

We Asked, They Answered: How Marketers Are Leveraging Influencer Marketing

Bloglovin' interviewed 100 U.S. based marketing professionals, from brands and agencies (Public Relations, Digital Media, Branding, Shopper Marketing) to better understand the state of the Influencer Marketing industry today.

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Introduction

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The Influencer Marketing industry has experienced explosive growth in recent years. As marketers continue to see results from engaging social media natives and creators as part of their overall marketing strategy, technologies with campaign management tools have emerged to allow for larger programs to run more efficiently.

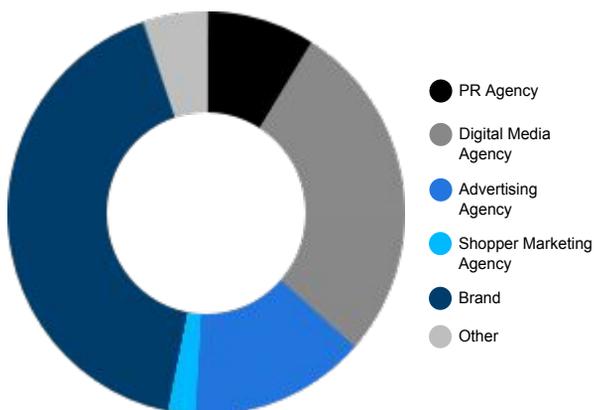
At Bloglovin', we work with hundreds of brands and agencies to partner with hundreds of thousands of influencers globally. In this latest report, we spoke with 100 marketing professionals spanning brand managers, PR professionals, social media managers, and more to understand the current landscape of Influencer Marketing.

In this report, we cover the following three areas...

- 1 The value Influencer Marketing plays in overall marketing strategies**
- 2 How brands and agencies are currently executing Influencer Marketing campaigns**
- 3 Influencer Marketing budgets now and looking to the future**

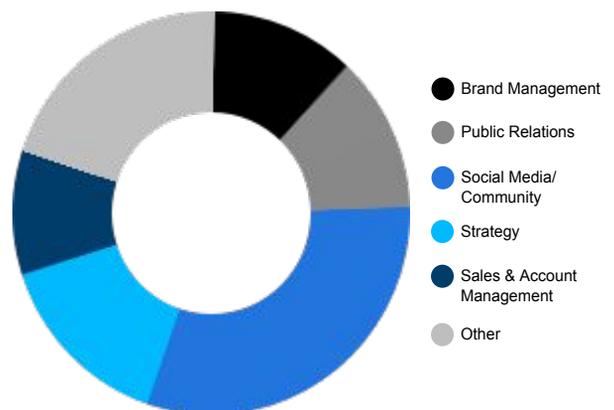
Who We Talked To

Respondents by Company Type



source: Bloglovin'

Respondents by Function/Team



source: Bloglovin'

Influencer Marketing grows awareness, reaches new audiences

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We asked marketers about their experience with Influencer Marketing, the results show an overwhelmingly positive reaction to this relatively new form of marketing.

What Marketers Have to Say About Influencer Marketing



source: Bloglovin'



What does this mean for brands?

In many cases, influencers have spent years growing their readership. They know what products and types of content their audiences enjoy best. This intimate relationship that influencers build with their followers makes them skillful marketers, especially with respect to authentic and genuine messaging and engagement.

Brands can expect influencers to help them grow and target new, engaged audiences, and produce relatable content for Influencer Marketing campaigns.

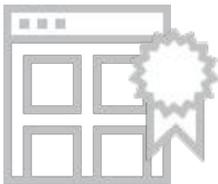
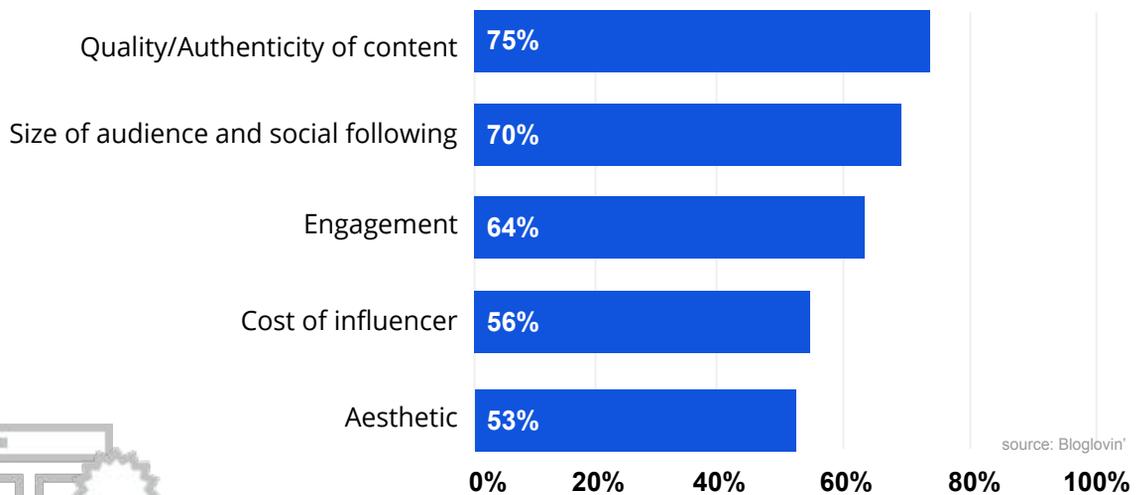
Top considerations when picking influencers for campaigns

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Various factors go into picking the best influencers for each Influencer Marketing campaign. Here are the top considerations reported by marketers:



What Marketers Look for in Influencers



What does this mean for brands?

Not only do influencers market your products and services to their audiences, they also act as an extension of your brand's voice. So it is no surprise that marketers focus most on working with influencers whose content is of the highest quality and authentic to their brand and brand voice—this is what makes Influencer Marketing campaigns so powerful!

Influencers who demonstrate these desirable attributes, as well as ones who generate content that aligns with a brand's voice and mission, will garner more and higher-quality engagement. They will also be better able to tailor the messaging and aesthetic of the campaign to their audience.



What *exactly* can Influencer Marketing do for brands?

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We asked marketers why they work with influencers and why Influencer Marketing is part of their overall marketing strategies. The two most popular reasons were:

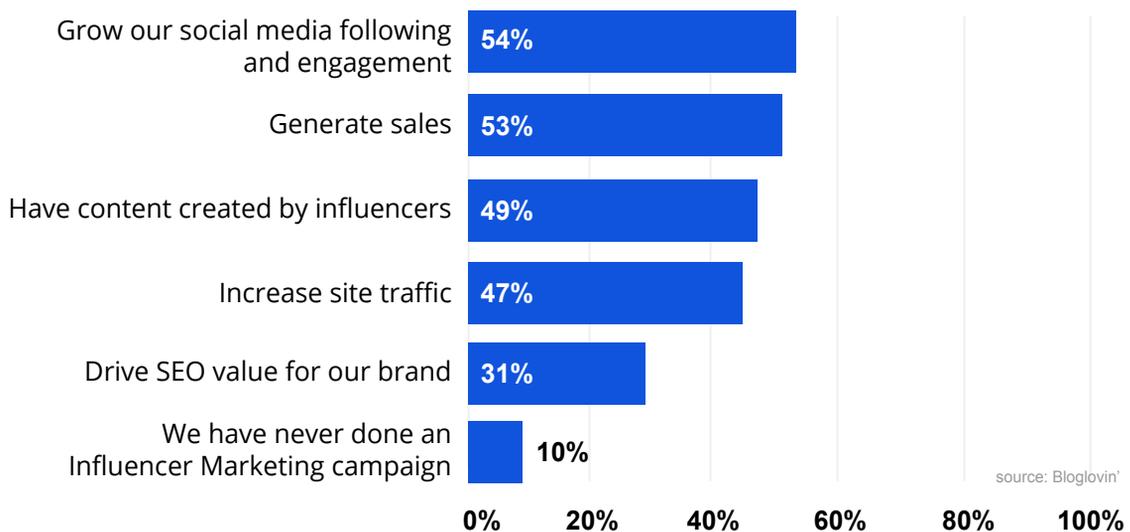
76%

Grow brand awareness

71%

Reach new audiences

Other Reasons Marketers Turn to Influencers Include:



What does this mean for brands?

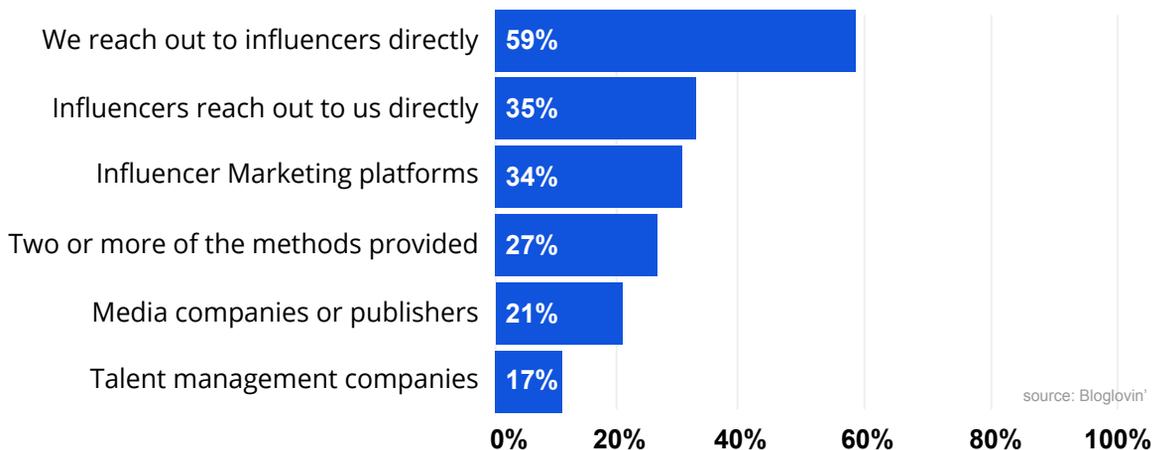
While the immediate value in working with influencers is growing brand awareness and reaching new audiences, savvy marketers understand that the value drawn from Influencer Marketing campaigns goes above and beyond the campaign. Content created for campaigns contributes to overall SEO, benefits other marketing efforts through redistribution, and continues to inspire sales.

How marketers work with influencers

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Finding relevant influencers to participate in campaigns is a hurdle brands and marketers face when executing Influencer Marketing campaigns. The majority of marketers reach out to influencers directly—this can be a time-consuming and manual process. Meanwhile, **35% of marketers** say influencers reach out to them directly for work.

How Marketers Typically Find Influencers for Campaigns



How Many Influencers Typically Work on One Campaign?

54% of marketers engage 5+ influencers per campaign



What does this mean for brands?

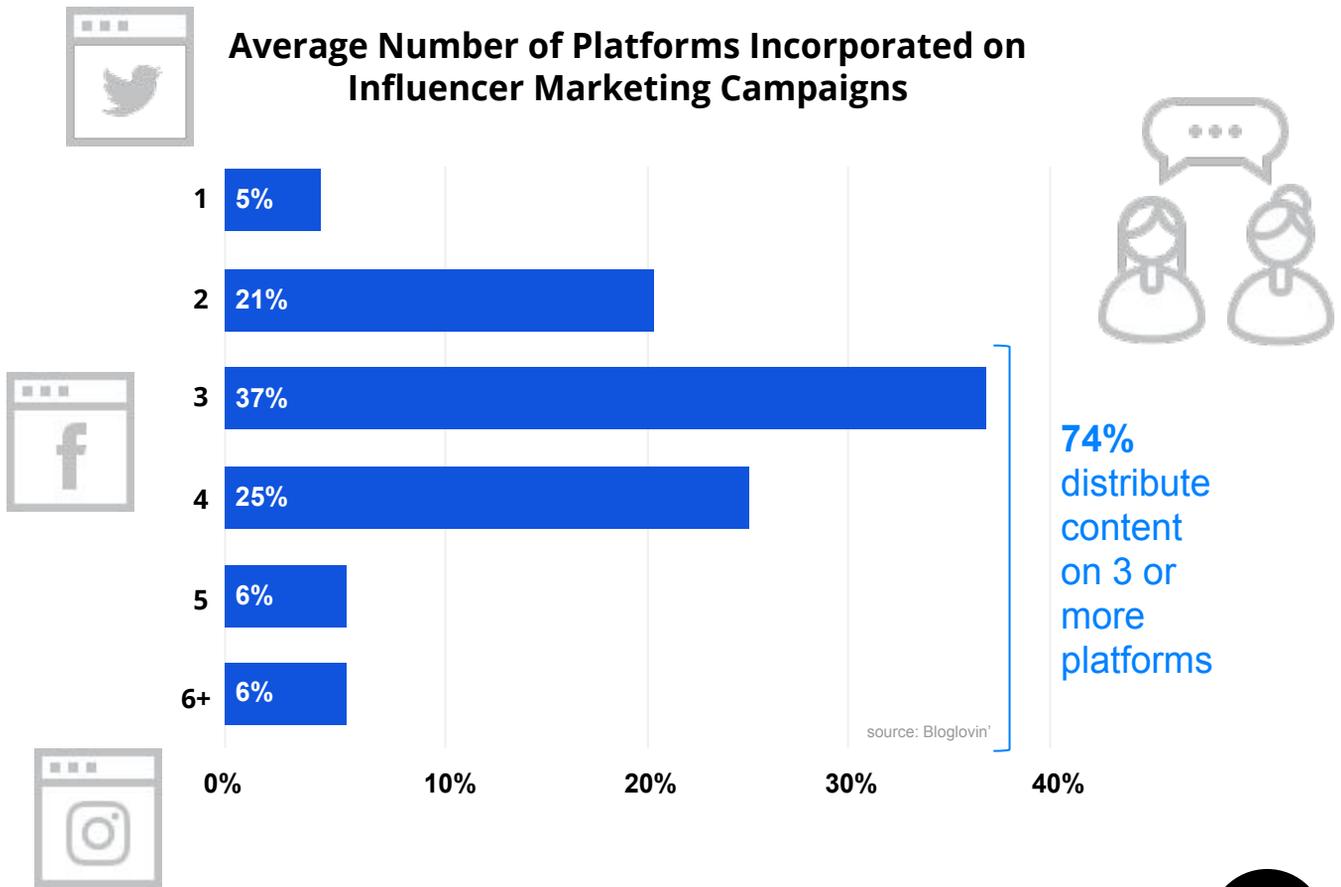
There are a number of ways for brands to work with influencers. Today, many brands are experimenting with the options available, including: working with influencers directly or tapping into influencers via platforms, media companies, or talent management companies. Nearly one third of respondents mention using two or more ways to work with influencers.

Brands should consider using Influencer Marketing platforms to execute campaigns where larger numbers of influencers are involved to assist with activating and managing influencers, communication, approvals, and automated reporting.

Marketers are executing campaigns across platforms

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In this survey, we found that working with influencers across multiple channels—3 being the sweet spot—is essential to marketers. In fact, **over 74% of marketers distribute content for Influencer Marketing campaigns on 3 or more platforms**. This point corresponds to our findings in [The Global Power of Influencers Consumer Survey Report](#) where we found that **88% of women** follow influencers on 2 or more platforms.



What does this mean for brands?

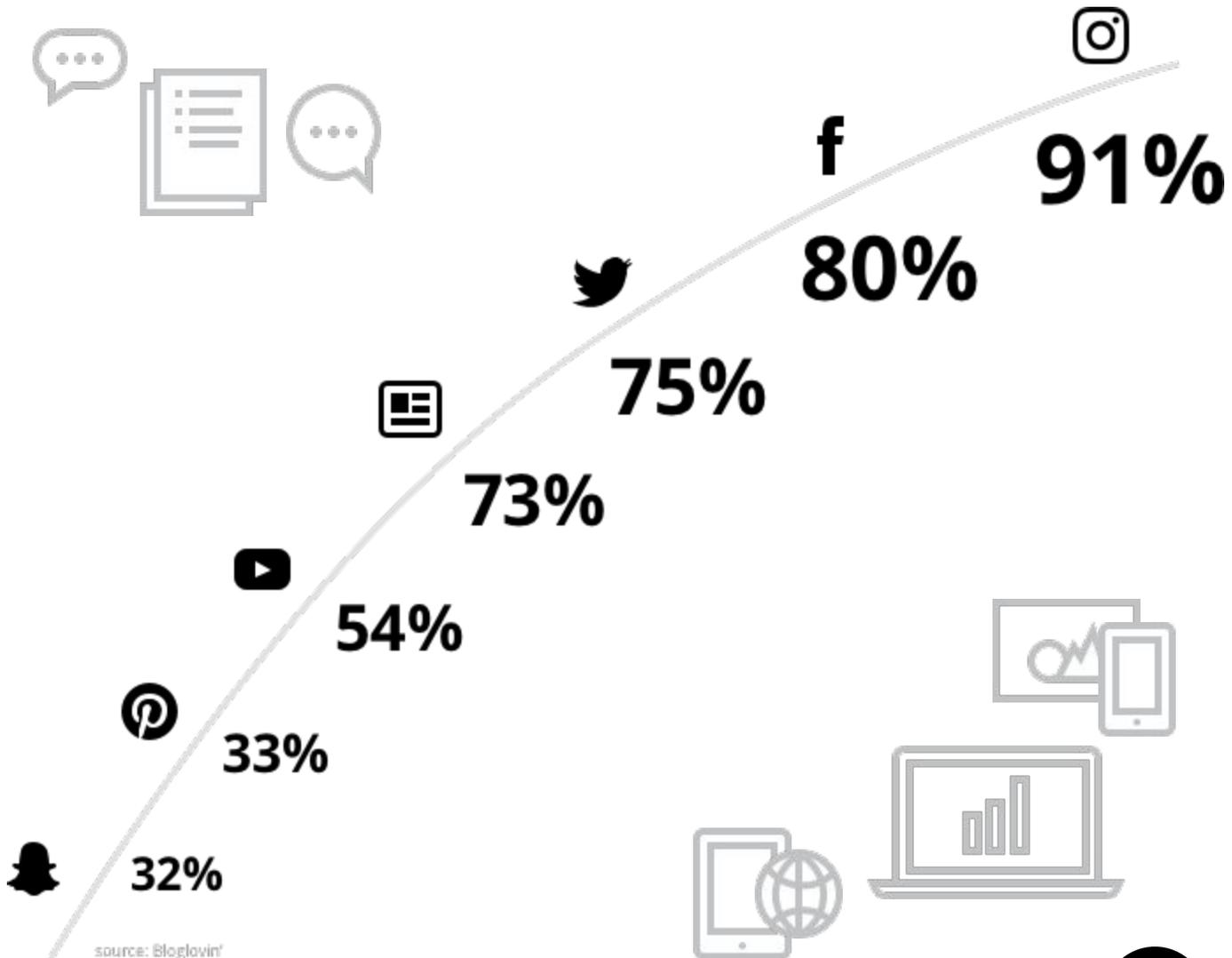
Distribution across multiple channels provides multiple consumer touch points without over saturation, which, in turn, keeps the feel of the campaigns authentic.

Influencers know their audiences best. Allowing influencers to decide the platform(s) on which content distributed will optimize for higher engagement.

Top social platforms for Influencer Marketing

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Our survey showed that Instagram is the top social media platform for Influencer Marketing with **over 90%** of those polled saying they have used the platform for campaigns. Facebook, Twitter, and Blogs also ranked high, while YouTube, Pinterest, and SnapChat rounded out the list.



What does this mean for brands?

While Instagram leads the way for Influencer Marketing content, savvy marketers know that different types of content perform better on certain platforms than others. For example, recipes may be best suited for blogs while 'behind-the-scenes' content is appropriate for SnapChat or Instagram Stories.

Additionally, savvy marketers should understand which platform(s) perform best for the influencers they work with to best target where to distribute content.

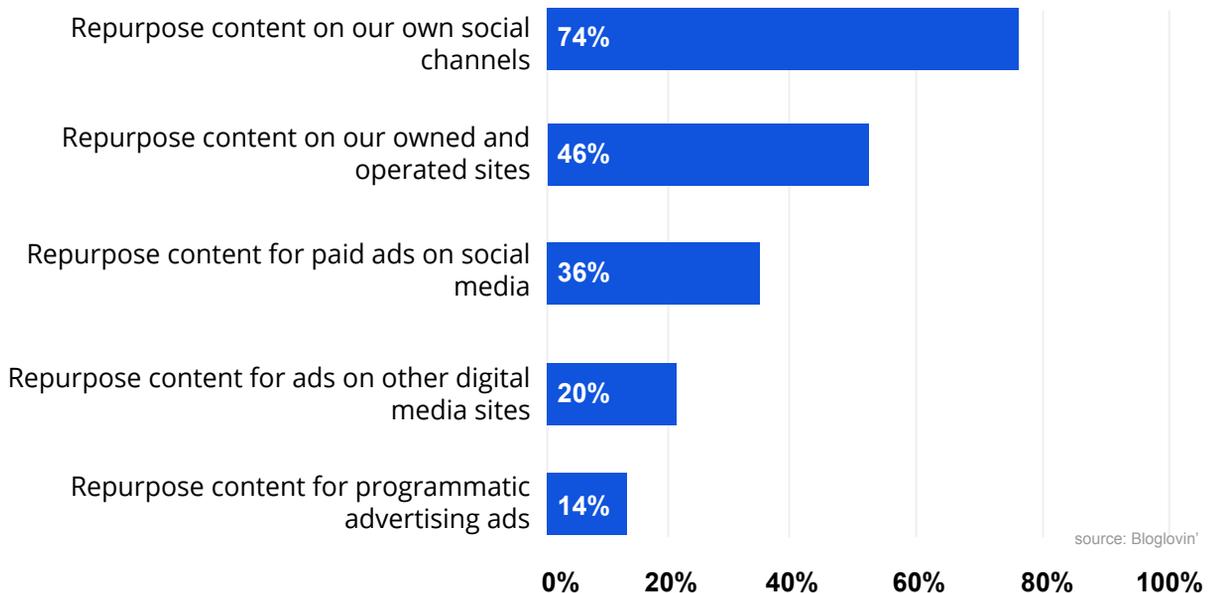
What happens to influencer-generated content after a campaign?

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Savvy marketers are driving value from Influencer Marketing programs long after the campaigns are over by repurposing the content in a variety of ways.

83% of marketers **reuse content** created for Influencer Marketing campaigns after the campaign has ended.

How are Marketers Repurposing Influencer Content?



What does this mean for brands?

In addition to the high quality content created by influencers for a specific campaign, brands also benefit from reusing and redistributing the same creative content after the campaign has ended.

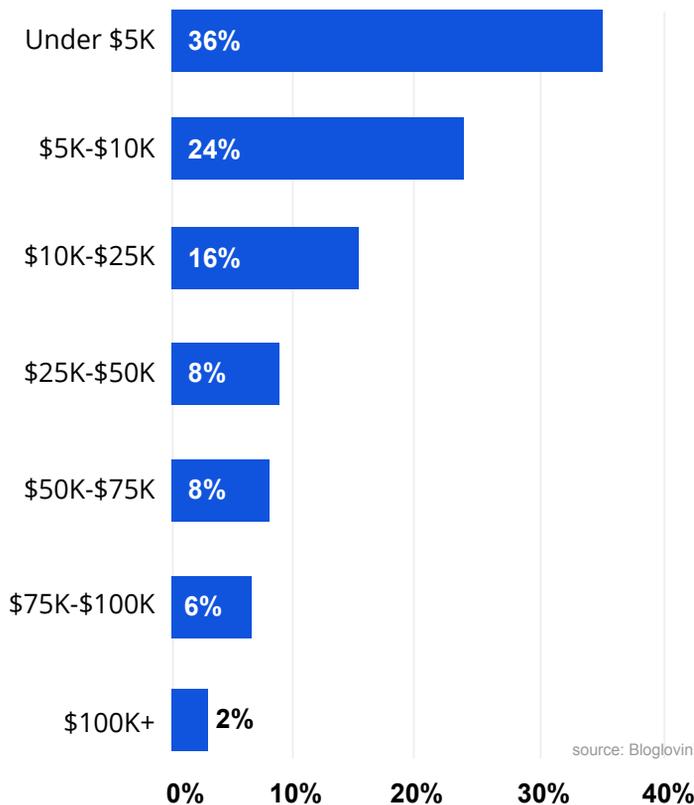
Marketers should be aware that typically rights to post on the brand's social channels is included in an influencer's standard rate. If the intention is to repurpose for other marketing programs and on the brand's owned and operated channels, rates need to be negotiated (potentially to a higher rate).

How much marketers spend per campaign

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While many marketers are still devoting test budgets—budgets of \$5K or less—to Influencer Marketing campaigns, a significant portion of those we spoke with are spending \$10K+—even upwards of \$75K to \$100K per campaign.

Average Spending per Influencer Marketing campaign



Factors to Consider when Negotiating Influencer Rates

- ✓ **Size & engagement** of the influencer's social profiles and blog
- ✓ **Gifted products & experiences:** Rates may be lower if the influencer is gifted product or travel
- ✓ **Usage rights:** standard usage rights allow brands to use influencers' content on social only. If they want to distribute above and beyond social channels (their website, press, boosting posts on social), premium rates may be negotiated
- ✓ **Exclusivity:** is the influencer allowed to work with competitive brands during the length of the term? If not, the rate may increase.
- ✓ **Length of partnership:** for longer-term partnerships, with high volume of content created by the influencer, the price per component can come down

What does this mean for brands?

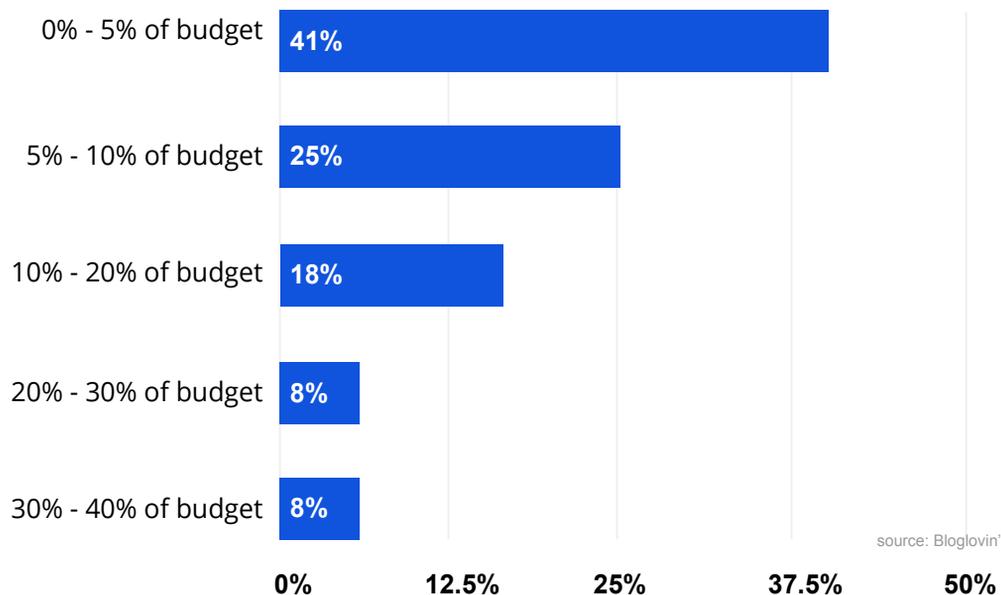
As brands move beyond test budgets for Influencer Marketing and begin building larger campaigns with more influencers and content for distribution, we expect to see increased spend per campaign. It's also worth noting that, anecdotally, we at Bloglovin' are finding many of our agency clients are running a high frequency of campaigns with smaller individual campaign spend—this could be contributing to campaign size data to skew lower.

Marketers should consider working with Influencer Marketing platforms to streamline recruitment, campaign and content management, analysis, and reporting.

How does Influencer Marketing fit into overall marketing budgets? BLOGLOVIN'

We asked marketers what percentage of overall marketing budgets are allocated for Influencer Marketing. Of the 100 marketers polled, the results show the majority of marketers are spending less than 5% on Influencer Marketing, while others are spending **up to 41%** of their budgets working with influencers.

Percentage of Overall Budget Spent on Influencer Marketing in 2017



What does this mean for brands?

While the majority of marketers are allocating smaller portions of their overall budgets—10% and less—to Influencer Marketing, it is clear that this new marketing solution is on the rise!

We are seeing more and more startups and direct-to-consumer brands build the majority of their marketing in partnership with influencers.



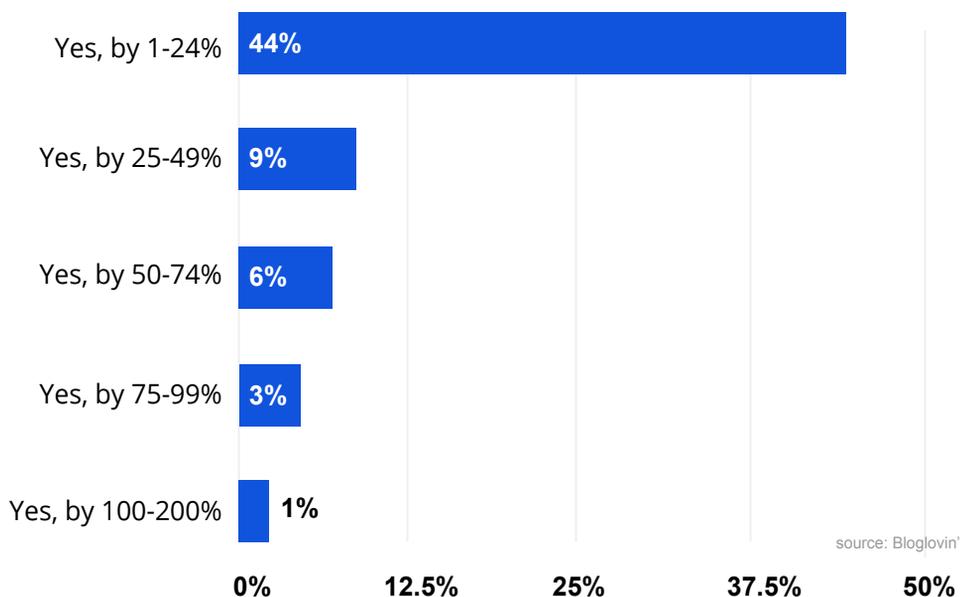
Marketers are spending more on Influencer Marketing

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Our survey revealed that the majority of marketers are already increasing their Influencer Marketing budgets. While the majority have **increased by 1-24%**, some marketers have increased this portion of their budget by up to 200%!

63% of marketers said they **increased their Influencer Marketing budgets for 2017**

Percentage of Increase in Influencer Marketing Budget in 2017



source: Bloglovin'

37% of marketers surveyed have not increased their Influencer Marketing budgets



What does this mean for brands?

The majority of marketers we spoke with anticipated an increase in spending in 2017. With the availability of various technologies that can help marketers scale out campaigns to work with more influencers across more channels, while allowing for more efficient execution and measurement, we expect this trend to continue.

How brands capitalize on Influencer Marketing **BLOGLOVIN'**

Why Influencer Marketing?

- Influencer Marketing is a great way for brands to grow their own social media accounts, generate awareness through various platforms, and reach a more targeted audience.
- Quality and authenticity of influencer-generated content is a top consideration for marketers when picking influencers for campaigns. Additionally, engagement, number of followers, cost, and overall aesthetic are also important.

Breaking Down an Influencer Marketing campaign

- The majority of Influencer Marketing campaigns involve 5 or less influencers per campaign, **59% of marketers and brands find influencers by reaching out to them directly.**
- Influencers also reach out to brands for partnerships as they are eager to work with like-minded companies.
- **34% of marketers use a technology platforms** to source, manage, communicate with, and evaluate influencers on campaigns.
- Marketers know to work with influencers across multiple platforms to capture their full audiences; the most common number of platforms to distribute content is three.
- Unsurprisingly, marketers use Instagram the most for Influencer Marketing campaigns—the platform boasts strong engagement and user growth, as well as robust measurement. Marketers also turn to Facebook, Twitter, and Blogs more than other platforms to execute Influencer Marketing campaigns.
- At the end of a campaign, marketers can redistribute and repurpose influencer-generated content, driving value beyond the campaign.

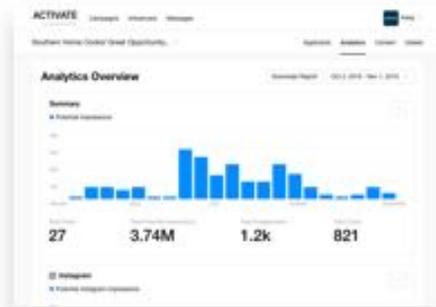
Influencer Marketing Spends are on the Rise

- Various factors are at play when negotiating an influencer's rate including: size of following and engagement, gifted products or experiences, exclusivity, and many more.
- While many marketers are still focused on testing Influencer Marketing, **35.6% report spending \$5k of under per campaign**, others are spending more and allocating **20% - 40% of their budgets to Influencer Marketing.**
- Marketers know Influencer Marketing is a key part of their marketing strategy, **63% have increased their spending this year!**

Bloglovin' is the original influencer company with 850k verified content creators. We leverage proprietary data and technology to achieve targeted brand awareness, qualified traffic, and consumer engagements.



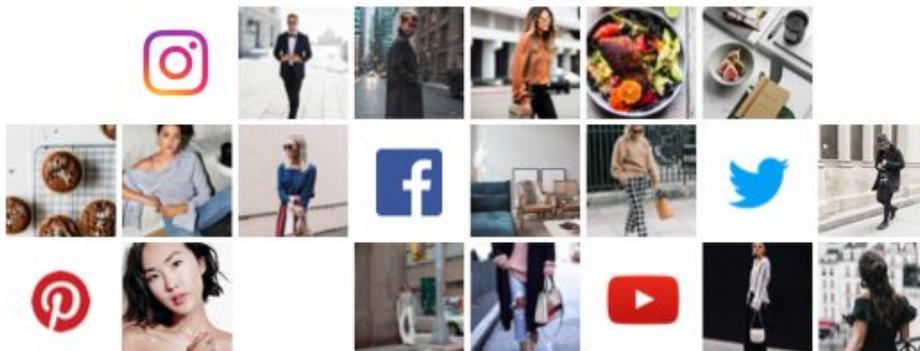
Native Media Property
10MM+ Users



Influencer Marketing Platform
1B+ Verified Reach

Opportunities and Solutions

Custom Content, Desktop and Mobile Native Media, Emails, E-Commerce Integrations, Events, Social Media Solutions, and Analytics



Content Creation
Influencers or the Bloglovin' editorial team create content.



Content Amplification
Amplification via Bloglovin' properties or influencers.

Existing Brand Partners



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