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2019 Influencer Marketing Report: A Marketer's Perspective

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Why a study of influencer marketing as viewed by marketers?

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Why a study of influencer marketing as viewed by marketers?

The influencer marketing industry is poised to reach between \$5 billion and \$10 billion by 2022.*

As more businesses continue to incorporate influencers into their marketing plans, it is imperative for marketing professionals to stay informed and keep up with the latest developments and trends.

At SocialPubli.com, we've been doing influencer marketing for the past three years and after having completed over 2,000 campaigns and worked with hundreds of marketers, we wanted to hear what they had to say about the present and future of the influencer marketing industry.

The **2019 Influencer Marketing Report** uncovers the current state of influencer marketing as viewed by marketing, communications and public relations professionals.





2019 Influencer Marketing Report: A Marketer's Perspective



METHODOLOGY

Who We Talked To



LLORENTE & CUENCA



**Kalimanita
Agency**
Ser Innovador y Creativo

We spoke with 150 consumer-facing digital marketing professionals (Advertising, Public Relations, Digital Media, and Branding).

75% of them launched at least one campaign on our platform during 2018 and 25% are other professionals from brands and agencies.

Surveyed marketers come from the United States, Spain, Portugal, Colombia, Mexico and Peru, geographical locations where SocialPubli.com has commercial departments.



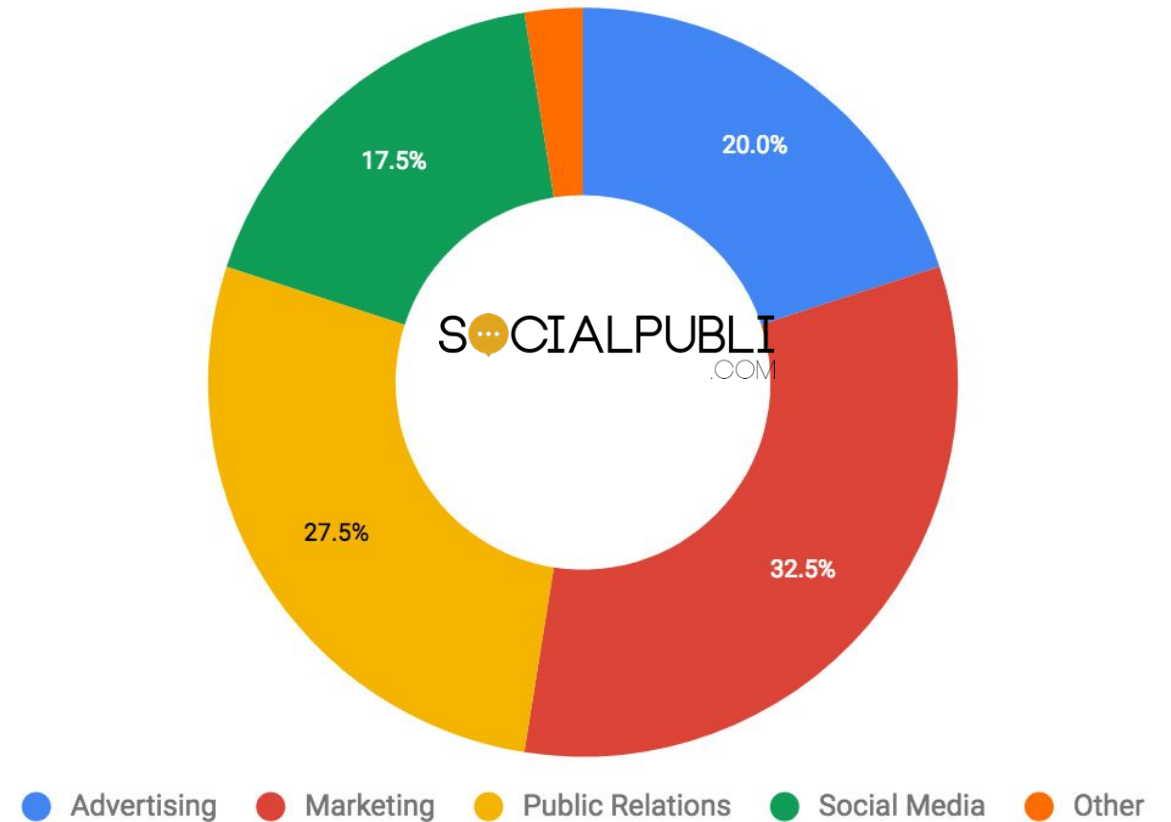
Who We Talked To

What area do you work in?

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The terms "marketer" and "marketing professional" are used interchangeably throughout this report to describe the entire group of survey respondents.

Participants come from a variety of disciplines and usually work with digital tools and marketplaces like [SocialPubli.com](https://socialpubli.com).



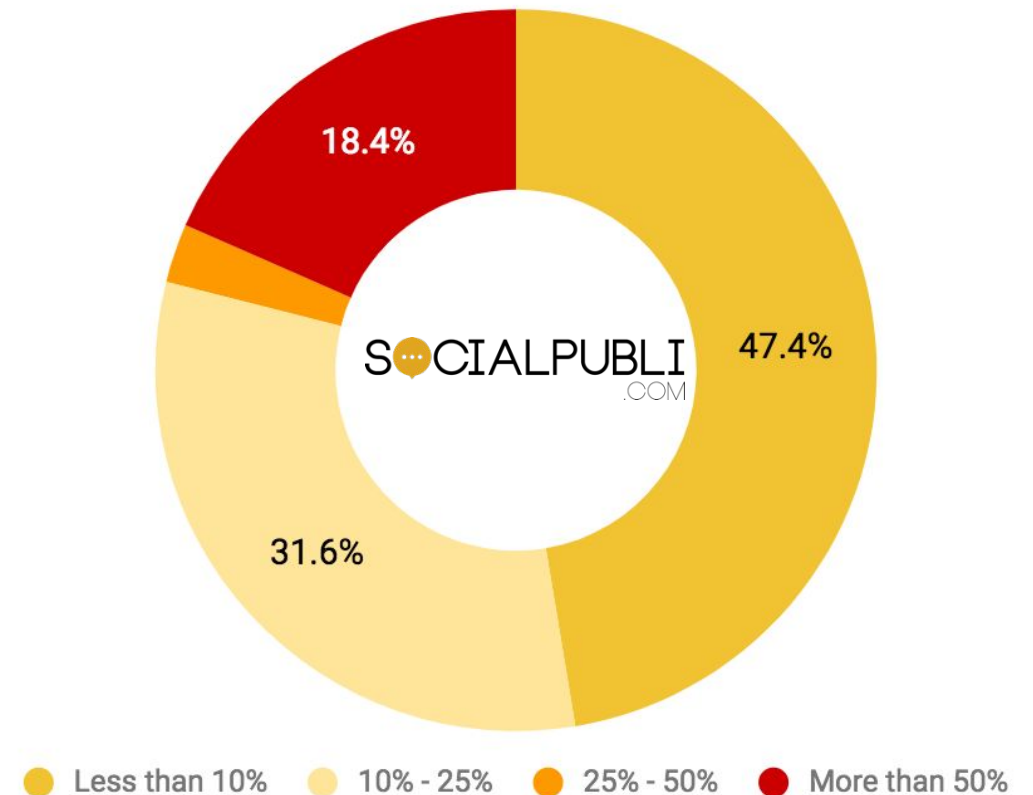
Who We Talked To

What percentage of your overall marketing budget is designated to influencer marketing?

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Influencer marketing has become an integral part of the marketing mix for brands interested in reaching new audiences on social media.

52.6% of respondents allocate at least 10 percent of their budgets to influencer marketing. Of these, 31.6% dedicate 10 - 25 percent of the budget and 18.4% dedicate more than 50 percent.



Who We Talked To

How long have you been using influencer marketing as part of your marketing strategy ?

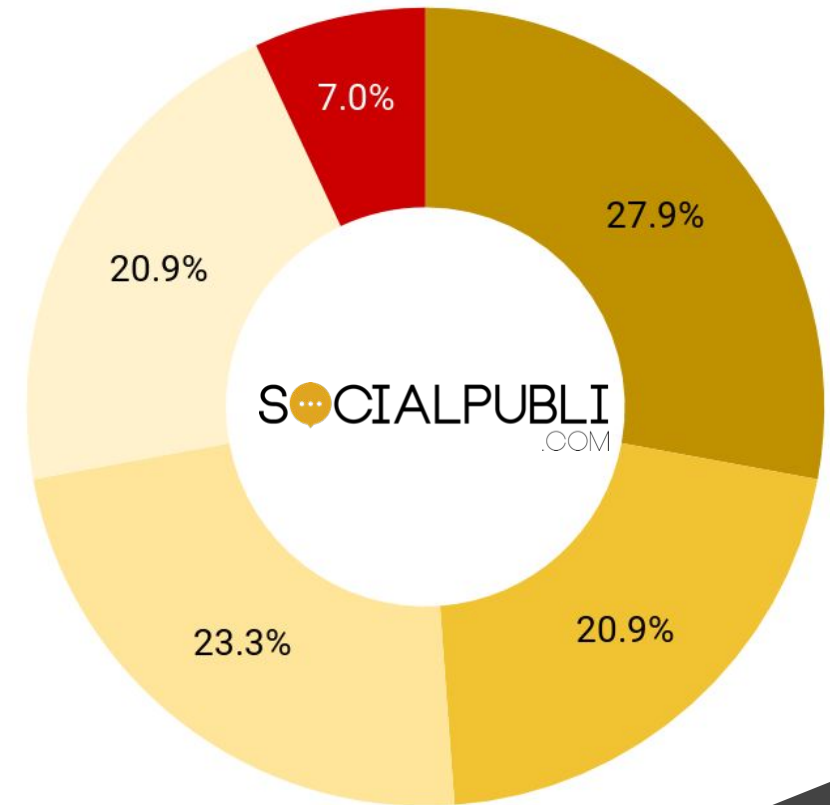
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- More than 3 years
- 2-3 years
- 1-2 years
- Less than a year
- I never have

93% of the marketers surveyed use influencer marketing.

The vast majority of them (72%) have been using influencer marketing for more than 1 year.

The industry has matured and close to a third of marketers have been using influencer marketing for more than 3 years.



Who We Talked To

How often do you use influencer marketing ?

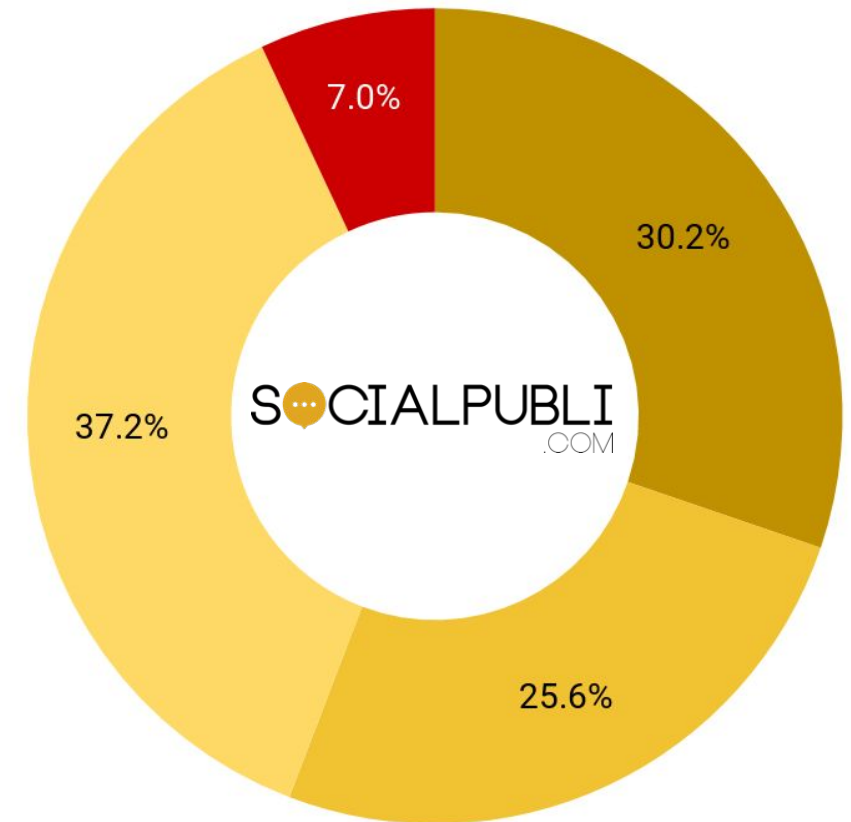
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- It is an "always-on" strategy
- Frequently
- Only during special occasions
- I have never used it

55.8% of the marketing professionals surveyed regularly use influencer marketing.

For 30.2% of them, it is an "always-on" strategy.

25.6% of marketers use it periodically and 37.2% occasionally.



**INFLUENCER
MARKETING**

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**WORD OF MOUTH
AT SCALE**



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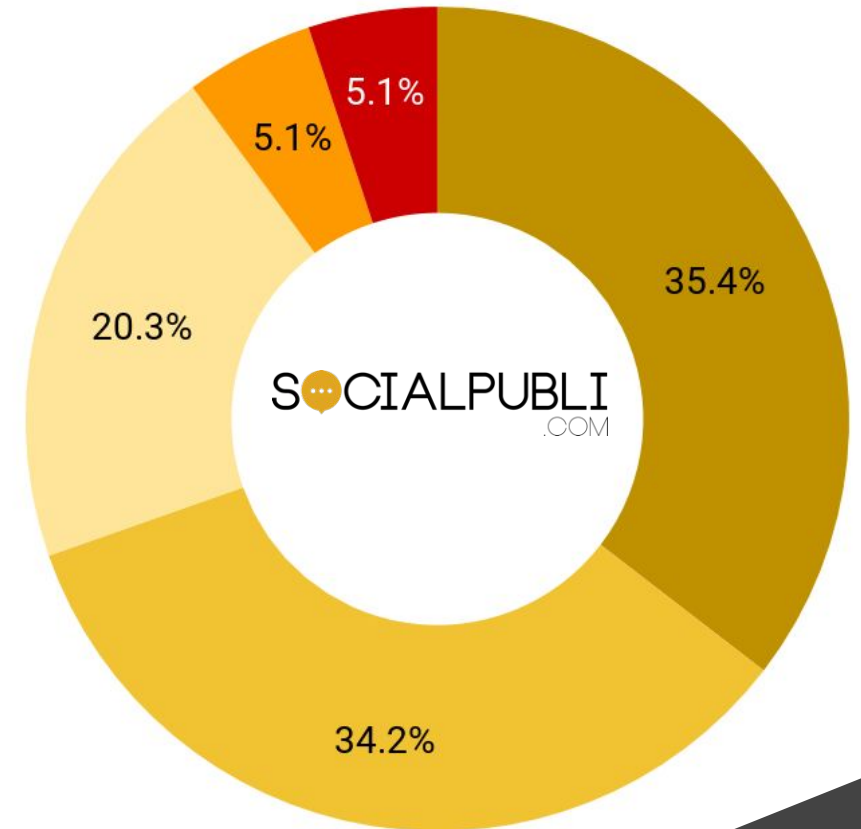
In which of the following types of situations do you collaborate with influencers the most?

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- Content promotion
- Product launches
- Events
- Corporate announcements
- Crisis management

The majority of respondents engage influencers for content promotion purposes, to support product launches and attend brand events.

Collaborating with influencers for corporate announcements and crisis management is significantly less popular as these scenarios are typically handled through traditional communication channels.



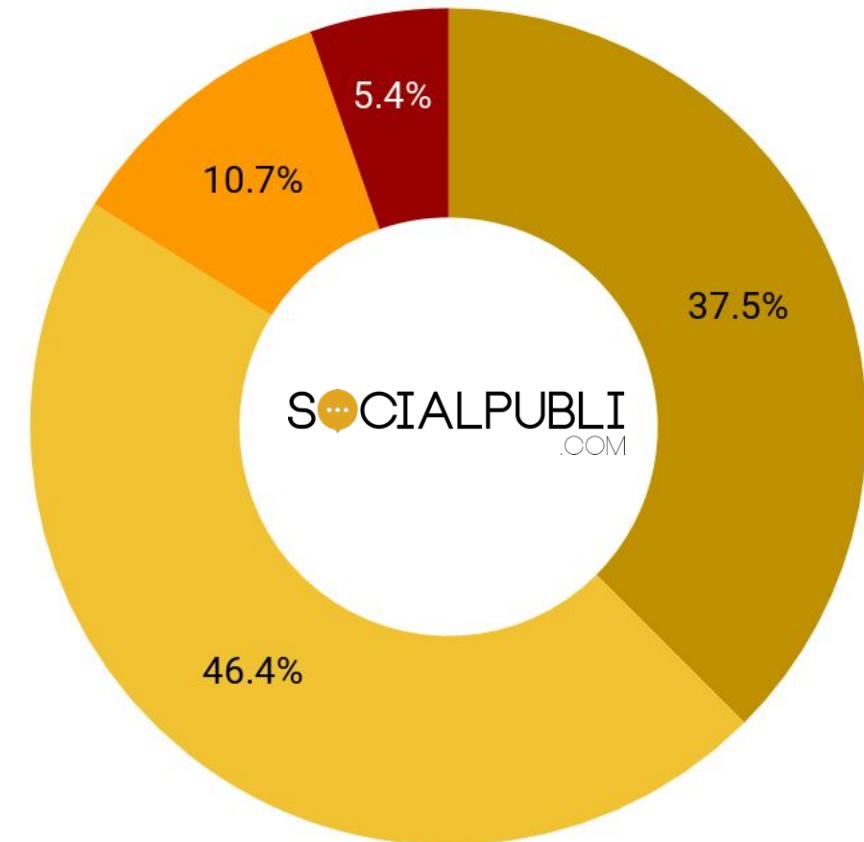
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Is influencer marketing effective?

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- Highly effective
- Effective
- Somewhat effective
- Not effective



There is no doubt.

84% of marketing professionals believe that influencer marketing is effective.

It is not a fad. Influencer marketing works and it is becoming its own media channel as marketers increasingly view it as an integral part of the marketing mix.

In it, marketers have found an effective way to connect with consumers on social media, organically and at scale.



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In today's rapidly evolving online environment, digital marketers are employing a wide array of marketing tools to keep in touch with their target audience.

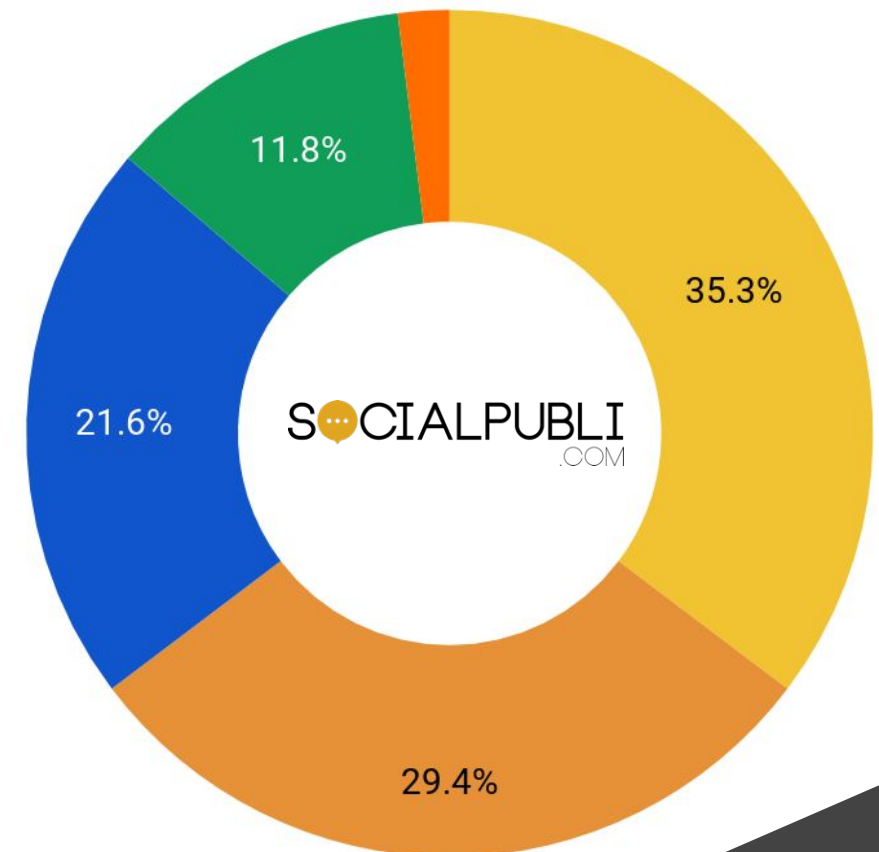
We asked marketers to select the marketing channel they believe delivers the biggest impact on ROI.

Influencer marketing was their #1 choice, followed by SEO and social ads.

Which digital marketing strategy has the best ROI?

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- Influencer marketing
- SEO
- Social Ads
- SEM
- Email marketing



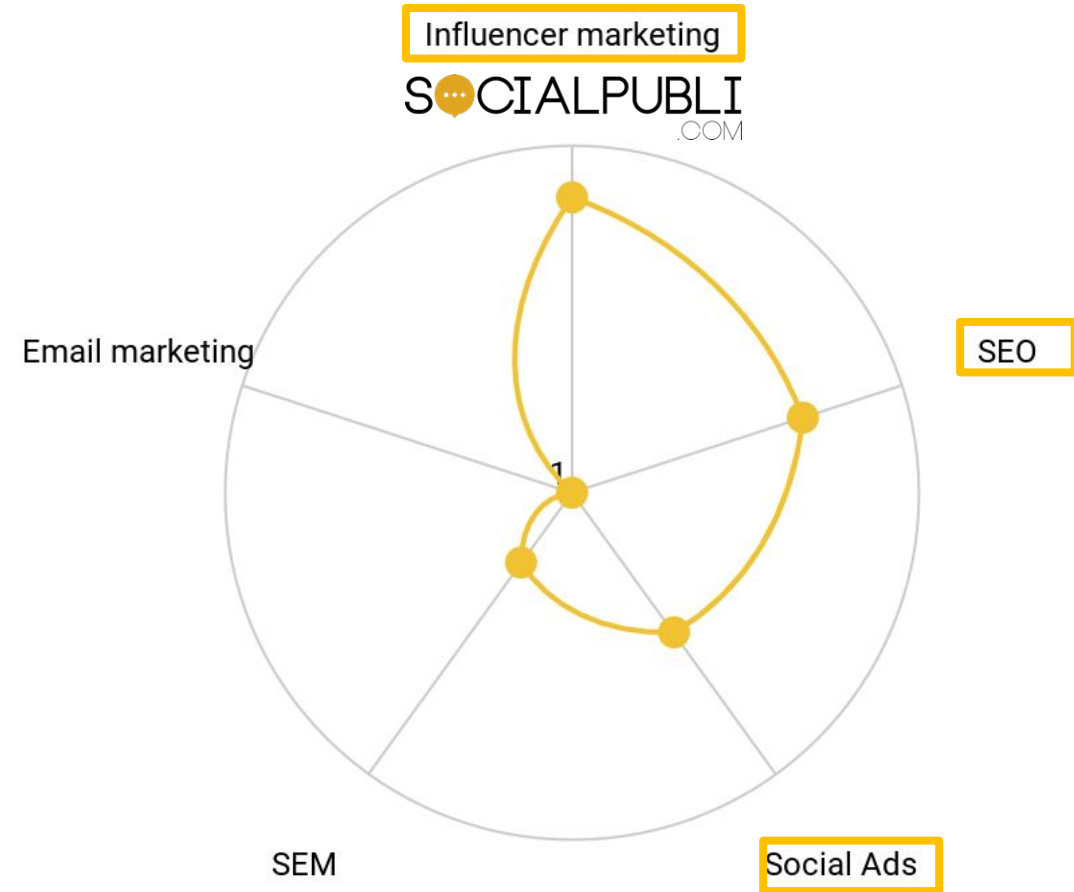
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Which digital marketing strategy has the best ROI?

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For marketers, positioning the brand and communicating its messages through influencers, online advertising, social media ads and SEM options or programmatic is the best mix for a successful digital marketing strategy.



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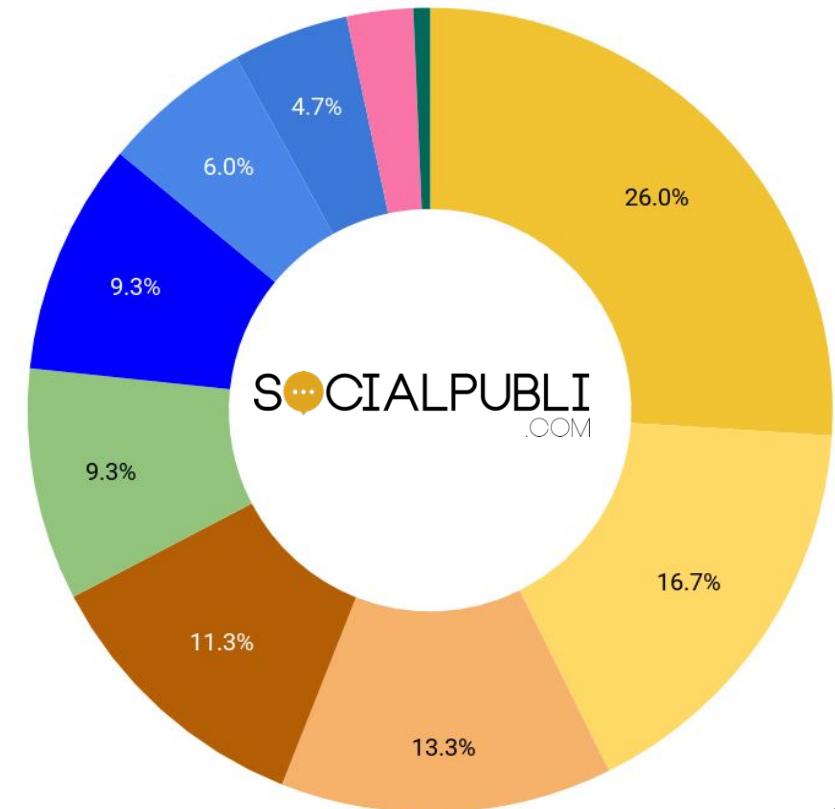
The majority of marketers turn to influencers to increase brand awareness but a good number of respondents understand that the value of working with influencers transcends the campaigns.

Trailing closely behind are those marketers who leverage influencer marketing to drive brand engagement, reach new audiences and generate user-generated content for the brand.

What are your main objectives for using influencer marketing?

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- Increase brand awareness
- Drive engagement with my brand
- Reach new targeted audiences
- Generate authentic content about my brand
- Improve my brand's reputation
- Generate sales
- Drive traffic to my website
- Improve my brand's SEO
- Expand my brand's social media presence
- Other



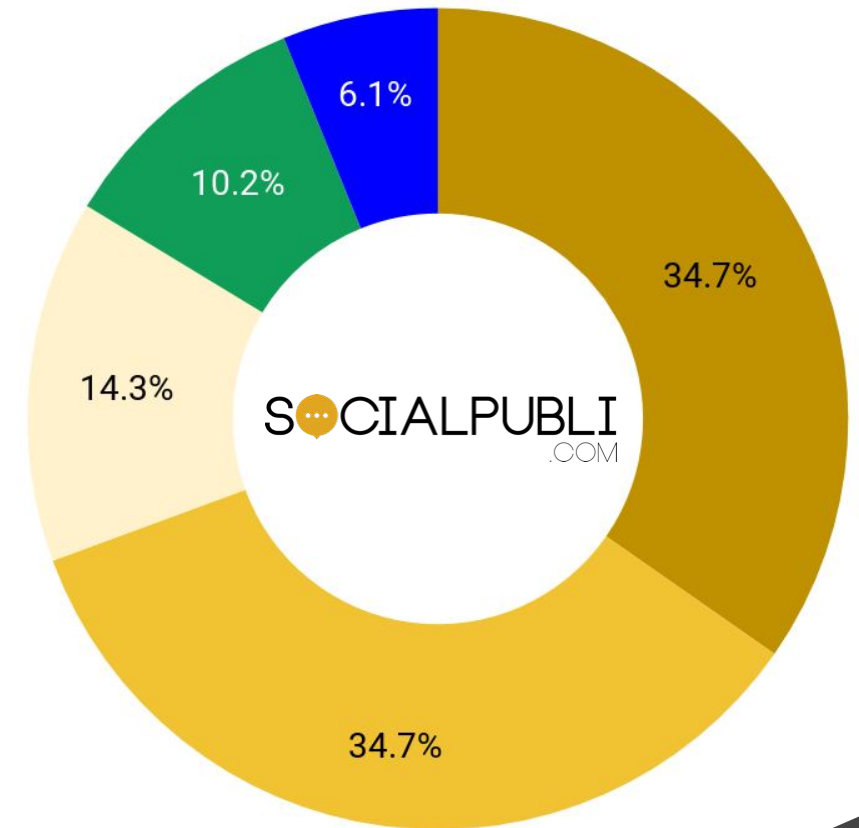
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What do you see as the most important benefit of influencer marketing?

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- Effectively reaches my target audience
- Builds trust and credibility
- Boosts content engagement
- Improves my brand's reputation
- Drives sales



Effectively reaching the brand's target audience and building trust and credibility are seen as the top benefits of collaborating with influencers.

Essentially, what marketers value the most is the opportunity to connect to consumers in an authentic and trustworthy way by leveraging the unique and close relationship between the influencer and his/her followers.



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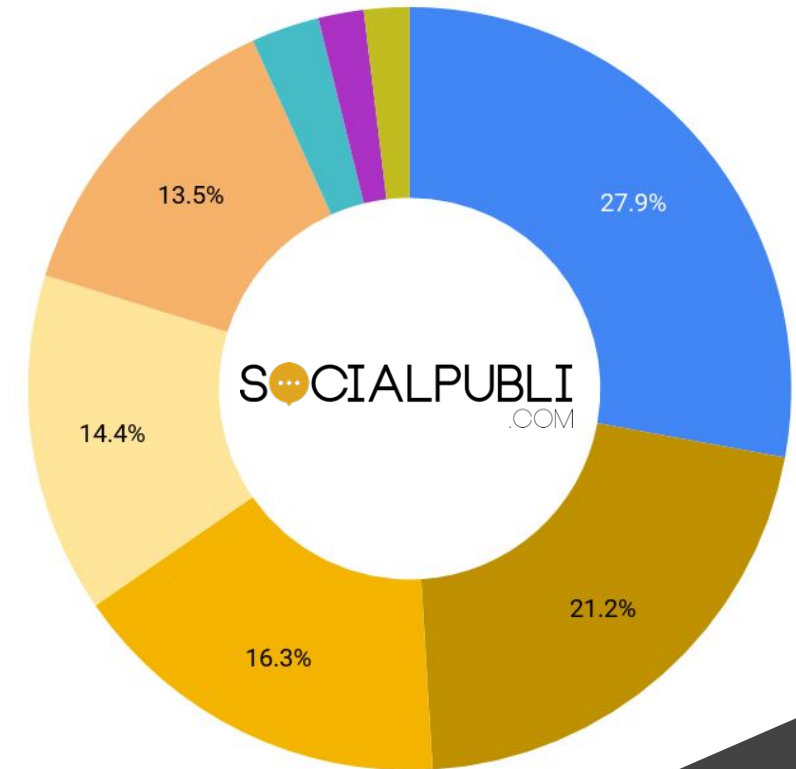
What do you think are the biggest challenges for influencer marketing in 2019?

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Results show a combination of multiple pain points for marketers, although, measuring campaign ROI and verifying the authenticity of influencers and their followers rise to the top as the main challenges for 2019.

Fake followers is undoubtedly a popular talking point right now and an important issue for marketers to address as they move forward with more robust influencer marketing campaigns.

- Measuring the ROI of my influencer marketing campaigns
- Verifying the authenticity of influencers and their followers
- Finding the most relevant influencers for my brand
- Ensuring content's visibility amidst the constant changes in social media algorithms
- Determining the type and amount of compensation to provide influencers
- Negotiating the contract terms and complying with legal guidelines
- The amount of time it takes to create and execute campaigns
- Other



INFLUENCERS: AS VIEWED BY MARKETERS

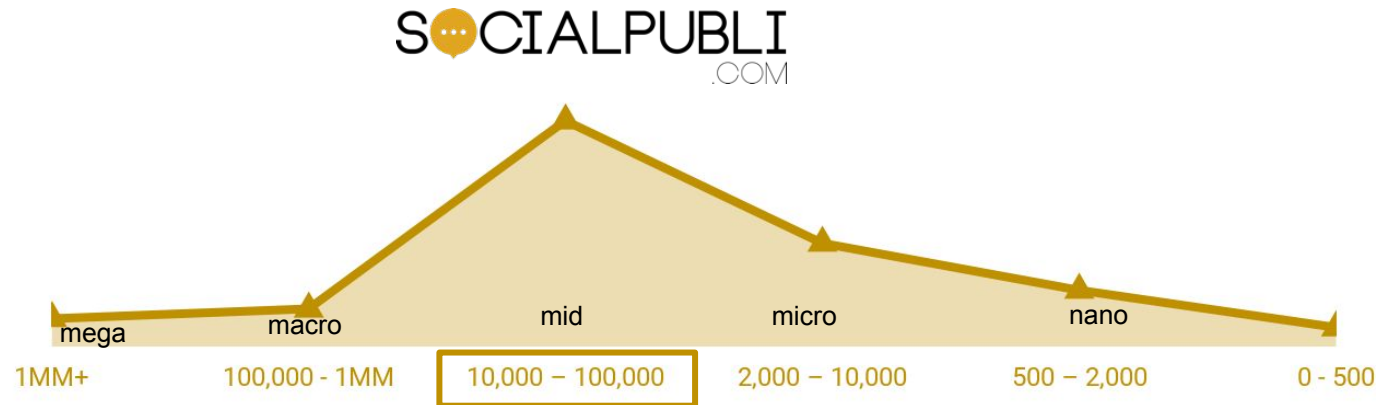


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What do you think is the ideal follower range for an influencer, considering follower count impact on engagement rate ?

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In 2015, when we started doing marketing campaigns with influencers, marketers only relied on celebrities or mega influencers.

Nowadays, marketers are more inclined to choose a macro, mid and micro combination as they consider both reach and engagement as key factors in their ideal influencer mix.

Studies have repeatedly shown the negative correlation between following size and engagement. Preferences have, therefore, changed favoring influencers with more modest audiences.

In this small but mighty category, engagement is king. As our [2018 Global Micro-Influencer Study](#) revealed, micro-influencers have 7x more engagement than influencers with larger followings.



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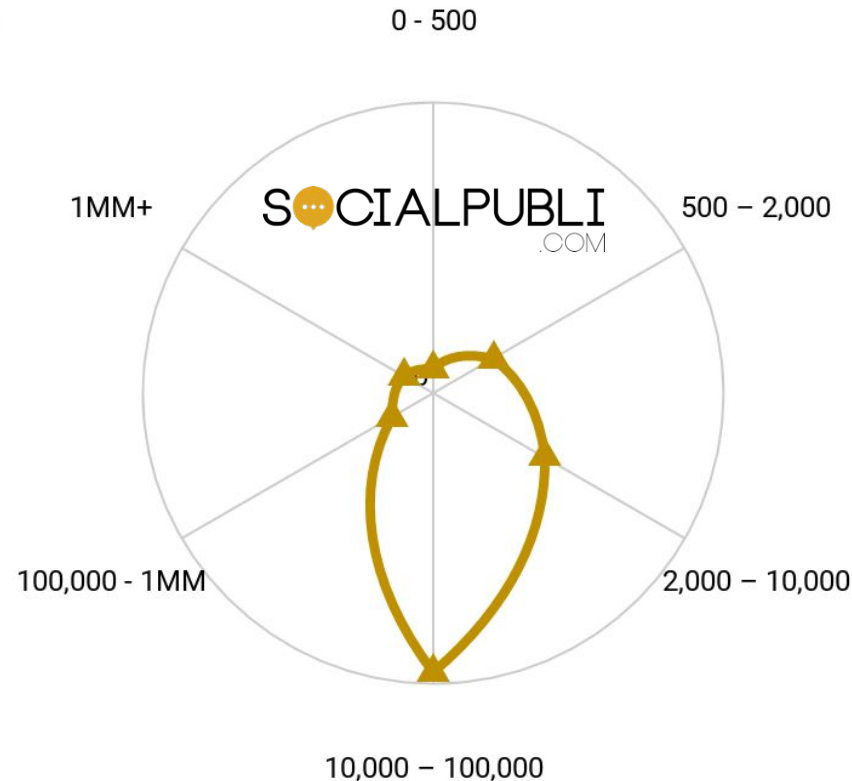
What do you think is the ideal follower range for an influencer, considering follower count impact on engagement rate?

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Marketers' target has been moving in recent years from top influencers to mid and micro-influencers.

Our survey's results reflect a shift that is happening before our eyes. Influence is no longer seen as being synonymous to popularity. Instead, marketers are opting for smaller influencers who can deliver on the metrics that matter.

Given the current market landscape, our prediction is that this shift will become even more pronounced over the coming years with the rise of micro-influencers and nano-influencers.



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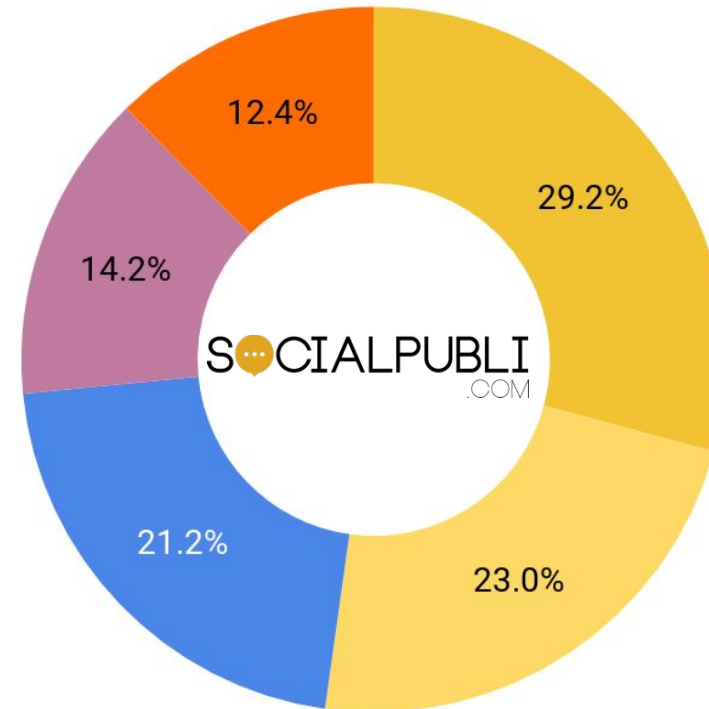
What are the top factors that you take into consideration when selecting influencers for your campaigns?

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More than half of marketers reported engagement rate and content quality as their top considerations when picking influencers for campaigns.

They are looking for those influencers who drive genuine conversations and who can best represent the brand by producing content that aligns with the brand's voice and personality.

Results reflect the rising trend of working with smaller influencers as reach and audience size are relegated to the third and fourth spots.



● Engagement rate ● Content quality ● Reach ● Audience size and social following ● Cost of influencer



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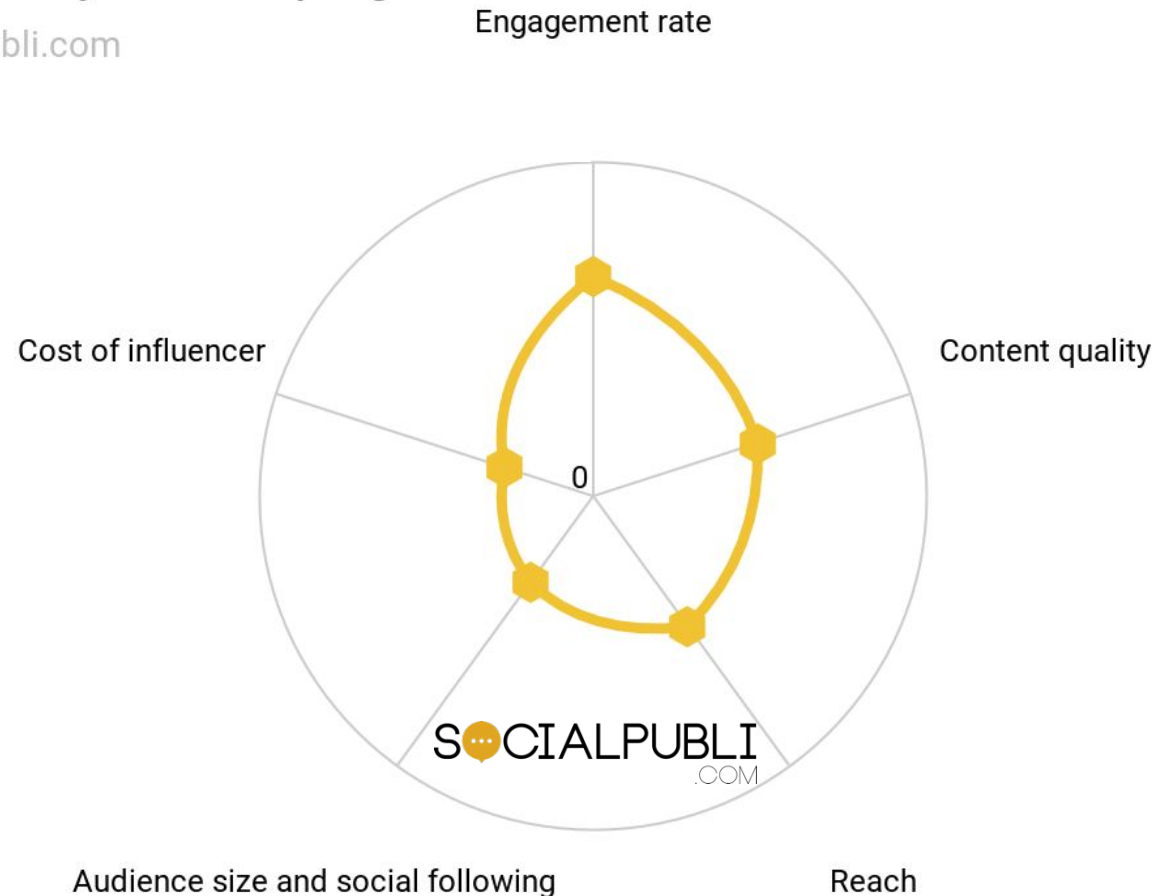
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What are the top factors that you take into consideration when selecting influencers for your campaigns?

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Quality is more important than quantity.

This is a direct indicator of the maturity of the market as marketing professionals view the content's quality and rate of engagement as the most desirable attributes in influencers.



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Instagram is marketers' favorite social media network for influencer marketing campaigns.

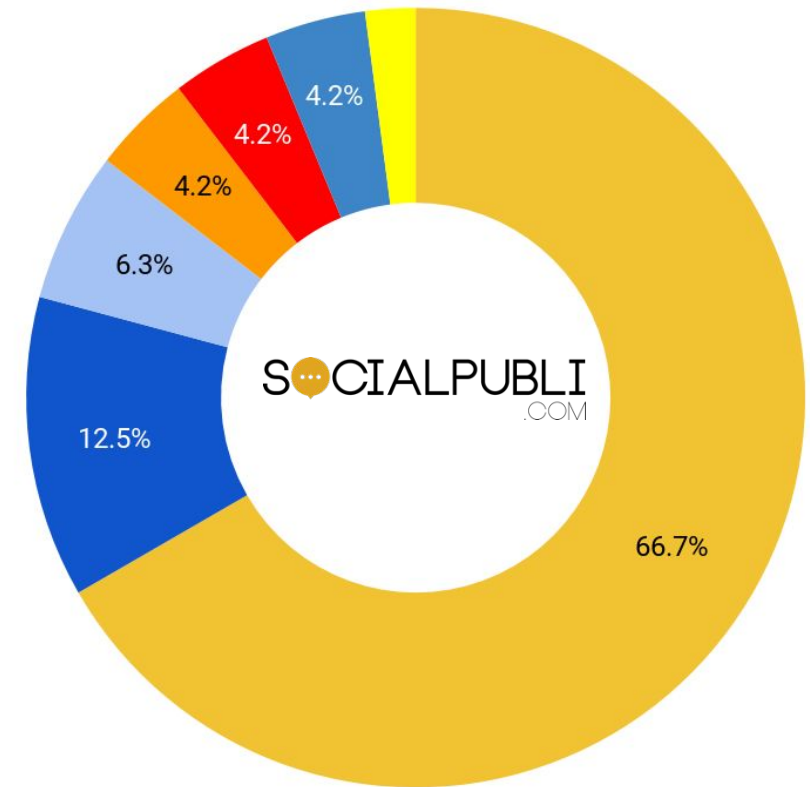
This is no surprise as Instagram has been dominating the influencer marketing landscape for some time.

Factors like its mobile and visual nature, its intuitive content searching and discovery capabilities and the rising popularity of Instagram Stories, have helped in catapulting the platform to the top of the engagement metric ranks.

Which platform do you prefer for influencer marketing campaigns?

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- Instagram
- Facebook
- Twitter
- Blogs
- Youtube
- LinkedIn
- Snapchat



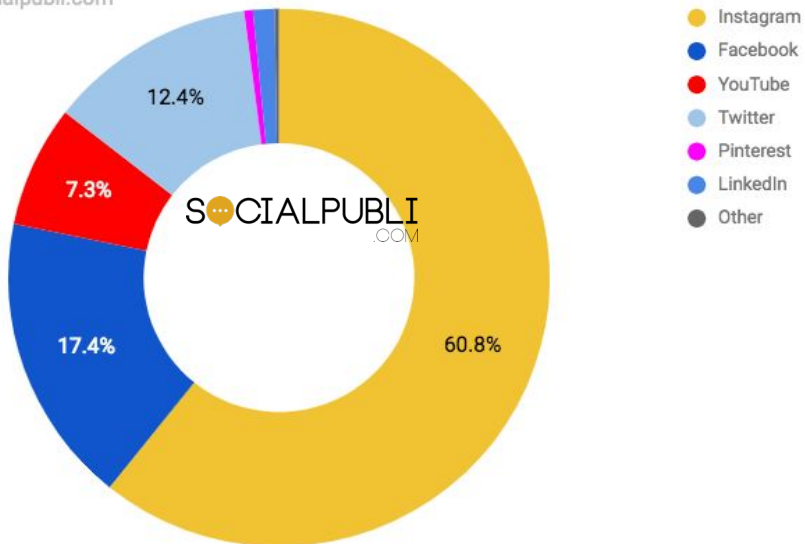
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Instagram is not only marketers' preferred platform, but the most used and popular platform among influencers.

Favorite social network as an influencer

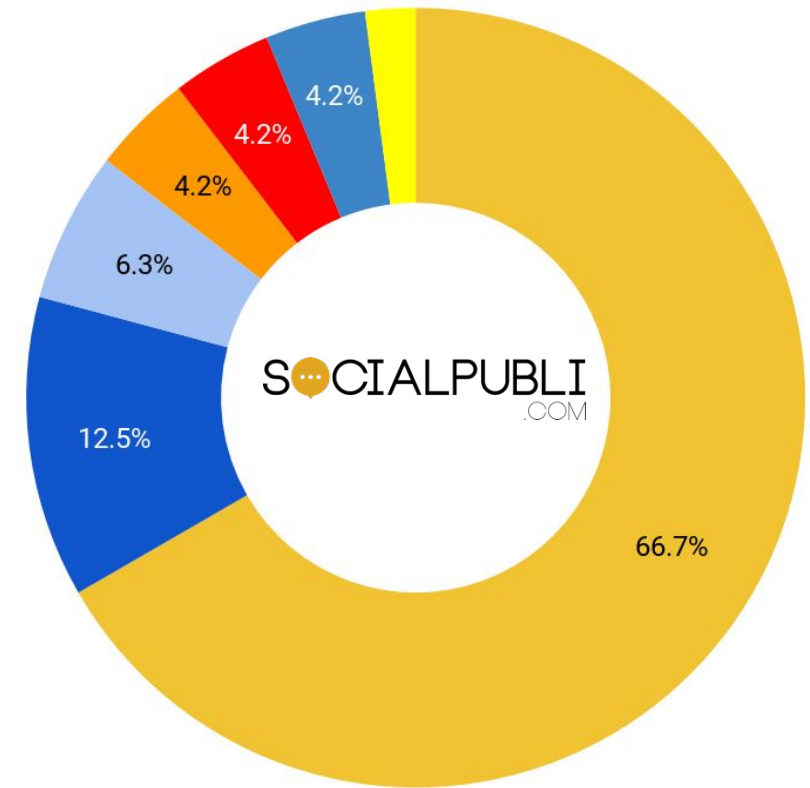
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Which platform do you prefer for influencer marketing campaigns?

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- Instagram
- Facebook
- Twitter
- Blogs
- Youtube
- LinkedIn
- Snapchat



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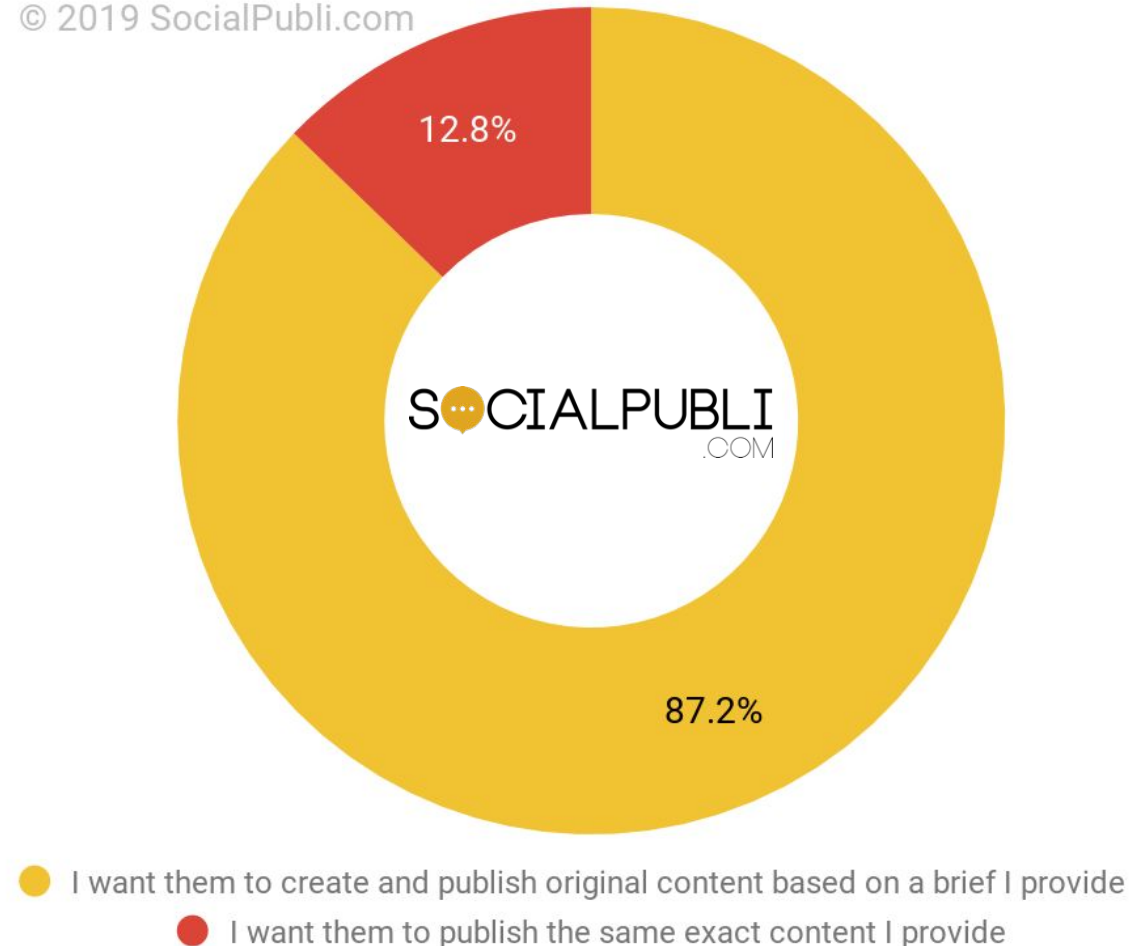
Authenticity is key to a successful influencer marketing campaign.

While 12.8% of marketers still use influencers to distribute branded content, a whopping 87.2% see original, custom content as the real opportunity for brands.

Influencers are a great source of authentic, cost-effective and engaging content that marketers can then repurpose through multiple marketing channels.

When an influencer posts content about you, what do you prefer?

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A picture is worth a thousand words and a video always communicates better.

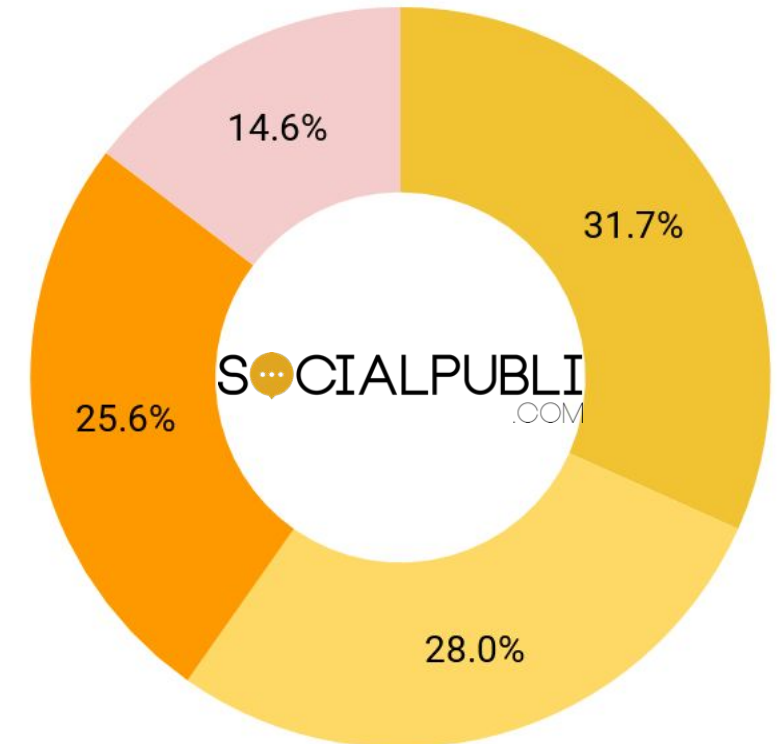
The majority of marketers prefer some form of visual content. After all, visual content is more engaging and has been shown to have better consumer recall boosting online brand recognition.

1 out of 4 marketers seek product reviews and 1 in 7 look for interactive posts such as polls.

This last category is having a bit of a resurgence after being incorporated as new features on Instagram Stories and Facebook.

What type of content do you prefer influencers to post about your brand/product ?

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● Video ● Product picture ● Product review
● Interactive posts such as polls



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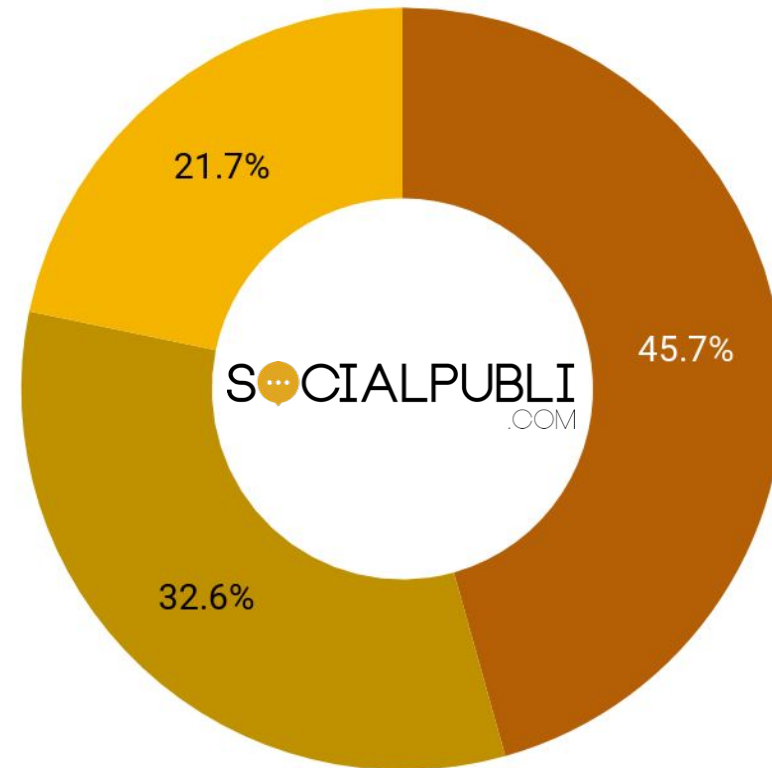
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How do you manage your influencer marketing campaigns?

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The number of influencer marketing platforms, tools and technology available has increased exponentially during the past several years. Of those marketers who participated in our survey, 54.3% are outsourcing the management of their campaigns to help alleviate some of the challenges associated with working with influencers.

45.7% of respondents, on the other hand, are operating their influencer marketing manually.



● In-house ● I use a self-service platform ● I outsource influencer marketing to an agency



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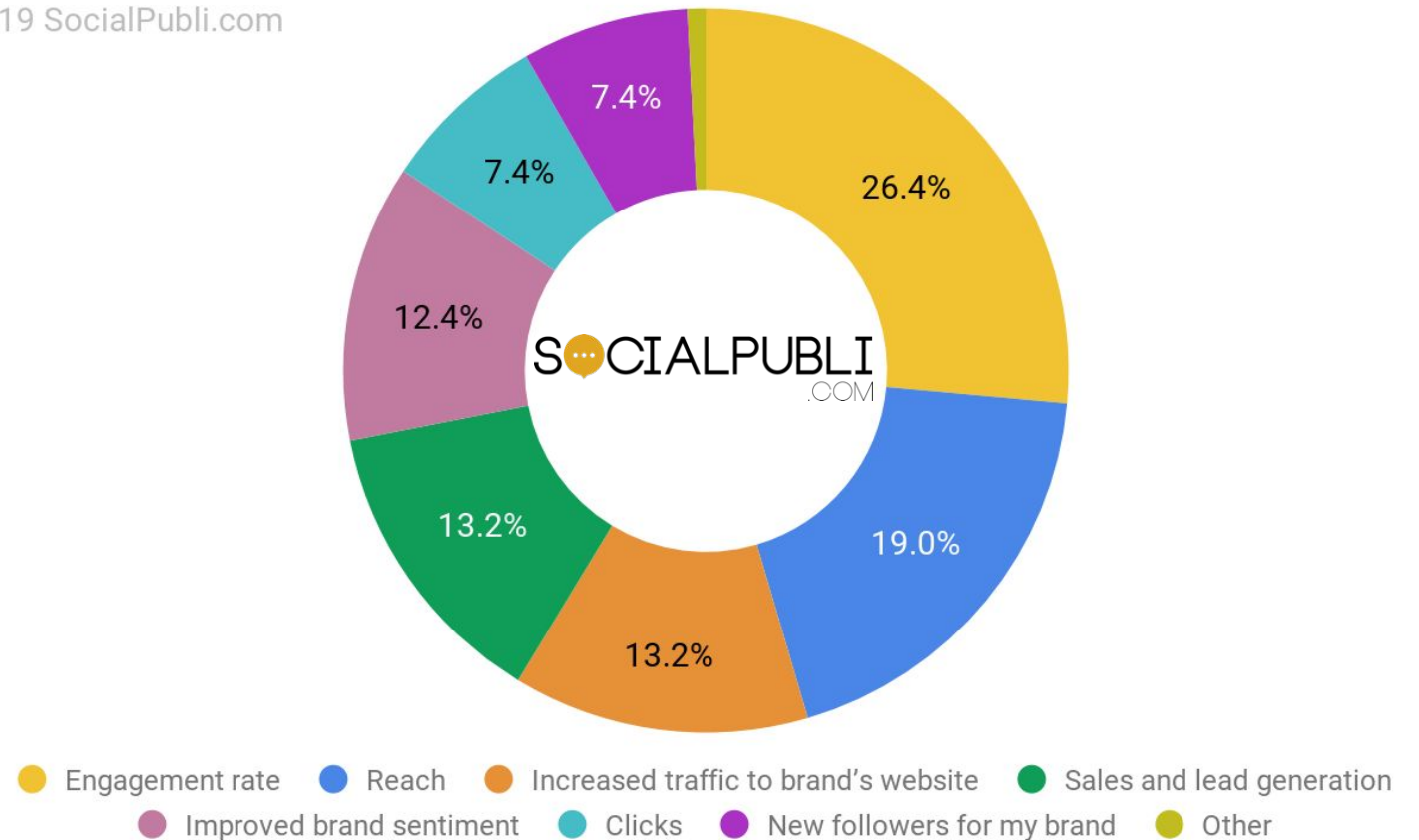
How do you measure the success of your influencer marketing campaigns?

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Results for marketers' top campaign performance indicators are quite balanced demonstrating that the industry is evolving towards the use of more tangible KPIs.

The top three metrics (engagement, reach and website traffic) are closely related to the awareness stage, cited as marketers' top objective when using influencer marketing.

One thing to note is that there's a slight disconnect when it comes to sales as only 9.3% of marketers mentioned it as a goal but 13.2% cite it as a measure of success.



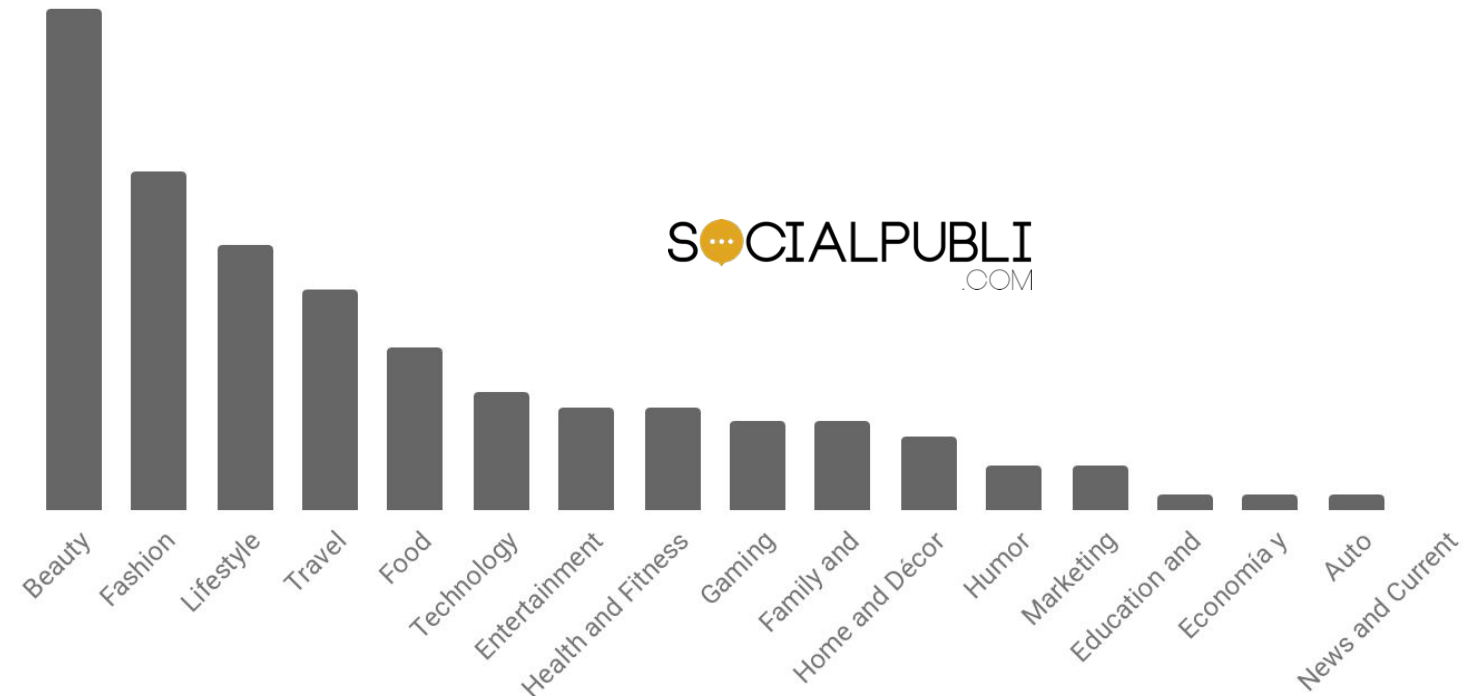
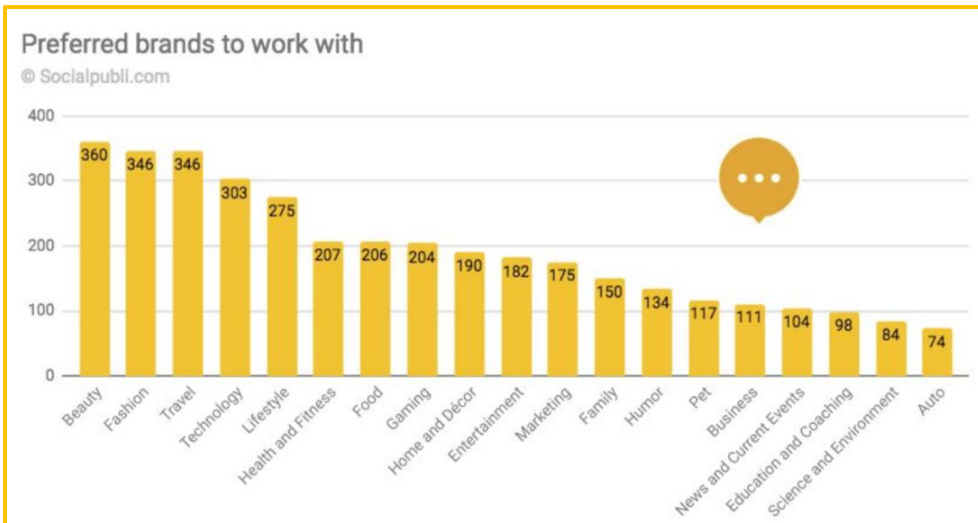
INFLUENCE BY CATEGORY



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Which industries/niches do you think are the most advanced and experienced in doing influencer marketing?

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Source: [2018 Global Micro-Influencers Study](#)

Beauty, fashion and lifestyle, followed by travel and food, are the most developed sectors in influencer marketing, according to the marketers surveyed.

When we take a look at data from our [2018 Global Micro-Influencer Study](#) we see that beauty, fashion and travel are also influencers' preferred brands to work with which shows a direct connection between the brand's experience in the industry and influencer satisfaction.

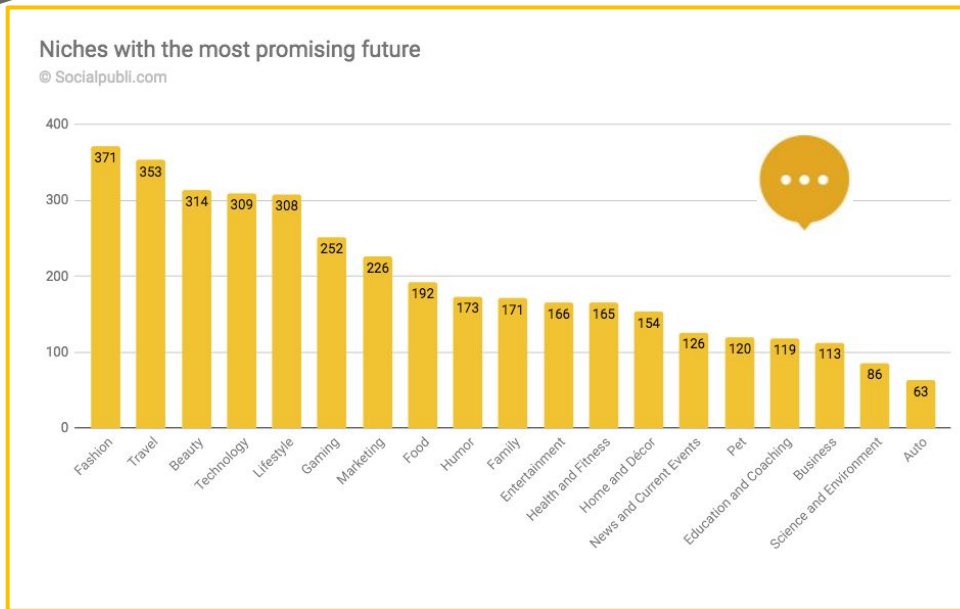


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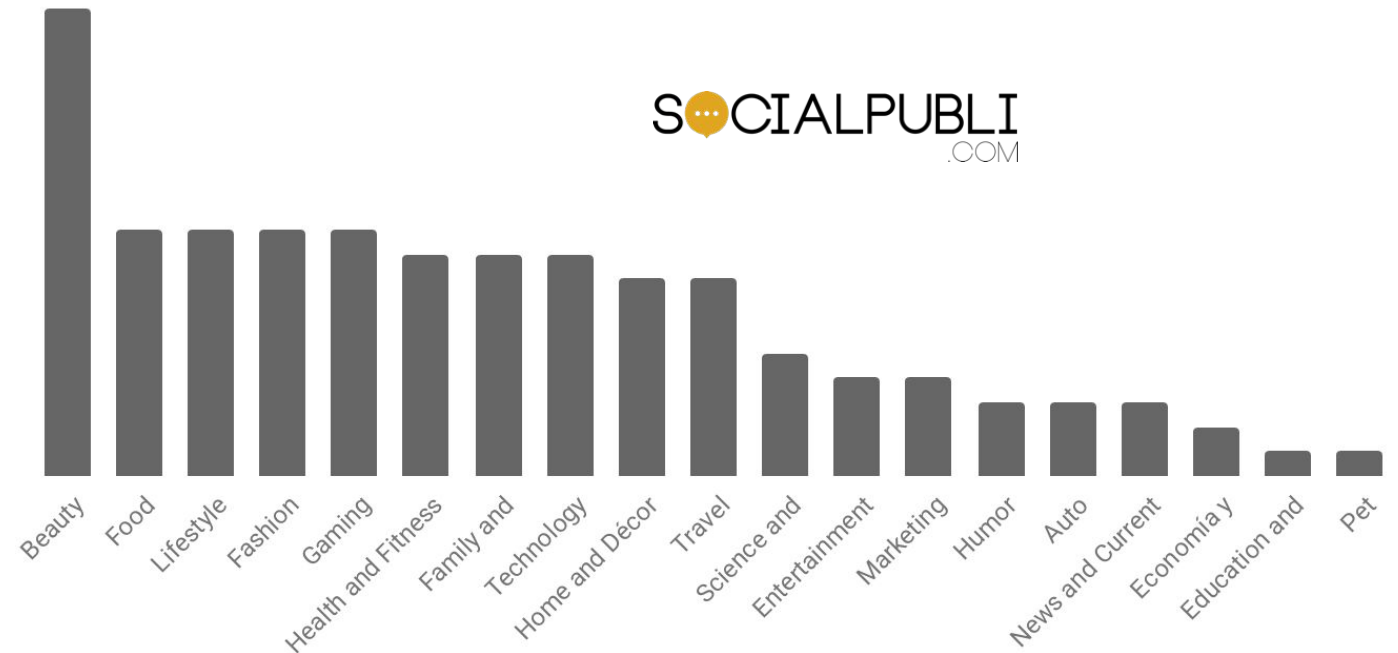
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In which industries/niches does influencer marketing have the most potential?

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Source: [2018 Global Micro-Influencers Study](#)



When it comes to the industries with the most potential in influencer marketing, influencers' perceptions differ slightly from those of marketers, but not by much. Beauty, fashion and lifestyle continue to appear in the top five for both groups surveyed.



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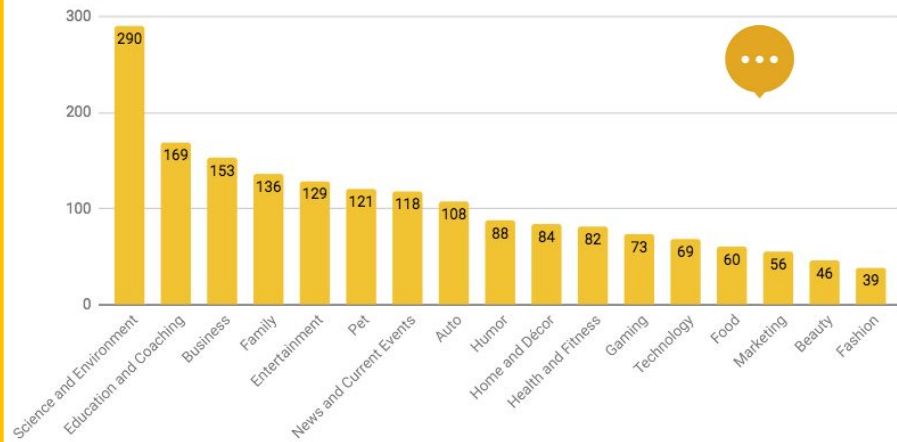
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In which industry/niche is influencer marketing least developed?

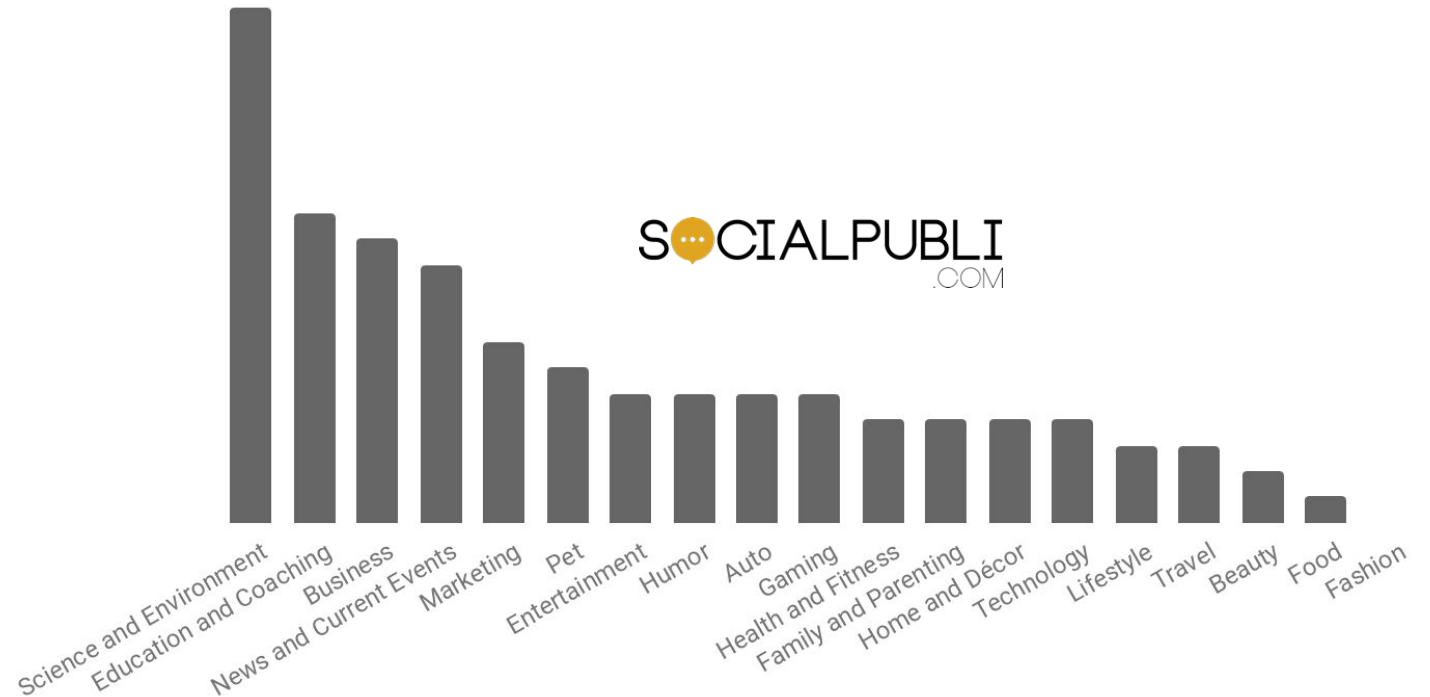
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Least developed niches within influencer marketing

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Source: [2018 Global Micro-Influencers Study](#)



When it comes to the least developed niches in influencer marketing, marketers and influencers are in complete agreement.

Science and environment followed by education and coaching and business are the top three sectors where influencer marketing is least common.



A LOOK AHEAD: INFLUENCER MARKETING IN 2019



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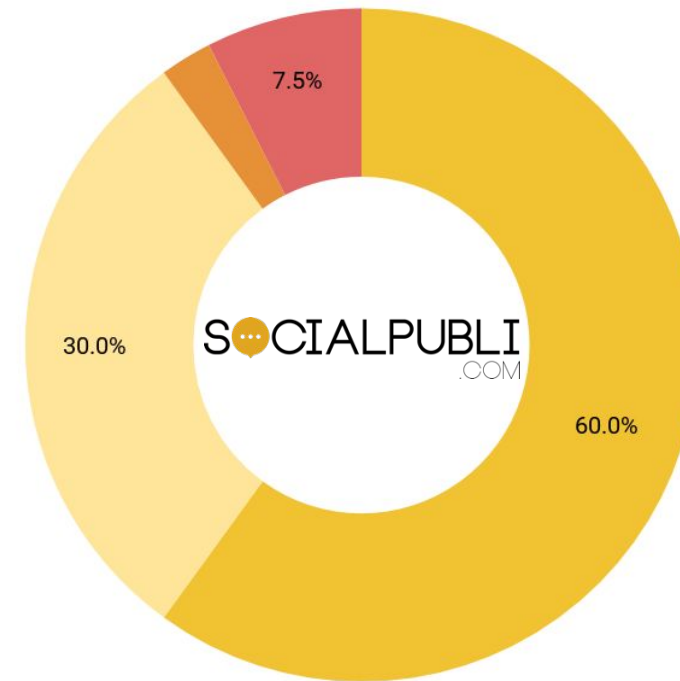
What does your investment in influencer marketing look like for 2019?

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90% of marketers plan to increase or maintain their influencer marketing budget in 2019.

60% of marketers are so satisfied with influencer marketing that they plan to increase their budget this year. And only 2.5% expect to decrease their investment.

This shows that influencer marketing is no longer just another trend. It has become a permanent part of the highly dynamic marketing mix that has become the new standard.



- I plan to increase it
- I plan to keep it the same
- I plan to reduce it
- I do not plan to invest in influencer marketing



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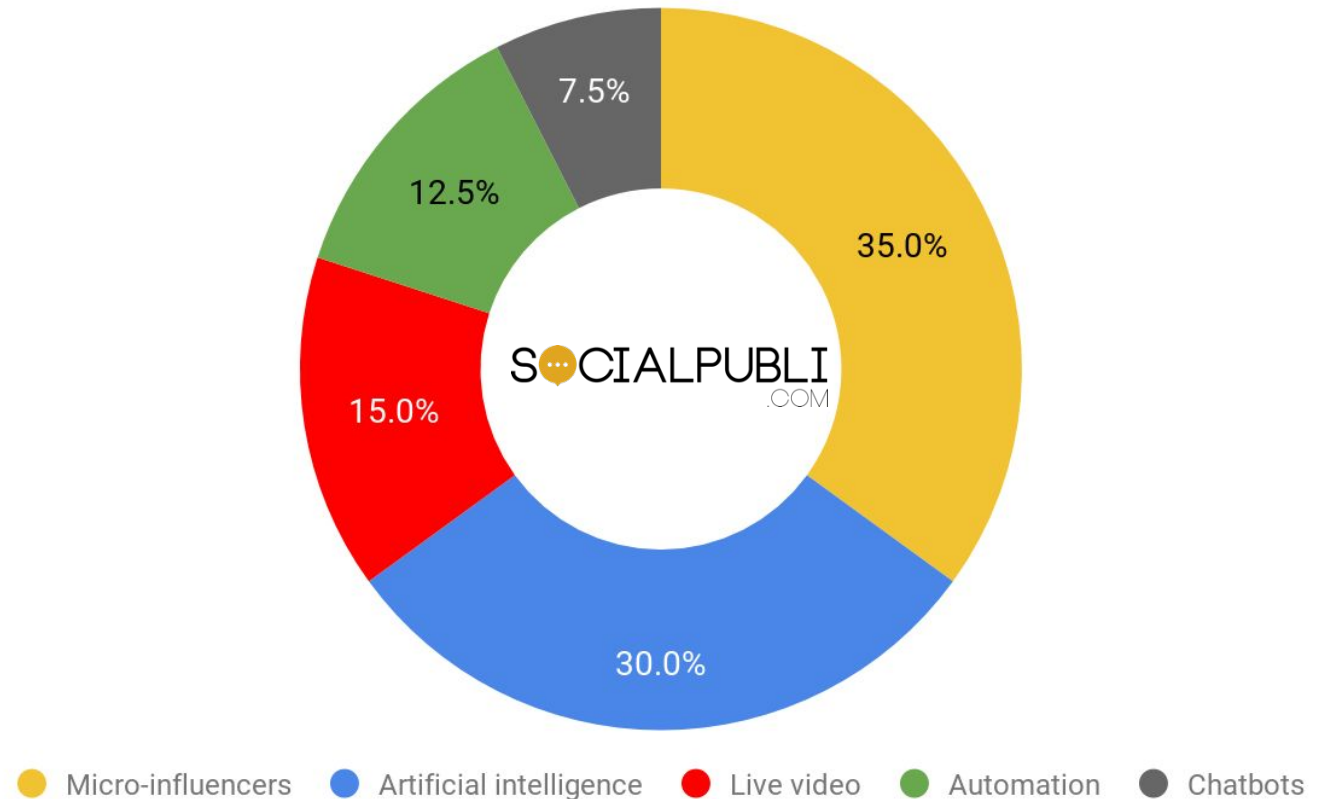
What do you think will be the biggest trend in marketing?

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As we announced in our [2018 Global Micro-Influencer Study](#), these influential marketing players will be the top trend in 2019.

Marketers also see artificial intelligence as a standout trend followed by live video, marketing automation and chatbots.

In general, all of these elements are expected to play an important role in digital marketing moving forward as more high-tech solutions are being incorporated to reach consumers.



CONCLUSIONS



93% of marketers claim to have used influencer marketing as part of their marketing strategy.

84% of marketers believe that influencer marketing is effective.

72% of marketers have been using influencer marketing for more than 1 year.

56% use influencer marketing on a regular basis.



90% plan to maintain or increase their influencer marketing budget in 2019.

66% selected Instagram as their favorite social network for influencer marketing.

87% of marketers prefer influencers to publish original content.

54% of marketers prefer to outsource the management of influencers with agencies or expert platforms.

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About us:



Self-serve micro-influencer discovery and campaign management platform where brands and agencies can create and configure their own campaigns in less than 10 minutes.

2,000+ campaigns completed to-date.

100,000 registered users across 35 different countries with an audience of more than one billion people.

Real-time analytics and performance metrics to optimize and pivot as you go.

6 social networks and platforms available:

Instagram, Facebook, Twitter, Youtube, LinkedIn and Blogs.

"Best Influencer Agency" at eAwards 2017 & 2018

"International Best New Bussiness 2016"

Miami Chamber of Commerce.



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“If you can influence the leaders,
either with or without their
conscious cooperation,
you automatically influence
the group which they sway”

Edward Bernays

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