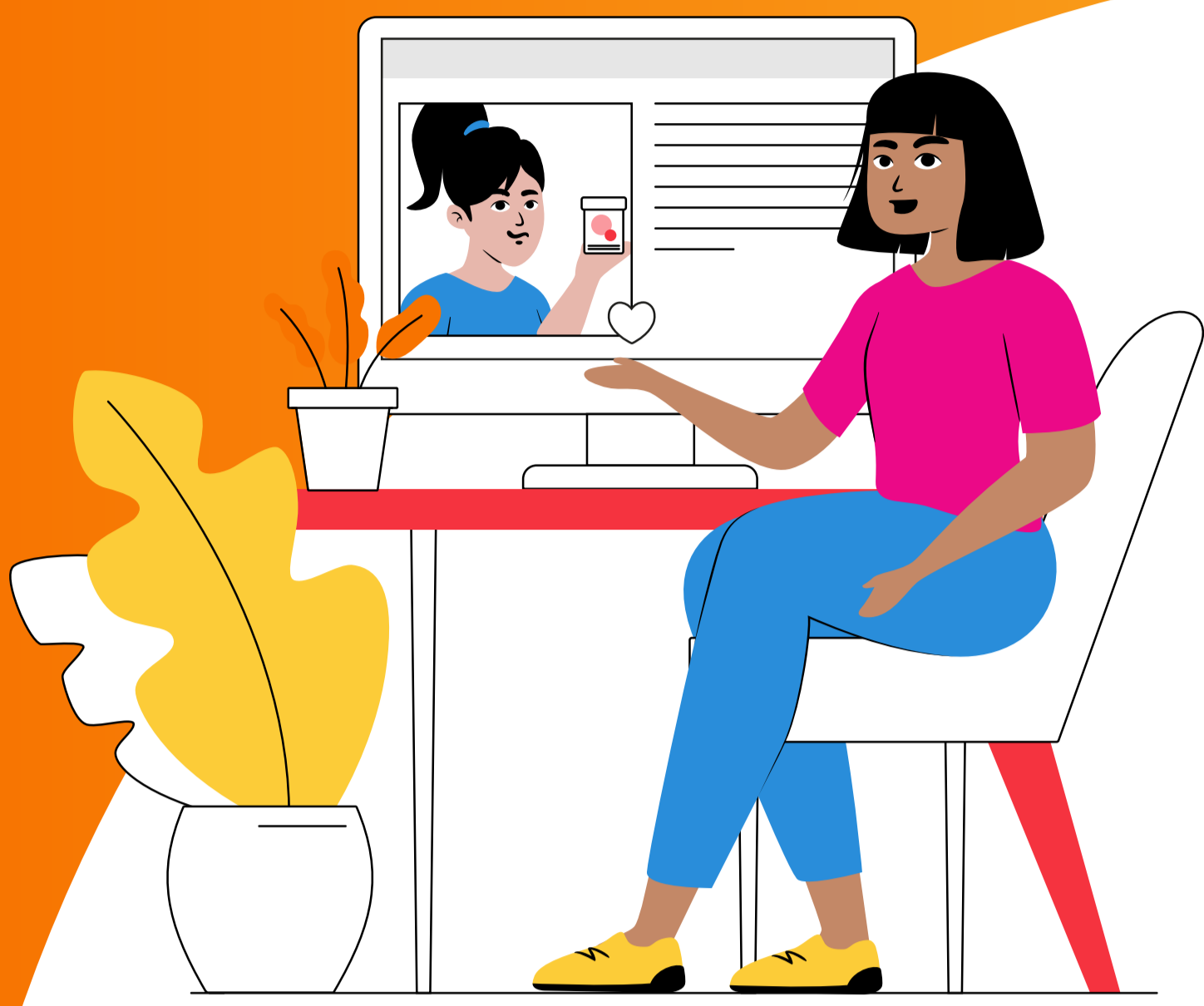


THE STATE OF INFLUENCER MARKETING FOR CONSUMERS IN 2023

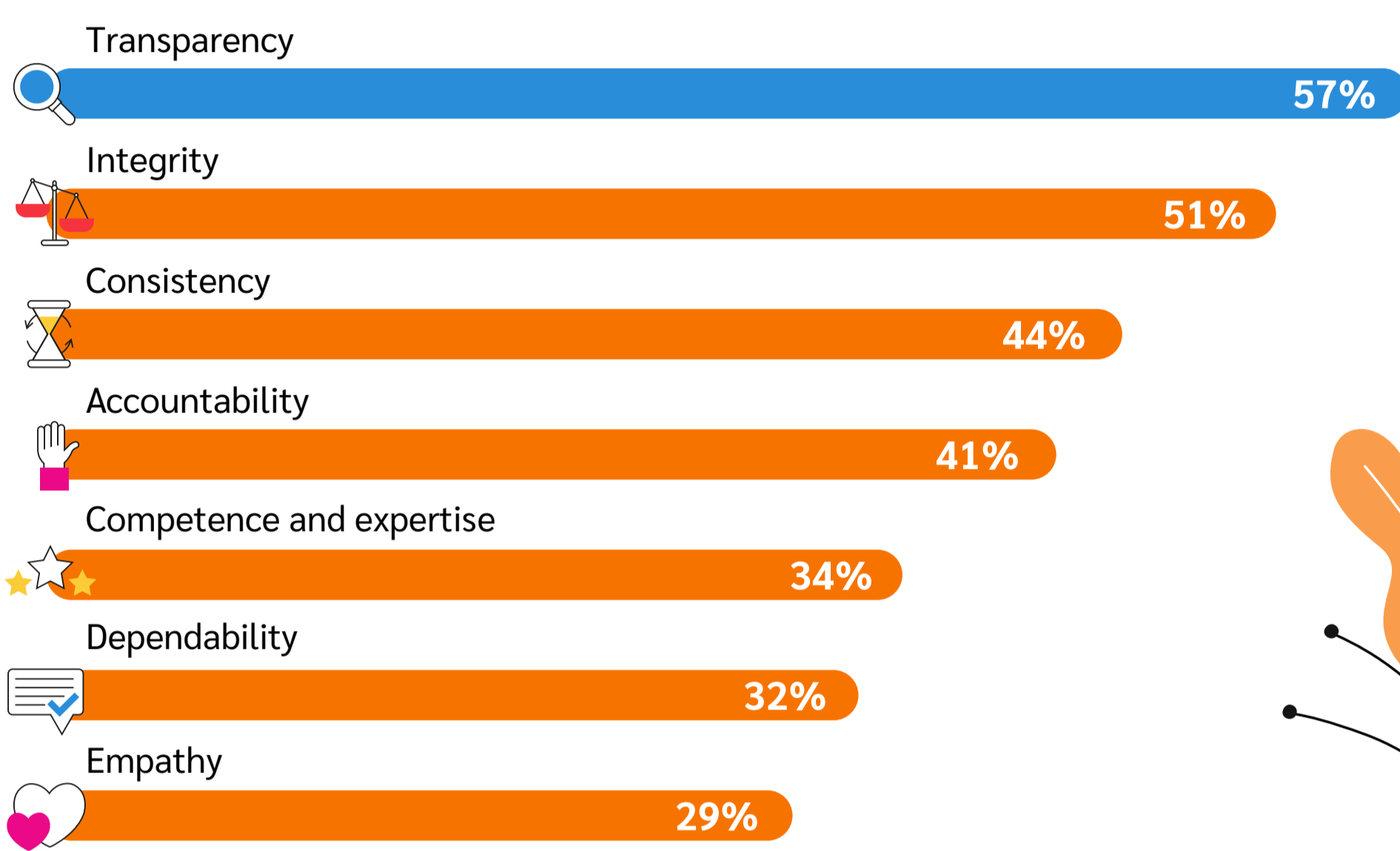


At impact.com, we conducted a customer research study of more than 1,000 social media users to discover how much they trust the influencers they follow.

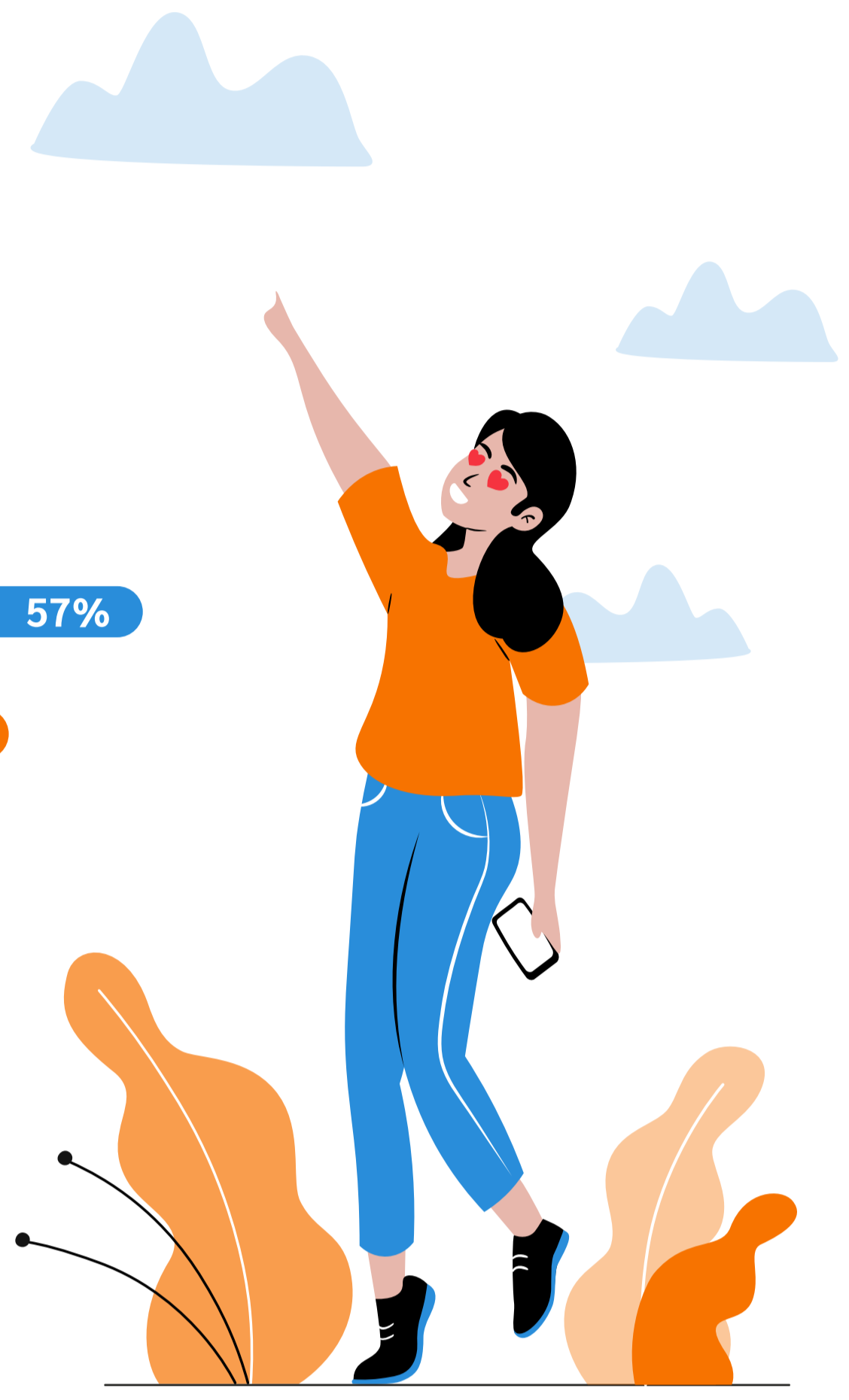
In this infographic, learn what customers truly value and what cultivates trust in the influencers they follow. By aligning these values with your influencer campaign, you can convert social media users into customers.

How to increase consumer purchase intent

57% of consumers state that they want influencers to be transparent about their paid relationships with brands.



Question: Select the top 3 characteristics that trustworthy influencers display.

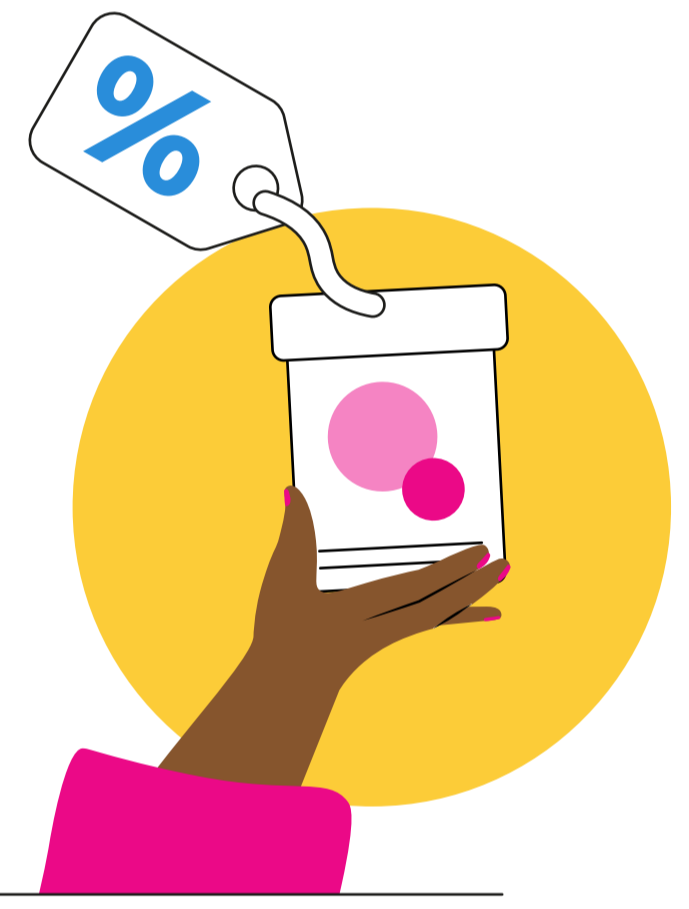
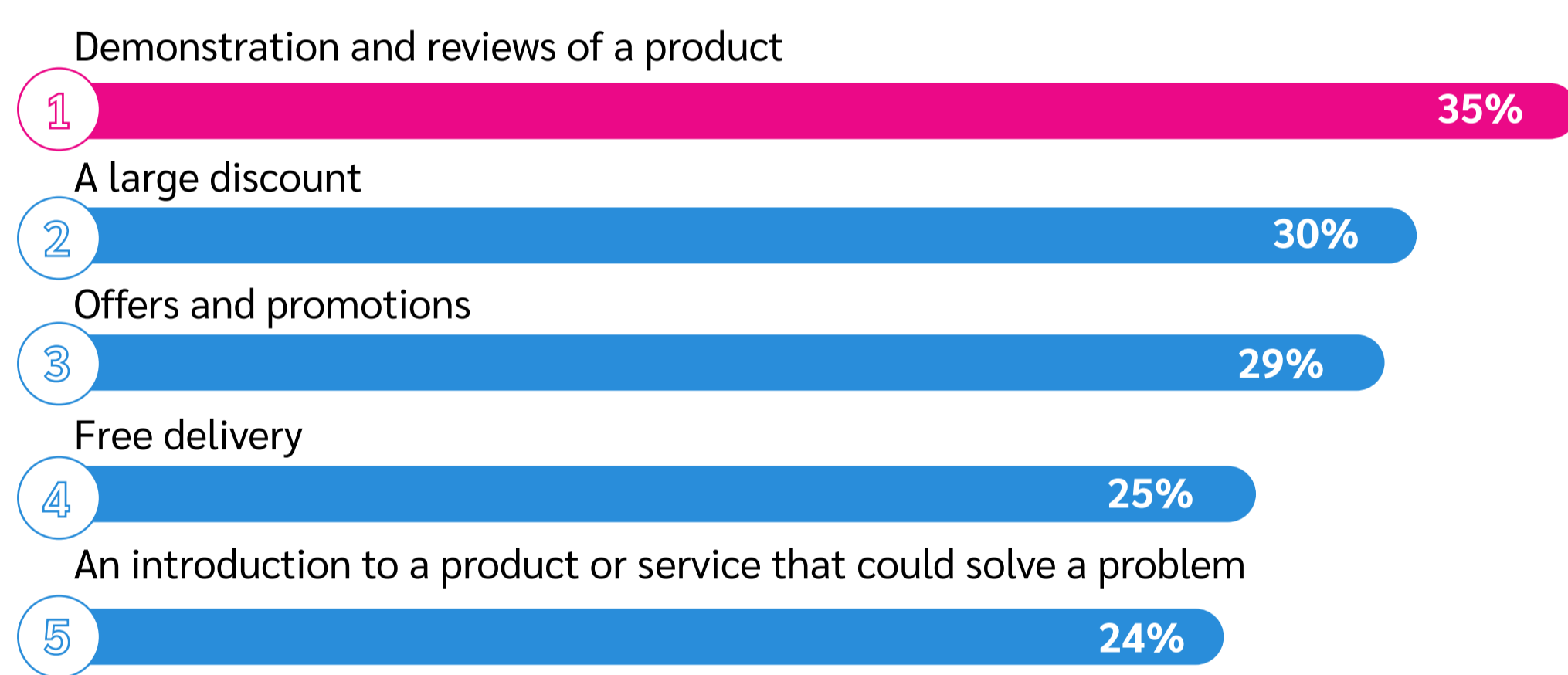


Discounts and deals drive purchase decisions

64% of consumers make purchases based on an influencer's recommendation at least some of the time.

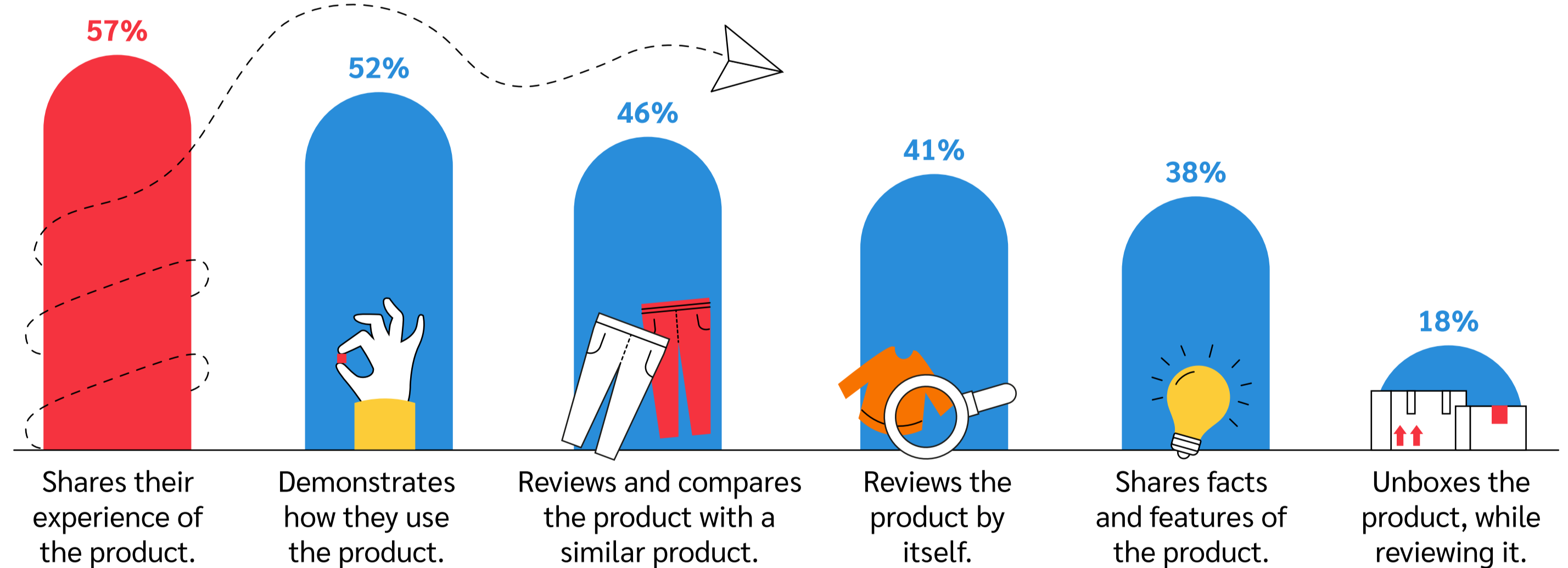
Only 9% of consumers follow influencers for discount codes and 14% follow influencers for deals or promotions.

Top 5 factors that encourage consumers to act on influencer recommendations:



Influencer authenticity matters

MORE than half of consumers find a product review authentic when an influencer shares their experience of a product and demonstrates how they use it.



Question: When an influencer does a product review, it feels most authentic when the influencer... (select all that apply)

35% see influencers who post daily as authentic, while 43% see an influencer who posts two to three times a week as authentic.

4 ways to leverage consumer trust

Brands should consider the following when recruiting influencers:

- 1. Repost user-generated content (UGC)**
 47% of consumers like it when brands repost UGC.
- 2. Use livestream shopping**
 19% of consumers frequently or always watch livestream shopping. Here creators can share their experience with the product and offer exclusive live deals.
- 3. Partner with different influencer tiers**
 45% of consumers find it helpful when multiple creators recommend a product on the same day.
- 4. Go beyond unboxing**
 Only 18% of consumers find unboxings authentic. But combining this with a product demonstration moves consumers from awareness to conversion.

When brands offer deep discounts and time-limited offers, coupled with leveraging influencers that consumers already trust, they can boost brand awareness and drive followers toward becoming customers.

IMPACT.COM – CREATE LASTING PARTNERSHIPS

Partnerships can be your company's fastest engine of growth. It connects brands with consumers in the most effective and authentic way possible.



To learn more, download *The state of influencer marketing for consumers in 2023* research report.

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