Influencer Marketing in a New World

How Brands and Customers Adjusted to the New Normal

Our lives have dramatically changed in the last two years. We live in a dynamic and evolving society, but it’s evident that social media remains at the center of how we connect with each other and with brands.

Brands and the Pandemic
2021 redefined the role brands play in consumers’ lives, and the way in which consumers relate to brands. Consumer habits have forced brands to prioritize digital and adjust budgets, which has dramatically increased the role influencers play in a brand’s overall strategies.

Customers and the Pandemic
We all remember what it was like last year, sitting at home staring at our phones for days, weeks, even months. But, this extended time did something to our relationship with technology and our expectations from the brands that use technology to connect with us.

Authenticity has become a big word for customers. We want to feel like brands are being honest with us, and that we are buying into some we identify with. Influencers have become a core channel for brands to authentically communicate with customers.
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Part 1

Data and Findings on #ad Activity in 2021
Finding 1

Sponsored Content Grew Dramatically in 2021
Sponsored Feed Posts Increased 26.7%

In 2020 we saw a slight decreased in #ad usage. Luckily, in 2021 sponsored content is back and up 26.7%!

Sponsored feed posts increased 26.7% this year. In 2021, influencers shared 3,798,505 sponsored posts, in 2020 they created 3,014,687.

Volume of Instagram Sponsored Posts

<table>
<thead>
<tr>
<th>Year</th>
<th>#ad Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>3,014,687</td>
</tr>
<tr>
<td>2021</td>
<td>3,798,505</td>
</tr>
</tbody>
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26.7% Increase
Sponsored Stories Increased 33.5%

We saw a sharp increase in sponsored stories, which aligned with an overall trend of story usage in 2021.

Sponsored stories increased **33%** this year. In **2021**, influencers created an average **16** sponsored stories a week, in **2020** they created **12**.

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### Sponsored Stories Per Week

- **2020**: 12 Stories/Week
- **2021**: 16 Stories/Week

33.5% Increase
Finding 2

Micro Influencers Are Driving Industry Growth
Micro-Influencers Dominate Sponsored Collaborations

Micro-Influencers market share increased in 2021

In 2021, 91% of all sponsored post engagements were with content created by Micro-Influencers.

Micro-influencers are brands’ top choice for collaboration. They tend to have 5-30K followers, and a True Reach of 500-5K.

Their smaller, yet focused audience makes for high engagements. Often offering the best ROI for brands.
Micro-Influencer Rates

With low rates and high engagements micro-influencers offer strong ROI

We used Klear’s AI pricing technology to determine the average rates of a Micro-Influencer.

These are the given rates of a US-based micro food influencers with approximately 9K Instagram Followers, 684 engagements/post, and a True Reach of 4,000.

<table>
<thead>
<tr>
<th>Micro Influencer Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post</td>
</tr>
<tr>
<td>Video</td>
</tr>
<tr>
<td>Story</td>
</tr>
</tbody>
</table>
Finding 3

Micro-Influencers Dominate TikTok
Most TikTok Collaborations With Micro Influencers

As TikTok grows in popularity, brands are beginning to understand how the platform fits into their strategy.

When reviewing influencers with #ad content on TikTok, most influencers collaborating with brands on the platform had a lower following count. Indicating that brands are possibly still learning the platform, and taking the success they found with Micro-Influencers to TikTok.
Finding 4

Instagram Remains Most Popular Platform, TikTok Surpasses YouTube
94% of Campaigns Incorporate Instagram

Instagram is the go-to platform for influencer campaigns

We reviewed 1,800+ campaigns run in 2021 to identify trends in platform usage. 94% of campaigns include Instagram content, while only 10% of campaigns included YouTube content.

It’s important to note that influencers can post on more than one platform in a given campaign. So, our findings indicate that it is standard practice for influencer campaigns to exist on Instagram, while platforms like TikTok are more experimental.
Top Brands Are Turning To TikTok

@charmladonna
Celebrating #airmaxday in the house got me making up dances again. #airmaxdaychallenge let's go 🚀 #fyp #foryoupage
#stayhome

@washingtonpost
Lookin good, everyone #newspaper #dogdad #focused #icandoit

@madzdhanani
Or do I 😬 #dysonair #hairstyle #beauty #beautyhacks #DecadesofHair #fyp #WerkItFromHome #foryou #xyzcba #xyzcba #desi #tiktok #killyourvibe
TikTok Overshadows YouTube

Brand are favoring TikTok over YouTube in Sponsored Collaborations

10% of all campaigns incorporate YouTube

13% of all campaigns incorporate TikTok

TikTok is still an emerging platform, and while it is not yet an industry staple like Instagram, more brands are incorporating it in their strategy. In fact, TikTok has surpassed YouTube in popularity for Influencer campaigns.

Brands are still identifying their strategy on the platform and identifying areas for success.
Finding 5

Most Campaigns Incorporate Instagram Stories
53% Of Campaigns Incorporate Instagram Stories
Most Campaigns Include 1-4 Instagram Posts

Instagram Feed vs. Instagram Stories

We analyze all #ad posts across Instagram, to identify posting trends and best practices.

42% of campaigns leverage 1-4 feed posts, and 20% of all campaigns leverage 1-4 stories.
Finding 6

Beauty Influencers Created 25% of All Sponsored Stories
Beauty Influencers Create the Most Stories
By analyzing @mentions, we were able to identify the top advertised industries.
Part 2

Influencer Marketing Trends of 2021
Social Commerce: Leveraging Influencers To Drive Sales
What is an Ambassador Program?

Identifying and collaborating with influential clients

Ambassador programs are strategic programs set up to identify influential customers and turn them into brand ambassadors. A successful ambassador program will not only build meaningful relationships with your existing clients, but will establish trust for future clients.

It is customary for brands to have a page on their website inviting clients to become brand ambassadors.

Brand Inspiration

The example is from American Eagle’s #AerieREAL ambassador program recruitment page.
Why Run an Ambassador Program

Brand ambassadors offer many benefits to brands

The benefits of an Ambassador program are immense. Not only are you able to build lasting relationships with your existing client base, but you can connect with new clients in an authentic and organic nature.

Additionally, as Ambassador programs are intended to promote sales, you can easily measure conversions and ROI. Influencers have a 10:1 ROI compared to paid media.

Benefits of a Loyalty Program:
- Run a cost-effective campaign that boosts sales and brand awareness
- Establish meaningful relationships with clients
- Reach new, untapped markets
- Learn about new demographics that are interested in your product
- Generate sales with highly engaged customers
- Receive beautiful user-generated content that can be repurposed
What Should A Recruit Page Include

How to successfully incentivize clients to become ambassadors

- An informative #hashtag so clients can search existing content
- Reasons to become an ambassador; what does your brand stand for, what is unique about your ambassadors, what is the reward of joining
- Examples of current ambassadors to get them inspired
- An easy to fill out recruitment form, collecting social credentials and necessary details

📣 Brand Inspiration

The example is from Pineapple Clothing’s #happyinpineapple ambassador recruitment page, showcasing current ambassadors.
Trend 2

**FinTok:** TikTok Influencers Giving Financial Advice
Financial Advice on TikTok

Informative and advice content emerges on the platform

TikTok has a reputation for dance videos and slapstick humor, however, as the platform matures so too is the type of content we are engaging with.

FinTok: Financial TikTok
A new genre of video content has emerged, where financially savvy Creators share advice in a short, yet engaging TikTok video.

This market has some serious popularity with the hashtag #stocktok generating 1.8B views on TikTok.
FinTok Influencers: The New Financial Advisors

Incredibly grateful for the risk I took in the stock market, hope this can motivate anyone else out there <3 #stocktok #motivation #stocks

Since school doesn't help you with this..... #stocktok #learnfromme #invest #money #trade #wealth
Conscious Messaging: Gender Neutrality and Influencer Marketing
Marketing Outside The Gender Binary

Brands Must Follow Progressive Social Discourse

**Intentional Marketing**

Gendered Marketing is a practice that aims at connecting to individuals through gendered stereotypes. It is based on the notion that men and women react to different messaging.

One example in most of our day-to-day lives is deodorant. Women’s deodorant has typically a “feminine color” like purple or pink, decorated in flowers, with name like Lavender Fields. While men’s deodorant labels are often dark, with names like Fast Car.

The idea that a product like a deodorant should be gendered is silly, and younger consumers are more turned off from such tactics that previous generations.

**Gender Discourse in 2021**

When marketing products to a diverse audience it is imperative to follow public discourse, especially from your target demographic, about relevant social topics.

Gender expression and presentation relate to ideas of how individuals decide to express their gender externally. Many people see gender expression as a personal choice, which shouldn’t be dictated by society or stereotypes. And, individuals expect this freedom of expression to be supported by the brands they buy into.
The Future Is Neutral

Brands We Love: TELFAR

TELFAR is a unisex line est in 2005 in NYC by Telfar Clemens. The company slogan say it all: “It's not for you — it's for everyone.”

The brand developed a cult-like following due to the popularity of its vegan, leather shopping bag. The brands has been able to benefit from user-generated content, promoting unisex values, specifically focusing on the Telfar bag.

What Does Unisex Marketing Looking Like?

- Gender inclusive imagery
- Relevant pronouns
- Understanding connection with a product is not gender-specific
Telfar: A Bag For Everyone

@sifraax

434
Swipe to see the outfit details❤️

@ohwapom

317
🎶 Don't let ~ Don't let the lifestyle drag you down 🎶

@qaudirmoore

14.8K
Fall in LA is heaven ☀
Trend 4

**Multi-Influencer Campaigns:**
Inclusivity and Diversity
Strategic Influencer Selection

Picking the right influencer for your brand

Collaborating with an influencer is a strategic decision that enables you to authentically connect with a relevant audience. When entering a partnership, you are entering into potential relationships with an influencer’s entire network.

How To Identifying Industry Thought Leaders

- True Reach score
- Audience demographics
- Network interests
- Relevant #hashtags
- Other thought leaders in the network
Multi-Influencer Campaign: #GoSummersalt

A body inclusive campaign with @summersalt

A multi-influencer Campaign
Summersalt is a swimwear brand that lives by the motto, “everybody is a summer body”.

In their 2021 #GoSummersalt campaign, the brand collaborated with 25+ diverse influencers to promote inclusivity and challenge social conventions of a bathing suit campaign.

Influencer: Stacy London
OG fashionistas will recognize Stacy London as the host of What Not to Wear. The stylist is currently the CEO of State Of, a lifestyle brand for those experiencing symptoms of menopause.

- Klear Score: 82
- Fans: 318.3K
- True Reach: 71.8K
- Audience: 90% Female

EVERY BODY is a @summersalt body. #ad
I did this because @summersalt believes what I believe: we all need to be represented.
The New Standard in Influencer Marketing

Klear is the leading influencer marketing platform for Fortune 500 brands and agencies.

Powered by award-winning influencer measurement technology, Klear is setting a new market standard for finding social creators, assessing influence and measuring ROI.

Learn more at klear.com
Thank You