



# The State of --- INFLUENCER MARKETING



⟨○⟩ A Meltwater Company

# 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**



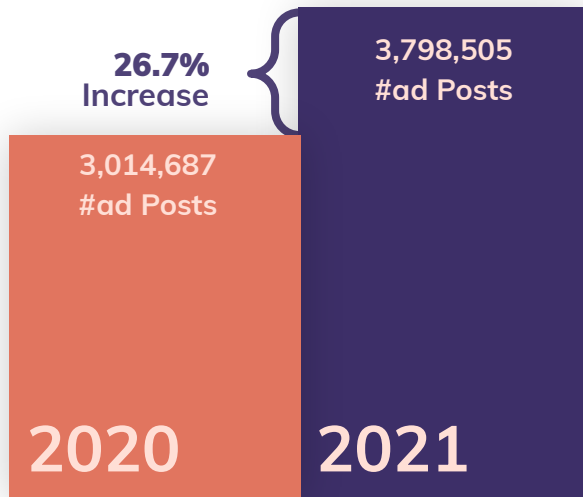
# Sponsored Feed Posts Increased 26.7%

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**.

26.7% Increase

Volume of Instagram Sponsored Posts



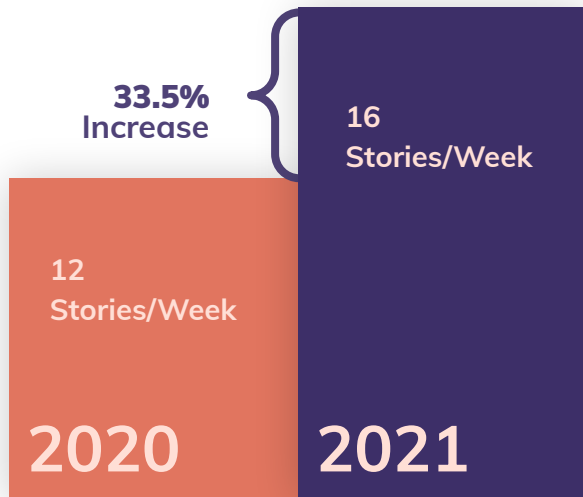
# Sponsored Stories Increased 33.5%

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**.

33.5% Increase

## Sponsored Stories Per Week



## Finding 2

# Micro Influencers Are Driving Industry Growth





# Micro-Influencers Dominate Sponsored Collaborations

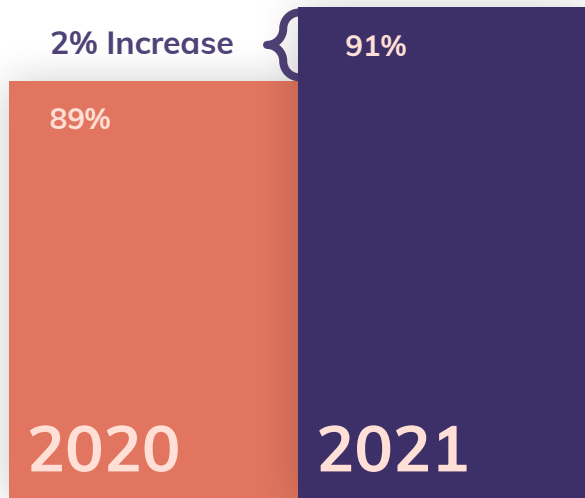
## Micro-Influencers market share increased in 2021

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 Influencers Share






# 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.

## Micro Influencer Rates

Post		\$354
Video		\$555
Story		\$179

Finding 3

# Micro-Influencers Dominate TikTok

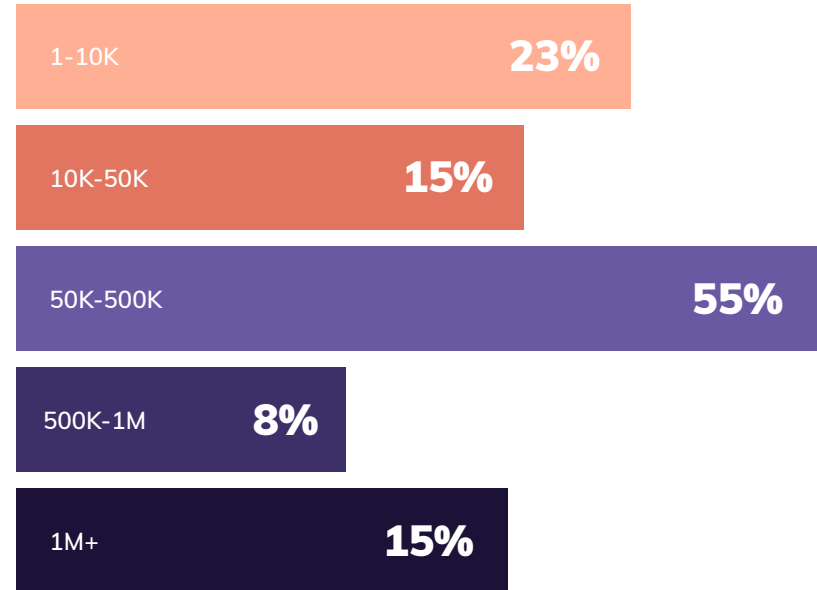


# Most TikTok Collaborations With Micro Influencers

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.

Average Follower Count of #ad TikTok



## Finding 4

**Instagram  
Remains  
Most Popular  
Platform,  
TikTok  
Surpasses  
YouTube**

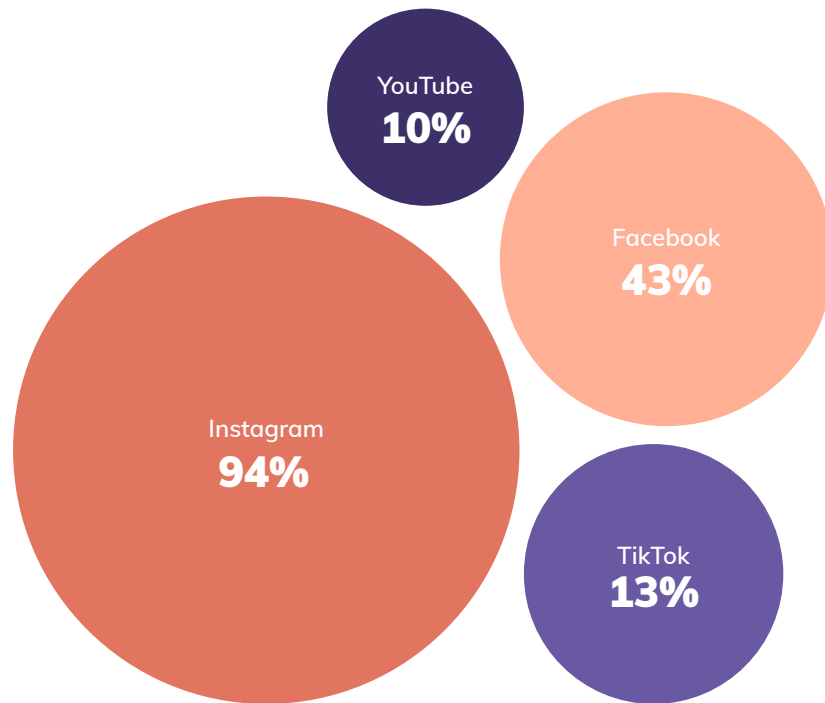


# 94% of Campaigns Incorporate Instagram

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

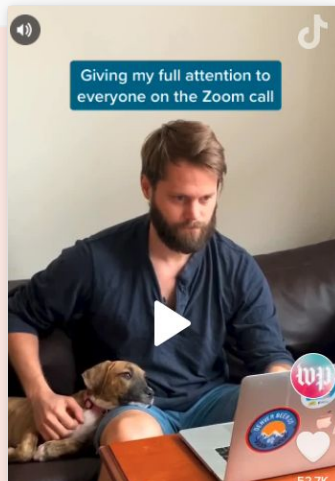
## Nike



@charmladonna

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

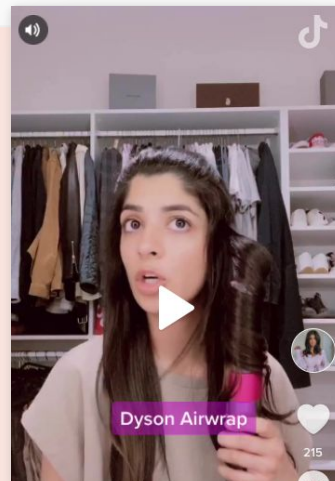
## Washington Post



@washingtonpost

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

## Dyson Hair



@madzdhanani

Or do I 😊 #dysonair  
#hairtutorial #beauty  
#beautyhacks #DecadesofHair  
#fyp #WerklitFromHome  
#foryou #xyzbca #xyzcba #desi  
#tiktok #killyourvibe

# TikTok Overshadows YouTube

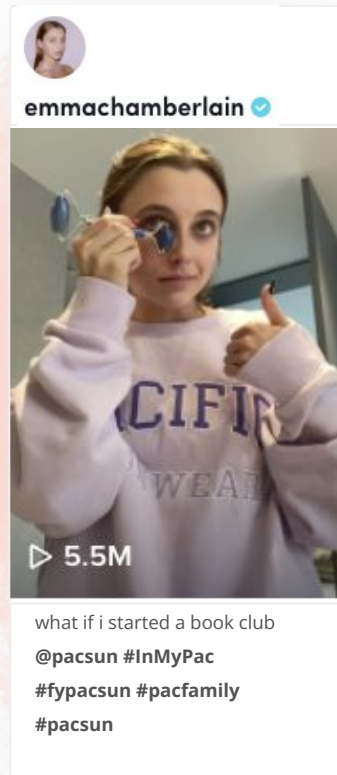
Brand are favoring TikTok over YouTube in Sponsored Collaborations

**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

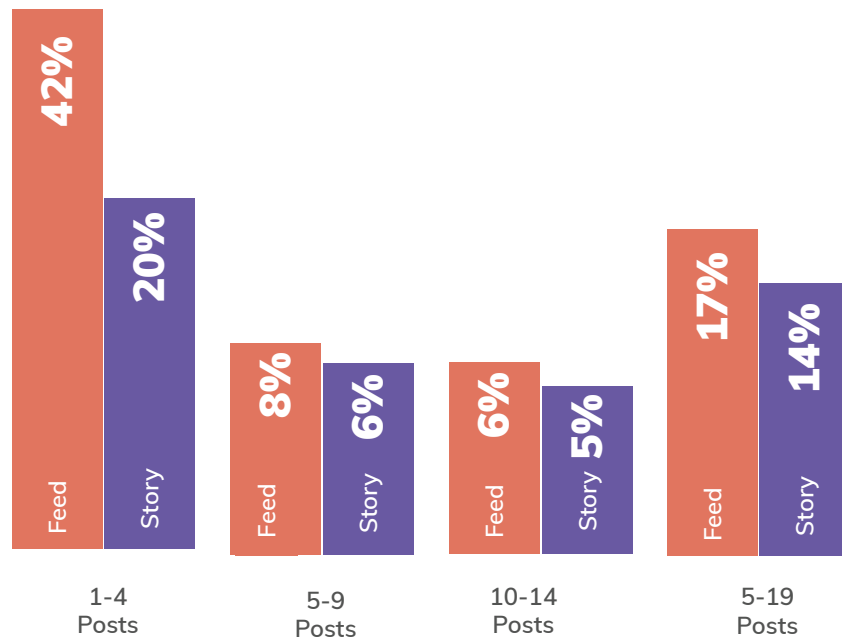
# Most Campaigns Include 1-4 Instagram Posts

## Instagram Feed vs. Instagram Stories

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

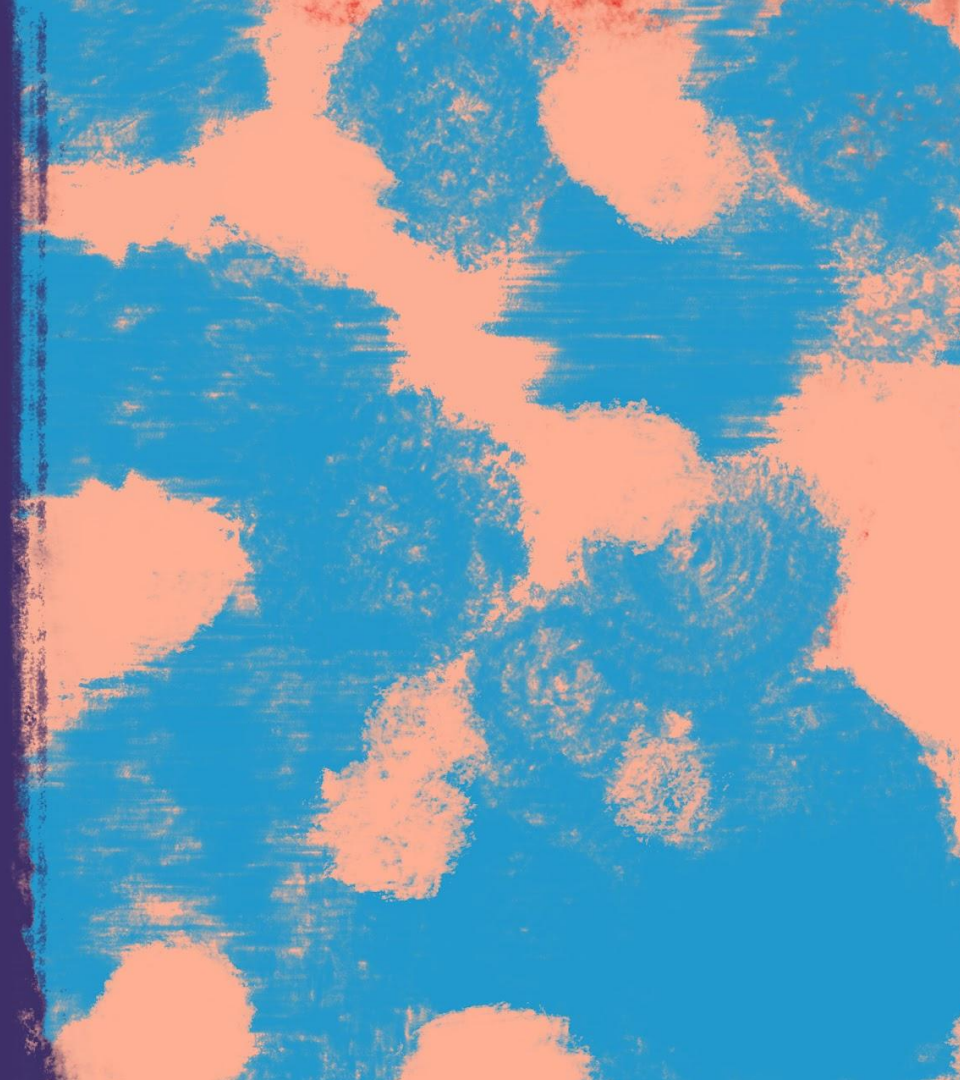
**42%** of campaigns leverage **1-4 feed posts**, and **20%** of all campaigns leverage **1-4 stories**.

Instagram Posts Per Campaign



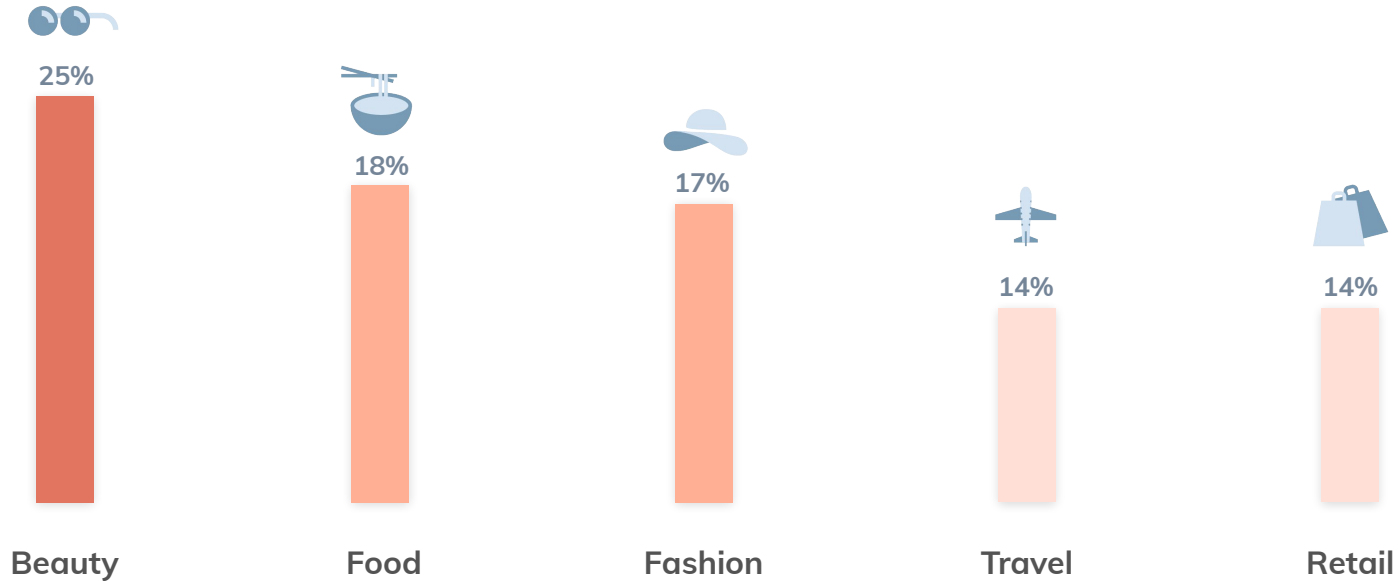
Finding 6

**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

Trend 1

# **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.

### Are You Our Next #AerieREAL Ambassador?

You've been asking and we have heard you – all of you! So you say you want to be an #AerieREAL Ambassador? Well, we believe you've got exactly what it takes and we want to hear from you!

While there are fun perks like cozy Aerie pieces, cool activations, and being featured on our different platforms, the true reward is letting your real self shine and inspiring others in the Aerie fam to do the same. Read on below to learn more about how you could get involved.





# Why Run an Ambassador Program

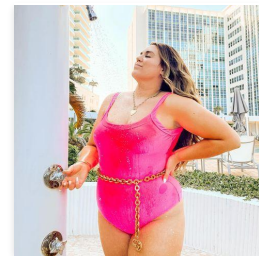
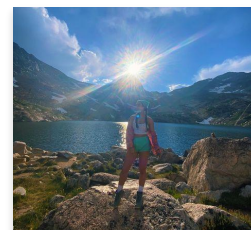
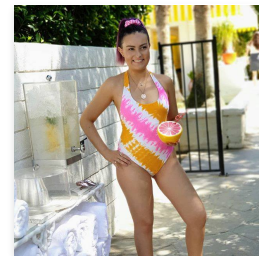
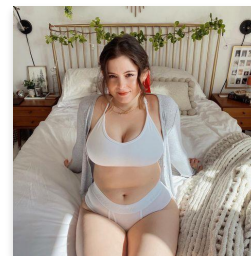
Brand ambassadors offer many benefits to brands

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



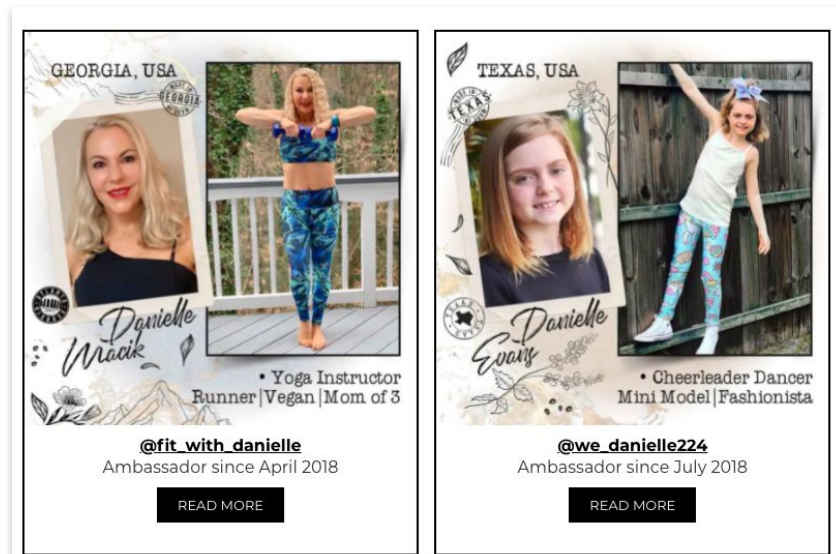
# What Should A Recruit Page Include

## 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

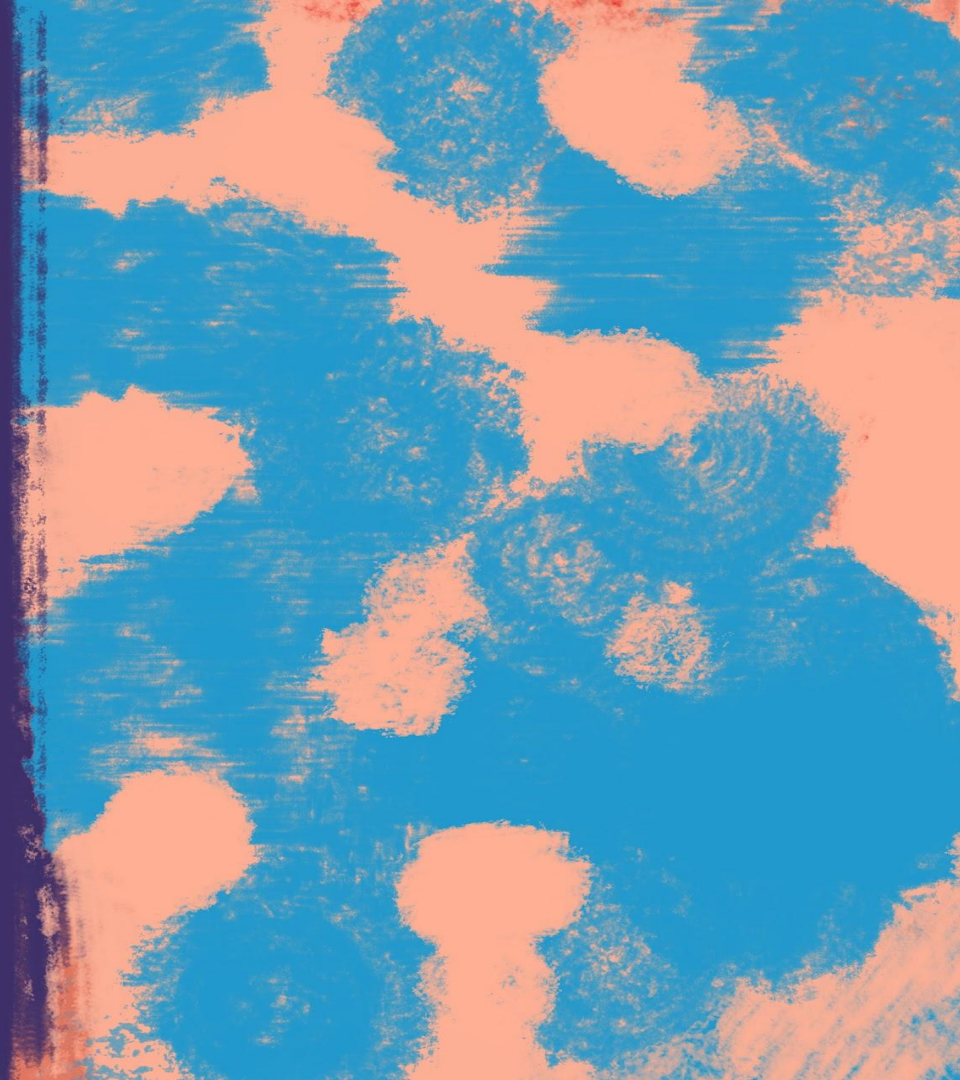
### Brand Inspiration

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



passiveincome #stocktok  
#tiktokpartner #learnontiktok  
#compoundinterest  
#wordsofwisdom



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

Trend 3

# **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

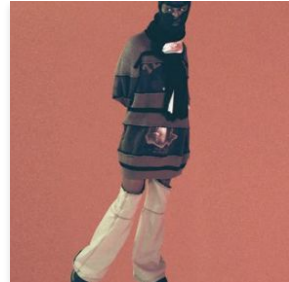
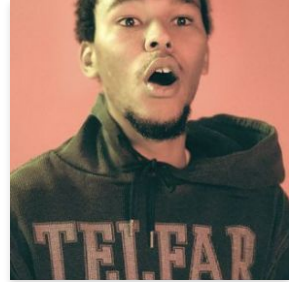
Brands We Love: [TELFAR](#)

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 vlaues, 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



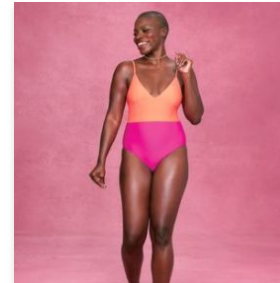
# Strategic Influencer Selection

## 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



@stacylondonreal



♡ 28.9K

EVERY BODY is a @summersalt body. #ad

I did this because @summersalt believes what I believe: we all need to be represented.

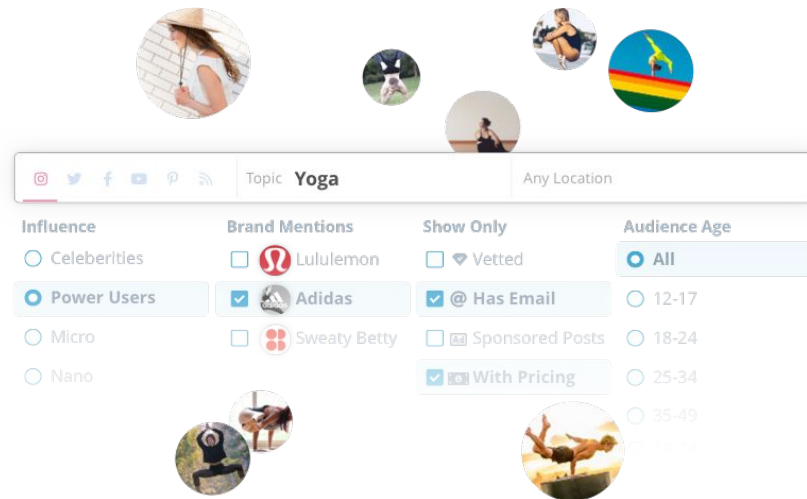


# The New Standard in Influencer Marketing

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](https://klear.com)



# Thank You

