

2018 INFLUENCER MARKETING SURVEY REPORT



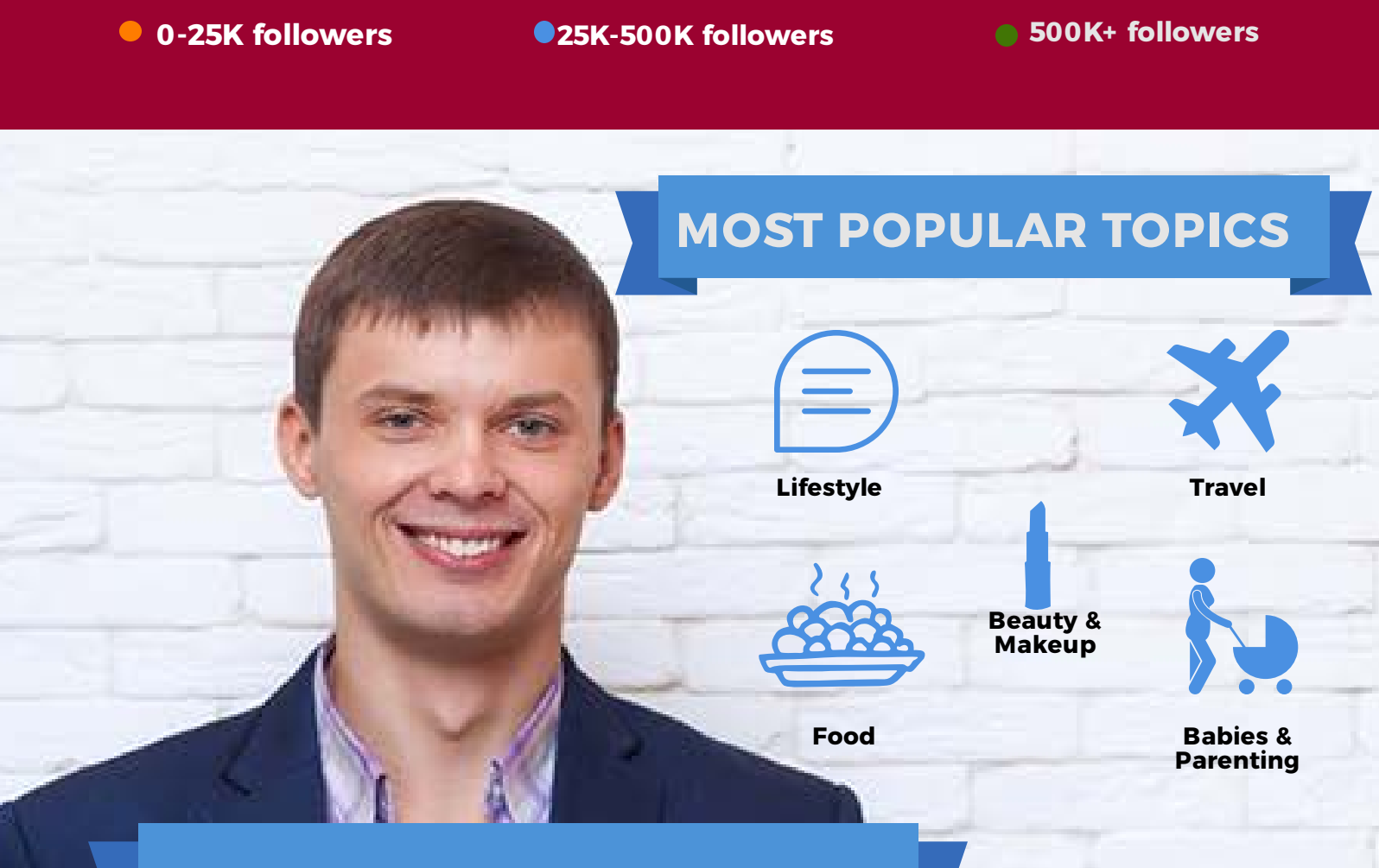
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Influencer & Content Marketing Experts

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THE LANDSCAPE OF INFLUENCER MARKETING | 660 INFLUENCER RESPONDED

#1 THE DEMOGRAPHICS



#2 THE FACTS

SOCIAL REACH



MOST POPULAR TOPICS



ENGAGEMENT RATE

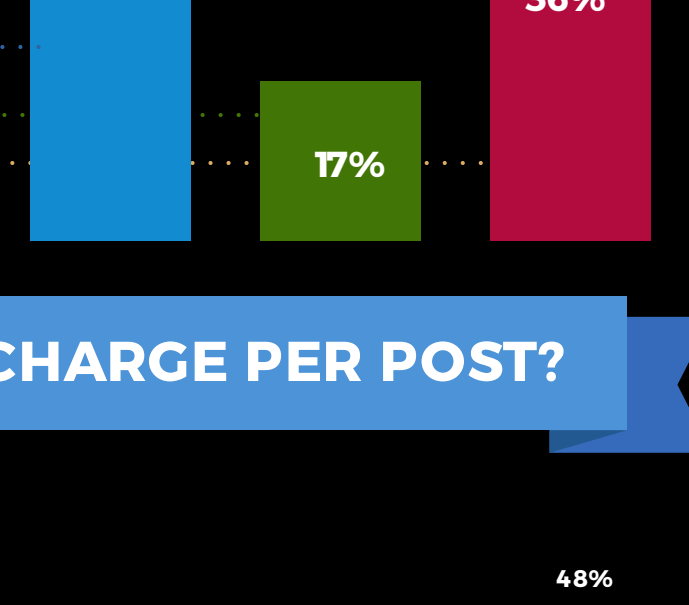


#3 THE MONEY

IS CONTENT CREATION YOUR MAIN SOURCE OF INCOME?

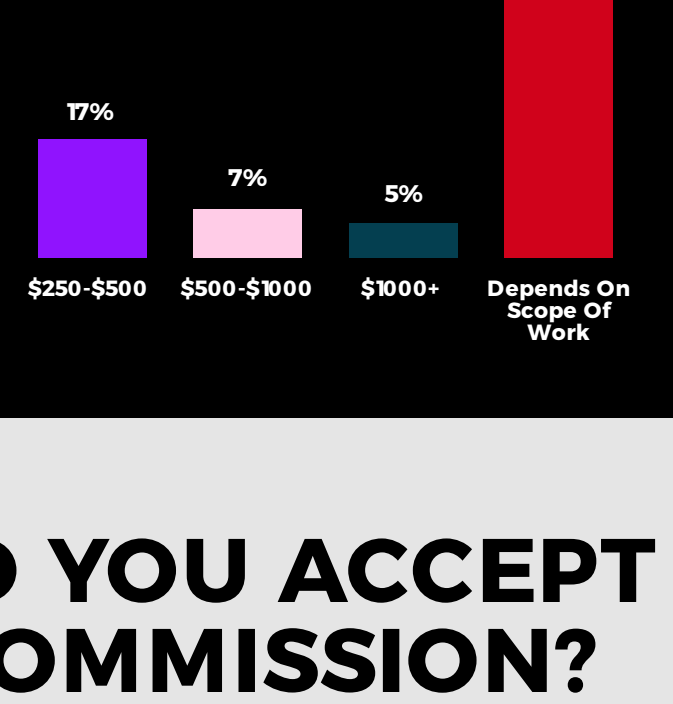
Say blogging IS their main source of income

Have another job on the side

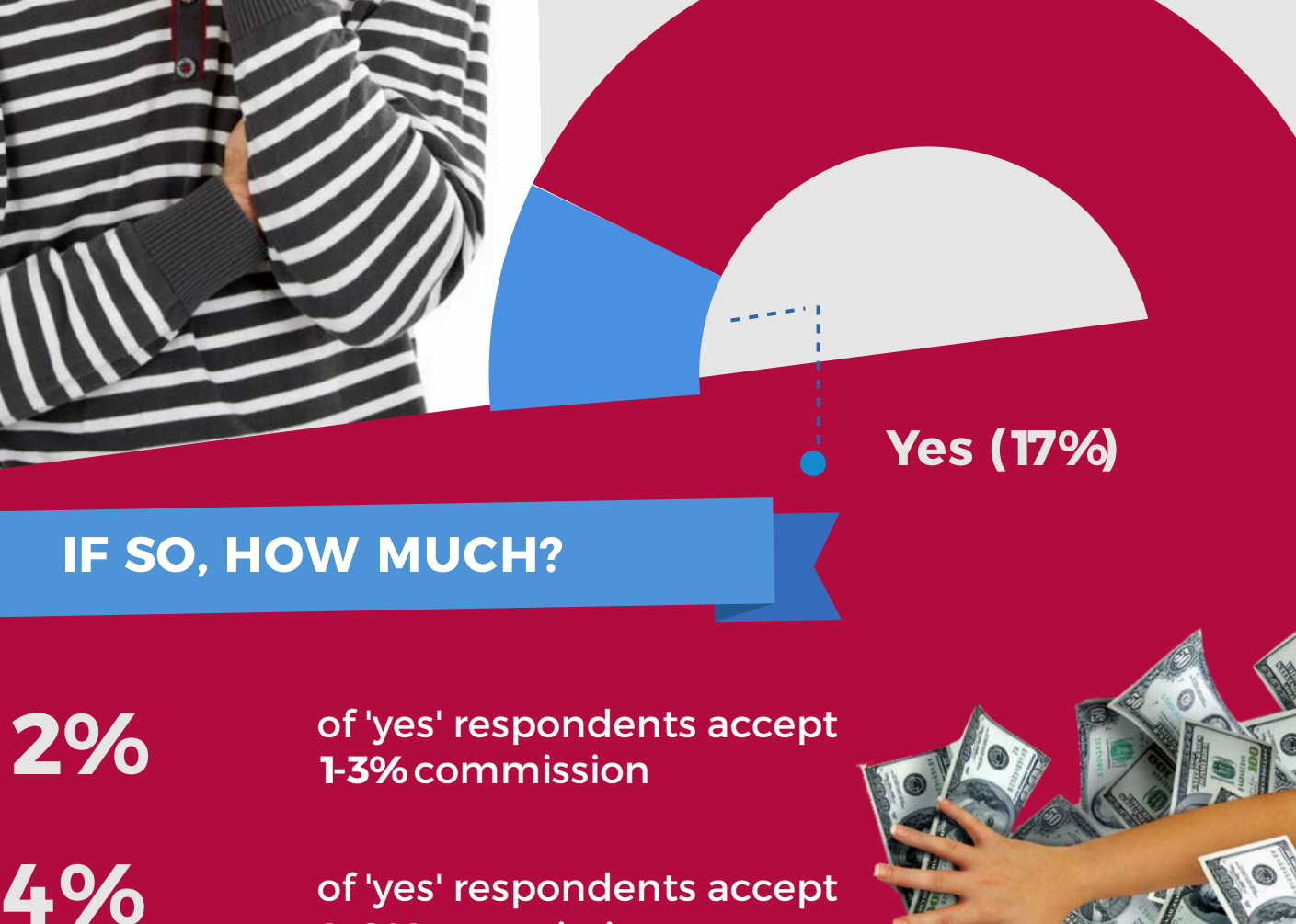


DO YOU HAVE SET PAYMENT RATES?

● Yes (47%)
● No (17%)
● It Depends (36%)



HOW MUCH DO YOU CHARGE PER POST?



DO YOU ACCEPT COMMISSION?



IF SO, HOW MUCH?

2% of 'yes' respondents accept 1-3% commission

4% of 'yes' respondents accept 4-8% commission

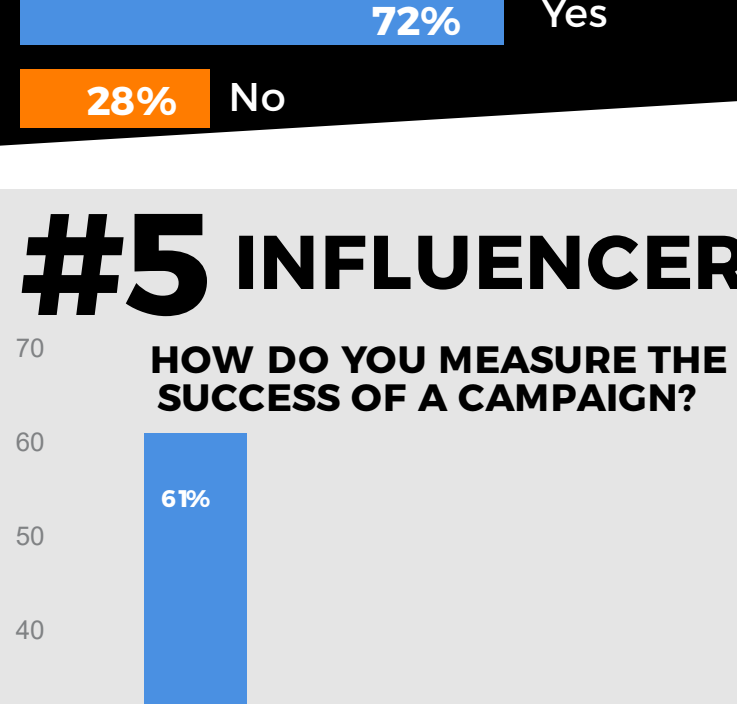
5% of 'yes' respondents accept 9-14% commission

6% of respondents accept 15% commission



#4 THE INFLUENCER X BRAND RELATIONSHIP

HOW DO BRANDS FIND YOU?



DO YOU SIGN EXCLUSIVITIES WITH BRANDS?

43% Have **Not** Signed Exclusive Agreements With Brands

33% Have Not, But Would Be Interested In It

24% **Have** Signed Exclusive Agreements With Brands

INFLUENCER DISCOVERY PLATFORMS

47% Of Respondents Are Signed Up On Influencer Discovery Platforms

57% Of Respondents Believe Discovery Platforms Do Get Them More Business

DO BRANDS ALWAYS MATCH YOUR IDENTITY?

22% Of Respondent Will **Not** Work With A Brand That Isn't 100% Them

68% Of Respondents Would Be Open To A Brand If They Like Something About It

10% Of Respondents Would Be Open To Posting About Anything

DO YOU HAVE A MEDIA KIT OR CASE STUDIES THAT YOU SHARE WITH BRANDS?

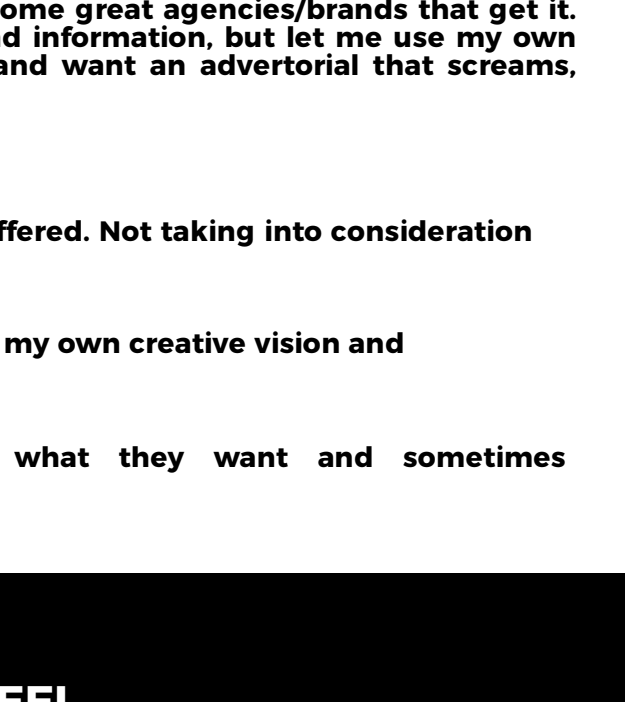
72% Yes
28% No

#5 INFLUENCER THOUGHTS

HOW DO YOU MEASURE THE SUCCESS OF A CAMPAIGN?



HAVE YOU BECOME A BRAND'S FAN AFTER WORKING WITH THEM?



DO YOU FEEL LIKE YOU'RE FAIRLY COMPENSATED?



HAS INFLUENCER MARKETING CHANGED SINCE 2016? 86% Of Respondents Believe Influencer Marketing Has Changed

Pros

- Brands understand bloggers/influencers better now, and they understand that they should be paid for their work.
- "More brand opportunities."
- "The offers are more reasonable, the goals are more fun, the fans are more interactive and accepting."

Cons

- "It's not authentic anymore."
- "Brands keep demanding more work for less money."
- "It's more competitive, bias and redundant."

#6 INFLUENCER INSIGHT

INFLUENCER FRUSTRATIONS

- "Being able to keep my own voice. I work with some great agencies/brands that get it. They give me the freedom to weave in the brand information, but let me use my own voice. However, many brands just don't get it and want an advertorial that screams, well...ad."
- "Slow communication and lack of budget."
- "Unrealistic expectations for amount of money offered. Not taking into consideration my expertise of my brand and audience."
- "Not having a budget and not being flexible with my own creative vision and ideas."
- "The communication gap. Everyone wants what they want and sometimes the communication is not clear."

HOW WOULD YOU MAKE BRANDS FEEL COMFORTABLE PROVIDING DOLLARS WITH NO GUARANTEES?

"Oh stop it! This is advertising. Does the newspaper or magazine the brand advertises guarantee sales or success? No. They offer eyeballs. So do we. Except, we can track the actual eyeballs far better than any other advertising it's carrier, in my opinion, for a brand to ignore a successful branding opportunity, because it's 'new'."

"I would recommend hopping on a phone call to discuss the expectations for the campaign so that a plan could be established to ensure as successful of a campaign as possible for all parties."

"The regular ask of brands for brands. There may not be guarantees but I have posts that I did years ago, that still get action today, so brands need to think of the long term ROI, not just the short term."

"Statistics. It's super easy. They just don't understand we have them..."

"Open communication about how the program will work, what exactly the media partner will do to promote the content/posts/etc. and what that content will be about."



WHAT DO YOU WISH BRANDS UNDERSTOOD BETTER ABOUT INFLUENCER MARKETING?

"Numbers are not everything. People who have high followings don't necessarily mean they have dedicated influence."

"It takes a lot of time to create content so our work shouldn't be degraded and just be for free."

"Many of us work hard and produce great work but need a chance for them to consider us despite the small following."

"That we are creative and unique, so let us use our own unique voices."

"Don't make it complicated. Send us a link to your newest collection or store and let us pick what works with our style. Don't push products that aren't selling - they aren't selling for a reason."

"We have also spent years building our brand"

"That we're going to be honest."

"The providing free product/experience doesn't guarantee a favorable review."

"The importance of an influencer with a niche rather than just numbers."

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