

Monthly Influencer Marketing Report

October 2024



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The October 2024 Influencer Marketing Report, based on 247 surveyed marketers, highlights a significant shift in the industry, emphasizing the move toward authentic, **data-driven strategies powered by AI and technology.**

This evolution is reshaping conventional marketing, with brands now focused on building deeper, more genuine connections, particularly in the B2B sector where Key Opinion Leaders (KOLs) are driving impact and trust over follower counts.

The challenge for marketers is no longer about using influencers but about cutting through the noise with **meaningful, authentic relationships.**



Editorial Team's Handpicked Trends And Findings

- 69.1% of marketers are using AI.
- 43% increased use of micro and nano influencers.
- 50.6% allocate half of budgets to TikTok.
- 51.9% of (US-based) marketers sell on TikTok Shop.
- 34.1% cite budget constraints for AI adoption.
- 24% of B2B marketers see higher conversions with AI.
- 59.8% of brands combat influencer fraud with AI.
- 70.4% of marketers rely on data analytics.
- 56% of brands focus on user-generated content.
- 92.9% of agencies expect revenue growth.





- **52.1%** of marketers report growing fatigue with mega-influencers.
- **59.7%** of marketers utilize social listening tools.
- **87%** of B2B buyers trust content from industry thought leaders.
- **41%** of brands now pay influencers for their services, while 31% still offer free products as compensation.
- **56%** of campaigns focus on User-Generated Content (UGC) to drive engagement, with only 23% prioritizing direct sales.



Washington School of Influencer Marketing



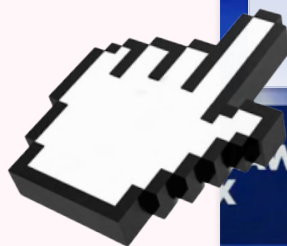
Gary Vaynerchuk recently highlighted that Fortune 500 companies are under-investing in influencer marketing, while political campaigns have become pioneers in this space.

Major campaigns like those of Trump and Biden have showcased the power of authentic connections through influencers, setting a blueprint for the future of marketing.

The irony is that, despite being hailed as innovation leaders, corporations are now playing catch-up, as **political campaigns have mastered influencer marketing** for real engagement and influence over public opinion.

[youtube.com](https://www.youtube.com)

SOCIAL MEDIA AND THE ELECTION



Case Study: NeoReach For USIMS

When USIMS, a newcomer in the eSIM market, went head-to-head with giants like Verizon and T-Mobile, they knew they needed more than just visibility—they had to dominate the conversation.

Their ambitious goals included expanding into 16+ new markets and converting app downloads into long-term, engaged customers.

NeoReach's strategy, featuring "Always-On" influencer activation, targeted **39 creators across 16 languages and regions**, while blending creativity with data-driven precision.

4.3 Million Views

Over 300,000+ app downloads

31.88% average App Store conversion rate

6.4K+ new customers

IMH Vs. Business Insider: Nano-Influencers and Thought Leaders

We noticed a growing strategic shift toward nano-influencers and niche creators, with 53.4% of marketers now finding them more effective, up from 43% in July, underscoring a **preference for authentic connections and engagement over large follower counts.**

In contrast, Business Insider reports a rising interest in macro and celebrity influencers, with engagement rates for nano and micro influencers dropping. While Business Insider focuses on costs, they overlook the long-term ROI and genuine connections nano influencers provide.

 Influencer MarketingHub

An increase in marketers who consider nano-influencers and niche creators more effective - **43% to 53.4%** ▲

BUSINESS INSIDER

A decline in the demand for micro and nano influencers - **from 37% to 28%** (nano), and **from 74% to 62%** (micro)

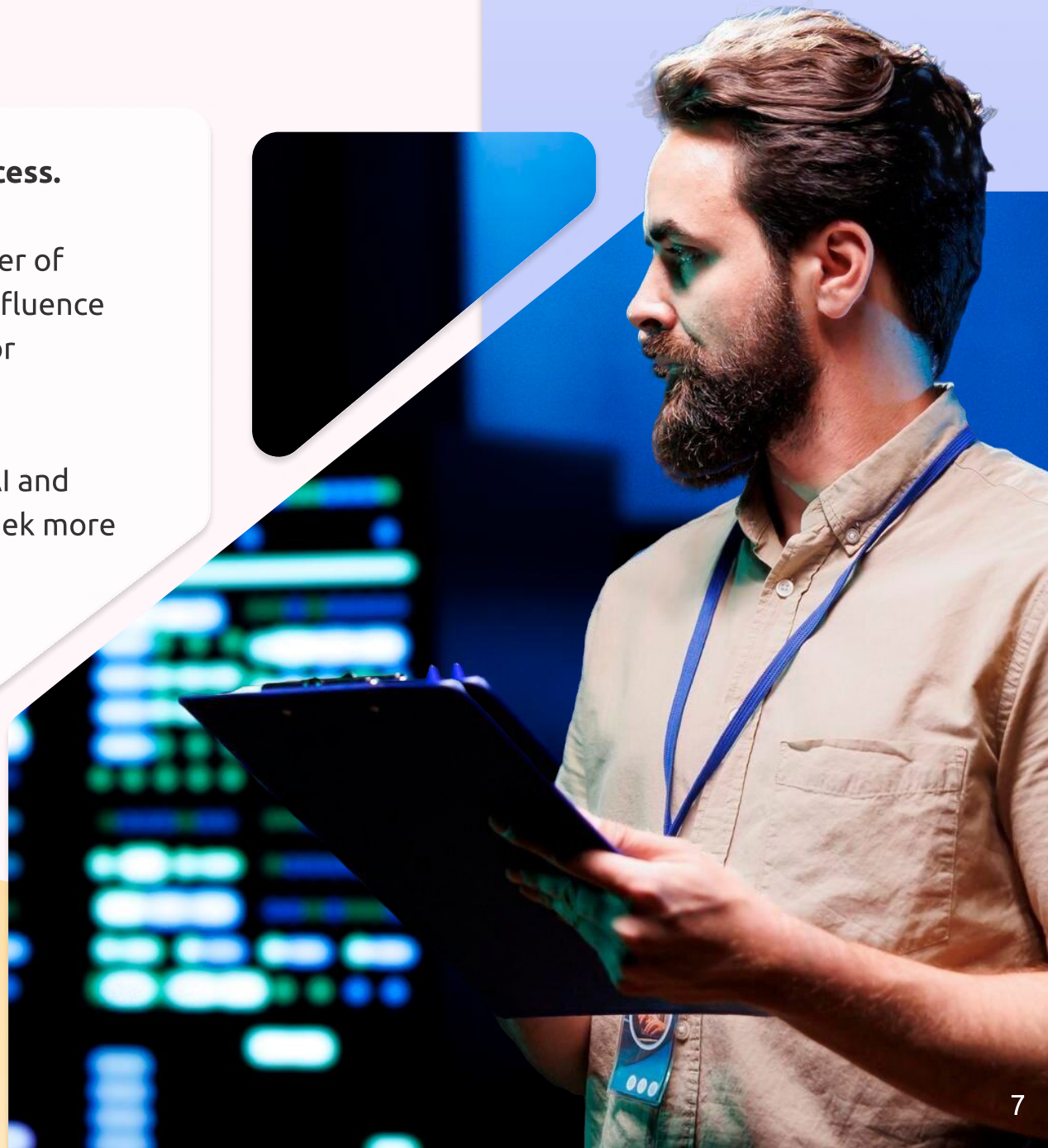
Data is the New Gold in Influencer Marketing

Data is powerful, but how you use it defines your success.

Cambridge Analytica infamously demonstrated the power of data in influencer marketing, using micro-targeting to influence millions of voters, reshaping how data can be wielded for precision marketing.

The October report highlights a growing trend toward AI and sentiment analysis in influencer campaigns, as brands seek more precise, data-driven decision-making.

However, while AI streamlines operations and uncovers trends, the real challenge is balancing technological advances with authenticity to create genuine, relatable connections with audiences.



The Evolution of B2B Influencer Marketing



In B2B influencer marketing, the focus is shifting from big names to **thought leaders and Key Opinion Leaders (KOLs)** who can genuinely influence industry conversations and decision-making. Brands like **IBM and Microsoft** are leading this shift, leveraging both internal and external experts to build credibility and trust.

- **IBM's Influencer Insights Program:** IBM empowers its employees as influencers while collaborating with thought leaders like Daniel Newman to boost authority in AI and digital transformation.
- **Motivation and Engagement at IBM:** IBM motivates employees through recognition systems, encouraging them to share their expertise and enhance the company's influence.
- **Microsoft's MVP Program:** Microsoft partners with tech experts to co-create content and drive product adoption, strengthening its position in AI and cloud innovation.

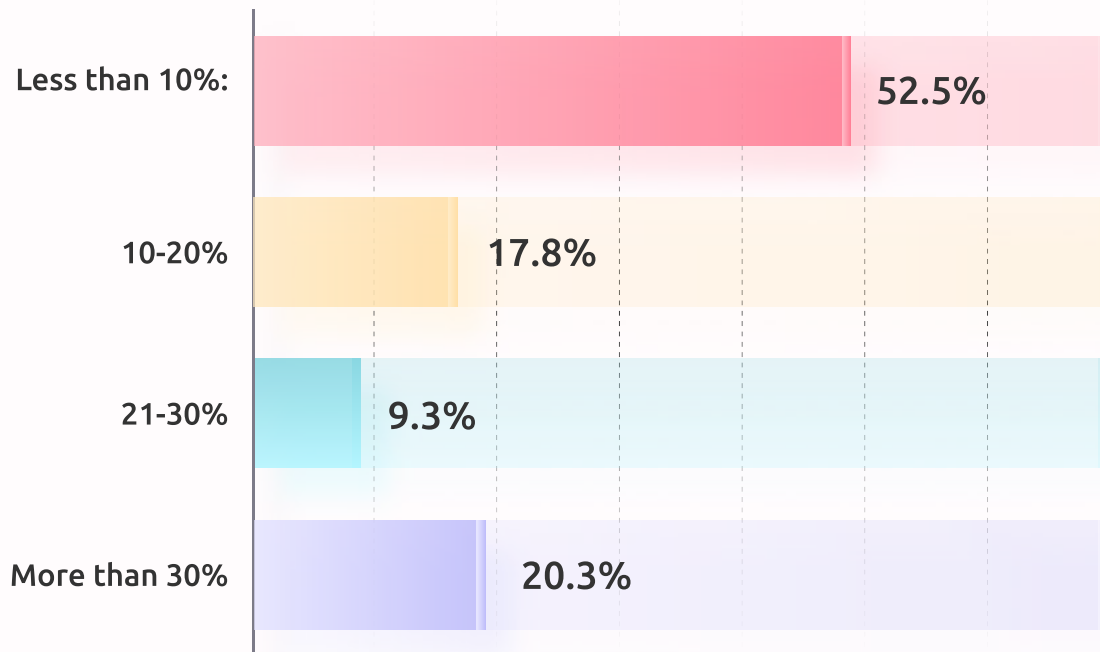
October Trends in Influencer Marketing

As the influencer marketing landscape continues to evolve, driven by technology, data insights, and shifting consumer preferences, our October 2024 survey of 247 marketers offers a detailed snapshot of current industry trends.

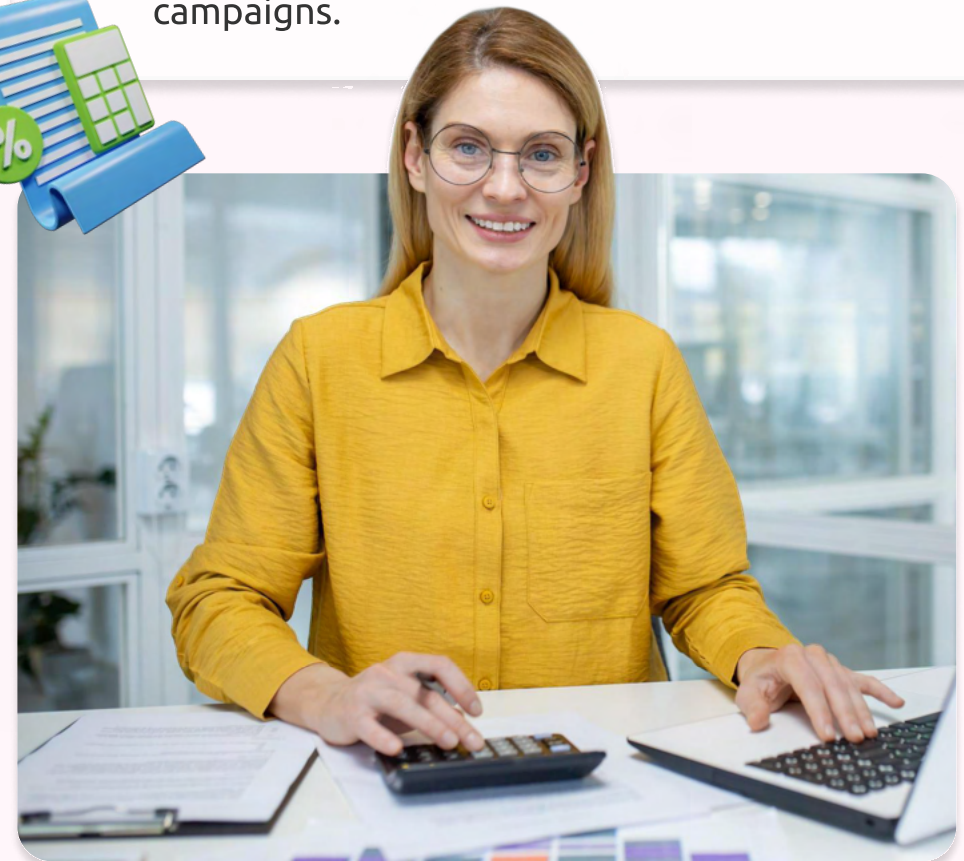
This report goes beyond surface-level observations, diving deep into the latest shifts in influencer marketing strategies. We identify emerging patterns, highlight key trends, and outline actionable strategies that can help brands and marketers stay ahead in this ever-changing landscape.



Allocation of Marketing Budget to Influencer Marketing



The October data indicates an increase in the proportion of marketers allocating less than 10% of their budget to influencer marketing, rising from 44.3% in July to 52.5%. This shift suggests a **growing conservative approach**, possibly driven by economic uncertainties or the need for more measurable ROI from influencer campaigns.



Platform Preferences in Influencer Marketing

Although **TikTok remains the top choice for influencer campaigns**, Instagram and YouTube have seen slight declines in preference since July.

This shift could indicate a recalibration of platform strategies, with marketers favoring platforms that drive higher engagement rates and resonate with Gen Z audiences, who dominate TikTok.

TikTok



58.9%

Instagram



35.2%

YouTube



29.7%

Facebook



20.8%

Twitter (X)



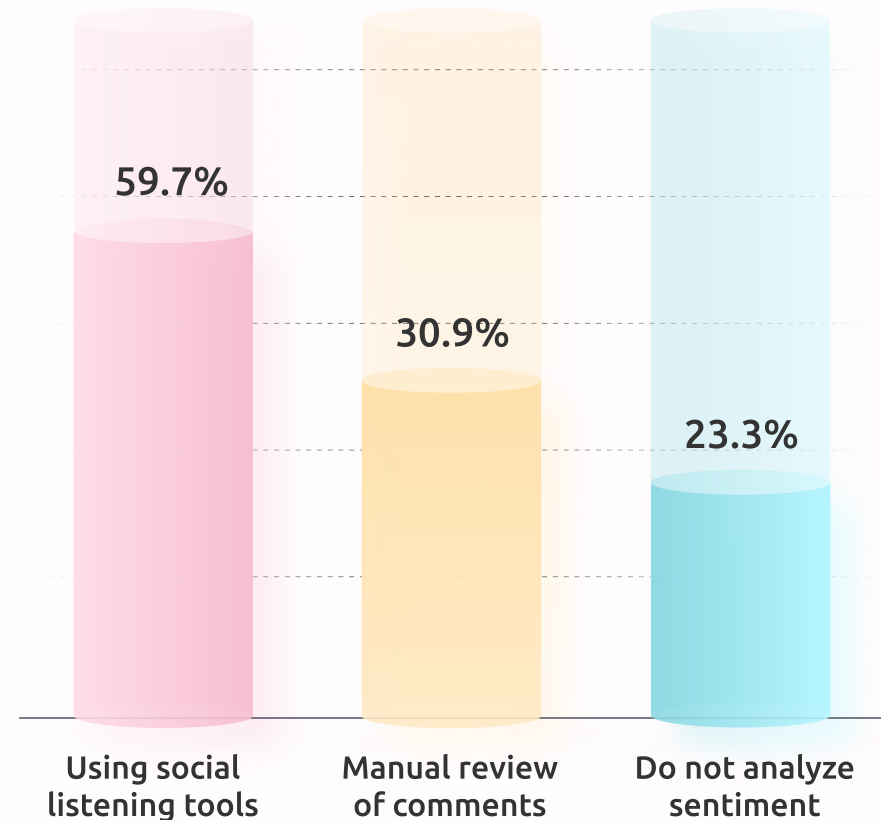
5.5%



Emotional Sentiment and Analysis in Influencer Campaigns

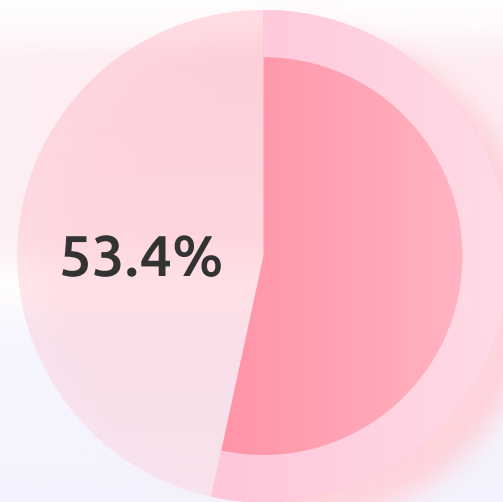


Emotional **sentiment analysis** has become a **key tool** in assessing the impact of influencer campaigns. The October survey highlights how brands measure and utilize sentiment data

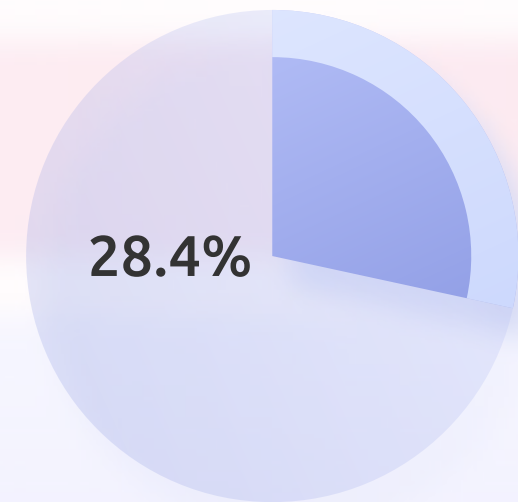


Effectiveness of Micro, Nano, and Macro Influencers

The data highlights a **growing preference for nano-influencers**; the shift reflects a broader industry trend towards more authentic, personalized influencer partnerships, with budgets increasingly allocated to nano-influencers for stronger engagement and higher ROI.

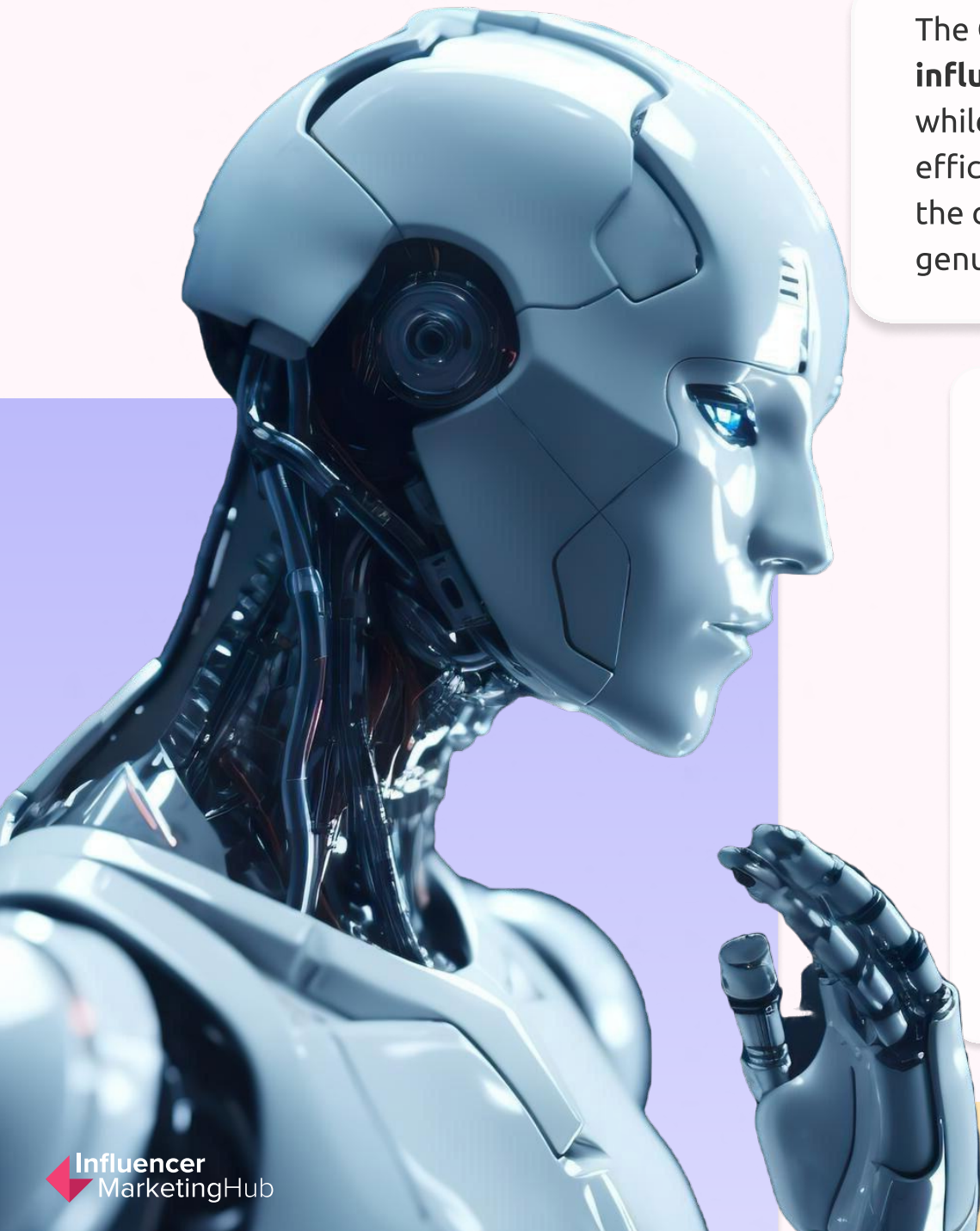


Nano-influencers are more effective

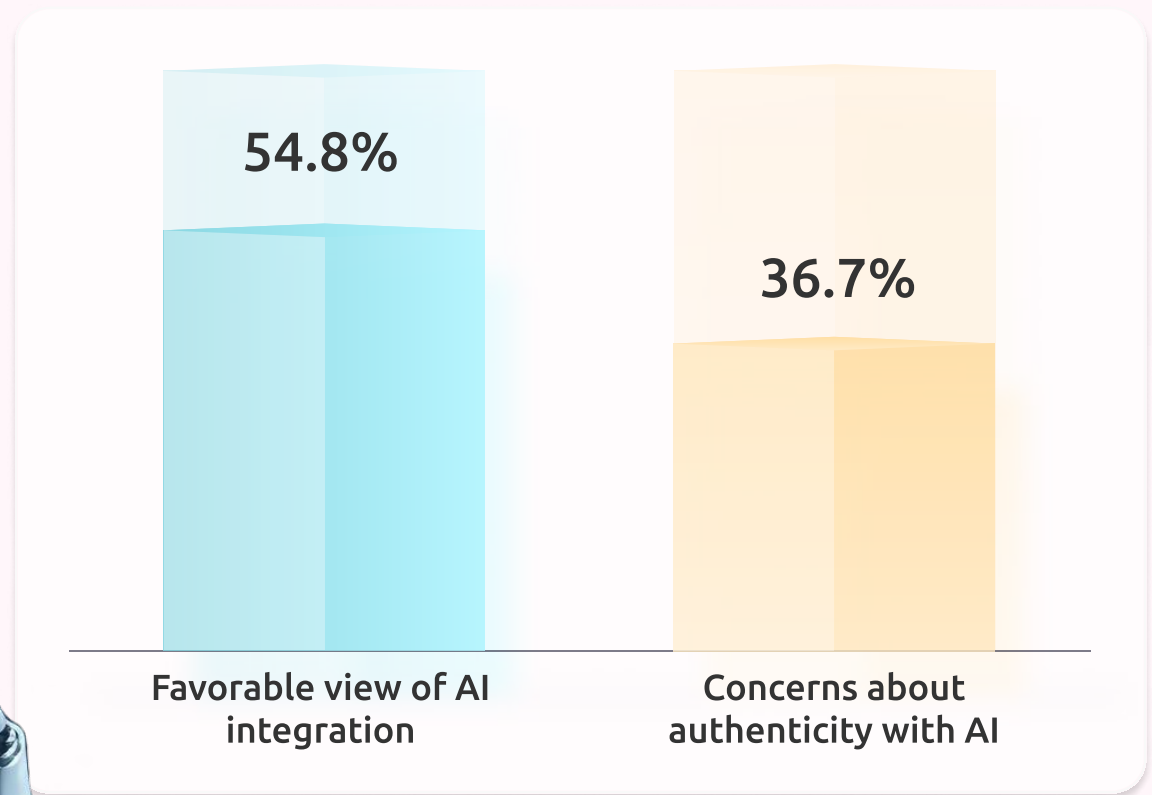


Micro/Macro-influencers still impactful

AI Integration in Influencer Marketing

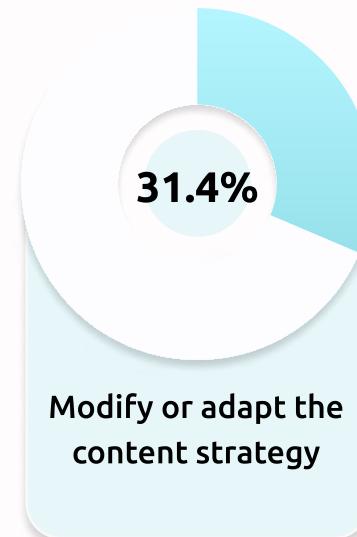
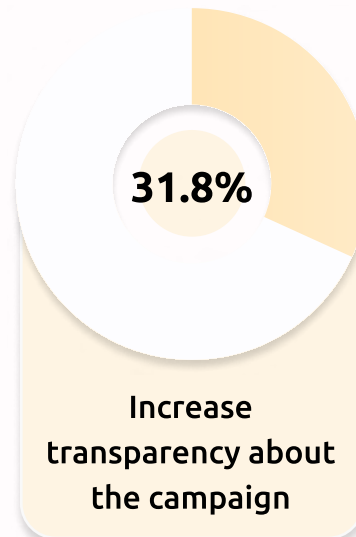
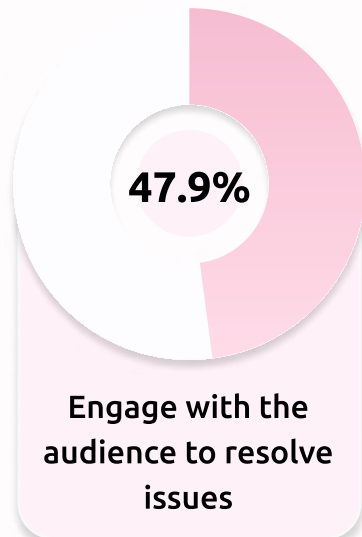


The October data shows **mixed sentiments toward AI in influencer marketing**, with 54.8% viewing it favorably, while 36.7% express concerns about authenticity. While AI's efficiency in streamlining campaigns is widely appreciated, the challenge remains in balancing its use with maintaining genuine, human-centered engagement.



Management of Negative Sentiment in Influencer Campaigns

The survey reveals that addressing negative sentiment involves engaging with the audience, increasing transparency, and adapting content strategies. **Proactive engagement and transparency** are key tactics, helping brands build trust and turn criticism into opportunities for growth while maintaining authenticity.



Influencer Fatigue and Consumer Trust

Consumers are beginning to show signs of **influencer fatigue**, particularly with mega-influencers. To combat this, marketers are shifting towards more authentic strategies, focusing on micro and nano-influencers, and incorporating user-generated content to keep audiences engaged and foster deeper connections.



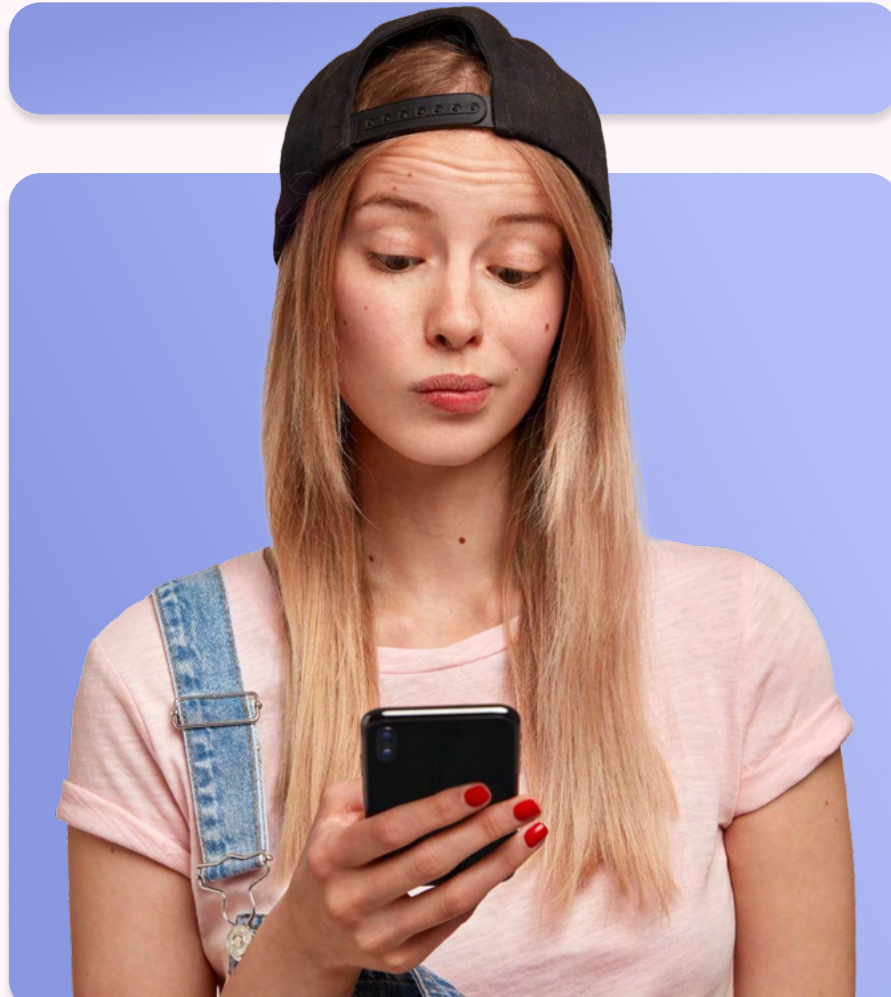
52.1%

Increasing
influencer fatigue

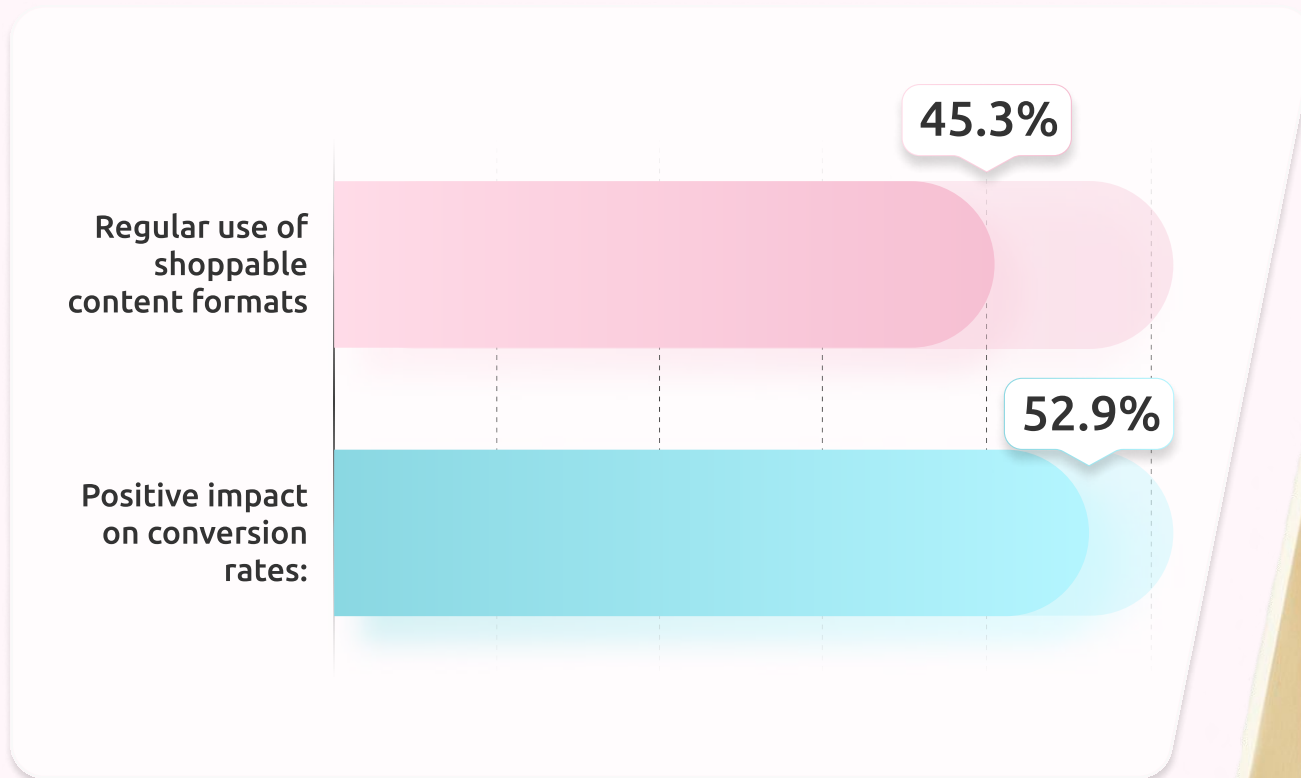


28.4%

Fatigue
specifically with
mega-influencers



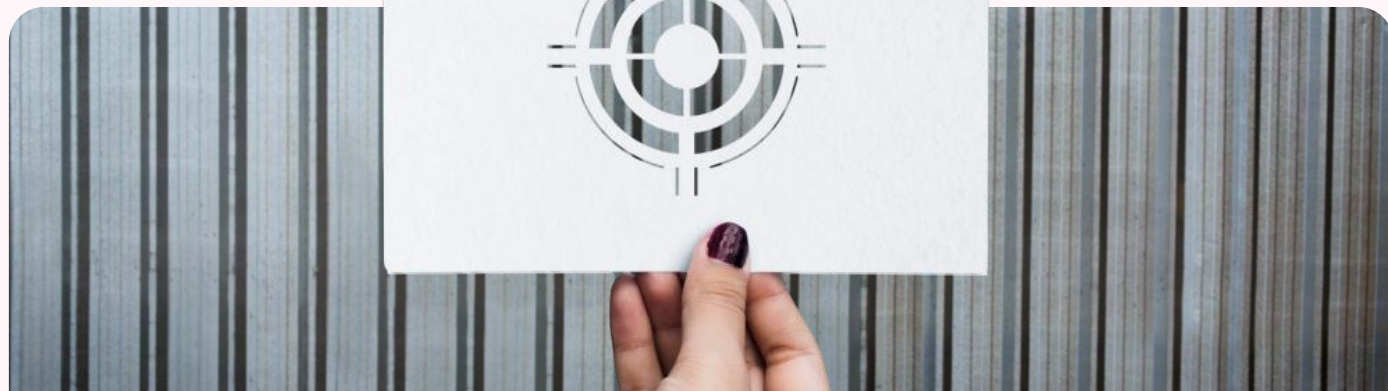
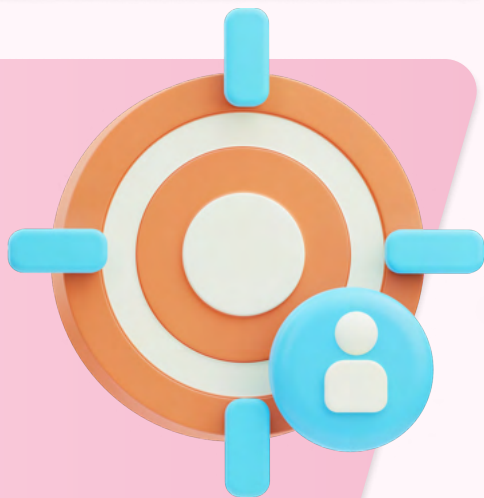
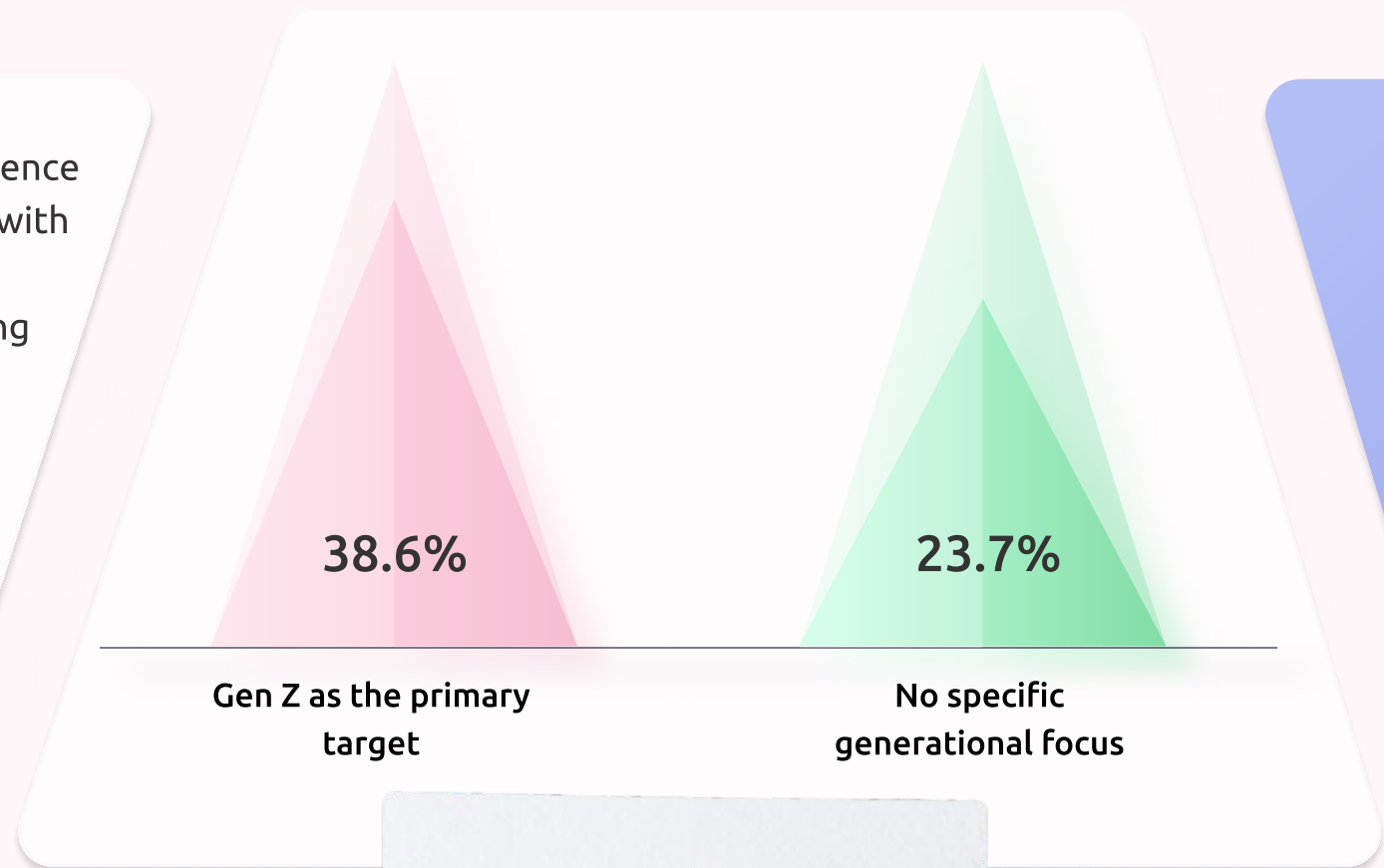
Shoppable Content and E-Commerce Integration



Shoppable content is gaining momentum, driving direct conversions through influencer campaigns. This trend offers seamless shopping experiences, reducing friction in the customer journey and **boosting conversion rates**, while its growing adoption promises more precise tracking of influencer-driven sales and improved ROI.

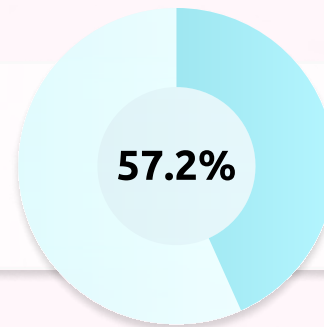
Generational Targeting in Influencer Campaigns

Targeting the right generational audience remains key in influencer marketing, with Gen Z being the primary focus. Brands targeting Gen Z are capitalizing on a demographic that prioritizes **authenticity and technology-driven engagement**, though diversifying strategies to include Millennials and Gen X can unlock further opportunities.

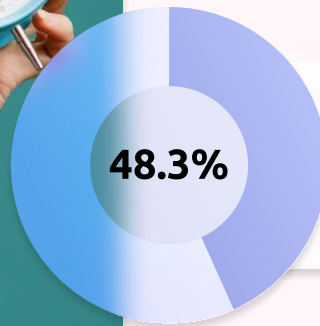


Strategic Timing and Platform Effectiveness

Timing is crucial for maximizing influencer campaign engagement, with data-driven decisions helping brands **optimize posting times for peak visibility**. Continual analysis of audience behavior allows for refined strategies, boosting engagement and improving ROI.



Optimize posting times based on data: **57.2%**



Monday as the most effective day for engagement: **48.3%**

The Path Forward: Challenges and Opportunities

Challenges

Fragmented Attention: Capturing consumer attention requires meaningful, authentic content amidst information overload.

Balancing AI and Human Connection: Brands must ensure AI enhances, rather than detracts from, genuine audience engagement.



Opportunities

Leveraging Micro and Nano-Influencers: Smaller influencers offer a chance to build deeper connections with niche audiences.

Innovative Content Formats: Dynamic formats like TikTok Shopping and Instagram Reels can boost brand differentiation and engagement.

Actionable Tips For Marketers

01

Focus on Engagement:

Prioritize nano-influencers for authentic, impactful engagement.

02

Leverage Internal Talent:

Turn employees into trusted brand advocates.

03

Use AI Wisely:

Optimize with AI but keep the human touch intact.

04

Create Community Movements:

Build loyal followers, not just awareness.

05

Collaborate with Influencers:

Co-create content to drive deeper engagement.





Influencer

MarketingHub