



The State of Influencer Marketing 2019

Findings from analyzing 2,113,307 Instagram #ad posts



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Executive Summary



2018 was a big year for Instagram influencer marketing with influencers posting over 2.1 million sponsored posts on the platform - **39% more than the year before.**

As the industry matures, influencers are leveraging new tools to create more authentic and engaging content. High on the list are Instagram Stories, which have become central to influencer campaigns (1 in 3 Instagram sponsored posts is a Story).

In addition, women, micro-influencers and millennials continue to dominate the space posting the highest number of sponsored posts on Instagram.

We hope this report will enrich your understanding of the state of Instagram influencer marketing and help you make thoughtful decisions in 2019.

This report is brought to you by [Klear](#), the leading influencer marketing platform for Fortune 500 brands and agencies.

Methodology:

- Analyzed over 2.1 million Instagram sponsored posts worldwide that included #ad hashtags between Jan 1 - Dec 31, 2018
- Performed a statistical analysis of trends and demographics using our SIGIR award-winning influencer measurement technology

6 Key Findings



1. Instagram influencer marketing grew by over 39% in 2018
2. 1 out of 3 sponsored posts is an Instagram Story
3. 84.6% of sponsored posts were posted by women
4. 84% of sponsored posts were posted by micro-influencers
5. Brazil, Canada and Japan had the highest YoY growth of Instagram sponsored posts
6. Lifestyle and Fashion are the leading industries for Instagram branded partnerships

◆ Key Finding #1

Instagram influencer marketing grew by over 39% in 2018, worldwide.

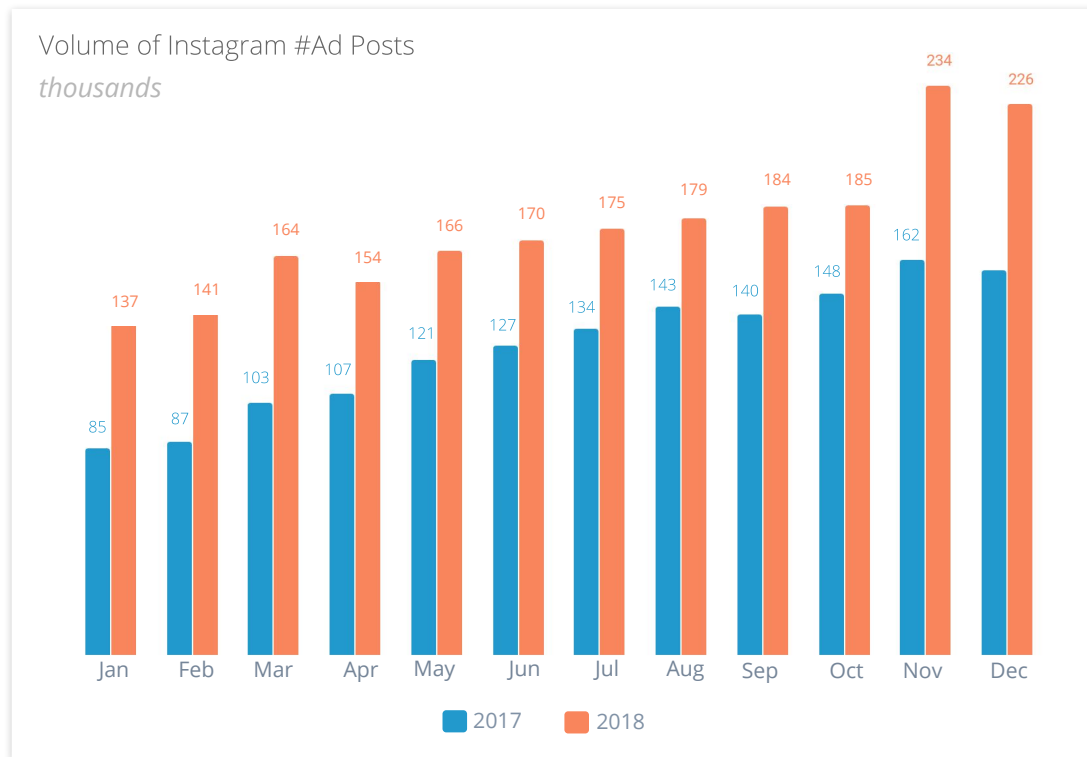
Instagram influencer marketing grew by over 39% in 2018

Over 2.1 million #ad feed posts were posted worldwide

2,113,307 feed posts with the #ad hashtag were posted on Instagram during 2018.

1,516,349 feed posts with the #ad hashtag were posted on Instagram during 2017.

↗ **Over 39% YoY Growth**



◆ Key Finding #2

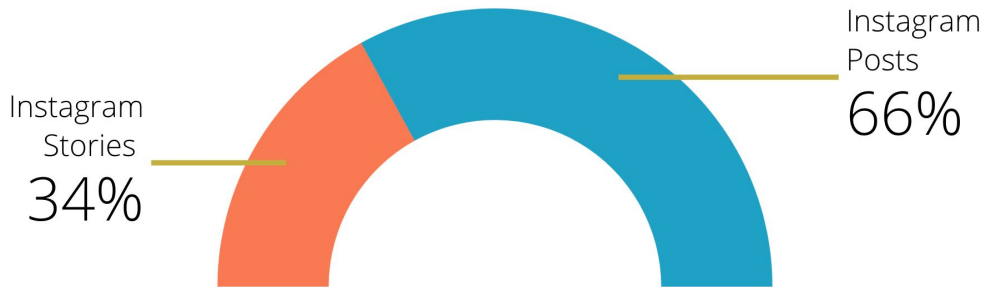
**1 out of 3 sponsored posts
is an Instagram Story.**

The Rise of Instagram Stories

1 out of 3 posts was an Instagram Story

400 million people view Instagram Stories every day. The feature took Instagram by storm and influencers adapted quickly.

Our data shows that in 2018, 1 out of 3 Instagram sponsored posts was an Instagram Story.



◆ Key Finding #3

Women posted 84.6% of sponsored posts in 2018.

Women Continue to Dominate Influencer Marketing

84.6% of sponsored feed posts were posted by women

Women rule the influencer marketing kingdom.

Female creators are the top contributors accounting for almost 85% of sponsored content published on Instagram in 2018.

This is a .7% increase from last year.



◆ Key Finding #4

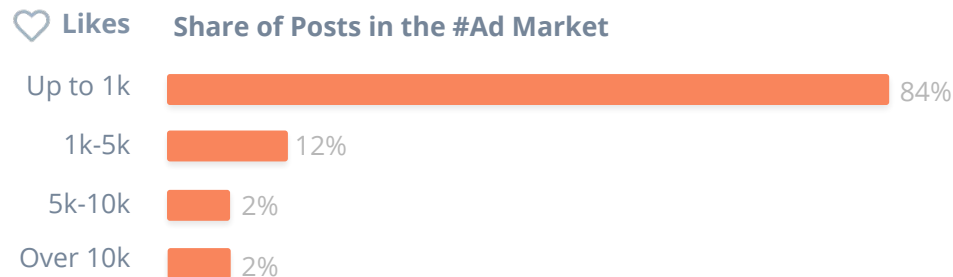
**Micro-influencers posted
84% of sponsored posts in
2018.**

Brands Prefer Micro-Influencers Over Celebrities

Marketers join forces with uprising talents with engaged followers

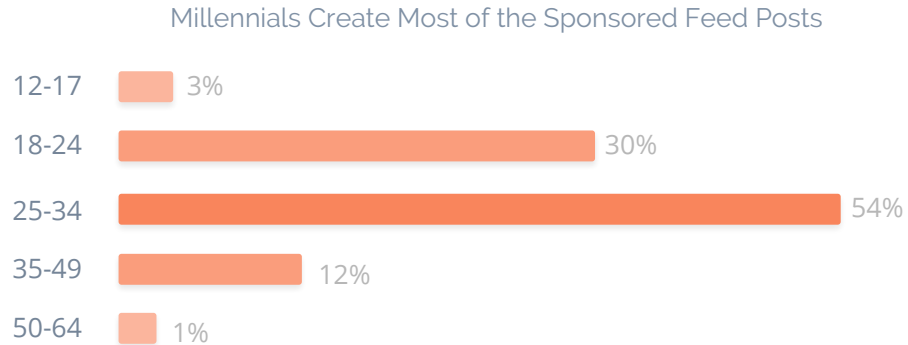
With highly engaged communities and affordable price tags, micro-influencers dominated influencer marketing programs in 2018.

The data shows that 84% of 2018 sponsored feed posts received up to 1,000 Likes per post, demonstrating the level of influence.



Millennials Posted Over 50% of Sponsored Posts

Millennials remain central to the influencer community, creating more than 50% of all sponsored feed posts

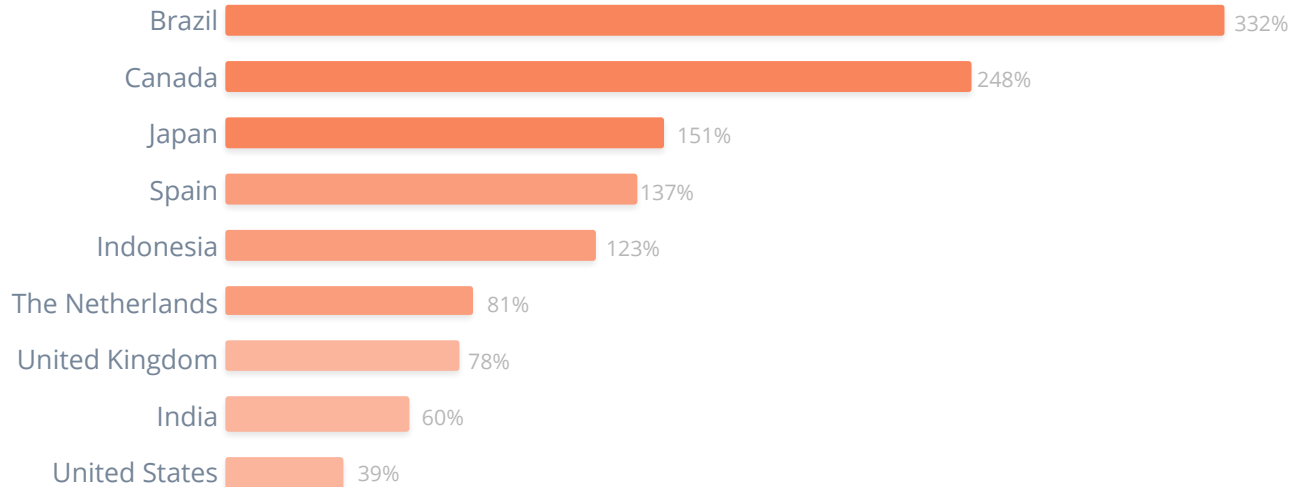


◆ Key Finding #5

**Brazil, Canada and Japan
had the highest YoY
growth of Instagram
sponsored
posts.**

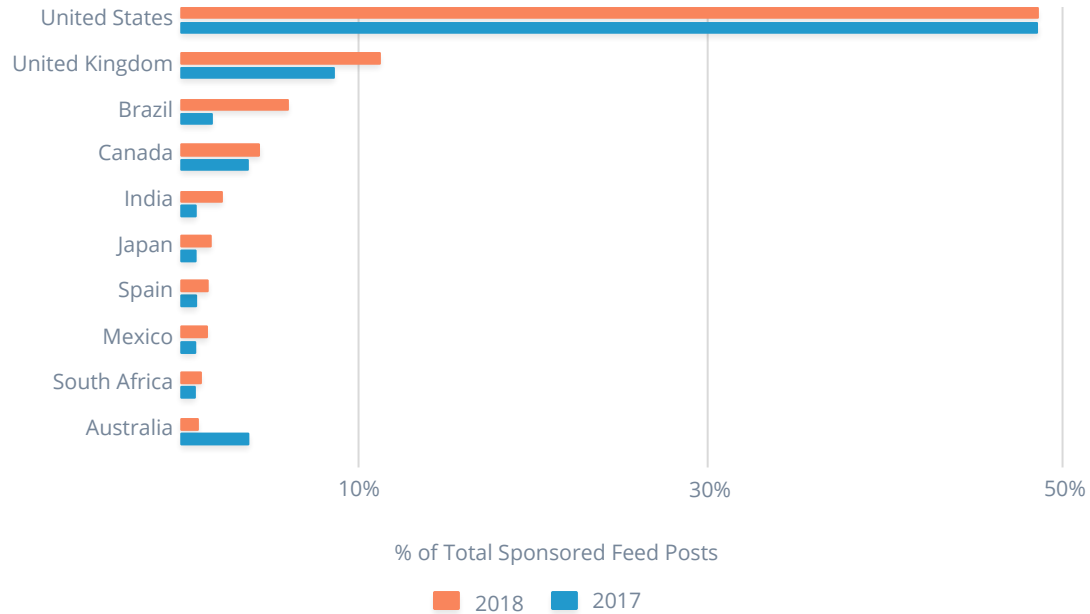
Fastest Growing Countries in 2018

Brazil, Canada and Japan had the highest YoY growth of Instagram sponsored feed posts, with Brazil's IM adoption rate quadrupling in 2018!



Global Distribution of Influencer Marketing

The UK, Brazil and Canada had the highest % of total worldwide Instagram sponsored feed posts, after the US



◆ Key Finding #6

Lifestyle and Fashion are the leading industries for branded partnerships.

Lifestyle & Fashion Lead the Way

We categorized each sponsored feed post by company and industry. Here are the top 10 industries that partnered with influencers in 2018:



#1 Lifestyle



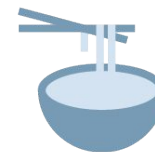
#2 Fashion



#3 Beauty



#4 Travel



#5 Food



#6 Home & Interior
Design



#7 Photography



#8 Parenting



#9 Fitness & Wellness



#10 Gadgets &
Accessories

The New Standard in Influencer Marketing

The screenshot displays the Klear platform's search interface. At the top, there are filters for NETWORK (Instagram), SKILL (Yoga), and LOCATION (USA), along with a SEARCH button. Below these are three columns of filters: NETWORK (Twitter, Instagram, YouTube, Blogs), INFLUENCE (All, Celebrities, Power Users, Casual, Novice), and SKILLS (Yoga, Instructors, Coaching). The main content area shows a list of influencers:

- Adriene Mishler** (@): actress, yogi, enthusiast. #findwhatfeelsgood. 88 YOGA followers. Add To Campaign. Mentioned Adidas +4.
- Kevin Hofer** (@): Yogi. Photographer. Retoucher. World traveler. 77 YOGA followers. Add To Campaign. Mentioned Adidas +12.
- Summer Perez** (@): Visionary. Creator. #breatheandbelove. 79 YOGA followers. Add To Campaign. Mentioned Wanderlust.

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://www.klear.com)