

8 Influencer Marketing Statistics that will surprise you

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EXERCISE. ASSESS SECONDARY DATA

Based on “8 Influencer Marketing Statistics that will surprise you“ (n.d.)

<https://digitalmarketinginstitute.com/blog/20-influencer-marketing-statistics-that-will-surprise-you>

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MAIN RESPONSIBILITIES AND TASKS

As social media becomes a more integrated part of our lives, influencer marketing has exploded. People are turning to their favorite Instagram models, Twitter personalities and YouTube stars for advice and recommendations on purchasing decisions.

These influencers are trusted by millions of consumers, and marketers are paying attention. It turns out 86% of them used influencer marketing since last year, and budgets for influencer marketing are skyrocketing.

Social media has given normal people an opportunity to build their own brand through stimulating content and engagement. These new influencers are more relatable than traditional celebrities. Since more people are joining social media networks every day, companies have begun to realize they can leverage these platforms for marketing.

Interest in influencer marketing has only raised, which means a lot of research has been conducted which has produced interesting statistics. So let's take a look at some of the most eye-popping results of these studies. Here are 20 influencer marketing stats that will surprise you.

1) 70% of Teens Trust Influencers More than Traditional Celebrities

It's extremely difficult for brands to build the same level of trust influencers possess, but thanks to influencer marketing that trust is transmitted to your brand. So much so that 4 in 10 millennial subscribers say their favorite influencer understand them better than their friends

Another effect of influencer marketing is that brands don't have to waste resources promoting themselves, and instead use influencers to speak on their behalf and deliver the message they want people to hear and trust.

2) 86% of Women Use Social Media for Purchasing Advice

This statistic should be important to any brand that either has women as their primary target audience or within their scope of ideal customers.

It seems if you want to reach more women and get them to buy your product or service, you need to be present on social media and aware of the influencers that they are interested in. And this behavior is growing as 45% of women claim to be more active on social media than they were just 2 years ago.

When it comes to influencer marketing, over half of women made purchases due to influencer posts with Facebook and Instagram being the preferred platforms. The key to engaging this cohort through influencers is to be genuine and inspirational.

3) 49% of Consumers Depend on Influencer Recommendations

This statistic demonstrates the growing importance of social media influences for brands to connect with their audiences. Not only do 49% of consumers depend on influencer recommendations but 40% had purchased something after seeing it on Twitter, YouTube or Instagram.

If consumers feel confident about an influencer's recommendation, they are more likely to make a purchase. Brands are able to piggyback on the trust of influencers.

4) Influencer Marketing Is the Fastest-Growing Online Customer-Acquisition Method

More brands are hopping on the influencer marketing train. It's becoming more important than ever to build relationships with influencers who resonate with your brand and to create campaigns, which are aligned with the values of an influencer's followers.

In addition, 22% of marketers say influencer marketing is the most cost-effective method of obtaining new customers.

5) 57% of Fashion and Beauty Companies Engage in Influencer Marketing

Fashion and beauty are industries that rely heavily on influencer marketing as organic growth for brands has become more challenging without advertising and amplification.

In this sector, 57% of companies now use influencers as part of their marketing mix while 21% are planning to add this to their strategy in the coming year.

Many brands now use influencers to great success such as Lush using Grav3yardgirl and Nicole Guerriero gaining thousands of views on YouTube. However, while many fashion and beauty brands are keen on using influencers, many want to ensure that a brand affinity exists in order to drive success.

6) 40% of Customers Use Ad-Blocking Technology

More and more internet users are removing traditional ads from their online experience. In the U.S. ad-blocking usage is 40% on laptops and 15% on mobile as consumers are tired of being hammered with pop-ups and banners.

But influencers are now filling the gap. People aren't blocking videos from their favorite social media celebrities; in fact, they're eating up every word they say. Advertising power is shifting to real people and influencers.

7) 60% of Consumers Have Been Influenced by Social Media or Blog While Shopping at a Store

This changes the meaning of comparison shopping. According to research, 3% of consumers would consider buying a product in-store if promoted by a celebrity compared to 60% for an influencer.

Not only is the influence greater, but over half of customers are consulting blogs and social media on their mobiles prior to shopping highlighting the importance of easy to find information and posts (social and blogs) to reveal a product's reputation.

8) 71% of Marketers Believe Influencer Partnerships are Good for Business

Influencer marketing campaigns should not be a one-and-done proposition but are a valuable strategy in a marketer's toolkit. with nearly three-quarters of marketing professionals citing them as good for business.

If you can partner with them and create a long-term relationship, making them ambassadors of your brand, the message they portray comes across as more trusted instead of promotional. It helps to boost your brand's credibility if you