

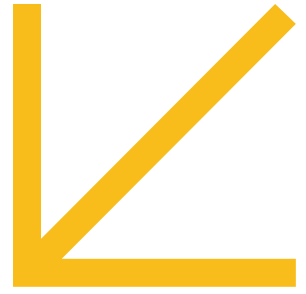


INFLUENCER MARKETING PLAYBOOK

YEARLY INDUSTRY REPORT

2025

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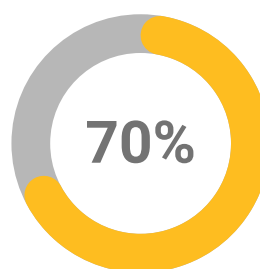
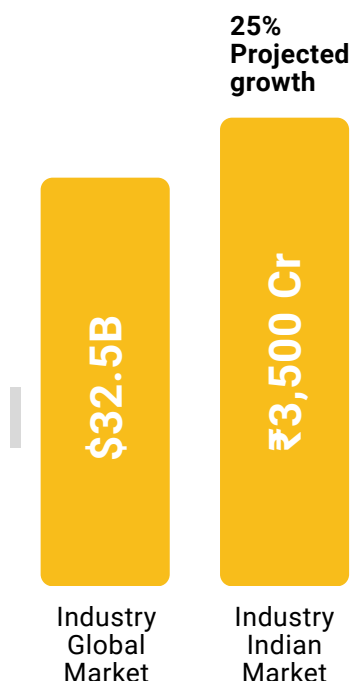
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EXECUTIVE SUMMARY

The 2025 Influencer Marketing Playbook, based on a survey of over 500 creators and 50+ brands, reveals a maturing ecosystem defined by strategic partnerships and a growing reliance on data. The creator economy has solidified its position as a mainstream media force, with creators increasingly acting as brands themselves. For marketers, influencer marketing is no longer an experimental tactic; it is a core strategy, with a majority of brands tracking specific performance metrics like conversions and clicks to measure ROI.

Key shifts include the move toward long-term collaborations with multi-month and year agreements and the rise of niche content creators who drive high engagement in specific regional markets. While AI is rapidly augmenting creator workflows and brand campaign planning, its role is viewed as an assistant rather than a replacement for human creativity. The report highlights that User-Generated Content (UGC) has become a critical content source for brands, and it represents a significant and growing income stream for creators. Looking ahead, the industry is poised for further specialization, with creators becoming founders and campaigns becoming more data-led.



Spends have increased for 70% of brands, and most of them are spending at least 10% of their marketing budget on influencers.

1. THE CREATOR ECONOMY IN 2025



The creator economy is no longer a niche—it's a full-fledged media ecosystem. In 2025, creators aren't just promoting products; they're building businesses, communities, and shaping culture.

Globally, the influencer marketing industry is a powerhouse, projected to reach over **\$32.5 billion in 2025**. In India, the market is valued at approximately **₹3,500 Crore** and is projected to grow by **25%** this year alone.

Over **500 creators** and **50+ brands** participated in our annual survey.

86% of creators report they now collaborate with brands monthly, showing a consistent flow of campaigns.

86%

1 in 3 creators earns revenue from more than three sources which include brand deals, affiliate, workshops and digital products

1 IN 3

Nearly **70% of creators** said they feel more empowered than ever before to set terms, timelines, and creative direction.

70%

“

2025 is the year creators have become brands - and brands became creators.

”

2. WHAT'S DRIVING BRAND DECISIONS IN 2025



For brands, influencer marketing is no longer a top-of-funnel experiment. It has become a sustained strategy.

- 85%** of surveyed brands say influencer marketing is a core part of their marketing mix.
- 91%** of them use influencers for more than just awareness: from driving app installs to event footfall, to long-term brand recall.
- 70%** of brands said they've increased or maintained influencer budgets in 2025 compared to 2024, with a significant portion seeing a 2X–5X increase.

Primary Campaign Goals in 2025:

While brand awareness remains the top-of-mind objective, brands are increasingly focused on tangible results, making their goals a blend of both reach and performance.



Brand Awareness & Engagement: 70% of brands cite brand awareness these as their top goals, reflecting the continued importance of visibility and community building.



Conversions & Sales: 40% of brands now view influencer campaigns as a primary driver of sales, using direct links and coupon codes to measure ROI.



Content & Traffic: 35% of brands use influencers to generate high-quality content that can be repurposed across other paid and organic channels, while also driving traffic to their website.



Influencer content is now outperforming studio shoots. It feels real, performs better, and is cheaper.

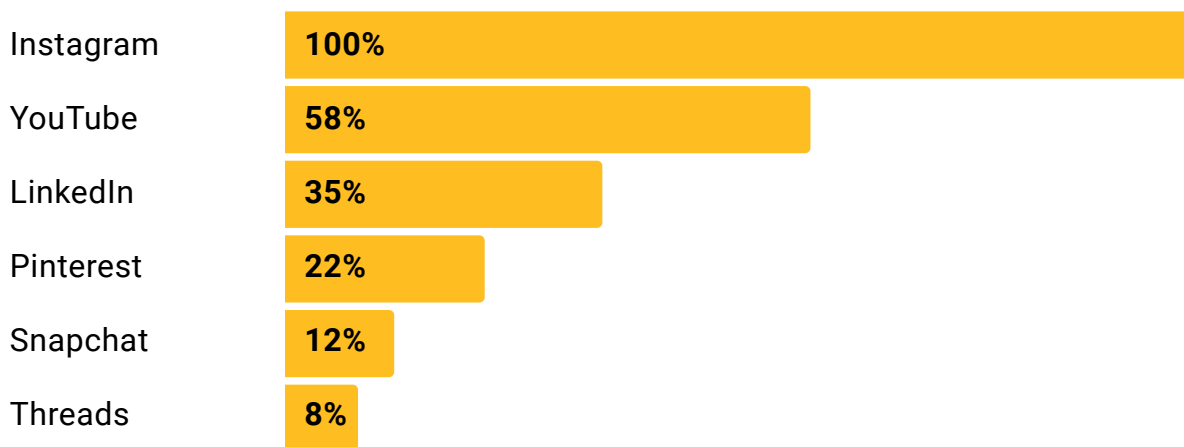


3. PLATFORM POWER SHIFTS

Each platform's relevance is evolving, but one thing is clear—short-form video still dominates. Platforms are also investing in creator-first programs to build loyalty and drive specific content formats. For example,

- **YouTube Shorts Programme** enabled us to leverage creators to build a community for brands like Sebamed, helping them generate content that drove a **2X sales lift** and a **20X search lift** for their products.
- **Meta regularly organizes Creator Days** that provide creators with a direct platform to learn from industry experts and improve their creative journey.

PLATFORM % CREATORS ACTIVELY USING



- **Instagram** remains king—every creator we surveyed uses it. Reels continue to lead the charge.
- **YouTube** has significantly ramped up its impact, and has become essential for creators seeking long-form revenue, especially across Finance, Education, Tech and Gaming genres.
- **LinkedIn** is rising as the go-to platform for knowledge creators and personal branding collabs.
- **Pinterest and Snapchat** are niche players but drive high-value traffic in fashion, décor, and Gen Z segments.
- Other Regional Platforms from India are yet to find meaningful traction.

4. CREATOR PRIORITIES & COLLABORATION MODELS

Creators are evolving their relationships with brands—prioritizing value alignment and long-term collaborations.

- **52% of creators** prefer multi-month retainers or repeat partnerships over one-off campaigns.
- **48% of creators** now negotiate for usage rights and licensing fees.

Long-Term Collaborations (LTCs): Fortune Masterclass IP Creation

While one-off campaigns are still prevalent, over a quarter of creators surveyed have worked on a retainer basis. The most common forms of LTCs are recurring content (e.g., a monthly series) and monthly retainers. The Fortune Masterclass, where creators were onboarded for an ongoing long-term series, is a prime example of this model's success. The campaign delivered:



Reach & Views: Over **16.8 million in reach** and **17.3 million video views** across platforms.



Engagement: Over **300,000 social media engagements** and **5,000+ hashtag mentions**.



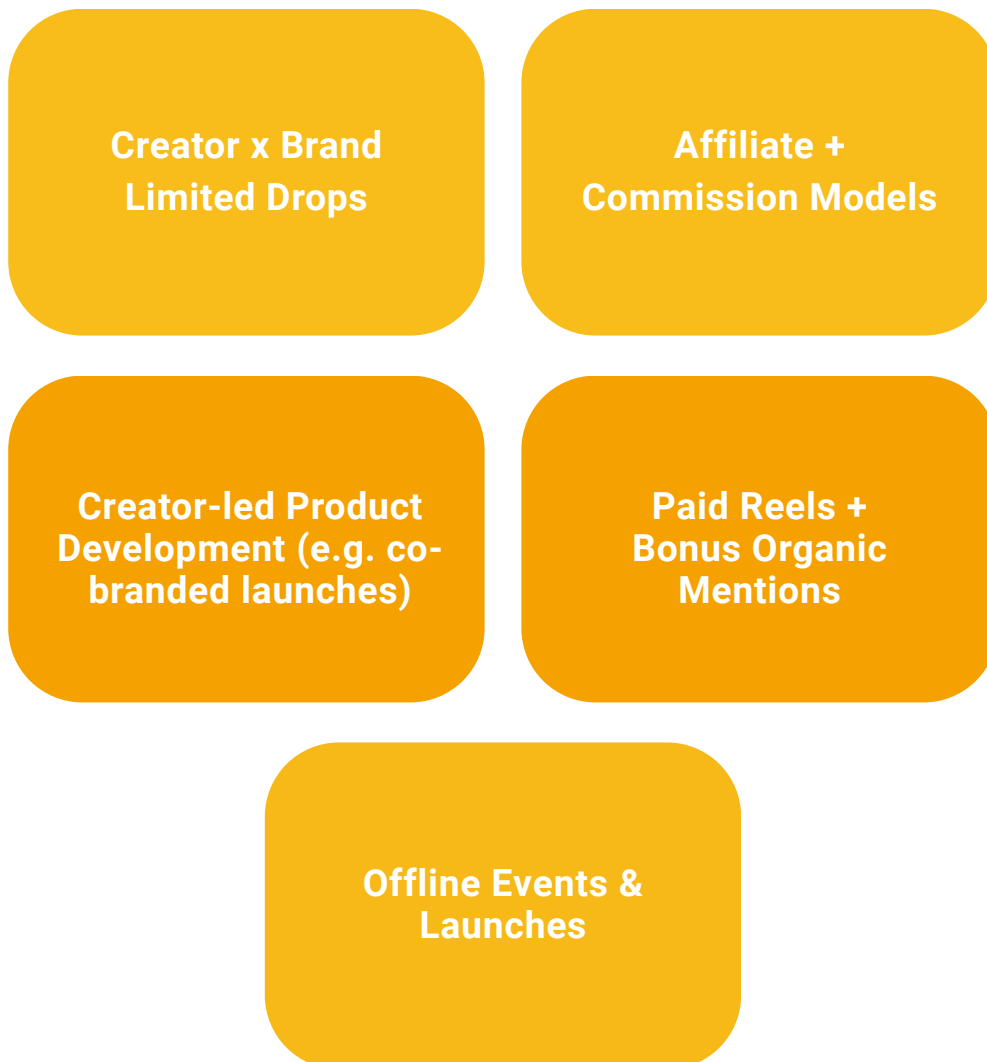
User-Generated Content: The campaign successfully drove over **1,000 UGC submissions**, with a **reach of 3.6 million**.



Conversions: It generated over **50,000 registrations** and a highly efficient **₹40 CPL** (Cost Per Lead) on video ads, with a **55% VTR** (View-Through Rate) on the best-performing formats.

Brand values and campaign relevance are now non-negotiables.

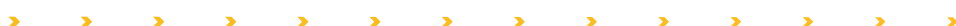
Popular Collaboration Models in 2025:



The best offline activations follow a simple playbook: spark curiosity, inject drama, stir imagination, and land a clear CTA. Our Lacto Calamine activation did exactly that - it created a moment people wanted to talk about. The result? Fifteen million views in five days powered by pure intrigue, not media muscle.



**Aditya Sharma, Head of Media & Digital
Piramal Consumer Healthcare**



5. TOP TRENDS SHAPING THE INDUSTRY

The influencer space is shifting faster than ever. Here are the biggest trends from 2025:

- a. **Rise of Micro Moments** Snackable 15-second Reels are now performing 2X better than full-length explainers, especially when tied to trending sounds.
- b. **Localization at Scale** Regional creators are driving **35-40% better engagement in Tier 2/3 cities**. Brands are now translating campaigns into multiple vernaculars.
- c. **Creator Commerce** More than **28% of creators** surveyed are now running their own shops—selling merch, courses, digital tools, or paid subscriptions.
- d. **Narrative-Led Campaigns** Story-first formats are gaining traction. “A Day in My Life”, “POV”, and “Relatable Skits” now dominate brand briefs.
- e. **Influencers as Brand Faces** Many brands are now onboarding influencers not just for content—but for TV commercials, event hosting, and in-app tutorials.
- f. **The Rise of UGC User-Generated Content (UGC)** is a core content source for many brands. A majority of creators have already produced UGC, and for a significant number, it offers more creative freedom and is a rapidly growing part of their income. However, challenges remain with content quality and rights/approvals.

“UGC has already become a significant part of our BAU content creation across social and digital. The show-and-tell format brings authenticity to our communication, moving away from anything that feels overly salesy. It will remain a major focus area in our social and digital strategy for 2026.



**Avinash Janjire, Thomas Cook Chief
Marketing Officer**



6. CAMPAIGN SPEND, ROI & MEASUREMENT

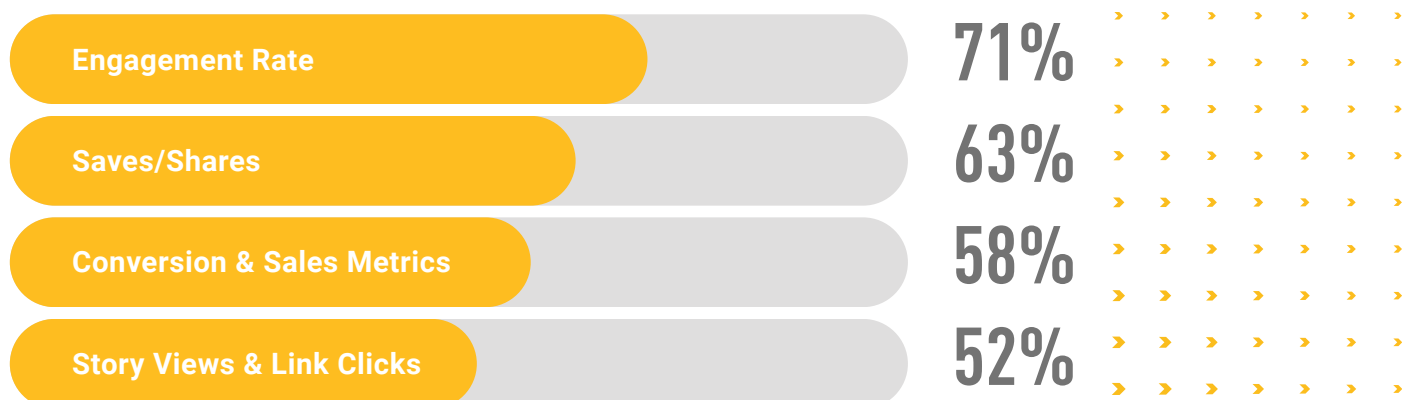
Measurement has matured. Brands are looking beyond just likes and reach.

Campaign Spend & Budgets:

45% of brands increased the influencer collaboration budgets, and spend 10% of their overall budget on influencer marketing. The majority of brands surveyed have an influencer marketing spend of **less than ₹1 Cr** annually.

- **83% of brands** track ROI using custom links, coupon codes, and affiliate dashboards.
- **50% of brands** reported that influencer marketing delivers better or equivalent ROI than digital performance ads.

Metrics that matter most in 2025: Brands are now tracking engagement quality, clicks, and conversions in addition to standard metrics.



Partnership Ads Are an Untapped Opportunity. Despite a clear focus on performance, the report found that a significant portion of brands are not leveraging partnership ads (Branded Content Ads) to their full potential. This represents a major missed opportunity to amplify influencer content and reach new audiences with performance-led creative.

For example, Go Colors used YouTube + PMax partnership ads to drive **2X store visits, a 276% surge in search interest**, and strong lifts in awareness, recall, and consideration - proving how creator-led + media amplification can directly convert digital engagement into offline sales.




“ Influencer marketing isn’t guesswork anymore— it’s performance-led storytelling. ”



7. AI IN INFLUENCER MARKETING: ASSIST OR OVERTHROW?

AI is augmenting workflows—but human creativity still leads. The industry is still figuring out how to best leverage these new tools.

FROM THE CREATOR'S SIDE:

-  **68% of creators use AI tools regularly**—for caption writing, trend discovery, scripting, or thumbnail generation.
-  **ChatGPT is the most used AI tool** by a large margin.
-  **Experimentation with AI cloning is low**, and creators have a strong desire for control; the majority are comfortable with their likeness being used only if they can approve the usage on a per-video basis.

“ AI saves me 3-4 hours per week. But the final vibe? That still comes from me. ”

TOP AI TOOLS USED:

ChatGPT / Claude –
scripting, caption
writing

CapCut & Runway –
video editing

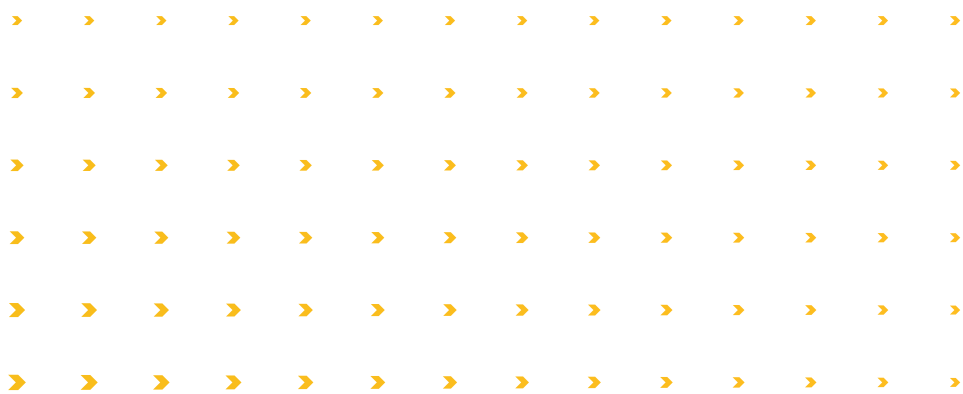
Notion AI /
GrammarlyGO – script
flow & grammar

Trend Predictors like
SparkToro and Vidooly

FROM A BRAND SIDE:

- **42% of marketers** are experimenting with AI to draft briefs, predict engagement, or automate creator selection.
- There is a cautious but growing openness to AI-generated content, with most brands comfortable if legal guardrails are in place. The main benefits cited are budget efficiency and faster production timelines.
- However, **91% of respondents** agree that emotional nuance, community connection, and relatability cannot be replicated by AI yet.

“ Influencer marketing isn’t guesswork anymore— it’s performance-led storytelling. ”

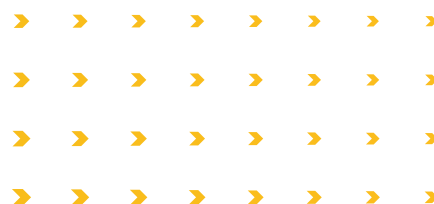


8. THE ROAD AHEAD: CHALLENGES & THE FUTURE BEYOND 2026

Despite the growth, challenges persist—and the path ahead demands evolution.

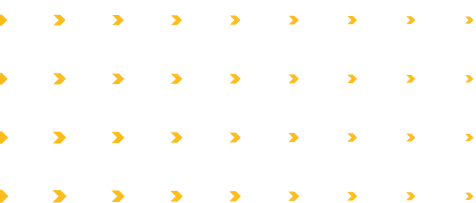
KEY INDUSTRY CHALLENGES:

- Creative Burnout among creators—reported by **54%**
- Inconsistent Platform Algorithms impacting reach
- Budget Cuts in uncertain sectors like tech and fintech
- Over-saturation of similar content formats



WHAT'S NEXT?

- **Creative + Data:** Brands moving to combine creative storytelling with strong audience and creator data
- **Hyper-Niche Influencing:** Think “plant-based toddler lunchbox creators” or “Gen Z Tamil meme investors.”
- **Data-Led Campaign Planning:** With dashboards and insights becoming common across platforms.
- **Creators as Founders:** We’ll see more creator-led brands and digital ventures.



“

Influencer marketing is the human bridge between brand communication and real consumer influence, complementing our media inputs with authenticity and agility.

”



*Ajay Pandey, Vice President Marketing
Sheelafoam (Sleepwell & Kurlon)*

TOP CREATORS



FOOD



Chatori Rajni

IG: chatorirajani

📷 834K 📺 560K



Archit Agarwal

IG: architlost

📷 96K



Mahima Dhoot

IG: diningwithdhoot

📷 551K 📺 167K



Asha Maharana

IG: mrsyumtum

📷 543K 📺 38K



Shreya Agarwala

IG: ohcheatday

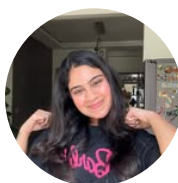
📷 2M 📺 383K



Saloni Kukreja

IG: salonikukreja

📷 1M 📺 295K



Pavitra Kaur

IG: theclassyfoodophile

📷 551K 📺 578K



Nikita Shah

IG: saltinall

📷 420K 📺 17K



Sulakshana & Seema

IG: picklesandwine

📷 636K



Anjali Dhingra

IG: anjali_dhingra18

📷 291K 📺 5M



TOP CREATORS



TRAVEL



Aakash Malhotra

IG: wanderwithsky

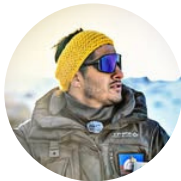
📷 2M 📺 187K



Vidya Ravishankar

IG: explore_with_vids

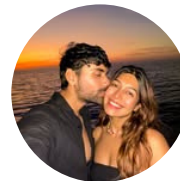
📷 997K 📺 132K



Shivam Sharma

IG: shivoryx

📷 894K 📺 19K



Muskaan & Aashish

IG: thewanderfullylostduo

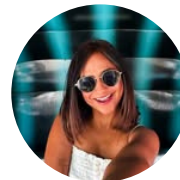
📷 557K



Pooja Singh

IG: iampoojasingh_

📷 534K



Sharanya Iyer

IG: trulynomadly

📷 512K 📺 31K



Abhishek Jamwal

IG: 1abhishek_jamwal7

📷 409K



Prakriti Arora

IG: escapetolandscapes

📷 415K 📺 64K



Shehnaz Treasury

IG: shenaztreasury

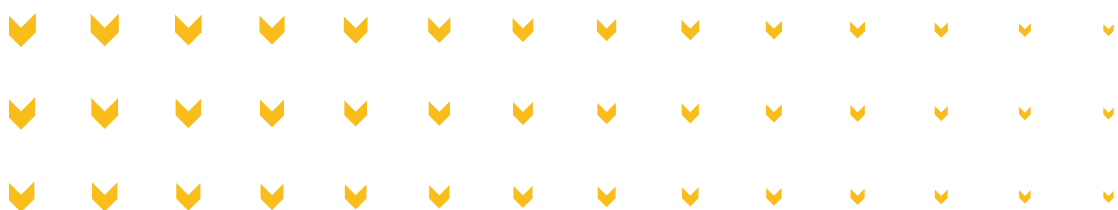
📷 1M 📺 653K



Rebecca & Gowtham

IG: odysseyoftwo

📷 375K 📺 11K



TOP CREATORS



LIFESTYLE



Vaishnavree

IG: grubmode

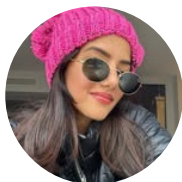
📷 169K



Shreya Kalra

IG: shreyakalraa

📷 1.3M 📺 1.6M



Sahana

IG: sahanasarvesh

📷 242K 📺 105K



Jahanvi Tiwari

IG: thebrowndaughter

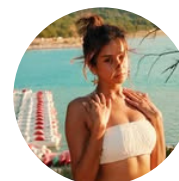
📷 284K 📺 1M



Pearle

IG: pearlemaany

📷 5M 📺 4M



Unnati Malharkar

IG: unnati_m

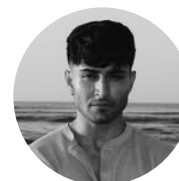
📷 960K 📺 359K



Taneesha Mirwani

IG: taneesho

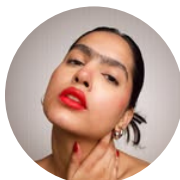
📷 569K 📺 337K



Anirudh Sharma

IG: anirudhh_sharma

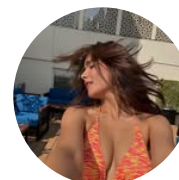
📷 2M 📺 597K



Hussna

IG: husnbano6

📷 173K



Kashish Ratnani

IG: kashishratnani04

📷 470K 📺 38K



TOP CREATORS



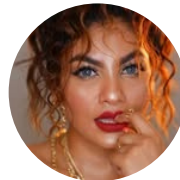
BEAUTY & FASHION



Anuj

IG: anujchhajerh

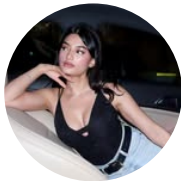
📷 425K



Anjani Bhoj

IG: ninisvanitybox

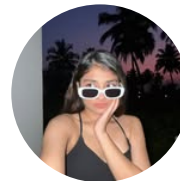
📷 374K 🎥 62K



Medha Das Sharma

IG: medha962

📷 597K 🎥 79K



Muskaan Kothari

IG: muskaan_kothari

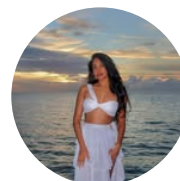
📷 96K 🎥 30K



Sunjemila

IG: sungjemish

📷 519K 🎥 261K



Shreemayi Reddy

IG: shreemayireddy

📷 460K 🎥 334K



Shreya Arora

IG: shreyaa.siddhartharora

📷 766K 🎥 3M



Sonia Garg

IG: hervagabondlife

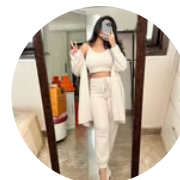
📷 467K 🎥 1.4M



Maggi

IG: maggi.says

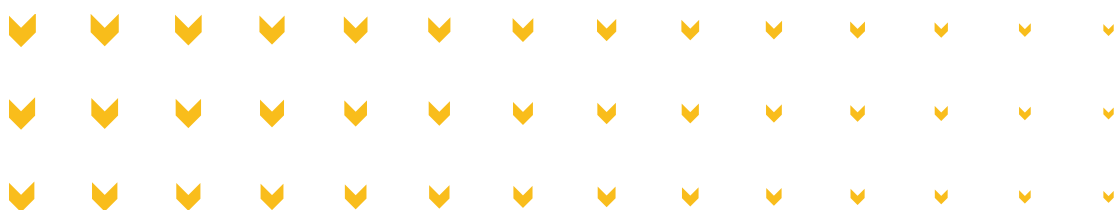
📷 696K 🎥 23K



Kashish Khatri

IG: lifeinmonogram

📷 418K



TOP CREATORS



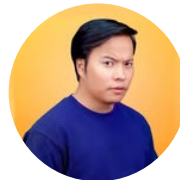
TECHNOLOGY



TechBurner

IG: techburner

📷 4M 📺 12M



Manoj Saru

IG: manojсарu

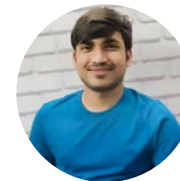
📷 3M 📺 15.7M



Arun Prabhudesai

IG: trakintech

📷 2M 📺 15M



Md Kashif Ali

IG: techfireco

📷 577K 📺 287K



Ruhez Amrelia

IG: technoruhez

📷 524K 📺 3.9M



Khushika Pahwa

IG: tickleandme

📷 169K



Praval Sharma

IG: sharmajitechnical

📷 94K 📺 1.6M



Harsh Punjabi

IG: technolobe

📷 628K 📺 220K



Guiding Tech

IG: guidingtechindi

📷 93K 📺 216K



Dhananjay

IG: dhananjay_tech

📷 633K 📺 461K



TOP CREATORS



ENTERTAINMENT



Varun

IG: vgrover1000

📷 329K 📺 315K



Govind

IG: govinuts

📷 444K



JB Shashank

IG: jbshashankk

📷 224K



Kenavita

IG: kenavita

📷 393K



Raunaq

IG: sirraunaqrajani

📷 179K 📺 506K



Anubhavi

IG: mafiamundeersimp

📷 239K



Pranjali Papnai

IG: pranjali_papnai

📷 1.1M 📺 10K



Chaitali & Harsh

IG: chaitaliandharshil

📷 677K 📺 1.5MK



Abhijeet Kain

IG: abhijeetkain

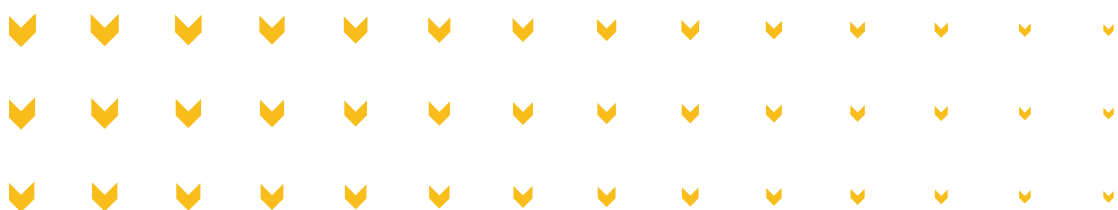
📷 2.9M 📺 3.3M



Vagmita Singh

IG: thatindianchick_

📷 686K 📺 20K

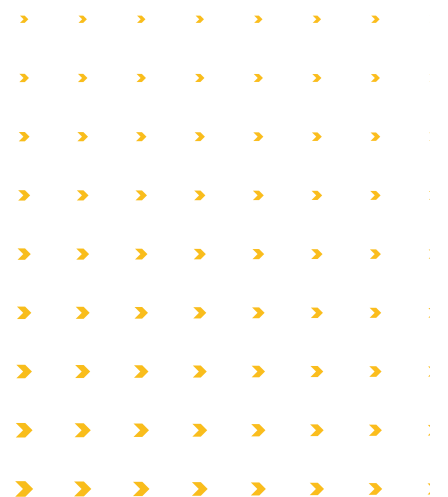




CONCLUSION



The influencer marketing industry in 2025 is at an inflection point, marked by maturity and strategic depth. As evidenced by our survey, brands have moved beyond simply seeking brand awareness, now leveraging influencers for tangible outcomes like lead generation and conversions. Creators, in turn, are empowered business owners who prioritize value-aligned, long-term partnerships. The integration of AI has begun to streamline workflows, but the fundamental value of human creativity, authenticity, and community remains irreplaceable. The path forward points toward a more specialized, data-driven, and creator-led landscape, where strategic planning and measurement will be key to navigating a dynamic and evolving market.





ABOUT INFLUENCER.IN

Influencer.in is one of the leading influencer marketing platforms in India, and offers end-to-end execution for brands to collaborate with creators across India and select international markets. With award-winning collaborations across Instagram, Youtube, LinkedIn and Snapchat, Influencer.in has worked with over 300+ brands over the last 8 years to drive business outcomes.

With a team of 50+ team members across Bengaluru, Mumbai, NCR and Chennai, Influencer.in offers Creative Strategy, Execution and Analytics to drive successful influencer marketing campaigns. Influencer.in has been awarded as the Best Performance Influencer Agency in 2024 by Entrepreneur India.

Influencer.in inhouse product covers detailed insights for over 850,000 creators including detailed audience insights and allows brands to track competitor influencer activities closely.

Influencer.in is part of Social Beat, an integrated digital partner for brands driving business outcomes at scale. Social Beat is a Premier Google Partner and a Meta Business Partner.

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Industry size and growth rate based on data from Influencer.in combined with estimates for various brands, including local brands and barter campaigns.

Images used of creators belong to individual creators and owners

**THANK
YOU**

