

RESEARCH

Instagram Stories now key to influencer marketing: survey

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Digital events are not going away. Brands such as Jacquemus and Fenty Beauty are keeping influencers engaged from home. Image credit: Tribe Dynamics

By LUXURY DAILY NEWS SERVICE

A new report from Tribe Dynamics has found that Instagram Stories has become integral to influencer marketing.

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Seventy-eight percent of brands surveyed by the San Francisco-based influencer marketing platform said Instagram Stories had very significantly impacted influencer content about their brand.

Per the survey of more than 60 brands and 250 influencers, 88 percent of influencers regularly use Instagram Stories.

The 2020 Influencer Marketing Trends Report also noted that 35 percent of brands with dedicated teams for specific platforms have teams for TikTok, a Chinese-owned video-sharing network.

Clout out

Tribe Dynamics' study found that sponsorship does not negate authenticity.

Sixty-five percent of brands said the proportion of influencers that they compensated had increased.

That said, 94 percent of influencers only work with brands whose products they like.

Quality products are king, the survey found.

Ninety-two percent of brands had orchestrated a product send-out within the past year.

Indeed, 90 percent of influencers said receiving more new product launches would improve their experience working with brands

Brands are prioritizing inclusivity, but BIPOC influencers still felt marginalized, according to the [survey](#).

Per Tribe Dynamics, 91 percent of brands reported taking actions to empower BIPOC influencers over the past year. But 23 percent of influencers felt that their race or ethnicity had been a significant barrier to their success.

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