



More Traffic | More Conversions

THE STATE OF  
**INFLUENCER  
MARKETING**  
ACCORDING TO  
INFLUENCERS

# REPORT

## THE STATE OF INFLUENCER MARKETING ACCORDING TO INFLUENCERS

Influencer marketing is becoming hotter by the second.

Influencers can authentically talk about brands and power brand awareness and generate sales. Their recommendations are valued by their followers making influencer marketing one of the most effective marketing strategies out there.

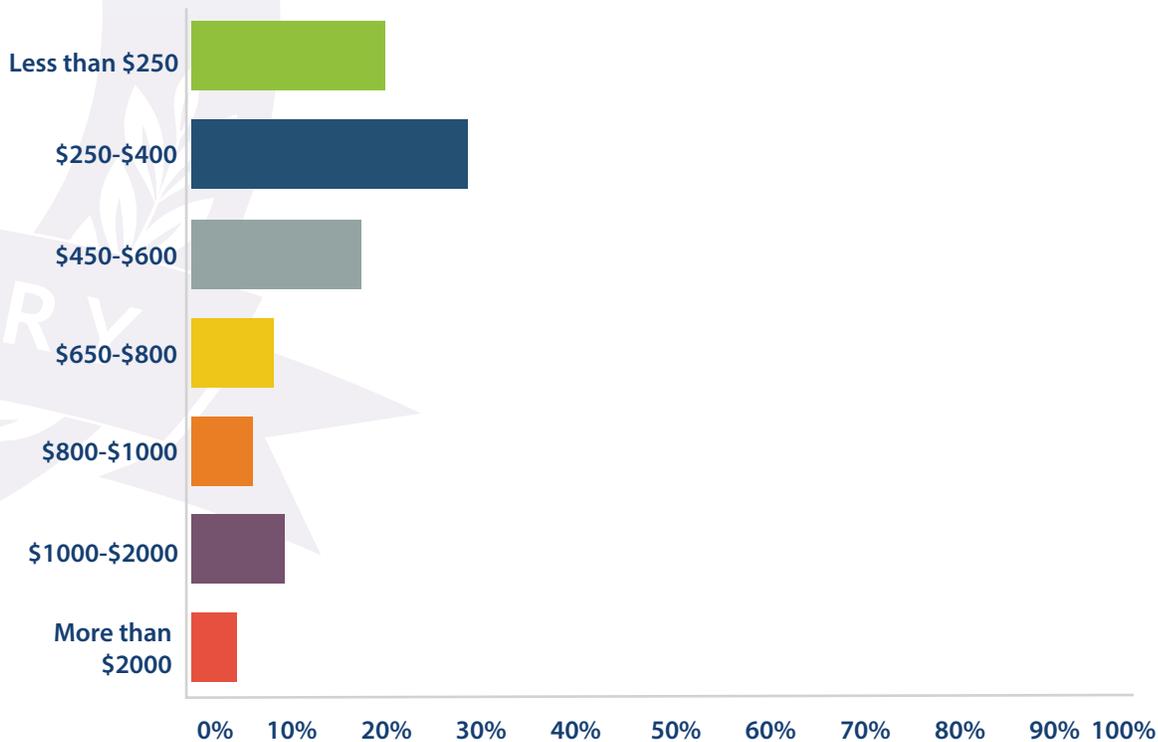
However, we find that there sometimes exists a disconnect between brands and influencers. While brands may have good intentions, they don't always know what it takes to form a successful partnership with an influencer. So, we decided to go straight to the source and find out from influencers how they want to work with brands and how brands can get the most out of influencer-brand partnerships.

We surveyed over 400 mid-level influencers and their answers to our questions gave us key insights into the influencer marketing industry from their point of view.

Below we'll examine our key findings and hone in on what brands can take away to develop a strong and educated influencer marketing strategy.

## HOW MUCH DOES INFLUENCER MARKETING COST?

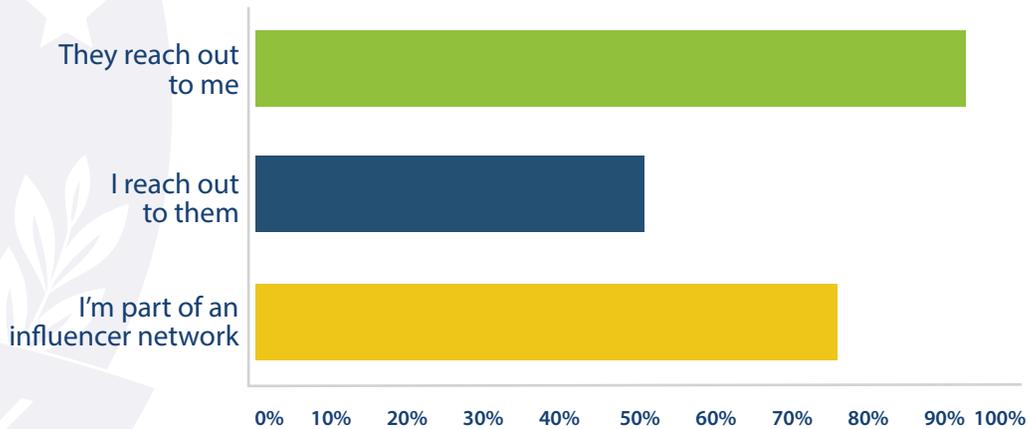
Here at eAccountable, we recommend a multi-channel approach to influencer marketing where brands work with influencers who have a blog and a social presence. We asked the influencers how much they charge for a blog post with full social shares including Instagram so that brands can know what to expect when budgeting for influencer marketing.



**Key Takeaway:** When determining how much to budget for influencer marketing, you can plan on paying \$250-\$400 per post. This cost varies with reach so it's a good idea to set your budget before you start reaching out to influencers. Keep in mind, we surveyed mid-level influencers who have a total reach of 10,000 to 100,000 followers on any given social channel or blog.

## HOW DO BRANDS DISCOVER INFLUENCERS?

Discovering new influencers and cultivating relationships is the most important aspect of influencer marketing. In order to get a feel for how brands find influencers to partner with, we asked the influencers how brands find them.

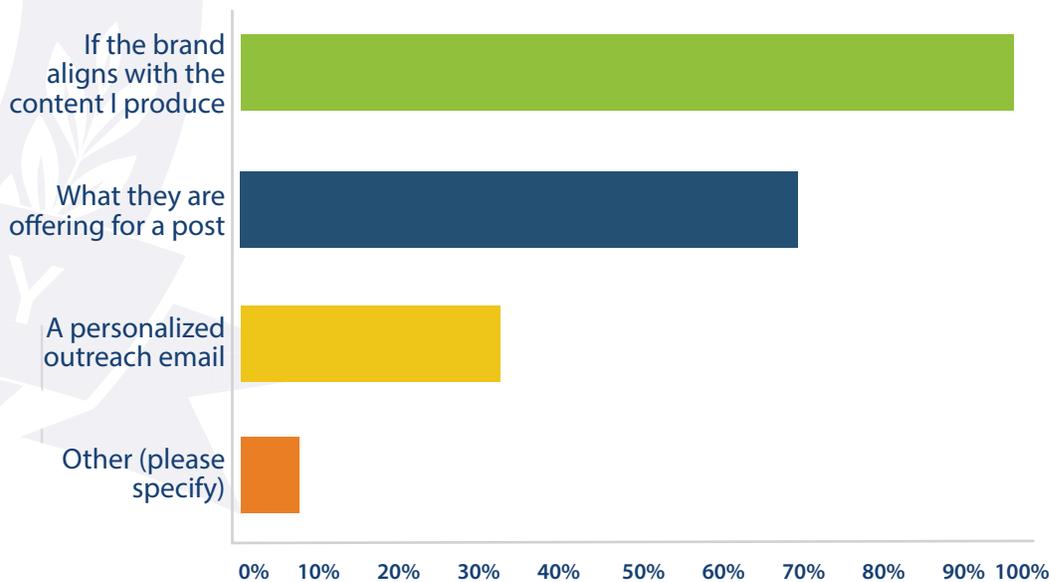


**Key Takeaway:** Implement a dynamic influencer recruiting approach. Reach out to influencers who fit your brand's niche and also make it easy for influencers to reach out to you on your brand's website. Have a page dedicated to allowing influencers to apply to work with your brand will make it easy for you to start building new relationships.

At the same time, 70% of influencers are also part of influencer networks, the network approach is a viable way to go as well. There is an influencer network for almost every vertical so with a little Googling, you can find an influencer network that fits your brand's needs.

# WHAT DO INFLUENCERS LOOK FOR IN BRANDS THEY PARTNER WITH?

There are a ton of brands implementing influencer marketing and it's likely that your competitors are reaching out to influencers. Some influencers receive hundreds of offers from brands per day, so we wanted to know what influencers look for in brands they partner with to help you rise above the competition.

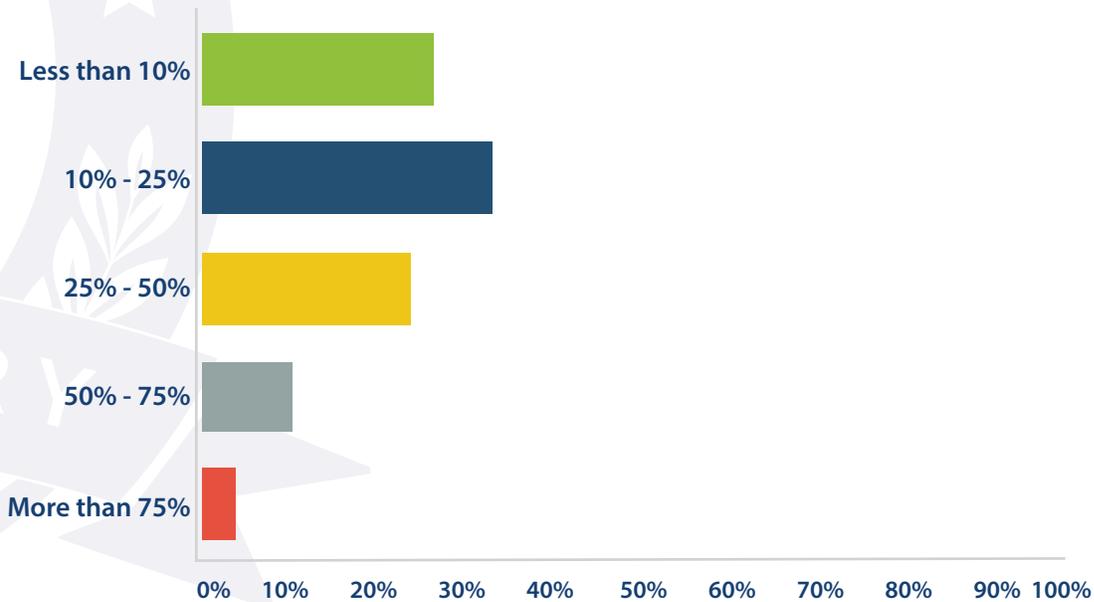


**Key Takeaway:** Influencers want to work with brands who align with the content they produce. This is pretty straightforward—only pitch influencers who write about the vertical your brand falls into. At the same time look for unique relationships.

Since 70% of the influencers say they judge a partnership by what the brand is offering them, make sure to include in your pitch emails what you are willing to compensate the influencer with albeit product, commission, a flat rate or a combo of any of these three compensation methods.

# HOW MUCH SPONSORED CONTENT DO INFLUENCERS PRODUCE?

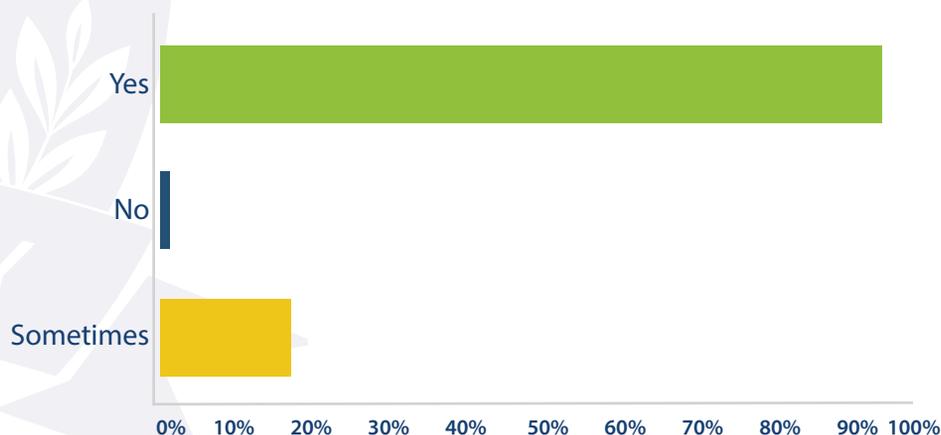
We wanted to see how much sponsored content influencers post so that brands can gauge how much space there is in the influencer marketing world.



**Key Takeaway:** Most influencers produce less than 25% sponsored content because they want their blog to feel authentic and not full of sponsored posts. You as a marketer, need to keep in mind that sponsored blog post space is limited so you want to make sure you offer influencers an appealing partnership to stand out in the crowd.

## WHEN A POST IS MARKED AS “SPONSORED” DOES THE INFLUENCERS AUDIENCE TRUST THEIR RECOMMENDATION?

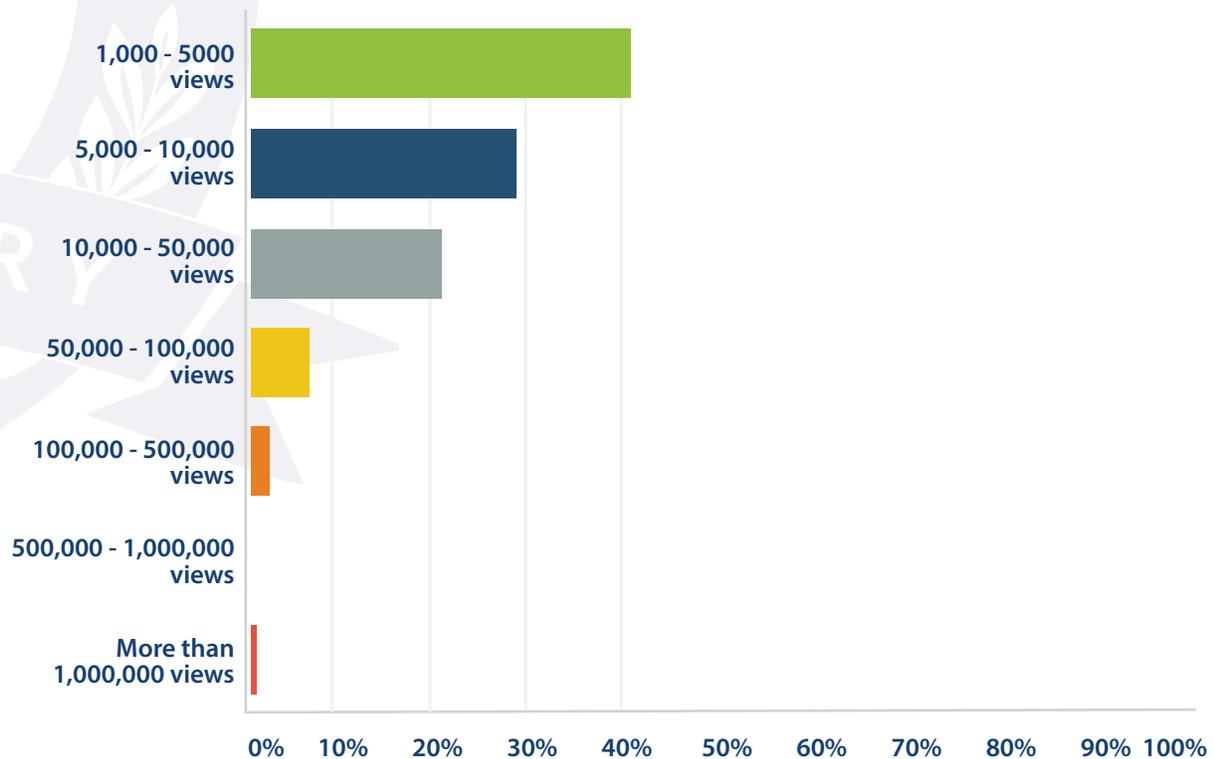
With all the worries when it comes to FTC guidelines and marking posts as sponsored, brands need to make sure that influencers are disclosing their brand-influencer relationship. However, some brands worry that posts marked as “sponsored” aren’t effective. So, we asked the influencers for their take on this hot issue.



**Key Takeaway:** An overwhelming majority of influencers believe that sponsored posts are still trusted by their followers. So, follow FTC guidelines and don’t hesitate to work with influencers on sponsored posts. Our theory is that an influencer’s followers understand that they need to make money to keep producing the awesome content that they love and understand that influencers need to charge for posts to make a living. And the true influencers only talk about the products they like after trying them out.

## ON AVERAGE HOW MANY VIEWS DOES A POSTS GET?

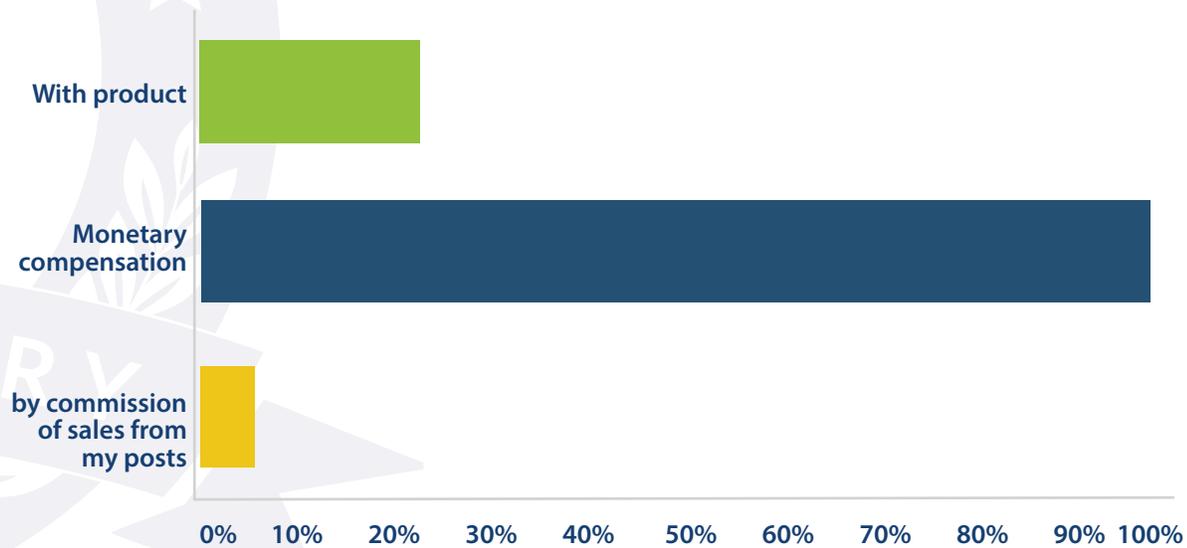
Here at eAccountable, we are big fans of the mid-level influencer because for a great price point, they have the ability to move the needle when it comes to brand awareness. So, for this report, we primarily surveyed mid-level influencers. Out of curiosity we wanted to see how many views their sponsored posts get so brands understand how many people are seeing their posts when they partner with an influencer.



**Key Takeaway:** Most influencers report getting 1,000 to 10,000 views per post. If you compare this to other types of advertising like social media ads, influencers can get more views of your brand than other ad channels. Not to mention, an influencer's brand recommendation is sincere and more authentic than a banner ad on a random site.

## HOW DO INFLUENCERS PREFER TO BE COMPENSATED?

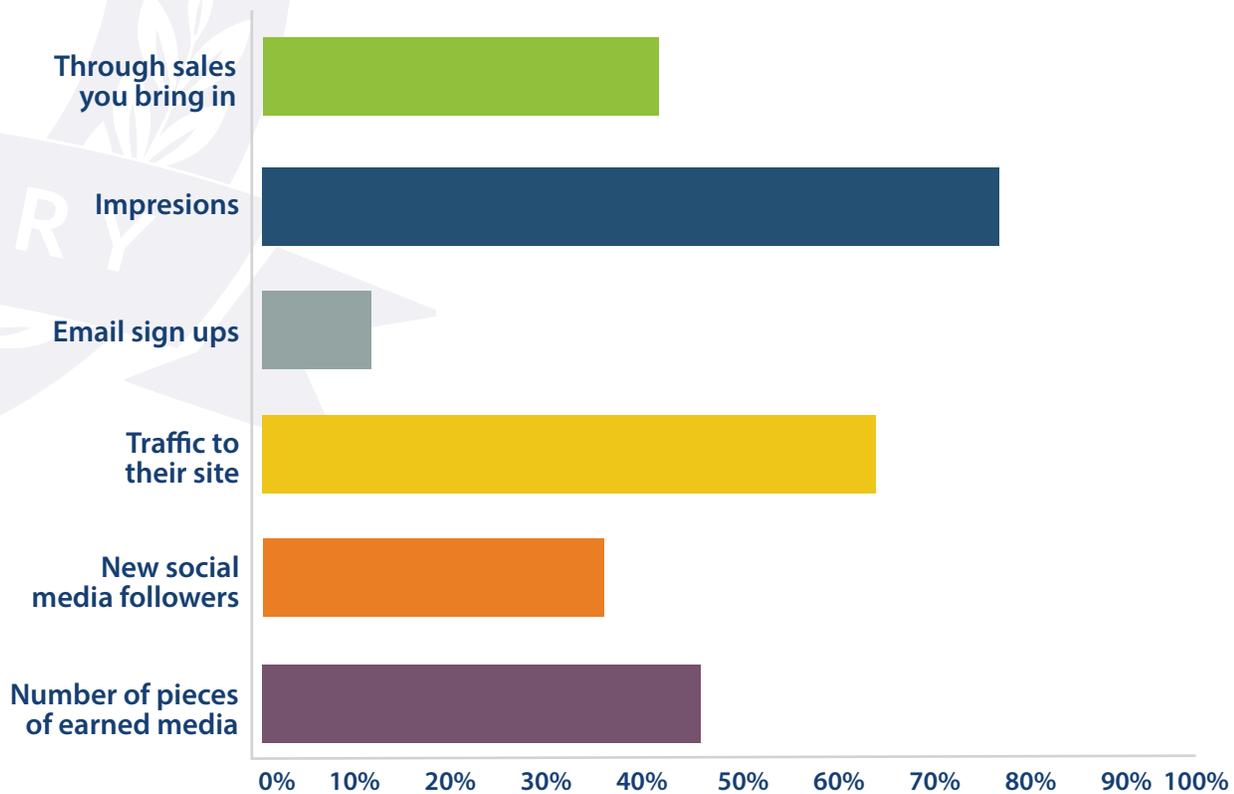
When you're entering into the world of influencer marketing, it's important to know how influencers want to be compensated. While we discussed the average cost per post earlier in this report, many brands ask us if influencers accept product or an affiliate commission on the sales they bring in with their posts.



**Key Takeaway:** An overwhelming majority of influencers prefer to be paid with monetary compensation so be prepared to set aside a budget for your influencer marketing campaigns. It's also wise to disclose in your pitch to influencers that you have a budget for influencer partnerships and ask them what their rate is. This will by far get you a better response rate in your outreach emails.

## HOW DO YOU SEE BRANDS MEASURING THE SUCCESS OF THEIR CAMPAIGNS?

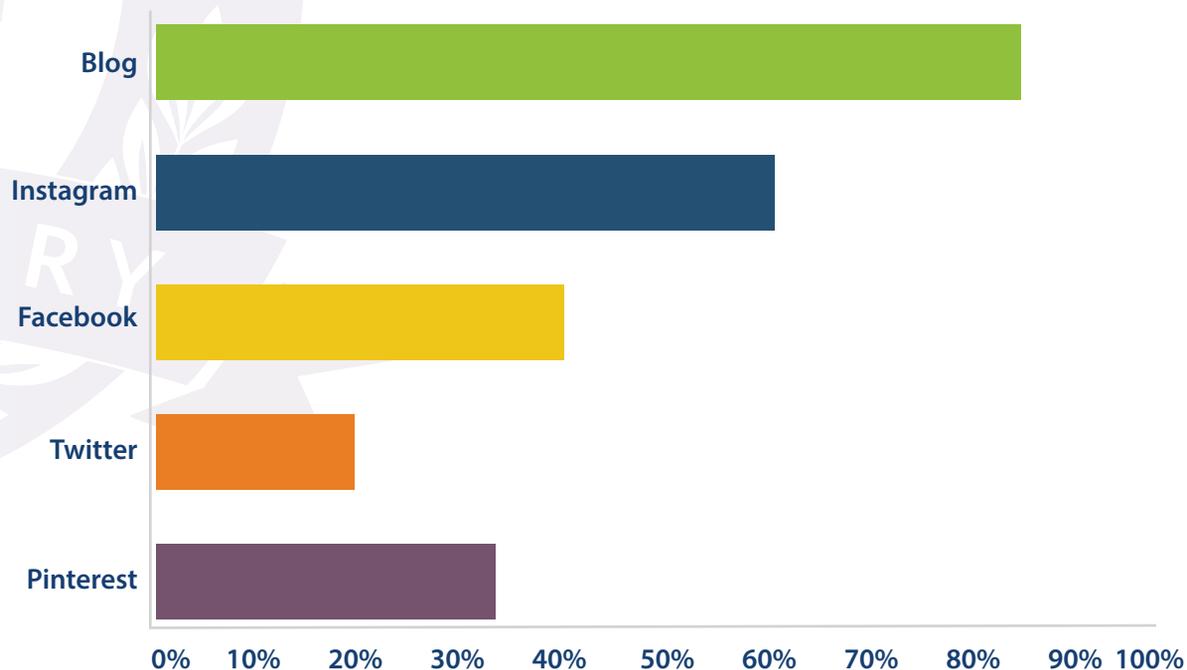
We hear from many brands that they don't know how to measure their influencer marketing campaigns. Brands want revenue, but there are many other KPIs to track when running an influencer campaign. We asked influencers how the brands they've worked with in the past, measure the success of their influencer-brand partnership.



**Key Takeaway:** The results on this one are all over the board so the main thing that you can take away from this is that there are many ways that brands are measuring their influencer marketing campaigns. All brands are going to try and track revenue, but most brands pick a few key metrics that make sense for their business when compiling reports at the end of their campaigns.

# WHICH MARKETING CHANNELS DO INFLUENCERS SEE THE MOST SUCCESS WHEN PROMOTING A BRAND?

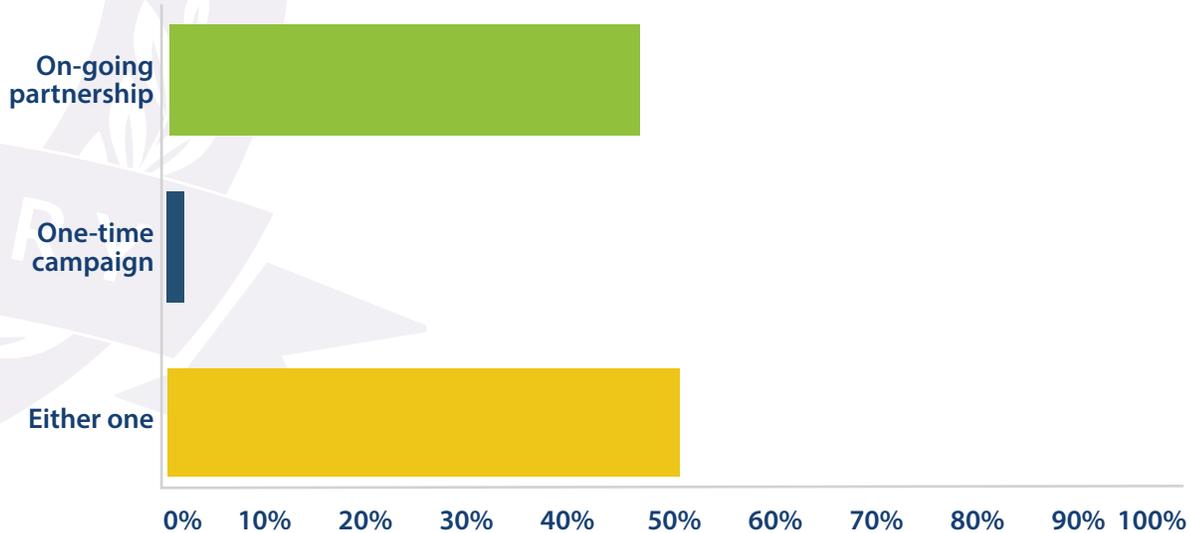
Who better to ask than influencers when it comes to which channels perform the best during an influencer marketing campaign? So, to be able to steer brands in the right direction, we asked the influencers for their opinion on what channels work best for their branded content.



**Key Takeaway:** Many of the influencers believe a blog is the most successful channel for brands to tap into. We believe that this is because blog posts last way longer than a social media post. In fact, blog posts can show up in search results for years to come. Instagram and Facebook are pretty popular too. Looking at these results, it's best to implement a multi-channel approach to influencer marketing and have influencers do a blog post with full social shares so that you're reaching your target audience in a variety of ways.

## HOW LONG DO YOU PREFER TO PARTNER WITH BRANDS?

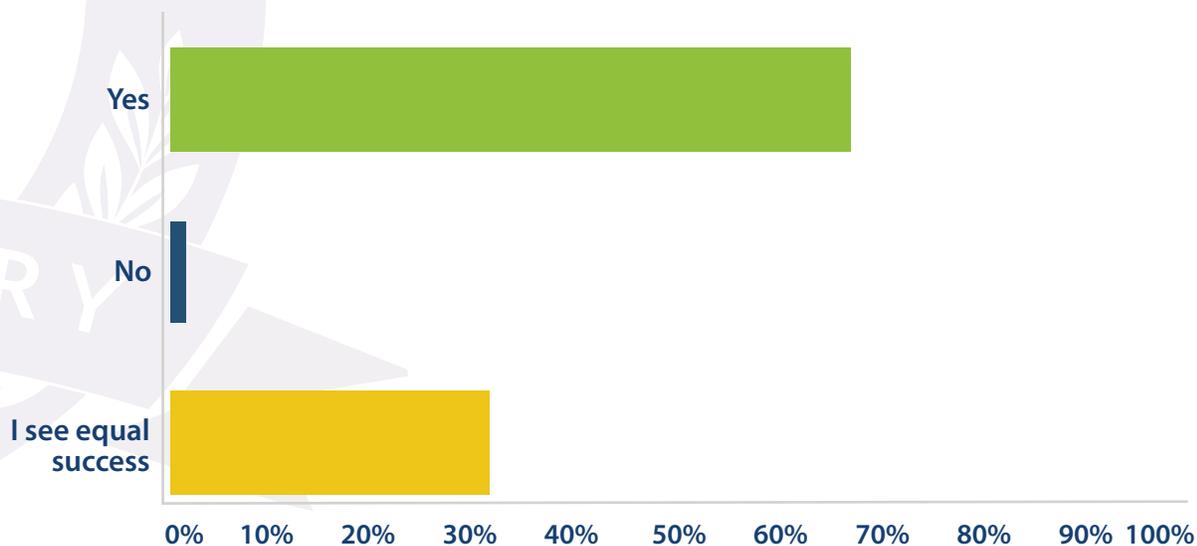
When working with influencers, brands have the option of working with them on a one-time campaign project or work with them on a longer engagement. Many brands work with influencers for an entire year and have them post quarterly to keep the influencer's audience familiar with the brand. We asked the influencers for their preference on the different types of brand-influencer relationship.



**Key Takeaway:** Influencers prefer to work with brands on an ongoing basis but seem open to either type of relationship. So, if you only have the budget for a one-time campaign, influencers will still be open to working with your brand. However, if your brand has the capacity, working with influencers on an ongoing basis, a lot of value will be added to your partnership and could potentially stretch your marketing dollars further.

## DO YOU NOTICE A DIFFERENCE IN SUCCESS THE LONGER A BRAND WORKS WITH YOU

Segueing from the point above, we wanted to learn more about brand success when it comes to brands working with influencers via a campaign model or a year long partnership. So, we asked influencers if they see more success when brands work with them throughout the year as opposed to a one-time campaign.



**Key Takeaway:** Influencers report that brands see more success when brands work with them on an ongoing basis. In fact, research shows that when an influencer mentions a brand at least three times, their recommendation is more trusted and increases conversions.

# CONCLUSION

We know we just presented you with a lot of new information so here is a wrap up of what we can learn from this report:

- ✓ Influencer marketing is more powerful than a lot of other forms of marketing because influencers add a layer of creativity and authenticity to their brand recommendations that brands can't get from other marketing channels.
- ✓ Influencers want to feel valued and you can increase the success of influencer outreach by disclosing to the influencers you reach out to that your brand pays for posts in addition to the product you will send them to experience your brand.
- ✓ Implementing a dynamic strategy by working with influencers on all of their channels will increase influencer marketing success and brand visibility, especially on blogs and Instagram.
- ✓ While your brand will reach out to relevant influencers, also make it easy for influencers to find out how to reach out to your brand so that you can constantly find new influential brand fans.
- ✓ Be sure that the influencers you work with follow FTC guidelines and mark their posts as sponsored to save your brand a lot of potential legal issues. And not to worry, sponsored posts are still very effective and trusted by an influencer's followers.
- ✓ You'll want to track different metrics for your influencer campaigns such as impressions, sales, earned pieces of media, email signups, new social media followers and traffic to your site. So set goals and track your results so you can continue to refine your strategy and make it exponentially more effective.
- ✓ If your brand has the capacity and budget, it's a good idea to establish a year long relationship with your influencers because multiple brand recommendations from an influencer holds more weight and increases trust.
- ✓ Basically, if your campaign aligns with our findings and takeaways from this report, your influencer marketing strategy is sure to be powerful and successful.

## About eAccountable

Founded in 2000, eAccountable is an award winning agency that offers a multi-channel approach to digital marketing. eAccountable strives to drive sustainable profitable revenue growth for eCommerce brands. Our experienced team ensures that partnering with eAccountable is going to deliver actionable results. In addition to influencer marketing, services offered include paid search marketing, SEO, affiliate marketing, social media marketing, Amazon marketing, and online consulting.