

Influencers - UK - January 2020

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This report looks at the following areas:

- Brands should look beyond follower numbers
- Platforms expand monetisation options to keep creators happy
- Influencers demand more monetisation options
- Direct fan payments offer another way for influencers to make money

Social media influencers – both traditional celebrities and social media personalities – have become a very important advertising option for brands. Mintel's research shows that 40% of people who have used social media in the last three months follow or frequently view posts from a social media personality, even more than those viewing posts from traditional celebrities (35%). Among Generation Z, a massive 83% of social media users are following/frequently viewing social media personalities, highlighting their importance for targeting this demographic.



“Brands increasingly have to look beyond surface level metrics, such as follower numbers, when deciding which social media influencers to partner with. Influencer authenticity, trust and engagement levels play a key role in actually impacting purchasing behaviour, often making micro influencers more valuable than those with larger followings.”

– Rebecca McGrath, Senior

Media Analyst

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