

Influencer Survey: Marketer Perception and Attitudes

August 2019

Influencer marketing definition

'Leveraging the credibility and endorsement of an individual who has influence over consumer decisions, on behalf of a company.'



Methodology

Conducted by YouGov on behalf of IAB UK

Quantitative method:



YouGov[®]

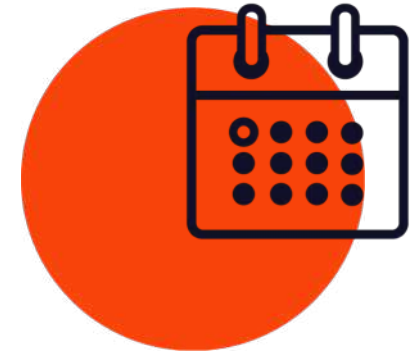
Marketing decision makers omnibus

Sample:



504 marketing decision makers
across a range of different company
sizes and sectors

Dates:



11 – 15 April 2019

5 Key Takeaways

1. 48% of marketing decision makers responsible for influencer marketing are spending
2. Influencer marketing is set to grow with 30% of marketers intending on increasing their spend in the next 12 months
3. Measuring effectiveness is reported as the biggest challenge for marketers spending in influencer marketing
4. Making it easier for brands to find the right influencers would help to open up spend with 37% of marketers noting this as a key challenge
5. 73% of marketers agree that influencer marketing complements activity in other marketing channels

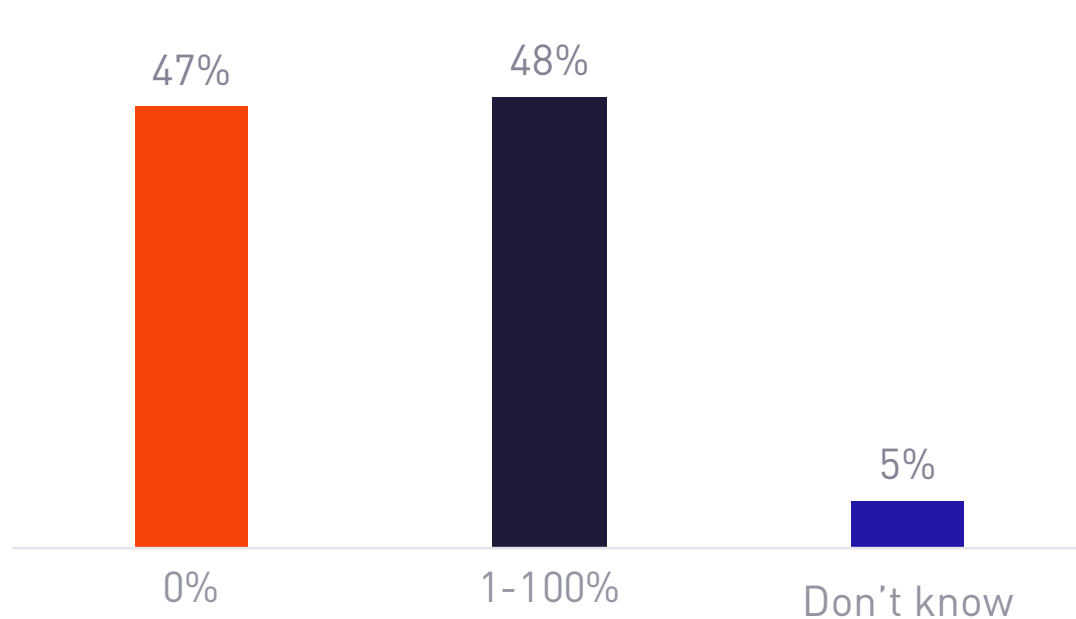
Over a third of marketing decision makers are responsible for influencer marketing campaigns

36%

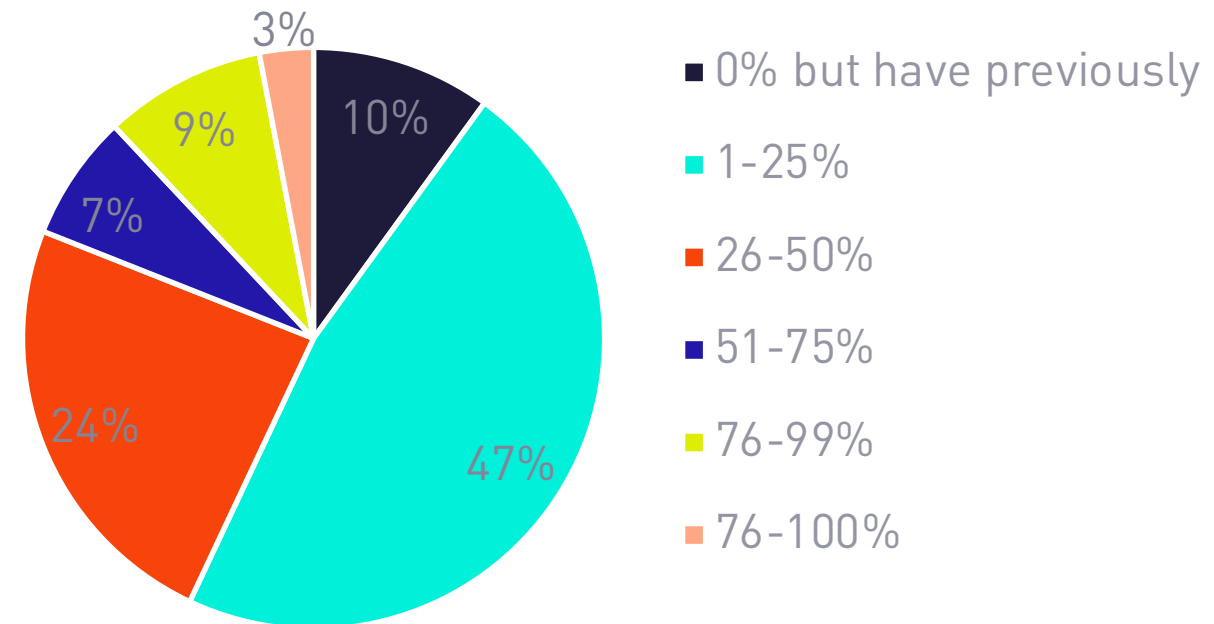
of marketing decision makers surveyed are currently involved in the buying or planning of influencer advertising campaigns

48% of marketing decision makers responsible for influencer marketing are currently spending

Approximately what % of your business's yearly marketing budget is spent on influencer marketing?



Break out of budget splits for those marketers currently spending on influencer marketing*

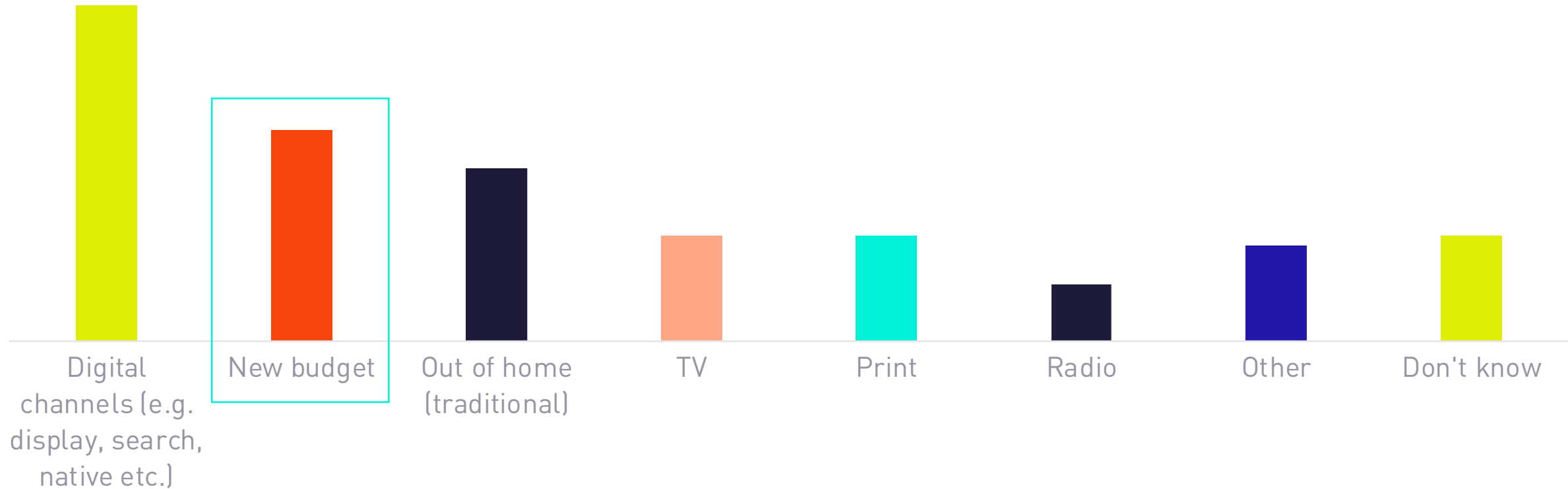


Base: All marketing decision makers responsible for the buying or planning of influencer marketing campaigns (128)

*Base: All marketing decision makers responsible for the buying or planning of influencer marketing campaigns with don't know / 0% (never used Influencer) removed (68)

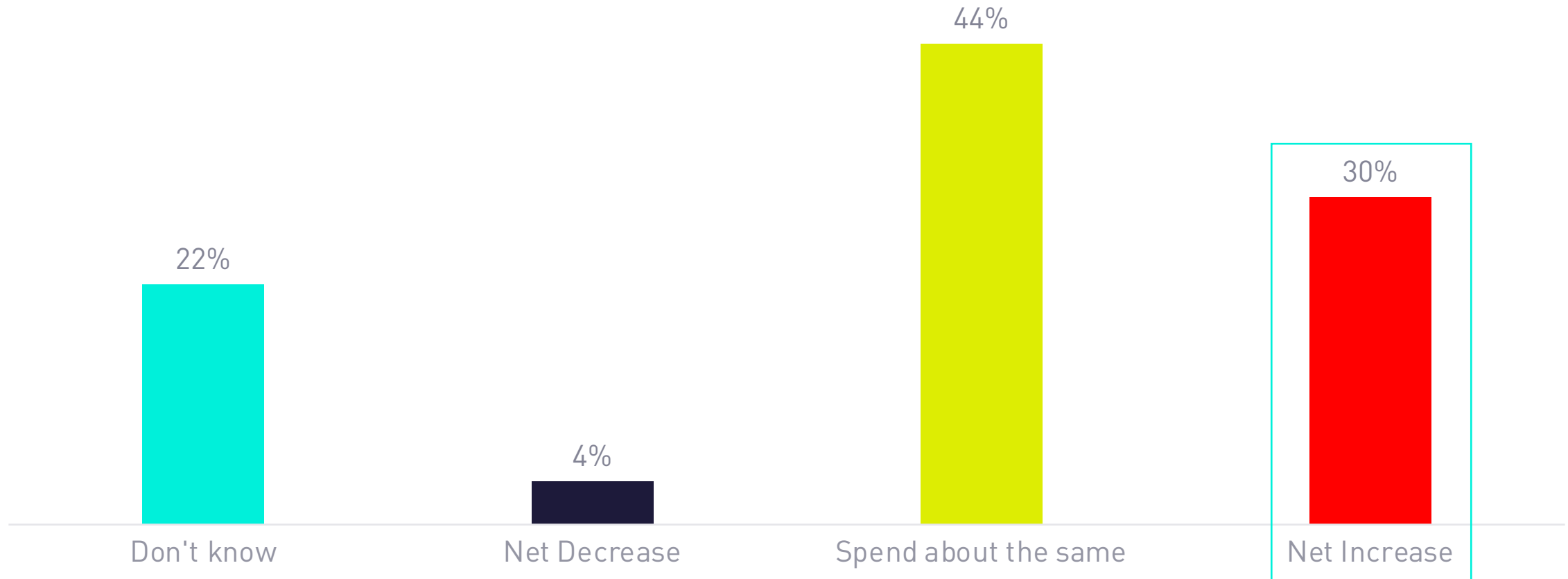
Influencer marketing is unlocking new budgets

Where is your spend on influencer marketing coming from? (non-binary)



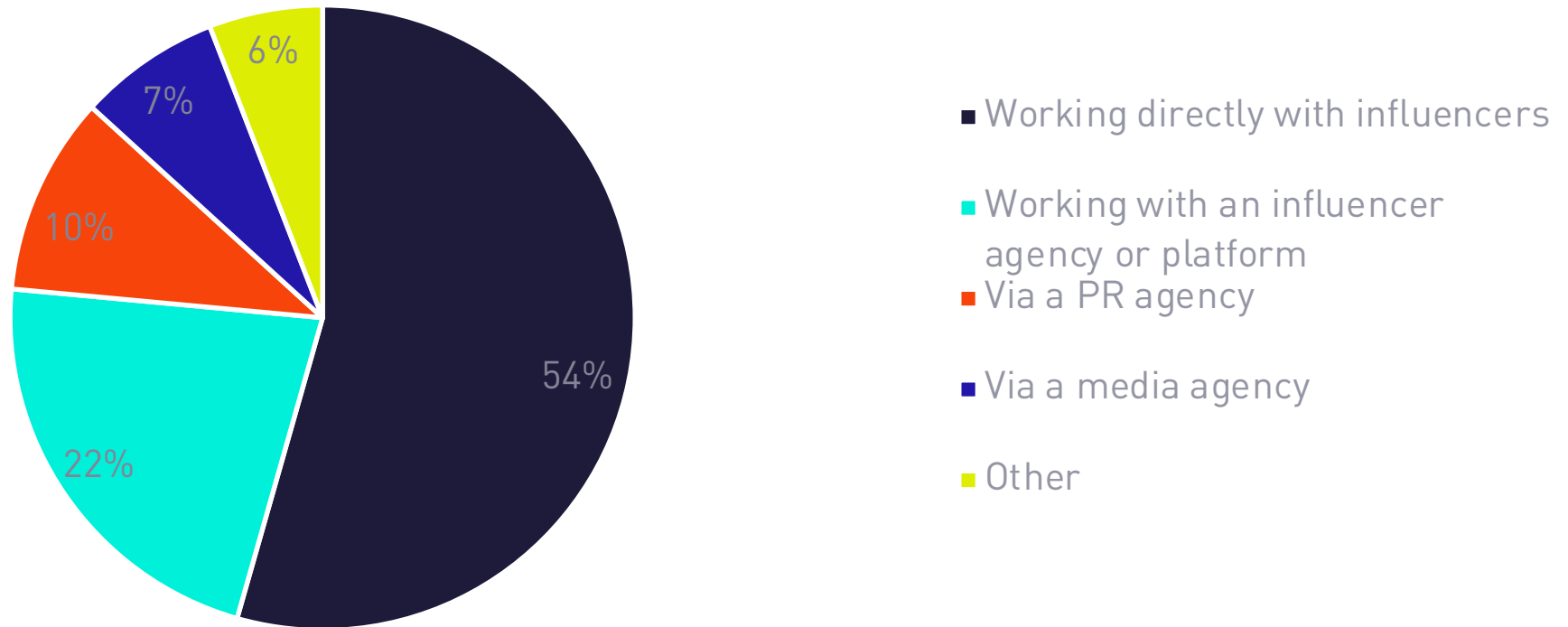
Influencer marketing is set to grow with 30% of marketers intending on increasing their spends in the next 12 months

By approximately how much, if at all, is your business planning to increase or decrease its spend on influencer marketing over the next 12 months?



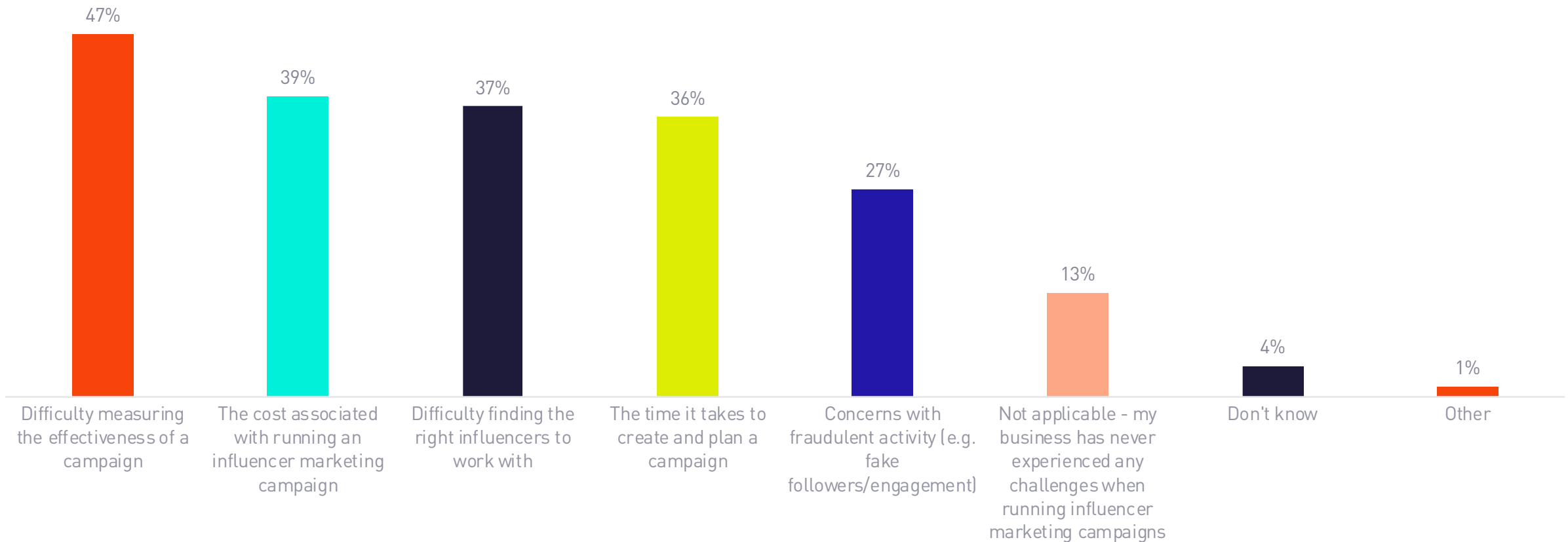
54% of marketers choose to work with influencers directly

Which one, if any, of the following best describes how your business plans and implements the majority of its influencer marketing campaigns?



Measuring effectiveness is marketers biggest challenge when working with influencers

What challenge, if any, has your business experienced when running Influencer Marketing campaigns?



Improving measurement and making it easier to find the right influencers would help reduce the barriers to spend

What, if anything, would make your business spend more of its marketing budget than it currently does on influencer marketing?

“Better measurable key performance indicators”

“Proven results. Reduction in cost to access top influencers”

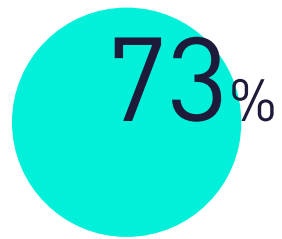
“Finding a good enough influencer with good synergy”

“Less time-resource to create-run campaigns”

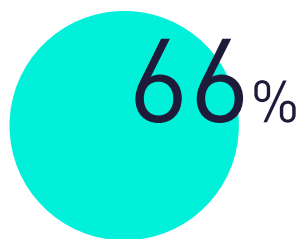
There is a positive perception towards influencer marketing across key metrics

To what extent do you agree or disagree with the following statements about influencer marketing?

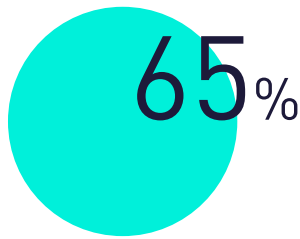
Net agree:



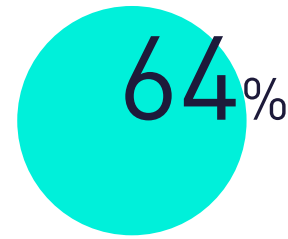
"It complements activity in other marketing channels"



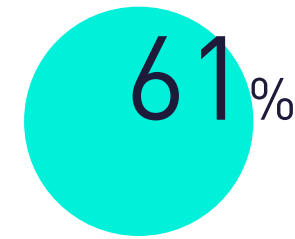
"It is a creative and effective way to reach mass audiences"



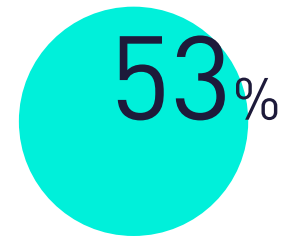
"It's an effective way to reach a diverse audience"



"It's an important part of my marketing mix"



"It's an effective way to produce creative assets that can be used on other marketing channels"



"It is high impact and delivers business results"

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research@iabuk.com for more details

