

MARKETING

Micro-influencers care more about results of campaigns: report

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Bameys spotlights influencers like @your.gal.shan on its blog. Image credit: @your.gal.shan

By BRIELLE JAEKEL

Micro-influencers are still proving to be more of interest for brands in social media advertising campaigns rather than celebrities, which is likely due to their emotional attachment towards the success of the campaign.

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Celebrity influencers only make up 28 percent of annual influencer spend, according to Rakuten Marketing's 2019 Influencer Marketing Global Survey, compared to the 40 percent earned by micro-influencers. The report states that almost three out of four marketers agree that these influencers are actively concerned with the results of these campaigns.

"This report further legitimizes the power of influencers," said Paris Loesch, general manager of the Americas at Rakuten Marketing. "They are truly connected to their audiences which creates a special relationship that can help fill in the gaps for many brands.

"The survey results can add an additional layer of proof that marketing dollars are going to good use when it comes to influencer partnerships," he said. "As the marketing landscape further evolves, we hope that brands will see this as a good opportunity to reach new audiences in authentic ways while also helping to drive sales and brand awareness."

The survey looked at 719 responses from marketing professionals in consumer-facing brands such as fashion, cosmetics and travel companies worldwide, as well as 3,500 consumers.

Influencing purchases

Micro-influencers with less than 30,000 followers elicited a budget of \$32,000 per campaign from United States brands. This is only slightly below the price for a campaign with someone considered to be a celebrity influencer, who has more than 500,000 followers, at \$39,000.



Fashion influencer Luanna Perez for Furla, fall/winter 2016 Milan Fashion Week

Consumer respondents in the survey revealed that 99 percent discover new products from influencers on social media.

Transparency about the results of influencer marketing efforts is becoming clearer, and the trend is continuing to grow. Sixty-seven percent of brands stated that they are able to track the results of their influencer campaigns, and 39 percent said they would be more likely to use influencer marketing if there were more detailed customer journey tracking information.

For the marketers leveraging micro-influencing, their interest is backed by consumer interest, with 88 percent purchasing an item after seeing it from an influencer.

In addition, four in five have purchased a product from an influencer's post with a link.

Beyond results, transparency in influencer relationships is also important to consumers. Sixty-six percent of survey takers said they trust influencer ad campaigns, as long as the partnership is disclosed.



Image from Harrods' Endless Summer influencer effort. Image credit: Harrods

Men are also only slightly less likely to purchase based on an influencer compared to women, with 83 percent of men saying they are influenced to purchase and 89 percent of women.

However, women are focused on less expensive goods, whereas men often buy items priced at more than \$200.

Instagram's influence

On a worldwide scale, Instagram is the most common platform for influencer marketing.

The social media network recently expanded brands' advertising toolkits with an upcoming option that allows companies to promote posts by celebrities and influencers.

Intended to better serve advertisers and content creators, the Facebook-owned platform announced the new "branded content ads" on Mar. 5. In recent years, Instagram has made several strategic choices to position itself at the crossroads of visual content and commerce ([see story](#)).

Less than a third of brands and agencies have an official influencer program in place, despite the field's rapid growth in recent years.

According to a new report from social media analytics platform Talkwalker, authenticity and long-lasting influencer

relationships are among the priorities for marketers. There is also a need for improved measurement frameworks to better gauge the effectiveness of influencer campaigns ([see story](#)).

"There were a lot of really interesting insights from this survey," Ms. Loesch said. "It was interesting to discover that consumers are looking more to micro-influencers over the star power of celebrities.

"Brands, on the other hand, are willing to pay similar dollars on campaigns with micro-influencers as they are with celebrities," he said. "So there is a lot of room for brands to think smaller in terms of name recognition while still getting a lot of bang for their buck."

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