



# Unleashing Influence

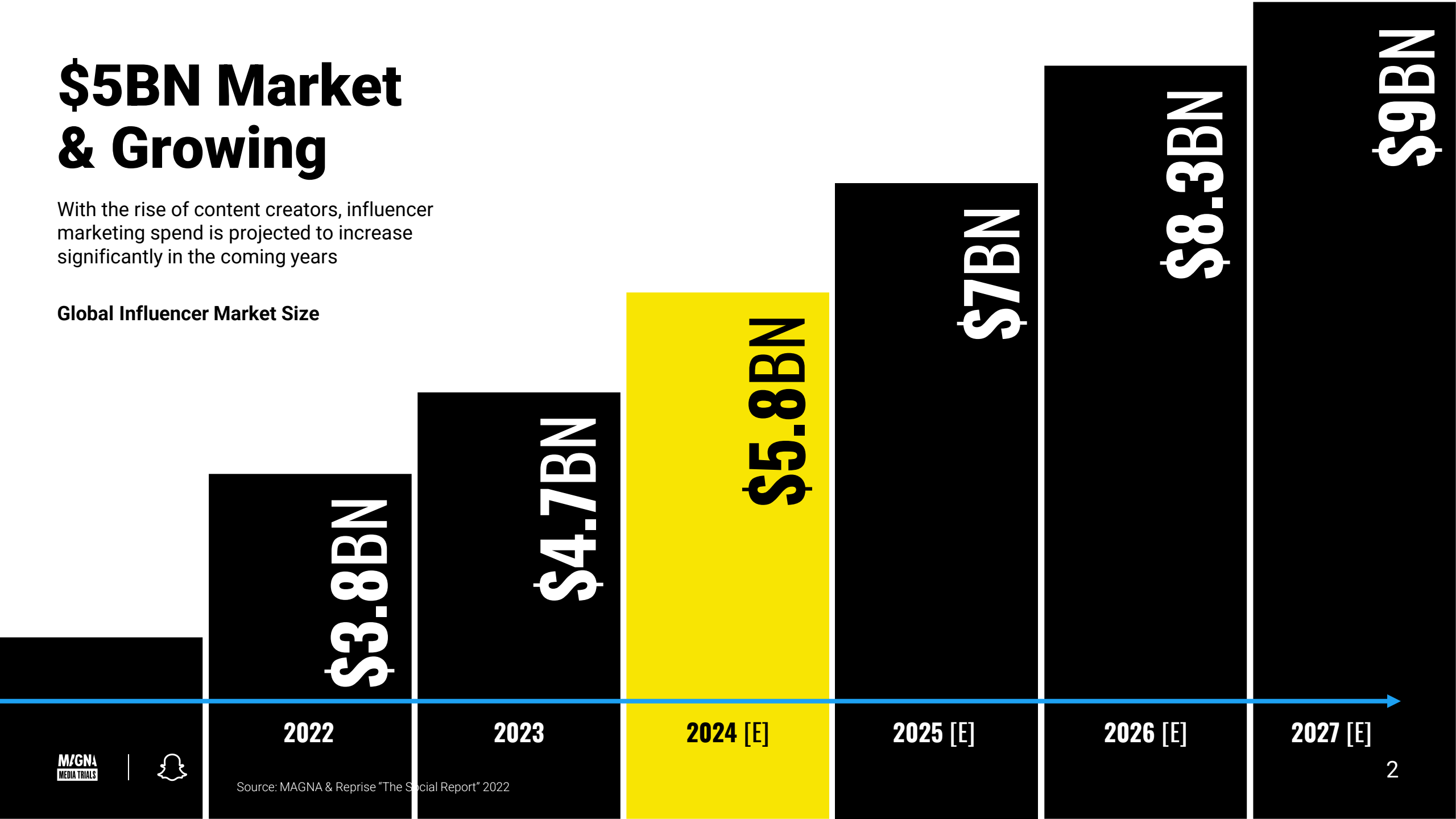
A Marketer's Guide To Influencer Success



# \$5BN Market & Growing

With the rise of content creators, influencer marketing spend is projected to increase significantly in the coming years

Global Influencer Market Size



**With a \$6 billion stake in the coming year, what should brands do to ensure influencer marketing success?**

# Our Goals

GOAL

1

To uncover user perceptions  
and preferences about  
influencer content

GOAL

2

To identify best practices  
for influencer marketing

# Our Scope

## Methodology

Interviewed weekly users of social media platforms and/or Snapchat (16 - 49 age group) from a representative online panel.

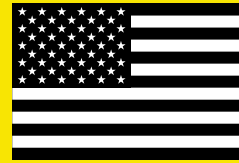
- The methodology included a survey to gauge current perceptions of influencer content and receptiveness to brand-sponsored influencer content
- Additionally, gathered feedback on influencer content across various platforms through creative feedback

## Research Conducted In 5 Countries:

**Total (n) = 5,214**

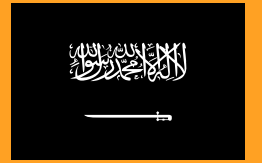
**1,179**

United States (n)



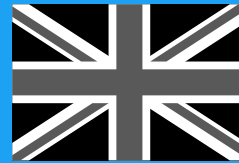
**1,005**

Saudi Arabia (n)



**1,003**

United Kingdom (n)



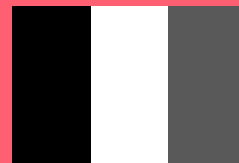
**1,022**

Australia (n)



**1,005**

France (n)





M/GNA  
MEDIA TRIALS



# The Creator Effect

SKIN  
CARE  
*Nature*

SKIN  
CARE  
*Nature*

SKIN  
CARE  
*Nature*

SKIN  
CARE

# Influencers are a natural asset for brands

Purpose For Social Media Usage  
- % Net Score Of All Platforms

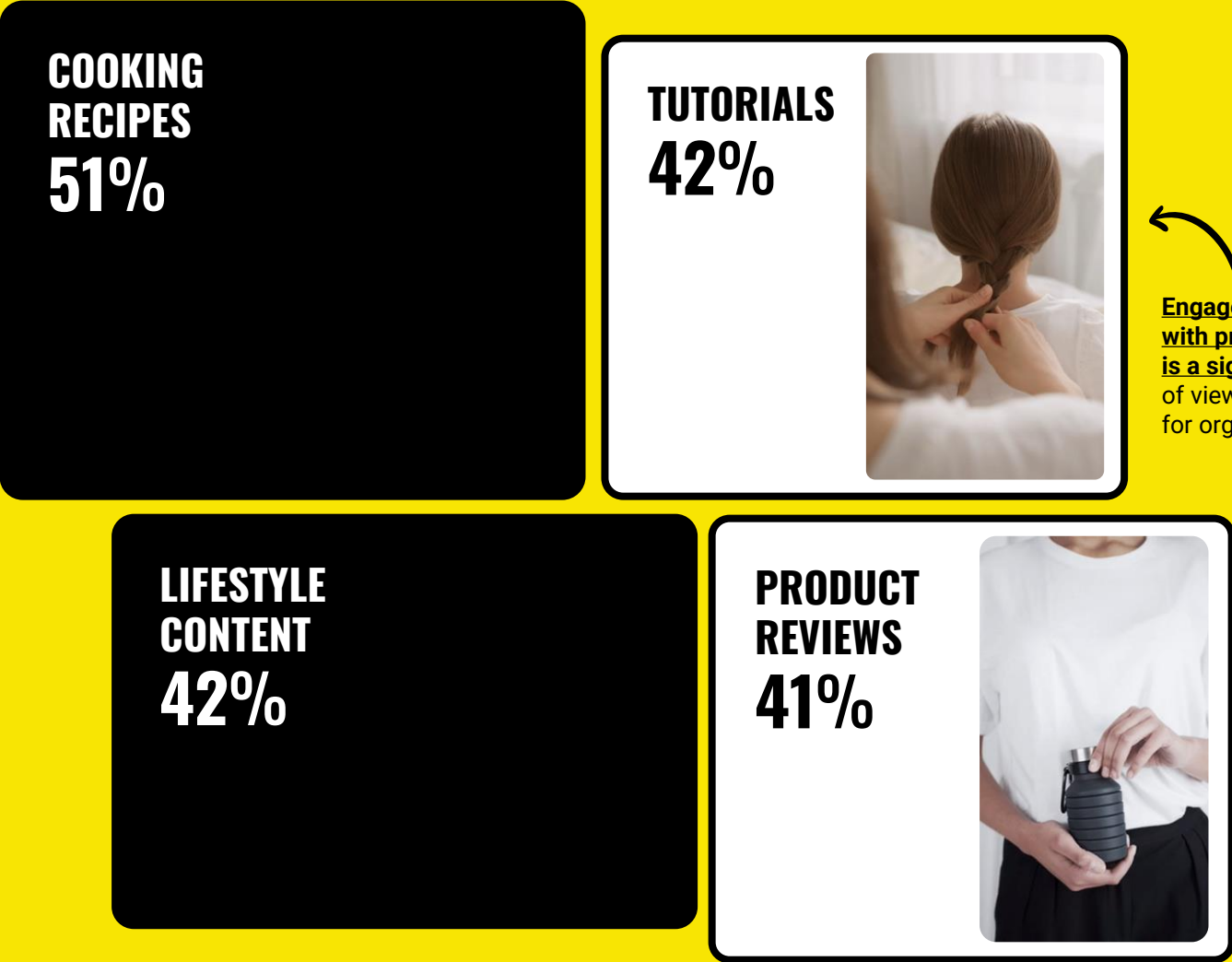


# 61%

are on social media to follow influencers or content creators they like



## Types Of Influencer Content People Typically Watch - % Selected

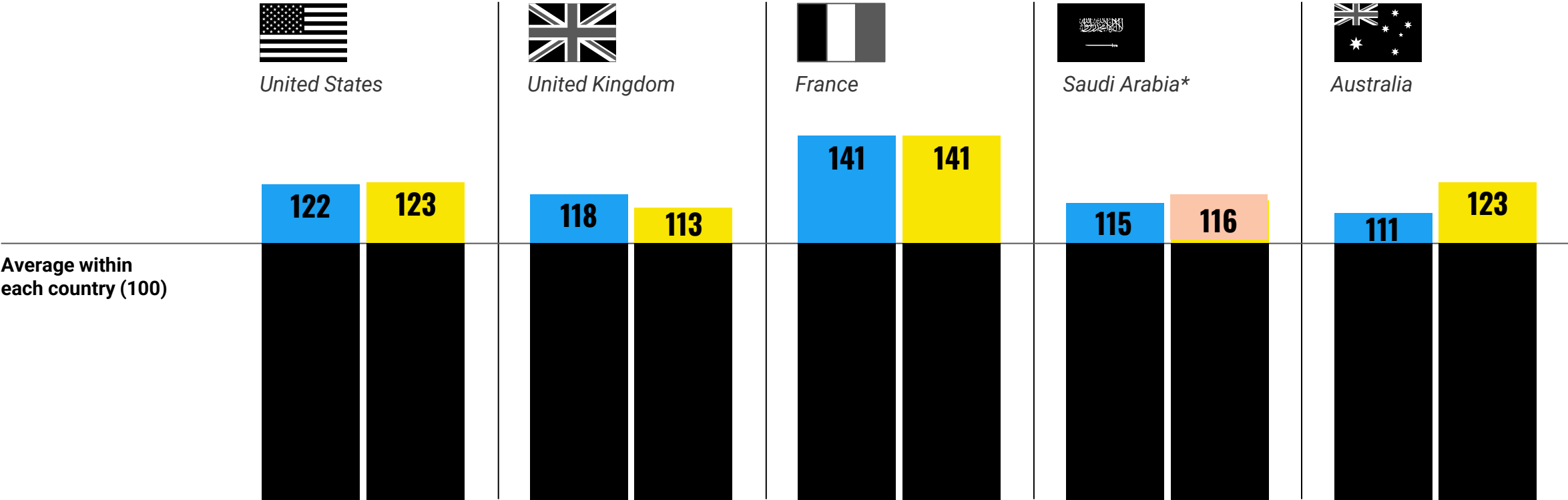


All markets | n= 5,214  
Survey Q: For what purposes do you use the following social media platform(s)? – To follow influencers or content creators  
Survey Q: What type of influencer content do you typically watch?

# Across all markets, people seek brand info from influencers

Product Related Influencer Content People Watch - Indexed To Average Of All Categories In Each Country

■ Tutorials   
 ■ Product Reviews   
 ■ Restaurant Reviews

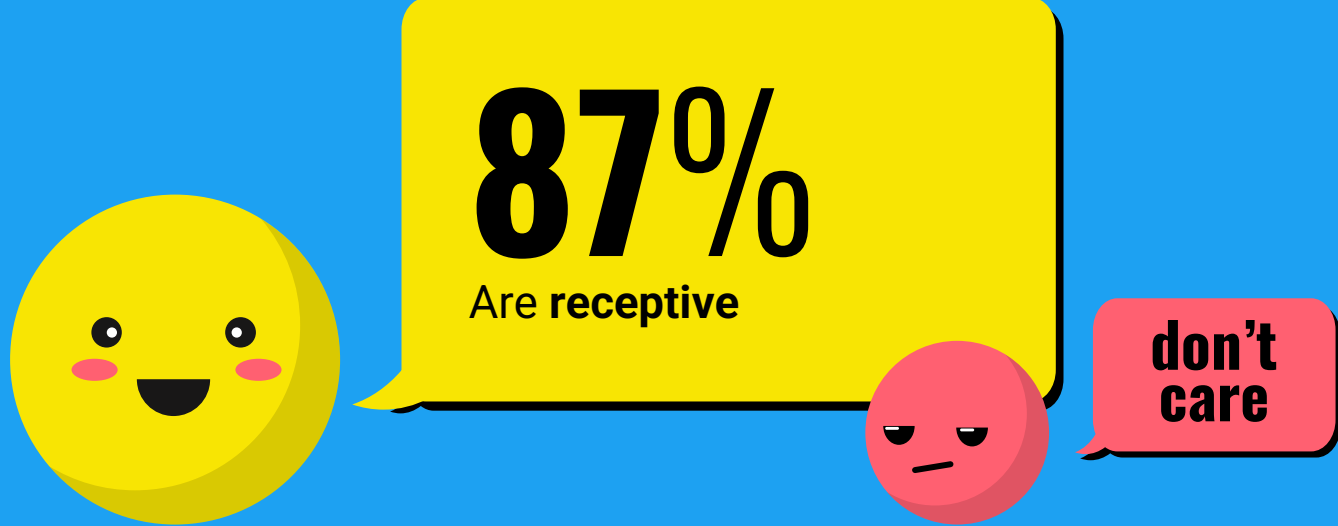


Average within each country (100)

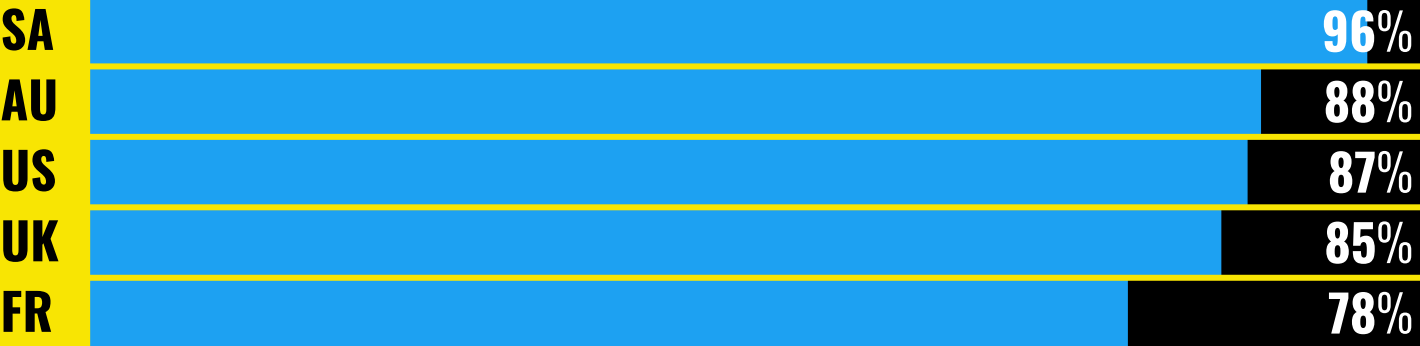


# In fact, the vast majority are open and receptive to brands sponsoring influencer content

Receptivity To Brand Sponsored Influencer Content - % Very Or Somewhat Open



Similar trend in \_\_\_\_\_



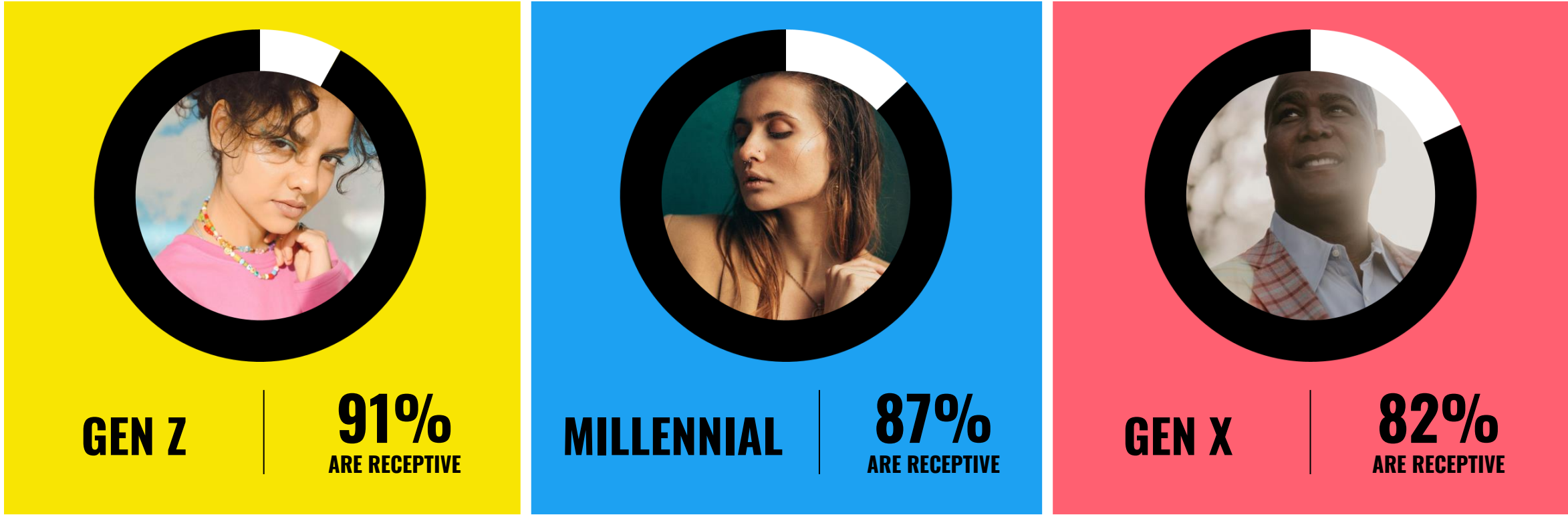
All markets | n= 5,214; USA n= 1,179; UK n=1,003; FR n=1,005; SA n=1,005; AU n=1,022

Survey Q: How open are you to seeing sponsored content from influencers?

Brand-sponsored content: Sponsored content is where influencers promote or endorse products or brands in exchange for compensation.

# Receptivity to brand sponsored influencer content is consistent across all generations

Receptivity To Brand Sponsored Influencer Content - % Very Or Somewhat Open



20  
24

CREATOR IDENTITY

# The Influencer Marketing Playbook

THE PLAYBOOK



RULE  
#01

RULE  
#02

RULE  
#03



# RULE #01

Take action  
to build trust



MISTAKES  
& LESSONS  
LEARNED



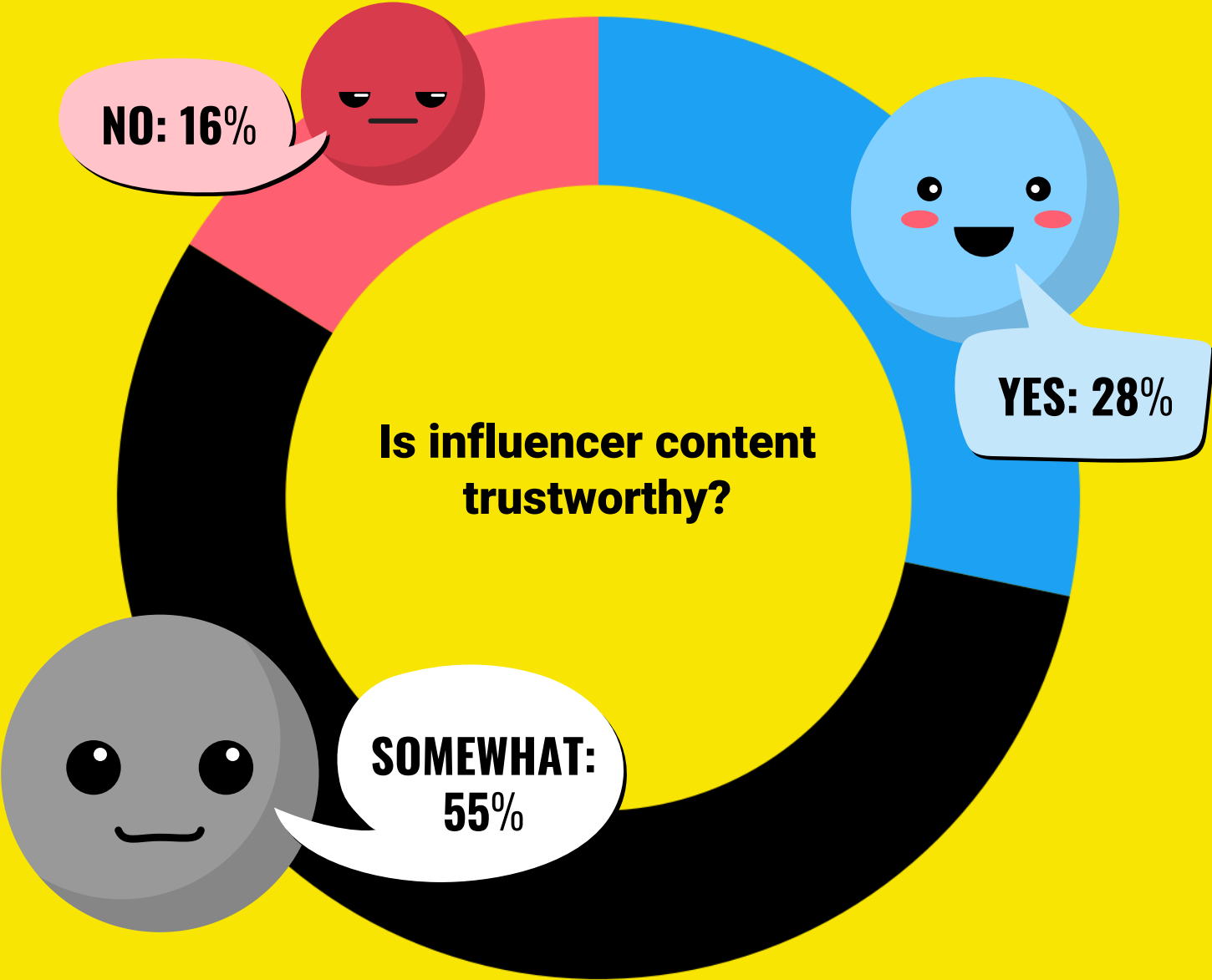
REALISTIC  
LIVES



EVIDENCE  
& FACTS

# There's opportunity to improve trust in influencer content

Perception Of Influencer Content  
- % Selected



# ... especially in high-stakes sectors such as finance

When brands in high stakes categories are working with influencers, consider a transparent collaboration with brand

## Trusted Source(s) For Researching Products In These Categories

- % Selected

# I would trust \_\_\_\_\_.

■ The **influencer** more    ■ The **brand** more    ■ **Both** equally    ■ **Neither**

### Finance



### Apparel



### Skincare

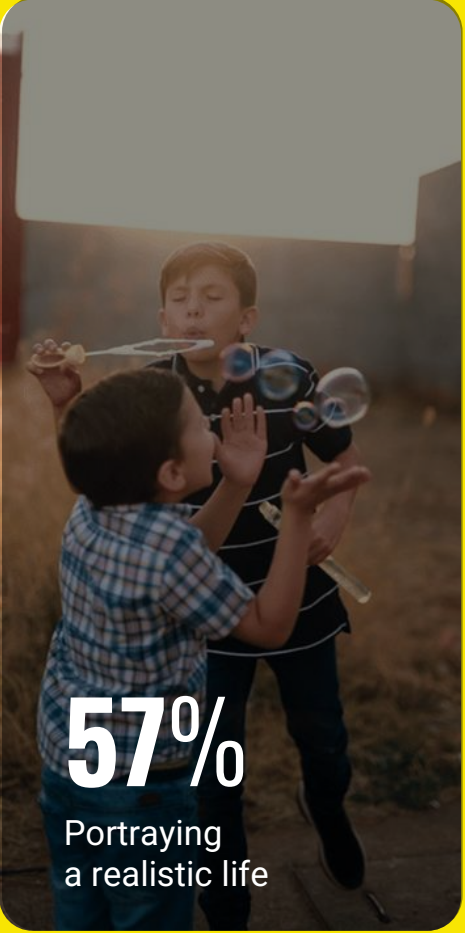
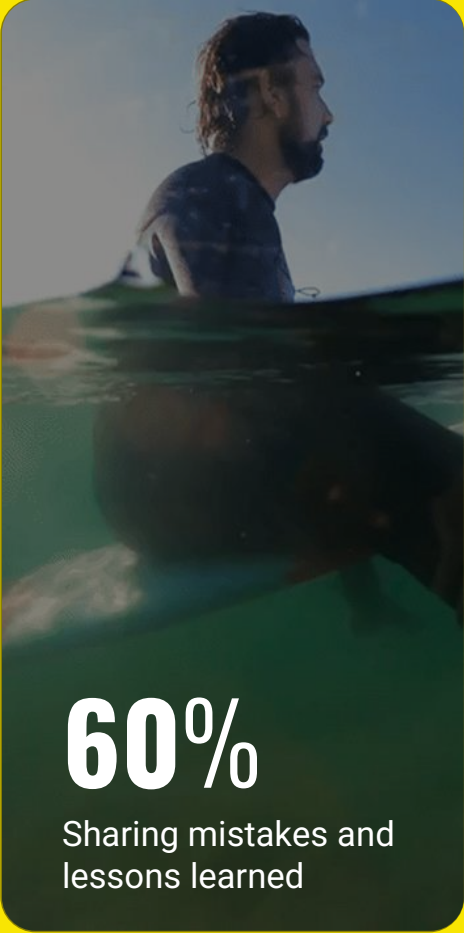




# Work these elements into your influencer content strategy to build trust



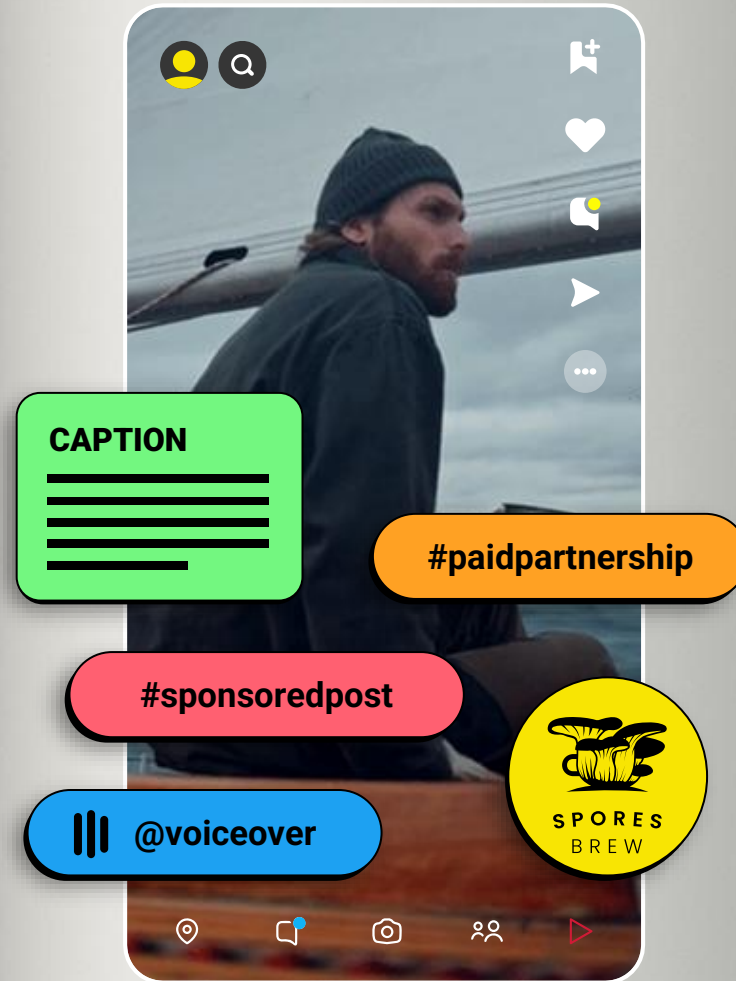
## Top Three Drivers Of Influencer Trust...



All markets | n= 5,214  
Survey Q: To what extent would each of the following help build your trust in an influencer?

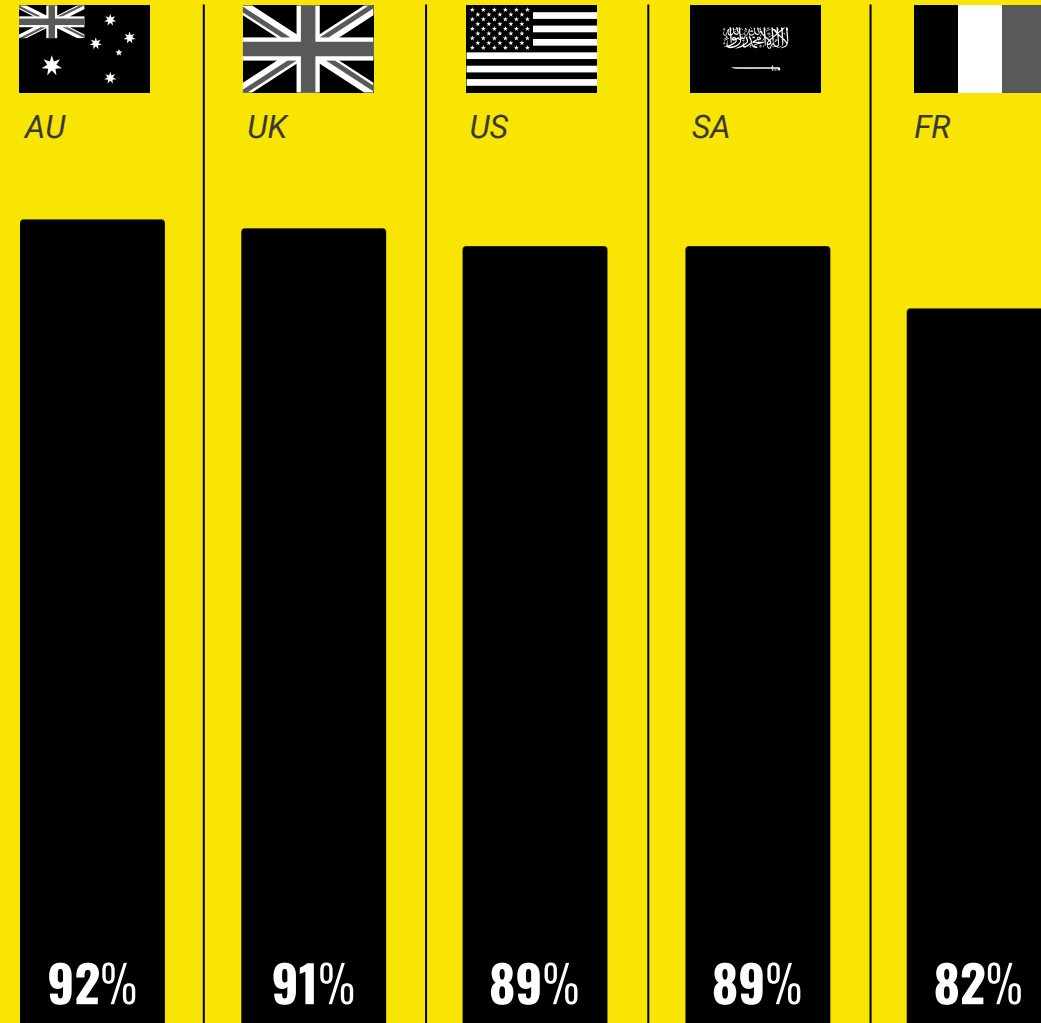
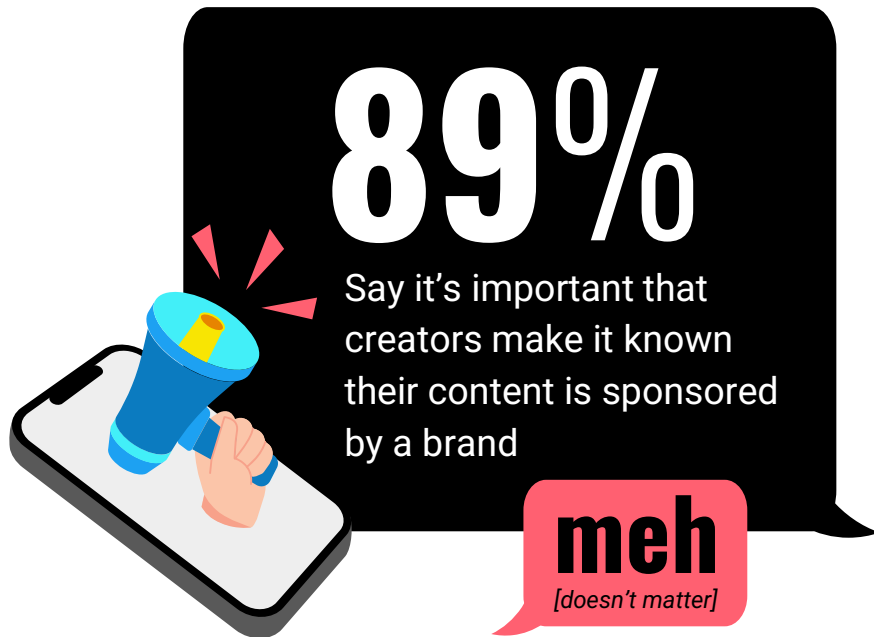
# RULE #02

Transparency  
is a must



# People expect transparency with brand sponsored influencer content

Importance Of Brand Sponsorship Disclosure - % Very Or Somewhat Important



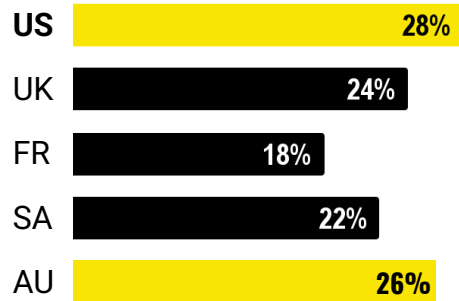
All markets | n= 5,214; USA n= 1,179; UK n=1,003; FR n=1,005; SA n=1,005; AU n=1,022  
Survey Q: How important is it to you that influencers make it known that the content is sponsored by a brand?

# Brands should practice transparency based on regional preferences

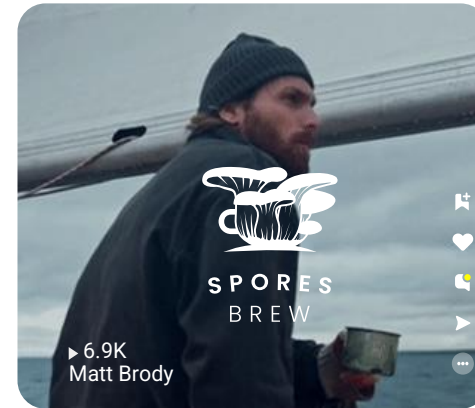
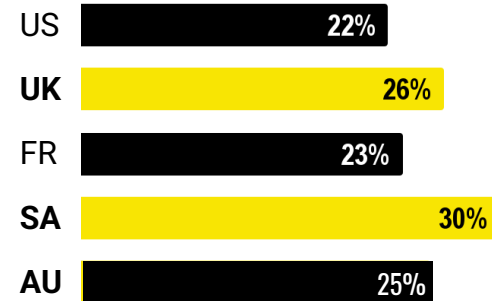
Preferred Methods For Learning About Brand Sponsorships - % Selected



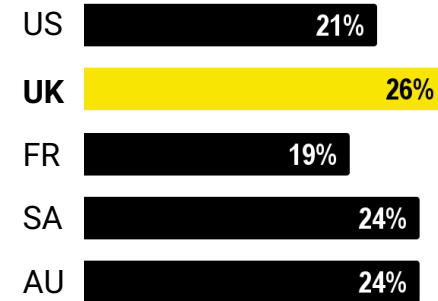
## In their voiceover



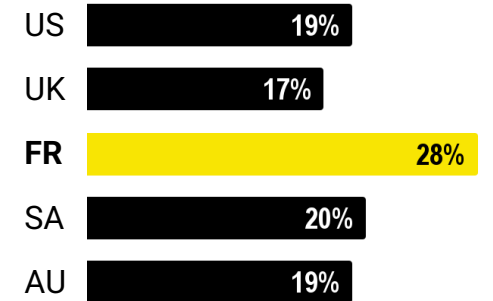
## Simply with a hashtag



## A sponsorship watermark



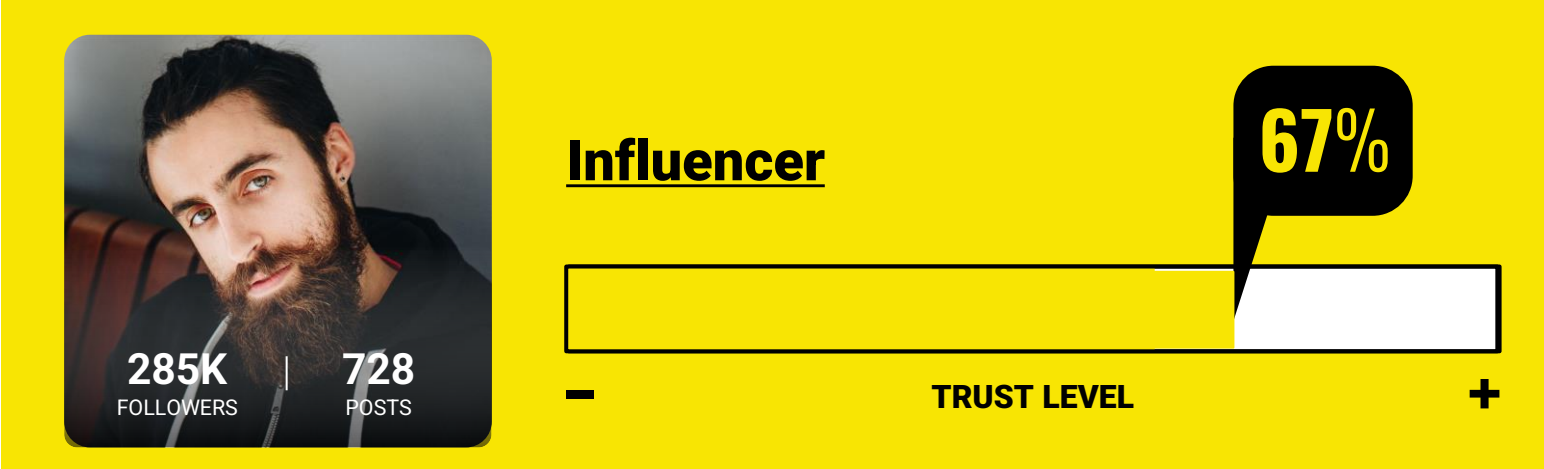
## In the caption



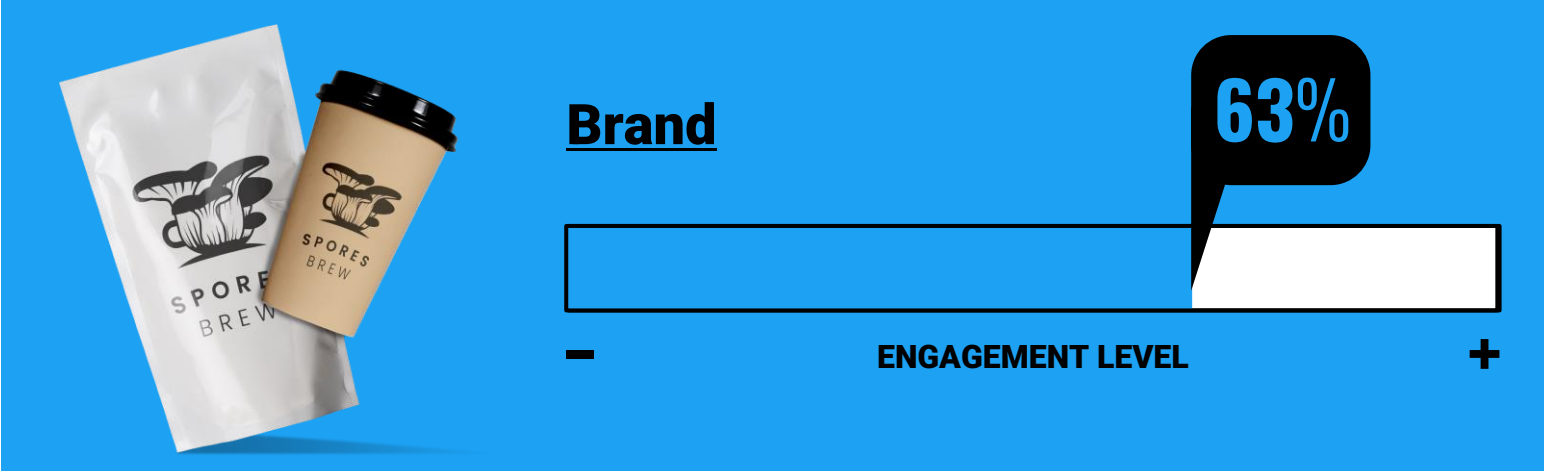
# Both, influencers & brands, are rewarded for transparency with increased trust & engagement

Impact Of Transparency About Brand-sponsored Influencer Content  
- % Very Or Somewhat Likely

If an influencer is upfront about a brand sponsored post, I would trust the \_\_\_\_\_ more.



If an influencer is upfront about a brand sponsored post, I would be more likely to engage with the \_\_\_\_\_ .



# RULE #03

Choose  
honesty,  
authenticity,  
& knowledge

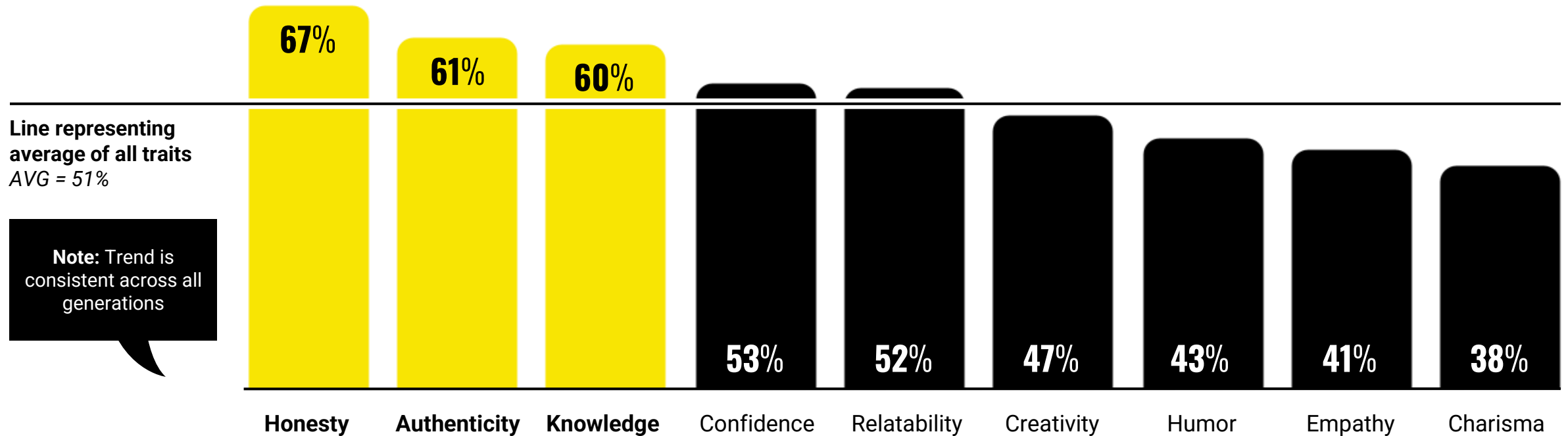




# Brands should seek honest, authentic, & knowledgeable influencers to boost engagement

In fact, honesty, authenticity, and knowledge are even more important than relatability, or the entertainment factor (creativity or humor)

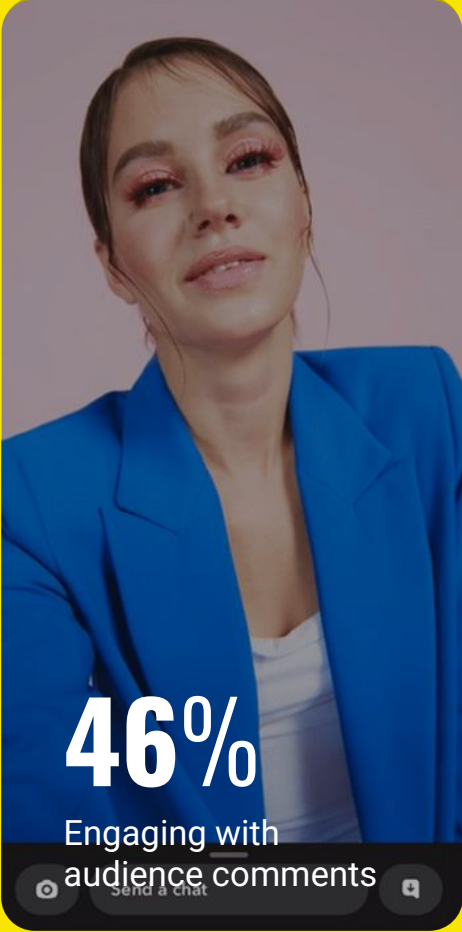
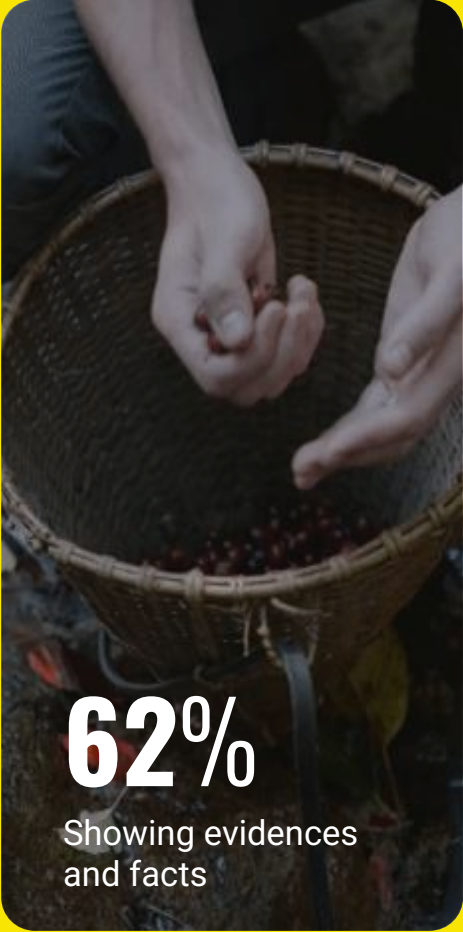
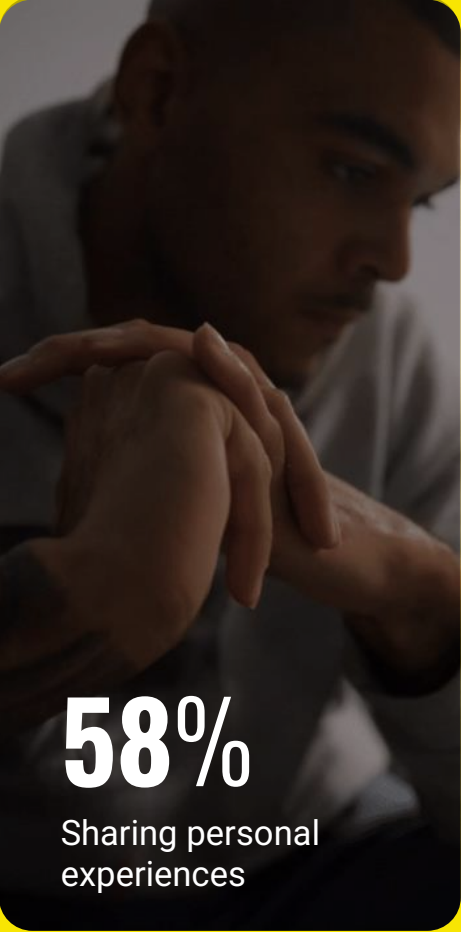
Impact Of The Following Influencer Traits On Brand Engagement - % A Lot



# To ensure authenticity choose influencers who share personal experiences and engage in 1:1 conversations

We know that authentic influencers drive brand engagement. Brands should collaborate with influencers who naturally weave in these elements into their content to build that genuine connection.

## Top Three Reasons Influencers Comes Across As Authentic...



# RULE #04

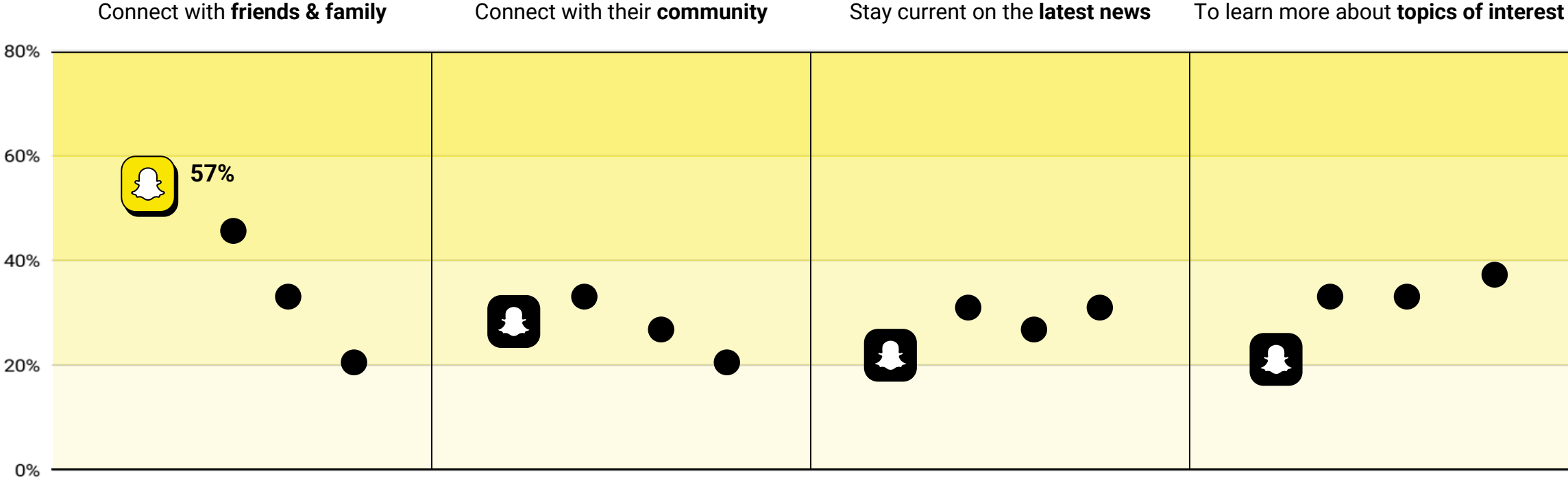
**Match to  
purpose on  
Snapchat**



# People flock to different platforms for different interests, especially relying on Snapchat for personal connections

Motivations Behind Visiting Platform - % Selected

● Other platform

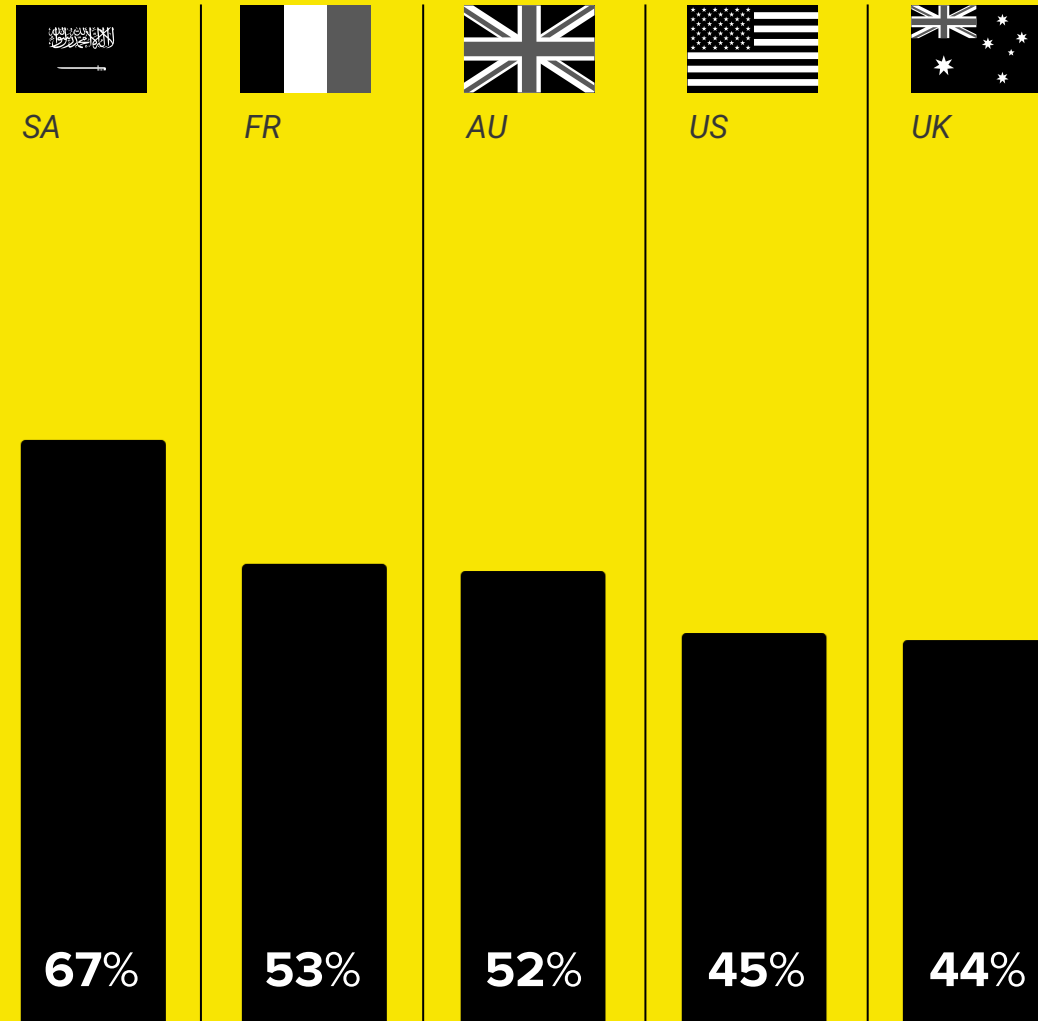
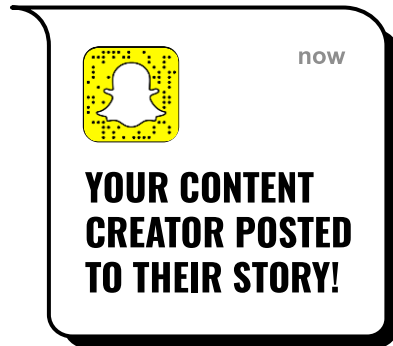


# Similarly, Snapchatters use the platform to stay connected with creators as well

## #1 Reason Why Snapchatters Follow Creators on Snapchat

**57%**

Follow creators on Snapchat for a look at their favorite creator's daily life



# To dive deeper into how people **feel about creators**, we asked participants to go through a **content viewing exercise**



**Participants viewed content from creators on a platform they regularly use**

*Note: Each participant watched a single piece of content.*

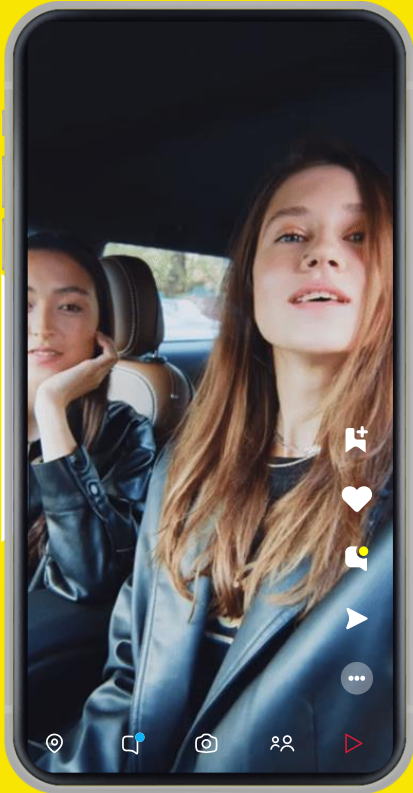


**They were then asked to answer questions on the content, brand, and creator**





# Creators on Snap are seen as friends, emanating authenticity

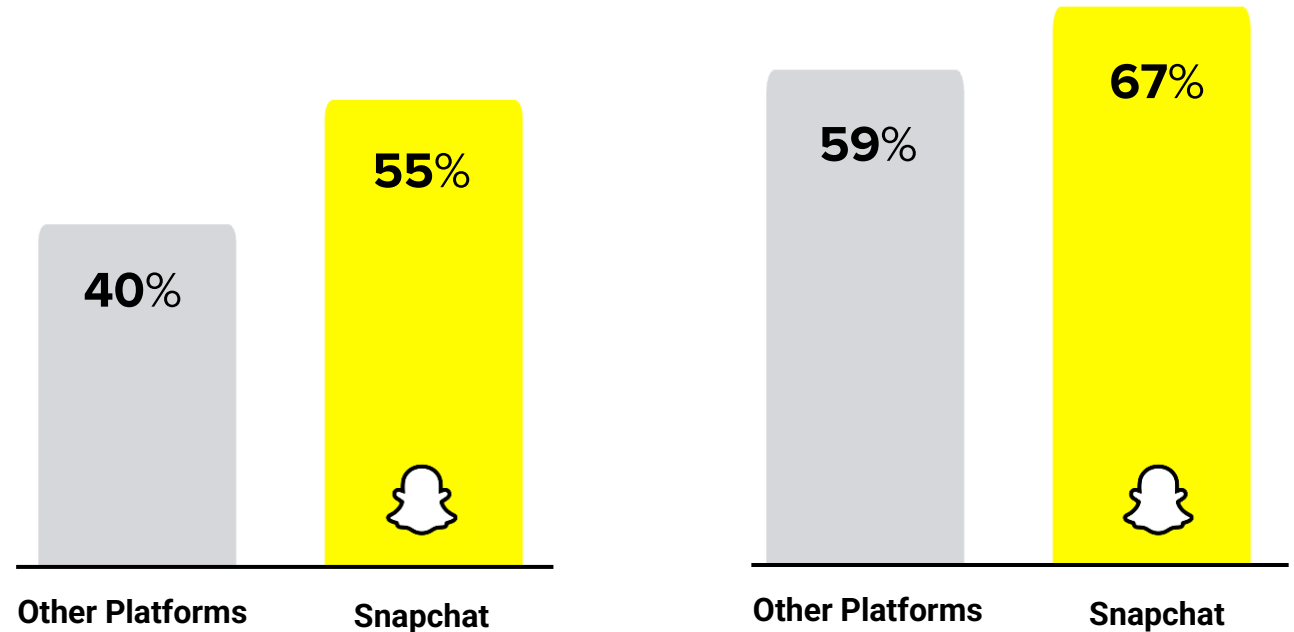


Creator Perception By Platform in 

After viewing the content, Creators...

**FELT LIKE A FRIEND**

**CAME ACROSS AS GENUINE**



US Only | Snapchat n=252, Other Platforms n=927 | Creative feedback section  
Survey Q: Now we'd like to get your thoughts on the influencer in the video. How did you feel about them?  
For content testing in the US participants were randomly exposed to a piece of creator content from a platform they used.  
\*Difference statistically significant at 90% confidence level

# Creator content on Snap comes across as...

Response To Creator Content On Snapchat  
- % Strongly Or Somewhat Agree



**65%**

of Snapchatters agreed that the **content felt authentic**



**65%**

of Snapchatters agreed that **content felt trustworthy**

# And these traits lead to positive results for featured brands



% of Snapchatters that Expressed interest in



**51%**

**Researching** the product after viewing the content



**49%**

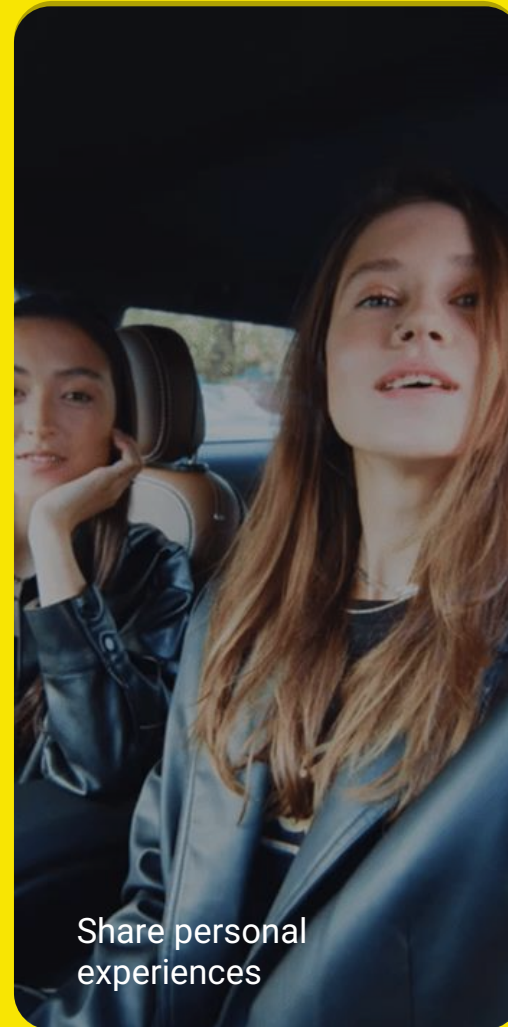
**Purchasing** the product after viewing the content

Snapchatters across all markets n=1,259 | Copy feedback section

Survey Q: How much do you agree or disagree with the following statements about the video you just watched?

Survey Q: After watching the video, how likely are you to research/consider purchasing the product?

# Leverage influencer marketing on Snap by integrating a personal touch, mirroring the genuine connections users seek



# Our recommendations

REC  
1

Brands can benefit by integrating influencer collaborations into their media plans, given that people instinctively rely on influencer content for product recs & tutorials. Moreover, the vast majority are open to sponsored influencer content from brands.

REC  
2

Brands should meticulously choose an influencer strategy aligned with their industry, especially in sectors like finance where trust is important. In the authenticity era, people value influencers' credibility and sincerity over mere entertainment, which also impacts purchase decision.

REC  
3

When planning an influencer marketing campaign on Snapchat, brands should capitalize on the personal connection people feel with influencers. Snapchat users seek personal connections, extending this bond to influencer content, where the influencer becomes a trusted confidant in brand decisions.

**THANK YOU**

**M/GNA**  
MEDIA TRIALS

