

THE SEPARATION OF INFLUENCE:

Uncovering The Disconnect Between Marketers and Influencers



“Influencer” is not only one of the biggest buzzwords and efforts in digital marketing, it is also one of **marketing’s biggest opportunities.**

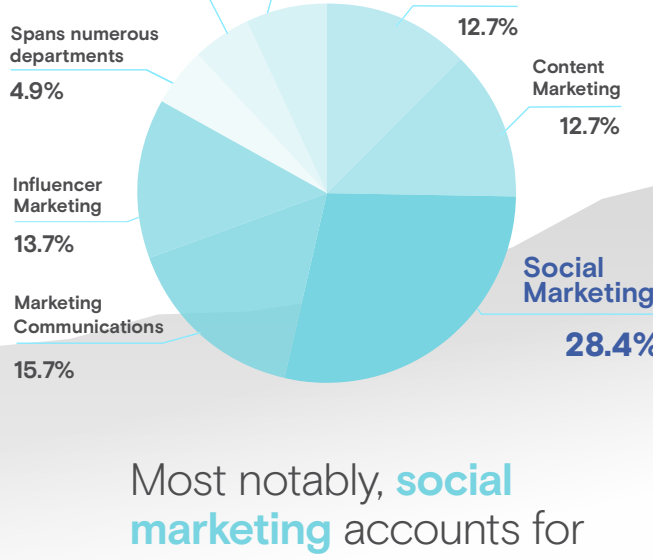
Facebook, Instagram, Vine, Twitter, Snapchat, Blogs, YouTube, Periscope: Each of these social platforms only accelerates and expands the potential for digital influence.

At the same time, these networks scatter the attention and activity of consumers, making them increasingly elusive, and immune, to traditional marketing approaches. As a result, marketers face increased pressure to reach consumers.

Influencers have built bridges between brand and audience and marketers are beginning to seize the potential of working with influencers.

Altimeter and TapInfluence spearheaded this study that adds perspective from both influencers and marketers, giving us the industry’s first benchmark report on the State of Influencer Marketing. The results, data, and insights are compelling.

Where does influencer marketing sit in the marketing organization?



Most notably, **social marketing** accounts for the overwhelming majority of ownership with **28.4%**.

Why Influencer Marketing?

The data shows good alignment between what’s important to marketers and influencers – **authenticity.**

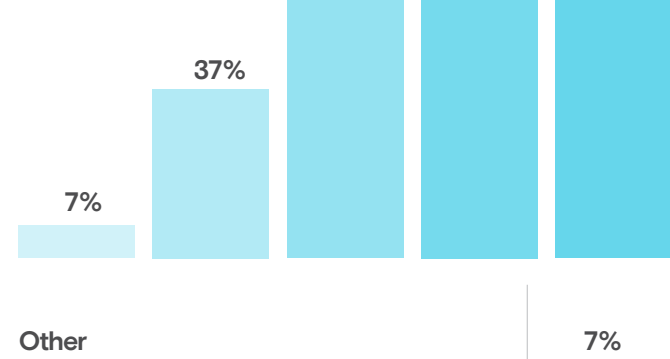
Marketers

Why do you feel influencer marketing is important? (Rank in order of importance, 1 = most important)

More authentic storytelling for our brand	2.22
Better reach to consumers	3.08
Offers a better return on investment than my other marketing channels	3.71
Makes our brand feel more plugged into digital communities	3.82
A good alternative to traditional advertising efforts	4.04
Helps us reach Millennials and Centennials	4.14

Influencers

What is it that your audience loves about your work? What keeps them engaged?



Challenges of Influencer Marketing

The biggest barriers to working with influencers revolve around **choosing who and how to engage.**

Marketers

What are some of your challenges in working with influencers?

Other	13.7%
Communication during assignment	20.6%
Overall management of 3rd party content creators	29.4%
Negotiating terms	30.4%
Finding ways that help them engage their communities while satisfying executive expectations	59.8%
Finding relevant influencers	67.6%

What challenges does influencer marketing face within the organization?

Other	13.7%
Lack of control over messaging	41.2%
Unaware of what it is	42.2%
No budget assigned	53.9%
Concern since it is new/unproven channel	55.90%

Influencers

What are some of the biggest mistakes brands/agencies make in working with you?

Other	16.7%
Requiring drafts for every post	24.5%
Requiring too many social shares or sharing to every social channel	28.0%
Not providing adequate time	32.0%
Overly restrictive content guidelines	39.4%
Not offering adequate compensation	72.2%

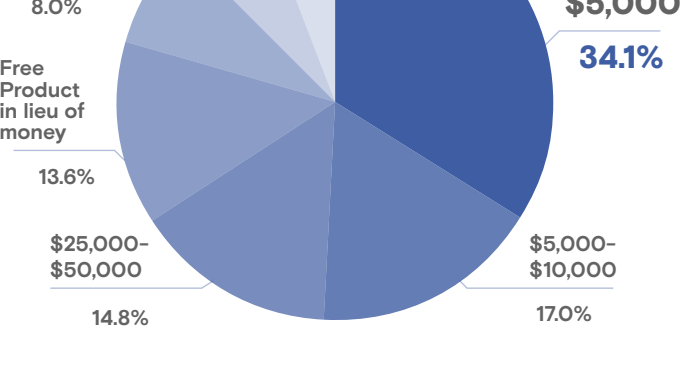
Clearly, **controlling the message** is counterproductive.



The Value of Influencer Marketing

Marketers

How much budget do you assign to your influencers per campaign?



Influencers

What is the value of a typical engagement with a brand?



Measuring Influencer Marketing

Marketers

How do you measure success/ROI of your influencer efforts? What data is important, 1 = most important

Engagement (comments on a blog post, likes, shares, etc. on social)	2.89
Brand awareness	3.87
Sales lift	4.11
Traffic	4.67
Reach	4.74
Share of voice	5.07
Sentiment	5.28
Impressions	5.37

Influencers

How do you measure your influence/success in your work with brands? (Rank in order of relevance, 1 = most relevant)

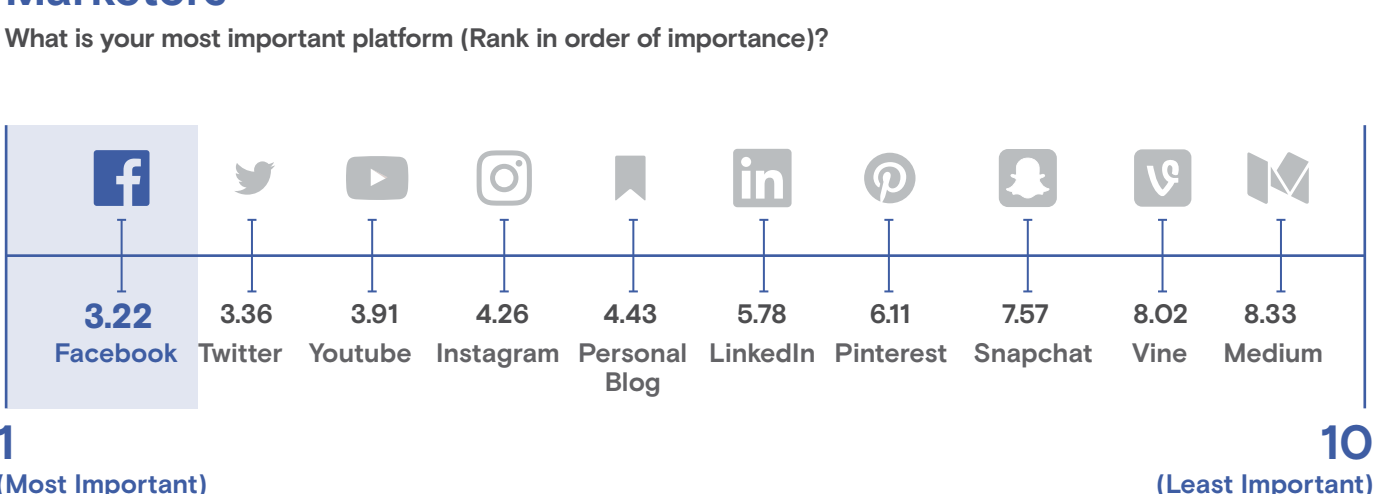
Traffic	3.21
Shares of your post to social channels	3.62
Re-engagement from brand for additional assignments	3.83
Impressions	3.84
Likes (or the equivalent)	3.86
Comments	4.74
Brand mentions	4.89

Popular Platforms for Influencer Marketing

Influencers see their **personal blogs** as #1 above all other channels.

Marketers

What is your most important platform (Rank in order of importance)?

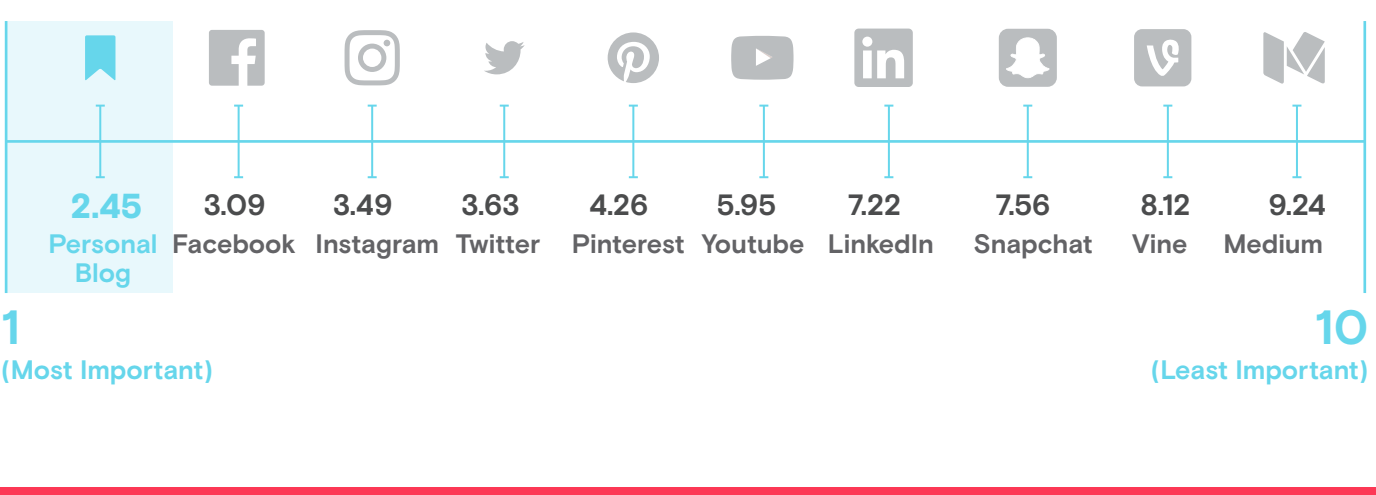


1 (Most Important)

10 (Least Important)

Influencers

What is your most important platform (Rank in order of importance)?



1 (Most Important)

10 (Least Important)

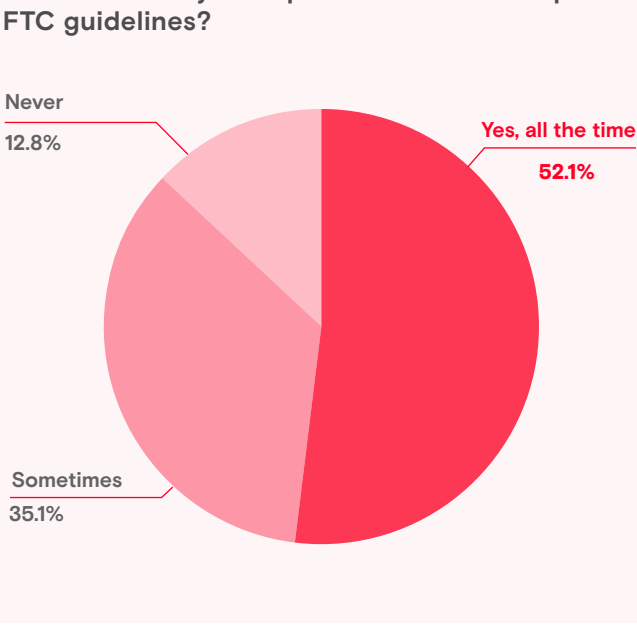
Inspiration for Becoming an Influencer

Influencers

What inspired you to become an influencer?

Other	10.4%
To be recognized as a thought leader in your field	36.5%
To build an online audience or grow popularity	48.2%
To make an impact or affect change	57.5%
To earn revenue (part-time or full time)	69.4%

Do brands ask you to publish a disclaimer per FTC guidelines?



Influencer Marketing and the Road Ahead

Influencer marketing is the next big thing because it works in ways that typical celebrity endorsements or traditional content and advertising strategies miss – the ability to elicit peer-to-peer action.

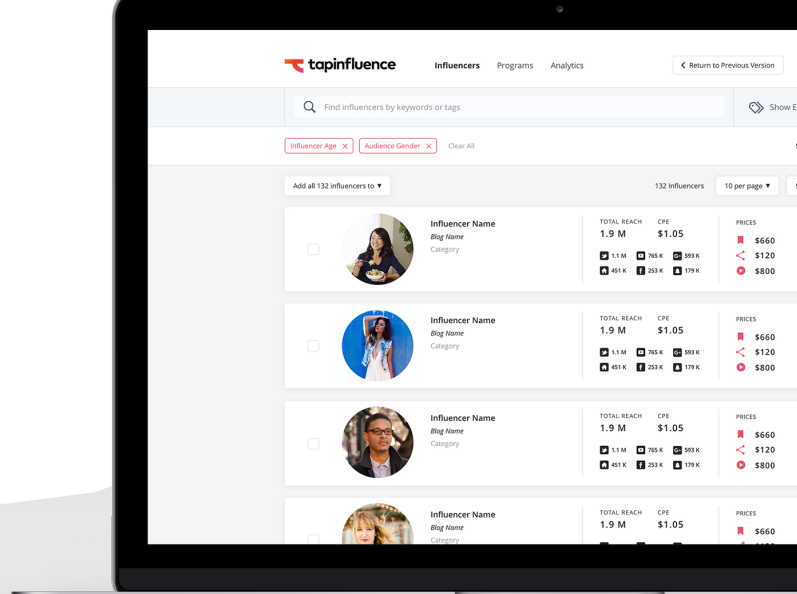
With each day that passes, social media and its influential voices will only continue to grow in authority and popularity driving influencer marketing.

[GET THE FULL REPORT](#)

About TapInfluence

TapInfluence facilitates real conversations between people and brands by tapping into the power of digital influencers and their authentic content – allowing consumers, influencers, and brands to Get Heard.

Over the last six years, TapInfluence has amassed more influencer marketing and social conversation data than anyone else in the industry, giving our customers access to the best influencers and insights around.



Visit www.tapinfluence.com for more information or to get a demo.

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