

Influencer Marketing Benchmarks for Marketers

A practical guide based on data

Influencer Marketing Isn't New

Brands have worked with influencers since the dawn of advertising. Celebrity endorsements or even simple appearances in ads are known to sway buyers.

But It Is Big News

Experts predict influencer marketing will be a \$5-\$10 billion dollar market in the next 5 years. Instagram influencer marketing alone is projected to be worth near \$2 billion in 2018.

Influencer marketing is any process that promotes or advertises a product, service, website, or brand by using the reach and mass appeal of influential individuals.

This includes, but is not limited to:

- *Marketing via sponsored content;*
- *Being featured on the influencer's social media profiles and their blogs,*
- *Recommendations, reviews, and promotions featuring the influencer talking favourably about the product or service.*

Talk to us about growing your influence:
0800 0196813 or info@accuracast.com



Influencer Marketing – A High Stakes Gamble?

When it works, influencer marketing can propel brands to success rapidly, but there can be significant downsides.

Pros:

- Fantastic reach beyond traditional broadcast
- Influencers can affect buying decisions
- Trusted voices lend credibility to brands
- Influencers create unique content for brands

Cons:

- Tough to gauge real influence and track results
- Popular influencers command very high fees
- Influencers could ruin a brand's reputation
- Fake followers skew perceived value
- Brands could get caught up in an influencer's controversy
- Potential waste of time and money

How Can Businesses Determine Whether Influencer Marketing Works For Them?

It's a tough job!

We get it. Marketers who opt to work with influencers take on a degree of risk.

That is why we have pulled together a lot of data and identified benchmarks that brands can compare their own performance with.

Normalising influence

We measured engagement metrics per thousand followers.

This makes our benchmarks easy to apply when analysing any influencer's engagement.

It also enables a fair comparison of engagement metrics across platforms.



Summary of Findings

We studied 59 million randomised influencer engagement points (likes and comments) across YouTube, Instagram, LinkedIn and Twitter. Our key findings are:

- The number of followers is inversely proportional to engagement rates on all platforms except YouTube
- Mega influencers on Instagram are usually not the best choice when looking for engagement with branded content
- YouTube gets the best on-platform engagement, but often delivers the lowest website click-through rates
- Twitter has the lowest engagement rates, irrespective of the size of an influencer's following
- Micro influencers on LinkedIn typically get far better engagement rates than influencers with many followers

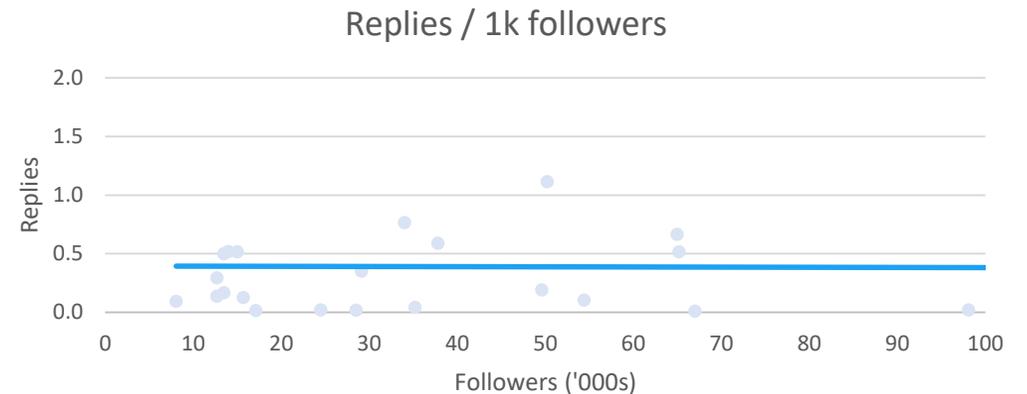
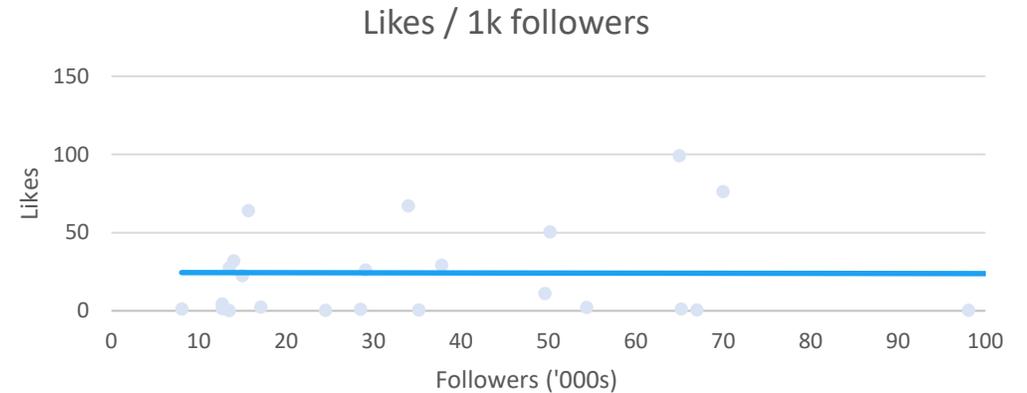
Twitter

Twitter comes across as the most democratic social network. The level of influence seems to have little effect on the rate of engagement.

There is a clear average expected rate of replies and likes per follower. The number of followers has no significant impact on the rate of engagement.

Interestingly, the same influencers (especially gamers), often got much higher engagement rates on other social media platforms, such as YouTube.

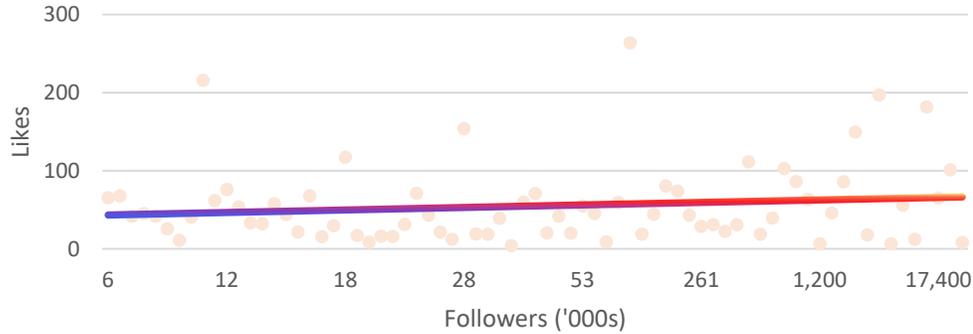
Takeaway: 10 micro influencers with 10k followers each would get the same amount of engagement as 1 mega influencer with 100k followers.



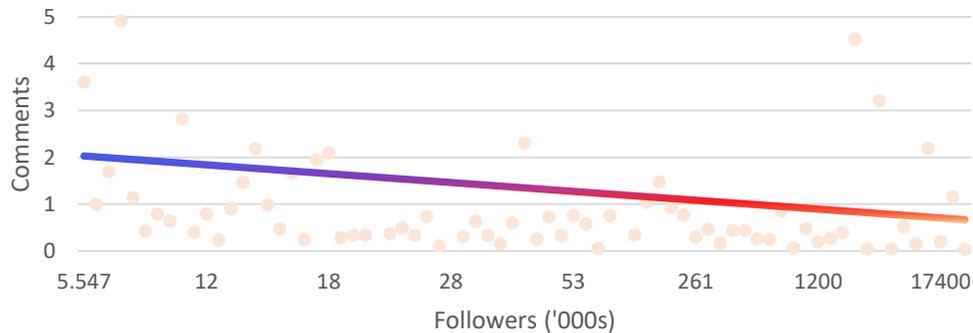


Instagram

Likes / 1k followers



Comments / 1k followers



Instagram displays counter-intuitive engagement trends as the level of influence grows. The average rate of comments received drops as the follower count increases.

Instagram likes per 1,000 followers grows gradually. In other words, more popular Instagrammers tend to get a higher rate of likes.

The growth in number of likes per follower is not rapid, and does not offset the corresponding fall in rate of comments.

Takeaway: Micro influencers drive more meaningful engagement per follower, contrary to the stereotype that mega influencers create the most engagement.

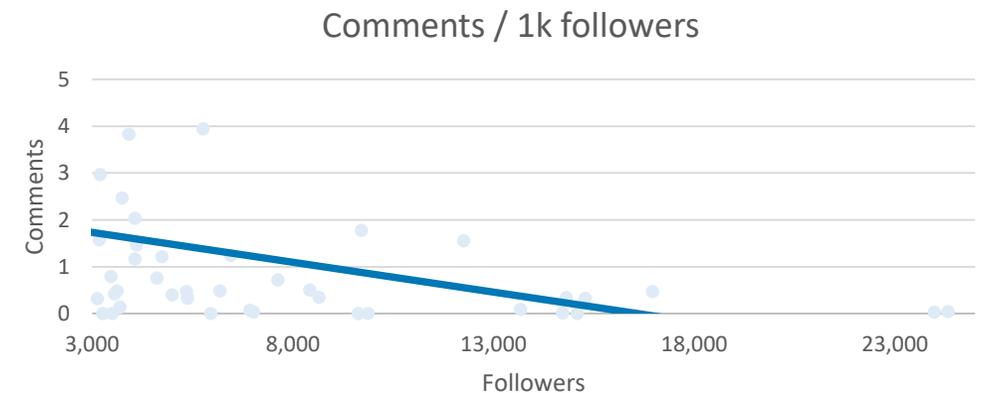
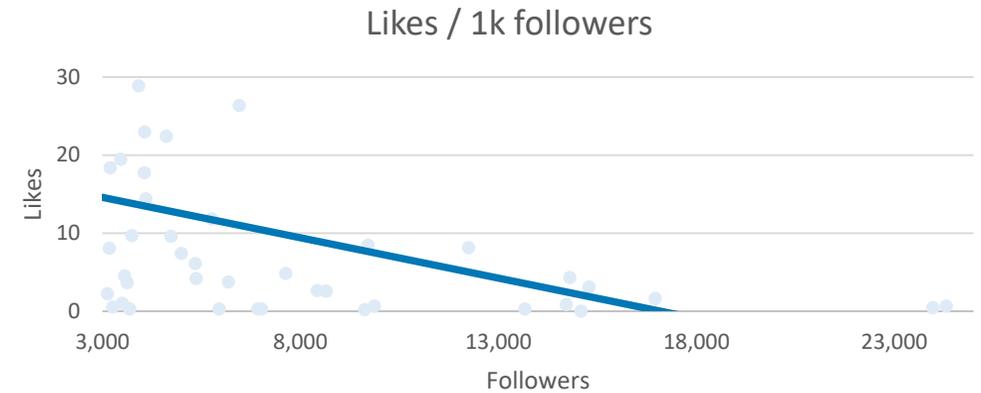
LinkedIn

Everyone's favourite B2B network could be nicknamed the "anti-influencer" network. LinkedIn shows a starkly negative engagement trend as follower size grows.

Micro influencers on LinkedIn with just a few thousand followers get far more comments and likes per follower than the network's identified "influencers".

An influencer with around 3,000 followers will receive, on average, nearly three times as many comments per follower as an influencer with 15,000 followers!

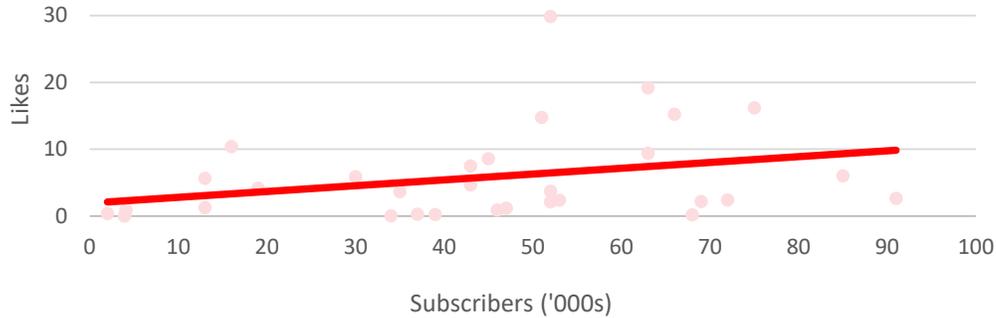
Takeaway: Brands are more likely to drive engagement on their LinkedIn content by advancing in-house micro influencers.



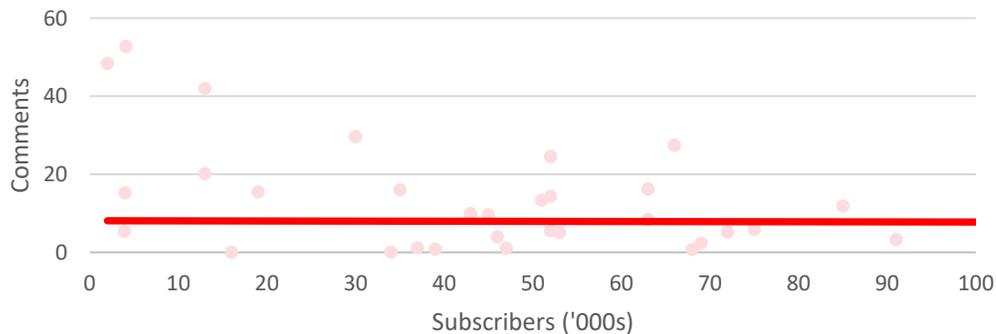


YouTube

Likes / 1k subscribers



Comments / 1k subscribers



YouTube is the only social network where greater popularity has meant a disproportionately higher rate of engagement.

While the rate of comments per subscriber remains consistent, the rate of likes per subscribers increases rapidly.

Popular YouTubers earn more engagement through likes on YouTube in comparison to micro influencers. More likes on a video also equate to more views, so even if a video were to receive fewer comments, there is still high content consumption.

Takeaway: Brands looking for exposure and engagement would do well to seek out popular YouTubers, if their budget allows it.

Which Platform Has The Best Engagement?

Brands looking for engagement with their content should use YouTube, which has the highest engagement rate per followers for both comments and likes.

To generate meaningful conversations around products and services, LinkedIn is likely one of the best network, even though more influencers are needed to reach the same scale as on YouTube.

Instagram is the second best for likes but lacks proportionately meaningful conversations.

Twitter has the least favourable overall engagement rate per follower.

Average Engagement per 1k Followers

	Likes / 1k Followers	Comments / 1k Followers
Instagram	55.1	1.35
Twitter	37.0	0.76
LinkedIn	12.7	1.51
YouTube	80.1	6.89



Additional Takeaways

- Marketers are likely to receive the same level of engagement from 10 micro influencers with a following of 50,000, as they would from one mega influencer with 500,000 followers. YouTube is the exception
- An influencer with a large number of highly engaged subscribers and followers on YouTube and Twitter could have less than half the rate of engagement on Twitter
- Even the most engaged influencers have good content days and bad content days.
- Always ensure that any individual representing your brand would actually use your products and has a following that closely matches your target audience profile.

Details of the Study

We conducted this study to identify average engagement rates for mega influencers, micro influencers, and in-house influencers. Engagement rates were normalised by comparing all metrics per 1,000 followers.

The research was gathered from what we believe to be the 4 main platforms used by influencers who work with brands: YouTube, Instagram, Twitter, and LinkedIn.

A random selection of mega, micro, and in-house influencers were chosen from all industries including, but not limited to, beauty, business services, gaming, finance, health & fitness, and travel.

Over 59 million data points were collected, including the number of likes and comments for a random selection of 1,200 influencer posts within a varied timeframe.

Mega

Mega influencers typically have over 100,000 followers/subscribers on a single social media platform.

Micro

Micro influencers have between 10,000 – 99,999 followers/subscribers on a single social media platform.

In-house

In-house influencers work for brands and have a following of over 1,000.



“ There is obviously an increase in the amount of engagement an influencer receives on their posts with the more followers they have, but this relationship is disproportionate.

You may have 1,000 followers and receive 50 likes, but when you reach 10,000 followers it doesn't mean you'll automatically get 500 likes.

The quality of engagement is key, and a genuine marker of success – real people that leave authentic comments inspire more interesting posts.

”

– **Katerina Perez**

Jewellery blogger with 225k Instagram followers

How can we help?

We have worked with hundreds of companies over many years and built unrivalled expertise in all aspects of online success.

We provide a bespoke service for each client that starts with clear analysis and ensues with creative communications implemented with scientific rigour.

We are very friendly and happy to discuss your issues and aspirations without obligation.

We look forward to hearing from you.

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