

Influencer Marketing Benchmark Report

July 2024

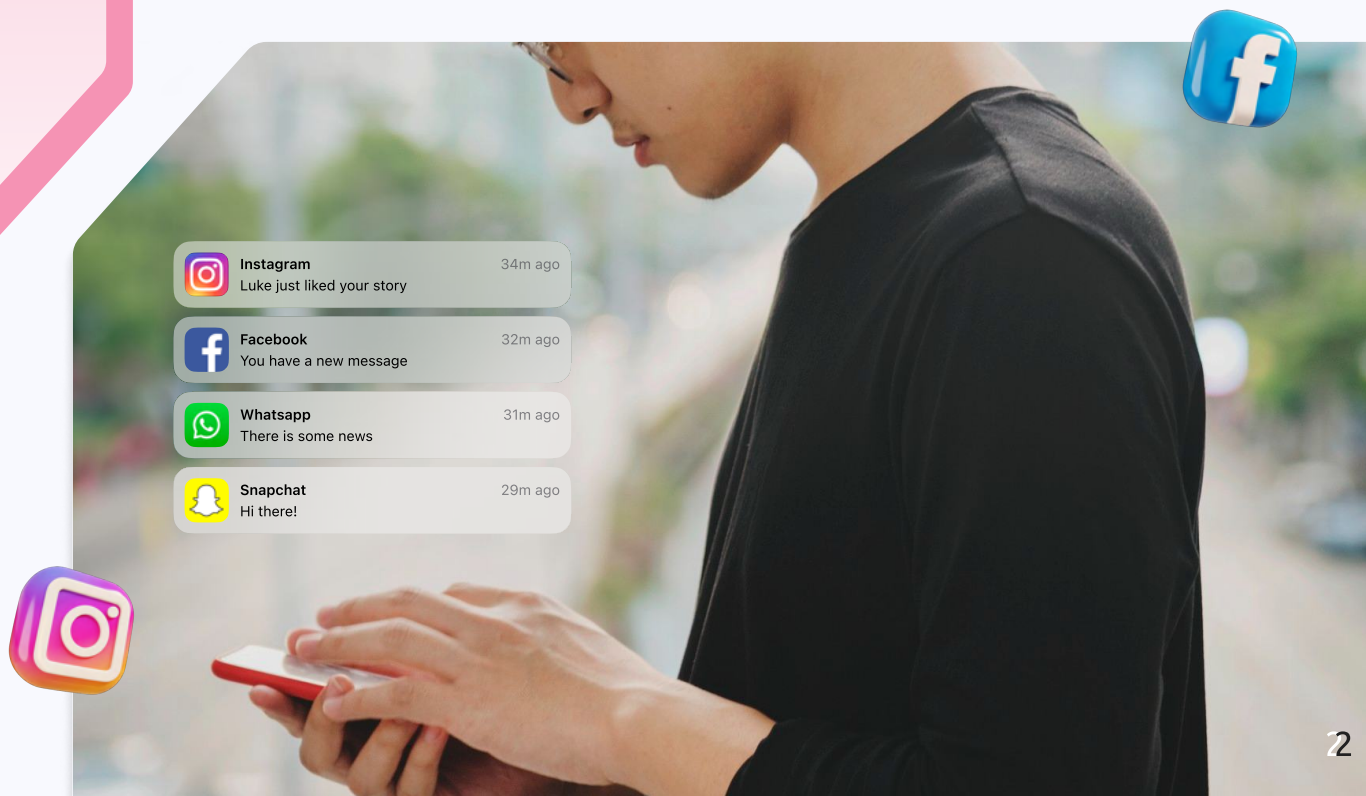




Table of Contents

- Handpicked Trends and Findings
- AI is changing Influencer Marketing
- Nano and Micro Influencers
- Long-Term Partnerships with Influencers
- Spotlight on Ubiquitous
- July Trends in Influencer Marketing
- Challenges in Influencer Marketing
- New Opportunities in Influencer Marketing
- Emerging Trends in Influencer Marketing
- Methodology and Data Transparency

Our July 2024 report highlights the growing importance of AI in influencer marketing, with 54.8% of marketers favoring it for increased efficiency and personalized interactions. In a survey of 237 marketing professionals, the findings emphasize a shift towards micro and nano-influencers as key players for brands aiming to connect authentically with niche audiences. The report delves into the evolving landscape, where technology and authenticity are crucial for brands to succeed in the competitive digital environment.



Editorial Team's Handpicked Trends and Findings

- **54.8% of marketers** view AI positively.
- **43% of marketers** are using more micro and nano-influencers; **24.9%** are shifting budgets from macro to micro/nano influencers.
- **34.6% of marketers** focus on regular communication; **15.6%** on exclusive collaborations.
- **Over 30%** of budgets increased by 25.0% to 24.5%, while less than 10% saw a rise from 42.0% to 44.3%
- **38% of marketers** use surveys and feedback; **21.9%** monitor social media sentiment;
- **20.3%** track brand mentions.
- **20.7%** have adopted TikTok Branded Hashtag Challenges; **20.3%** use TikTok Shop.
- **36.7%** are concerned about AI influencer's authenticity; **19%** worry about consumer mistrust.

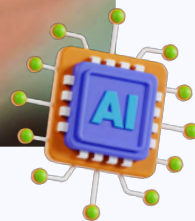


AI is changing Influencer Marketing faster than ever

AI is transforming influencer marketing by optimizing influencer identification, content creation, and campaign performance, [as highlighted by Majid Bahi](#), CEO of Socially Powerful.

Even Mark Zuckerberg recently predicted that there will be **“hundreds of millions or billions of personalized AI agents, probably more than the number of humans on earth.”**

AI integration in influencer marketing is now crucial, with 54.8% of marketers favoring it for improved efficiency and personalized interactions, signaling a major industry shift.



Nano and Micro Influencers as the New Kings of Influencer Marketing



Our latest survey reveals that **43%** of marketers are increasingly leveraging micro and nano-influencers, reallocating budgets away from larger, less personal influencers. This shift highlights the value of smaller influencers, whose strong connections with audiences drive authenticity, as **69.2%** of respondents prioritize brand value alignment.

The high engagement rates and trustworthiness of micro and nano-influencers make them popular choices. Their content resonates deeply with niche audiences, leading to more interaction compared to macro or mega influencers, which is why **24.9%** of marketers have reallocated budgets accordingly.



Focus on Long-Term Partnerships with Influencers is Key



Influencer marketing is shifting towards long-term partnerships, increasing ROI significantly. This trend emphasizes the importance of building trust and authenticity through consistent messaging and engagement.

Regular communication (**34.6% of marketers**) and exclusive collaborations (**15.6%**) are key strategies, aligning with the trend towards meaningful interactions that foster loyalty. Consistent messaging and regular engagement help reinforce brand values and strengthen influencer connections, enhancing brand authenticity and engagement.



Top Influencer Marketing Strategies & Tactics by Ubiquitous

Let's make
your brand a
household

This month, we turn our spotlight on **Ubiquitous**, a leading influencer marketing agency renowned for its innovative and effective strategies. Ubiquitous has consistently demonstrated an exceptional ability to deliver remarkable results for their clients.

Their approach offers valuable insights into the dynamic world of influencer marketing, setting a benchmark for excellence and creativity in the industry. By examining their most thought-provoking strategies and tactics, drawn from multiple case studies, we uncover the secrets behind their success.



Maria Saris

4 MILLION FOLLOWERS

Precision in Influencer Selection

Results of Data-Driven Influencer Selection

Litter Robot Campaign

litter·robot
by whisker



66.6M views



Six-figure revenue

Zilla Campaign

ZILLA
REP YOURSELF



9.2M views



58,000 paid clicks

Early Engagement and Strategic Planning

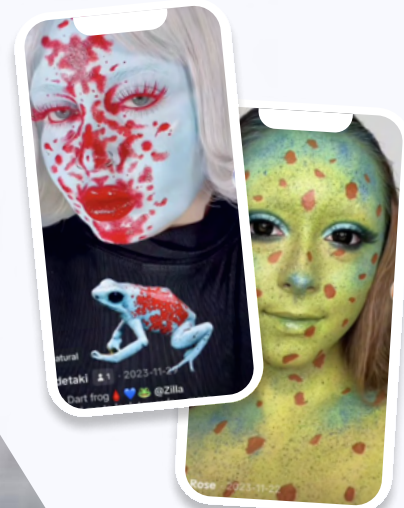
Proactive Campaign Preparation



Three months before product launch



Generated 93,000 site visits



Multi-Platform Campaign Execution

60%

INSTAGRAM AND TIKTOK

25-30%

YOUTUBE



Creative Content Guidelines

What Happens When You Give Structured Freedom for Influencers



**Bloom
Campaign**

Bloom


5.5+ million
views


\$1.47 CPM



**Litter Robot
Campaign**

litter·robot
by whisker


68.1 million
views


\$7.27 CPM

Innovative Content Formats and Tactics

Embracing New Content Trends - TikTok Spark Ads

Hers Campaign

hers



Impressions

5+ million



New Users

11,000



Strategic Multi-Wave Campaigns

AutoSky's Two-Wave Campaign Results



Impressions

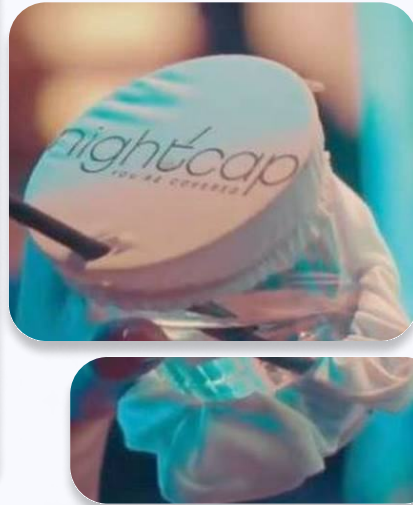
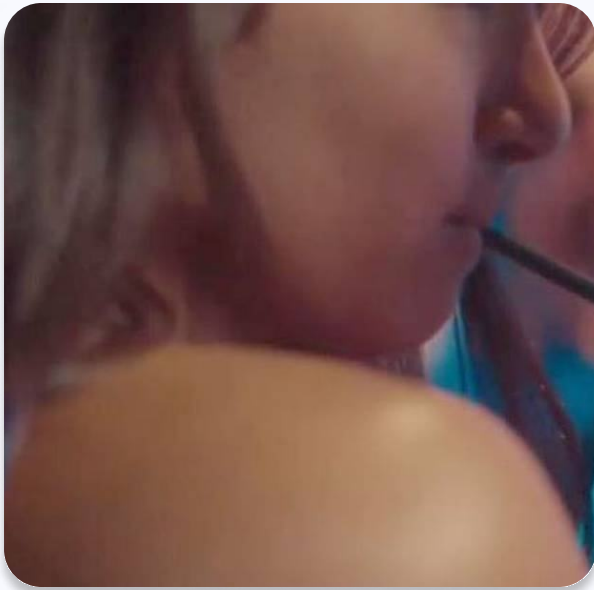
21 million



Engagement Rate

10.6%

Addressing Advertising Challenges with Creativity



Navigating Strict Regulatory Constraints

Hers Campaign

hers



\$5 CPM



3.4+M impressions

Long-Term Influencer Partnerships

Fostering Long-Term Relationships

Nightcap
Campaign

nightcap
YOU'RE COVERED.



65M views from
a single video



51% increase in
web traffic

Leveraging Controversy and Engagement

Using Controversial Content for Higher Engagement

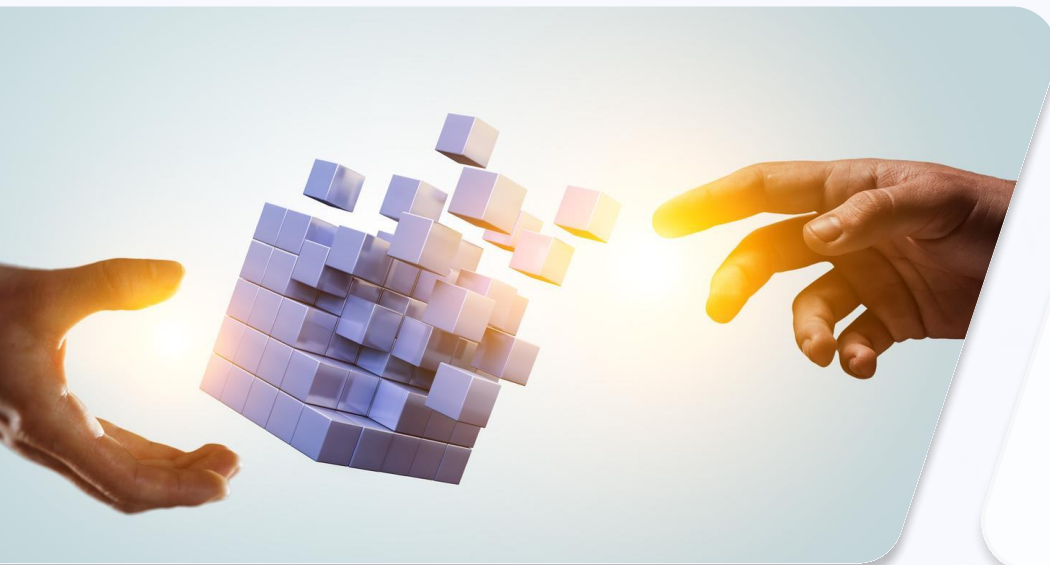
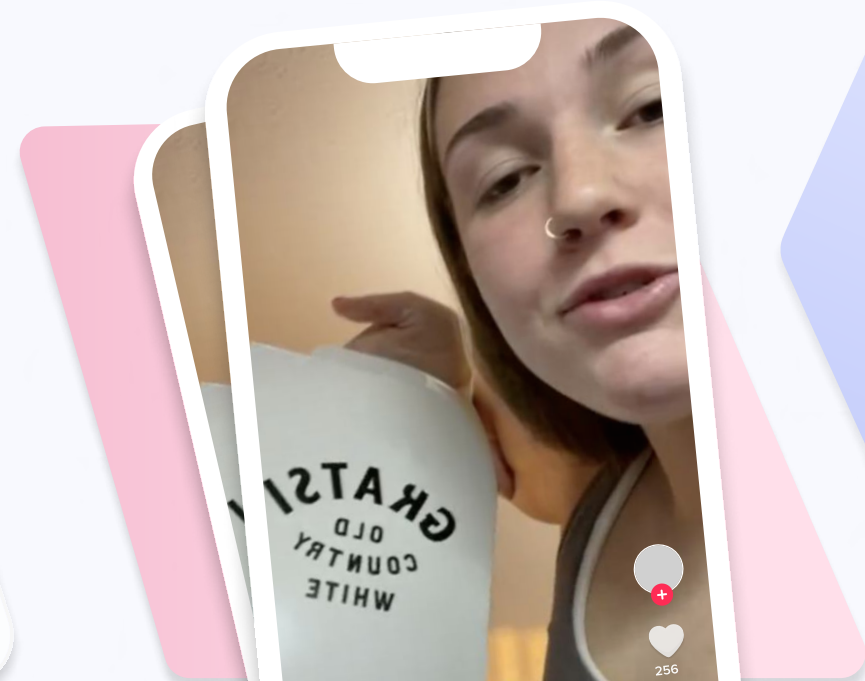
Nightcap Campaign



Pinning a controversial comment led to 800+ responses



Additionally increased visibility and engagement



Seamless Integration of E-commerce

DTC Marketing on
TikTok for Gratsi

GRATSI



CPM
\$1.69

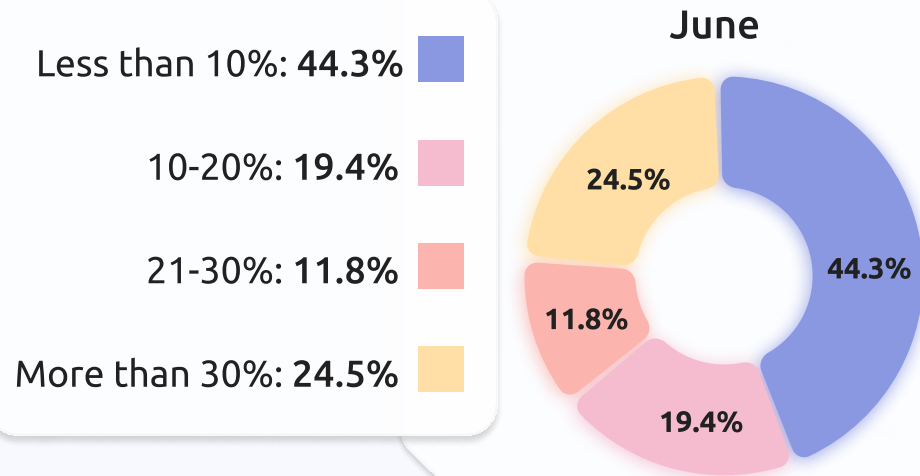


Views
7.5 million

July Trends in Influencer Marketing

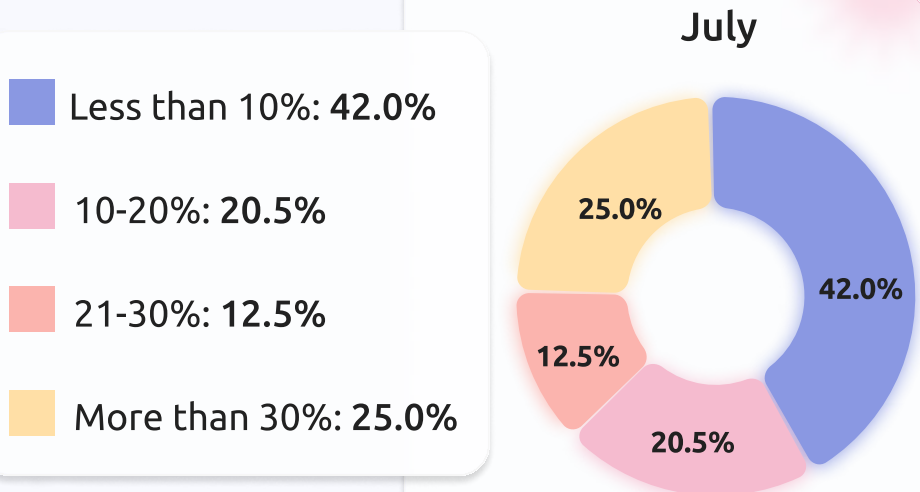
Allocation of Marketing Budget to Influencer Marketing

Allocation of Marketing Budget to Influencer Marketing

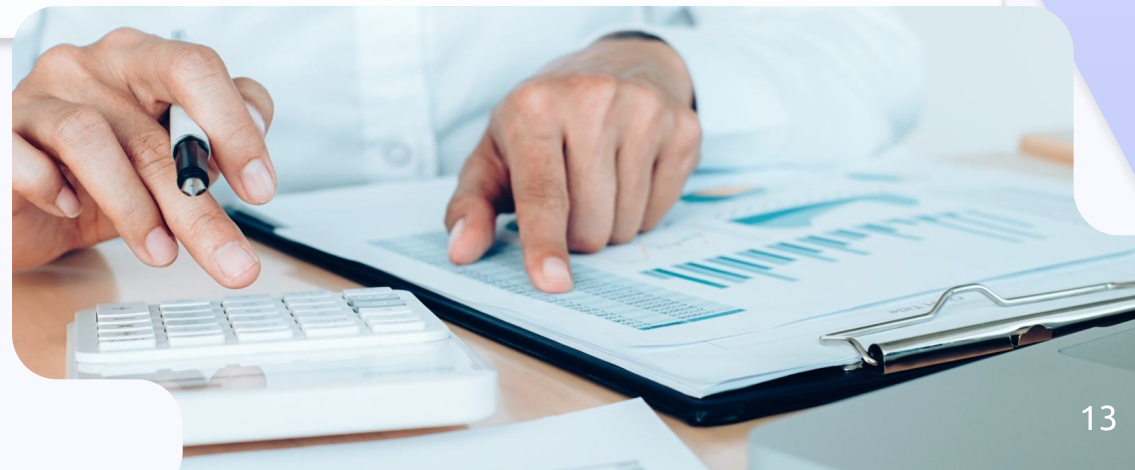


Compared to last month's report, we observe that the budget allocation remains relatively stable, with a slight increase in the proportion of marketers allocating more than **30%**.

The slight increase from **42.0%** to **44.3%** for "**Less than 10%**" and from **25.0%** to **24.5%** for "**More than 30%**" suggests a marginally cautious approach overall but still indicates confidence in the significant **ROI yielded by influencer marketing**.



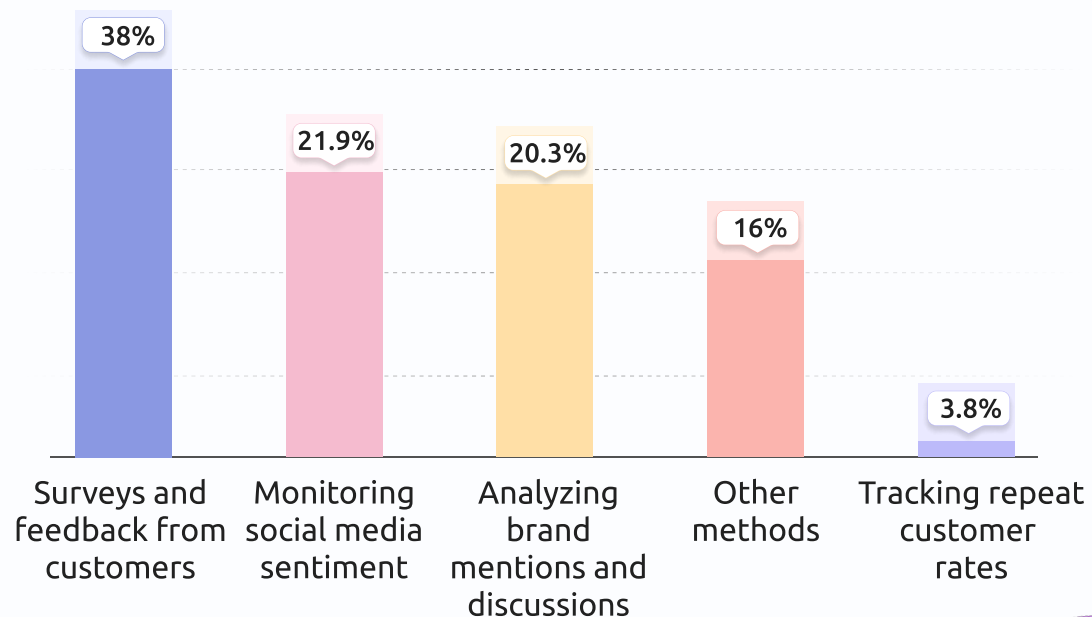
The decrease in mid-range allocations (10-30%) suggests a slight consolidation either towards conservative or aggressive spends.



Measuring the Impact of Influencer Marketing on Brand Trust

Diverse methods are employed to gauge the impact of influencer marketing on brand trust, reflecting varied priorities.

Approaches to Measuring Influencer Marketing's Impact on Brand Trust



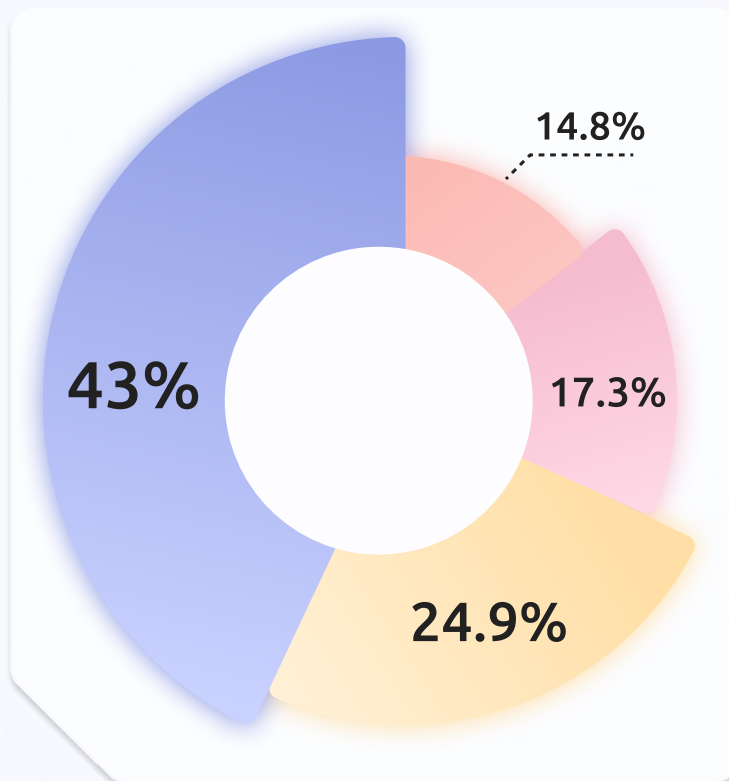
The reliance on direct customer feedback and **social media sentiment analysis** suggests a focus on real-time, qualitative metrics over purely quantitative approaches. This varied measurement strategy indicates an evolving understanding of trust metrics in the digital age.



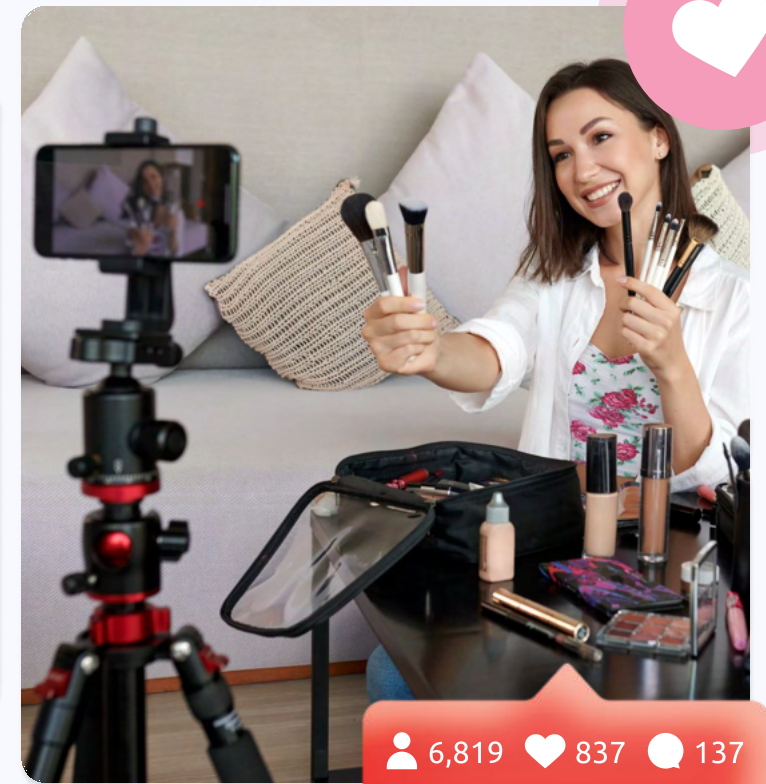
Impact of Micro and Nano-Influencers on Marketing Strategies

The influence of micro and nano-influencers continues to reshape marketing strategies, reflecting a broader industry shift towards authenticity and niche targeting. The rise of micro and nano-influencers is significantly altering marketing strategies.

The Shift to Micro and Nano-Influencers: Impact on Marketing Strategies



- Increased use of micro and nano-influencers: 43%
- Shifted budget from macro/ mega influencers to micro/ nano influencers: 24.9%
- No significant impact: 17.3%
- Other impacts: 14.8%

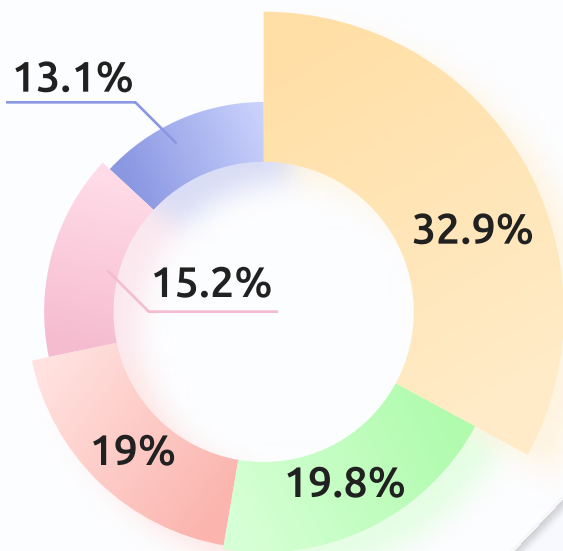


Role of Employee-Driven Influencer Programs

The significant use of employees as influencers indicates a trend towards leveraging existing organizational assets for authentic internal and external engagement. **This trend is known as employee advocacy.** The substantial consideration for future implementation points to untapped potential in this strategy.



Role of Employee-Driven Influencer Programs



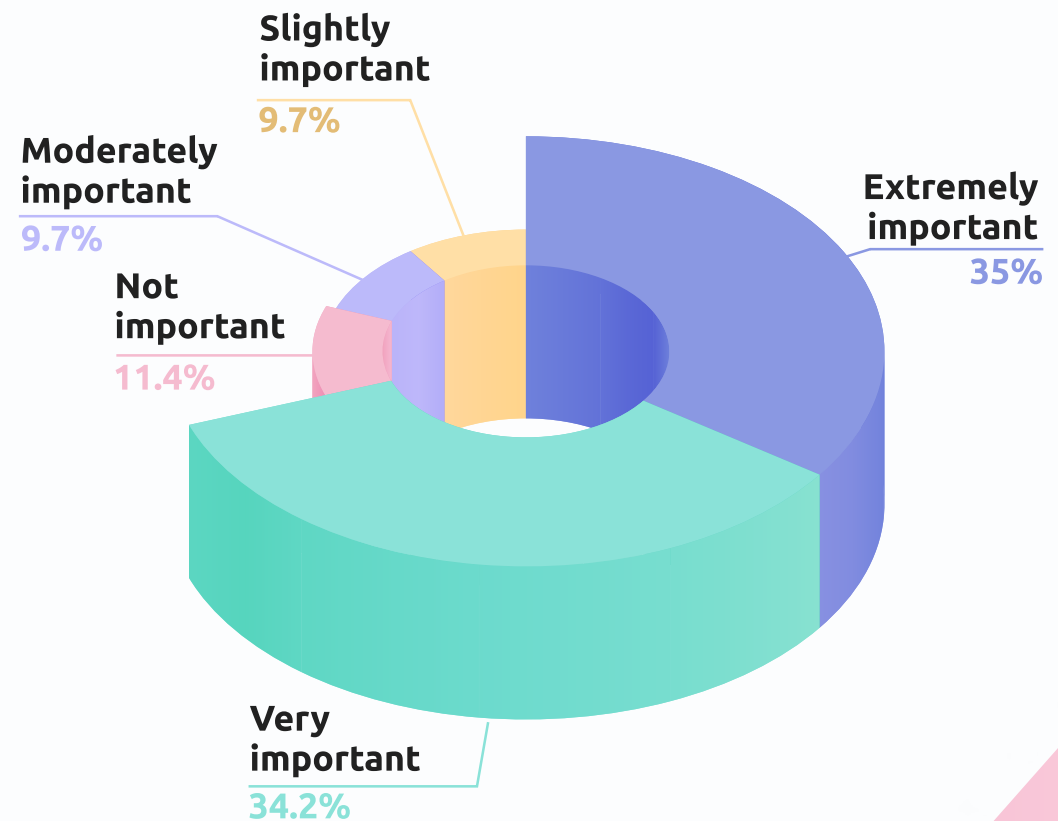
- Major role, actively use employees as influencers
- Moderate role, occasionally use employees as influencers
- Considering implementing in the future
- No role
- Minor role, rarely use employees as influencers

! This trend is known as employee advocacy

Importance of Aligning Influencers with Brand Values

A combined **69.2%** of respondents view alignment with brand values as either extremely or very important. This underscores the critical role of value congruence in fostering genuine and credible influencer partnerships.

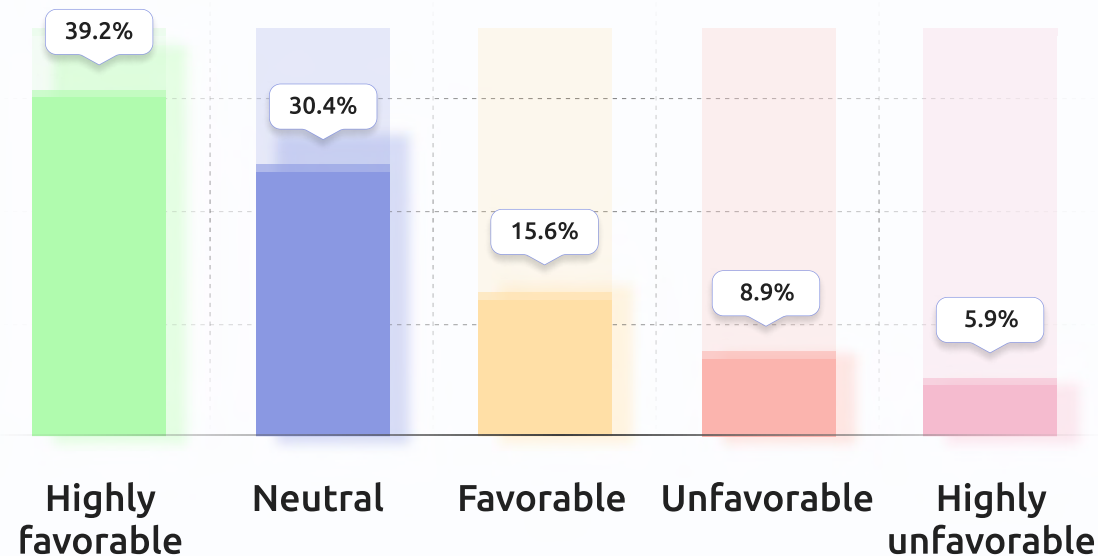
Importance of Aligning Influencers with Brand Values



Perspective on the Use of AI in Influencer Marketing

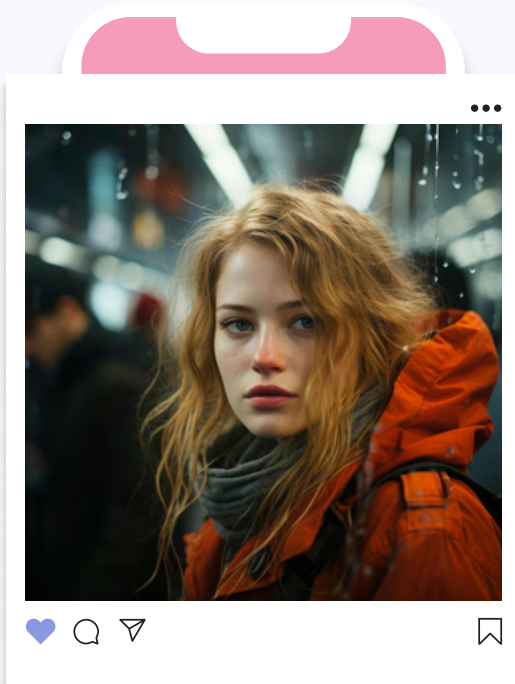
The predominantly favorable views towards AI suggest a strong belief in its potential to enhance influencer marketing efficiency and effectiveness. However, the notable minority with unfavorable views highlights ongoing concerns and challenges in AI integration.

Views on AI Integration in Influencer Marketing

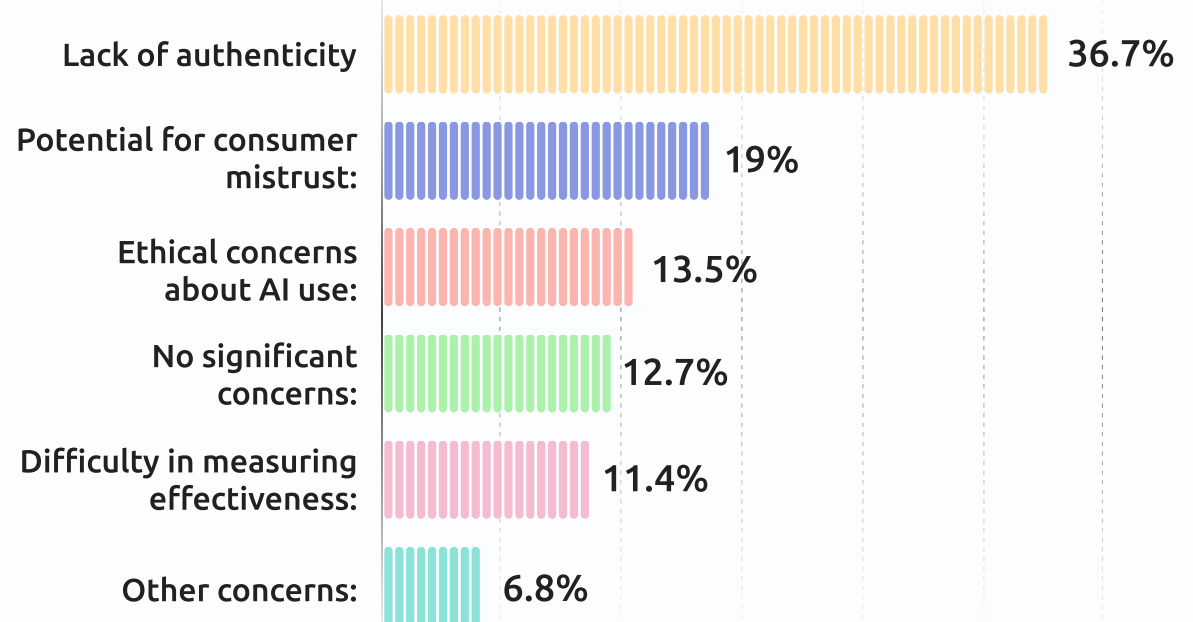


Primary Concerns with AI-Powered Influencers and Ads

Authenticity and consumer trust are primary concerns related to AI-powered influencers. This underscores the importance of maintaining genuine engagement and ethical considerations in the use of AI technologies.



Marketers' Concerns About AI-Powered Influencers and Ads

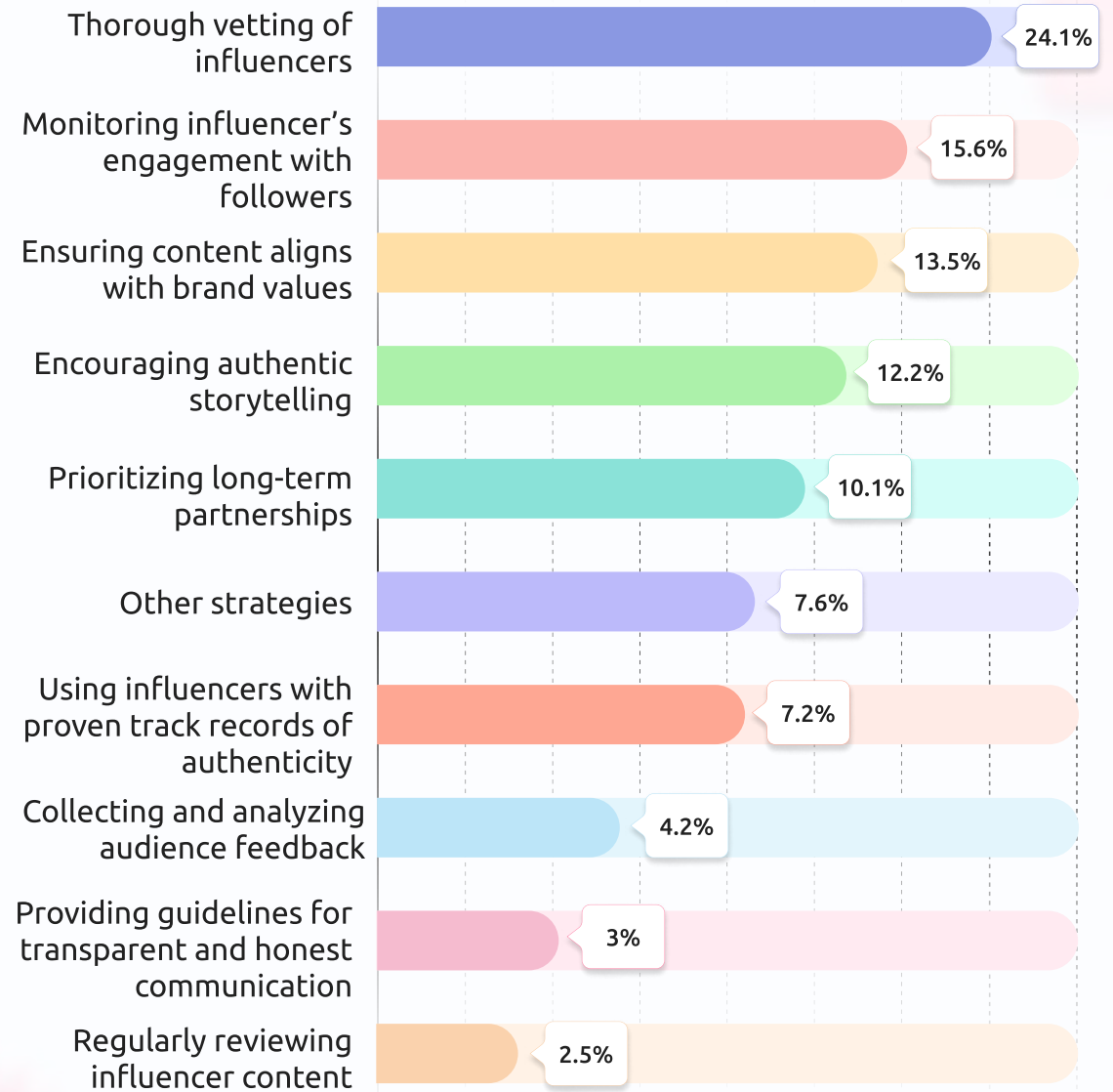


Strategies for Addressing Authenticity Concerns

Various strategies are implemented to ensure authenticity in influencer marketing campaigns. The varied approaches reflect a comprehensive strategy to maintain authenticity, emphasizing rigorous vetting, continuous engagement monitoring, and fostering genuine storytelling.



Strategies for Ensuring Authenticity in Influencer Marketing

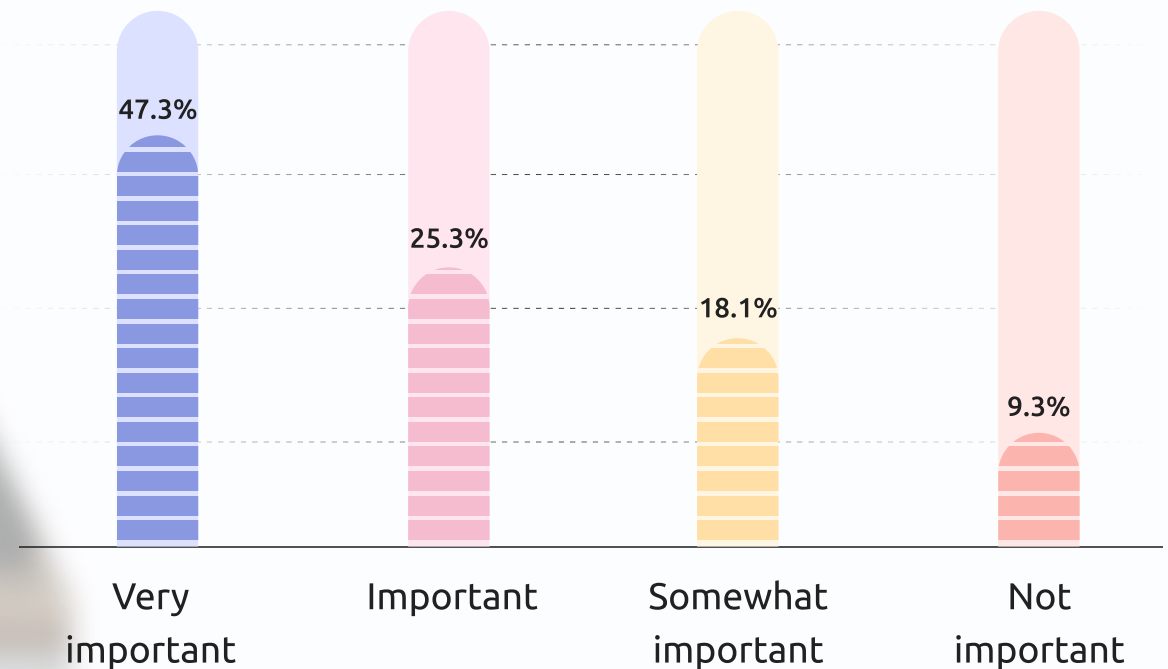


Importance of Industry-Specific Expertise in Selecting Influencers

Industry-specific expertise is a critical criterion for influencer selection. The high importance placed on industry-specific expertise highlights the need for influencers to possess a deep understanding of the industries they represent, ensuring more relevant and effective collaborations.

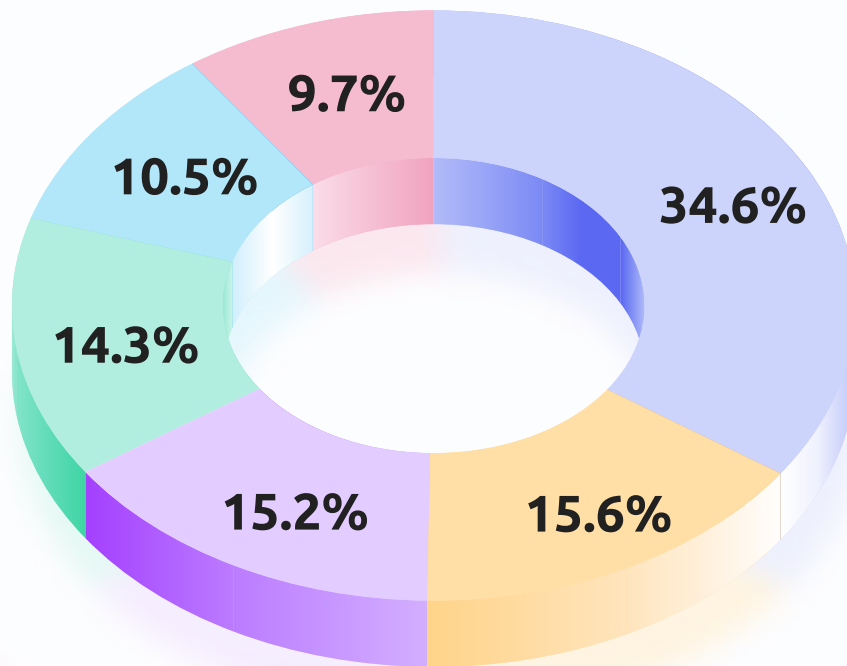


Importance of Industry-Specific Expertise in Selecting Influencers



Strategies to Ensure Long-Term Partnerships

Strategies to Ensure Long-Term Influencer Partnerships



Effective strategies for maintaining long-term influencer relationships are diverse and essential. Regular communication and personalized engagement strategies are key to sustaining long-term influencer partnerships, aligning both brand and influencer goals for mutual success.

- Regular communication and check-ins
- Exclusive collaborations
- Performance-based incentives
- Content co-creation
- Other strategies
- Long-term contracts

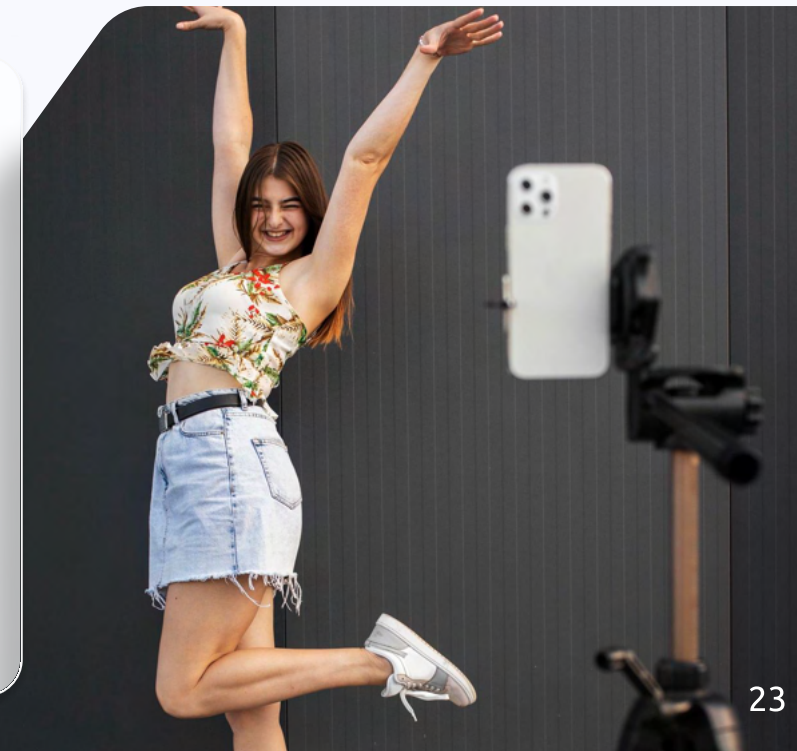


Adoption of New Content Formats in Influencer Campaigns

Diverse Content Formats for Broader Audience Engagement



New content formats on platforms are being widely adopted, with significant growth in TikTok Shop and Facebook Shops, highlighting the trend of integrating e-commerce directly into social media. The rise in dynamic formats like Instagram Reels, TikTok Branded Hashtag Challenges, and YouTube Shorts shows a shift towards engaging, interactive content that appeals to shorter attention spans and boosts audience participation.

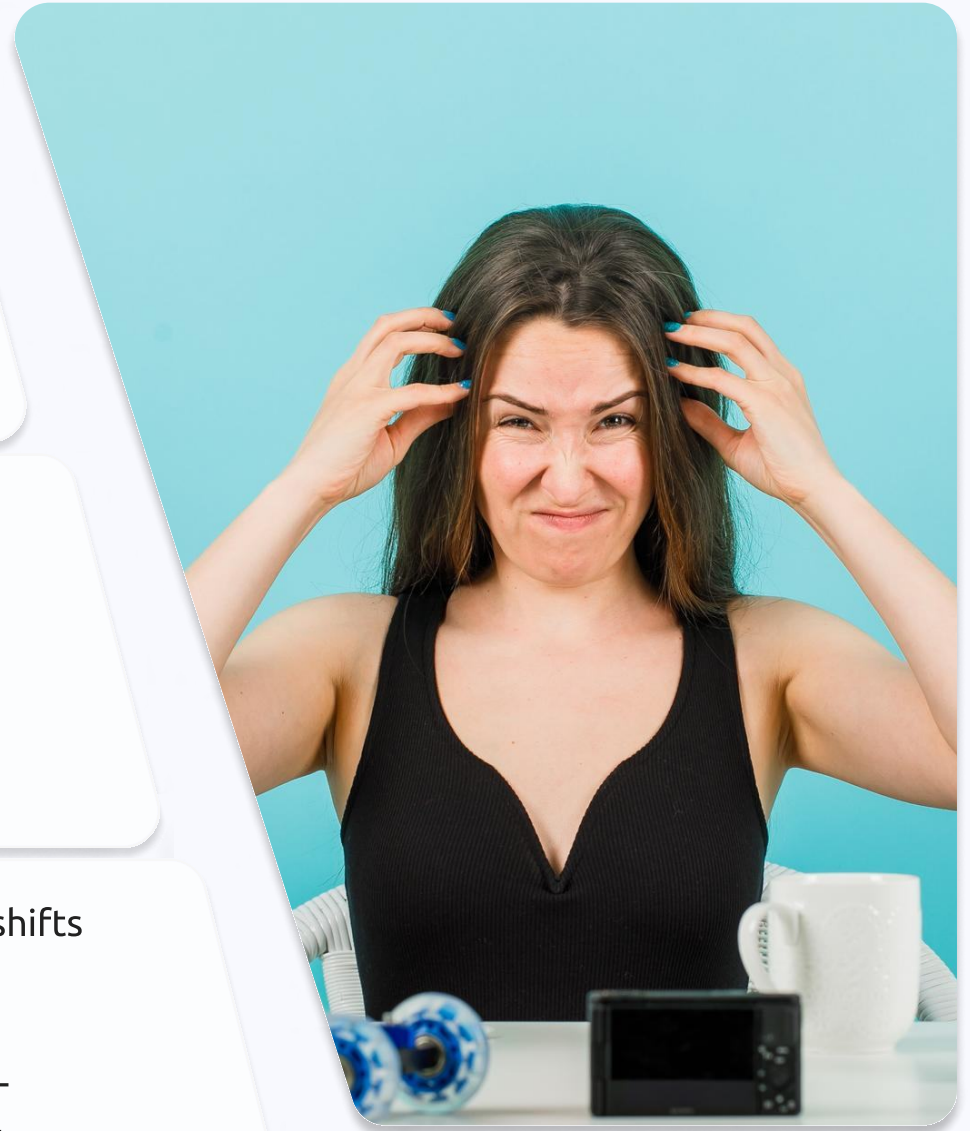


Challenges in Influencer Marketing

1. **Fragmented Attention and Content Saturation:** In an era where human attention spans are dwindling, capturing and retaining audience focus is becoming increasingly challenging. With only a tiny fraction of sensory information able to hold our attention, marketers must create content that stands out in a saturated digital landscape.

2. **Authenticity Concerns:** Maintaining genuine engagement and trust is critical. The rise of AI-powered influencers brings with it concerns about authenticity and consumer trust. Marketers must navigate these challenges by implementing rigorous vetting processes and fostering authentic storytelling.

3. **Evolving Algorithms and Trends:** The constant shifts in social media algorithms and user trends require marketers to stay agile and adaptable. Continuous research and adaptation are essential but resource-intensive activities that demand strategic foresight.



New Opportunities in Influencer Marketing



Leveraging AI for Efficiency: AI is transforming influencer marketing by streamlining tasks like influencer identification, content creation, and performance tracking, leading to greater efficiency.

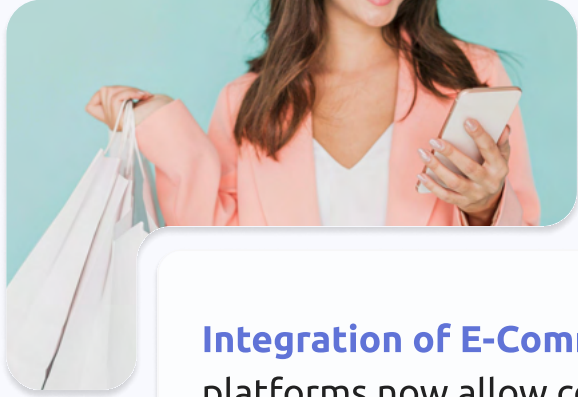
Micro and Nano-Influencers: Engaging micro and nano-influencers allows brands to connect with niche audiences authentically, as these influencers often have higher engagement rates.

Employee-Driven Influencer Programs: Utilizing employees as influencers can boost authenticity and amplify brand messages through trusted internal voices, benefiting both internal and external engagement.

New Content Formats: Innovative content formats like Instagram Reels, TikTok Branded Hashtag Challenges, and YouTube Shorts offer dynamic and interactive ways to engage audiences.



Emerging Trends in Influencer Marketing



Integration of E-Commerce: Social media platforms now allow consumers to make purchases directly from influencer content, strengthening the connection between content creation and conversion.



Focus on Long-Term Partnerships: Brands are increasingly prioritizing long-term partnerships with influencers, using strategies like regular communication, exclusive collaborations, and performance-based incentives to build sustainable relationships.

AI and Customization: AI advancements are revolutionizing influencer marketing by enabling the creation of customizable, multilingual avatars and AI dubbing, expanding campaign reach and personalization.

Industry-Specific Expertise: There is a growing emphasis on industry-specific expertise, with influencers expected to deeply understand the industries they represent, leading to more relevant and effective collaborations.

