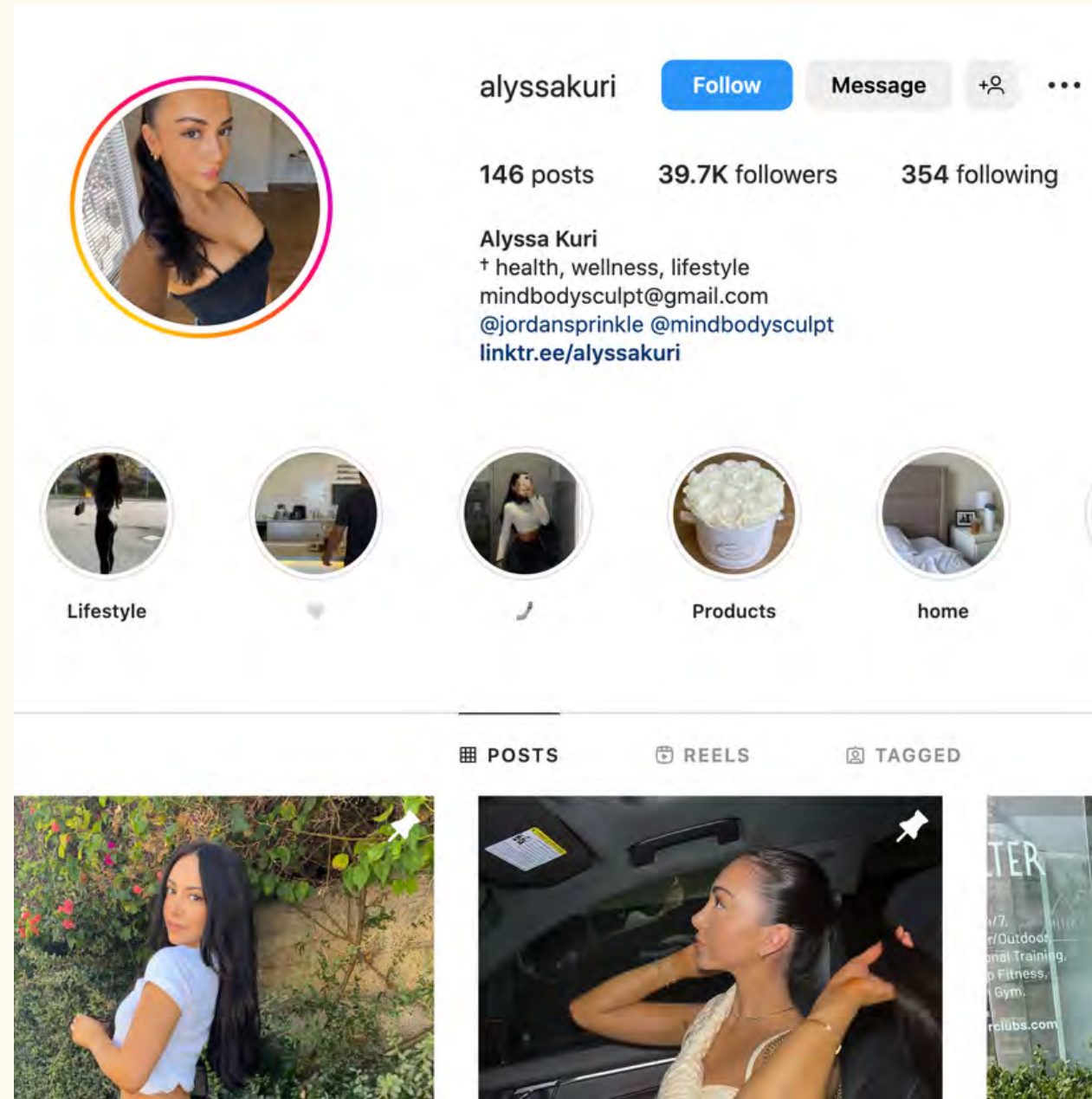
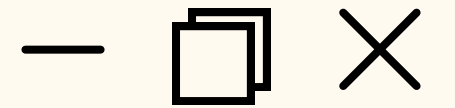


Health & Wellness



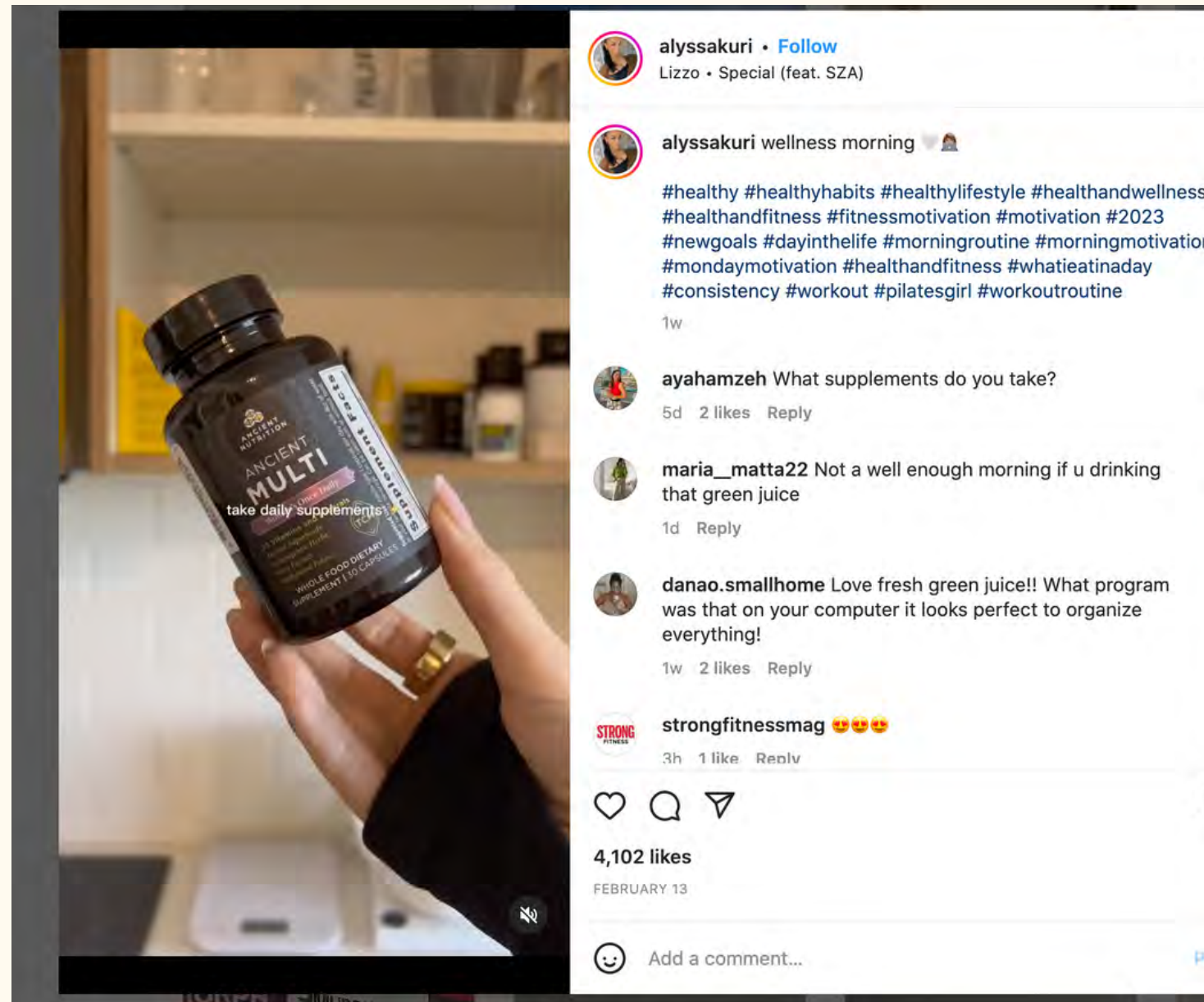
Instagram followers: 39,700
Average reel views: 199,800

ALYSSA KURI

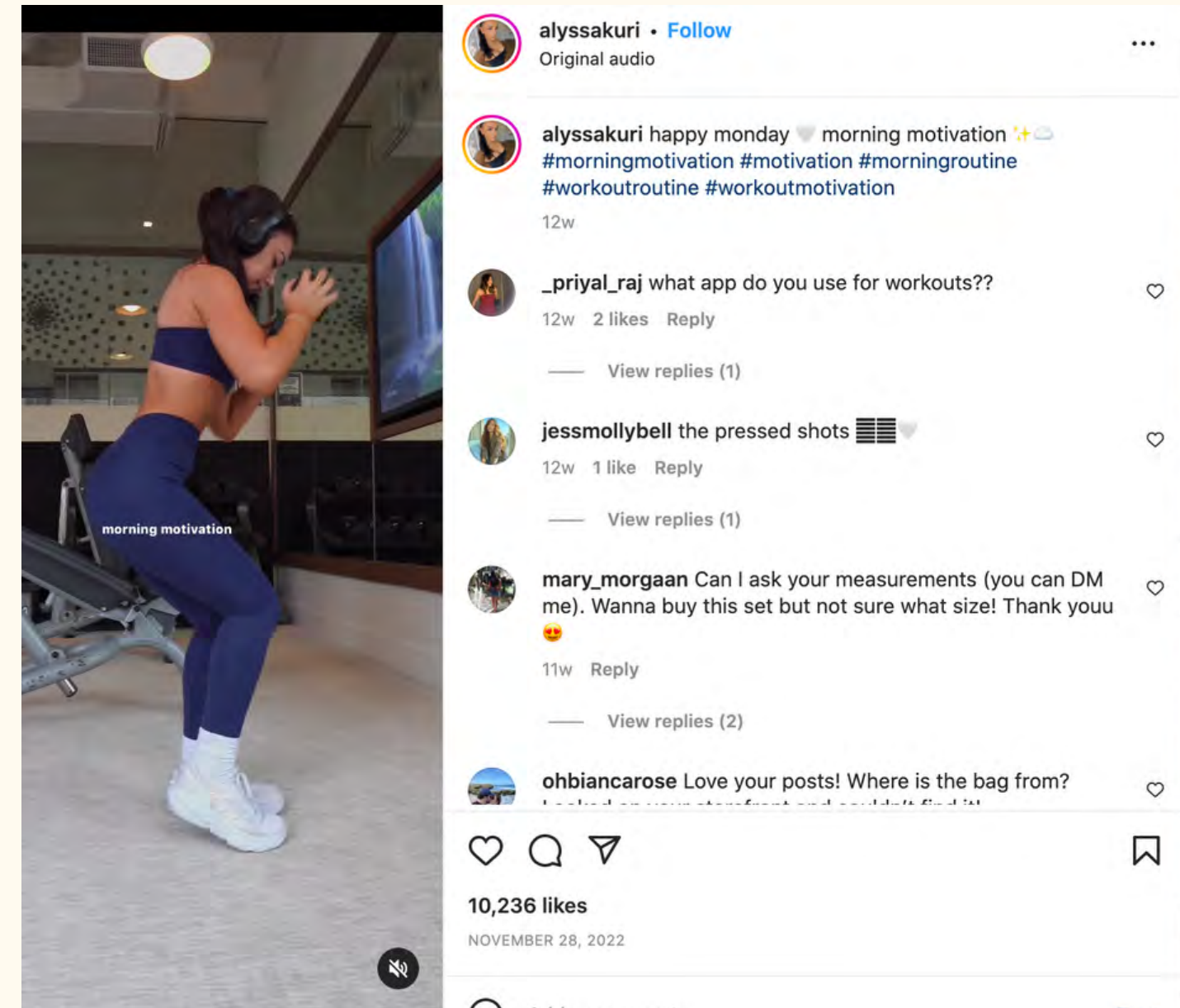
INSTAGRAM: @ALYSSAKURI

Alyssa Kuri is a health and wellness micro-influencer on Instagram. She is a Gen Z creator who shares wellness tips and product recommendations. Alyssa's content style is v-log-inspired, where she takes her audience on a personal journey throughout her day, sharing insights into her wellness lifestyle. Instagram reels perform strongly on her platform. Her platform is dominated by Instagram reels, which showcase fast-paced clips and trendy audio to keep her audience engaged. Overall, her content is designed to offer a fresh take on wellness that appeals to Gen Z and encourages her followers to adopt a similar approach.

ALYSSA KURI

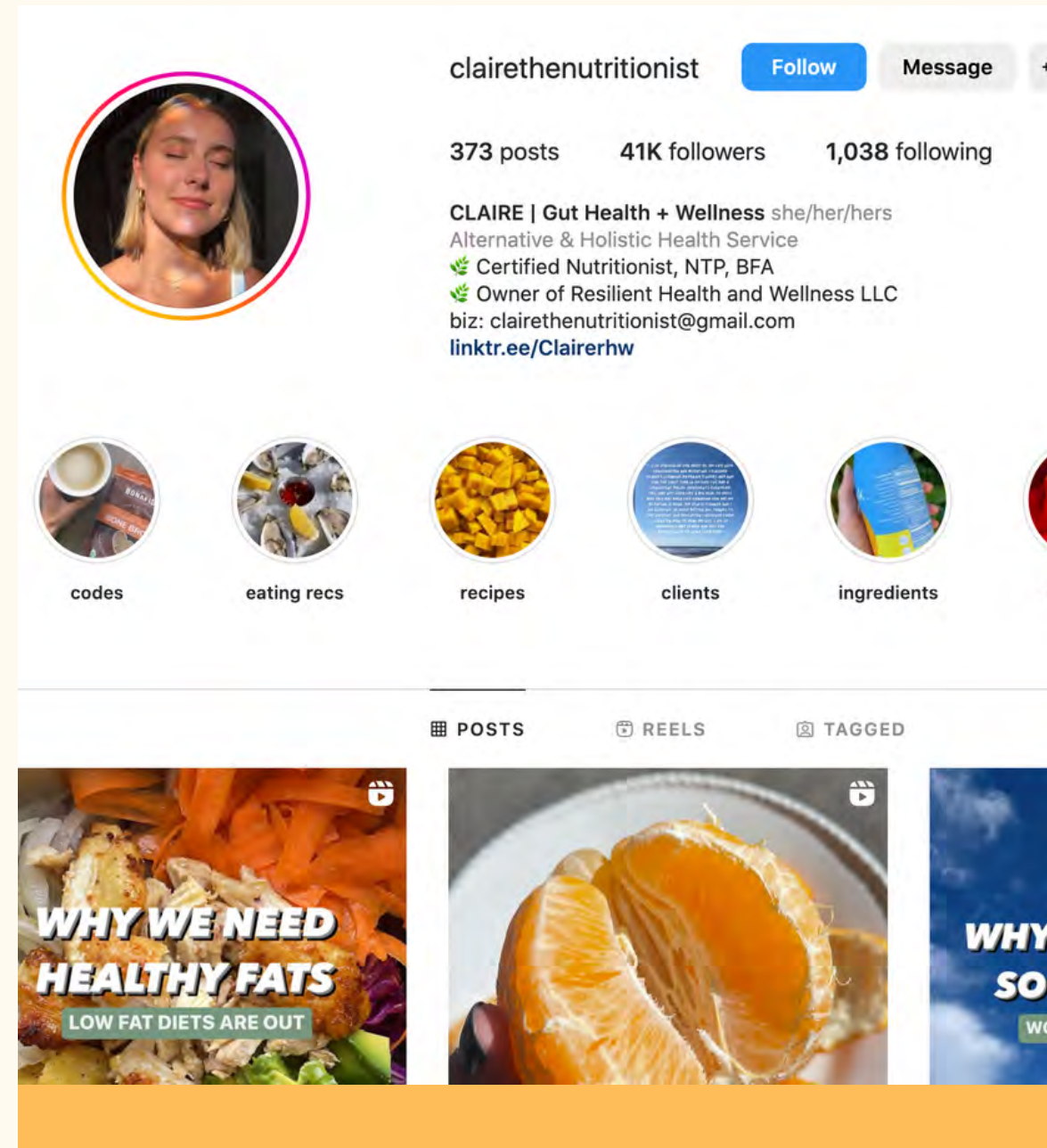


Link to post: [HERE](#)



Link to post: [HERE](#)

Health & Wellness



Instagram followers: 41,000

TikTok following: 316,000

Average reel views: 15,844

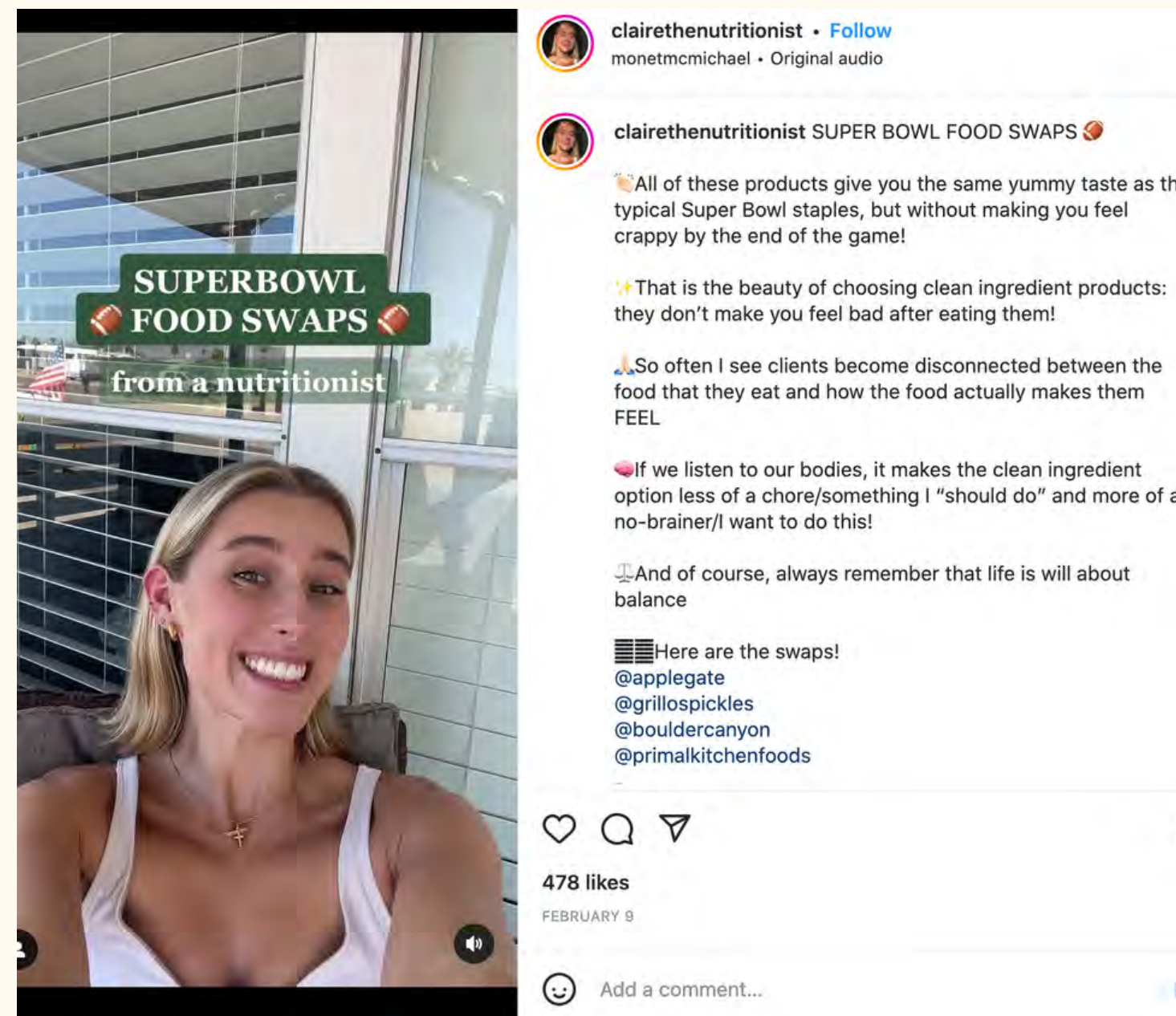
CLAIRE

INSTAGRAM & TIKTOK:

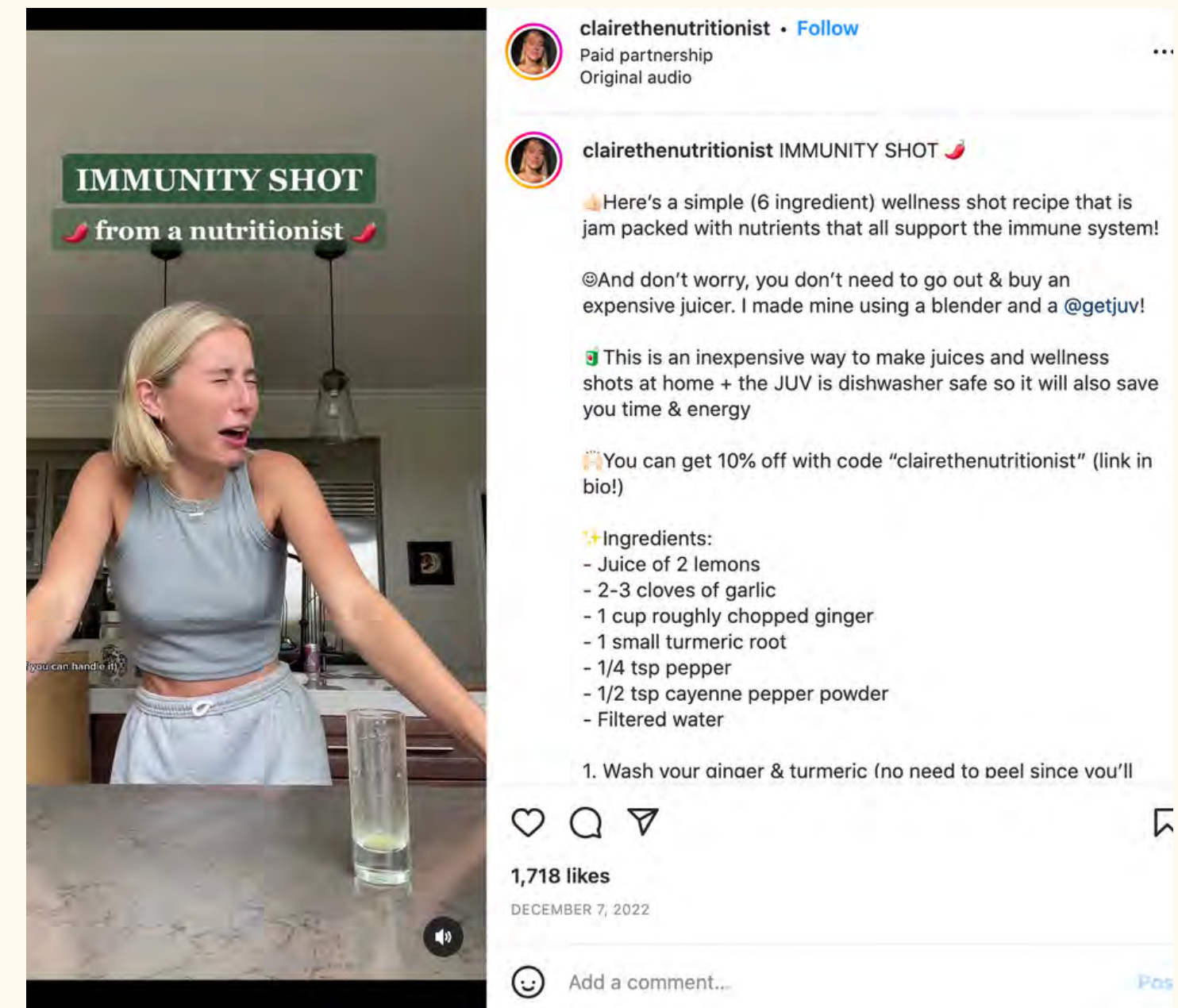
@CLAIRETHENUTRITIONIST

Claire is a health and wellness micro-influencer with a specific focus on gut health. She is also a certified nutritionist, which adds credibility to her platform. She believes that complete wellness starts with a healthy gut and shares various tips and tricks to maintain gut health, including food swaps, easy recipes, educational content, and recommendations for wellness products. A majority of her content shared are reels, which tend to perform strongly. Claire often shares content of her talking directly to her camera, which adds a personal aspect to her page and also enhances her connection with her audience.

CLAIRE

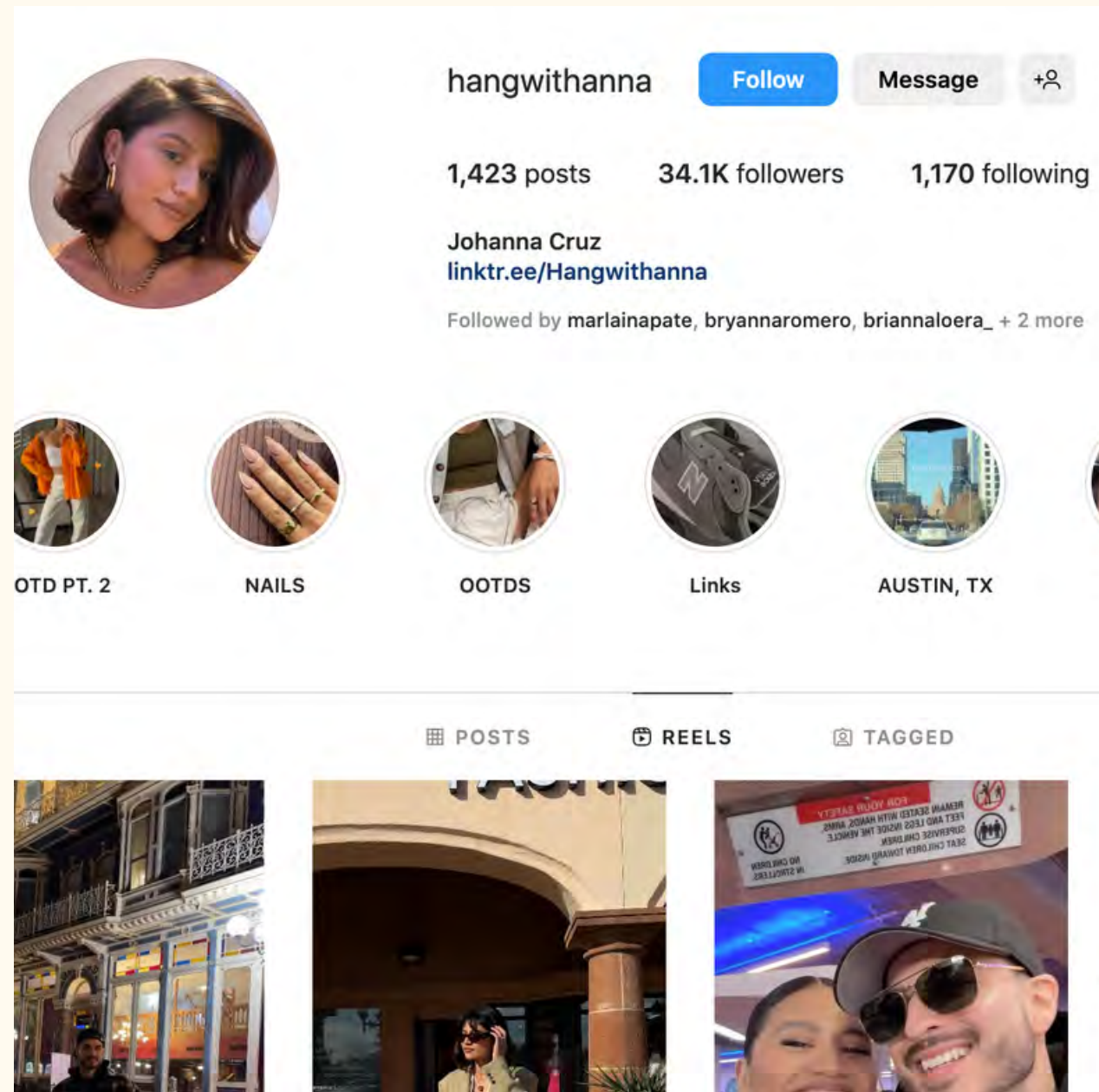


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Link to post: [HERE](#)

Fashion & Beauty



Instagram followers: 34,100

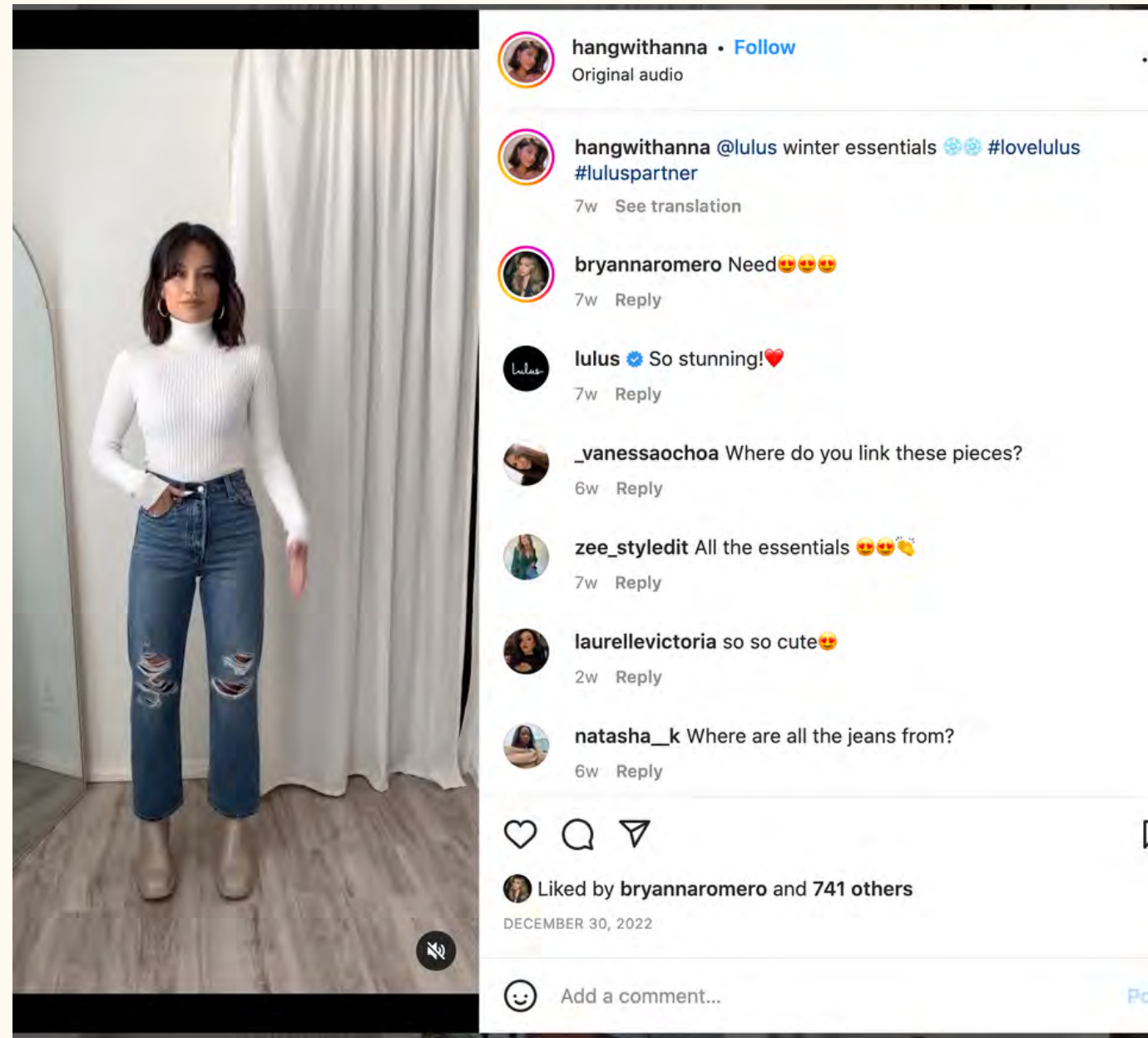
Average reel views: 10,760

JOHANNA CRUZ

INSTAGRAM: @HANGWITHANNA

Johanna Cruz is a fashion micro-influencer on Instagram. Her content usually features her styling different outfits together, and her fashion sense can appeal to both Gen Z and Millennials. Instagram reels perform the strongest on her page. She frequently tags the clothing pieces she showcases in her content and captions. Johanna often offers discount codes for the majority of the products she shares which helps her followers easily access her fashion style. Overall, her content is designed to inspire her audience with new and trendy outfit ideas while making those looks affordable.

JOHANNA

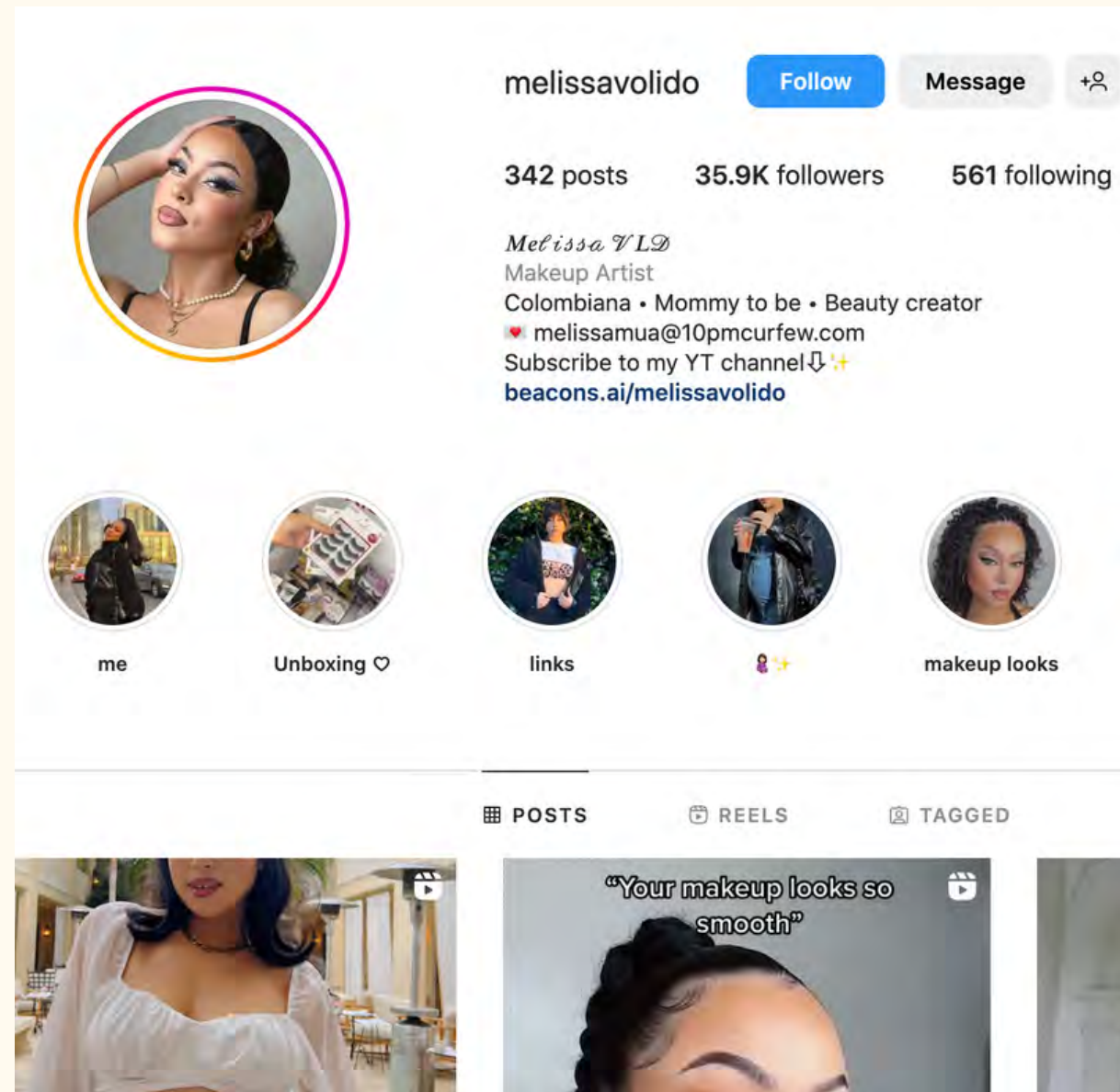


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Fashion & Beauty



Instagram followers: 35,900

Average reel views: 125,825

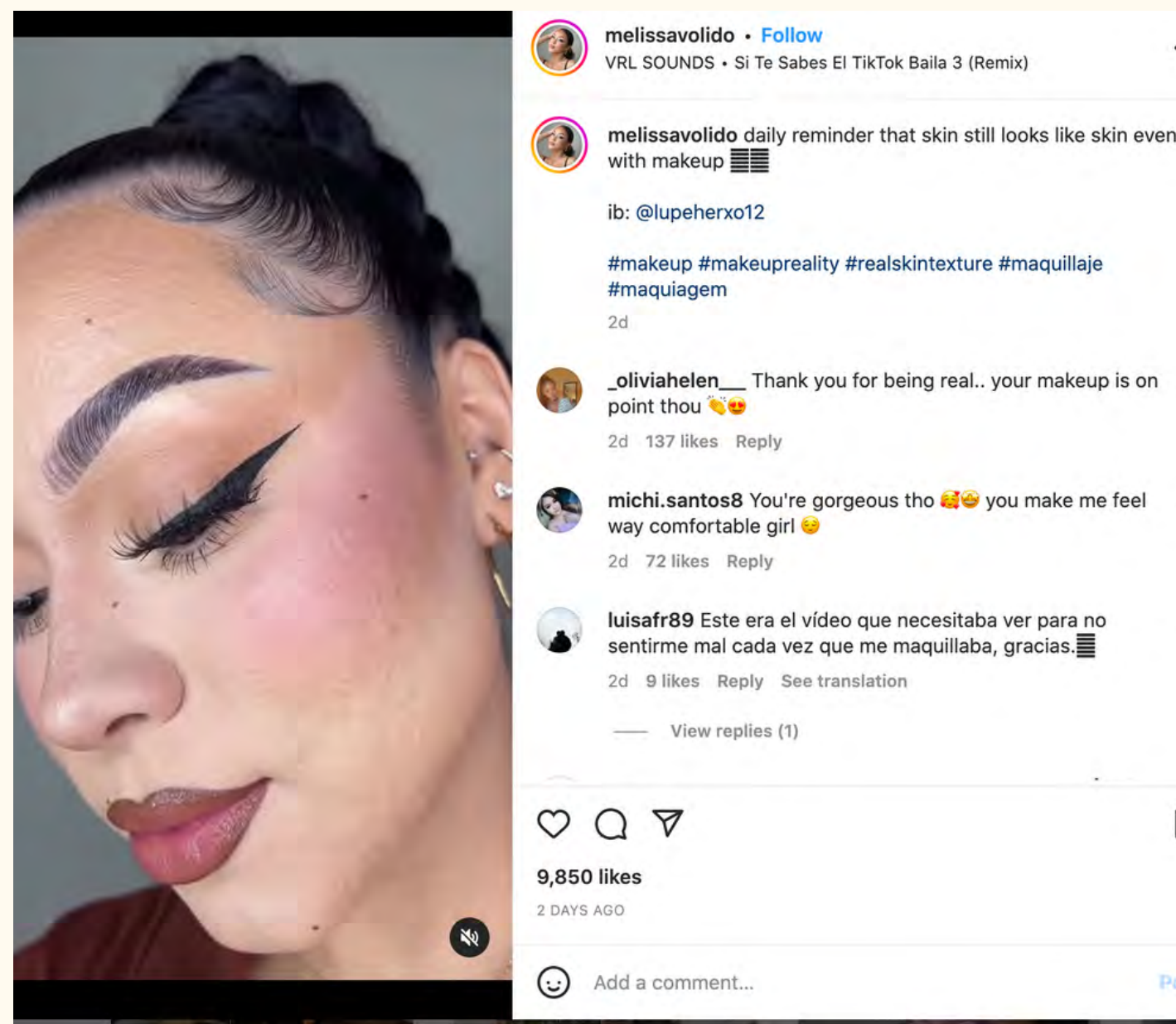
MELISA VDL

INSTAGRAM: @MELISSAVOLIDO

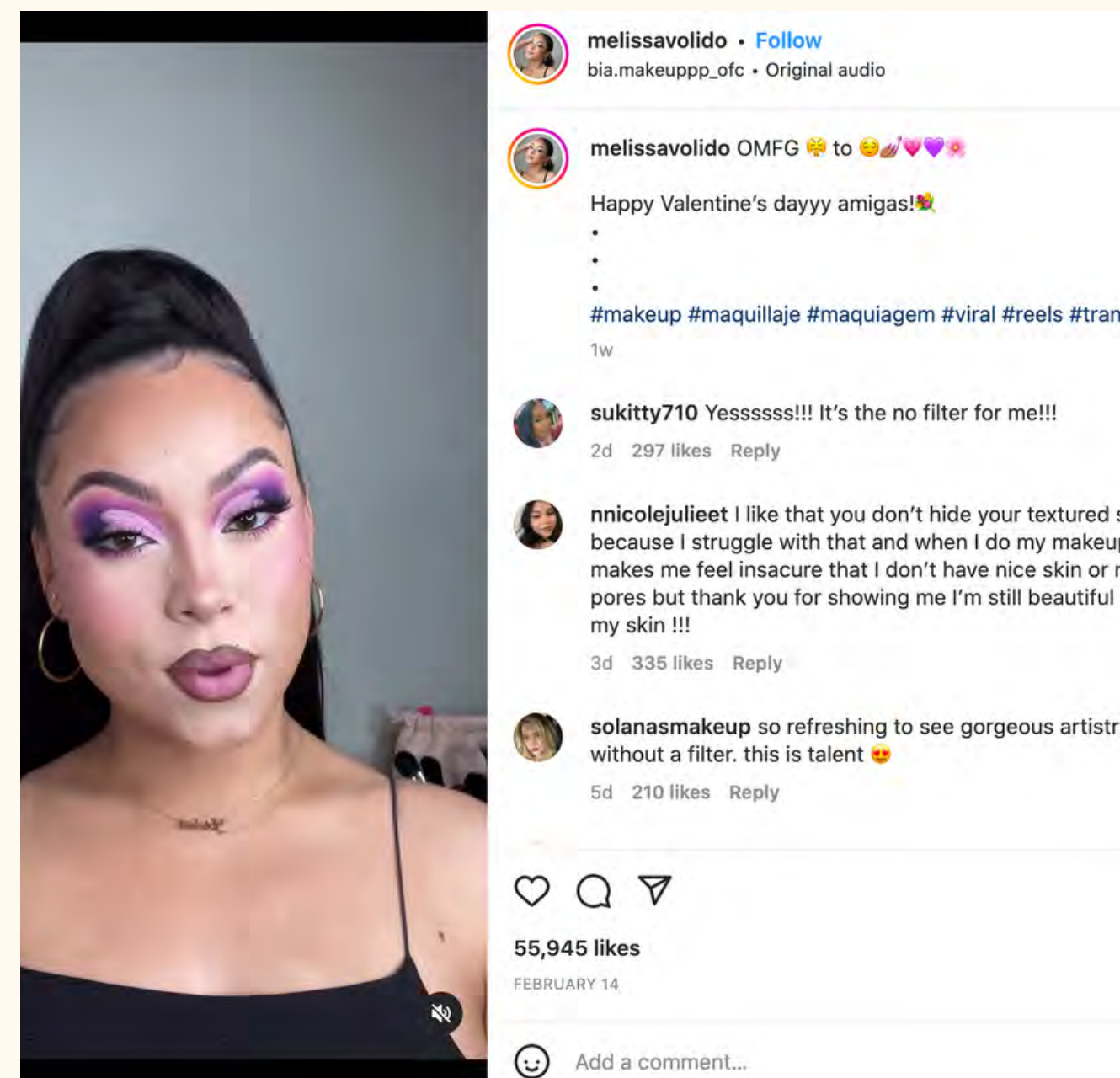
Melissa Volido is an Instagram micro-influencer who specializes in beauty. She shares makeup & hair tutorials, editorial looks, beauty hacks, and beyond. Melissa has built a strong connection with her audience by being authentic about her skin's "imperfections". She shares her best tips on how to achieve flawless skin, even for those with acne-prone skin and texturization. Additionally, Melissa is a soon-to-be mom and is open about how her beauty routines have changed since becoming pregnant. She's started a series that highlights popular products that are not safe to use while pregnant. This is a unique and interesting approach that helps Melissa to engage with both her current and newly anticipated audiences.

MELISA

Tiktok: [HERE](#)

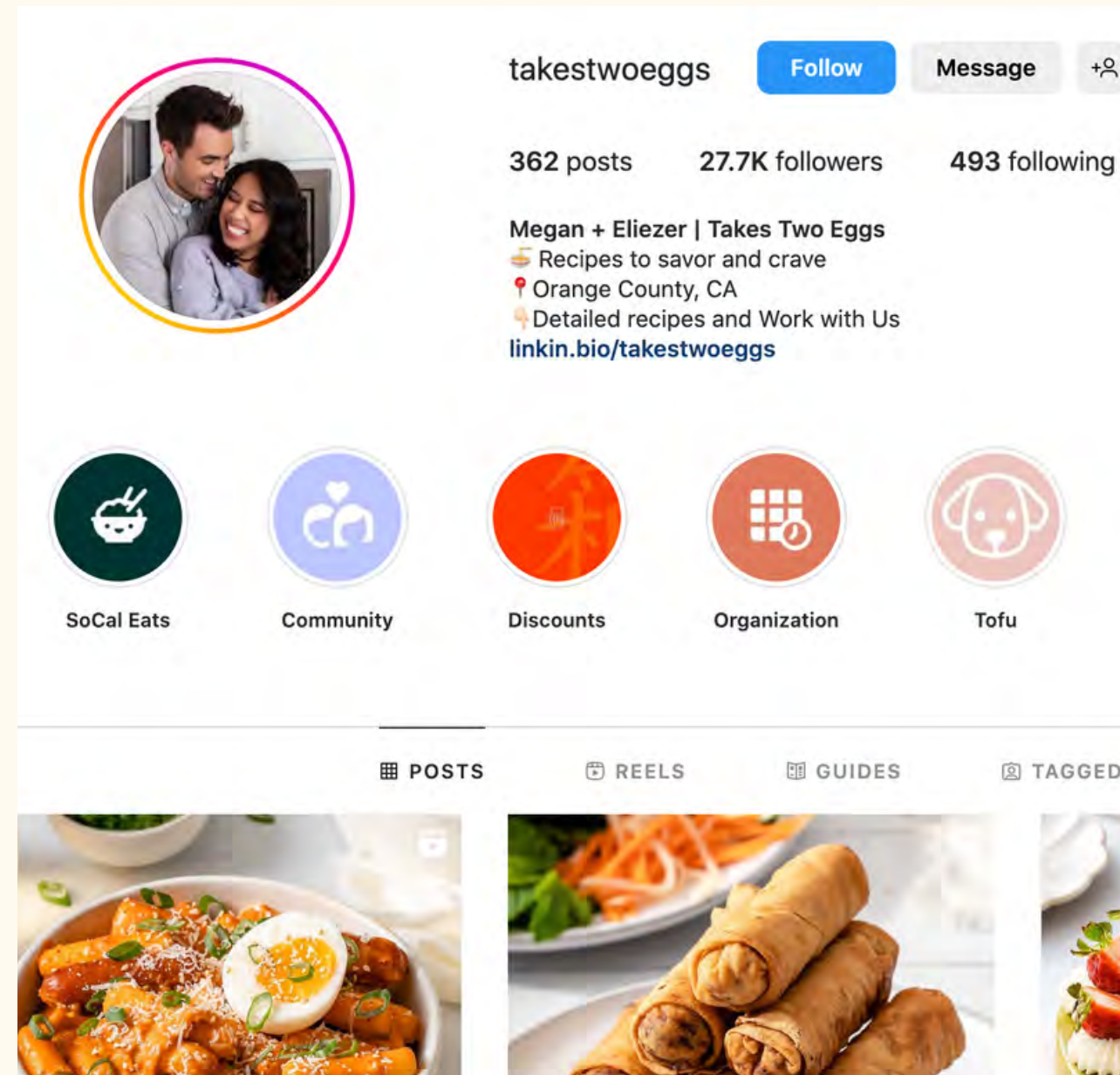


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Link to post: [HERE](#)

Food and Beverage



Instagram followers: 27,700

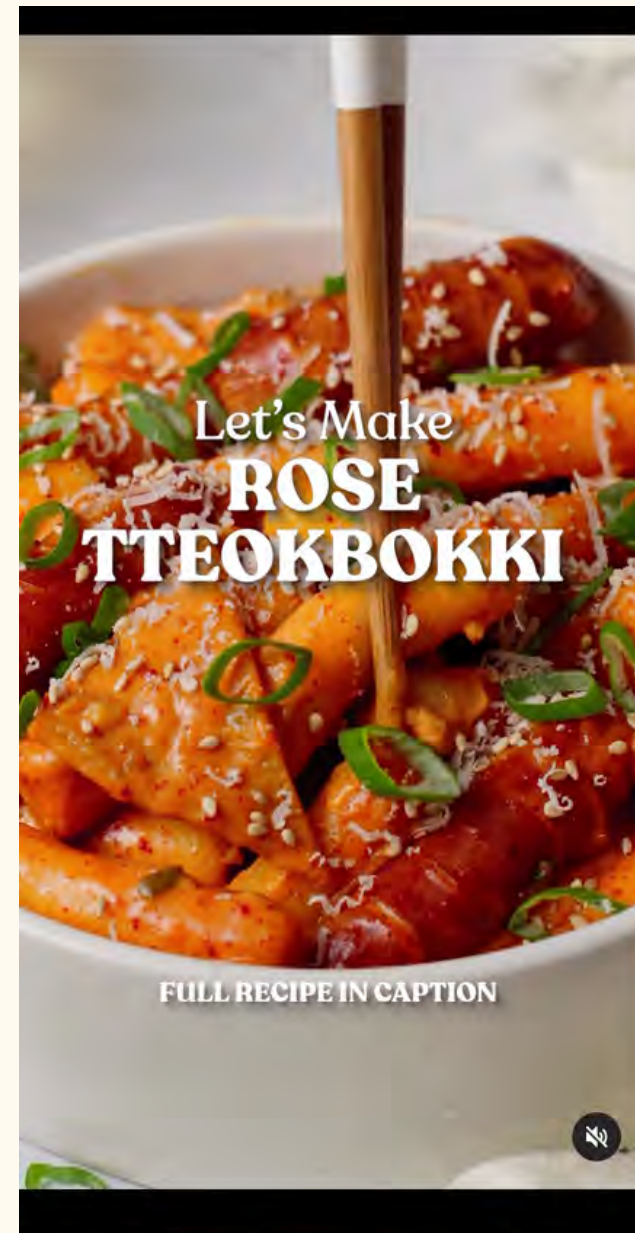
Average reel views: 55,427

MEGAN & ELIEZER

INSTAGRAM: @TAKESTWOEGGS

Megan and Eliezer are Instagram micro-influencers who focus on food and recipes. They specialize in sharing Asian fusion recipes that come with high-quality content. Their goal is to inspire their followers to cook the easy and healthy meals they share. To achieve this, Megan and Eliezer tend to use everyday ingredients and provide cooking tips that make their recipes accessible even for those who do not cook often. Megan and Eliezer's Instagram reels perform strongly in comparison to their static posts. They also include the complete recipe and ingredients list in most captions and direct their followers to their blog site for more complex recipes. Megan and Eliezer's content is designed to encourage their audience to try new recipes and enjoy cooking.

MEGAN & ELIEZER

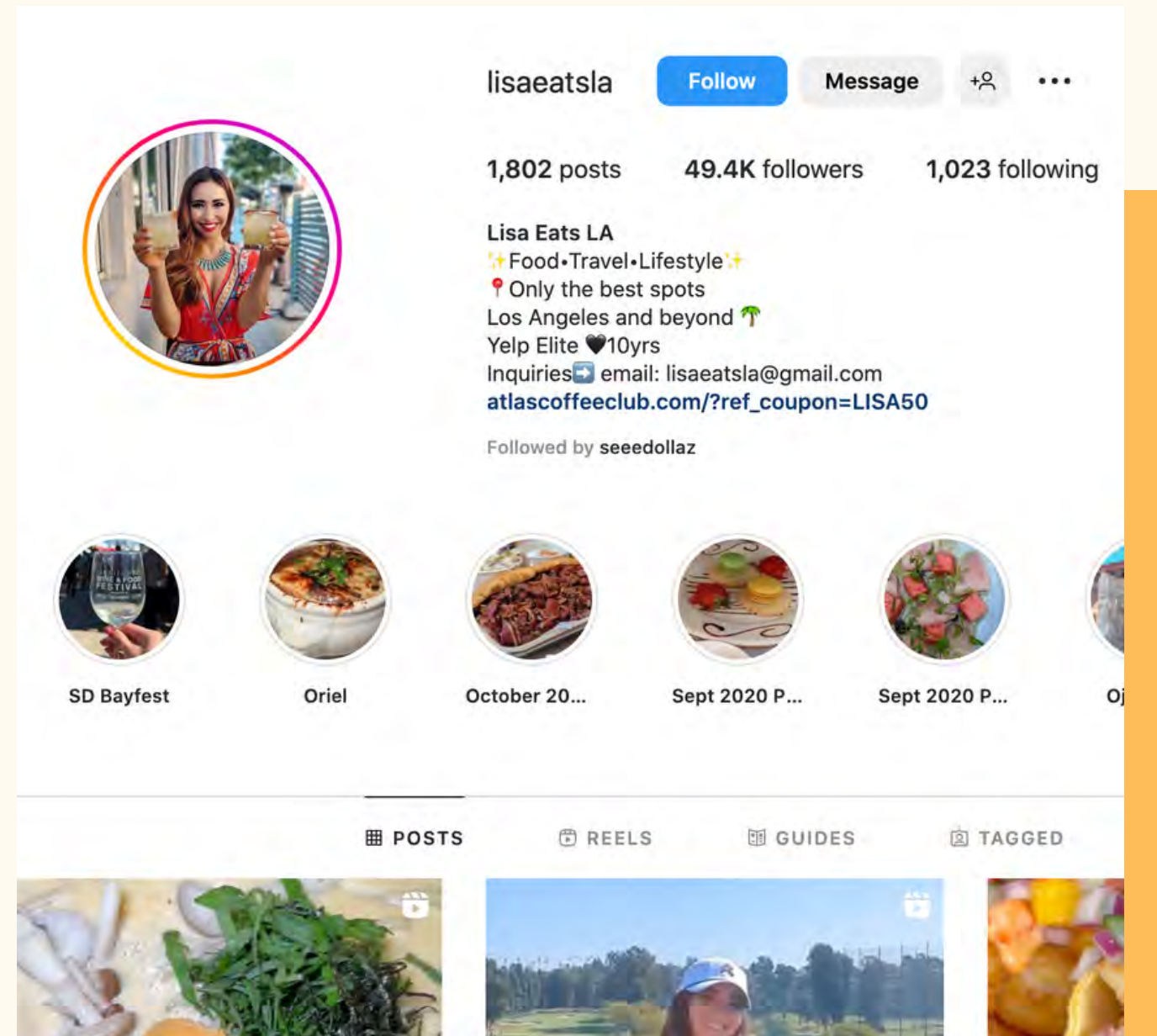


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Link to post: [HERE](#)

Food and Beverage



Instagram followers: 49,400

Average reel views: 24,500

LISA

INSTAGRAM: @LISAEATSLA

Lisa is an Instagram foodie micro-influencer who focuses on dining in Los Angeles. She is also a Yelp Elite food reviewer which adds credibility to her recommendations and critiques. Lisa is known for sharing the hottest and trendiest places to eat and drink in the greater LA area. She often posts Instagram reels of her reviews, which feature a voiceover and clips of herself to add a personal touch to her content. Lisa does an excellent job of describing her tasty experiences which encourages her followers to add those locations to their must-visit lists. She also provides the address and handle of the restaurants she reviews within her captions, making it easier for her followers to find.

LISA

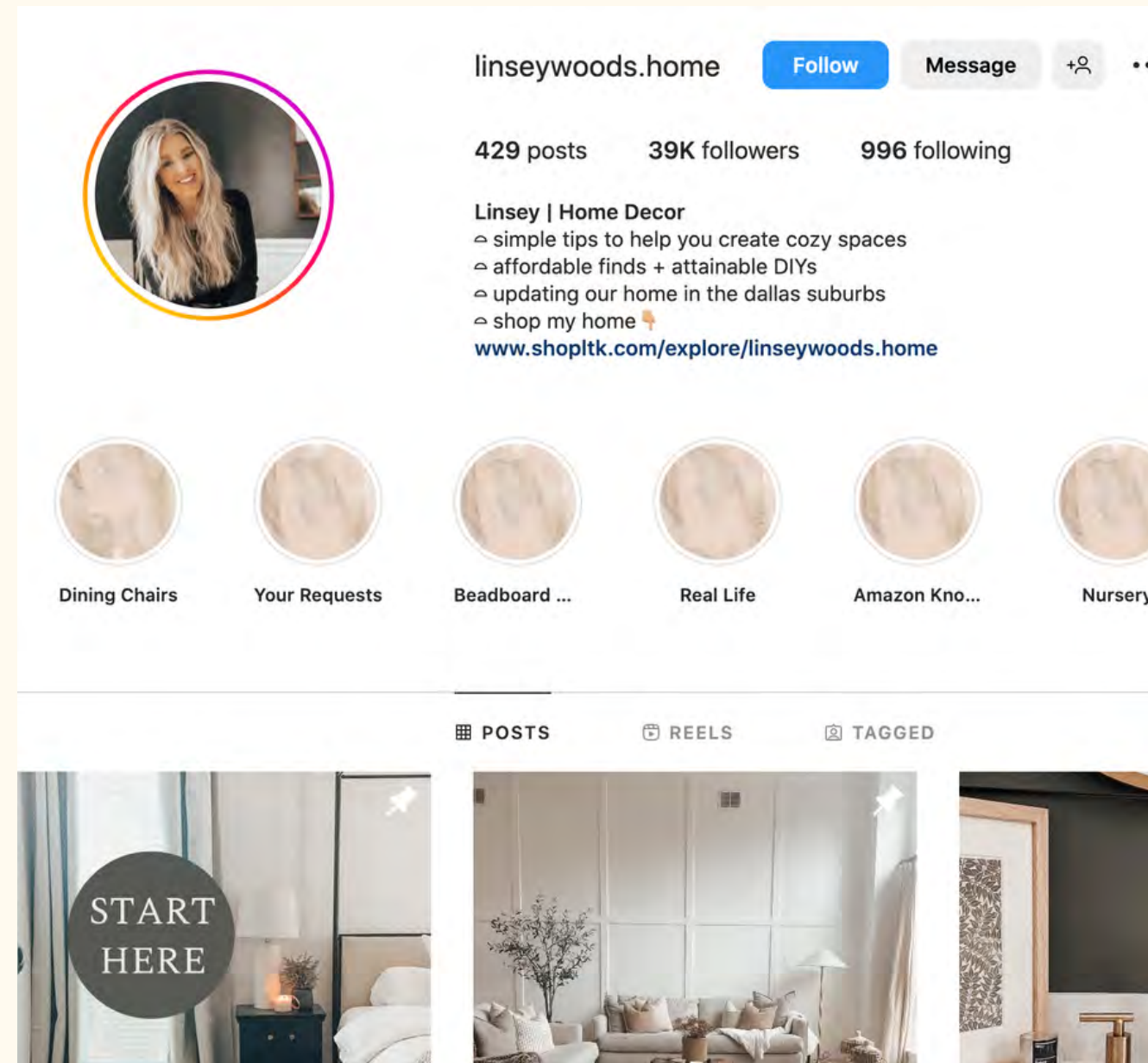


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Link to post: [HERE](#)

Home Décor and Furniture



Instagram followers: 39,000

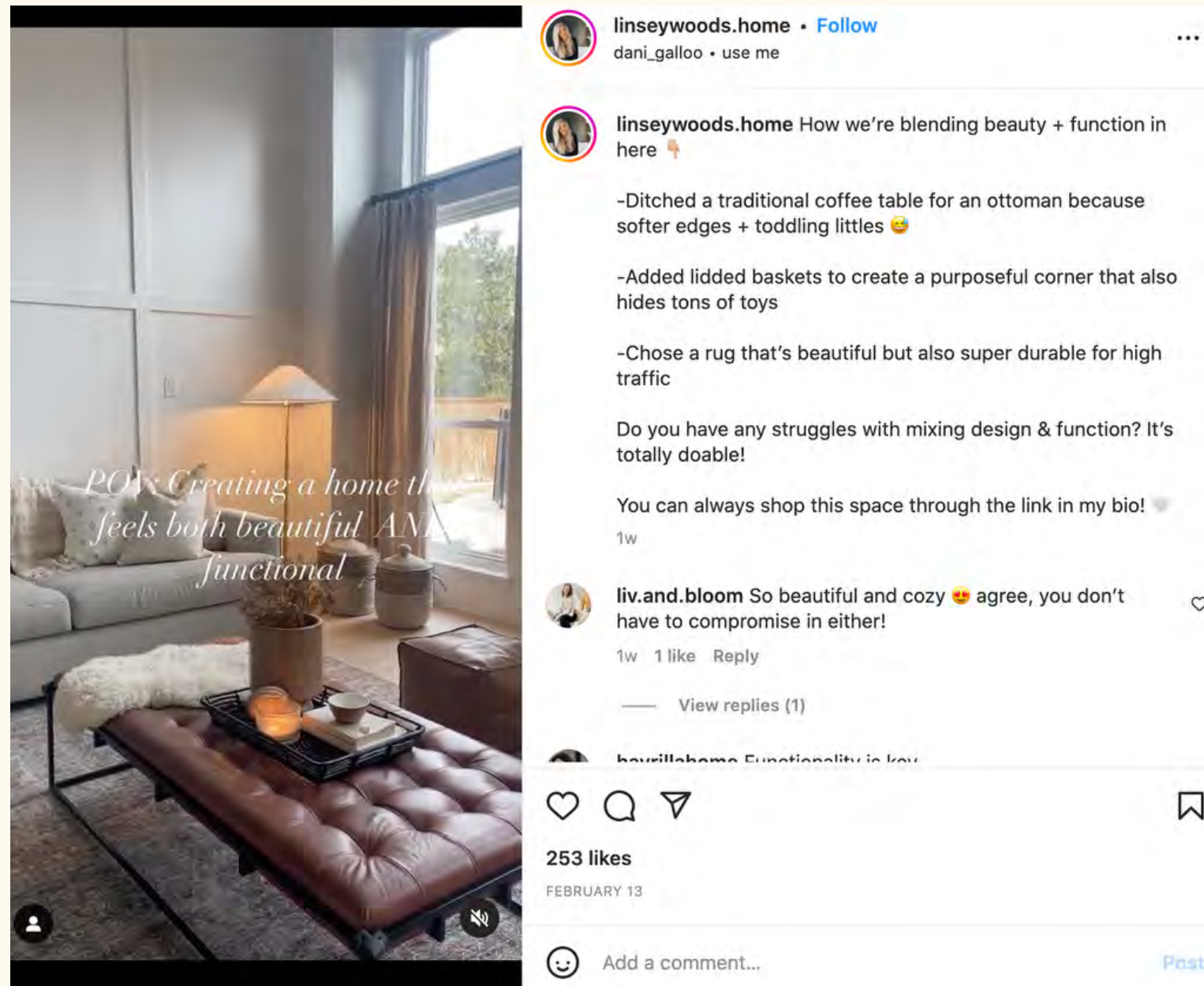
Average reel views: 17,779

LINSEY

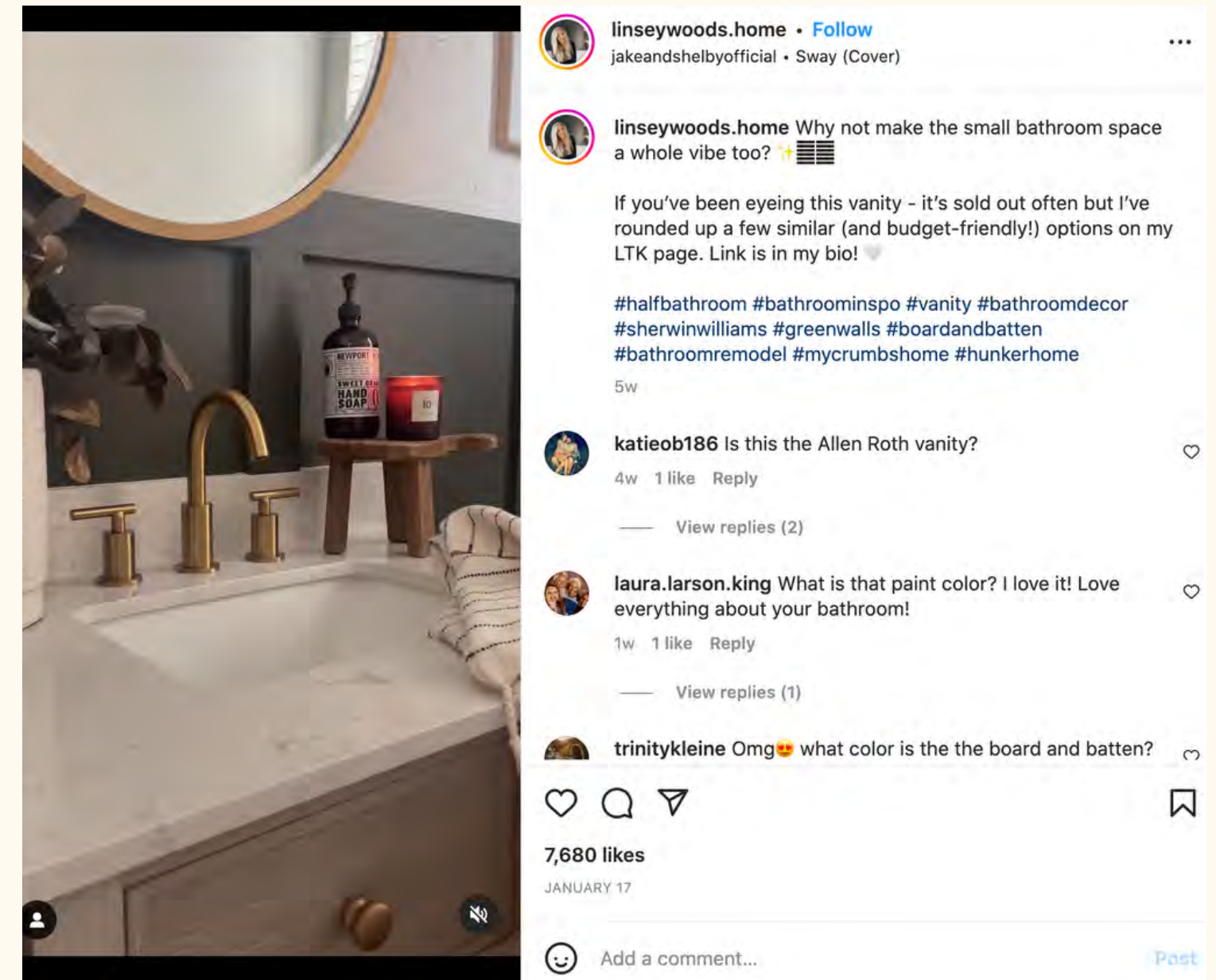
INSTAGRAM: [@LINSEYWOODS.HOME](https://www.instagram.com/linseywoods.home)

Linsey is a home decor micro-influencer on Instagram. Her posts provide her followers with easy tips, DIY projects, and affordable home decor finds. Linsey's minimalist decor style, which features natural tones, is highly relatable and easy to appeal to her audience. Her content is often of high quality and uses natural lighting. Whenever she shares an affordable find, she includes the links to the items in her bio, making it easy for her followers to purchase them. Linsey also engages with her followers through the comments of her shares which fosters a strong community connection and adds to her credibility.

LINSEY

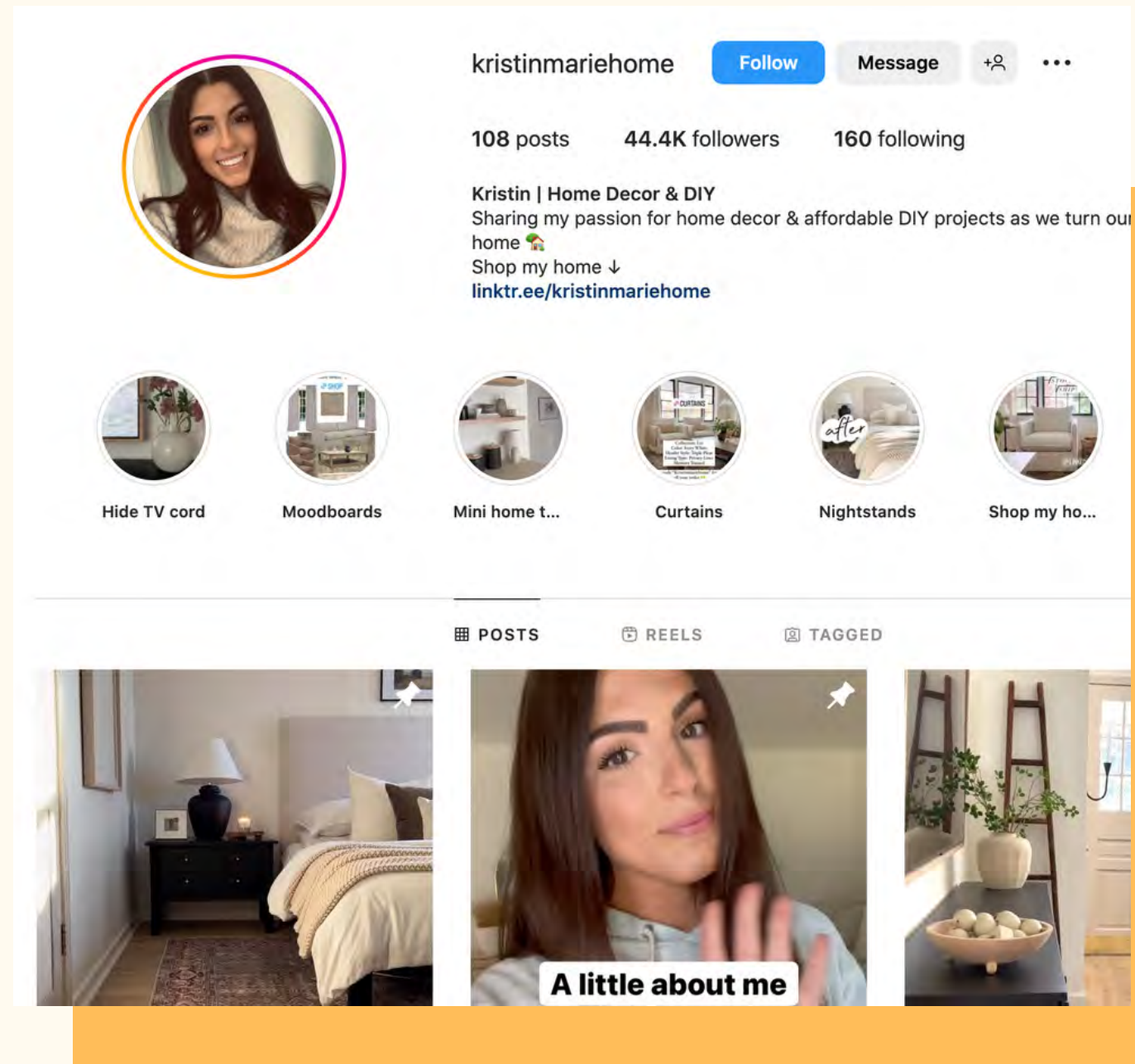


Link to post: [HERE](#)



Link to post: [HERE](#)

Home Décor and Furniture



Instagram followers: 44,400

Average reel views: 165,725

KRISTIN MARIE

INSTAGRAM: @KRISTINMARIEHOME

Kristin Marie is an Instagram micro-influencer who focuses on home decor and DIY projects. As a new homeowner, she shares her journey of transforming her house into a cozy home. Despite not being an interior designer, Kristin shares only what has worked for her home, which adds an element of authenticity to her posts. Her transparency encourages her followers to participate in her projects as well as provide feedback. Kristin makes it easy for her followers to find the products she uses in her projects by including links and pricing in her captions and bio. She is also always answering questions her followers might have and frequently engages with them in the comments section of her posts. Kristin's posts inspire her followers to try new projects and learn more about home decor.

KRISTIN MARIE



kristinmariehome • Follow
gordonreyesmusic • Original audio

kristinmariehome I am loving how much more open this room feels after taking the blinds down. A small change with a big impact!

Also, our coffee table is still on sale for \$319 (lowest price I've seen) AND our linen chairs restocked! You can shop them at the link in my bio and here <https://liketk.it/4178Z>

1w

rosa.maria85 Where is your sofa from?

1w 1 like Reply

— View replies (2)

beccaquandt Did you do the triple pinch pleat on the drapes? It's hard to tell!

1w Reply

— View replies (1)

offischerlyhome I love it too! We just took all of our shades down when we got our new windows in and I love how brighter and more open it is 😍

1w 1 like Reply

3,713 likes
FEBRUARY 9

Add a comment... Post

Link to post: [HERE](#)



kristinmariehome • Follow
AJR • World's Smallest Violin

kristinmariehome WOW. I wasn't sure if these curtains would even make that much of a difference because they're the exact same color as the TJ Maxx ones but... what a difference 😍 I will post full before and after tomorrow!

6w

julpeca89 They look super similar tbh

5w 130 likes Reply

— View replies (3)

sheri.rafferty.90 Can't find the curtains

5w 7 likes Reply

— View replies (1)

caliqueen_951 Where did you buy them 😍

6w 1 like Reply

— View replies (1)

bmw3andme Where are the accent chairs from

5w Reply

12,435 likes
JANUARY 8

Add a comment... Post

Link to post: [HERE](#)

