

Social Media Influencers - US - 2022

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This report looks at the following areas:

- Trends in social media use and influencer following
- The social media influencer market, competitive strategies and market opportunities
- Factors impacting influencers and followers
- Who follows influencers, top categories followed and impact of endorsement on purchasing
- How followers interact with and attitudes towards influencers

As consumers' eyeballs shift from broadcast TV to streaming and social media, brands are diverting more of their marketing budgets to online advertising and to social media influencers. While influencer marketing spend is growing fast, the share of social media users who follow influencers has held relatively steady at about six in 10 over the past few years. Influencers don't appear to be reaching a new audience, but followers are more engaged – 75% follow three or more categories (up from 68% in 2019) and brands are seeing results – 39% of followers have bought an influencer-promoted product/service or used an influencer discount code to buy something in the past three months.

The current economic climate and breakneck speed of information favors a shift to influencer marketing. Brands cut out the creative agency middleman, saving on costs and production time to quickly jump on timely events' cultural touchpoints. A challenge for influencers and marketers is to stay on top of the nonstop flow of content and fast pace of trends. What's funny today is passé tomorrow – or worse – offensive and cause for cancellation. Followers want to engage with influencers and feel a connection but won't tolerate offensive statements or actions. 67% would unfollow an influencer if they said/did something that went against their values, making influencer marketing not without risk.



“Social media influencers are a powerful marketing asset. An endless cycle of ambitious untapped talent is available as more creators share their lives on social media and look to build a following.”

– **Fiona O'Donnell, Senior Director – US Reports**

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What's included

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