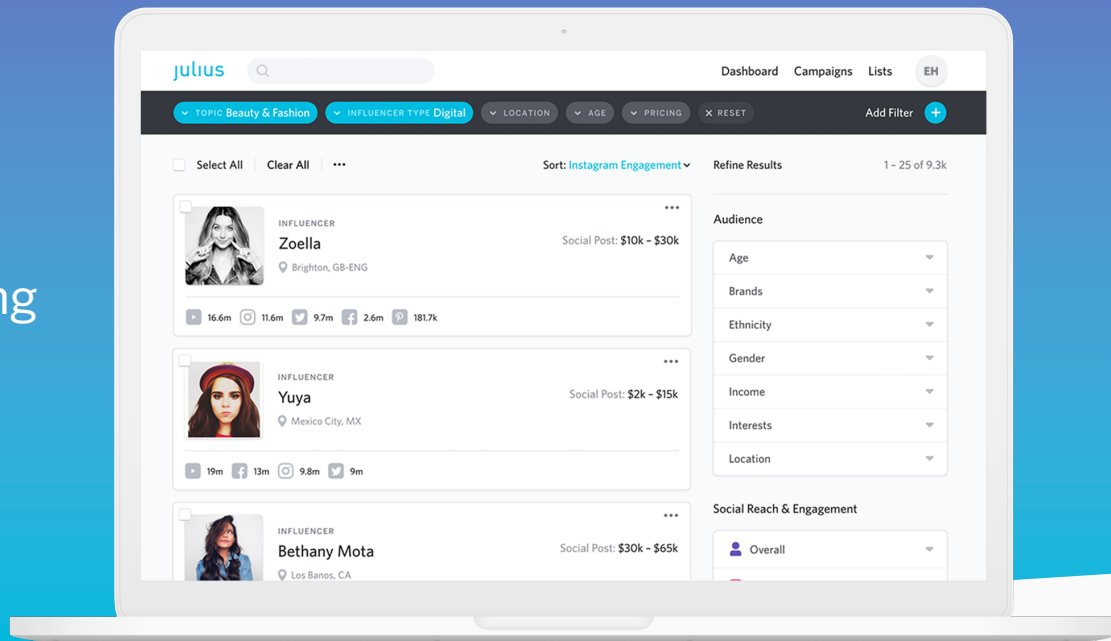


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## State of Influencer Marketing



## Introduction

### – Our Study

**Influencer marketing** has become one of the biggest buzzwords, as more and more businesses are turning towards social media personalities to create and produce branded content. With the power to reach, engage and impact consumers, **influencers** provide businesses a **direct channel** to connect with their **target audience** and have an organic conversation about their product or brand.

To gain additional insights on branded content, we surveyed rising digital influencers to get their input on the **current state of influencer marketing**.

# How prevalent is Influencer Marketing?

**Over 15k brands** worked with at least 1 influencer in 2016 (Julius Data)

**94 of the 100** *Forbes World's Most Valuable Brands List* used influencer marketing in 2016 (Julius Data)

**Over 800 brands** worked with at least 10 influencers in 2016 (Julius Data)



**84%** of marketing professionals worldwide started used influencer marketing in 2016 ([eMarketer](#))



# The power of influencers in the battle for consumer attention



71% of Millennials find mobile ads to be “irrelevant.” ([Deloitte](#))



83% of consumers skip online video ads if allowed ([Deloitte](#))



64% of Millennials use ad blockers ([eMarketer](#))



62% of 18- to 24-year-olds would buy a YouTuber-Endorsed product (vs Celebrity) ([Defy Media](#))



Millennials engage with online video content, watching **11.3 hours** of free online video weekly ([Defy Media](#))



**92%**  
of consumers trust influencer endorsements more than typical adverts, according to influencer marketing platform ([MuseFind](#))

Reach attentive audiences with influencer marketing where an impression is actually an **IMPRESSION**



# Segmenting the field: Celebrity Influencers vs. Digital Creators

## Celebrity Influencers

Musicians, actors, athletes, etc.

Gain following due to career success

Social promotion is often part of a larger endorsement or 360 deal



Lady Gaga

## Digital Creators

Bloggers, YouTubers, Photographers, Snapchat artists, etc.

Gain following by creating content

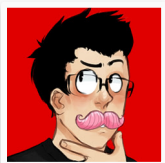
Typically open to one-off branded integrations



Zoella

# What is a Digital Influencer?

A digital influencer is someone who has increased their social presence by **creating content that engages** audiences. They have the ability to affect opinions and change behaviors because they are trusted sources of information amongst their following.



## GAMING

Markiplier  
Total reach: 32m



## TECHNOLOGY

Vsauce  
Total reach: 13m



## TRAVEL

Louis Cole  
Total reach: 5m



25% of influencers have made it their full-time profession



12% of influencers are full-time students



16% of influencers are stay-at-home parents

# The Influencer Industry

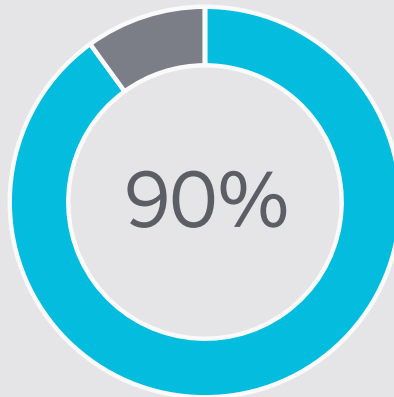
As creators and thought leaders in the online space, influencers are the future of entertainment, media, and advertising.

Nine out of 10 social media influencers we surveyed, have been contracted by a brand to create sponsored content.

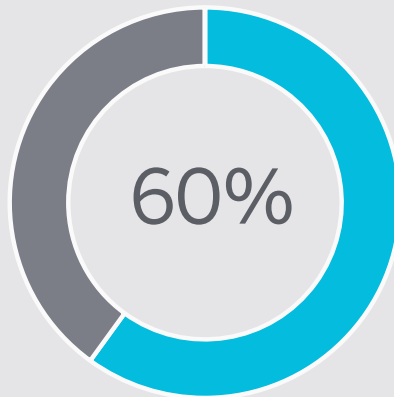
Over 60% of influencers represent 6 or more brands throughout the course of a year.

*"From the influencer perspective, respecting your audience is key, and a win-win for brands. If your followers find your posts about jewelry engaging and insightful and therefore continuously engage with you for fashion advice, is working with a bank to promote their new credit card the right fit? Will you risk alienating your audience? This is why digging deeper is so important."*

- Modern Social Magazine



Have previously worked with a brand



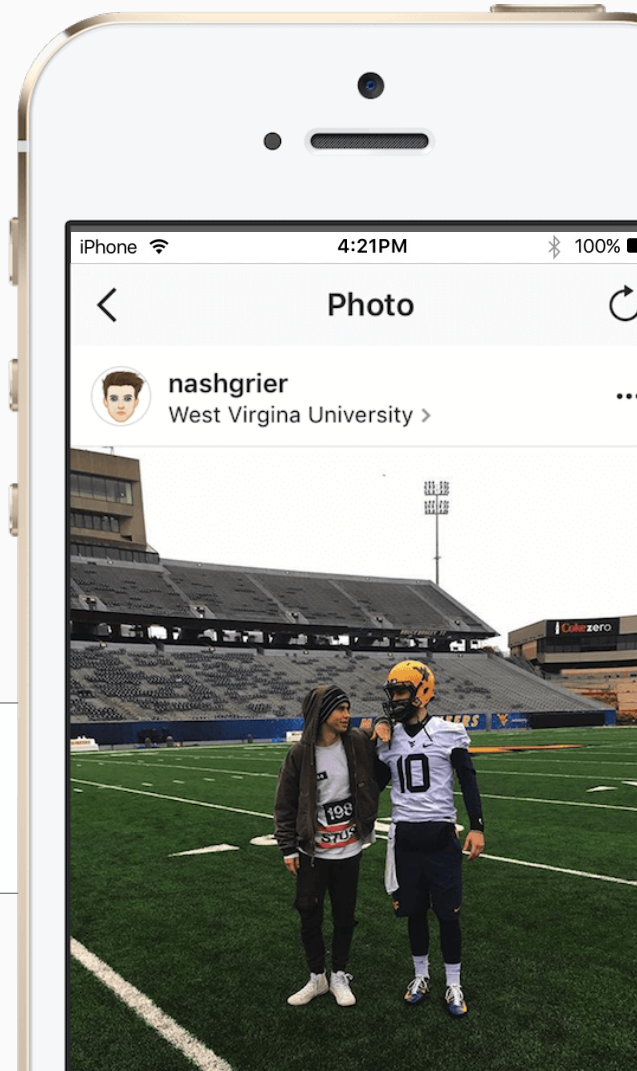
Represent 6+ brands

# Authentic Content Wins

Authenticity is crucial for long term brand engagement. For half of social media personalities, the top reasons for working with a company is their own personal affinity for the brand or their personal use of the product.

Nearly 83% of influencers are likely to work with a brand again if they feel the partnership was collaborative while allowing for creativity.

It's important that both the influencer and the brand have outlined and agreed to all deliverables and expectations prior to launching a campaign.



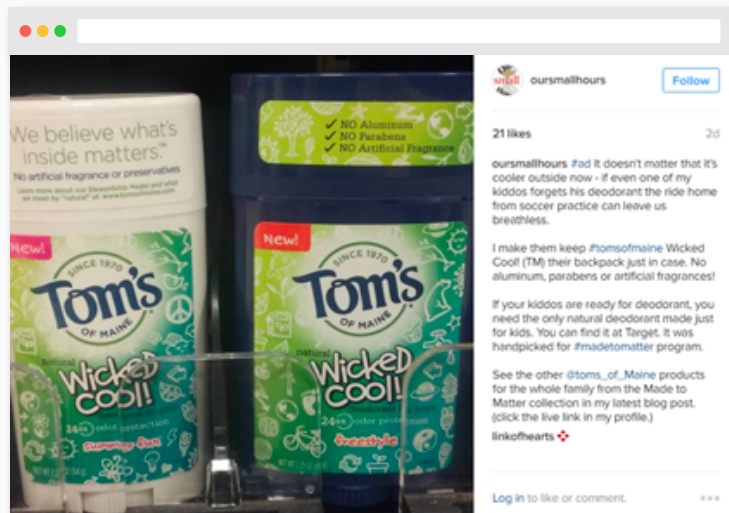
# Best Practices from Shane Baker



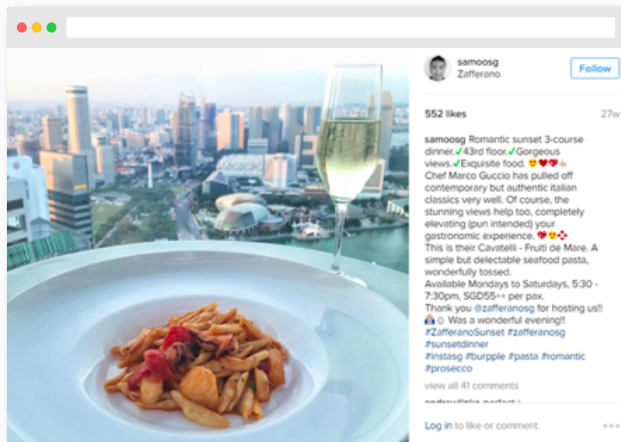
Shane Baker is an accomplished digital marketing consultant. He shared some of his best practices in influencer marketing with Julius, via a recent [blog post](#).

## Create a strong network of micro-and mid-level influencers relevant to your niche.

Don't forget about Micro-influencers. Instead of working with top-level influencers or celebrities, brands choose to work with creators with 500-5,000 followers. These creators have the ability to engage their audience on certain topics. Tom's of Maine was able to boost [consumer engagement by 600%](#).



# Best Practices from Shane Baker



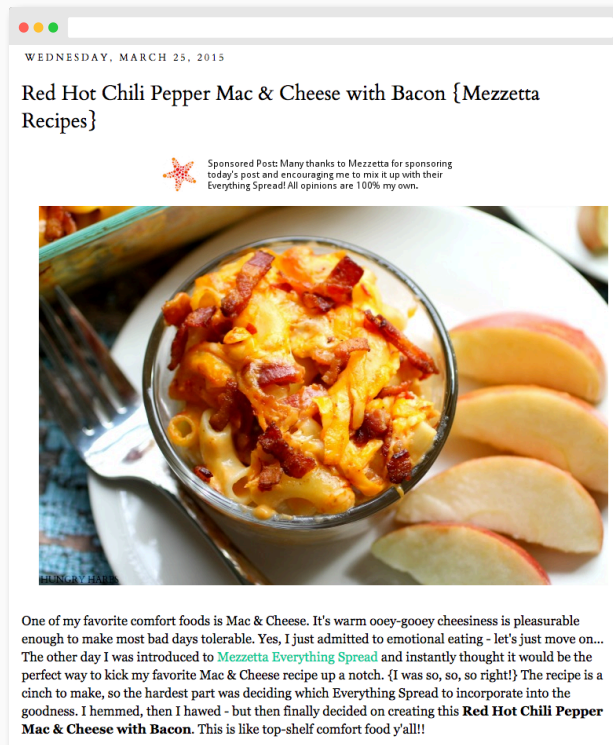
**Create an experience for the influencers to get more authentic reviews, creating a more genuine relationship.**

Zafferano, a Singapore-based restaurant, worked with Instagram influencers to raise awareness. The influencers shared images of the contemporary Italian cuisine with description of the food, pricing information and timing of availability. The campaign generated more than [8,500 likes and 280 comments](#) from the 33 posts on Instagram rolled out over a 10-day period.

# Best Practices from Shane Baker

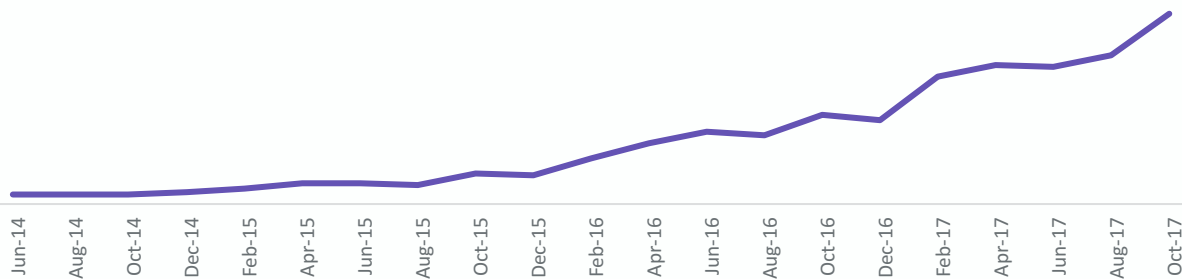
## Make the most of influencers' creativity

Mezzetta, a company that specializes in sauces and spreads, worked in influencers to create original content for their Pinterest page. Food blog, Hungry Harps, came up with an original recipe using a chosen Mezzetta product and posted giveaways and discount coupons to readers. Through the campaign, Mezzetta reached more than [13 million people and ended up with nearly 7,5000 unique pieces of content](#).



# The Future for Influencers

“Influencer Marketing” Searches on Google Continue to Rise



With influencer marketing growing exponentially from year over year, how do social media stars think this will change their work with brands?

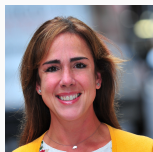
Over 85% of influencers expect the number of branded campaigns they complete to increase over the next year.



## Some 2018 Predictions

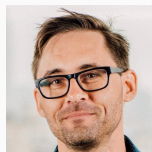


"...[Influencer marketing] will become a formal discipline in all brand marketing departments."



@glostitt

"The wonderful thing about the internet: SO many verticals and niches. Keep an eye on Twitch and live game play influencers."



@matt\_hindl

"Metrics will matter even more. [Influencer marketing] will evolve in 2018"



@tiffany\_g

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Julius Works, Inc., is an influencer marketing platform that provides clients with rich influencer data, advanced search capabilities, and the campaign management tools required to organize a successful influencer marketing strategy.

It is the preferred influencer search engine and outreach tool for hundreds of brands and agencies, including Cheddar TV, Mashable, Reebok, Wieden+Kennedy.

Visit [juliusworks.com](https://juliusworks.com) for more information or to get a demo.