

2019 Global Micro-Influencer Study



Introduction



Google searches for the term
“influencer marketing” have
increased 175%+
since 2015.

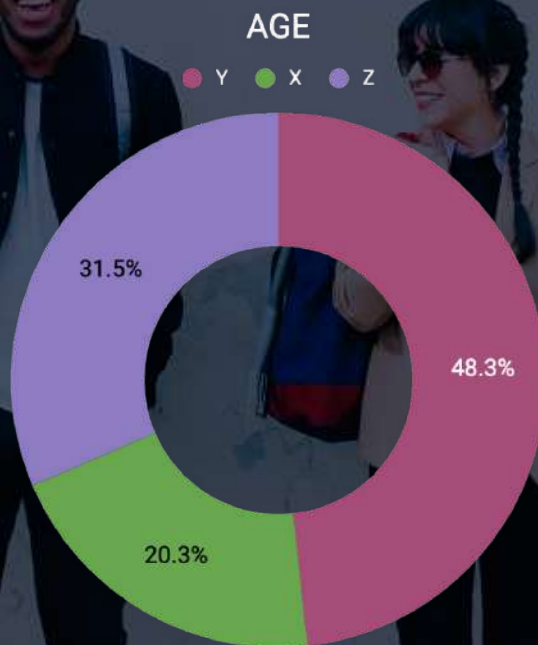
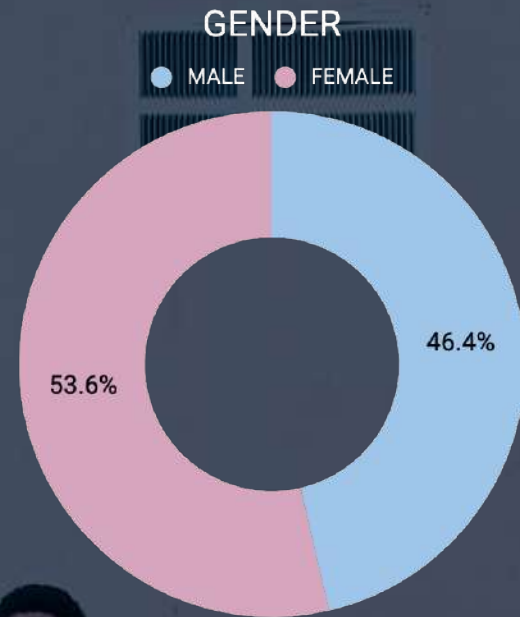
2019 saw sustained growth for influencer marketing as the industry continued to rapidly expand into every conceivable niche. This year also marked the rise and recognition of micro-influencers as powerful players in the space.

Our 2019 Global Micro-Influencer Study sought to get an inside look at this group of engaging and dynamic influencers who make up the fastest-growing sector of the influencer community.

The study uncovers insights into:

1. What micro-influencers look for when partnering with brands.
2. Main pain points and challenges micro-influencers see in the industry.
3. Areas of greatest potential for brand-sponsored campaigns.

Who We Talked To



We surveyed 2,667 micro-influencers from Europe, North and South America registered on the SocialPubli platform representing key categories, including, Fashion, Beauty, Travel, Food, and Fitness.

As with our inaugural 2018 study, micro-influencers were asked about their perspectives on various topics, including content creation, social media use, compensation, and the best ways to collaborate with brands.

Tier Definition

Influencers with less than 10,000 followers.

Date of Completion

September 2019

Geographic Breakdown

60% Europe

21% North America

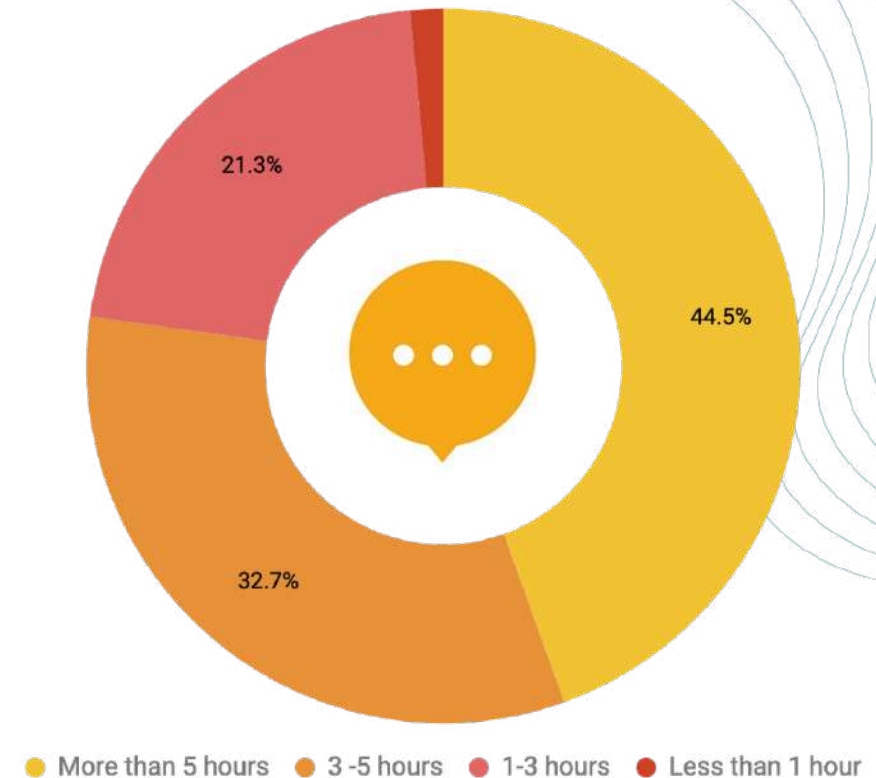
19% South America

2019 Global Micro-Influencer Study

77% of influencers spend at least 3 hours a day on social media.

Although there's a slight decline (-3%) when compared to our [2018 Global Micro-Influencer Study](#), the use of social media platforms among influencers continues to be intense, giving them a unique perspective and knowledgeability as to what works and what doesn't in the social media environment.

How many hours do you spend on social media each day?

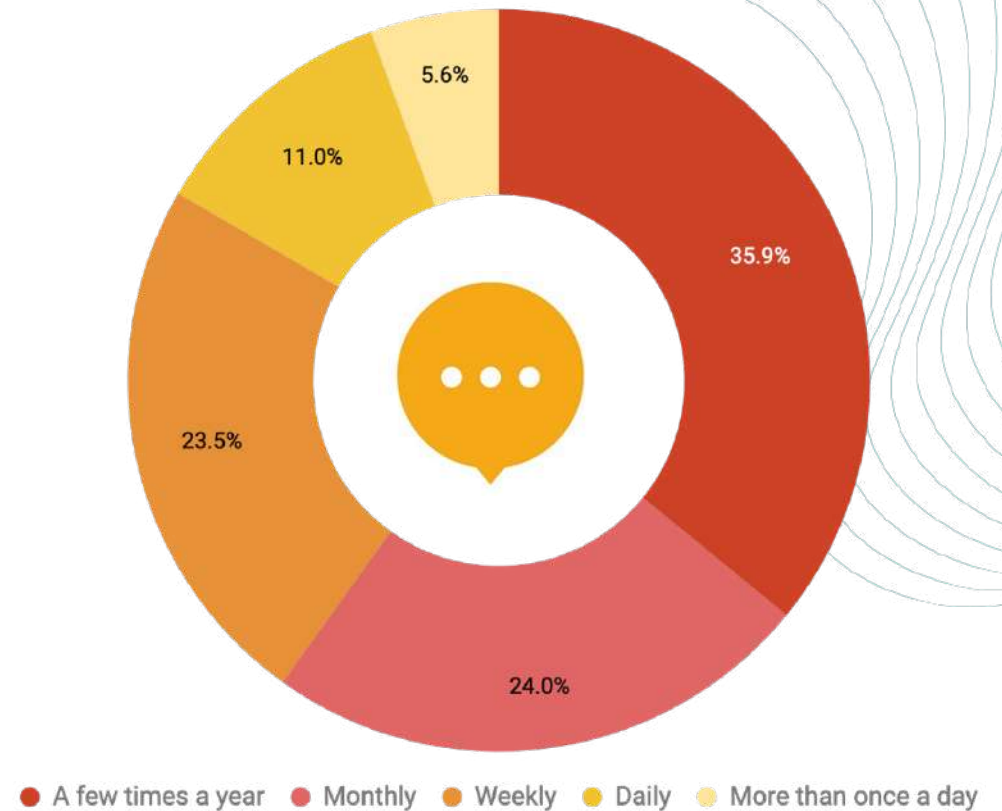


2019 Global Micro-Influencer Study

64% publish brand-sponsored content at least once a month.

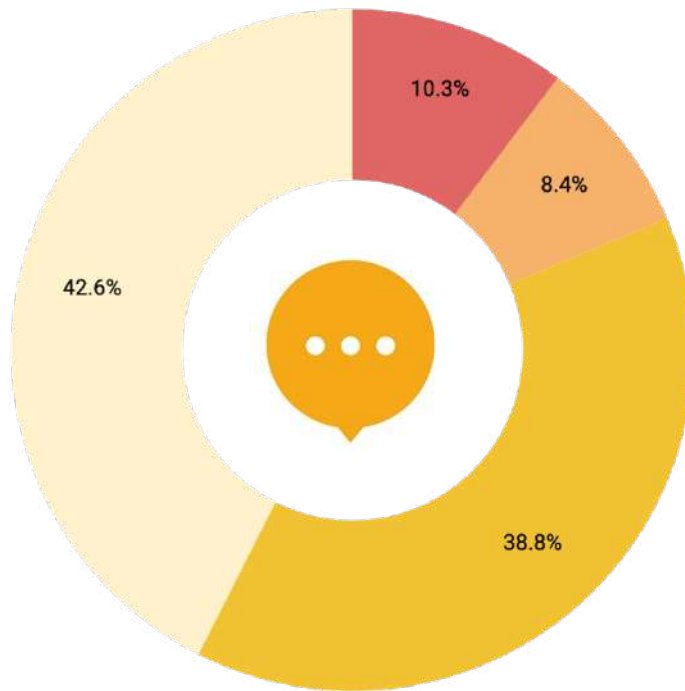
36% of influencers are posting sponsored content only a few times a year, while 24% do it on a monthly basis signaling that there's still room for growth when it comes to leveraging influencers as powerful and consistent mouthpieces for brands.

How frequently do you post sponsored content for brands?



2019 Global Micro-Influencer Study

How long have you been creating sponsored content for brands?



More than 5 years 4-5 years 1-3 years Less than a year

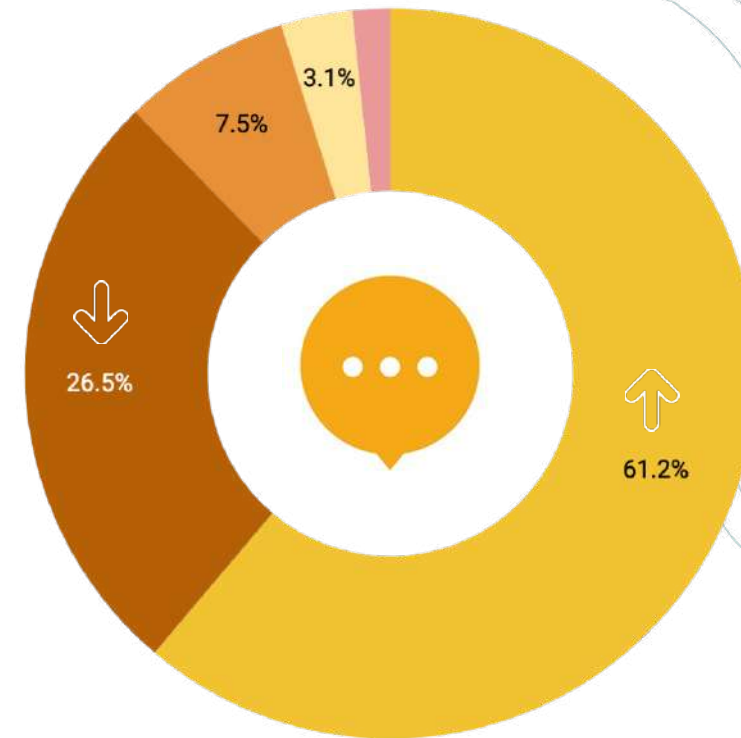


2019 Global Micro-Influencer Study

61% of influencers prefer monetary compensation over all other types of remuneration.

Influencers' preference for monetary compensation increased by 17 percentage points vs. 2018. The free product or brand experience option decreased from 29% in 2018 to 26.5% in 2019, denoting shifts in the preferred payment model as the industry grows and matures.

What type of compensation do you prefer to receive from brands?

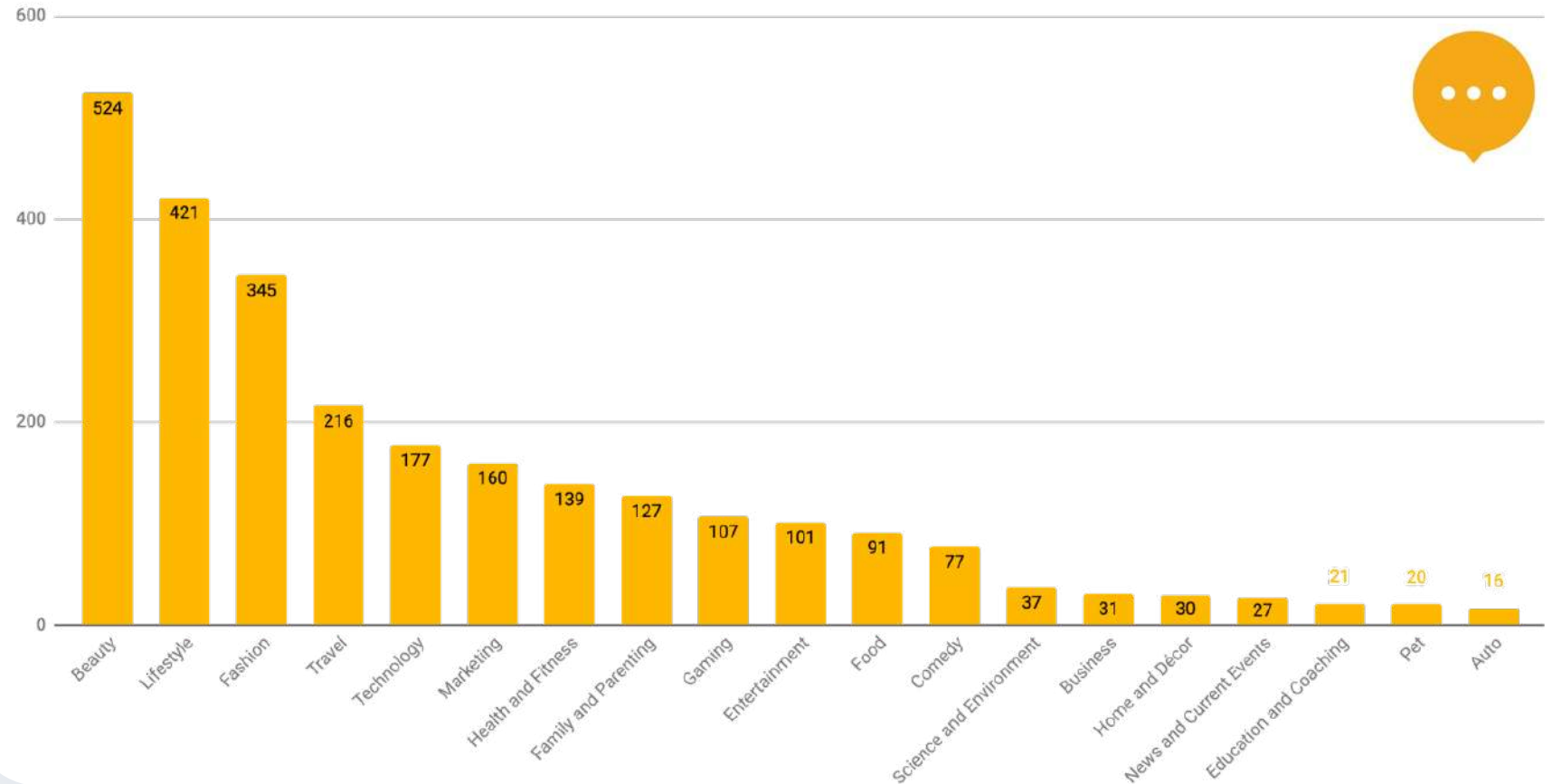


● Monetary ● Free product/service or experience ● Exclusive event access ● Other
● Affiliate partnerships

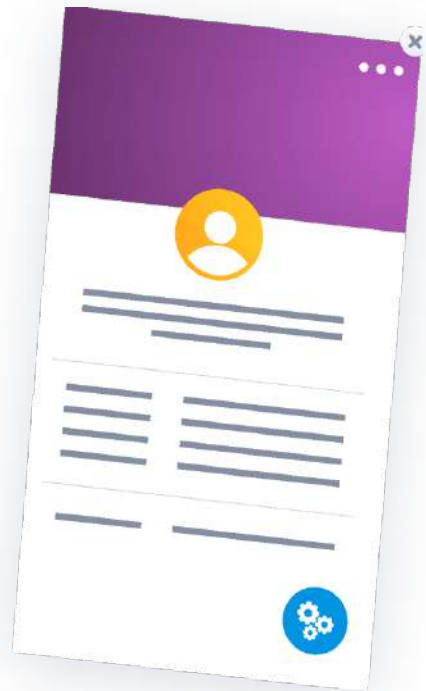
2019 Global Micro-Influencer Study



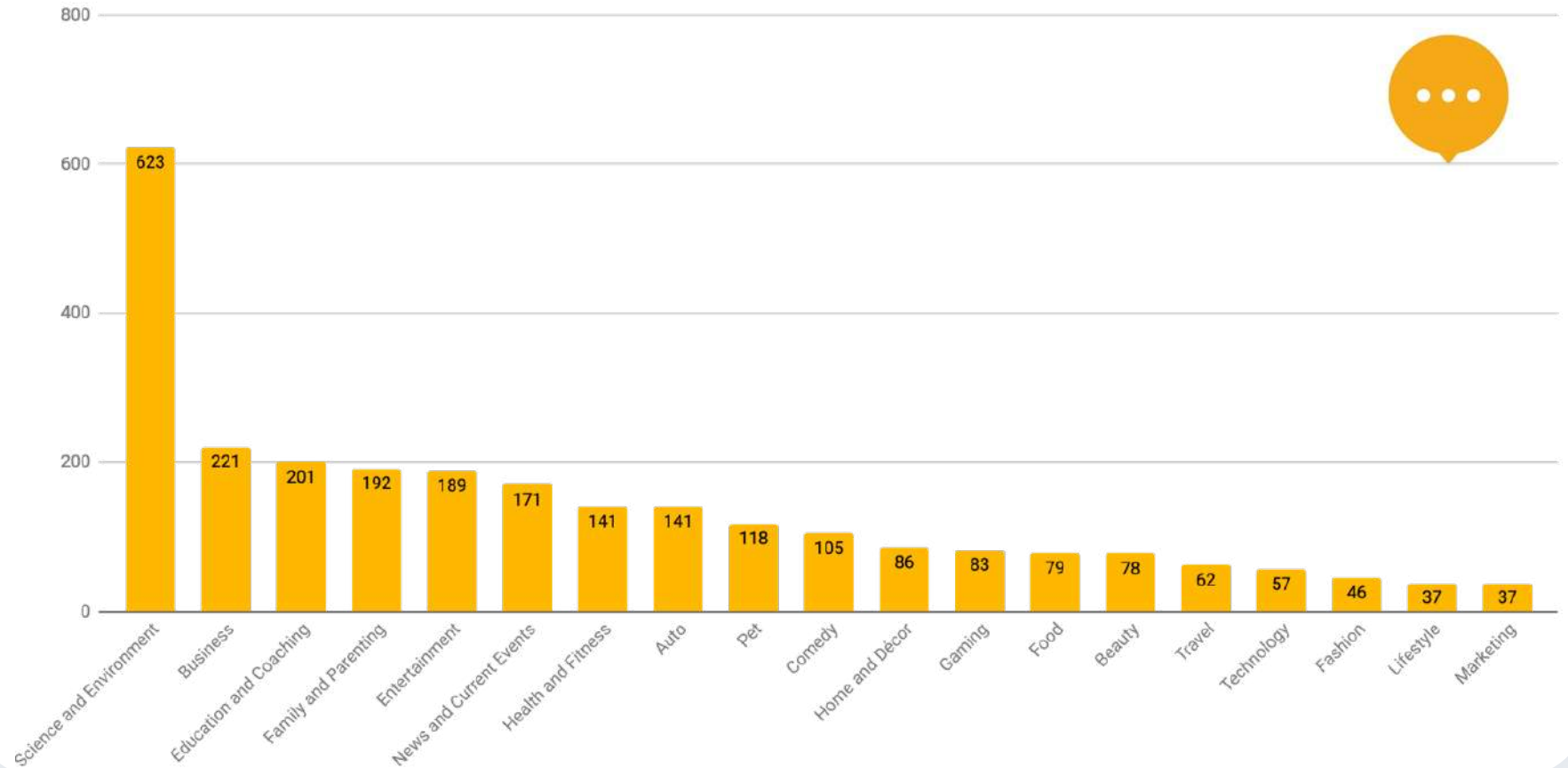
What industry/niche has the most promising future for influencers?



2019 Global Micro-Influencer Study



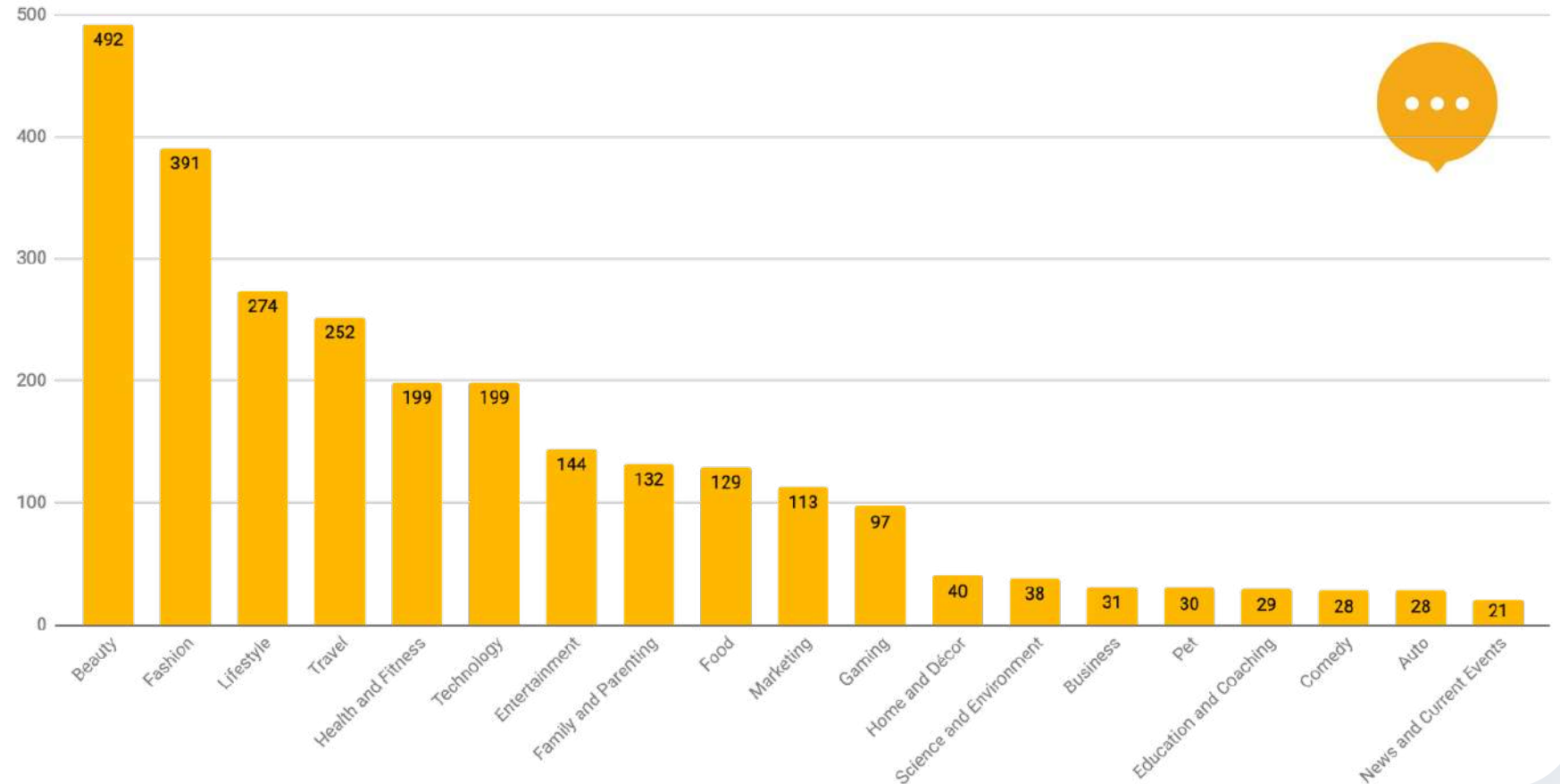
In what industry/niche is influencer marketing least developed?



2019 Global Micro-Influencer Study



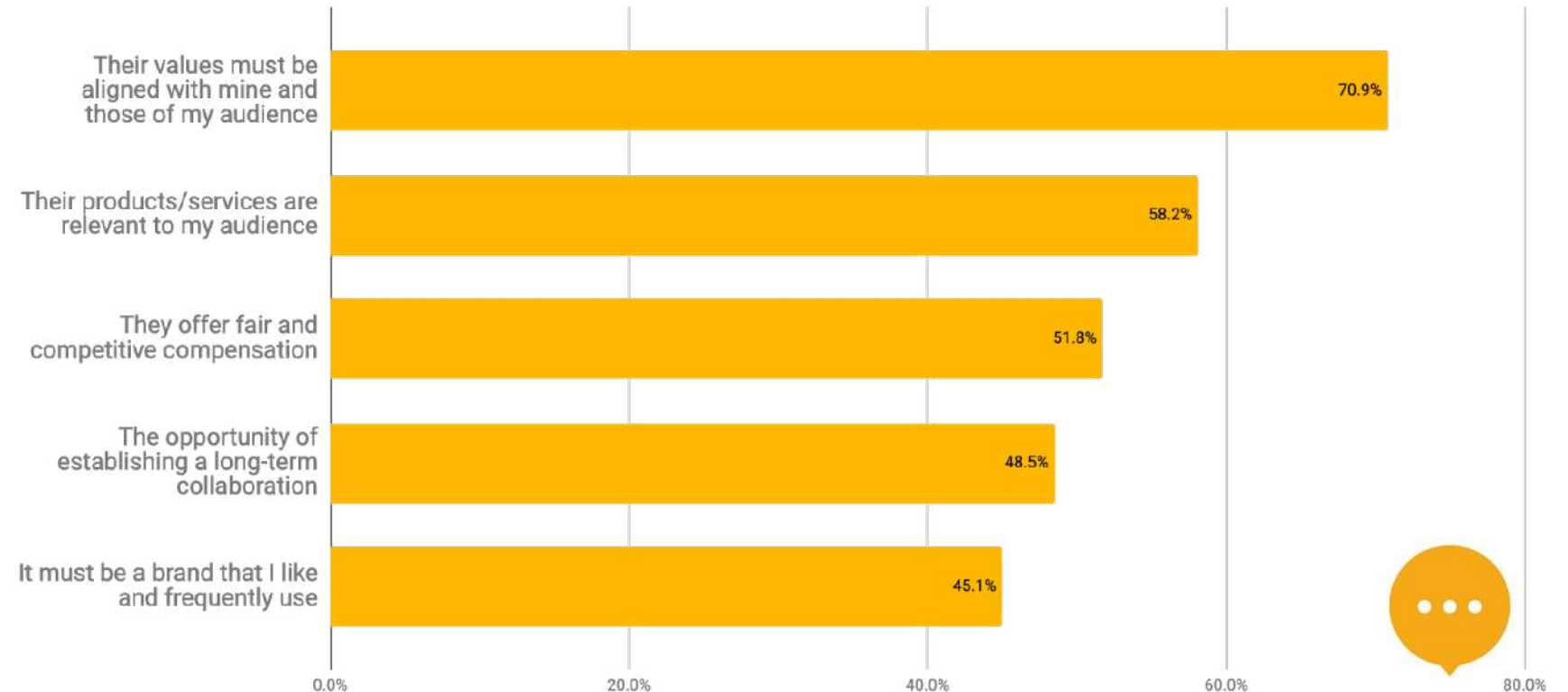
In what industry/niche do you like to work the most?



2019 Global Micro-Influencer Study



What do you take into consideration when deciding to partner with a brand?



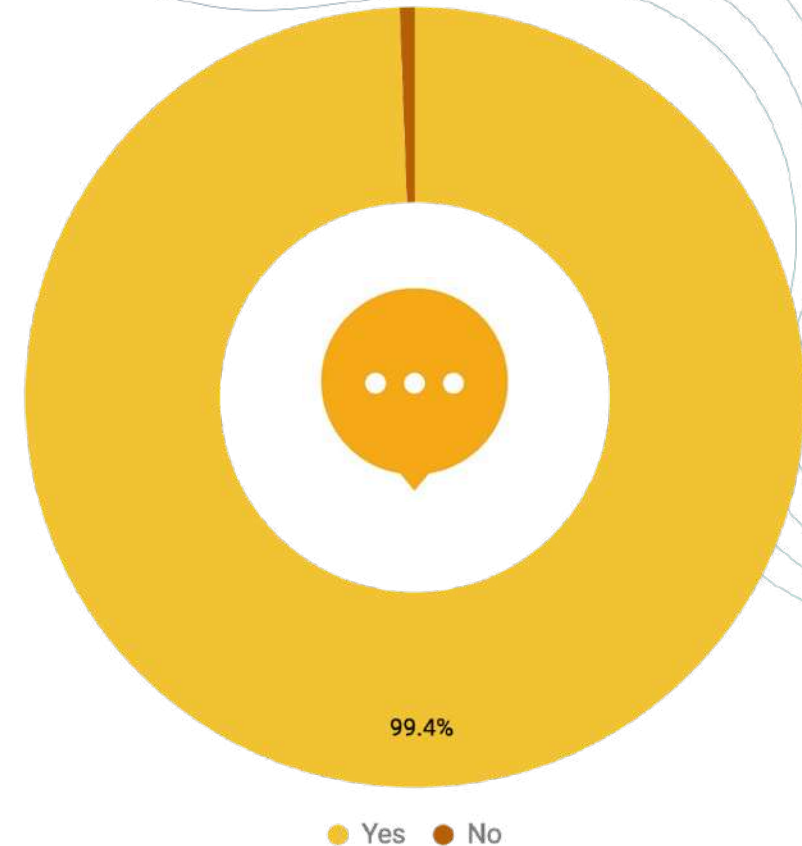
2019 Global Micro-Influencer Study

99% of our influencers believe in the products and services they promote.

Micro-influencers value authenticity and understand that credibility is a critical asset in the influencer marketing space.

The response was the same in 2018, with 99% of influencers stating that they only align their personal brands to products and services they believe in.

Do you believe in the products and services that you promote?



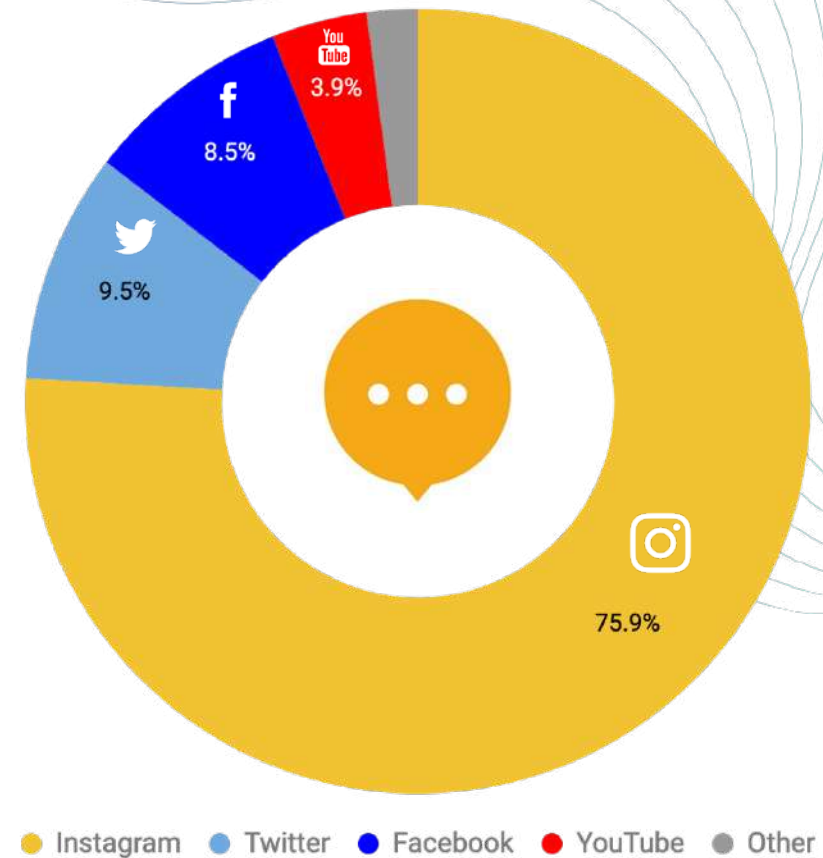
2019 Global Micro-Influencer Study

Instagram reigns supreme among influencers.

It is influencers' favorite social media platform for brand-sponsored collaborations ranking at #1 for the second consecutive year, with a rise of 10 percentage points vs. 2018.

Twitter debunks Facebook for the second spot this year, and YouTube remains in fourth place with 3.9%.

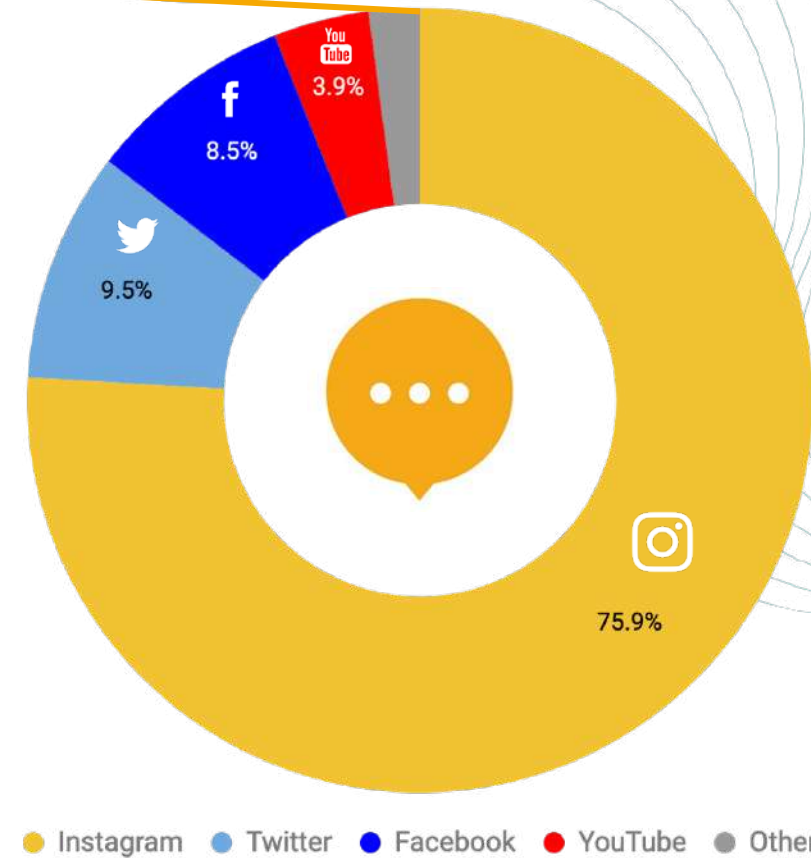
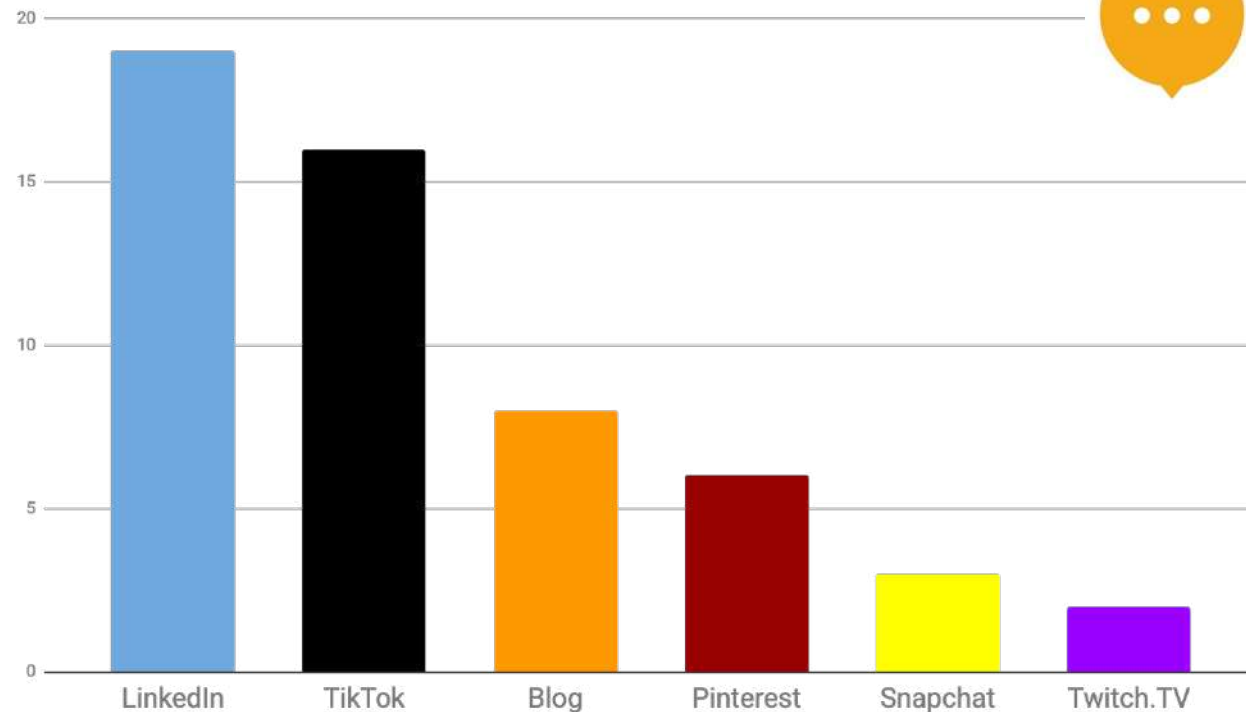
Which of the following social media networks do you prefer as an influencer?



2019 Global Micro-Influencer Study

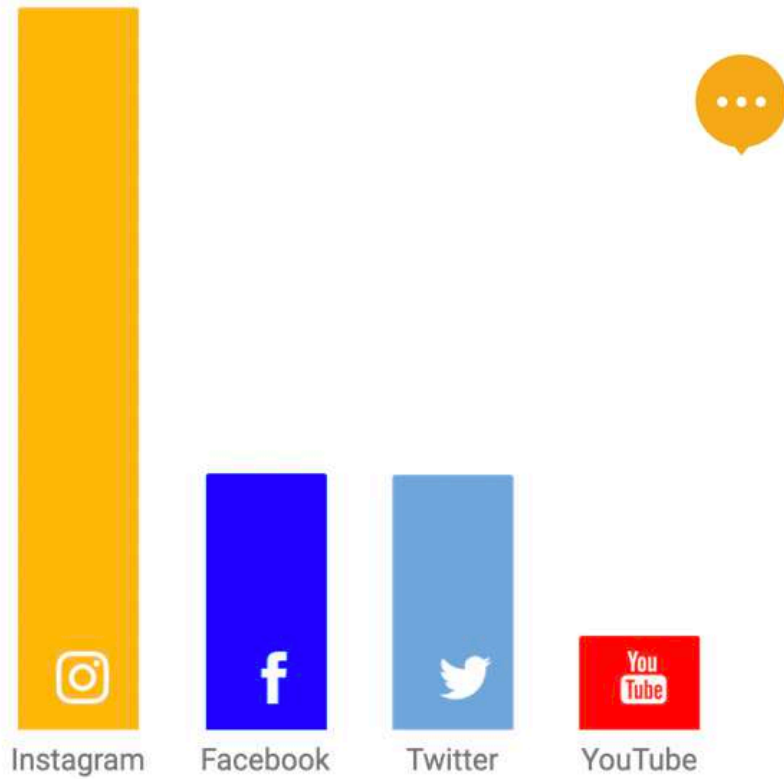
Which of the following social media networks do you prefer as an influencer?

Preferred social media network as an influencer (Other)

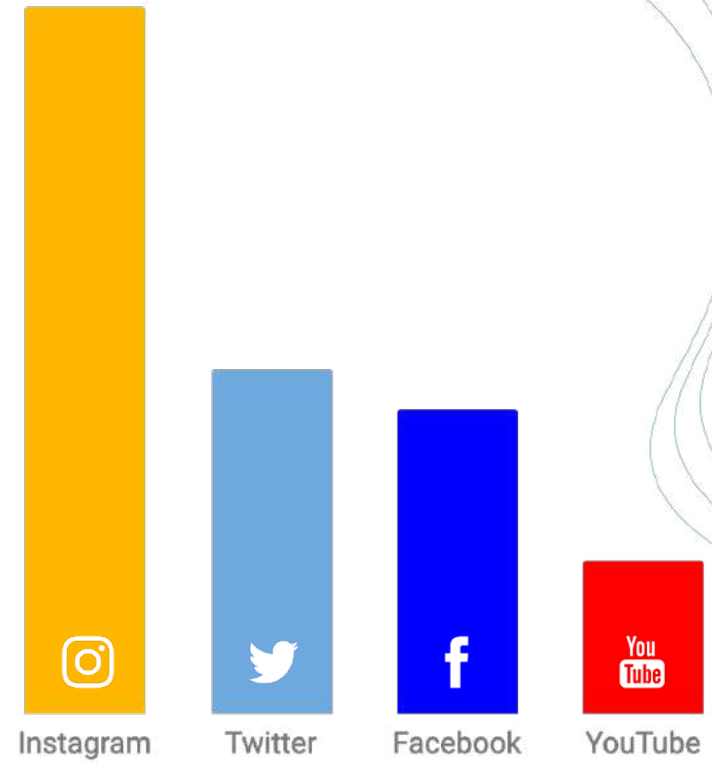


2019 Global Micro-Influencer Study

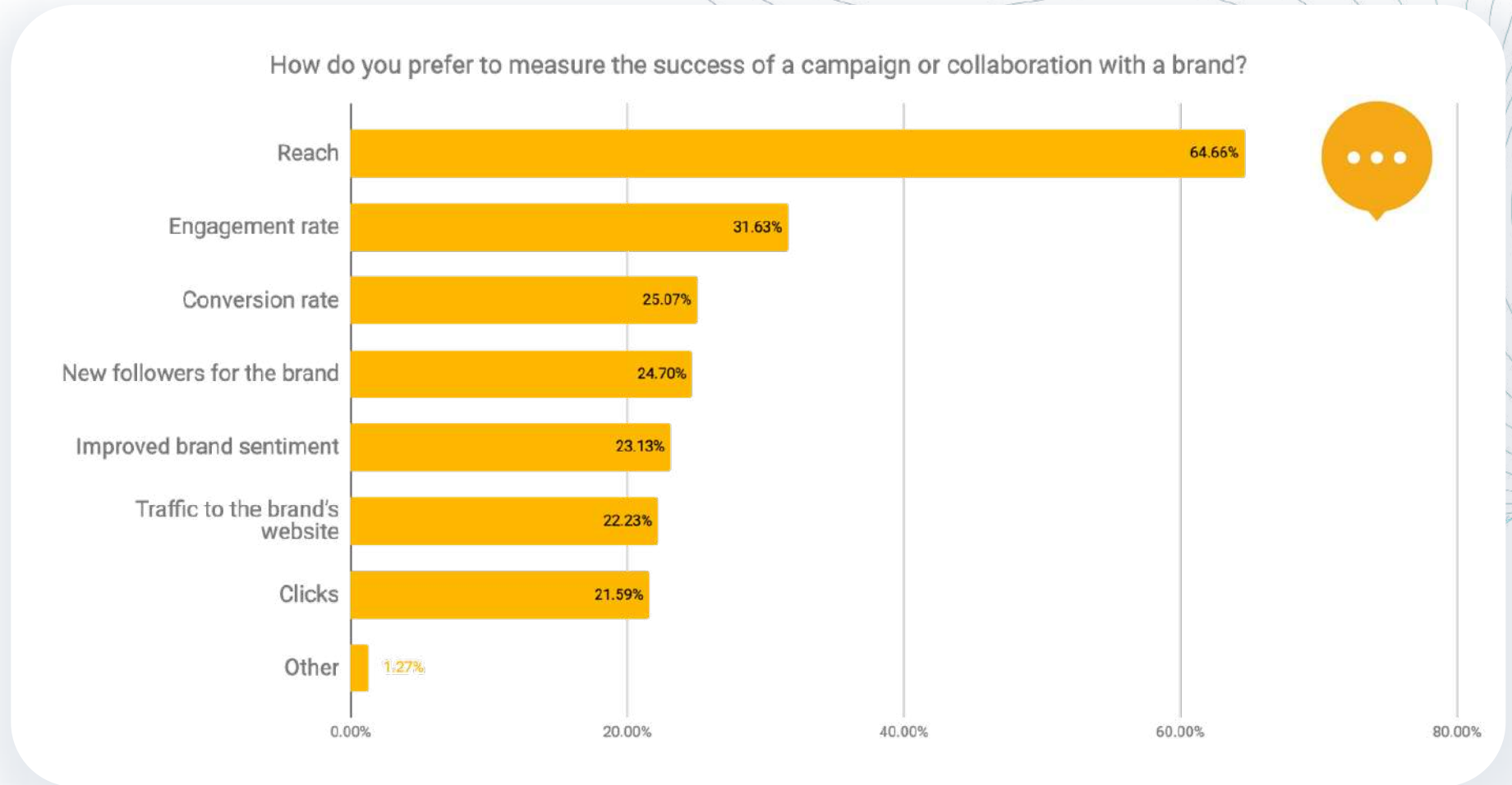
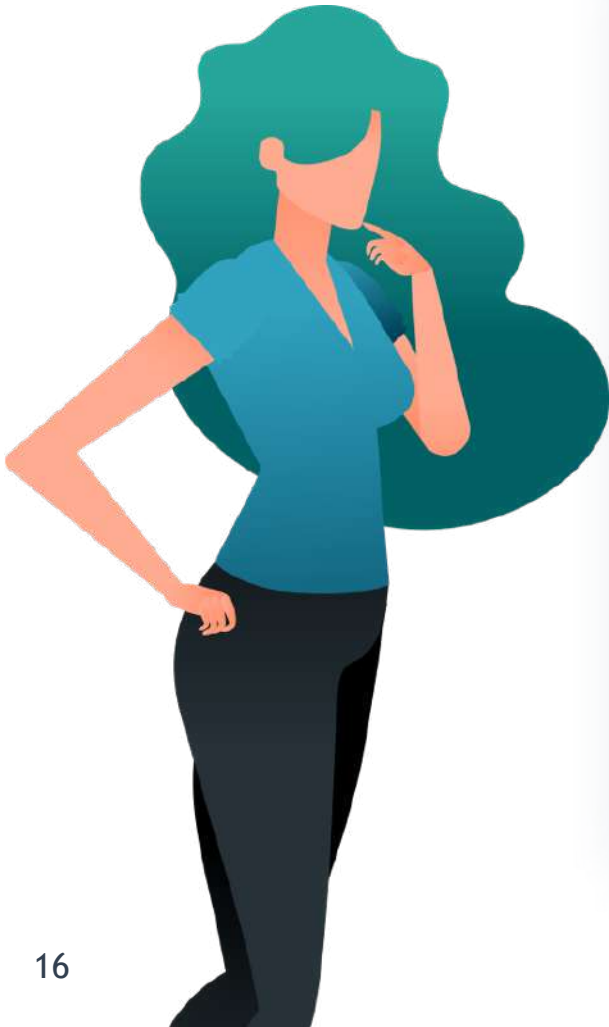
Preferred social media network as an influencer – Female



Preferred social media network as an influencer – Male



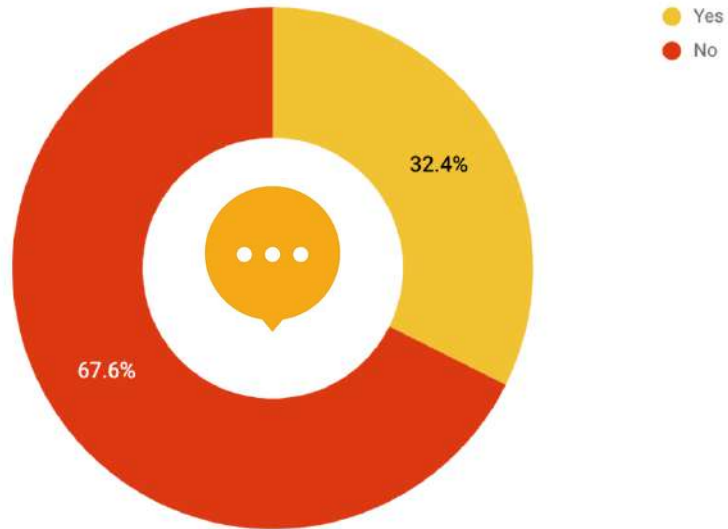
2019 Global Micro-Influencer Study



2019 Global Micro-Influencer Study

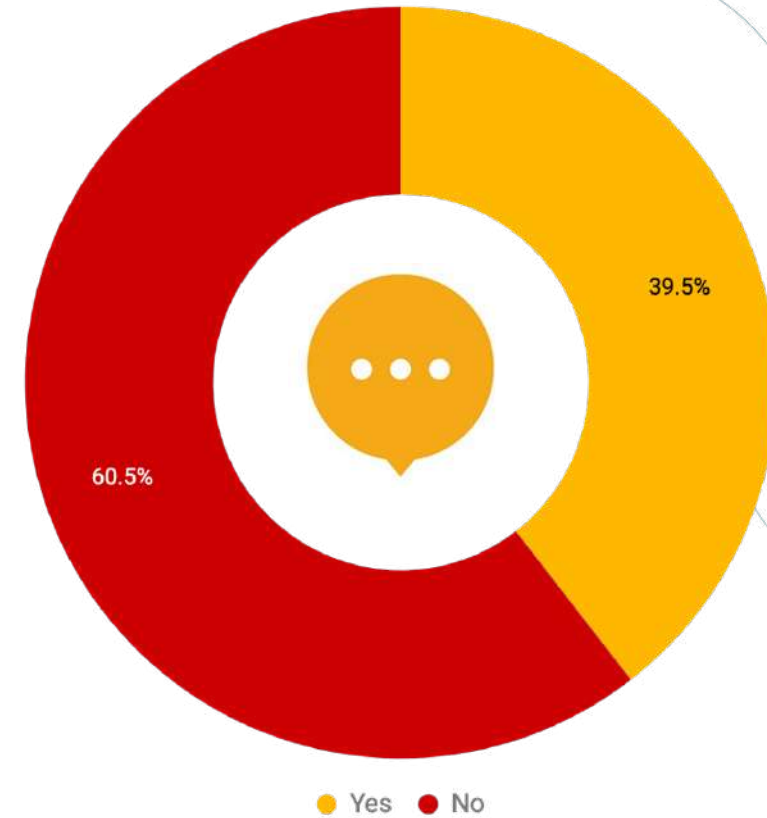
Is your job as an influencer properly recognized?

© Socialpubli.com



2018

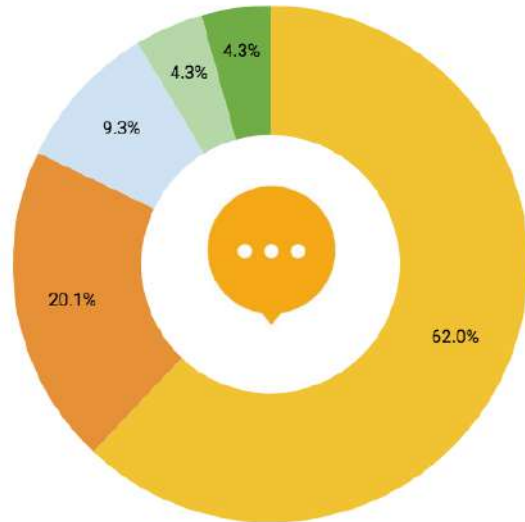
Do you feel that your work as an influencer is valued?



2019 Global Micro-Influencer Study

Percentage of annual income from influencer marketing

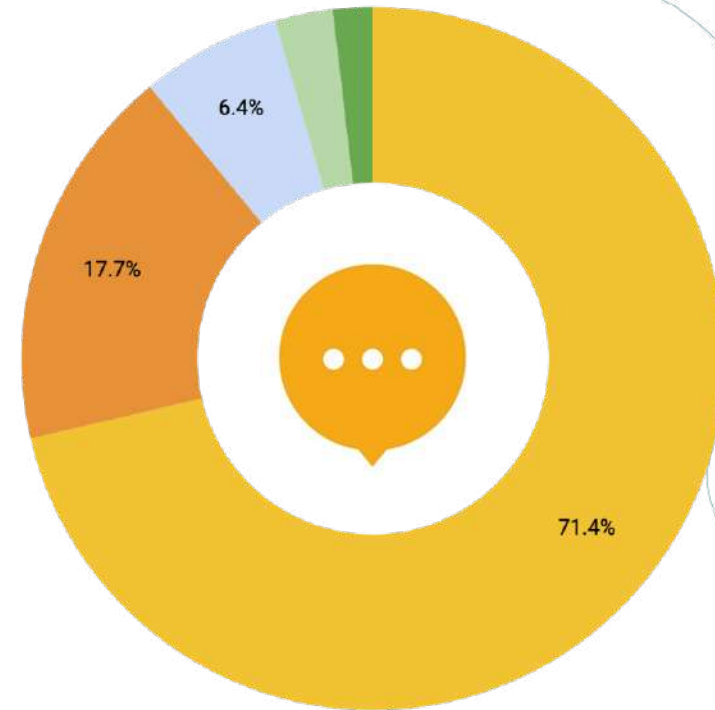
@ Socialpubli.com



● Less than 10% ● From 10 to 25% ● From 25 to 50% ● From 50 to 75% ● More Than 75%

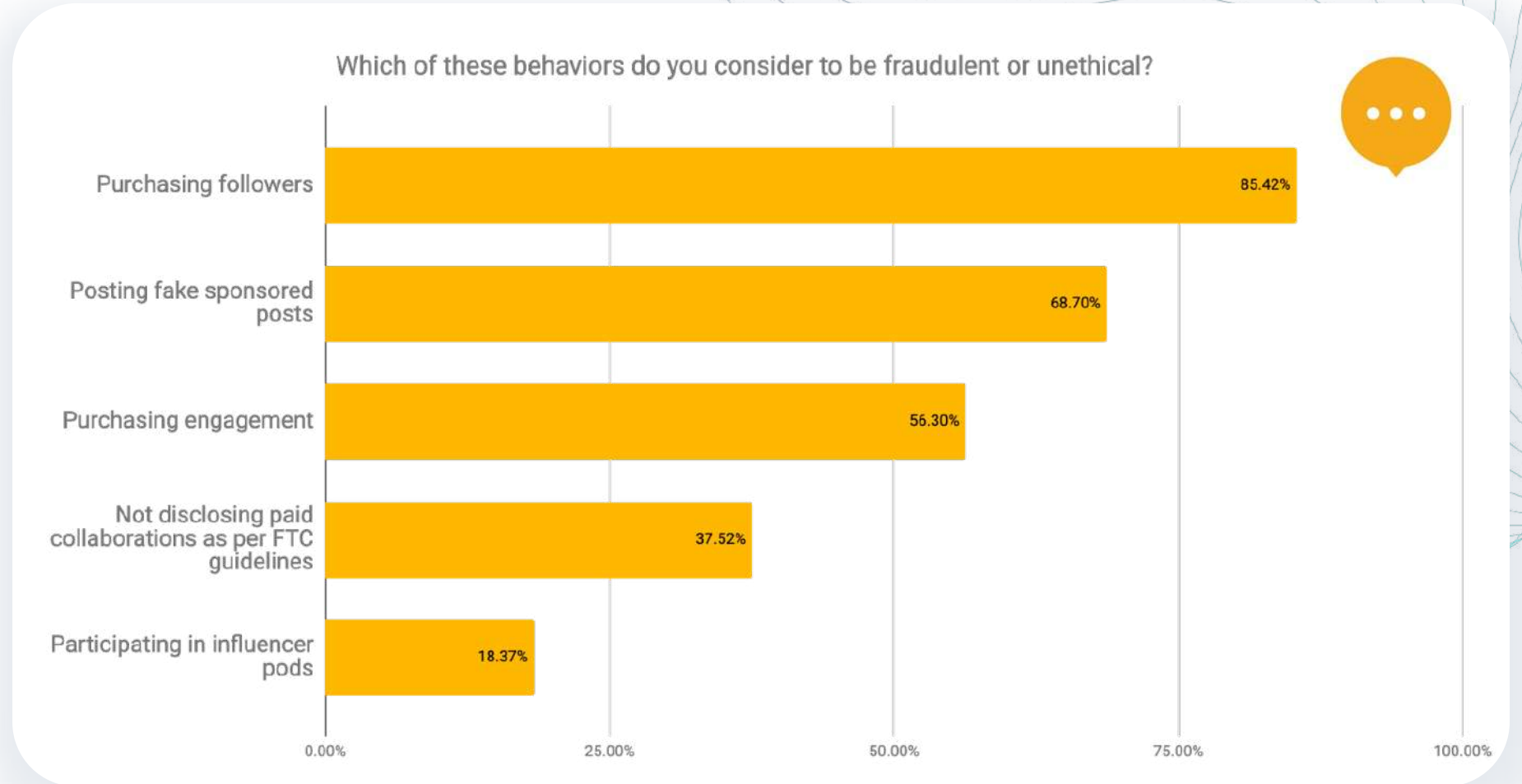
2018

What percentage of your annual income comes from your work as an influencer?



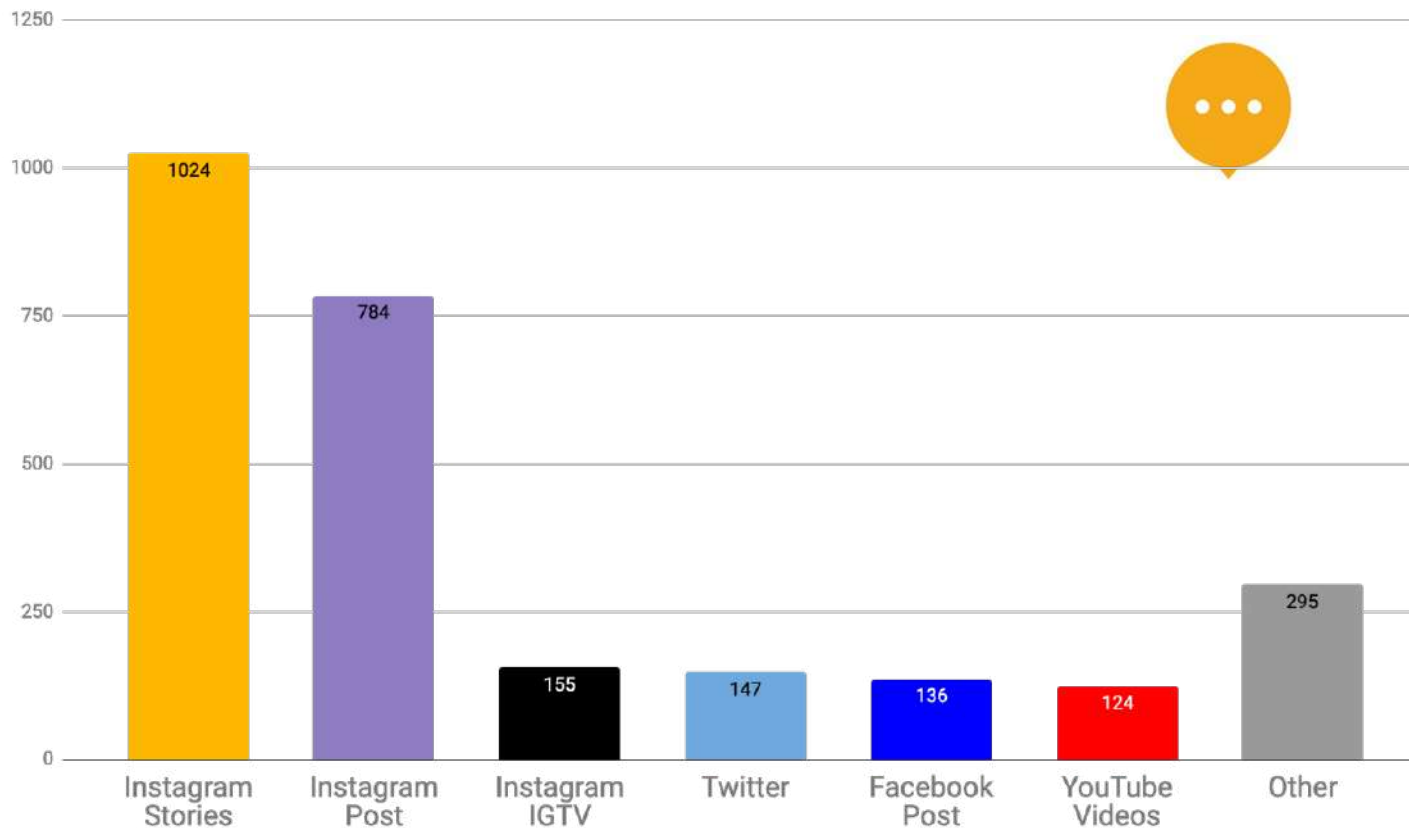
● Less than 10% ● 10-25% ● 25-50% ● 50-75% ● More than 75%

2019 Global Micro-Influencer Study



2019 Global Micro-Influencer Study

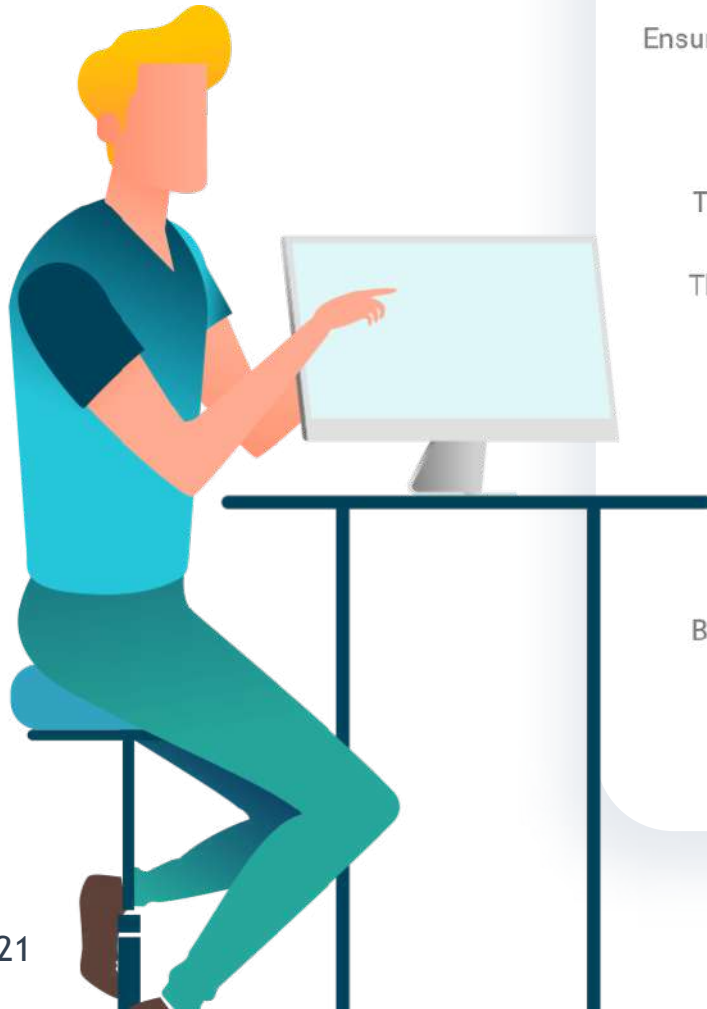
Where do you see the biggest opportunity for brand collaborations in the next 6-12 months?



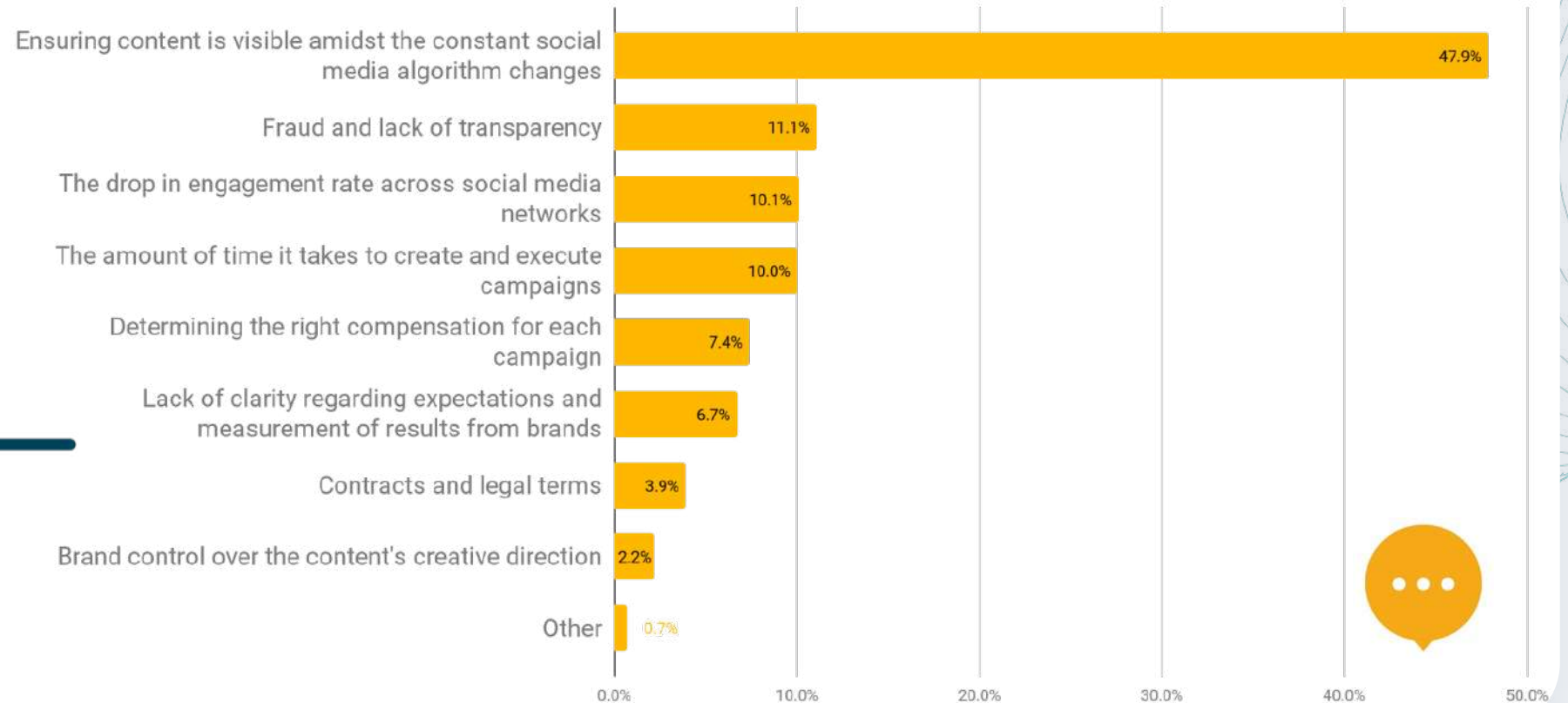
Instagram influencer marketing shows no signs of slowing down. The visual platform is where influencers see the most potential for brand collaborations at the moment with Stories taking the lead.

Other content formats they mention are Facebook Live, Facebook Stories, blog posts, Instagram Shoppable Posts, and collaborations in TikTok.

2019 Global Micro-Influencer Study



What is the biggest challenge for influencer marketing at the moment?

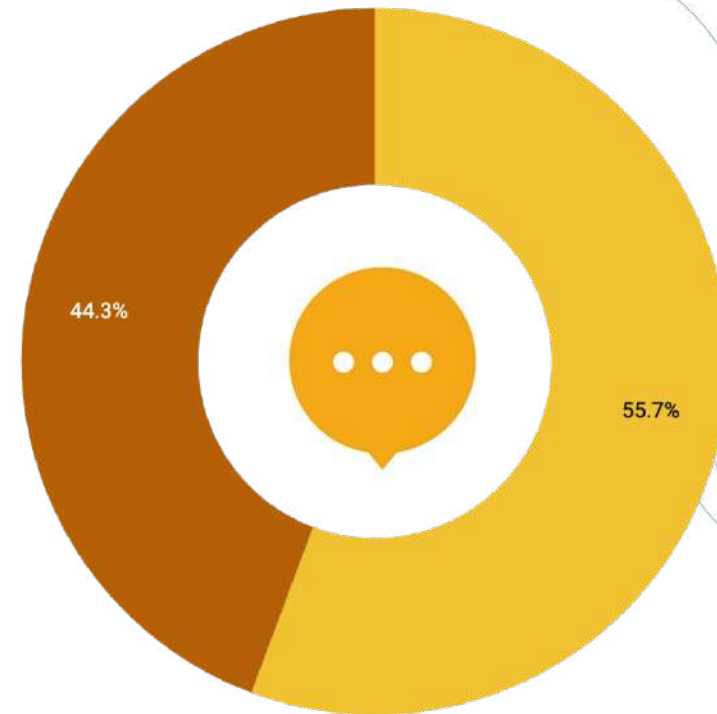


2019 Global Micro-Influencer Study

4 in 10 influencers believe influencer marketing has the potential to become a full-time job.

Although the percentage of those who aspire to dedicate themselves entirely to being influencers dropped from 51.6% in 2018 to 44.3% in this year's survey, there's still a considerable number of influencers who desire to pursue content creation as a career.

What is your professional goal as an influencer?

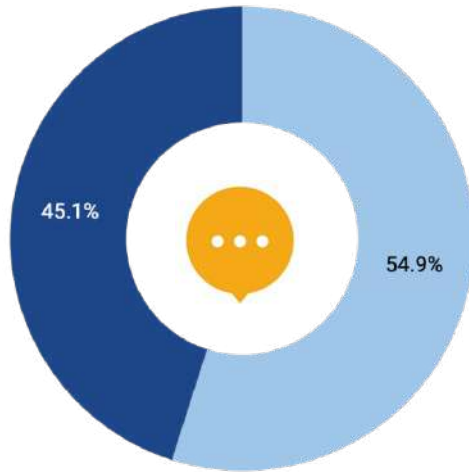


● To do it as a side gig that supplements my full-time job ● To be a full-time content creator

2019 Global Micro-Influencer Study

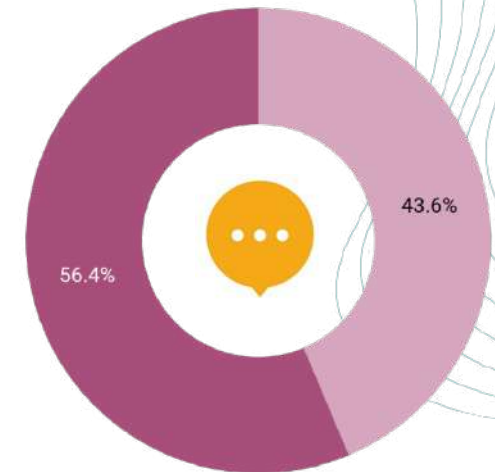
What is your professional goal as an influencer?

Professional goal as an influencer among males



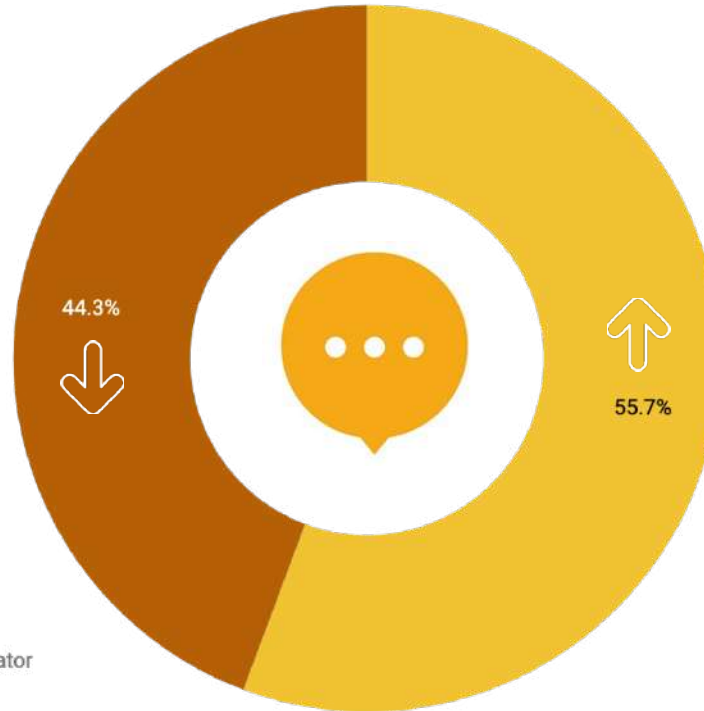
● To do it as a side gig that supplements my full-time job ● To be a full-time content creator

Professional goal as an influencer among females



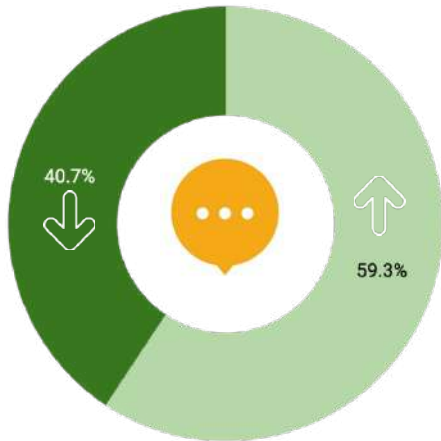
● To do it as a side gig that supplements my full-time job ● To be a full-time content creator

● To do it as a side gig that supplements my full-time job ● To be a full-time content creator

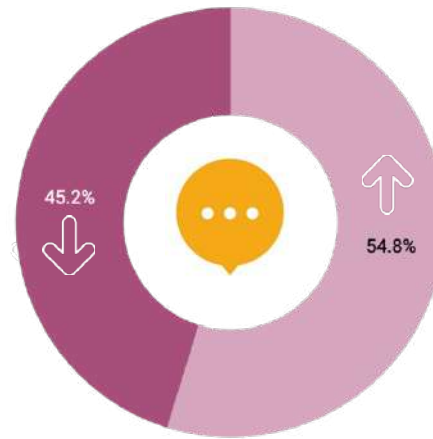


2019 Global Micro-Influencer Study

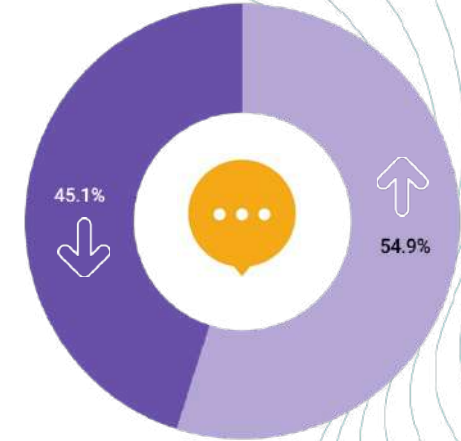
GEN X - Goal as an influencer



GEN Y (Millennials) - Goal as an influencer



GEN Z - Goal as an influencer



● To do it as a side gig that supplements my full-time job ● To be a full-time content creator ● To do it as a side gig that supplements my full-time job ● To be a full-time content creator ● To do it as a side gig that supplements my full-time job ● To be a full-time content creator

Gen Z shows the steepest drop in their aspirations to become full-time influencers, dropping from 60.7% in 2018 to 45.1% in 2019. Other age groups show slight declines.

A group of five young adults, three women and two men, are gathered outdoors, smiling and looking at a tablet held by one of the women. They are dressed in casual, trendy clothing. The background shows a blurred outdoor setting with a railing and some foliage.

2019 Global Micro-Influencer Study

KEY LEARNINGS

3 out of 4 influencers

choose Instagram as their preferred social media network for brand-sponsored collaborations.

As their second choice, male influencers prefer Twitter and female influencers prefer Facebook. 4th is YouTube and 5th LinkedIn.



2019 Global Micro-Influencer Study

KEY LEARNINGS

39.5% believe their work is **recognized** vs. 34.2% in 2018, indicating an increase in confidence in their roles as influencers.

44.3% of influencers aspire to work full-time as content creators.

2019 Global Micro-Influencer Study

KEY LEARNINGS

71% of influencers


believe value alignment and relevancy are the two most important factors to consider when partnering with brands.


85% of influencers


state that buying followers is the most unethical practice.



SOCIALPUBLI

 socialpubliEN

 socialpubli

 socialpubli

Contact:
ismael@socialpubli.com

SPAIN · USA · PORTUGAL · PERU · COLOMBIA · MEXICO · ITALY