



INFLUENCER MARKETING REPORT

2022





Table of Contents

1

Introduction

2

Audience Snapshot

3

Influencer Marketing
- An integral part of the media mix

4

Preferred social media platforms by Brands and
Influencers

5

The Evolving Relationship between Brands and
Influencers

6

The promising future of Influencer Marketing

7

Conclusion



1

Introduction

Today, more and more brands are seeing influencer marketing as one of the mainstream forms of digital marketing. There are more than 20 lakh + content creators in India who have formed their communities across various social media platforms.

With a survey conducted across 100+ brands and 500+ creators, we have captured shifts in the influencer marketing industry and identified opportunities that lie ahead for both brands and influencers.

Not able to read the report ? Here's the summary:

- **28%** of the brands surveyed have **increased their influencer marketing spends by 2X** over the previous year.
- Instagram and YouTube are the most preferred platforms by brands and creators today. **98% of creators prefer posting content on Instagram**, and **37% of brands prefer partnering with influencers on the platform.**
- **34%** of influencers quoted **short-form videos** as their **most preferred content format.**
- **91%** of influencers are looking for a **long-term relationship with brands** for collaborations.
- Brands are looking at more interactive, personalised engagement between influencers and their audiences. For instance, **79% brands want to use the “Live Streaming” feature** for influencer marketing campaigns.



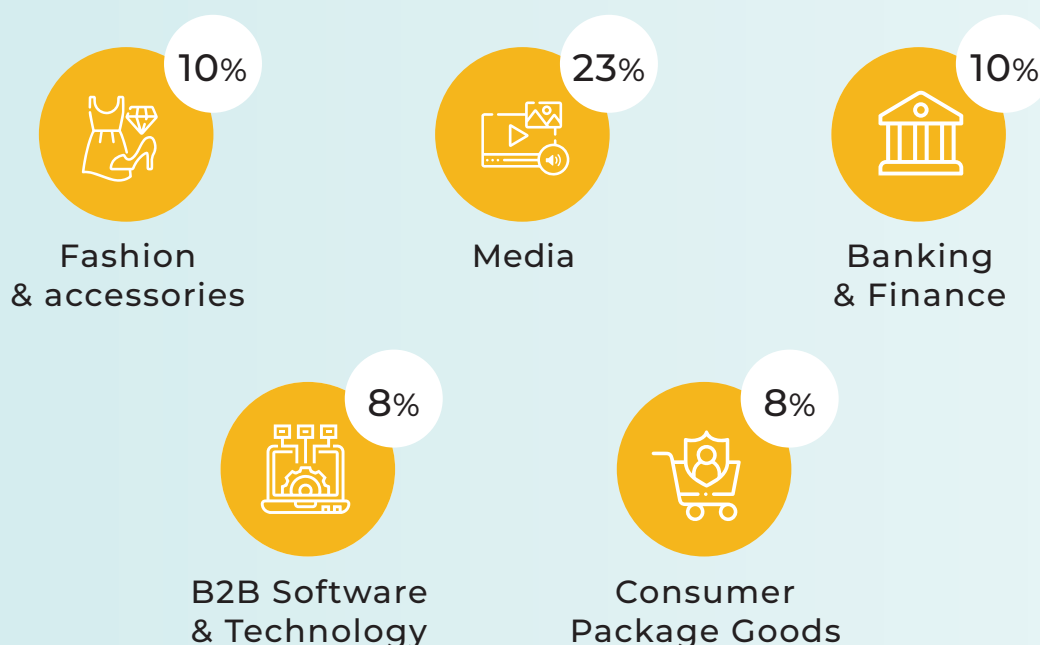


2

Audience Snapshot

Industries covered in the survey

50% of responses were from brands in categories of Fashion, Media, B2B software & technology and Banking,



Others

6%	Luxury	3%	Consumer electronics
5%	Telecommunications	3%	Fintech
5%	Health & wellness	3%	Gaming
4%	Beauty	3%	Home goods
3%	Automotive	3%	Travel
3%	Business & industrial	1%	Pharma & Healthcare

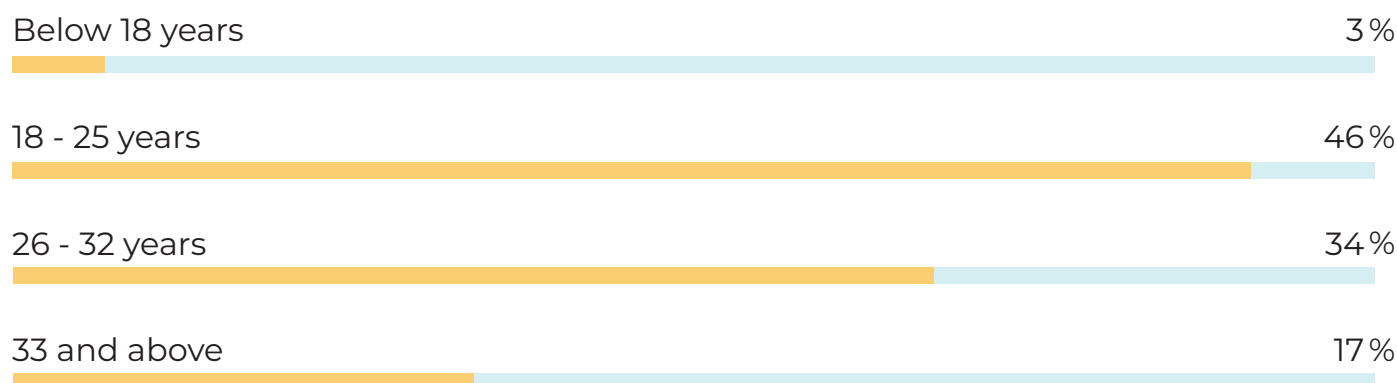


Influencer's Demographics

The survey covered 600+ respondents of whom 70% were female.

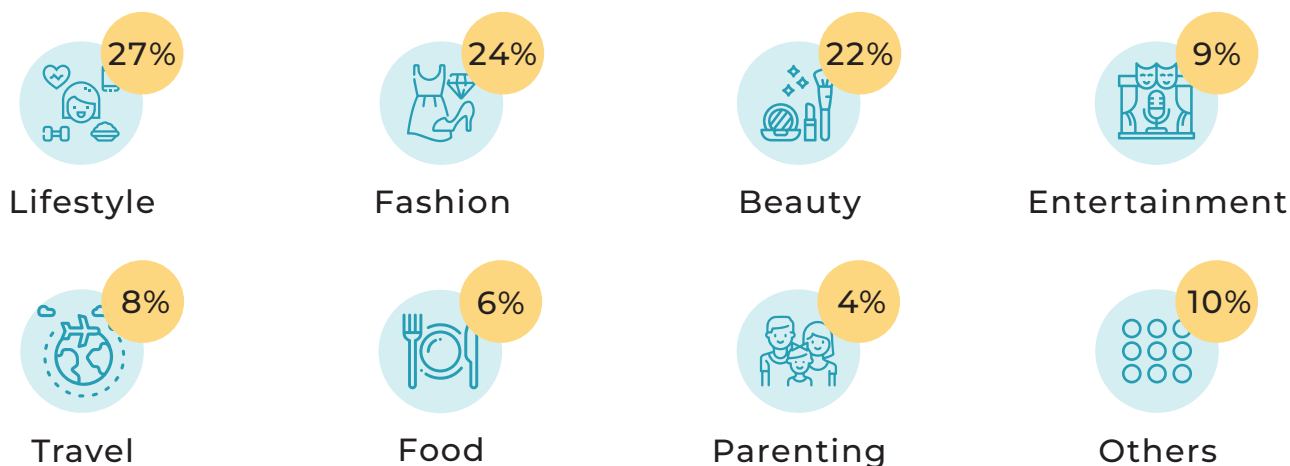


Majority of survey respondents were in the 18-25 age range.



Influencers and their niches

Majority of survey respondents were from the beauty, fashion and lifestyle segment.





3

Influencer Marketing - An integral part of the media mix

A fairly new addition to the digital marketing mix, influencer marketing has grown to become one of the fastest-growing industries in India and across the world.

According to a recent Statista report, the Indian influencer marketing industry is worth Rs. 900 crores as of 2021, and is expected to grow at a compound annual growth rate of 25% over the next few years to Rs 2,200 crore by 2025.

As per our survey results,

28% brands have said that their influencer marketing spends have increased by 2X over the previous year

The meteoric rise of the industry can be attributed to more and more influencers creating content and the increasing partnership between brands and influencers to deliver authentic storytelling to the masses.





PRIYASHA BASU,

Senior Manager
Digital Marketing

- **BlackBuck**

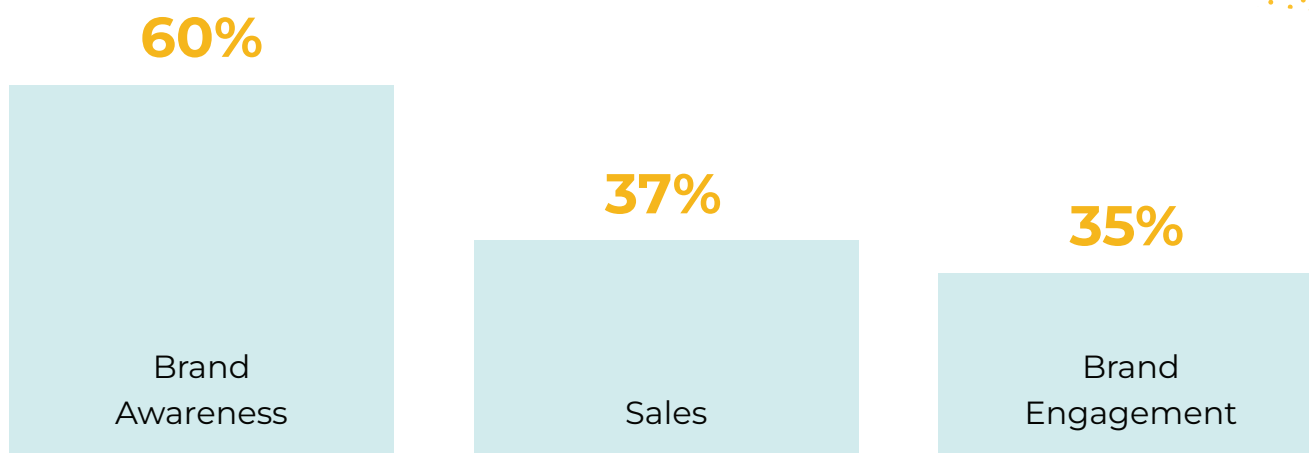
“

Influencer marketing has already become a part of the social media marketing mix for quite a few consumer brands. With its high relatability with the target consumers, it has the potential to become an integral part of brand awareness creation. It would be interesting to see how the industry evolves to add effective attribution to this form of marketing strategy.

”

As there are more users on digital platforms, and their numbers continuing to grow, brands are constantly seeking to engage with their audience online, and consider influencers an effective means to create brand awareness.

Brand objectives for Influencer Marketing campaigns



Large organisations now consider influencer marketing as a “must-have” component of their digital marketing strategies. Meanwhile, smaller organisations are yet to invest significant resources into influencer marketing.

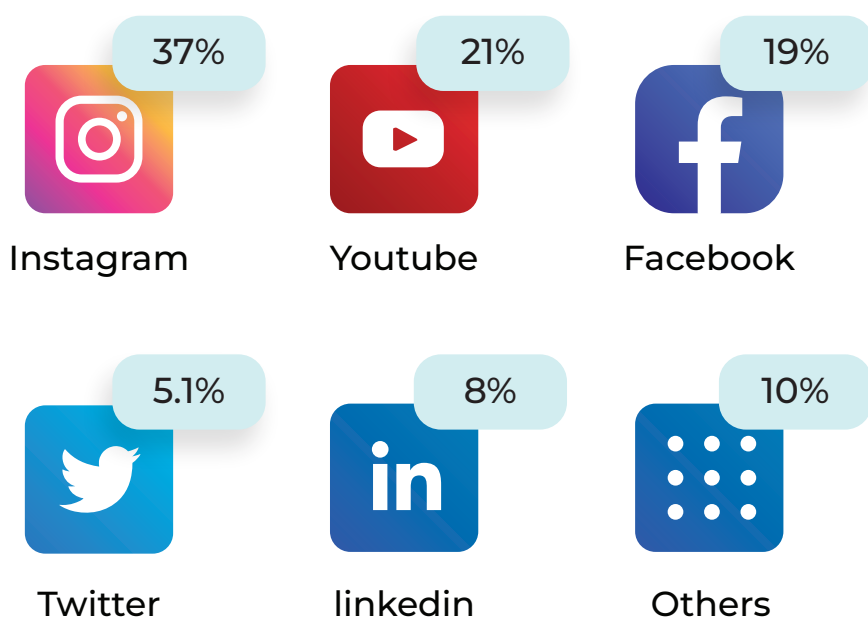


4

Preferred social media platforms by Brands and Influencers

Instagram is the most preferred platform by influencers. As newer content formats like reels see increasing viewership, influencers are actively using reels to interact with their followers. In fact, the growth of reels has been so fast, Meta claims that, currently, India uploads 60 lakh reels a day.

Instagram and YouTube have a combined market share of around 56%.



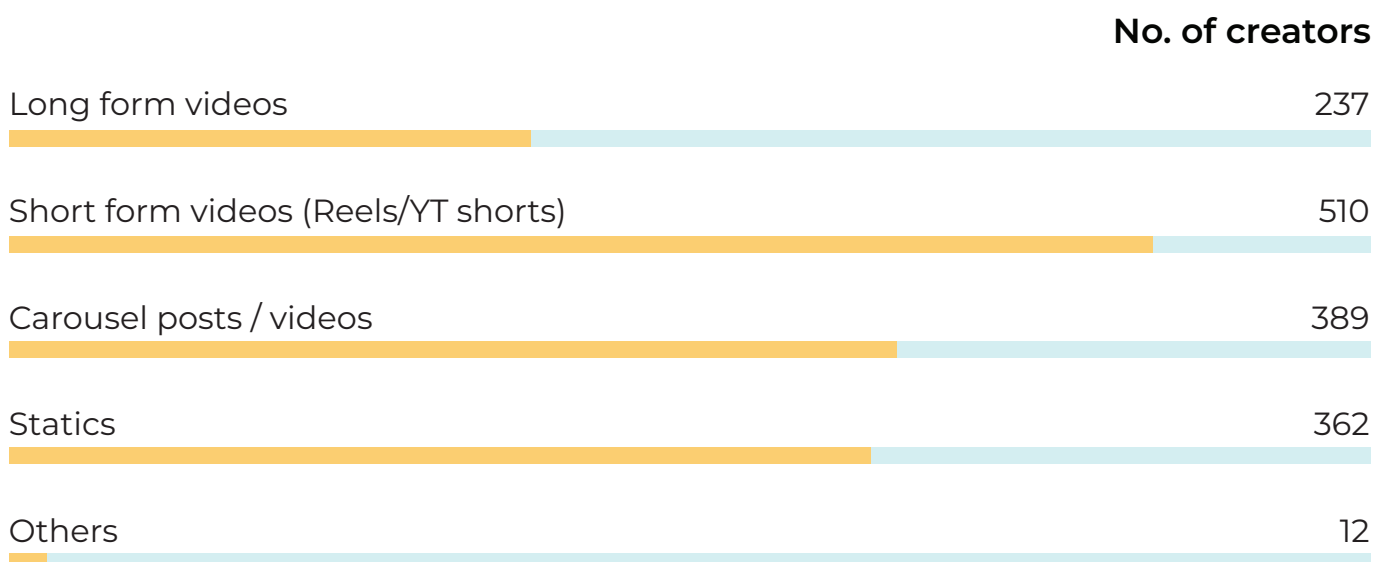
As most of the influencers are active on Instagram, it has become a favoured platform for brands as well. Around 37% of these brands rely on Instagram for their dedicated influencer marketing efforts.

YouTube is the next most used platform by influencers for brands, with long-form video content on the platform seeing increasing consumption by Indian audiences. Creators are also re-purposing and uploading new content on YouTube Shorts, its new short-form video-sharing platform.



Short-form video content is the most popular with influencers with 34% influencers preferring Reels and YouTube Shorts over other content formats.

Most preferred type of content by creators



#



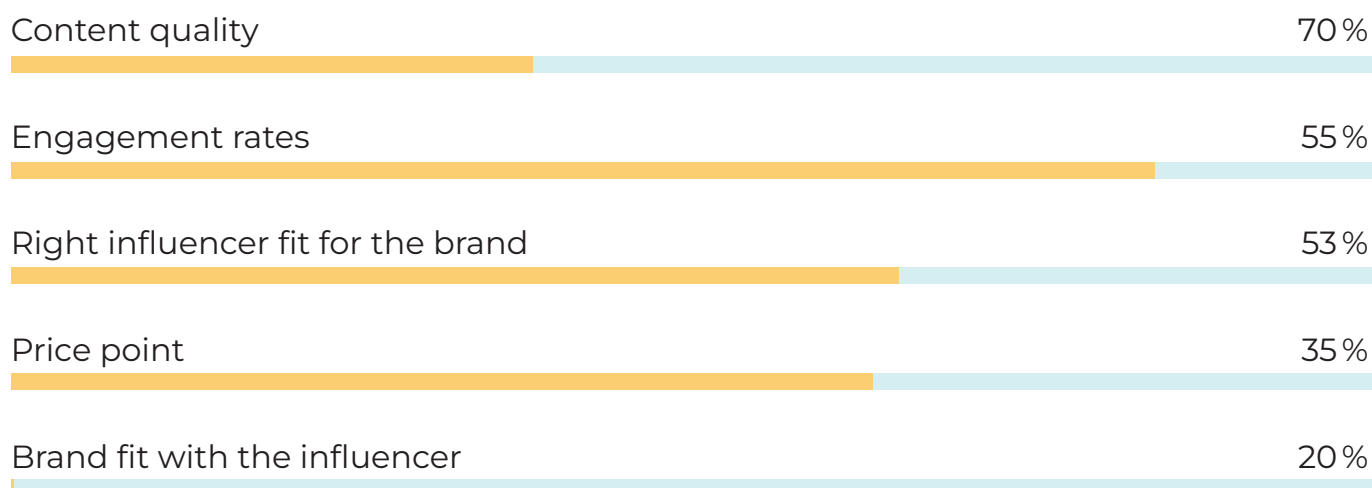


5

The Evolving Relationship between Brands and Influencers

The process of choosing the right influencer fit for the brand can be a tricky process. Considerations apart from the brand story fit include price points and content quality.

Top parameters brands consider while partnering with an influencer.



Why is influencer marketing growing ?

Influencers enable effective, personalised brand communications:

Relevant, quality content matters as it determines the effectiveness of brand communications and personality across platforms. Showing the right content enables better understanding of brand benefits, builds audience trust and enables more personalised reach of audience segments.





Influencers enable widening reach to new audiences:

Brands can widen their reach to similar, new audience groups, or tap into a new audience segment using influencers. So partnering with the right influencers to stay relevant with existing audiences, while increasing visibility in new markets is a key benefit of influencer marketing.

Influencers also look for the right fit for their audience:

Just as it's vital for a brand to pick the right influencer to amplify the brand's story, influencers too are increasingly selective about the collaborations they contract. Every established influencer puts in consistent efforts to build an audience base who trust them. So, they too look for quality, relevant and meaningful collaborations.



**SOUMYADIP
CHATTERJEE,**
Brand Head
- Snapdeal

“

The trust deficit in celebs due to the over-exposure of cash-for-promotion deals in the past has benefitted influencers who are true to themselves & their community, especially the ones who don't mince their words and aren't afraid to take unpopular stands online. This has created a very devoted fan following of some social media influencers and that's the community brands want to target. The primary benefits are relatively lower costs and a guarantee of relatability of content with the brand's target audiences. The secondary benefit is higher measurability as influencers are far more open to collaborating and sharing data that helps brands monetize better.

”



Influencers are trusted for what they stand for:

Influencers are also trusted for being their authentic selves. Audiences are positively influenced when influencers they follow take a position on any topic or concern on social media platforms.

For instance, Indian influencer Ranveer Allahbadia who named his channel **Beerbiceps**, chose not to advertise for alcohol brands when brands approached him for collaborations.

The goal of any influencer is to create awareness, build trust and improve their community's sentiment towards a brand. Therefore, the partnership assessment happens from both the brand and the influencer to see that their goals match.

Brands should leverage influencer marketing for its strengths:

While influencer marketing is a great storytelling route for brands to reach their audience, there can be a disconnect between what influencer marketing is most effective for, and what brands are measuring while determining the success of their influencer marketing campaign.

While the majority of the brands (60%) are looking at **measuring conversions lift or sales lift**, we've found that influencer marketing is most **effective** in creating **brand awareness**, with 56% of brands seeing good results.

Brands should therefore ideally be doing brand lift studies to evaluate the performance of influencer marketing.



Some brands that have already entered into long-term contracts with influencers at Influencer.in are



How can influencers do better?

How influencers can grow by building credibility:

Influencers need to focus on building their base, and gain credibility to attract long-term collaboration projects. Meanwhile, they can work on short term projects which help them to grow, and cross collaborations to attract more followers.

Brands should provide a performance measurement solution:

Influencers are seeking solutions to monitor, manage and improve their performance. **54.% of influencers want a simple visual dashboard feature** that would help them view their earnings, engagement metrics and manage their projects.



Nano/Micro and Macro influencers seeking a dashboard

23% Nano/Micro influencers



77% Macro influencers



According to our research, **39% of the micro influencers** are seeking a dashboard to track their projects. As they build their base and create their identity, they want to leverage their content on platforms more efficiently. A dashboard and automation tools would enable them to identify performance gaps to improve upon so they can excel.

How influencers can measure performance:

Monitoring metrics is crucial to understanding performance to be able to improve. Most influencers use Instagram Analytics and Hootsuite currently. However, as the platforms grow, the need for more automated and robust tools is paramount. Some of the tools that can enable influencers and brands to track campaign results are:





6

The promising future of Influencer Marketing

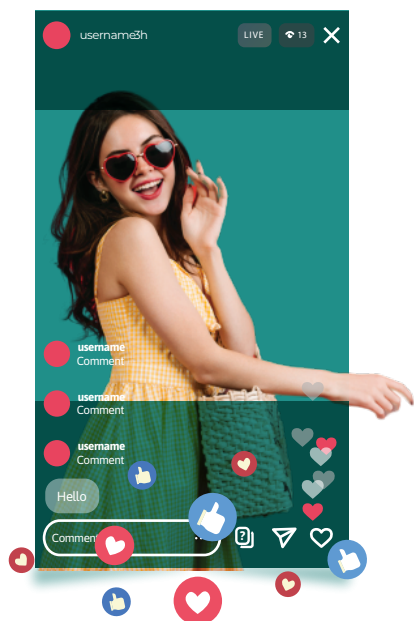
The Influencer marketing industry is projected to grow from Rs 900 Crore in 2021 at a compound **annual growth rate of 25% to reach Rs 2200 crore by 2025**. What is causing this growth?

Growth Snapshot

- **76.4%** of brands surveyed predict Influencer Marketing will grow in the years to come.
- **70%** of brands are leveraging regional influencers to reach their audiences with vernacular content.
- **28%** of brands have increased their influencer marketing investments by 2X in the past year, and expect to grow their use.
- Live streaming holds users' attention **10-20x** longer than pre-recorded content.

Improving influencer interactions with their audiences

The interactions between influencers and their audience has become richer with features like live streaming and Q&A stickers. And since this holds audience attention far longer than pre-recorded videos, and enables a more personalised exchange between the influencer and his audience, we can expect this to increase significantly.



79% brands want to use “Live Streaming” feature for influencer marketing campaigns.

79% Yes

21% No

There is increasing interest from brands in the Web 3.0 space.



AVI
CMO,
-IGP.com

“

It's an exciting space to be in. A host of Indian brands have already taken a plunge into the metaverse as it gives consumers an opportunity to experience the product in an all new way. Our brand and consumers are digital first and metaverse has the potential to grow and become an integral part of our consumers lives and thus our marketing strategy.

”

Ranging from NFT's to the Metaverse, brands have already been making big announcements.

Indian brands like Mahindra & Mahindra, Tanishq, and MakeMyTrip have ventured into the metaverse space and are paving the road to the digital future.



Interestingly, as per our survey, 85.2% brands believe there lies an opportunity of marketing through influencers for Web 3.0 projects.

There is growing interest among influencers to be a part of the Web 3.0 space, with 20% of influencers surveyed keen to work on such projects.

Number of creators who have are keen to be a part of Web 3.0 initiative.

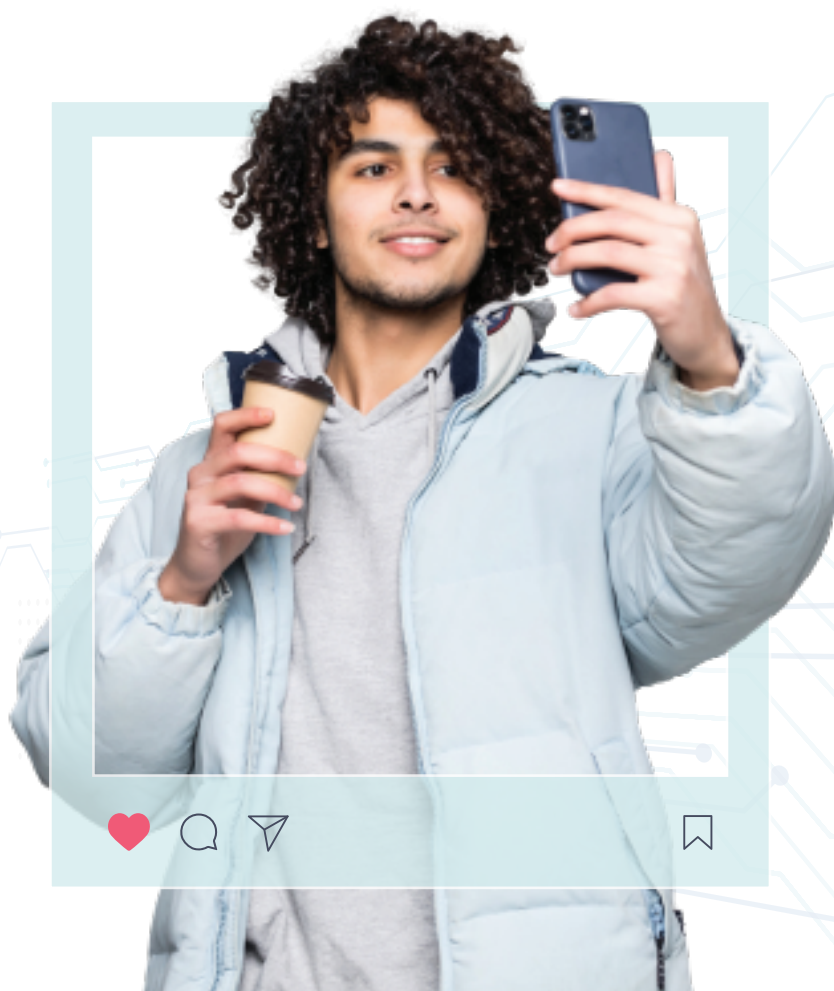
76 people keen on being part of projects involving NFT drops



82 people keen on being part of Metaverse initiatives



#





Conclusion

Influencer marketing is now an established component of digital marketing, and is witnessing rapid growth.

As the industry grows, expectations of brands and influencers are maturing as they become increasingly focused on measuring performance and outcomes.

The ecosystem is continuously evolving, from brand promotions to co-creating content with influencers. For instance, Amazon has partnered with influencers to produce content on Amazon Mini TV, a free OTT service available on the Amazon Shopping app.

The future of Influencer Marketing is even more exciting with the developments in the Web 3.0 space. It will be interesting to see how brands and creators co-create content to deliver rich, immersive experiences for their audiences.

About Us

Influencer.in is India's fastest growing influencer marketing platform. An ROI Driven Influencer Marketing agency with authentic storytelling via 70,000+ content creators & influencers in India.

With our web & app platform, we help brands create quality content and amplify the reach among the target audience by leveraging 70,000 verified digital influencers across Instagram, YouTube, Twitter, Amazon, LinkedIn, Moj, TakaTak & industry specific platforms. We have a 50 member team with in-house expertise in creating content across multiple languages. With focus verticals of Retail, FMCG, consumer apps, BFSI and ecommerce our marquee clients including Jaquar, Marks & Spencer, Khatabook, Indiabulls, Tata Cliq, Swiggy, Beardo, Unacademy, Boat Headphones, Himalaya Pharma, Tata Mutual, Pubg, Rummy Culture, Oziva, Man Matters, Bewakoof.com and Naturals Salon amongst others.

Influencer.in is an initiative of India's fastest growing digital agency, Social Beat with 300+ digital experts across India.

Visit <https://www.influencer.in> to find out more