

20 Metrics to Impact Your Influencer Marketing Strategy



Influencer marketing – a growing trend since the 1700s when Josiah Wedgewood used the royals as endorsements to market his pottery.

But, what's the value and how can it help?

We've gathered some stats and facts that show just how beneficial this area of marketing can really be to your business and brand.

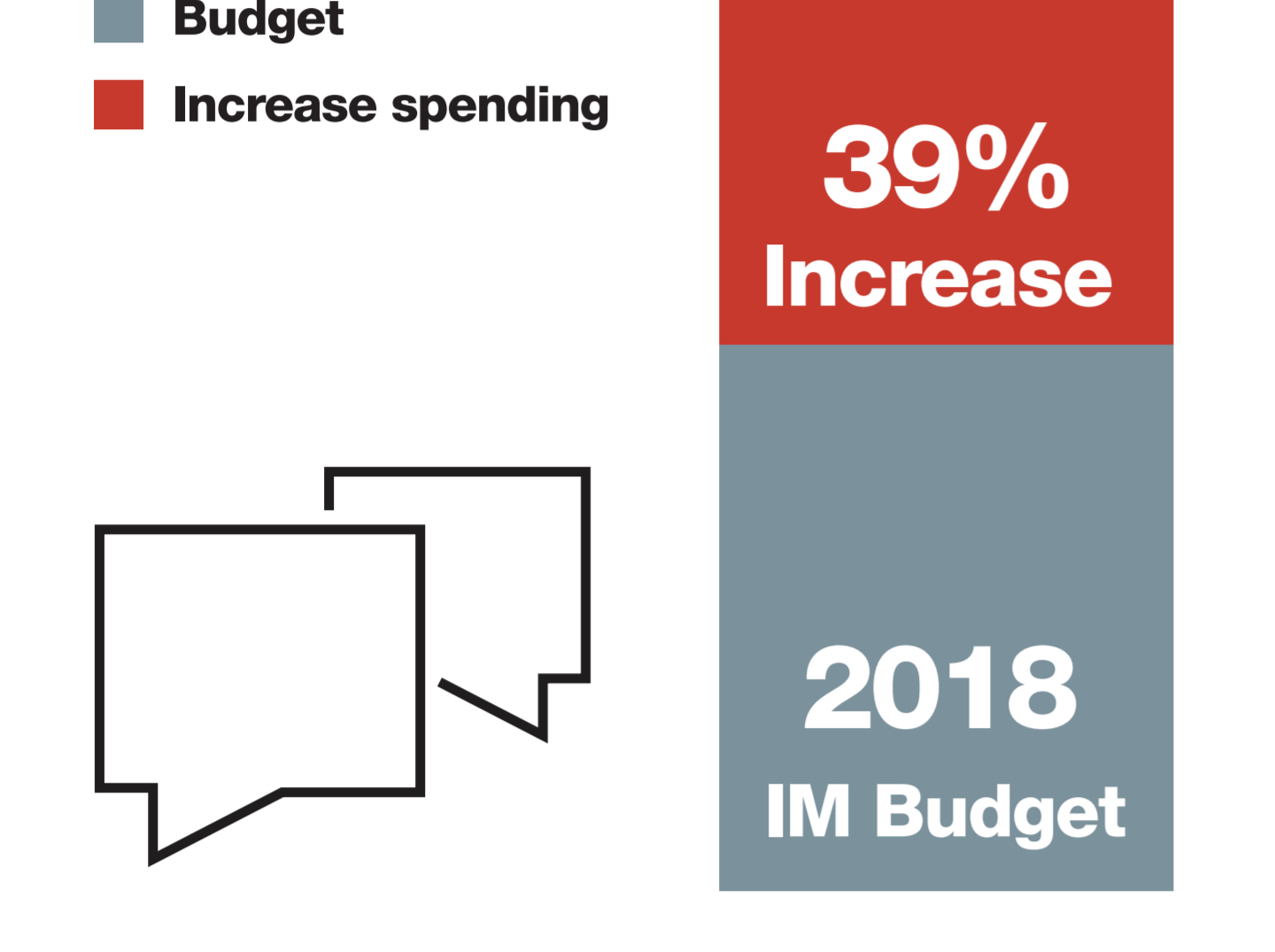
“ Influencers who are passionate about what they are recommending have significantly more buying conversions, and consumers are more likely to act on their recommendations. **”**

Brad Fay, Co-founder, COO and Lead Researcher, Keller Fay Group



92% of businesses who used influencer marketing in 2017 found it to be effective.¹

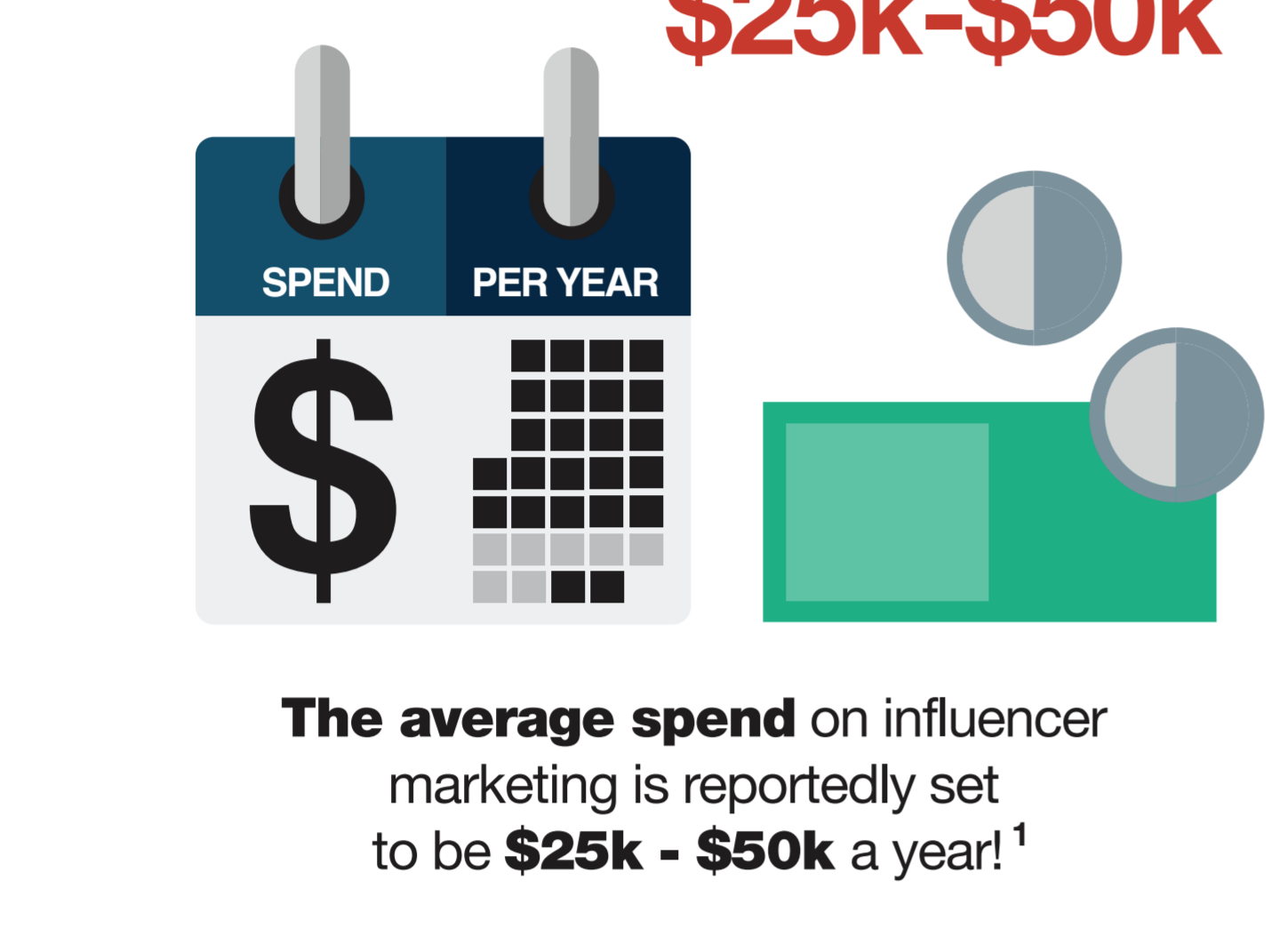
Influencer Marketing Spending & Budgets



Did you know?

Budgets for IM are on the rise!

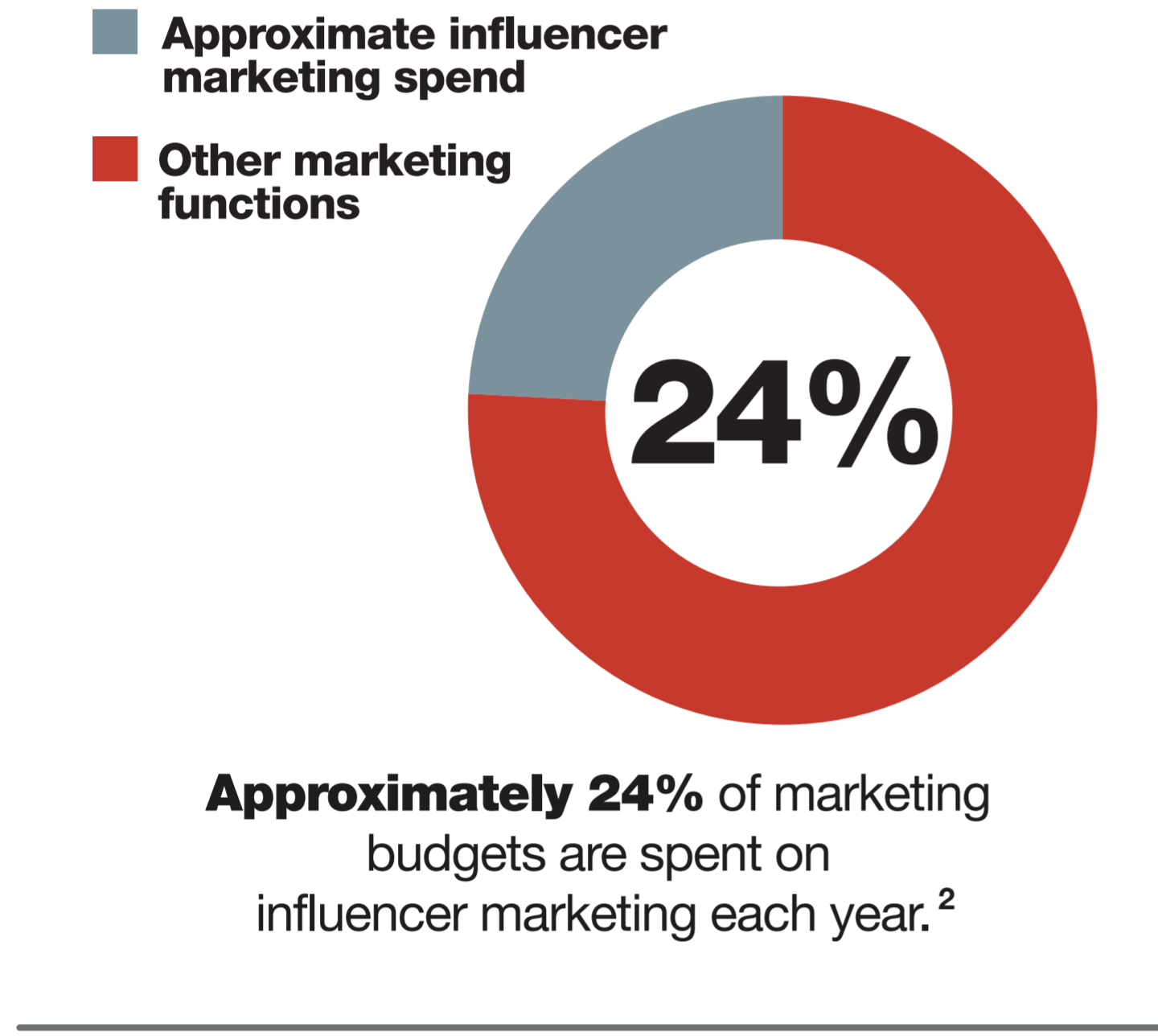
39% of marketers plan to increase their budget for influencer marketing in 2018.¹



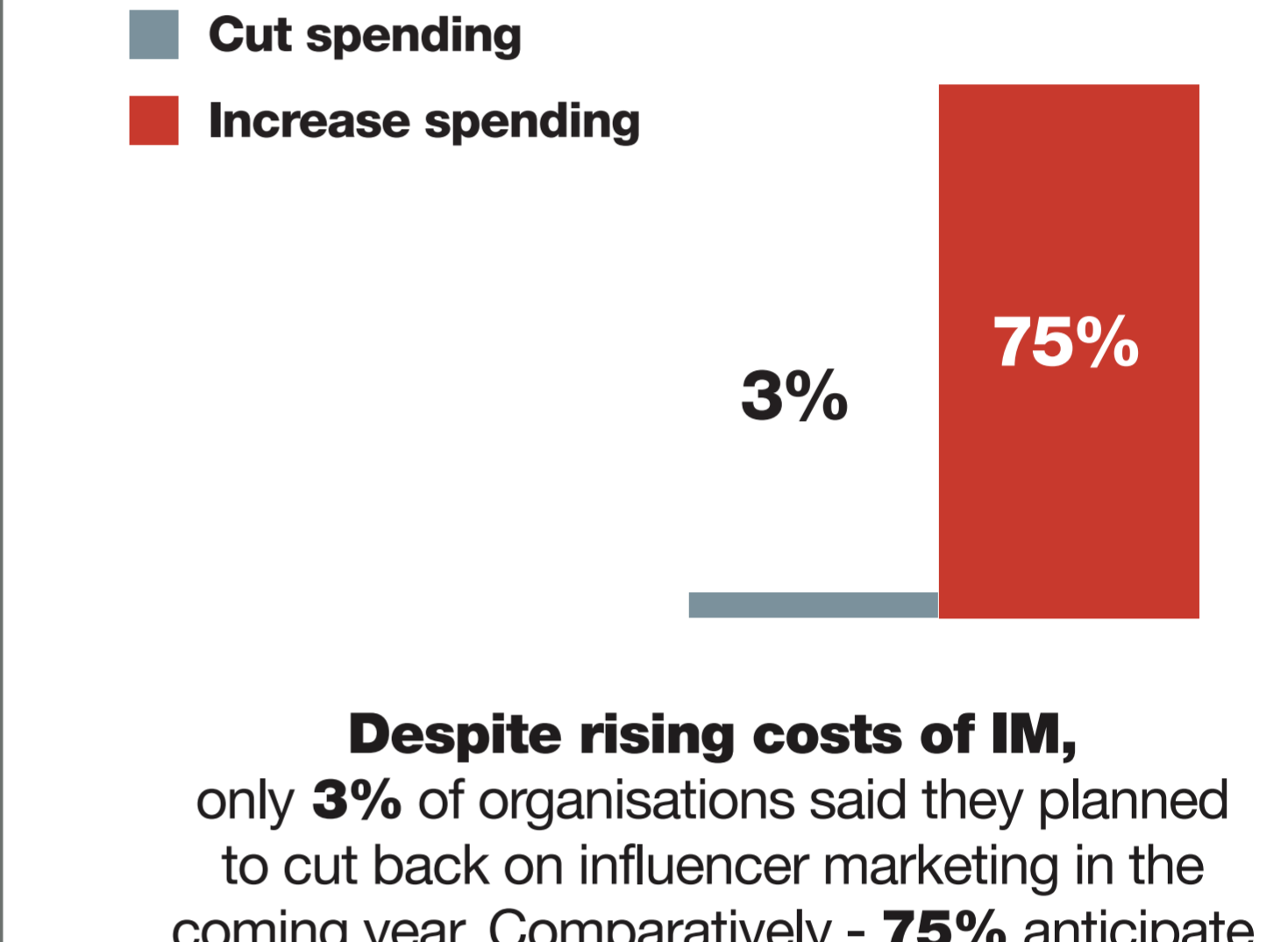
The average spend on influencer marketing is reportedly set to be **\$25k - \$50k** a year!¹



In 2017 alone, it was reported that marketers spent on average **\$25k - \$50k** per IM campaign, with the majority investing in 2 - 5 per year, per brand.² If we transfer this to the predicted spend for 2018, that's a staggering investment of up to **\$250k** for each project!

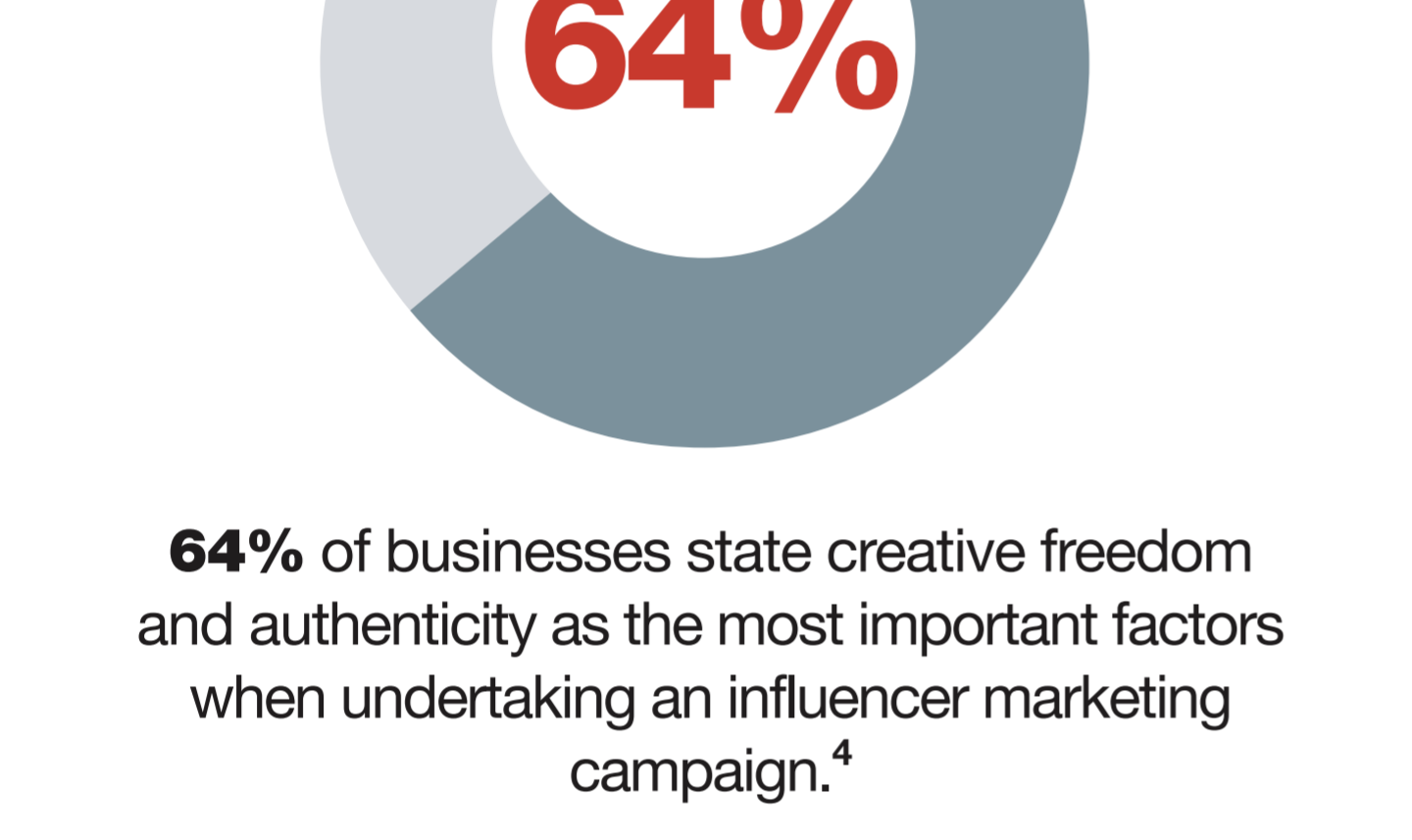


Approximately **24%** of marketing budgets are spent on influencer marketing each year.²

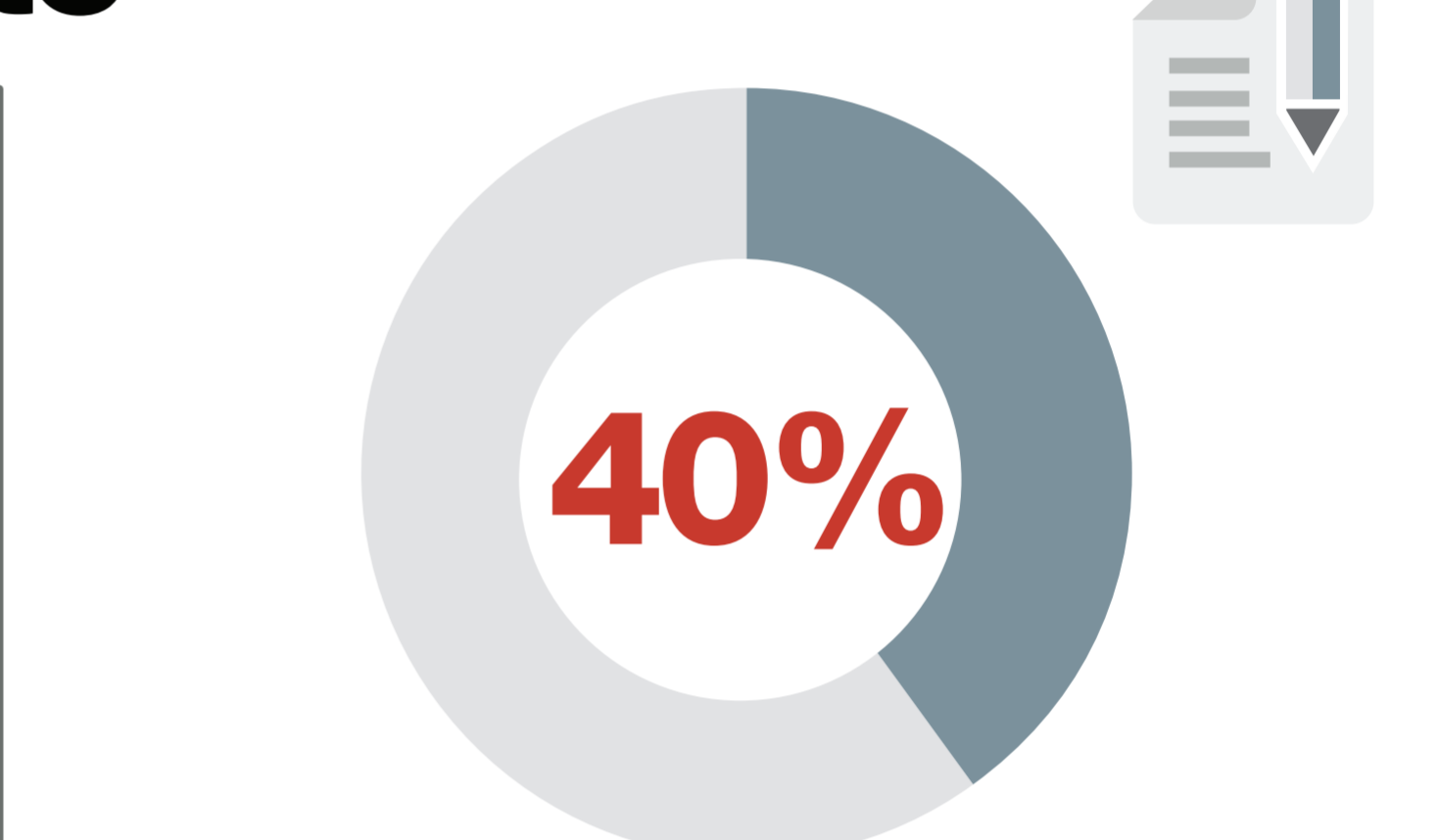


Despite rising costs of IM, only **3%** of organisations said they planned to cut back on influencer marketing in the coming year. Comparatively - **75%** anticipate spending **even more** on it.³

A Licence to Create



64% of businesses state creative freedom and authenticity as the most important factors when undertaking an influencer marketing campaign.⁴



Using influencer marketing to improve the performance of other marketing functions is important to over **40%** of businesses.¹

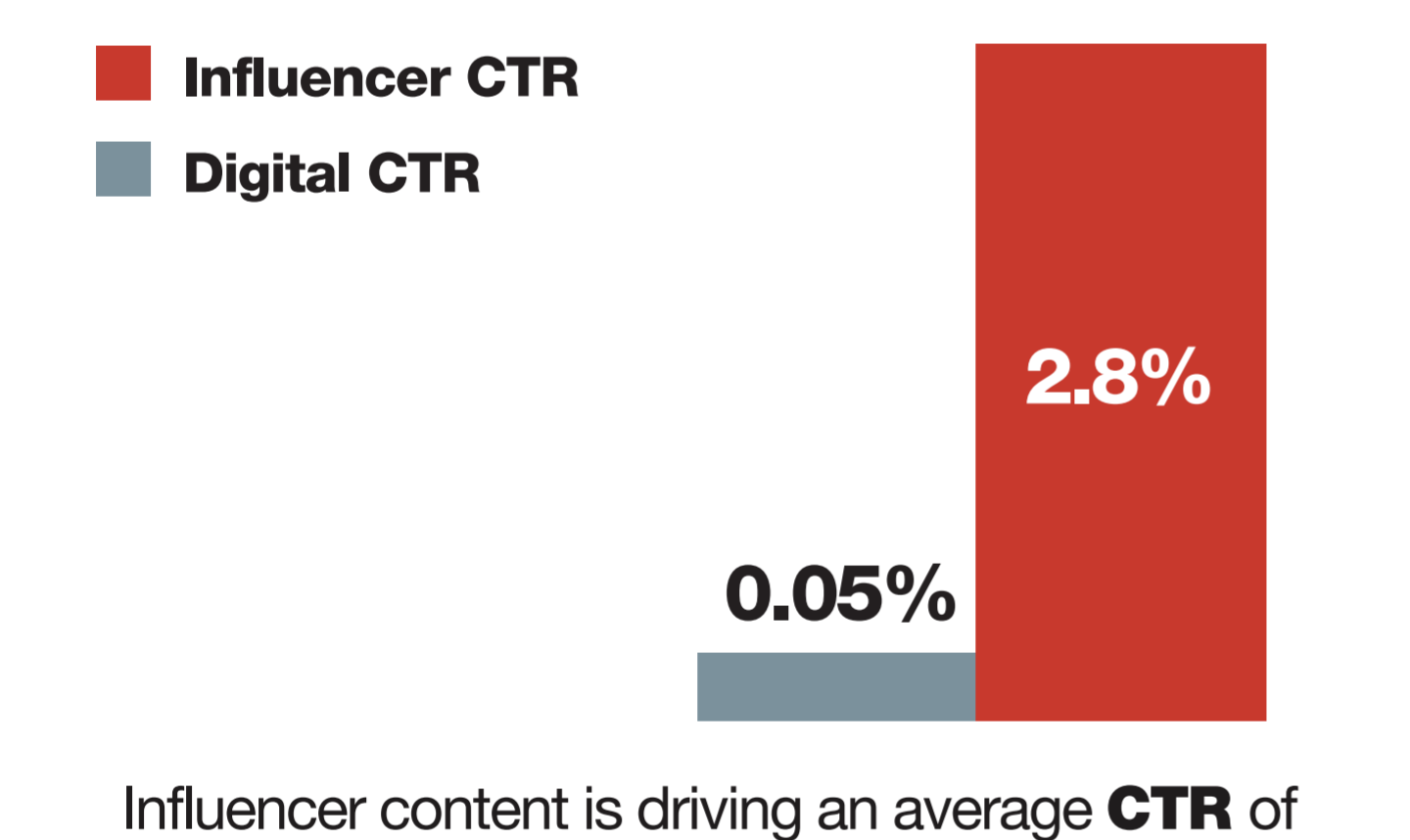
Maximised Engagement & Brand Awareness



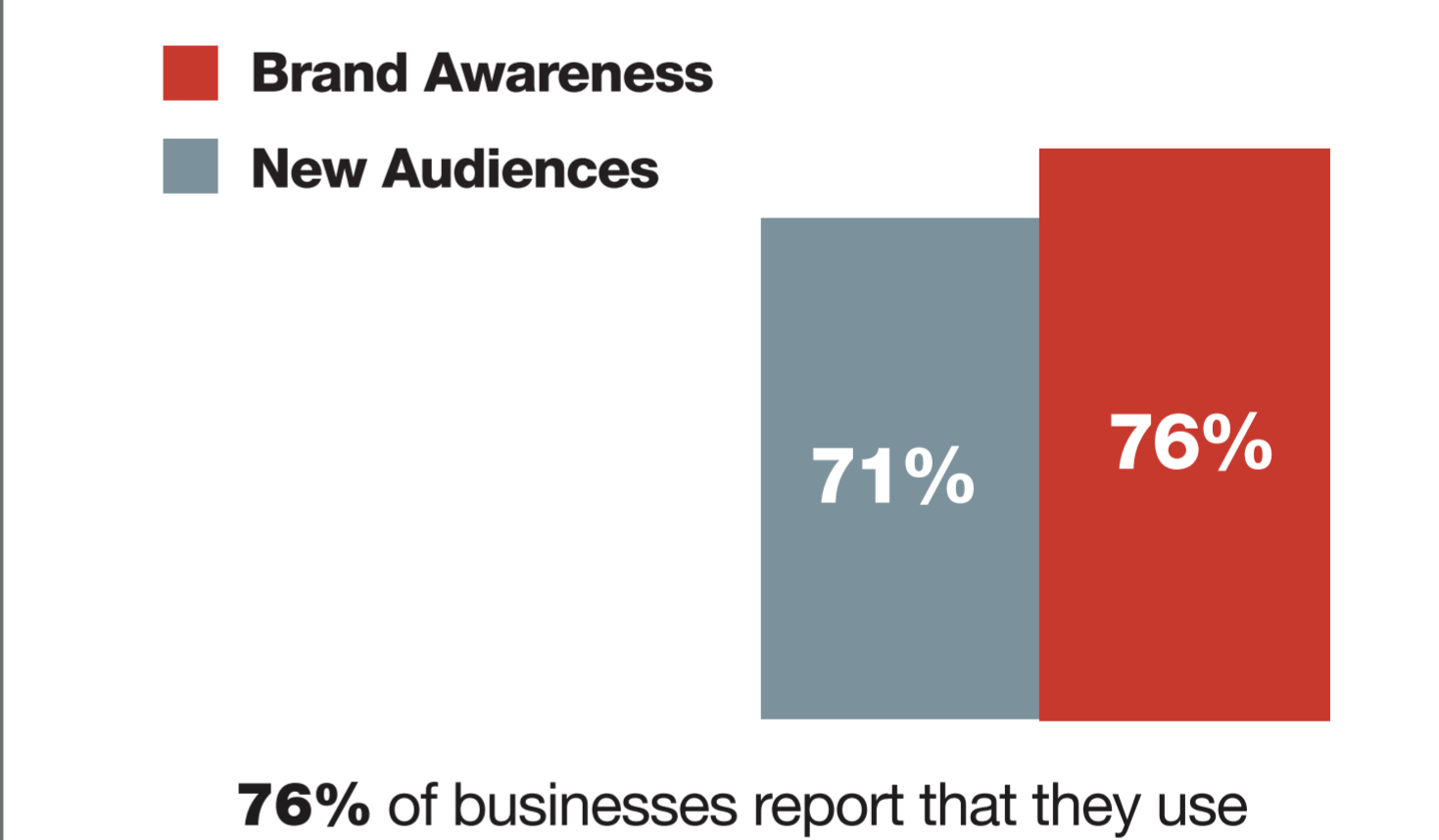
Influencer marketing content is on average, viewed **7x longer** than the average digital campaign advert.⁵



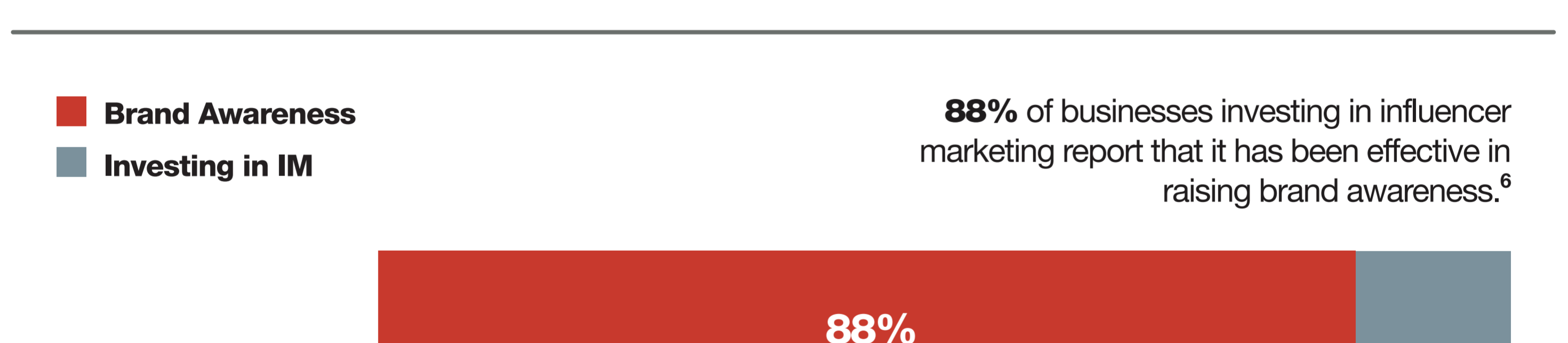
Consumers spend roughly **2 minutes 18 seconds** on influencer marketing compared to just **19 seconds** for digital.⁵ That equates to a phenomenal **1 minute 59 seconds** more time spent looking at IM content on average.



Influencer content is driving an average **CTR** of **2.8%** compared to that of digital advertising which only comes in at **0.05%**.⁵



76% of businesses report that they use influencer marketing to grow their brand awareness, with **71%** using it to reach their new audiences.⁵



88% of businesses investing in influencer marketing report that it has been effective in raising brand awareness.⁶

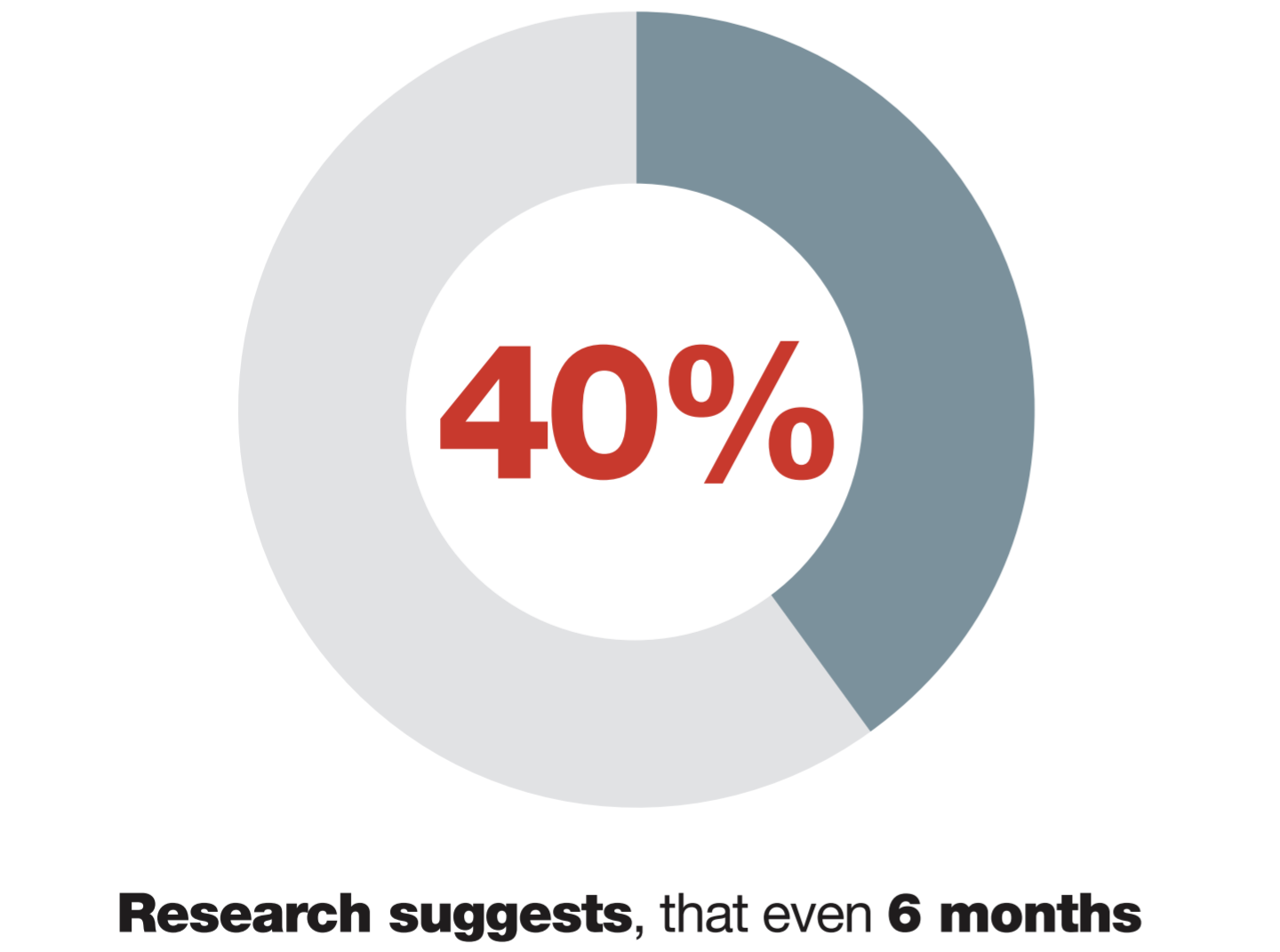
Consider this:

By **2020** ad blocking will consume more than **\$12 billion** in online revenue.⁷ So when you think about it, this really just proves that the only way to go is IM! **People after all, rely on people!**

\$12 billion

Conversion Rates & Successes

If done right, influencer marketing can provide an **11x higher ROI** than any other form of marketing tool.⁸ That's not only an impressive return but also an incredible conversion rate too!



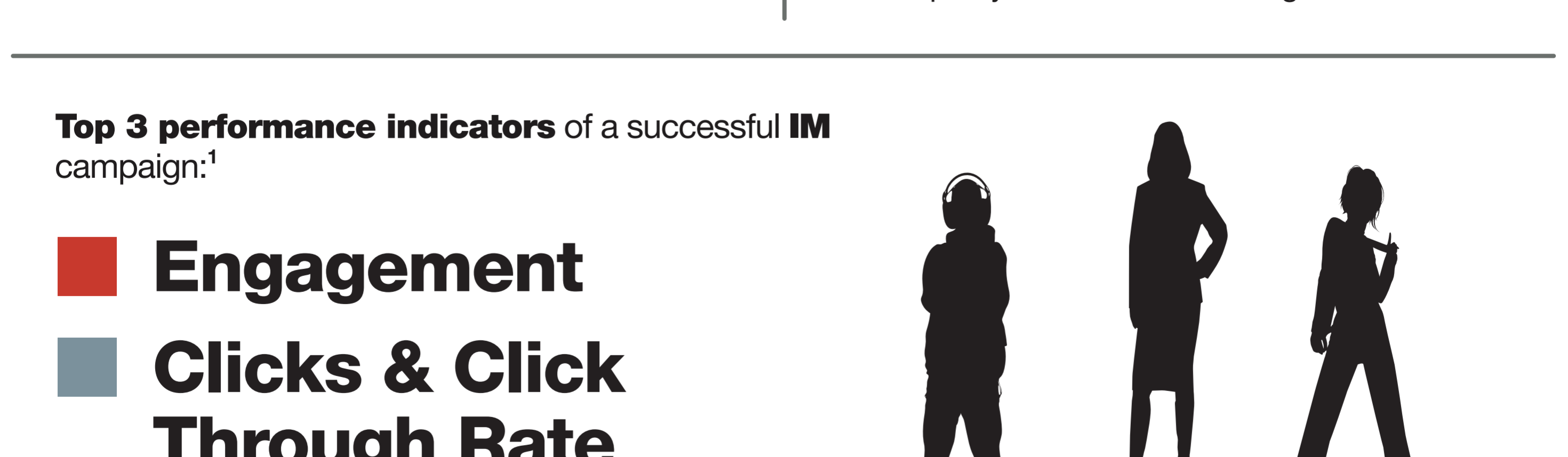
Research suggests, that even **6 months** after an **IM** campaign has finished it can still drive up to **40%** more traffic and conversions.⁹

Did you know?

After undertaking various influencer marketing programs, Mezzetta grew its database from 0 to over 70,000 consumers who actively open and engage with emails at rates above 50%.⁹

Influencer marketing has also been proven to be a great source for generating inbound traffic, with **56%** of marketers using it to drive consumers to their website or landing pages.⁹

The impact of influencer marketing has been reported to encourage **50x** more consumers to make a purchase⁹ – that's a pretty effective sales tool right there!

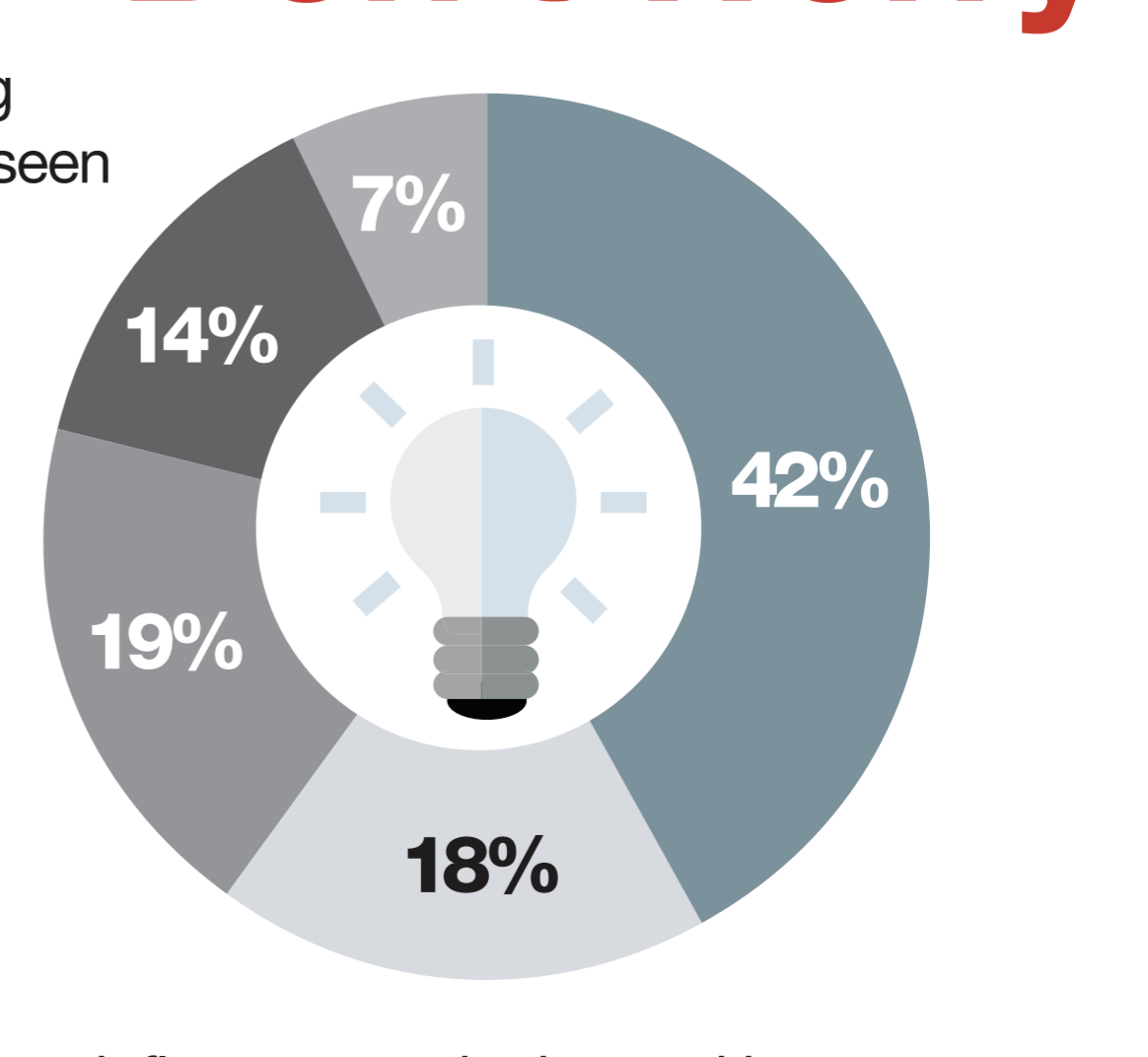


Don't have the Time – Don't Worry

With influencer marketing now playing a key role in many marketing strategies, finding the time to effectively manage **IM** campaigns is seen as a major challenge for **2018** amongst surveyed businesses.¹

So what do they do instead?

- 42%** partner with a managed service or “turn-key” provider to run their influencer marketing programs
- 18%** rely on their agencies to plan and execute campaigns
- 19%** manage programs in-house
- 14%** use a blended approach
- And an incredibly low **7%** use a self-service platform¹



With a staggering level of positive outcomes that are set to come from influencer marketing and boost your business, are you smart enough to make the move and try IM for your brand?

Still stuck in limbo?

Read how StriVectin managed to reach over 25,000 impressions, generate increased sales and build brand loyalty with their new-to-the UK influencer marketing campaign. <http://www.tamba.co.uk/work/strivectin>