

WHY INFLUENCER MARKETING IS ON THE RISE

In an age where **traditional advertising has received less and less attention from consumers due to ad blockers, overexposure and consumer fatigue from interruptive advertising, INFLUENCER MARKETING HAS EMERGED AS A PROVEN STRATEGY AMONG MARKETERS.**

Here are some stats to show why marketers should double-down on leveraging influencers to drive interest and fuel the growth of their business.

48%

of US marketers **INCREASED THEIR MARKETING BUDGETS** for influencer marketing in 2017¹



Spending estimates range all over the board, but in **2018, marketers spent an estimated**

\$1.7B

on influencer marketing on a single platform – Instagram²

WHAT'S FUELING GROWTH IN THIS CHANNEL?

Certain types of **influencers are an integral part of a customer journey** because they **INTRODUCE NEW AUDIENCES TO YOUR BRAND**, or persuade them into making a purchase



6/10 people consult blogs or social media posts on products before considering a purchase³



3/10 people are more likely to purchase a product based on a recommendation from a non-celebrity blogger³



1/10 people have purchased after seeing a post from a social media influencer⁴

For example, engagement in influencer posts on Instagram ranges from **1.5% to 8%** – significantly higher than what marketers typically see from other traditional digital channels

Average Engagement Rate on Instagram in 2017

An analysis of 100K+ influencer profiles across leading influencer marketing platforms²

