

The State of Influencer Marketing 2019

Influencer Marketing Joins the Big Leagues



Influencer marketing is now a critical, year-round component of the digital marketing mix. 66% of marketers surveyed ran three or more campaigns last year and 42% now have an always-on strategy.

2018 saw great progress in tracking and measuring the effectiveness of influencer marketing, which is expected to further improve in 2019. Last year also marked the emergence of the micro-influencer as a powerful and remarkably effective addition to the marketing mix, particularly when the content is leveraged above and beyond the organic social feed.

The State of Influencer Marketing 2019 report was designed to track these trends and understand how brands and agencies are using influencer marketing as well as how they plan to leverage the channel in 2019.

According to the survey, marketers are using influencer marketing throughout the year. And they are going beyond influencer's social feeds with 74% of marketers using influencer content in other channels and 57% say that content outperforms brand-created content.

What other developments are on the horizon this year? Read on!



BUDGETS ARE INCREASING IN 2019

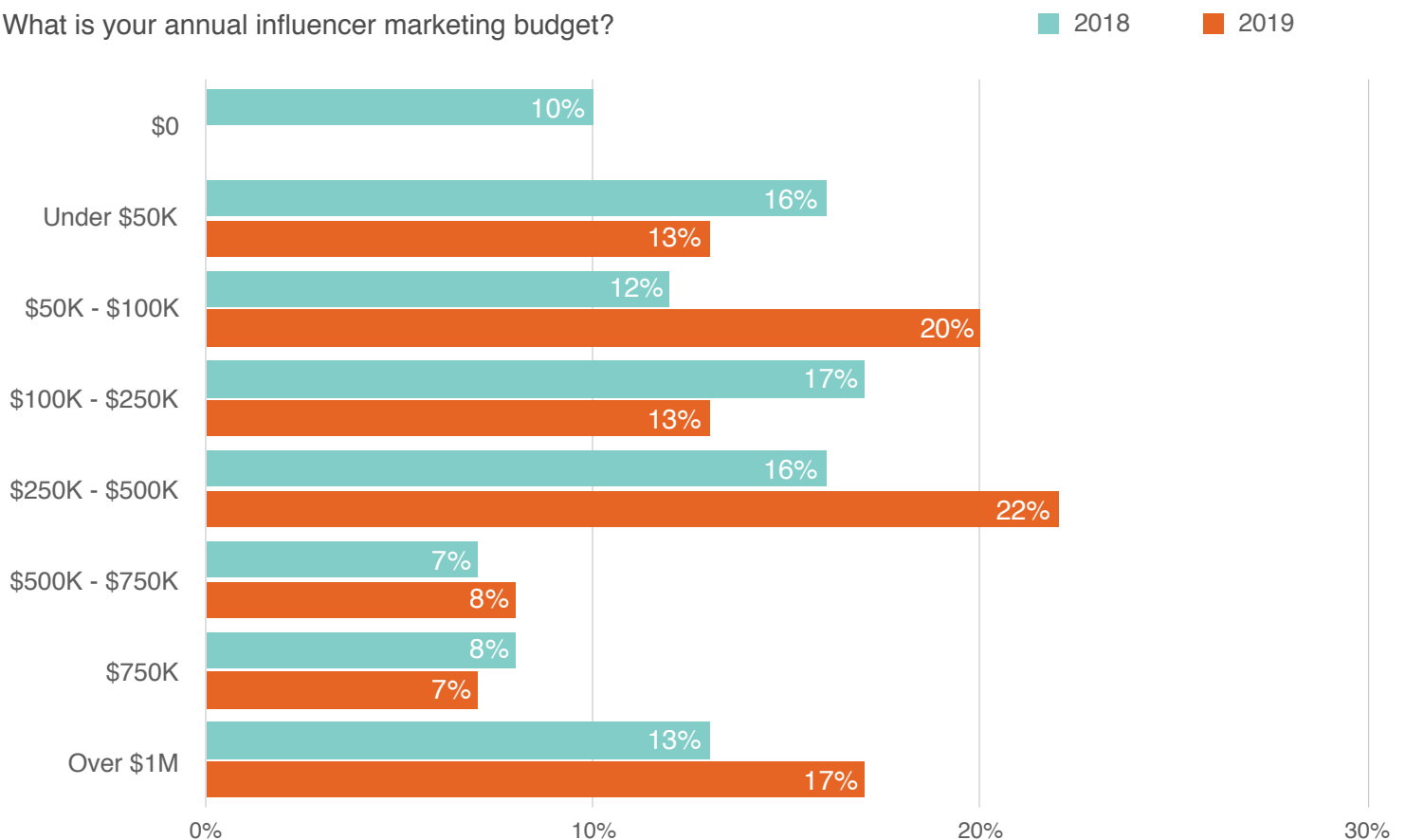
On average budgets are on the rise, 39% of marketers surveyed with a digital marketing budget above \$500,000 plan to increase their influencer marketing budget in 2019, with only 10% planning to decrease their investment in influencer marketing channels.

54% are planning to spend more than \$250,000 annually on influencer marketing, and 17% are going to spend more than \$1 million.

“39% of marketers plan to increase their influencer marketing budget in 2019”



What is your annual influencer marketing budget?



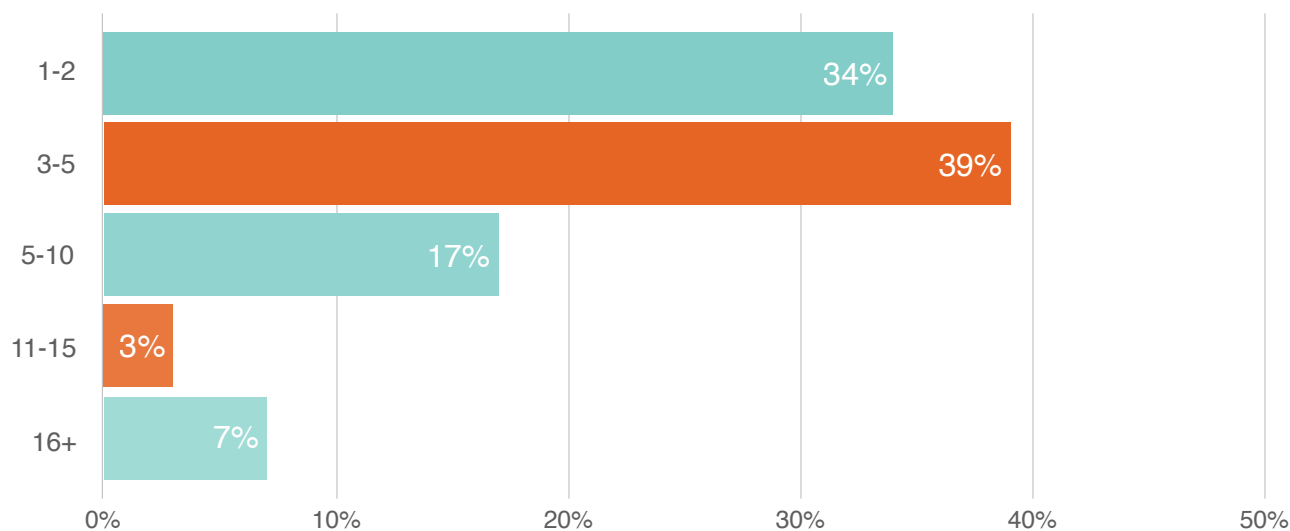
Frequency of Influencer Campaigns

Influencer marketing is also moving from a once or twice a year campaign tactic to a strategy used more frequently throughout the year. In fact, 66% of marketers surveyed ran more than two campaigns in 2018, and more than a quarter ran five or more campaigns. 38% of marketers ran between two to five programs per year per brand, and 17% ran more than five programs.

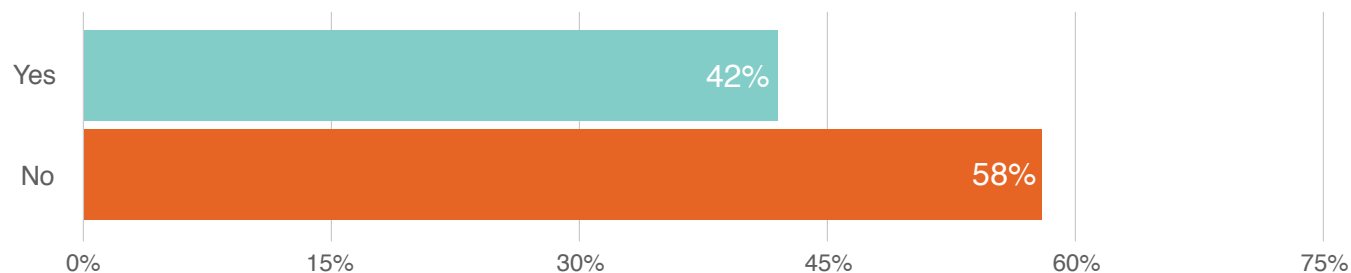
In addition, 42% of marketers shifted from one-off, tactical campaign execution to an "always on" influencer strategy. We believe more marketers will make the change in 2019, by making a commitment to having influencers activated throughout the year.

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How many influencer marketing programs did you run in 2018?



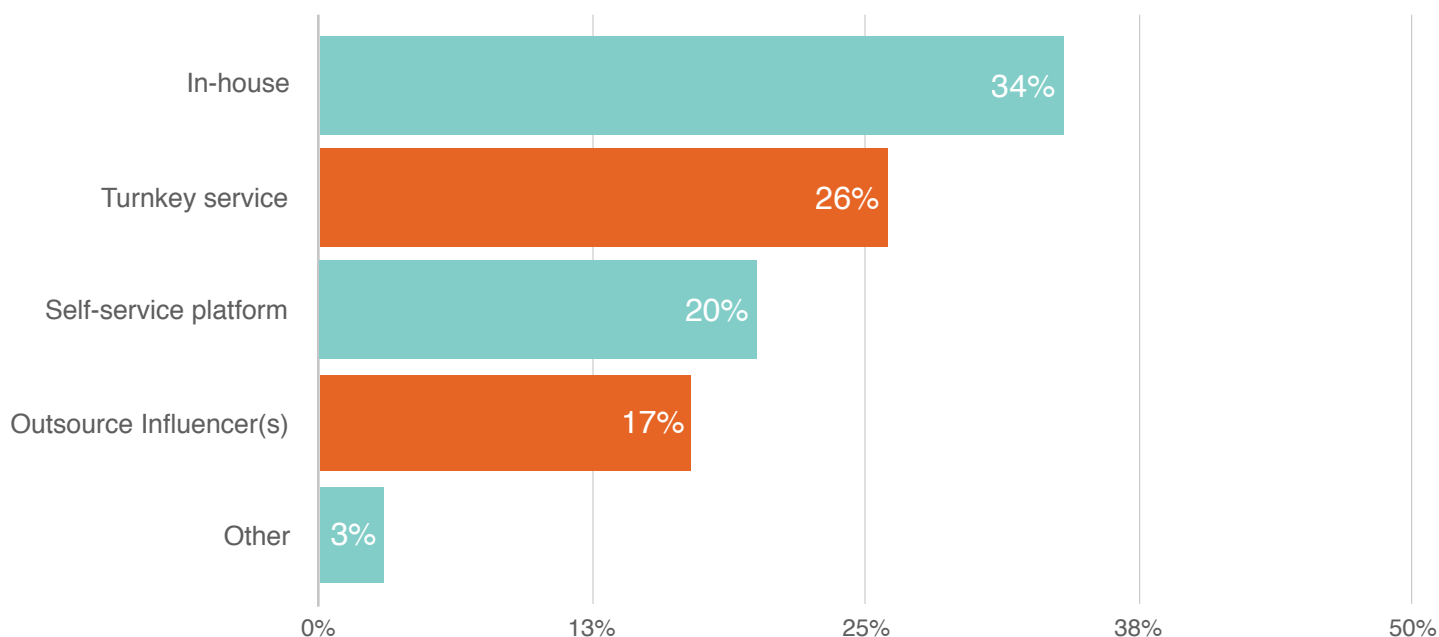
Do you have an always-on influencer marketing campaign strategy?



WORKING WITH INFLUENCERS AND PARTNERS

Influencer marketing programs can be time-consuming to manage, and marketers must make room for influencer marketing in an already bustling schedule. As a result, the amount of time it takes to manage influencer marketing programs is ranked as one of the top challenges of 2019. To alleviate the strain on bandwidth, 26% of marketers partner with a managed service or “turn-key” provider to run their influencer marketing programs. As influencer marketing becomes more robust and ongoing, we believe more marketers will use turnkey services to manage these programs.

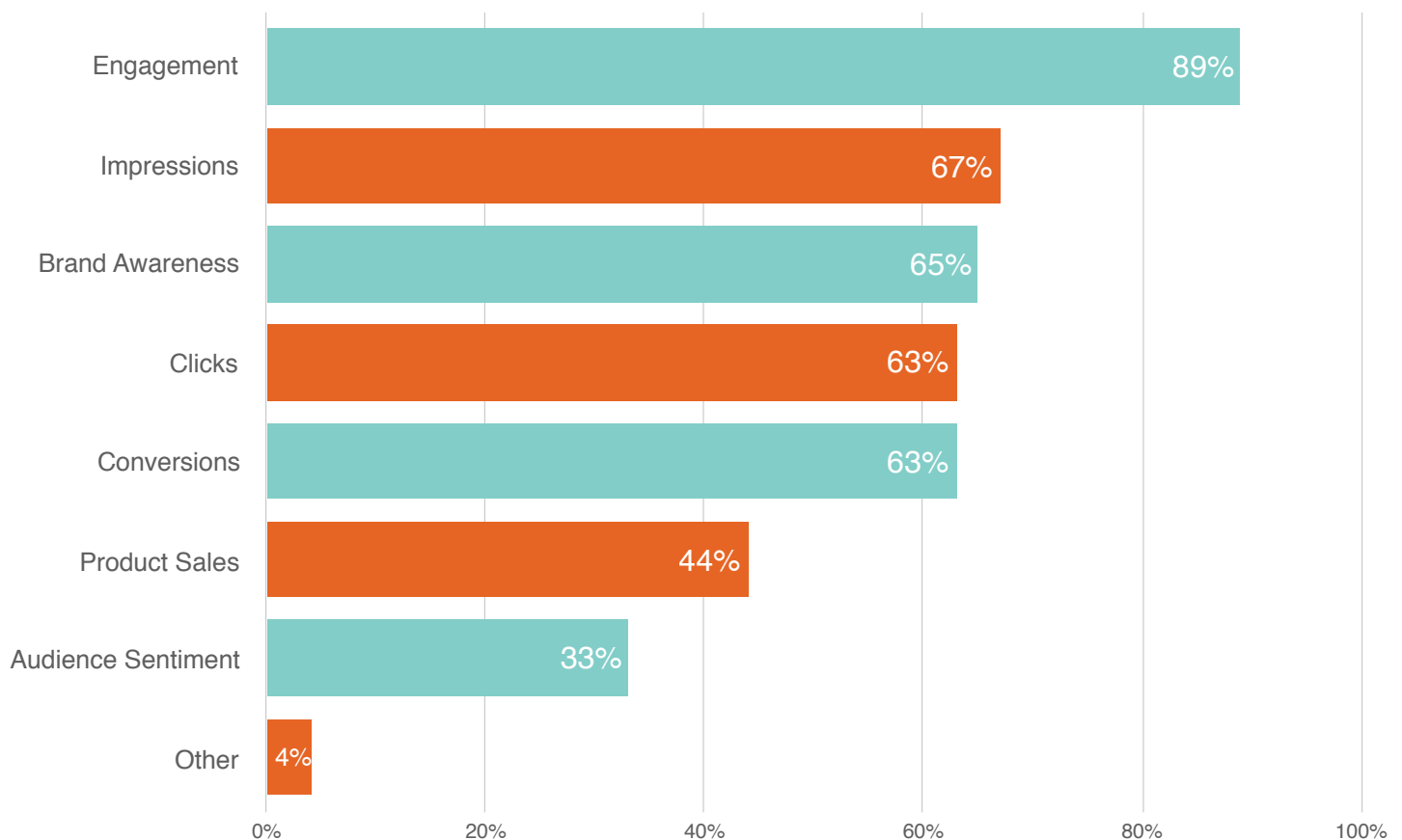
How do you manage your influencer marketing programs?



Measuring Success

As the industry matures, marketers need to take a serious look at their measurement methodologies and hold their influencer marketing programs to the same measurement standards as their other media investments. Despite that necessity, many marketers are focused on driving top-of-the-funnel brand awareness, impressions and engagements (over 60%) while fewer are tracking influencer marketing efforts to sales (less than 50%).

How do you measure the success of your influencer marketing programs?



PREFERRED SOCIAL MEDIA PLATFORMS

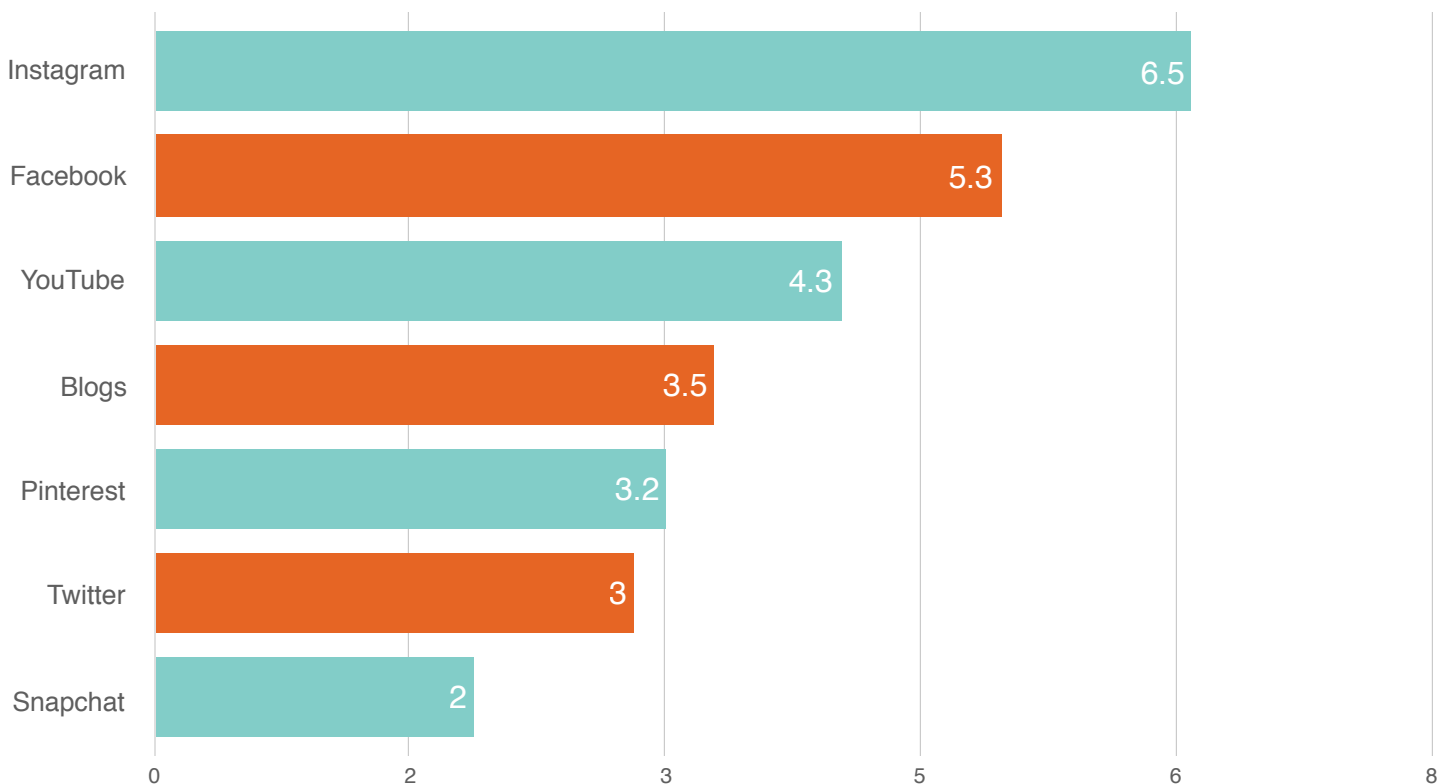
Social media platforms are also an important factor to an effective influencer marketing campaign. In the survey, marketers were asked to rank the various social media platforms in order of importance. The graph below shows the weighted average score based on the rankings.

Instagram still remains king. Over 68% of marketers cite Instagram as the most important social network for influencer marketing in 2019, followed by Facebook (51%).

Meanwhile, usage of Pinterest and YouTube has increased, while Snapchat remains the least important social network for influencer marketing in 2019. Beyond available selections, new considerations were also submitted including TikTok, Reddit and LinkedIn.

“ Over 68% of marketers cite Instagram as the most important social network ”

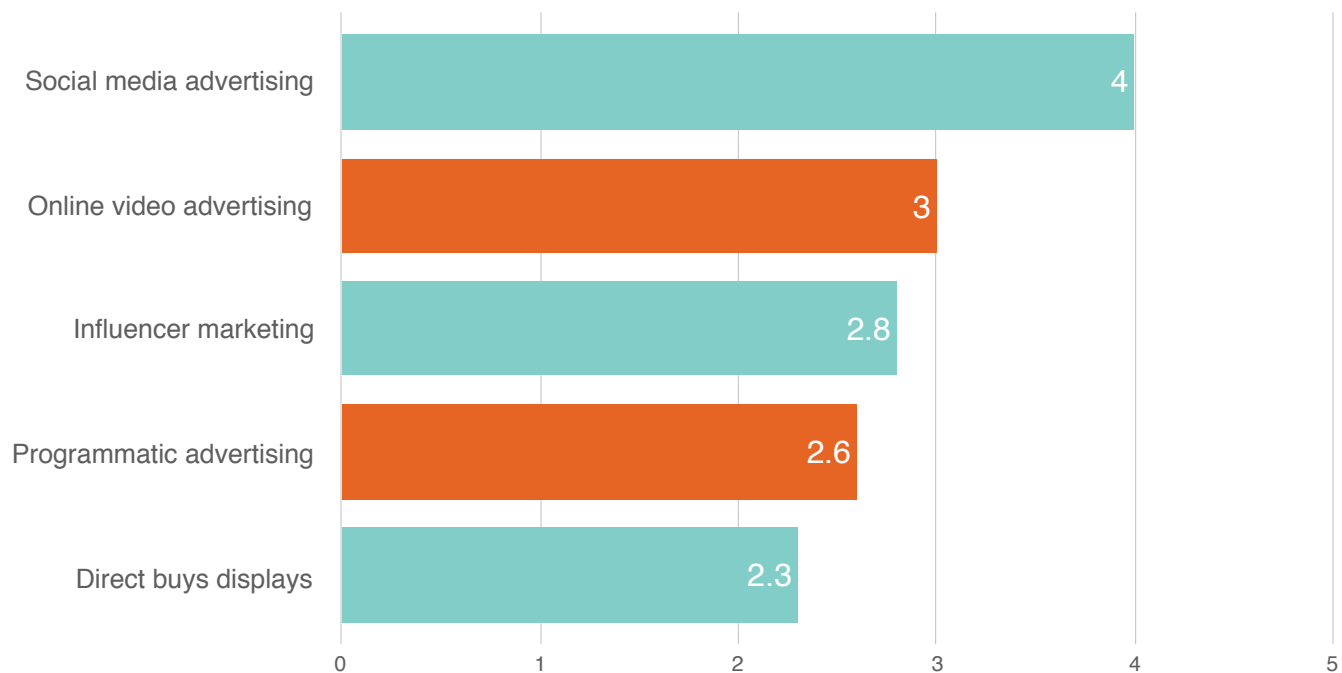
Rank the social platforms that are most important to your Influencer Marketing strategy for 2019.



INTEGRATING INFLUENCER IN THE DIGITAL MARKETING MIX

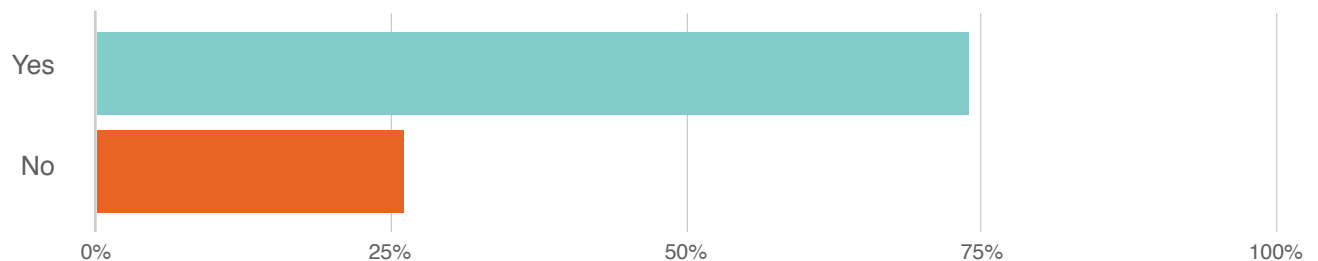
Influencer marketing is no longer an isolated tactic executed outside of the central digital marketing plan. Instead, it is becoming an integral part of the digital marketing media mix. In the graph below, each number represents the weighted average score based on the ranking. Influencer marketing is ranked above programmatic advertising and is only close behind online video advertising.

Rank in order of importance the various activities in your digital media mix.



One of the reasons influencer marketing is so important is its effectiveness. Marketers have caught on to the authentic quality of the content, and now 75% of marketers are currently using influencer content in other channels, and it's easy to see why.

Do you use influencer content in other marketing channels?



VALUE OF INFLUENCER CONTENT

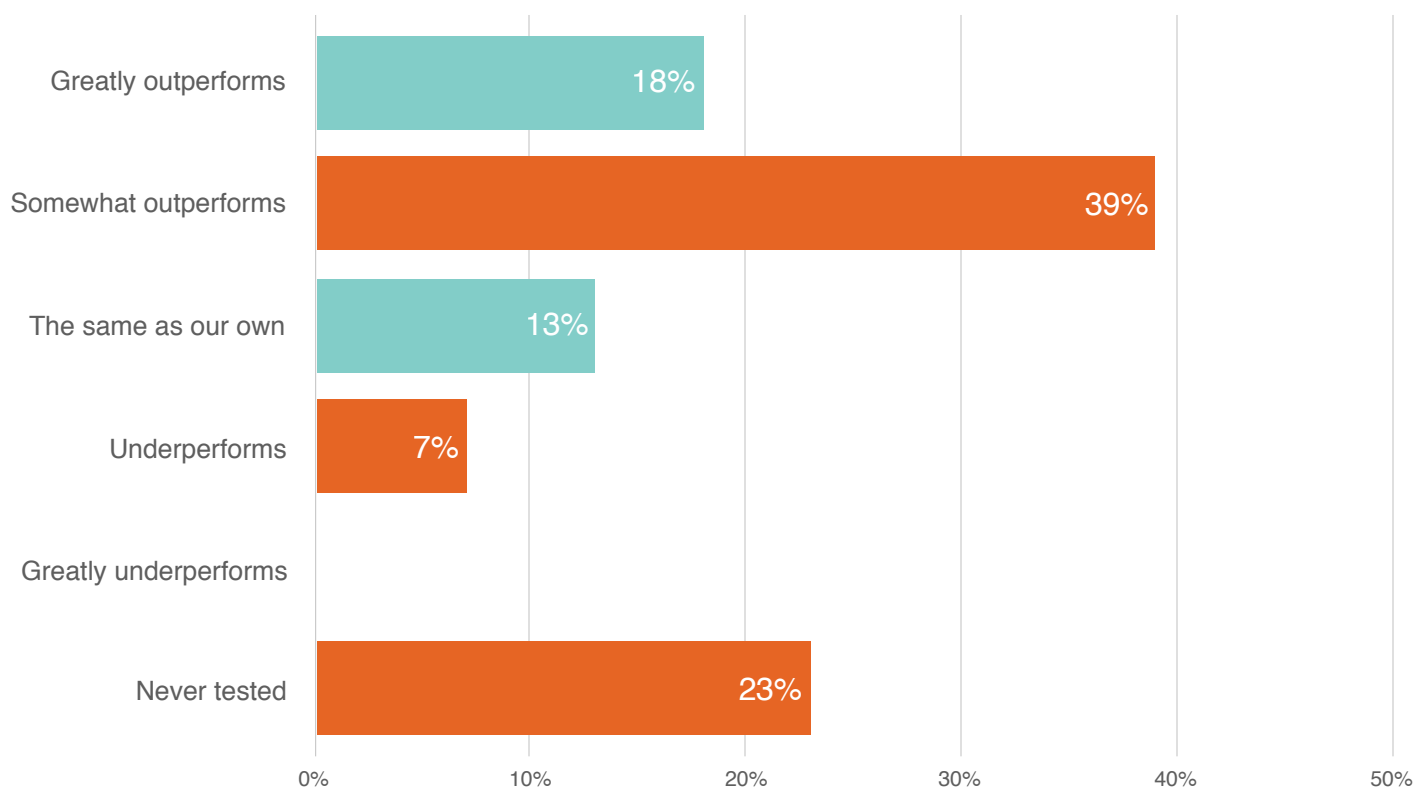
The authentic content influencers create has been extremely effective for those who has tested it. 57% of survey respondents reported that influencer content outperformed brand-created content. And while some of the respondents said they are not yet repurposing the influencer content, it isn't because they don't see the value in it. Instead, almost 38% of respondents say they want to, but another team owns that function. As more marketers hear the results from influencer marketing content in other channels, we believe even more will repurpose the content and see incredible results.

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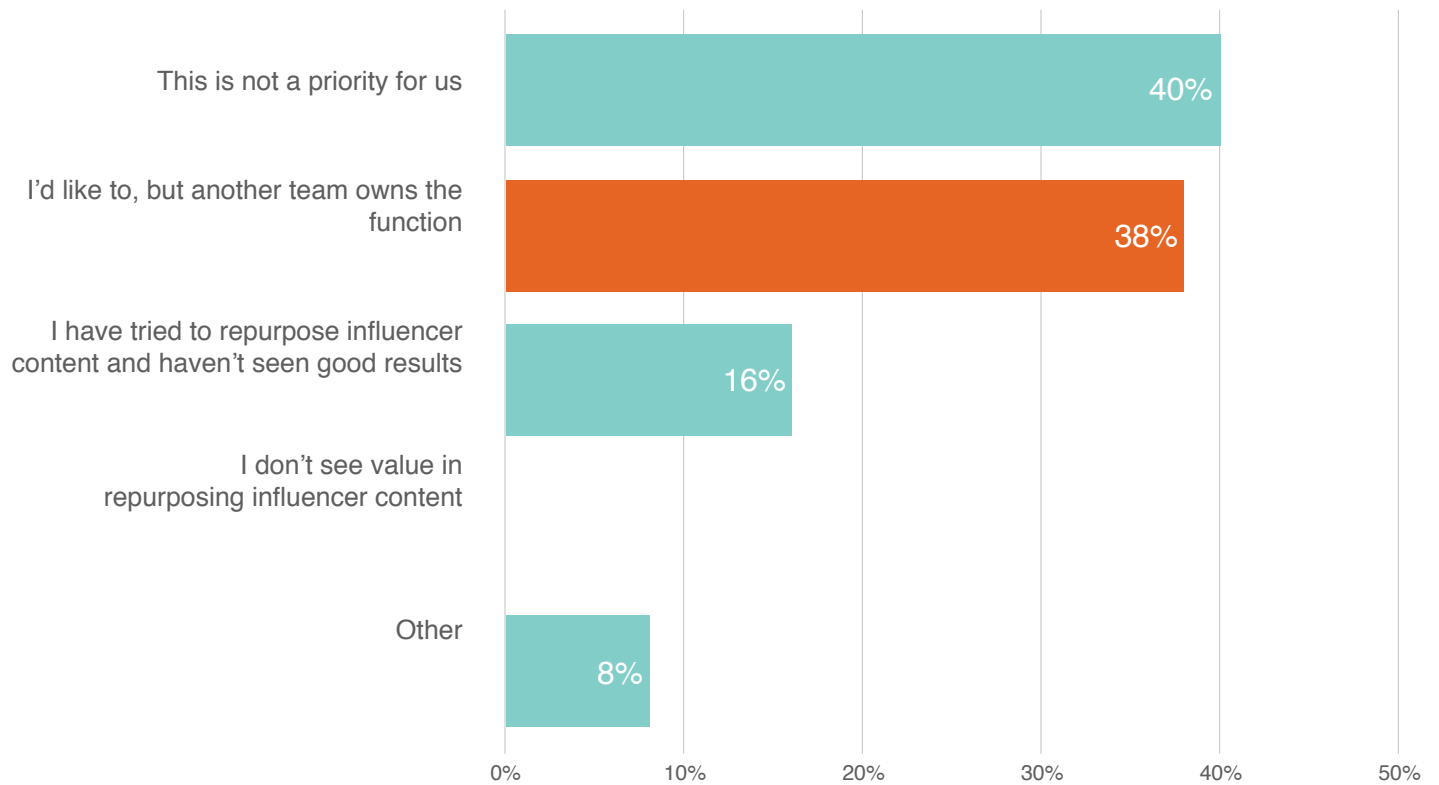
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How does your influencer content perform in relation to your brand-created content when you use it in other channels?



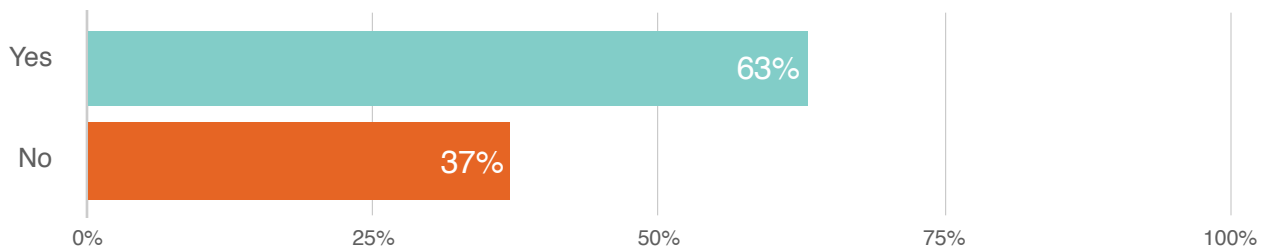
Why don't you repurpose influencer content in other marketing channels?



2019 Influencer Marketing Trends

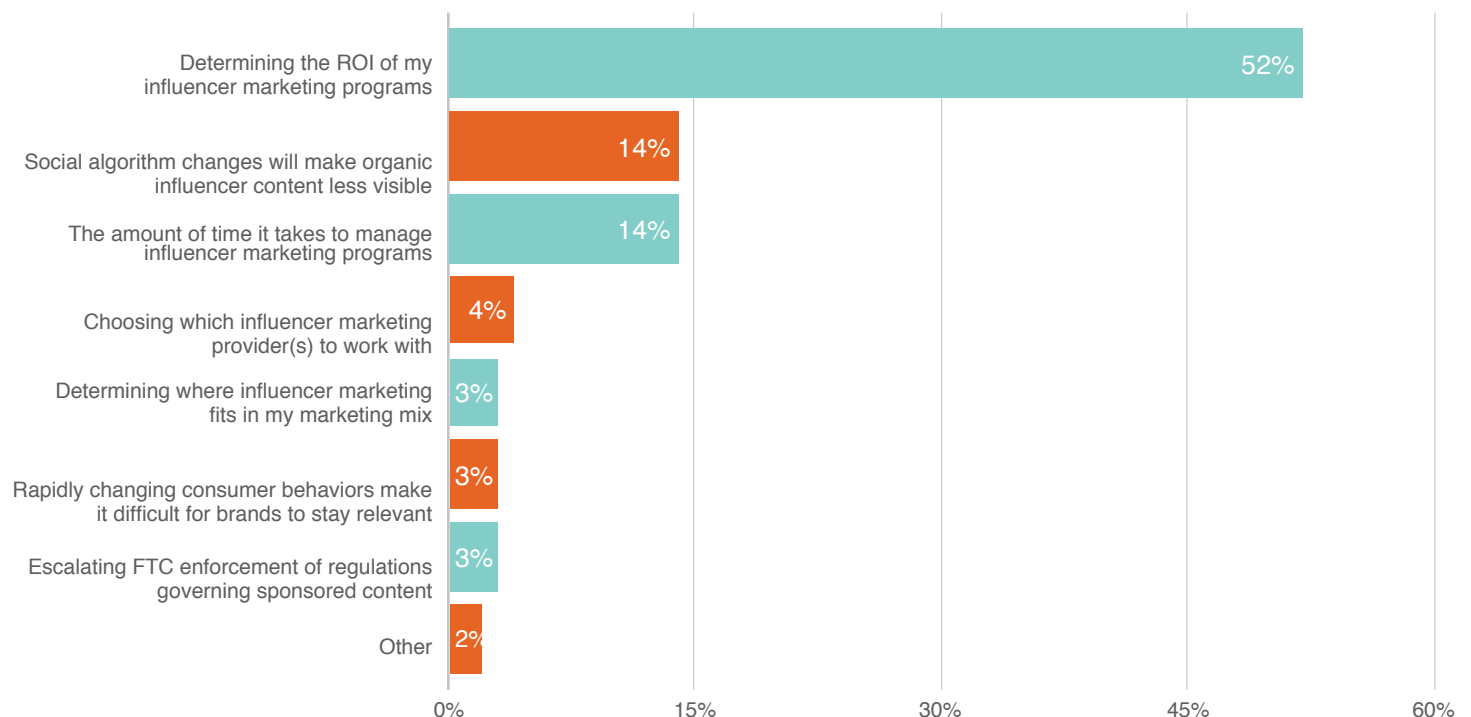
For influencer marketing, FTC guidelines are an important, ever-changing trend. When managing influencer marketing programs in-house it's crucial to always know the latest disclosures, but 37% of respondents don't know what the latest regulations are.

Do you know what the most recent FTC disclosure guidelines are?



When asked about the biggest influencer marketing challenges for 2019, over 50% indicated that measuring ROI was still a sticking point. Other concerns, such as the growing restrictions social platforms are placing on organic content hovered around the 10% mark.

What do you see as the top influencer marketing challenges in 2019?



THE LINQIA INTELLIGENCE SUITE

To help alleviate this challenge, Linqia created the Linqia Intelligence Suite, an integrated suite of analytics tools from leading measurement partners. With industry leading partners including Dynata, Foursquare, IRI, Placed, and Samba TV, marketers can determine the ROI from an influencer marketing campaign. Having more metrics that tie directly to sales can also help define the KPIs that will determine the ROI.

Metrics in the Linqia Intelligence Suite include:

- Brand lift
- Likelihood to recommend
- Consideration
- Purchase intent
- Sales lift
- Offline store visits
- In-store sales
- TV tune-in



Conclusion

Influencer marketing is gaining traction as a cost-effective addition to the digital marketing mix. Marketers are now strategically applying the content across multiple paid, owned, and earned channels year-round to drive more clicks, conversions, and product sales. At the same time, marketers are beginning to benchmark the performance of influencer content against brand-created assets. Influencer marketing vendors like Linqia who make content easily discoverable and repurposable, also make it easier for marketers to take full advantage of what influencer marketing can offer.

197 marketers participated in *The State of Influencer Marketing Survey* across a variety of industries, including CPG, Food & Beverage, Media, Retail and their agencies. This survey was conducted in February 2019.

About Linqia

Linqia is the industry leader in delivering influencer marketing content that performs by providing guaranteed results to brands and agencies for more than seven years. As the first performance-based influencer marketing platform, Linqia is an effective and efficient way to achieve a brand's goals by driving greater ROI across the path to purchase.

Founded in 2012, Linqia works with hundreds of leading national brands including Kimberly-Clark, McDonald's, NBC, Nestle, Anheuser-Busch, Danone and Walmart. Linqia is headquartered in San Francisco, CA, with offices in New York, Chicago, Los Angeles and Bentonville.

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