

Report

Power of Influencer Marketing in Numbers

Measuring the effectiveness of
social commerce and influencer
endorsements among social
media users in the United States



Executive Summary

This Power of Influencer Marketing in Numbers can help brands adjust their approach to social media and influencer marketing.

Certain elements of a creator's online activity demonstrate greater authenticity to consumers. This authenticity translates into consumer trust and purchasing intent. Brands must examine these elements to pivot their influencer recruitment efforts accordingly.

Furthermore, the survey reveals that social media users are gravitating less toward celebrities and more towards down-to-earth creators. This is good news for brands, since celebrities and influencers with over 1 million followers tend to be more expensive than mid-sized influencers. Overall, consumers are drawn creators that mimic their own lives, address their problems, and/or inspire them to achieve their goals.



One of the more unexpected findings was that men seem to trust influencer endorsements slightly more than women. Not only are men more likely to buy influencer-recommended products, but they are also inclined to spend more per purchase. Brands that want to appeal to one gender over another can use these insights to craft their campaigns and forecast results.

The survey results demonstrate that nothing replaces genuine brand-consumer connections. But the following quantitative and qualitative data will guide marketers to ask better questions and craft more impactful messaging online. As brands use this information to refine their social media strategy, they will develop more intuition about how consumers use social platforms to inspire, inform, and guide their purchase decisions.

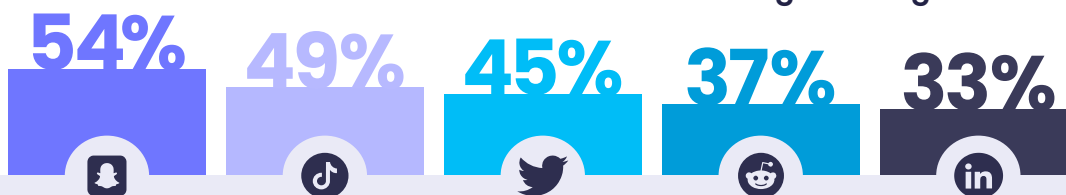
Survey Results

Overall, highly-visual platforms consistently outscore those that were less visual.

Most Popular Social Commerce Platforms



Other High Scoring Platforms

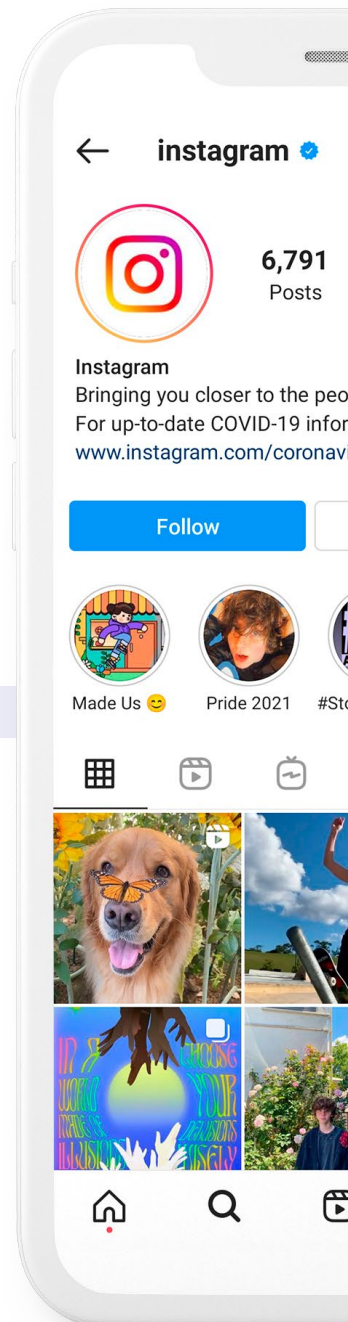


The Instagram-Facebook partnership continues to dominate on social media today with all participants saying they are “active” on social media.

Instagram is the most popular social media platform, according to 72% of poll respondents. Facebook nearly ties with Instagram at 71% followed by YouTube with 63%. Other high-scoring platforms include SnapChat (54%), TikTok (49%), Twitter (45%), Reddit (37%), and LinkedIn (33%).

70%
of consumers say they follow more than 10 influencers

In fact, the majority of surveyed consumers admit to following more than one influencer on a channel.



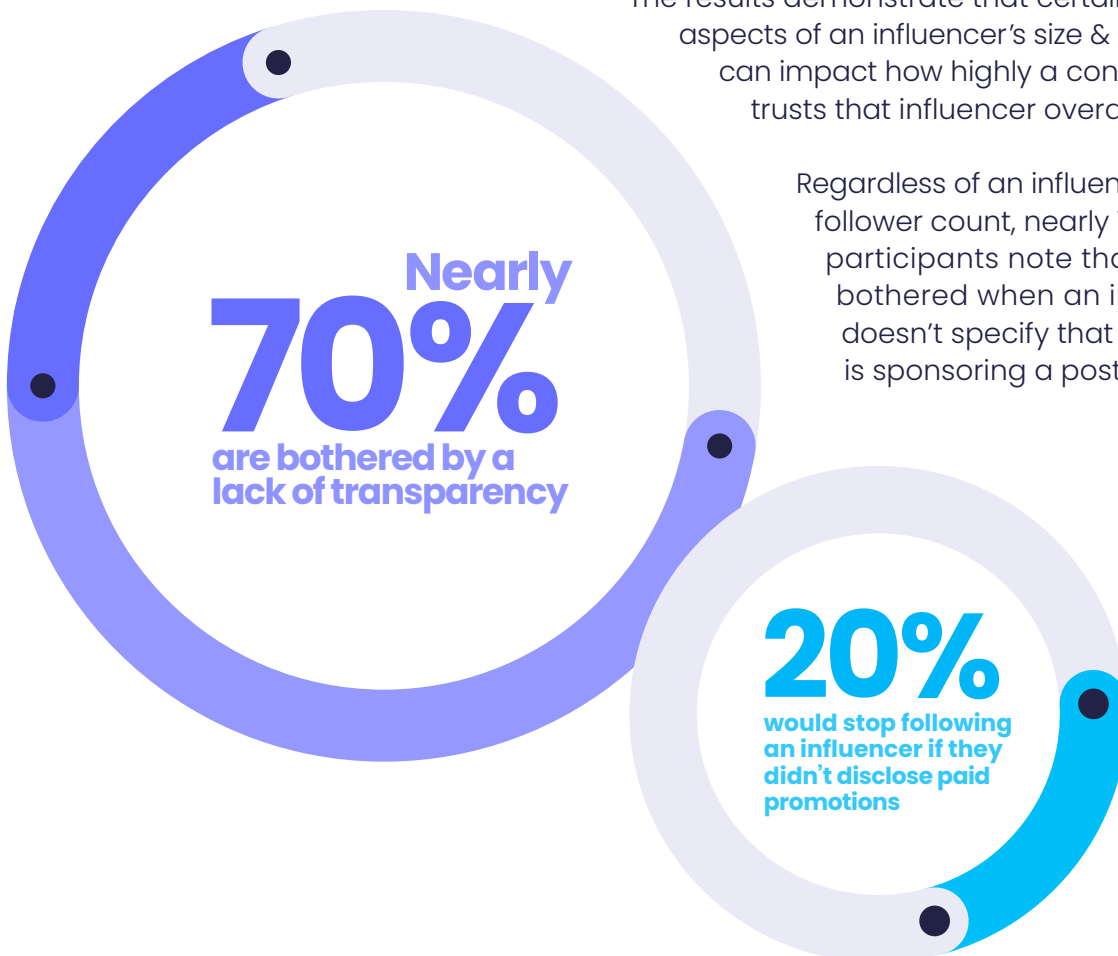
Nearly a ¼ of survey respondents chose **distrust of an influencer as the main reason for unfollowing that influencer.**

Consumer-Influencer Relationships

A critical question on the minds of brands is, what is the true impact of influencer endorsements?

The results demonstrate that certain aspects of an influencer's size & content can impact how highly a consumer trusts that influencer overall.

Regardless of an influencer's follower count, nearly 70% of participants note that they are bothered when an influencer doesn't specify that a brand is sponsoring a post.



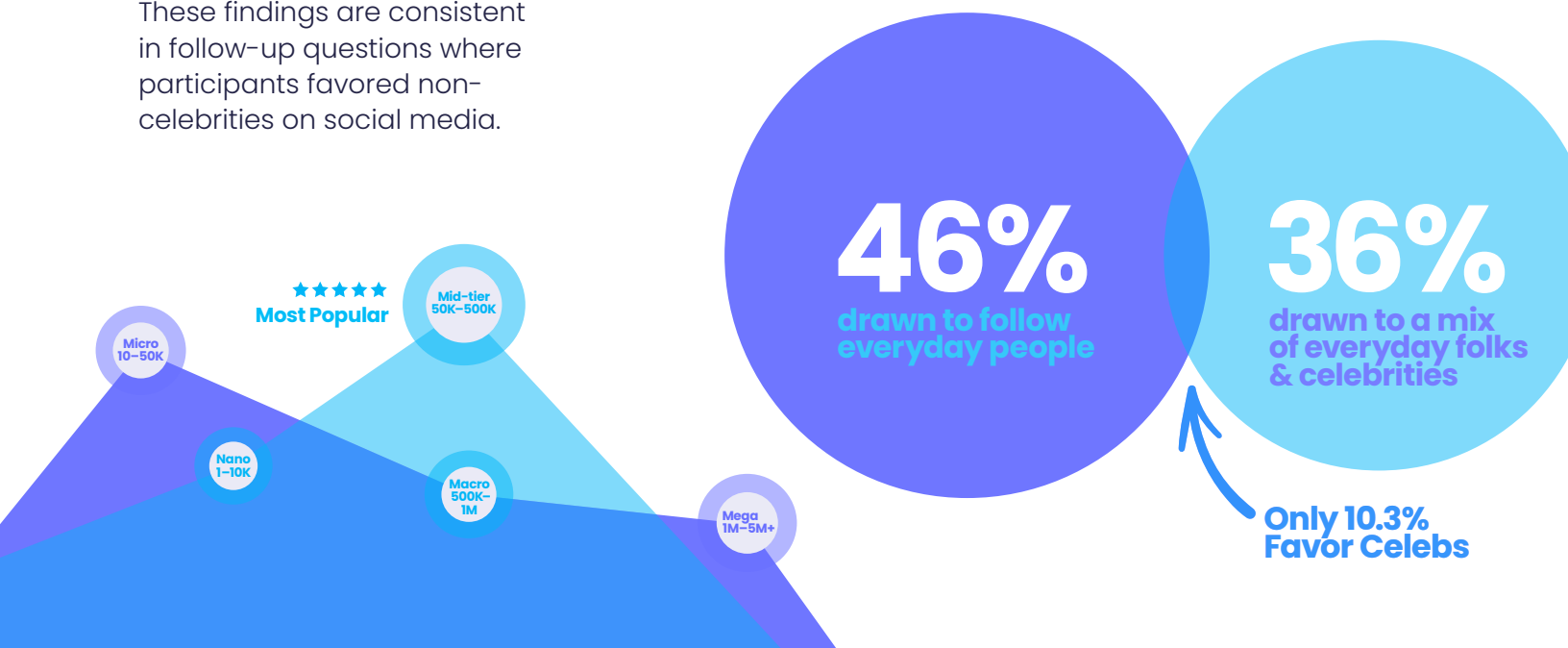
The Appeal of Influencers by Size

More than $\frac{1}{2}$ of surveyed respondents indicate that an influencer's follower size doesn't otherwise impact trust in that influencer.



The survey reveals that mid-sized influencers are the most popular overall. These influencers have between 50,000 and 500,000 followers which means that micro influencers with high follower counts and macro influencers with low follower counts are favorites among social media users. Results then skew toward lower follower counts, such as micro & nano influencers.

These findings are consistent in follow-up questions where participants favored non-celebrities on social media.



Consumer Engagement with Influencers Prior to Purchase



As influencer followers, participants feel that influencer endorsements are compelling enough to inspire a purchase. Over half (54%) of respondents even say that follower count does not impact their willingness to buy a product or service promoted by that influencer.

Despite the effectiveness of influencer endorsements, followers don't frequently engage those influencers just prior to buying a promoted product. Only 30% say that they sometimes interact with an influencer post or privately message them before their purchase, but another 41% say that they rarely or never engage the influencer before buying.

An influencer's engagement with follower comments impacts whether or not respondents trust that creator.

60% of respondents indicate that while followers don't usually interact with an influencer when making a purchase inspired by a paid promotion, influencers can nurture trust with that audience by responding to follower comments with likes, comments, and DMs prior to using their content to promote brands and products.





The Appeal of Content by Type

Regardless of the type of content, the number one reason why followers believe an influencer to be inauthentic occurs when that influencer promotes products that they don't genuinely care about.

When promoting their favorite brands & products respondents note their preferred post types are:

24%

Visual posts on newsfeeds

23%

Long-form videos | YouTube & Twitch

27%

Short-form video | Instagram Reels & Tiktoks

14%

Ephemeral content | Instagram Stories & SnapChat

11%

Text or written post | Twitter



42%

of respondents say they prefer an influencer review when looking to an influencer for information prior to purchase.



More than $\frac{1}{2}$ of respondents state that **word-of-mouth and social media (in general)** are their preferred mediums for **discovering new brands.**

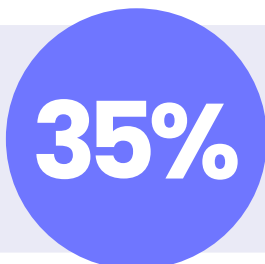
Buyer Behavior

Influencer-promoted Products

Almost 80% of those surveyed confirm that social media directly impacts purchasing decisions. Additionally, more than 95% indicate that they've purchased items on either Instagram or Facebook.

Credibility through specific follower counts remains a notable (though not overwhelming) concern among social media users in the survey. 46% say that follower count impacts whether they trust influencer endorsements.

Banner ads are least popular overall. Of those influencer endorsements, the most popular product promotion post (by a margin of 28 points) is a product review.



confirmed that they were "very" or "extremely likely" to buy influencer-promoted products online.



Product Selection & Consumer Spending



The top-performing products (in order of preference) according to industry are:

- 1 Subscription Boxes
- 2 Health & Wellness
- 3 Cosmetics
- 4 Home Improvement
- 5 Appliances & Cookware
- 6 Electronics

the number of respondents who say they'd spend more than \$100 on a product introduced by an influencer rose by almost 4%. (from 29% to 33%)

When it comes to how much social media users are willing to spend online, the largest group (44%) in the survey indicate that they'd spend less than \$50 on a new product introduced by an ad. By contrast, the number of respondents who say they'd spend more than \$100 on a product introduced by an influencer rose by almost 4% (from 29% to 33%). By and large, the majority of those surveyed prefer to spend less than \$50 on a product they only just learned about through either an ad or influencer post.

Influencer Marketing by Industry

Survey participants favor influencers in **fashion, lifestyle, sports/gaming, beauty, travel, and health/wellness**. The results show, influencer promotions don't always reflect what is most popular among organic influencer posts.

50%



48.1%



42.6%



41.7%



40.9%



35.8%



While the survey was split fairly evenly between men & women, results couldn't have been more different.

For example, men are willing to consistently spend more than women on products sight-unseen when an influencer promotes that product.

Gender Gap

- ☺ 50% of female respondents wouldn't spend more than \$50 on a product sight-unseen.
- ☺ 29% of male respondents would spend more than \$50 on a product sight-unseen.
- ☺ 5% of female respondents would spend \$250-\$500 on a product sight-unseen.
- ☺ 13% of male respondents would spend \$250-\$500 on a product sight-unseen.

26%

Sight unseen, men are likely to spend \$500 more than women when an influencer promotes the product.

When it comes to influencer trust, 26% of men seem to be more trusting of influencers for purchasing decisions, compared to 13% of women.

13%



Key Takeaways



One of the key takeaways from this survey is that social media is indispensable with today's consumer audience.

Not only do they use social media for entertainment, but consumers also freely admit that product promotions (including influencer endorsements and word of mouth) on social media affect their buying habits.

Other key insights include:

- ☺ Influencers who create a real-life, down-to-earth persona generate more excitement among social media users than do celebrities.
- ☺ Influencers can further earn consumer trust by engaging their audience via reactions, comments, and shares on follower-generated content. The survey demonstrates that influencers who regularly do interact with their organic engagements from followers perform better once they are promoting the brands that they love.
- ☺ If there's one thing that can damage brand affinity on social media, it's influencer endorsements from those who don't genuinely love the products that they share. Brand-creator partnerships that lack integrity and authenticity will sour consumer relationships with both the brand and the influencer.
- ☺ These results support the direct approach to recruiting and managing influencer relationships. Brands can connect with audiences that are inaccessible through paid ads, as well as leverage influencer lifestyle communities to nurture their own thriving brand communities on social media.



SURVEY METHODS

Our survey gathers feedback from 1,000 consumers. The gender split was nearly half with 7% more women (57%) participants than men (43%).

All respondents reside in the United States. The primary audience lay in the 25-34 year old age range (nearly 70%), with 29% being 18-24 years old and another 2% between the ages of 16 and 17.

All questions were multiple choice with a healthy mix of single selection and select-all-that-apply formats.