



INFLUENCER MARKETING

2024

KEY STATISTICS

INSIGHTS

TRENDS

PREDICTIONS



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In-depth influencer marketing report

Welcome to the battleground of our ultimate influencer marketing report – your tactical guide for scoping out the scene in 2024. Brought to you by the sharpshooters at Famesters agency, this report is packed with intel from global research and in-depth analysis by industry experts. It's your all-access pass to the frontlines of influencer marketing, where strategies evolve and trends emerge. Get ready to dive into a world where data reigns supreme and insights are your best allies.

Read further to learn about:

- Key influencer marketing industry statistics for 2024.
- Insights on brand-influencer collaborations and marketers' work in the industry.
- Analysis of consumers' behavior and reactions to different ad formats and messages.
- Trends and tendencies for influencer marketing in 2024.
- And more.


Want some more information or need assistance with your influencer marketing efforts? Contact us via email [hey@famesters.com!](mailto:hey@famesters.com) We are always there for you and happy to help.

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Highlights

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1. State of influencer marketing market

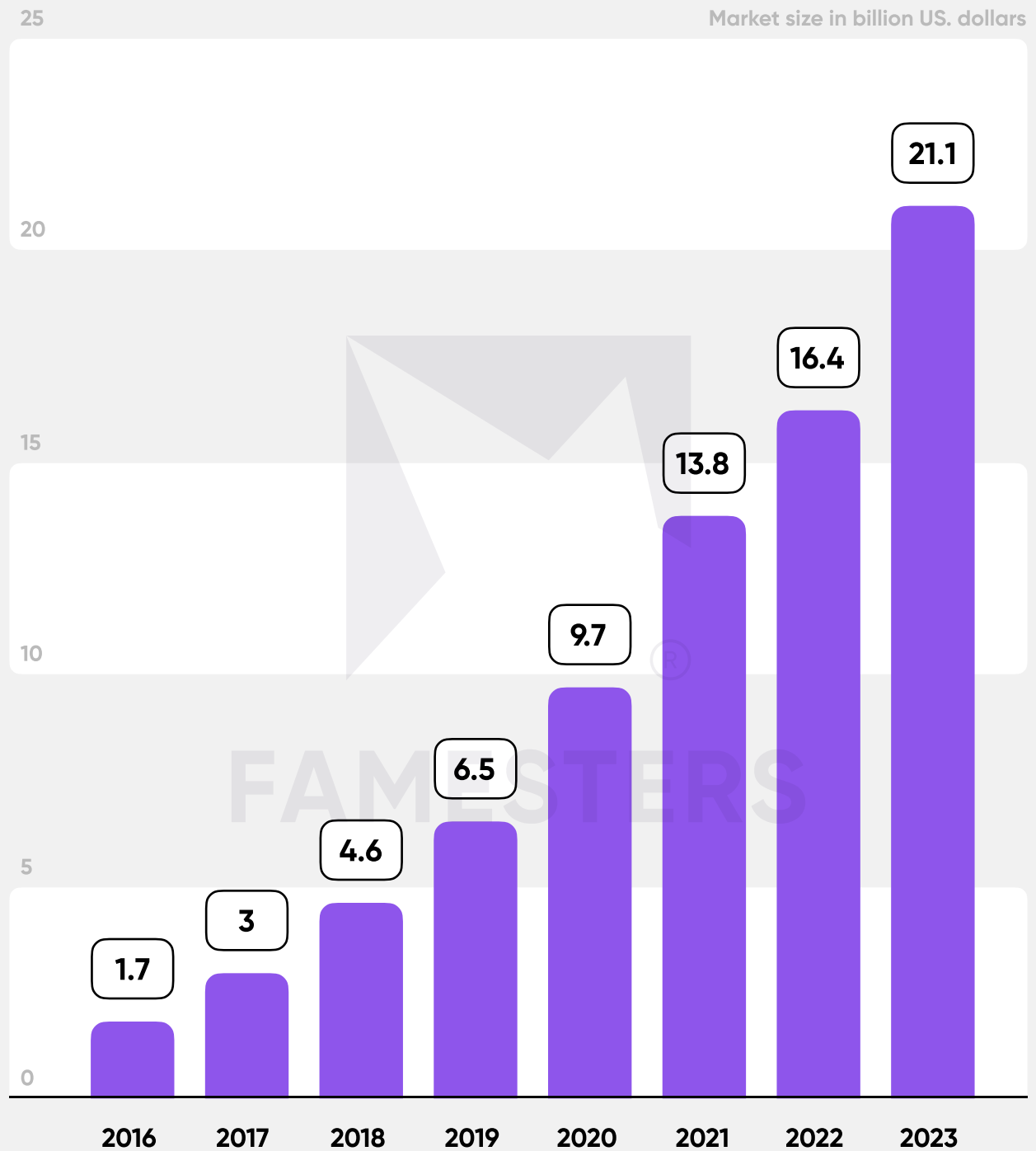
The influencer marketing scene might seem unstable and unpredictable these times. With a global pandemic like Covid19 wreaking havoc, influencer marketing – well, all marketing – would take a hit, right? But here's the twist: it actually didn't. In fact, influencer marketing has been on a wild ride of popularity since 2020 – people went heavily online, for example, the US users started spending an average of **65 minutes on social networks daily** compared to 56 minutes in 2019 and 54 in 2018. The time hasn't decreased since then. And the personalities who gave the audience the information and entertainment it needed online caught the wave.

Yes, the pandemic threw a curveball at some sectors, especially various types of offline events, hotels, airlines and such, forcing them to hit the brakes hard on their operations and marketing efforts. But many industries got creative, tweaking their strategies to not just survive but thrive in this Covid and post-Covid era. And now, we're seeing a comeback, even in those sectors that took the biggest Covid blows.

Now, let's talk numbers and economy. Last year? It's been rough, with a global economic slump and inflation rates going through the roof. People are feeling the pinch, finding it tough to shell out cash for even their daily needs, let alone the extras. In this dog-eat-dog world, companies are duking it out for every last dollar, pound, or euro from consumers. The smartest players in the game? They're doubling down on marketing, influencer marketing included, even if it means tightening the belt in other areas.

And here's the kicker: influencer marketing, which was just a \$1.7 billion baby in 2016, has exploded to a whopping **\$16.4 billion in 2022**. And it's not stopping there. We're looking at a projected leap of 29% to an impressive **\$21.1 billion in 2023**. This isn't just growth; it's influencer marketing smashing expectations and setting new records in a world that's constantly rewriting the rules.

1. State of influencer marketing market



2. Brands & influencer marketing: money, value, preferences

2.1 Influencer marketing budgets & plans

Year by year, more and more brands recognize the importance of influencer marketing, and not only by saying so, they act: in 2023, a majority of modern brands – **63%** – allocated a standalone budget for influencer marketing. The number has grown:

Brands that admit to have a standalone budget for influencer marketing



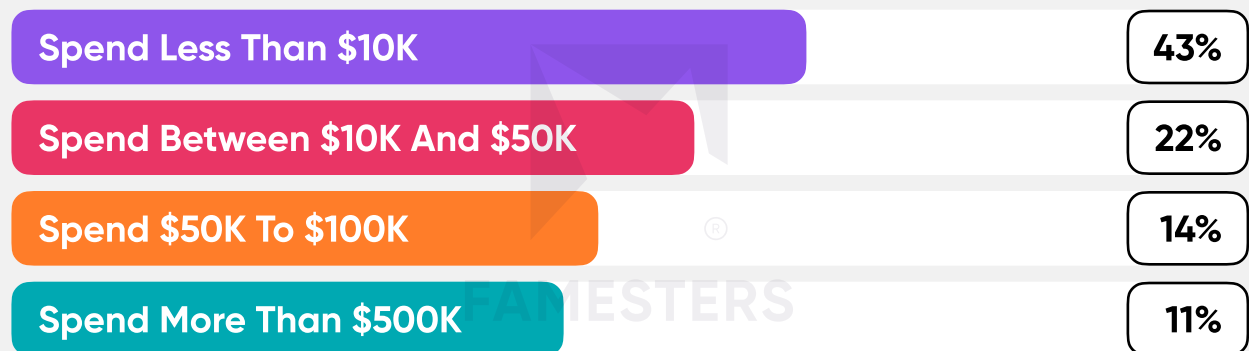
Although this makes the majority, it's still low as at least **82%** (in 2021) **of brands use influencer marketing** in the end. This indicates that many brands simply don't separate their marketing budgets into the different types of it, preferring to have a single budget for marketing in general.

67% of the brands that have a budget for influencer marketing are upping their game, **planning to boost their spending**, so in 2024, we are facing an increased influencer marketing spending.

2. Brands & influencer marketing: money, value, preferences

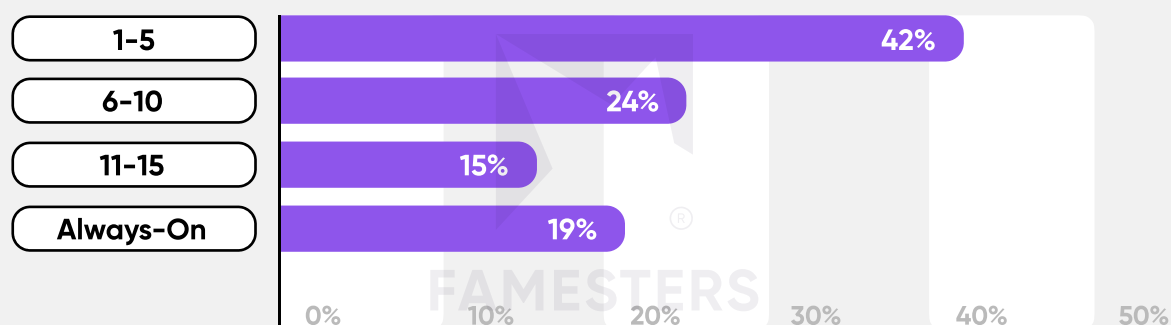
But exactly how much do brands spend on it? **43%** say their influencer marketing budget is **less than \$10K**, while **47% have it higher than that**. Unsurprisingly only 11% spend more than \$500K – it can't be helped as there are a lot less large companies that can afford it than small businesses that strive to collaborate with smaller influencers nevertheless.

Brands that admit to have a standalone budget for influencer marketing



Together with budgets, brands are increasing the number of influencer marketing campaigns they are running. Two years ago, almost half of the brands preferred to run the minimum – 1-5 campaigns – and stop there. Yes, still 42% of them are going to do the same, but today the number of those who are launching 6 and more campaigns has gotten higher: **39% of brands plan on running 6-15 campaigns**, and 19% have always-on campaigns, not planning to stop them.

The number of influencer marketing campaigns the brands launched in 2023

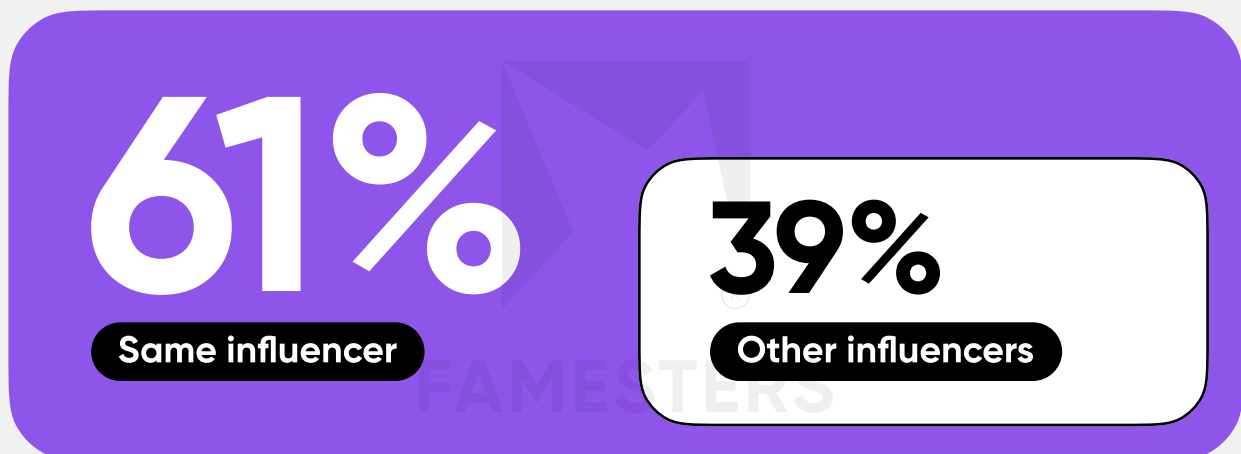


2. Brands & influencer marketing: money, value, preferences

2.2. Influencers brands work with

There is a trend that is gaining momentum more and more: brands prefer to work with the same influencers who perform the best during campaigns. This proves the importance of building long-term relationships with influencers and even turning them into brand ambassadors. **61% of brands choose the same influencers over again** to collaborate with, while **39% want to find someone new**.

One-off vs "repetitive" influencer partnerships



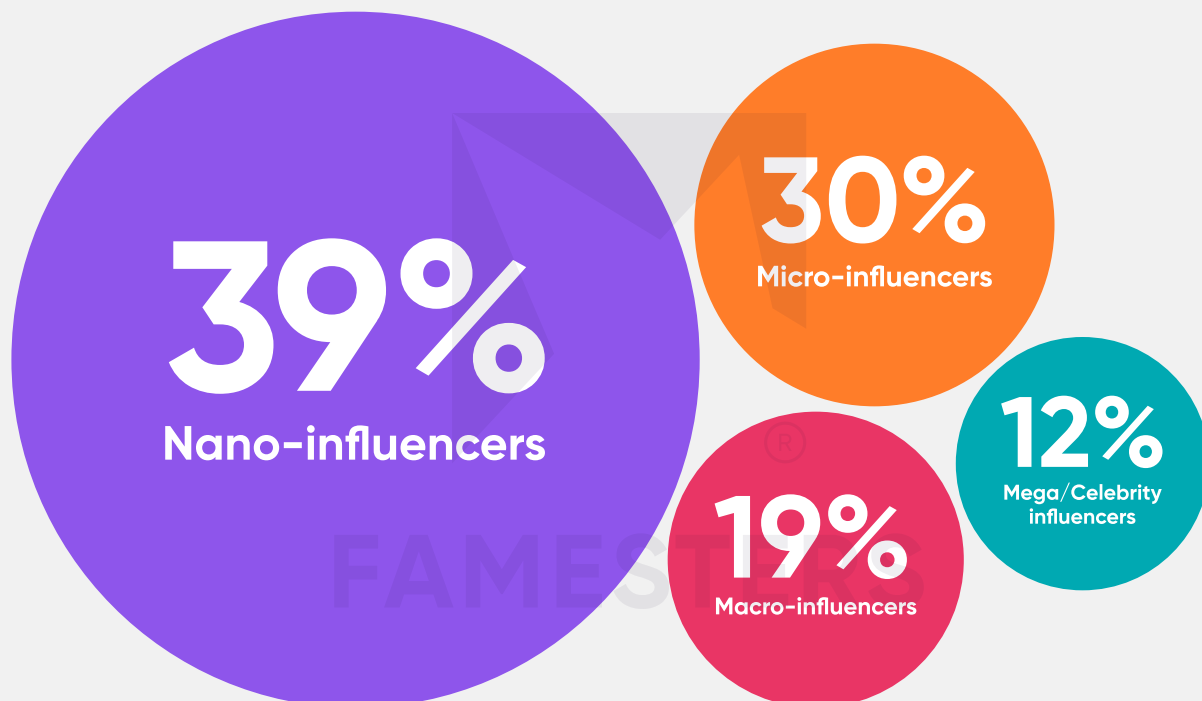
2. Brands & influencer marketing: money, value, preferences

Another trend that has been present for a few years now is a preference for smaller influencers. This is partially due to the fact that there are more small businesses than big companies with large budgets that can afford mega-influencers. But also due to smaller influencers' higher engagement rates. Also, choosing nano- and micro-influencers over mega-influencers and celebrities is like setting up targeted advertising: the audiences are smaller, but they are exactly who you need to reach.

So, **69% of brands prefer to work with nano- and micro-influencers** versus 31% that want macro- and mega-influencers for their campaigns.

This also indicates that the rise of micro-influencers is not going away anytime soon; they are still riding the wave and remain on top in 2024.

Types of influencers brands prefer to work with

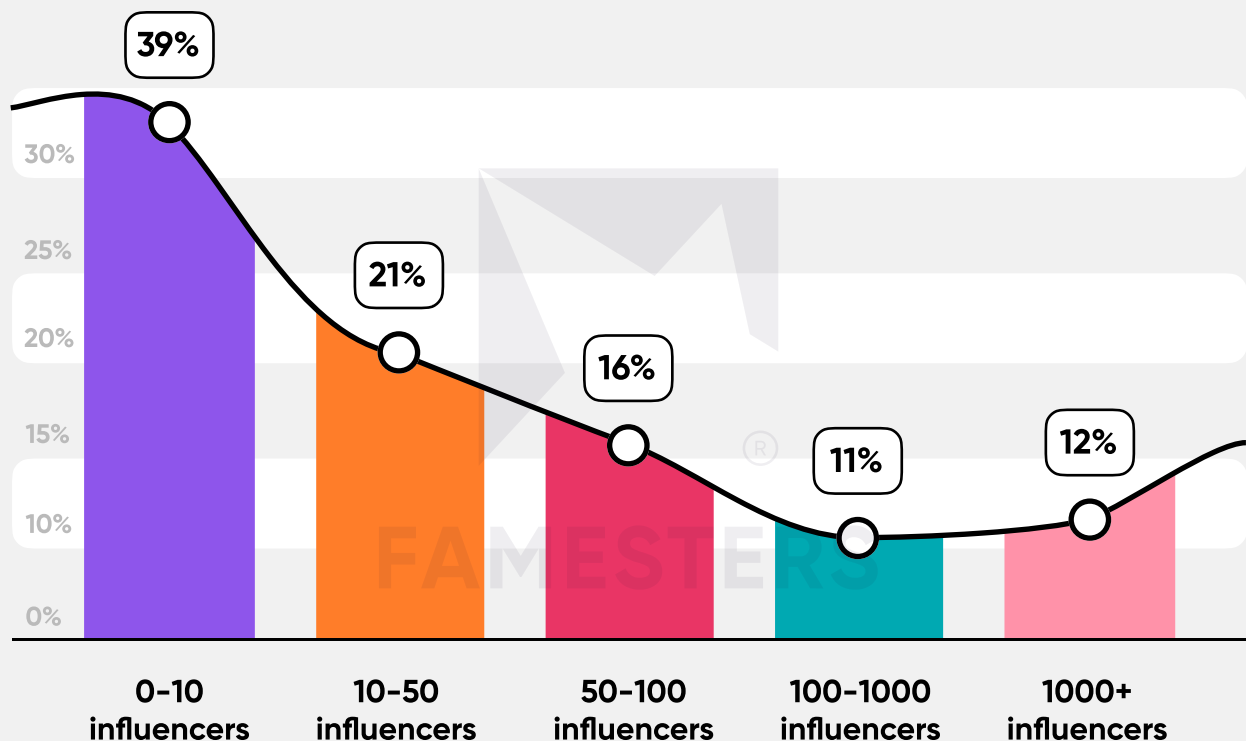


2. Brands & influencer marketing: money, value, preferences

And how many influencers are usually engaged with a brand? Over **60% of brands are now teaming up with more than 10 influencers** – this is another example of how brands expand their influencer marketing ambitions and increase efforts as well as budgets.

We're seeing a major shift towards embracing a larger roster of influencers. Breaking it down: 39% of brands have partnered with 0-10 influencers – that's down from 54% last year. Another 21% are playing the field with 10-50 influencers, and 16% are going big with 50-100 influencer collaborations. Some brands are going all out, with 11% joining forces with a staggering 100-1,000 influencers. And at last: a whole 12% of brands are now working with over 1K influencers, a massive jump from just 3% last year! The influencer marketing game actually is scaling up.

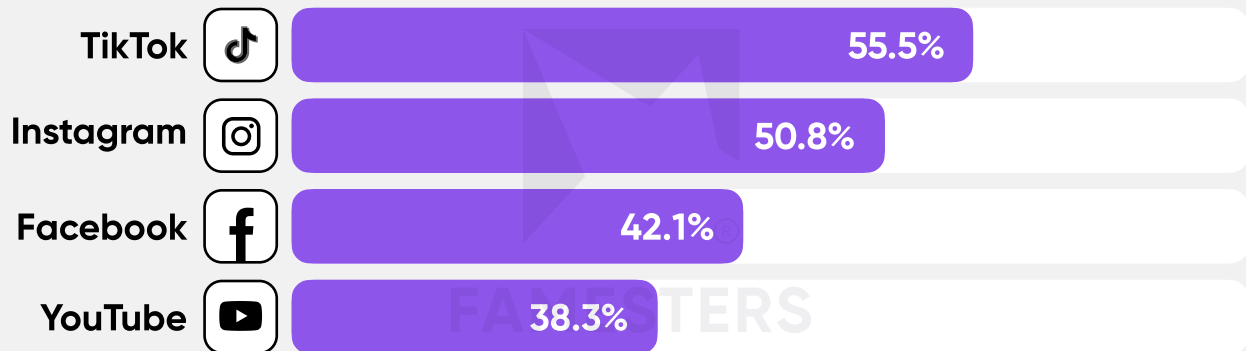
The number of influencers brands work with



2. Brands & influencer marketing: money, value, preferences

There's also a tendency for brands to swing towards certain social media platforms: first, they understand where their target audiences are, and second, they see how the influencers on the platforms perform. These are the results: **TikTok is the most popular platform among brands with 55.5%**; Instagram (50.8%) comes second; the bronze goes to Facebook (42.1%); YouTube (38.3%) is the fourth here.

Social media platforms used for influencer marketing

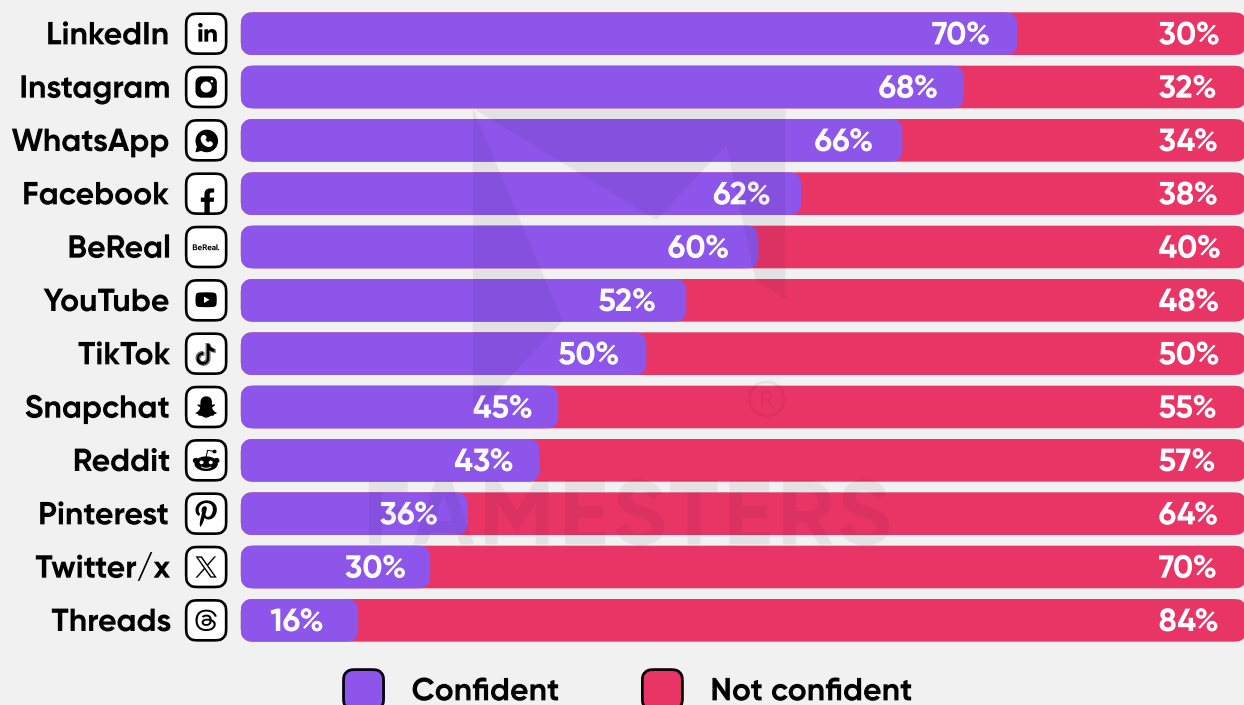


2. Brands & influencer marketing: money, value, preferences

Despite being the most used social media platform in terms of brand promotion, TikTok isn't the one brands trust the most. When it comes to ROI (Return on Investment), marketers see LinkedIn as a more reliable platform, and TikTok comes only the 7th.

Some social media platforms lack transparency, thus marketers struggle to see the actual profit and measure the ROI of their campaigns there. Also, some "serious" companies, especially B2B ones, that track all the vital metrics and measure their ROI strictly are a lot more likely to use LinkedIn over TikTok (if use the latest at all), while some young and fresh brands that still don't have a smooth and solid workflow and can't measure their ROI perfectly tend to use TikTok or other platforms with more entertainment content. This is another reason for them to be not so confident in the platforms they use.

Social media platforms brands are confident in terms of positive ROI



2. Brands & influencer marketing: money, value, preferences

Now, more about money. When working with the chosen influencers, brands basically have two ways to make the collaboration profitable for both parties: giving free products to the influencers and actually paying them. In previous years, most brands preferred to give free samples. In 2023, however, the game shifted, and in 2024, it's like this: more brands are paying cash, and more influencers are interested in it, not agreeing to promote something simply to have it for themselves. From this point of view, influencer marketing becomes more of a serious, even "classical" business.

41.6% of brands now pay money to influencers, while only 29.5% give out free products. Also, 17.7% of brands are dishing out discounts on their products or services. We're talking presumably the pricier items here, giving influencers a sweet taste of the good stuff. And there's a smaller crew, about 11.2%, that are upping the ante by entering their influencers into giveaways.

Ways to pay influencers

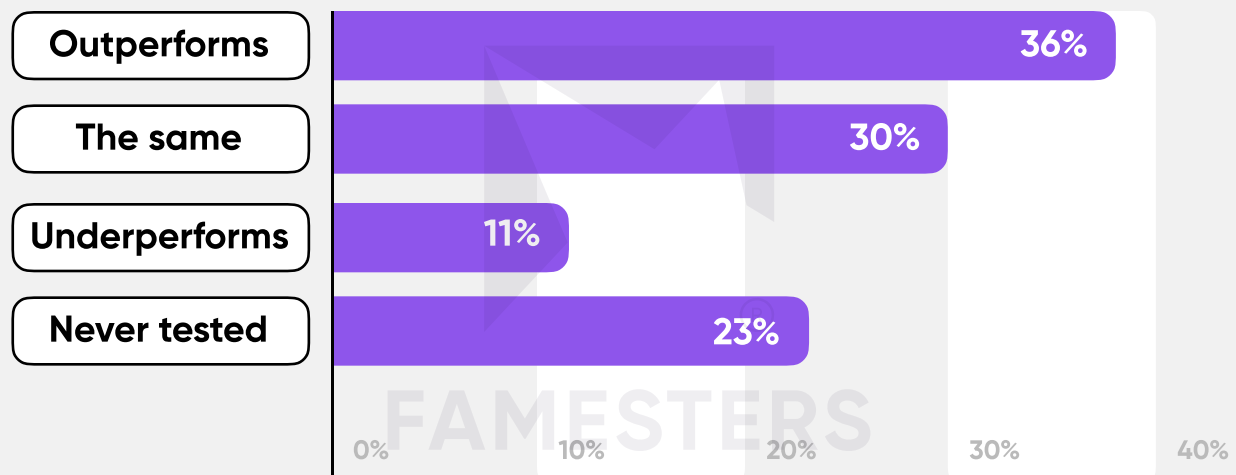


3. Profits & challenges of influencer marketing

3.1. The profits

Most of the brands and marketers – **66%** – admit that IGC (Influencer-Generated Content) performs better than the content created by a brand itself or somewhat equal. Only 11% see that branded content outperforms IGC. There also are 23% of those who haven't tested or measured and compared the performance of these categories. All in all it's safe to say that marketers value influencer content very highly and see how it's more efficient and profitable than more "traditionally" created branded content. This makes IGC a top-tier tool to attract customers and gain higher ROI. Also this means there's a good point in re-using IGC multiple times, making ads of different formats out of it for different platforms and purposes.

How does influencer content perform vs. brand-created content



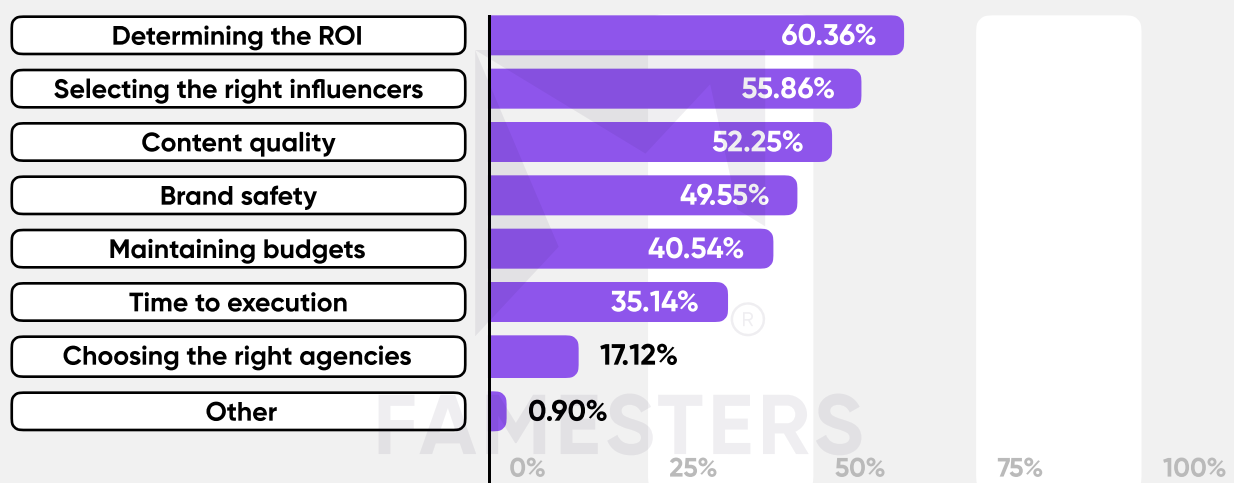
3. Profits & challenges of influencer marketing

3.2. The challenges

Previously, the task of finding the right influencers for an influencer marketing campaign that would align with the brand's values and fit all the requirements was the top challenge for marketers, especially those used to old-school practices and only starting with influencer marketing. Now, this task is ranked #2 among the challenges that bother marketers the most.

And on the top of all – there is the challenge of **determining the ROI**: over **60% of marketers say it's the most difficult** thing for them. Yes, the top of the agenda for most brands is driving sales. So **75% of marketers track sales** from their influencer campaigns, as well as **71% measure their ROI**. But it's still harder than selecting creators, and this is logical: over the past years, lots of tools for finding influencers and checking their stats and metrics have appeared, and those platforms that were the pioneers improved a lot. But the influencer marketing industry still lacks transparency and the understanding exactly how money works within the system. Remembering that marketers say that influencer-generated content performs better, we can say that it works somehow, and it's obvious. But how exactly, and how to measure the ROI from influencer marketing? This is now the main question.

What are the top challenges with influencer marketing in 2023?



3. Profits & challenges of influencer marketing

Basically, how you measure your influencer marketing success depends on what goals you set in the very beginning, before launching a campaign. Among those brands that actually do the measurements, many use different ways to do so.

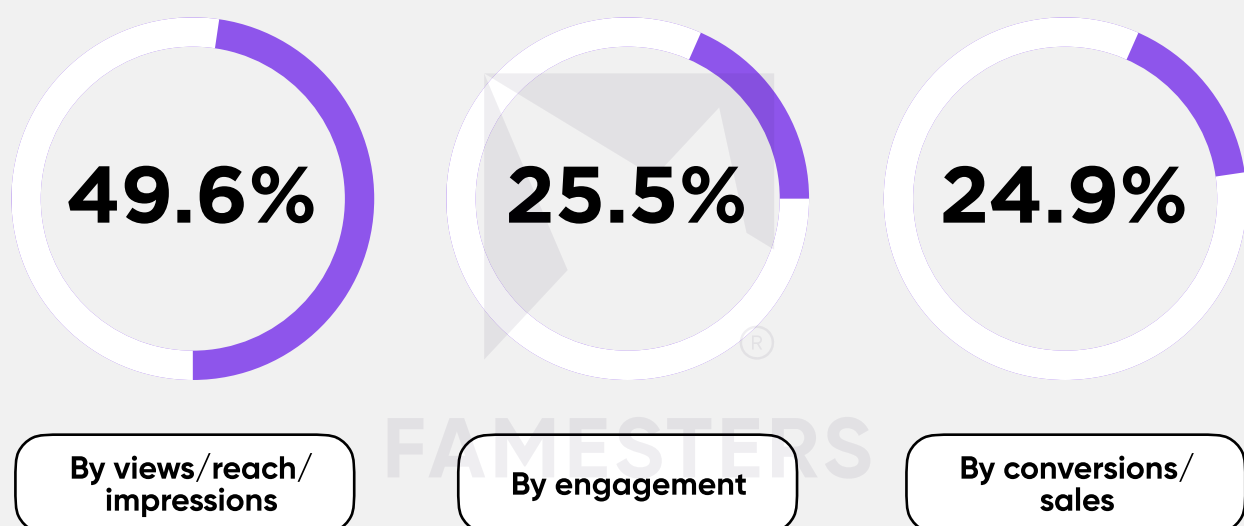
In 2024, brands are into boosting brand awareness, aiming to hook those customers who love splurging on the high-margin stuff. Sometimes, this means attracting new customers who might not spend a fortune but still add value. It's a delicate dance between spending on campaigns and reaping the rewards.

Today, **49.6% of brands are all about views, reach, or impressions**. They want their brands to be seen and heard.

25.5% of brands focus more on engagement, wishing to attract the audience that is highly interested and invested.

24.9% admit conversions or sales are their main metrics for success, which is relatively low, considering the 75% actually tracking sales, as stated above.

* How brands measure the success of their influencer marketing



3. Profits & challenges of influencer marketing

* Another thing that bothers brands and marketers is **influencer fraud**. This issue has been a recurring concern, often spotlighted by the media and sometimes on social media by the users themselves. The good news is, the industry is now equipped with a robust array of tools specifically designed to detect and mitigate the impact of such fraudulent activities. These advancements are steering the sector toward a future where influencer fraud becomes a mere footnote in its history. Also, experienced marketers like the Famesters experts have an eye for scammers already and know where exactly to look to find fraud proof before such individuals even get it to the lists of influencers recommended for collaborations.

So here is the good news: in 2021, the rate of influencer accounts hit by fraud dropped to 50%. Fast-forward to 2022, and that figure has further plummeted to just 36.68%. It's a clear sign of the digital realm getting the upper hand in the fight for authenticity, with influencer integrity on the rise.

However, the shadow of influencer fraud hasn't completely dissipated from the minds of brands and marketers. Even in this Covid era, where it's been quieter on the fraud front, a solid **64% of firms are still on high alert** about this practice. They're not letting their guard down just yet.

Acknowledging this critical challenge, influencer marketing platforms have taken decisive action over recent years. They've implemented sophisticated tools aimed at uncovering and deterring influencer fraud. This proactive approach might be why we're seeing a steady decline in those worry stats over the last few years. As the industry continues to evolve and mature, the collective efforts against influencer fraud are paving the way for a more transparent and trustworthy influencer marketing ecosystem.

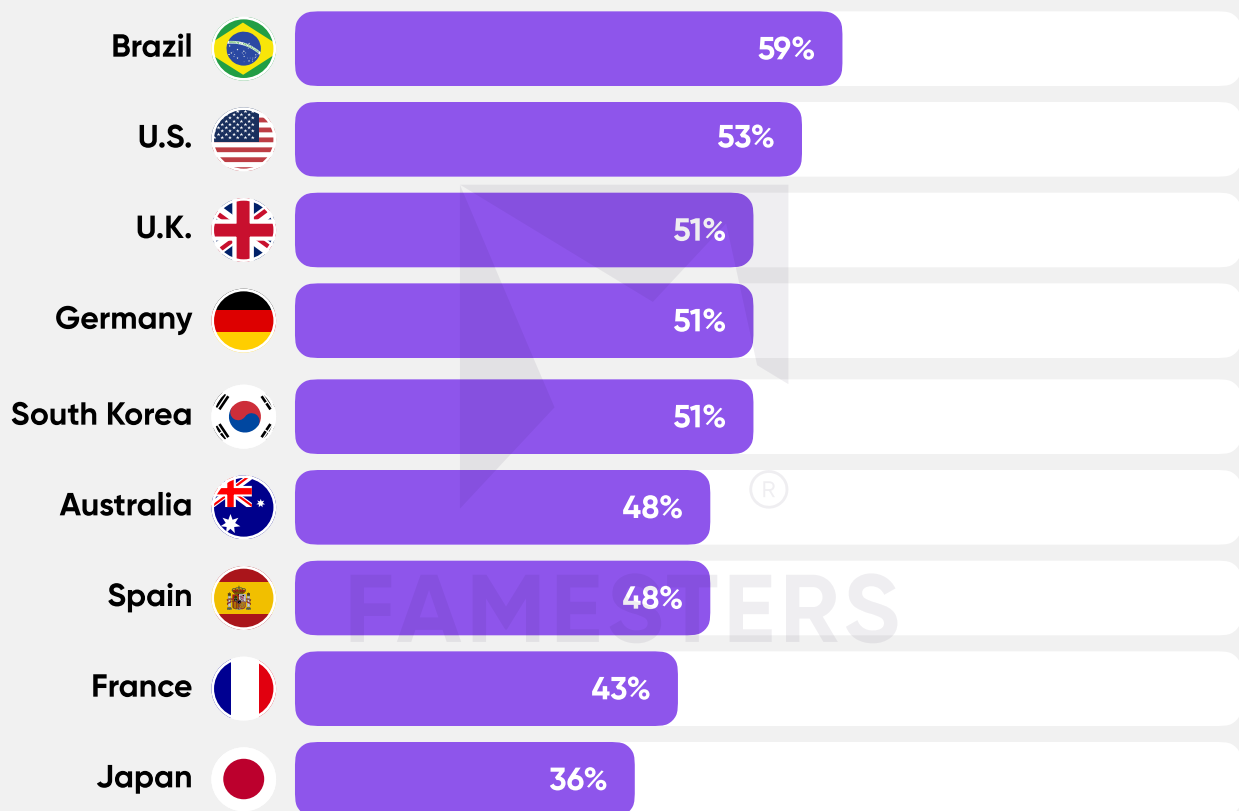
Additionally, we recommend working with the influencers who have a positive record. Most of them can tell what brands they have already worked with – and you can even see it for yourself, finding the videos with ad integrations on YouTube or promotional posts on influencers' Instagram accounts. At other times, you can even see the testimonials of those marketers who have run campaigns with the influencers you're considering. All in all, the risk of influencer fraud can and should be mitigated by working with influencer marketing professionals.

4. Influencers demographics

Here, we are talking about the content creators who monetize their work on social media platforms and also have influence on their audiences. You may name them monetizing influencers. In the competitive landscape, over **200 million creators** are actively engaging in the pursuit of market share.

Here's the share of influencers who monetize their content by country: you can see that most of (over 50%) Brazilian, US, UK, German, and South Korean creators make money from their content and may be available for brand collaborations.

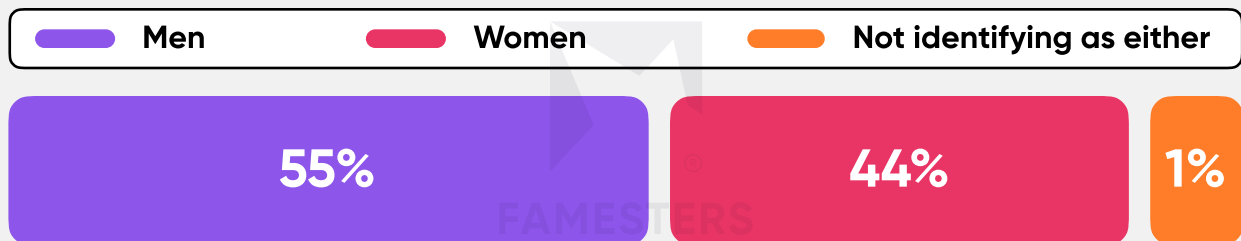
% of creators who are monetizers by country



4. Influencers demographics

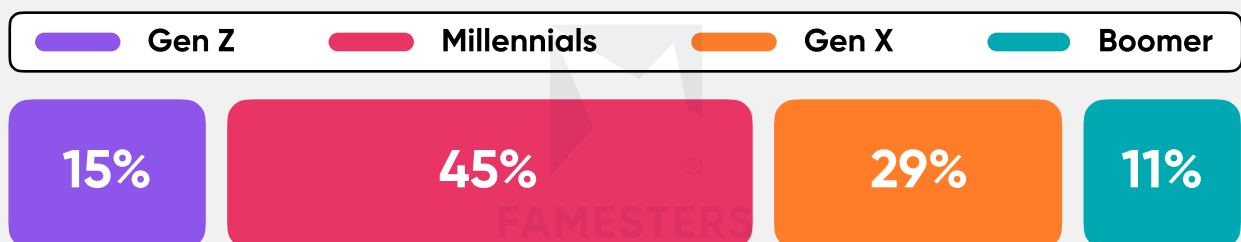
The number of men and women among influencers is almost even, although there's still a little shift towards male creators: 55% vs 44%.

Influencer genders



Can you guess what generation is leading the influencer market? It's commonly thought that Gen Z is the most creative one and has the preference for content creating jobs, but in reality, **Millennials** lead the parade: they have **45%** of the share. In fact, for now, even Gen X beats Gen Z with 29% vs 15%

Influencer generations



5. Influencer engagement on different social media platforms

5.1. Instagram

In the Instagram influencer battleground, engagement levels have hit a five-year low.

Instagram influencers, especially the big guns with massive followings, are seeing their engagement rates dip to the lowest. It's simple: the more popular you get, the tougher it becomes to keep up with every single comment and maintain that close bond with each follower. Many users follow celebrities simply because everyone else does or to see some pretty pictures – and that's the end of it, no engagement needed.

But in 2024, even the regular Instagram influencers, the ones not swimming in millions of followers, are feeling the pinch. Engagement across the board is on a downward trend. For the influencers with over a million followers, their engagement rate, now at a mere 0.95%, has plummeted to less than half of what it was back in 2018 (1.97%).

And the overall **average Instagram engagement rate is at 2.05%** now, a slight drop from 2021's 2.18%.

5.2. TikTok

TikTok can be considered the champion among competitors regarding the levels of engagement rate. Right now, TikTok influencers' ER is higher than that of creators on any other platform from its tier, like Instagram or YouTube.

For comparison: Instagram influencers with over 100K followers are scraping by with just 0.95% engagement. Those under 5K followers? A bit better at 4.21%. But TikTok? The platform's big players, mega-influencers with over 1M followers, are raking in an average engagement of 10.53%. And the smaller accounts, nano-influencers with 1K-5K followers, are knocking it out of the park with a staggering 15.04% engagement. No wonder brands are flocking to TikTok like it's the next gold rush.

5. Influencer engagement on different social media platforms

5.3. YouTube

While TikTok's starting to play by the usual rules, YouTube's script is a bit different. Here's the lowdown: the bigger the YouTube channel, the stronger the engagement. Specifically, **macro-influencers with channels rocking between 100K and 1M followers are leading the charge with an engagement rate of 3.47%**. But the YouTube giants, mega-influencers and celebrities with a whopping 1M+ followers, are hot on their heels with a solid 3.4% engagement. It's a close match!

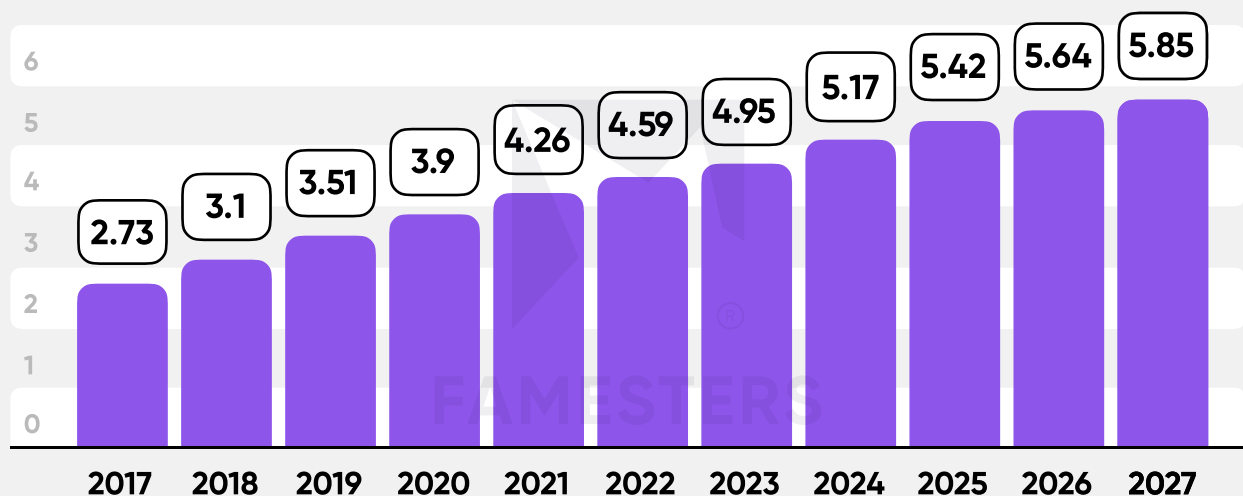
Now, let's glance at the smaller channels, nano-influencers with 1K to 5K followers. They're trailing behind with an average engagement rate of just 1.9%. In the YouTube arena, it seems the bigger your army of followers, the more firepower you've got in the engagement game. And while brands still prefer to work with micro-influencers, it seems that in the case with YouTube it might be reasonable to take a closer look at macro-influencers.

6. Consumer demographics on social media

In 2024, an impressive **4.95 billion people globally are engaging with social media**. With 8.1 billion of the global population, this means that more than **61% of people on Earth use at least one social media platform**.

These figures represent a record level of global participation in digital communities. Moreover, projections indicate a surge to approximately 5.85 billion users by 2027, signifying continued growth in digital connectivity.

Number of social media users worldwide

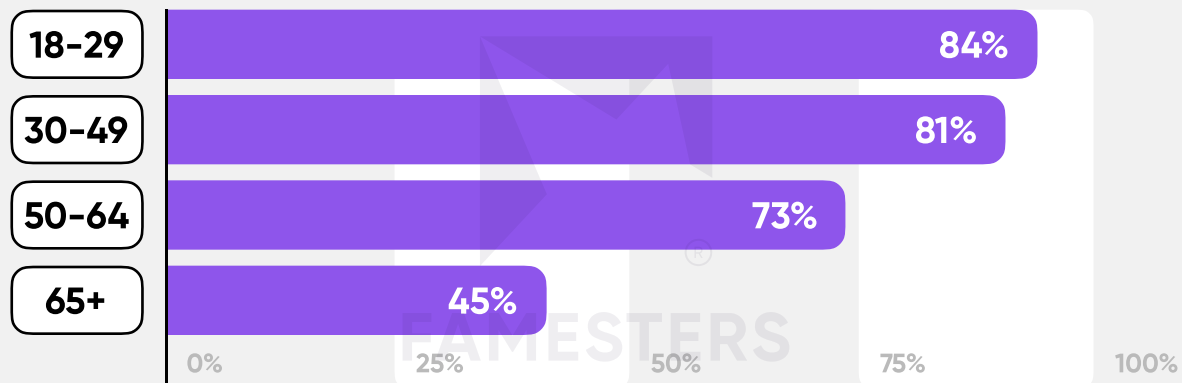


It's important to note the diversification in platform usage among these users. The **average social media user today navigates through 7 different platforms monthly**, showcasing a varied and extensive digital footprint. This trend highlights a critical insight for social media marketing and specifically influencer marketing strategies: the necessity of a multi-platform approach to effectively engage with this broad and dynamic audience. Usually, influencers have audiences on more than one platform, too, so brands can and should leverage this by all means when collaborating with them. Also, there's a trend of signing copyright agreements that allow brands **to use influencer-generated content multiple times** as they need, including making new ad formats for other platforms that were not covered by the influencer themselves.

6. Consumer demographics on social media

* It's commonly accepted that the younger the generation, the more time its representatives spend online in general and on social media specifically. This is still true: **84%** of young people between **18 and 29** years have at least one social media account. The group of **30-49** year olds comes close with **81%**. Those aged **50-64** are quite active, too, with **73%** of them using social media. And surprisingly, almost half (**45%**) of grandmas and grandpas **over 65** do that too! Which means brands that are targeting older people shouldn't stick to some traditional TV or radio ads only, there's a good reason for them to also invest in social media and influencer marketing.

Percentage of each age group that uses at least one social media site



6. Consumer demographics on social media

- * And how much time do consumers spend on viewing content on social media? In the intricate landscape of digital engagement, time allocation reveals a compelling story. On average, **individuals globally dedicate approximately 145 minutes per day to navigating social media**. This substantial investment of time underscores the integral role of digital platforms in daily life. Interestingly, the American average slightly deviates, with individuals spending about 2 hours and 7 minutes each day on these platforms.

Projecting this daily engagement over a typical lifespan of 73 years results in an astonishing total of **5.7 years spent interacting within social media environments**. For marketers and brand owners, these figures aren't just statistics; they represent the vast potential and expansive reach inherent in effective social media strategies. The allocation of time to these platforms signals opportunities and challenges in capturing and retaining audience engagement.

6. Consumer demographics on social media

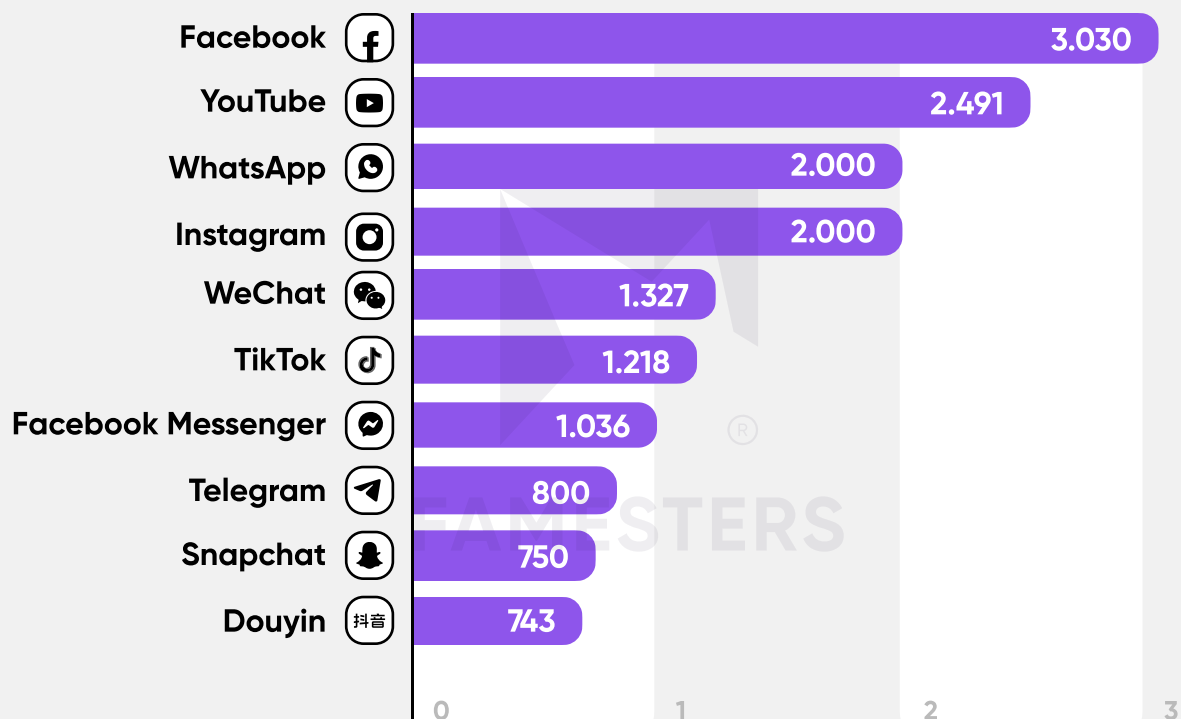
6.1. Most popular social media platforms

So, where do people actually gather online? Although different regions and countries may have their own social networks that are popular among the locals, there are the platforms that are used globally and have the most monthly active users.

Facebook wins here with its **3 million users** – it's the first social media platform to surpass this milestone. **YouTube** comes second with almost **2.5 million users**.

WhatsApp and **Instagram** both have **2 million users**. WeChat closes the top 5 with over 1.3 million users. And here's an honorary mention of the 6th on the list – TikTok with its 1.2 million users. Note that TikTok has a separate app – Douyin – specifically for Chinese users, and if you count TikTok and Douyin together, they'll have over 1.9 million users, almost making it to the second place.

Most popular social networks by number of monthly active users (millions)

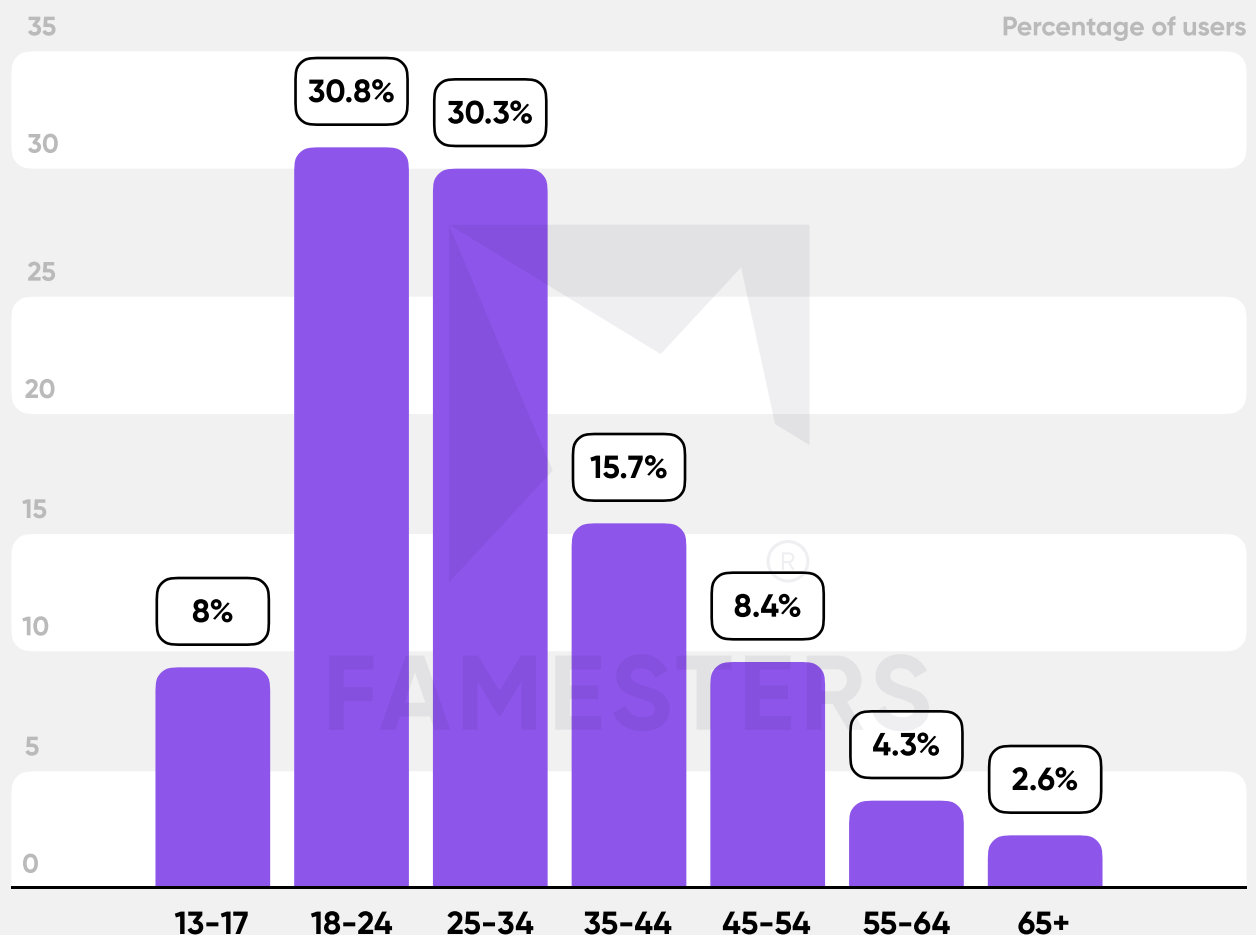


6. Consumer demographics on social media

6.2 Instagram demographics

Globally, **most of the Instagram users are under 34 – almost 70%** are that young. Two groups that are most heavily present on the platform are those between 18-24 and 25-34. Looks like Millennials who saw Instagram's birth and where aging up together with it love it the most. At the same time, the youngest generation – Gen Alpha, the one that follows Gen Z, isn't so keen on Instagram at all. Teenagers make up only 8% of the app's users.

Instagram users by age group

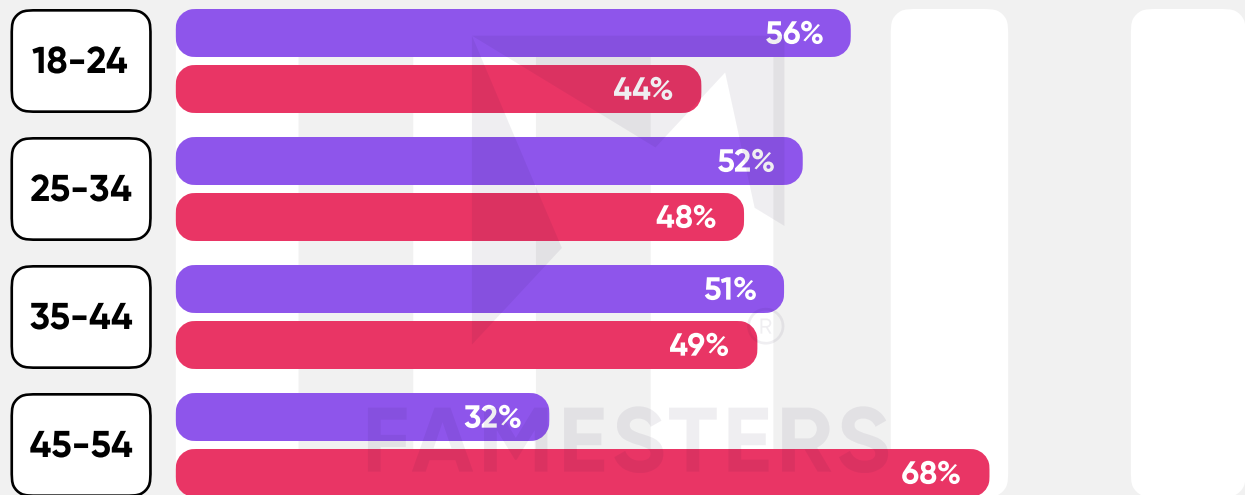


6. Consumer demographics on social media

In most cases, females make up a larger share of Instagram users, but there’s an interesting twist: 32% of the users in the age group of 45–54 are female, while a dominant 68% are male. Could it be that older males are more drawn to the visual world of graphics, design, and photography on Instagram compared to their female counterparts? Or are they simply more attracted by the number and variety of female content creators on Instagram? In any case, we’re talking about a smaller slice of the Instagram pie in terms of overall numbers, so this shift doesn’t influence the overall picture too much, although the brands targeting specifically males between 45 and 54 years should pay more attention to promotion on Instagram.

Instagram users by age and gender

 Female  Male

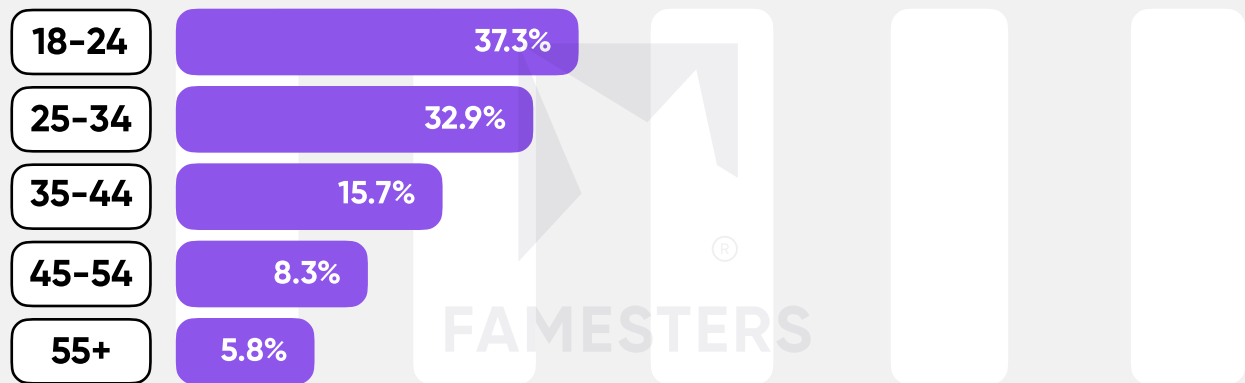


6. Consumer demographics on social media

6.3. TikTok demographics

If you think that TikTok attracts mostly youngsters, you are correct: **more than 70% of TikTok users are under 34**. There are no surprises here so far: the largest (37.3%) age group present on the platform is mostly Gen Z – those between 18 and 24 years old.

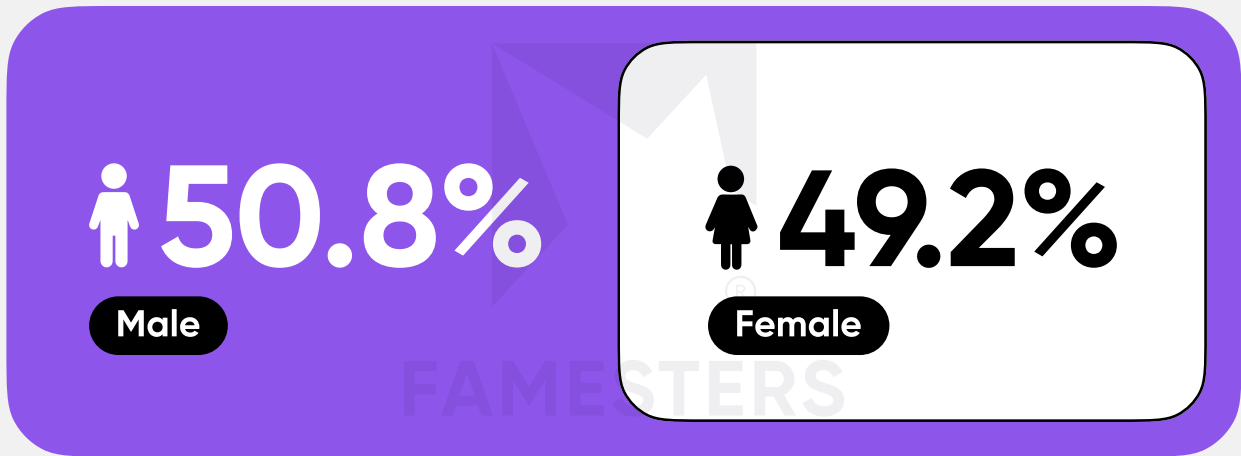
TikTok users by age groups



6. Consumer demographics on social media

TikTok is loved both by females and males almost equally, although men make up a slightly larger percentage – 50.8% vs 49.2%.

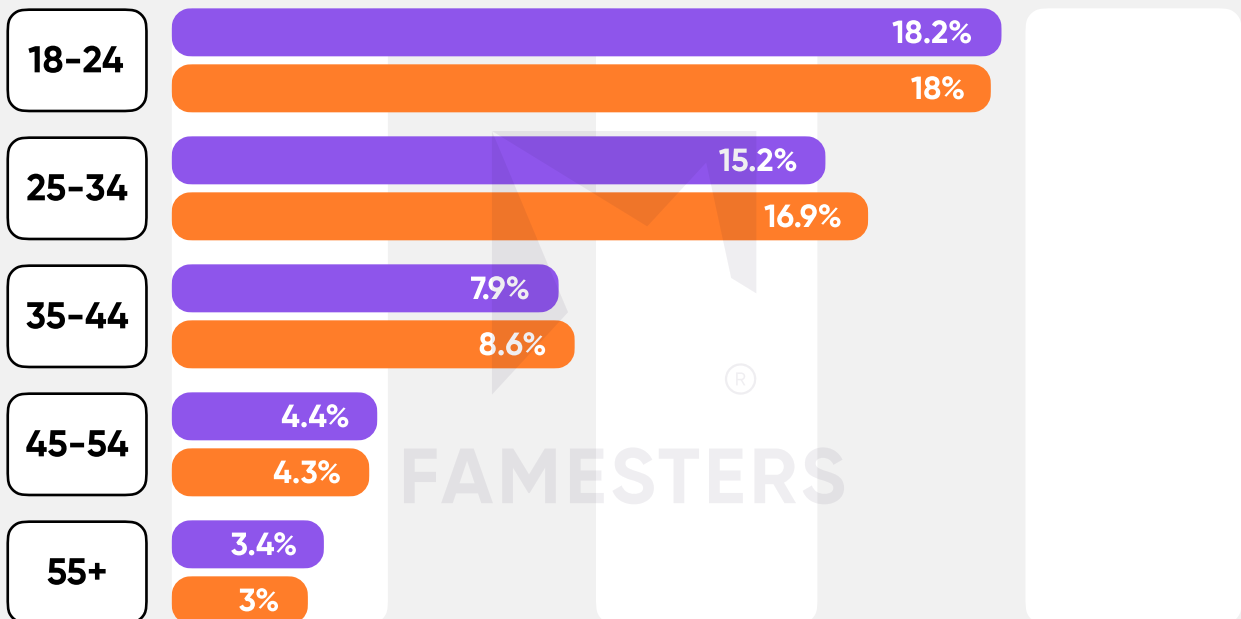
TikTok users by gender



If we break up the audience by age and gender at the same time, we will see almost the same equality.

TikTok users by age and gender

Female Male

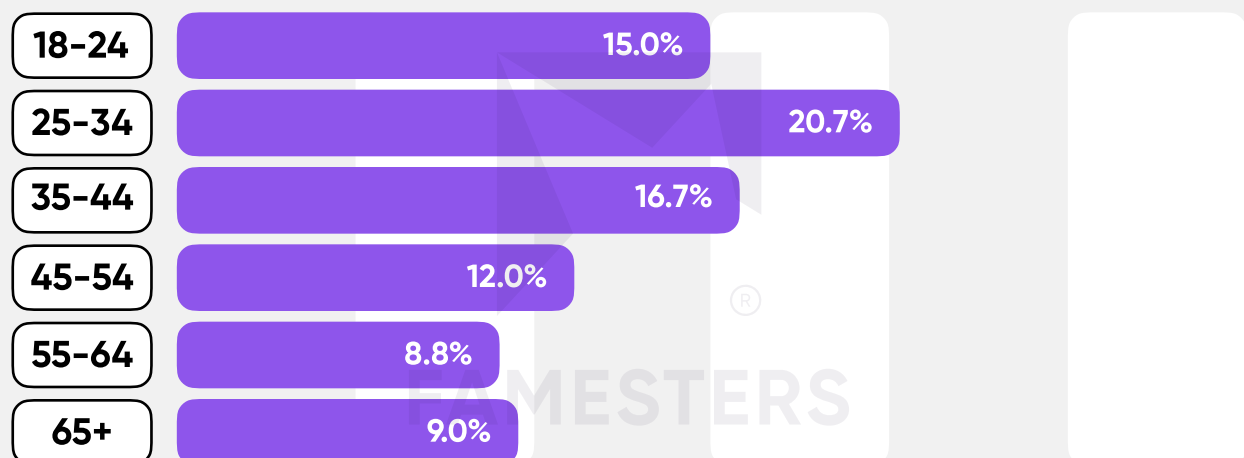


6. Consumer demographics on social media

6.4. YouTube demographics

Compared to Instagram and TikTok, YouTube's global audience is not that young: yes, still most of the platform's users are under 34, but their share is lower – 35.7%. Actually, those aged 35–44 use YouTube more than youngsters between 18 and 24: 16.7% vs 15.0%. And **the largest age group** is in between – the people aged **25–34**.

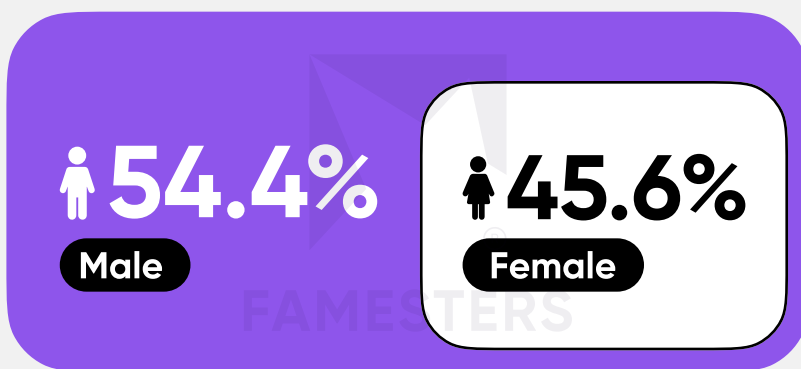
YouTube users by age groups



6. Consumer demographics on social media

While both men and women are interested in YouTube, men seem to dominate the situation being 54.4% of the platform's users. The difference between the numbers is small, so brands that want to reach women through YouTube can very well do so with great success.

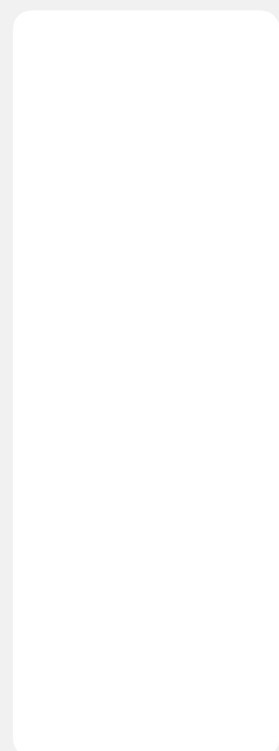
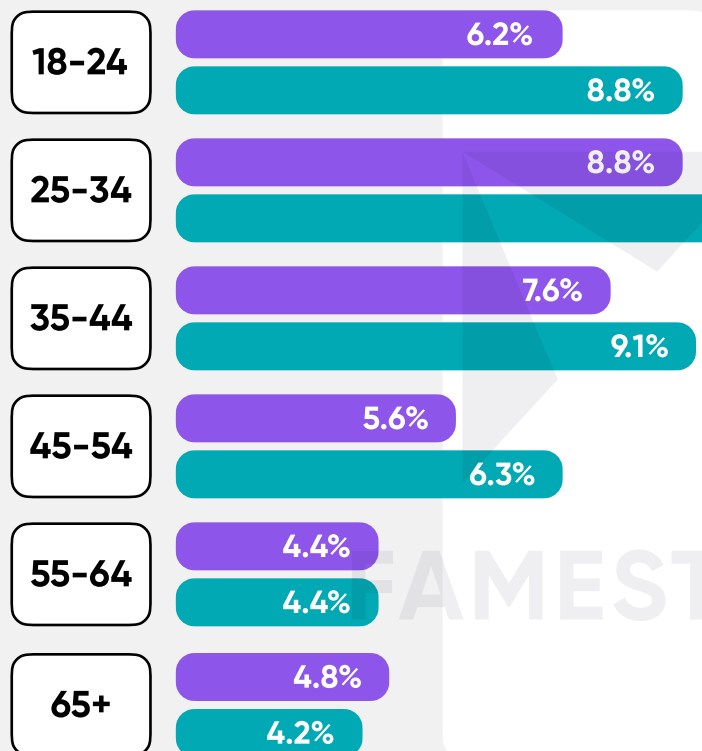
YouTube users by gender



Among the age groups, there is only one small peculiarity that does not fit with the overall picture: among users over 55, there are slightly more women than men.

YouTube users by age and gender

 Female  Male

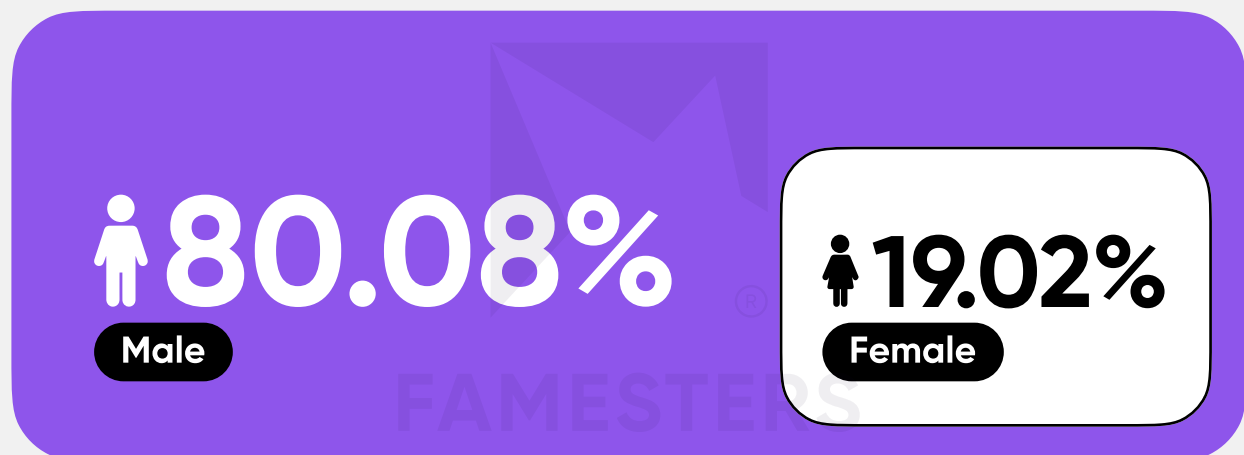


6. Consumer demographics on social media

6.5 Twitch demographics

Twitch is the social media platform that has always been dominated by men: in 2017, 83.5% of its users were male, in 2022 – 79.8%. Now, it's reported that **80.08% of Twitch users are male and the remaining 19,02% are female** – which shows that despite some previous fluctuations the situation on Twitch remains the same and even trends towards its kind of status quo. Probably it's due to the fact that on Twitch, it's a landscape where every genre thrives, but there's a tilt towards content that traditionally – or stereotypically – appeals more to males. Also, this skew might be fueled not just by genre preferences, but also by a notable toxicity towards women on many channels, as reported. It's a complex mix of content choice and online culture, shaping the platform's demographic in a distinct way.

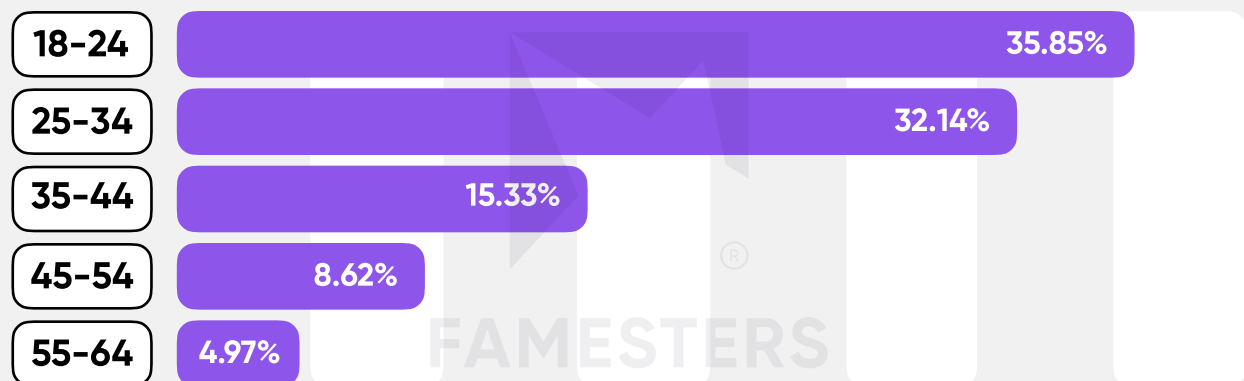
Twitch users by gender



6. Consumer demographics on social media

As for the age groups, on Twitch we can see a familiar picture: **most of the users are young – specifically almost 68% are under 34**. The largest group here is the audience aged 18–24 – it takes 35.85%. In the Twitch universe, it's the younger audience that dominates, as it typically has more time and energy to immerse themselves in lengthy streams and engage with the streaming influencers. Meanwhile, the older crowd navigates towards YouTube and similar platforms, favoring quicker, more easily consumable content. It's a digital divide where age shapes platform preference, with Twitch winning the younger demographic and YouTube appealing to older users.

Twitch users by age groups

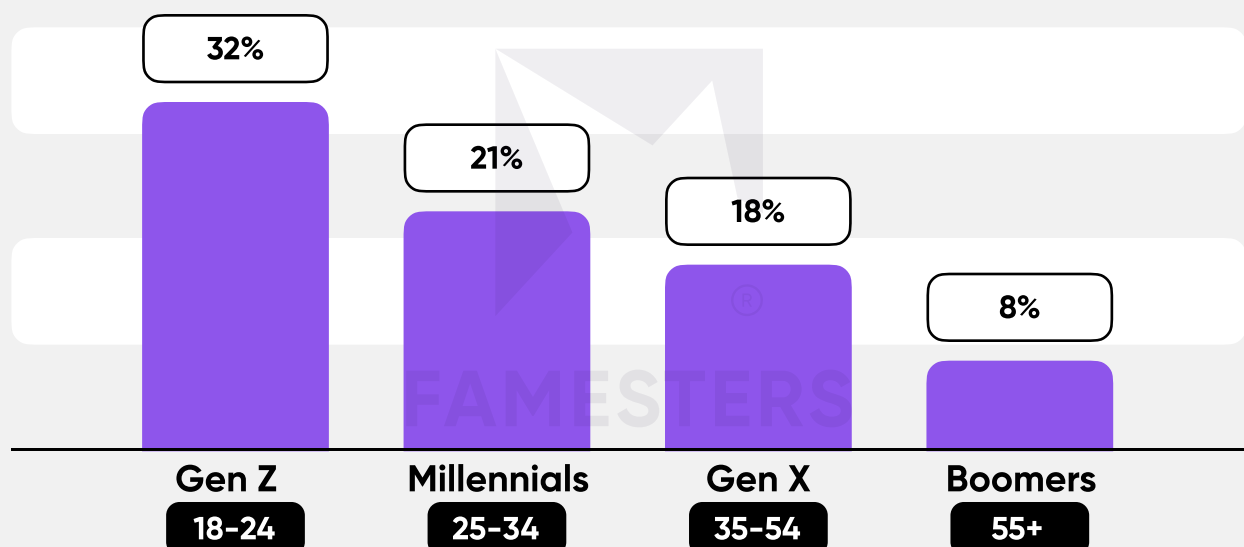


7. Consumer behavior

First of all, here's a digit that speaks the best about how content on social media influences consumers: **76% of users have made a purchase after they saw the product on social media**. 11% are quick on the draw, buying immediately. Another 44% take a strategic approach, bookmarking their finds for an online shopping spree later. And then there's the 21% who prefer the old-school route, heading in-store to snag their goods. This clearly shows that if a brand doesn't leverage the power of social media platforms, it's probably not going to grow and scale. It's like social media posts have become the new storefronts, luring in buyers and changing the way people shop. From impulsive buys to planned purchases, social media's influence is reshaping the retail landscape, one post at a time.

In digital marketing, authenticity rules, and with this, influencer marketing continues to hold its ground as a formidable force. Now, a massive **69% of consumers place their trust in influencers**, friends, and family, **rather than the word straight from the brand's mouth**. It's like a shift in the battleground, where genuine content from real people trumps the polished pitches of brands. This trend underscores the power of influencers in swaying consumer opinions, proving that in the game of trust, authentic voices are leading the charge.

Consumers of different generations who have recently made a purchase based on an influencer's recommendation

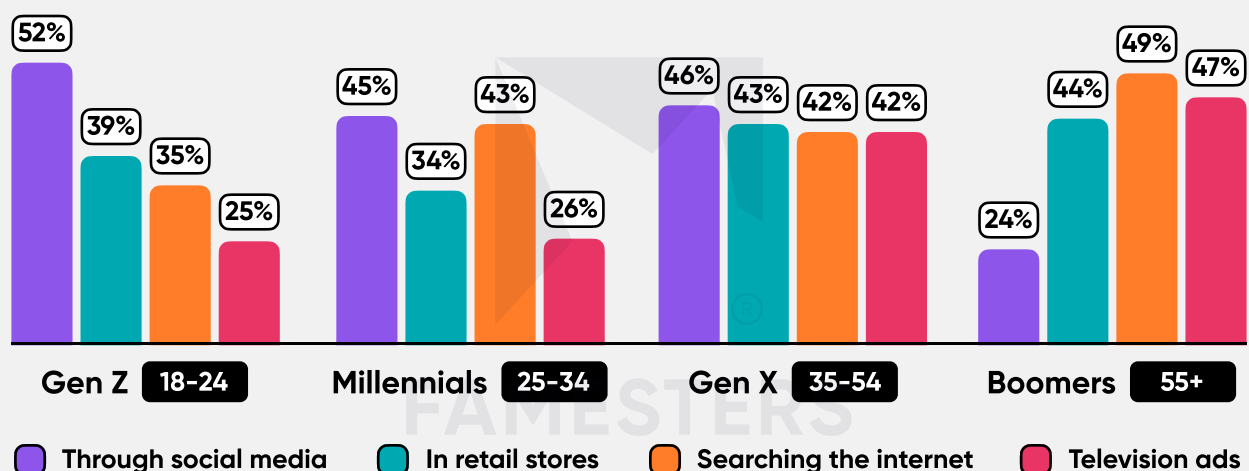


7. Consumer behavior

What types of influencers do consumers trust the most – and therefore, what types should brands pay more attention to? In the US, the latest recon shows that **61% of consumers** are rallying behind **relatable personalities**. They're the top picks, followed by the expert squad at 43%, the just-for-fun crew at 32%, and the aspirational figures at 28%. The celebrity influencer brigade isn't faring too well, with a mere 11% of the audience in their corner, a significant drop from the 17-22% who backed them in 2020. This actually is consistent with brands gravitating towards working with more authentic small influencers instead of celebrities as stated in our report above.

Here's another reason for brands to pour resources into influencer marketing: influencers have become the key in driving brand awareness, roping in new audiences, and showcasing products. **31% of social media users prefer unearthing new products through influencers** they follow, rather than any other format or channel. Simply using some search engine is not that popular anymore. It gets even more interesting with Gen Z. 43% of these digital natives lean on influencers as their go-to source for discovering new products. Influencers are more than just trendsetters; they're the preferred guides for Gen Z in the vast digital marketplace. For brands eyeing the Gen Z demographic, influencer marketing isn't just an option; it's the strategy to deploy.

Breakdown of how consumers of different age groups have discovered new products recently

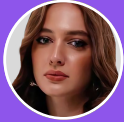


8. Trends and predictions for 2024

Here is what the industry experts say about influencer marketing in 2024. Dominating trends are:

- Even stronger shift towards **authenticity and transparency**, further neglection of the ads that aren't native and don't blend in naturally.
- Further preference for influencers who have authority in their **niches** and the **trust of a smaller, but more engaged audience**.
- Consumers are drifting towards **influencers with strong values**, especially those promoting sustainability and eco-friendly behavior, which makes the **personality and personal values of an influencer** vital criteria for brands to look at if they want to win the hearts and minds of customers, especially those from Gen Z.
- **AI usage is increasing** on all levels: brands and marketers, as well as influencers themselves, are leveraging the power of AI tools more and more.
- **Long-term partnerships between brands and influencers are more valued**, and in the future, there will be less onetime collaborations.
- The influencer marketing industry is moving towards **data-driven campaigns with a focus on measurable ROI**. Brands are prioritizing concrete metrics like engagement and conversion rates to assess campaign effectiveness, requiring influencers to be more strategic and analytical in their approach.
- **Video content** continues to attract more consumers. Right now, **videos are already more engaging** than photos and text posts: videos generate 1200% more shares. And short videos as on TikTok or YouTube Shorts are the most engaging – 66% of consumers say so, – also the audience finds short videos 2.5 times more engaging than long-term videos.
- Influencer marketing is increasingly **under the watchful eye of regulatory bodies** like the Federal Trade Commission, driven by concerns over transparency and the potential for misleading consumers. This trend toward **stricter guidelines** and enhanced oversight, focusing on clear disclosure of endorsements and accurate information, is expected to persist and intensify.

8. Trends and predictions for 2024



Nadia Bubennikova

Head of Agency at Famesters

Website 

"In 2024-2025, there will be a significant shift in how brands will approach and measure the effectiveness of their campaigns. The focus will be on a more systematic, data-driven strategy, emphasizing the use of Key Performance Indicators (KPIs) to quantify success.

The hybrid model of influencer deals is particularly noteworthy. It strikes a balance between performance-based CPA (Cost Per Action) launches, which are highly attractive to brands, and fixed-fee deals that ensure influencers recoup their advertising creation costs, even if the ad performance isn't exceptional. Hybrid deals typically combine a minimum fixed payment with a CPA payment for each referred user. In recent years, this approach has been mainly used in campaigns of gaming brands on platforms like Twitch. These campaigns often include ad integrations, as well as banners and overlays that update the streamer's performance in real-time, allowing both the streamer and their audience to track the progress of the deal and support it through installs.

In 2024, new strategies are increasingly focusing on hybrid transactions, extending their use beyond gaming products. This expansion includes fintech, trading platforms, subscription services, and even e-commerce. There is an anticipated boom in hybrid deals in 2024 and 2025, with their frequency and application across a much broader range of products expected to surpass that of the last few years.

Success in influencer marketing hinges on setting clear initial goals. Brands are adapting to use varied measurement methods that align with their campaign objectives. This year is poised to see a more refined, outcome-focused approach in influencer marketing, driven by data and precise goal alignment."

8. Trends and predictions for 2024



Manzar Mashhood

Founder and CEO of Manmash Consulting

[Website](#) 

"Niche influencers will become more important. As the influencer marketing industry becomes more saturated, brands will start to look for influencers who have a specialized niche. This will allow them to reach a more targeted audience and generate more leads and sales.

Authenticity will be more important than ever. In today's world, consumers are more skeptical than ever of advertising. This is why it's important for brands to work with influencers who can create authentic content that resonates with their audience. Brands should look for influencers who have a strong personal brand and who are passionate about the products or services they promote."



Bobby Lawson

Technology Editor at EarthWeb

[Website](#) 

"A trend that will take center stage in the influencer marketing industry in 2024 will certainly be AI. I believe the number of AI influencers will only rise in the next couple of years, we have already witnessed more than a handful of AI-created influencers. I believe we will see their numbers rise, as evidenced by the success of these influencers.

In my predictions for influencer marketing, I foresee a shift towards longer and more sustained partnerships between brands and influencers, moving away from one-off projects. This strategic move aims to build deeper, more meaningful connections with target audiences, resulting in more effective and authentic marketing campaigns."

8. Trends and predictions for 2024



Wojciech Chrzan

Head of Insights at Brand24

Website 

"I firmly believe that, influencer marketing will be dominated by niche influencers with specialized content. The most popular and profitable influencers for brands will be those who excel in creating authentic, niche content, regardless of their follower count. This trend won't be just a passing phase. It's a fundamental shift in how brands and consumers interact with influencers. I would like to elaborate on that. The focus is shifting towards 'micro-influencers' and 'nano-influencers' – those with smaller, but highly engaged and dedicated followings. These influencers often have a strong connection with their audience, leading to higher engagement rates and more authentic interactions.

Another trend that is emerging is the rise of influencers who specialize in specific niches or genres. Consumers are increasingly looking for content that aligns with their specific interests or lifestyles, whether that's sustainable living, mental health, or niche hobbies. Influencers who can create content that speaks directly to these interests will be highly sought after by brands looking to target specific demographics.

In terms of content formats, video content, especially short-form videos like those popularized by TikTok and Instagram Reels, will continue to dominate. These formats are not only highly engaging, but also allow for creative storytelling, making them ideal for influencer marketing.

I believe influencer marketing will be about quality over quantity – finding influencers who can create a real connection with their audience and effectively communicate the brand's message authentically and engagingly."

8. Trends and predictions for 2024



Fawn Bowe

Founder at Skincare Stacy and biöm

Website ↗

Website ↗

"First, I'm predicting a shift away from out-of-touch influencers and towards more relatable, everyday person-centered UGC. For example, we're in a recession – no one wants to hear the trust-fund girl talk about how she needs to have her \$100/month greens powder every morning. Consumers want to hear from others just like them, creators who are also struggling and are therefore more authentic in the products/brands they promote.

Second, I'm predicting a shift towards values-based influencing. With the war in Gaza and climate change as large indicators of the values of Millennials and Gen Z, it's no longer enough for brands to stand on the sidelines. Consumers want their brands and products to stand for something they can feel good about, and influencer marketing needs to reflect that. The influencers of 2024 are those who build their platform on sustainability advocacy, for example, instead of just the latest couture.

Finally, I'm predicting more influencers-as-brands collaborations. More influencers will co-create products with brands, moving beyond traditional endorsements. This deeper collaboration will result in products that are highly tailored to the influencer's audience, and as the influencer's audience grows, so will the business behind it. I think this will become increasingly popular with the recent introduction of TikTok Shop as they try to compete with Amazon."

8. Trends and predictions for 2024



Callie Anderson

Marketing Manager at UppercutSEO

Website 

“Increased emphasis on authenticity and transparency. With consumers becoming more skeptical of overt advertising, authenticity will be paramount in influencer marketing. Influencers who maintain a genuine voice and share real experiences will likely become more valuable. The trend towards transparency, partly driven by increasing regulatory scrutiny, will mean that influencers will need to clearly disclose brand partnerships. This move towards authenticity could reshape how influencers and brands collaborate, favoring long-term partnerships over one-off posts.

Sustainability and social responsibility. There's a growing trend towards sustainability and social responsibility, and this will likely reflect in influencer marketing too. Influencers advocating for eco-friendly products or ethical business practices will gain more traction. Brands that align with these values and collaborate with influencers on such initiatives can expect to resonate more with environmentally and socially conscious consumers.

Data-driven campaigns and ROI measurement. As the industry matures, there will be a stronger focus on data-driven strategies and measurable ROI. Brands will increasingly look for concrete metrics, such as engagement rates, click-through rates, and conversion rates to gauge the success of campaigns. This will require influencers to be more strategic and analytical in their content creation and distribution.”

8. Trends and predictions for 2024



Adam Wood

Co-Founder of RevenueGeeks

Website ↗

"Influencer marketing will increasingly integrate AI. Artificial intelligence is now playing a growing role in influencer marketing. ChatGPT has been integrated into the influencer marketing platform Upfluence. There has also been a rise in virtual influencers recently. Computer graphics software is used to create digital characters that act as influencers on social media platforms.

Virality and creativity on TikTok. There is no surprise that TikTok's popularity is set to rise. Marketers can tap into the creative energy of influencers thanks to the platform's user-generated content focus. TikTok's algorithm encourages engaging content, making it possible for campaigns to go viral and reach a large audience very quickly. Marketers can create campaigns that resonate on a personal level by leveraging TikTok's vibrant community and authenticity.

UGC (user-generated content): photos and videos. We will see a rise in UGC as brands strive to establish authenticity. Brands can showcase genuine interactions by encouraging customers to share their experiences. UGC's authenticity creates a ripple effect, making potential customers believe it is more reliable and honest. Platforms that source UGC are key to getting that never-ending stream of authentic, high-quality content that converts potential customers."

8. Trends and predictions for 2024



Ian Northeast

Director of Eight Fold Marketing

Website ↗

"AI will play a greater role in influencer marketing. AI can be used to automate tasks such as influencer discovery, campaign management, and performance measurement. This will free up marketers to focus on more strategic aspects of their campaigns.

Brands will look for ongoing partnerships with influencers. Rather than working with influencers on one-off campaigns, brands are increasingly looking to build long-term relationships with creators. This allows them to tap into the creator's community and build trust with their audience.

Different types of social media platforms will become more popular. While Instagram and TikTok are still the most popular platforms for influencer marketing, we're seeing a growing interest in other platforms such as YouTube Shorts, LinkedIn, and Twitch.

More performance-based deals will be used. Brands are becoming more sophisticated in their approach to influencer marketing, and they're looking for ways to measure the ROI of their campaigns. This is leading to an increase in performance-based deals, where influencers are paid based on the results that they achieve."

8. Trends and predictions for 2024



Eleanor Kinney

Founder of PriceMyGarden

Website 

"One noteworthy trend in influencer marketing to remain vigilant pertains to the regulatory frameworks governing the industry. Concerns have been expressed by government agencies and watchdog organizations regarding the transparency of influencer marketing. In the past, correspondence has been dispatched by the Federal Trade Commission to influencers who neglected to publicly disclose their endorsements. They are concerned that misleading consumers will occur. Therefore, in an effort to prevent the dissemination of false information, governmental authorities are increasing their oversight of influencer marketing. Furthermore, it appears that this influencer marketing trend will persist in the years to come.

An additional issue that has been raised is the omission of comprehensive information pertaining to a given product. An example of this is when Kim Kardashian endorsed the morning sickness medication Diclegis without disclosing its adverse effects. After the campaign was met with considerable opposition, the Food and Drug Administration of the United States became involved. Ultimately, Kim Kardashian was compelled to remove the post and re-post one that elaborated on the dangers associated with ingesting the substance."

8. Trends and predictions for 2024



Farhan Siraj

CEO of OSHA Outreach Courses

Website 

“Influencers with cross-platform following will be in demand. You might have seen many influencers trying to increase their following on multiple platforms. For instance, there are TikTok stars uploading longer videos on YouTube. Similarly, many popular Facebook personalities are trying their hand at X (Twitter). This is extremely smart on their part because brands are looking for influencers with cross-platform following. It just so happens that people belonging to different age-groups and backgrounds use different social media forums and brands are aware of this. This means that influencers with a significant following on multiple platforms will be in demand.

Short video content is here to stay. It wouldn't be wrong to call 2023–2024 the years of short videos. TikTok's success has pushed platforms like Facebook, Instagram and YouTube to promote shorter videos. Such content can now be easily monetized on all of these platforms, which is driving more influencers to capitalize on the trend. You will see more brands collaborating with influencers who have mastered the art of creating engaging short videos.”

8. Trends and predictions for 2024



Leslie Gilmour

Founder and CEO of BeFound SEO

[Website](#) 

"One thing I'm pretty sure of is that influencers advocating sustainability will be the guiding stars. I've seen firsthand the impact of influencers aligning with eco-friendly brands – the result is almost always a community that values both the product and its environmental impact.

But that's just one thing – influencer marketing will almost certainly shift towards hyper-personalisation, too. Crafting campaigns that resonate with niche audiences through micro-influencers will be the key to success. I can't tell you how many times I've witnessed the genuine power of niche influencers. Their authenticity speaks *volumes *(even that's an understatement) to a targeted audience."



Found valuable insights? Keen to keep up in the influencer marketing game?

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and take your strategy to the next level.

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