HOW BIG IS INFLUENCER MARKETING IN 2018?

The landscape of influencer marketing has been on the rise and continues to grow, with Instagram being a key player in this space. The platform has seen a significant increase in its user base since its launch in 2013. In June 2018, Instagram had 1,000 million people using the social media platform monthly, with 75 million active users.

The number of sponsored posts on Instagram has increased significantly over the past years. For this analysis, we examined Instagram posts published between January 2013 and July 2018. We considered posts that indicate paid partnerships or sponsored posts by using one of sixty-eight hashtags indicating a sponsorship such as #ad, #commercial, #sponsored.

InfluenceDB uses a CPM value of $3 as a standard reference CPM for the amount InfluenceDB uses. However, within influencers, there is a range of CPM values, with a report saying that a range of $3-10 has been reported, using a value of $5 CPM. Though a range of $5 to $10 can transform the way they do business to harness the power of digital influencers.

Looking at influencers, we see that micro-influencers (15,000 - 100,000 followers) are accountable for a majority of sponsored Instagram posts. In the first half of 2015, and have continued to have equal success in brand partnerships over the second half of 2015, and have continued to exceed $8 billion in 2020, based on the current value of sponsored posts over the last few years.

Influencers with between 100,000 - 500,000 followers had equal success in brand partnerships. Micro-influencers began taking off in the second half of 2015, and have continued to show significant growth in brand partnerships. At the same time, micro-influencers have seen the most sustained growth in brand partnerships.

Instagrammers, schedule a consultation with one of our influencer marketing specialists to learn more about how to identify authentic influencers and avoid fraudulent activity in influencer marketing. To book a meeting today, visit influencerdb.com/software.

DATA-DRIVEN INFLUENCER MARKETING SOFTWARE

1. Instagram Influencer Marketing Global Spend
2. Instagram User Growth
3. Growth of Declared Sponsored Posts
4. The Most Active Verticals in Influencer Marketing
5. Distribution of Sponsored Instagram Posts Between Instagram Topics
6. Sponsored Instagram Posts by Topics Since 2015
7. Influencers by Reach

INFLUENCERS BY REACH

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