

THE STATE OF INFLUENCER MARKETING: KEY TRENDS & STATS

2019



INSTAGRAM INFLUENCERS ARE HERE TO STAY

The market for Instagram influencers alone has reached more than **\$1 billion in 2018** and will more than double in 2020.

Seven out of 10 of marketers will spend most of their budget on Instagram activations 2019 and beyond.

Source: Mediakix Marketer Survey, eMarketer

STRONG ROI DRIVES INFLUENCER GROWTH

A recent Nielsen study showed that influencer marketing drove **\$285 in incremental sales per 1,000 impressions**. That's **11X more ROI annually**, compared to traditional digital display media. ROI doubled after three months with no incremental investment.

Source: Nielsen



\$1 INVESTED IN INFLUENCERS: \$18 EARNED MEDIA VALUE

A survey of 830 brand managers found that companies who embrace influencer marketing drive **an average of \$18 in earned media value per dollar invested**.

Source: Neoreach & IMH Survey



MICRO VS MACRO INFLUENCERS

More than half of marketers surveyed (56%) found **micro-influencers more cost effective** compared to celebrities. Similarly, 61% of consumers thought **micro-influencers produce more relevant content**.

Source: Influencer Marketing 2020 Survey by eConsultancy



DEMAND SKYROCKETS FOR INFLUENCER CONTENT

Instagram's **influencer-sponsored posts in North America surged 150% in the first quarter of 2019** from a year earlier as more brands partnered with social influencers to reach their engaged audiences.

Source: Mobile Marketer



\$1.2M IN INCREMENTAL SALES FOR 5-HOUR ENERGY

IRI studied the retail sales impact of three influencers attending a concert who posted five social posts featuring 5-Hour Energy drinks. The campaign drove a short-term **return on ad spend of \$6.11** and 22.9 million impressions. Sentiment in comments was 100% positive or neutral.

Source: IRI Media Center of Excellence



8X RETURN ON AD SPEND DRIVING STORE VISITS

Church's Chicken drove nearly **600,000 incremental store visits** with a recent social media content marketing campaign, with a **cost-per-visit of just \$1.14** - proving out the case for content marketing on social to drive impact for fast casual and quick service restaurants.

Source: Facebook Marketing



65% LIFT IN STORE VISITS COMPARED TO CONTROL

A recent influencer marketing campaign saw 48% of the exposed group visit the retailer within four days of exposure, versus only 29% in the identical, but unexposed, control group. The positive store **conversion rate of 18.2%** for the test vs. control show the power of influencer campaigns.

Source: MediaPost Marketing/CPG



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