

"Instagram is becoming the #1 social media platform when it comes to engagement for brands. When we look at engagement on an absolute level, Instagram has a lot more engagement for brands than Facebook, despite having a significantly smaller audience size. As a result, we see businesses leveraging Instagram for advertising more than ever before."

Yuval Ben-Itzhak, CEO, Socialbakers

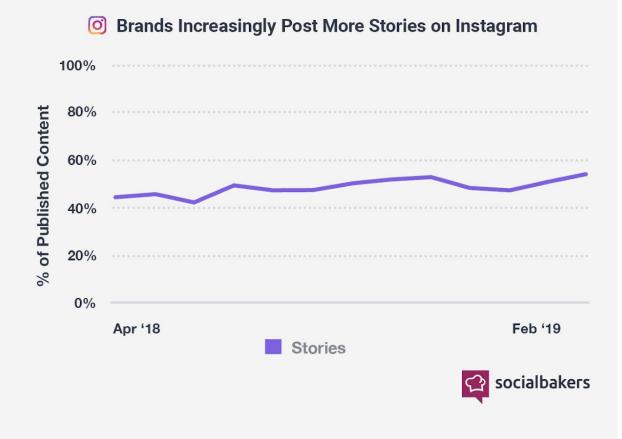


The Stories Format is Growing

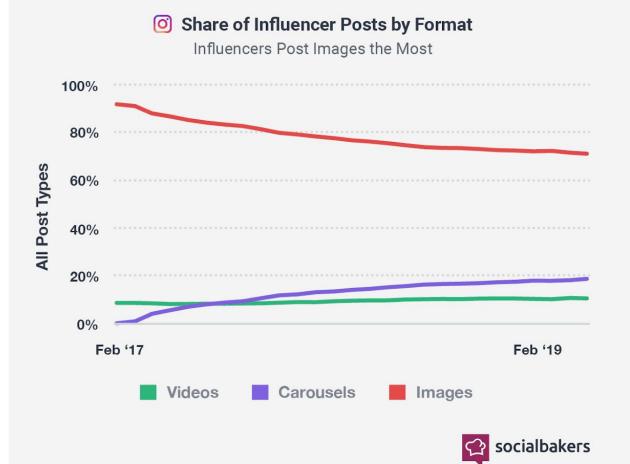
Stories on Instagram have become an invaluable source of engagement for brands. Since March 2018, the format usage has grown by 21%.

Increasingly more brands are utilizing the flexibility of Instagram Stories, which allows them to boost brand visibility at low cost and without spamming their audience.

Stories are also a great outlet for influencers to use as they can share products or services without having to risk the integrity of their News Feed.







Influencer's Use of Images, Videos, and Carousel Posts

Images are still the top content format preferred by influencers, but the gap between the formats is closing.

While in January 2017, images accounted for 91% of influencer content, in 2019 Q1, images made up 71%, videos 10%, and carousel posts 18% of all influencer content. With Instagram's increasing efforts to promote IGTV, the shift to video may intensify among content creators.



The Growing Influencer Trend

Influencer marketing is projected to become a 10 billion dollar market by 2020. In fact, over 2018, the number of influencers using the #ad hashtag on Instagram has increased by a staggering 133%.

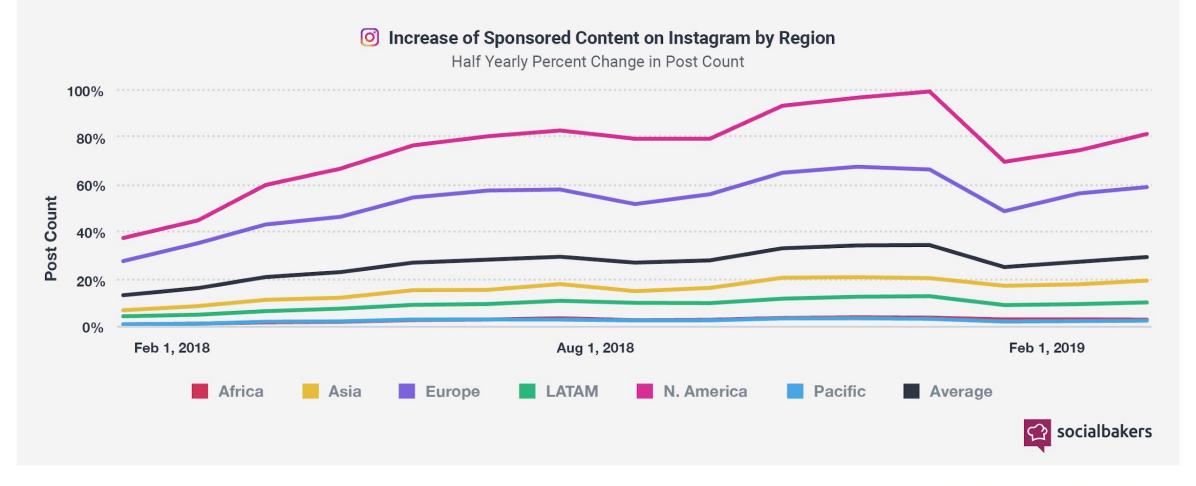
When looking at the growth of all Instagram posts including #ad we see a similar pattern with a **120%** increase.

Influencers Who Used #Ad on Their Posts Influencers on Instagram Influencers 15K Feb '18 Feb '19 Influencers All Instagram Posts Using #Ad Influencers on Instagram 60K 50K 40K Posts Feb '18 Feb '19 **Posts** socialbakers

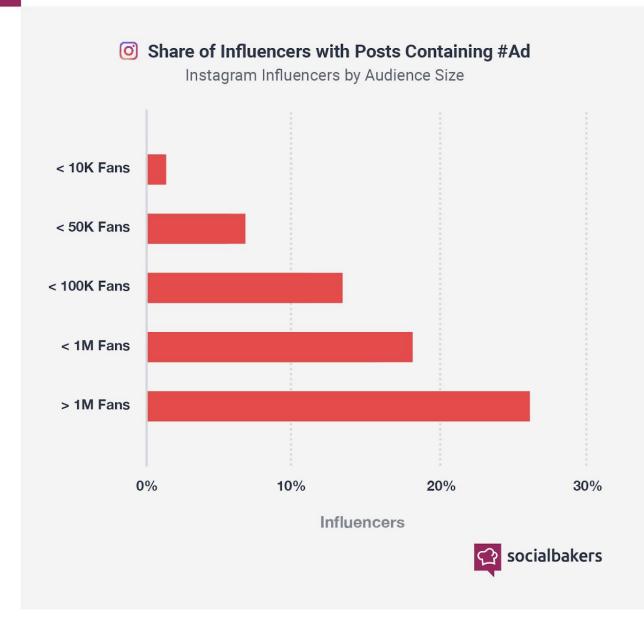


The Rise of Sponsored Content

Sponsored content on Instagram is growing across regions. In North America, over the course of 2018, sponsored content grew by over **150%**.







Who's Posting #Ad More?

Our findings show that influencers with a larger following are more likely to use **#ad** as opposed to smaller influencers.

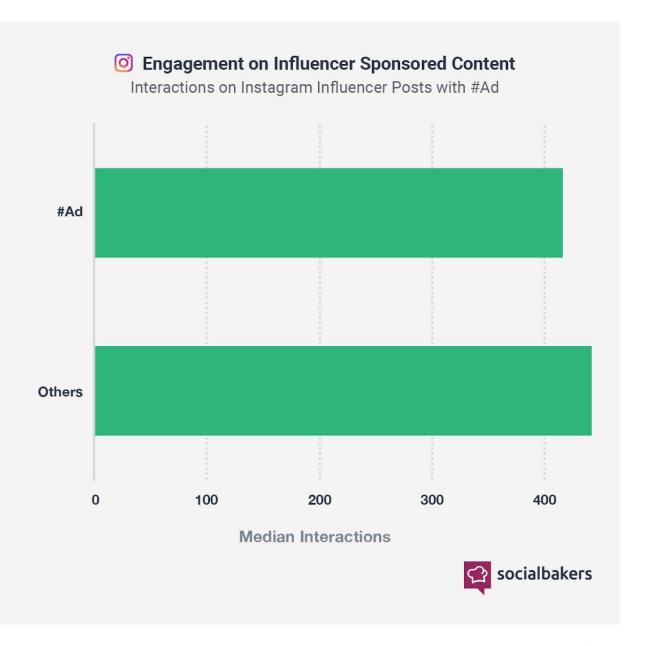
26% of influencers with more than 1 million followers have used #ad in their posts.



Engagement and Sponsored Content

Influencer marketing has become so prominent, the <u>Advertising</u>
<u>Standards Agency has created a guide</u> for how to display sponsored content on social media.

Though influencers are increasing their use of **#ad**, they aren't seeing any effect on their level of interactions. In fact, sponsored and non-sponsored content receive nearly the same engagement.





Brands Mentioned by Influencers the Most

Brands Mentioned in Influencer Posts Using #Ad

	BRAND	INDUSTRY	FOLLOWERS	# MENTIONS	# INFLUENCERS
WD	Daniel Wellington	Fashion	4,609,834	20,873	7,242
iDEAL	iDeal Of Sweden	Fashion	407,063	2,146	1,052
*	Walmart	Retail	1,721,354	1,779	966
REYLEW	REVIEW	Fashion	37,144	1,799	855
0	Target	Retail	3,710,641	2,085	817
9	nike	Sporting Goods	86,247,075	1,569	812
N.A K.D	NA-KD.com	Ecommerce	2,007,865	1,800	745
0	Campaign	Home & Living	12,457	2,221	739
0	Sephora	Retail	17,192,897	1,275	738
	Amazon	Ecommerce	1,472,467	1,204	688

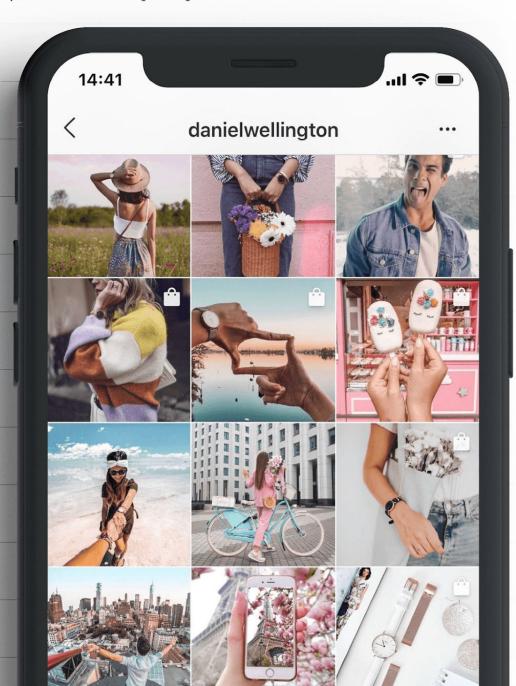


Global Brands Are Tapping Into Sponsored Posts on Instagram

Iconic retail and beauty brands are making the most out of influencer marketing on Instagram.

Daniel Wellington's entire Instagram strategy relies on influencer-generated content which makes their content diverse and interesting.





Snapshot of Daniel Wellington's Influencer-Led Instagram Feed



The Retail Industry Uses Influencer Marketing to Drive Sales

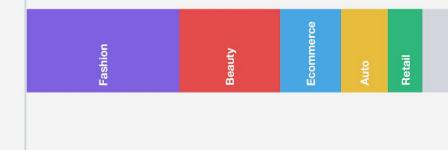
Traditional retail chains have been struggling in recent years with holiday sales slowly declining.

Major retailers such as **Nordstrom** are <u>turning to influencer</u> <u>marketing</u> to help spark buzz and drive online sales.

According to Socialbakers data, the retail industry is on top of their engagement game, earning their place in the top 5 most engaging industries on facebook and Instagram.

Total User Engagement on Branded Profiles













Three Types of Social Media Influencers



Micro-influencers



PROS:

Have a tight-knit relationship with their audience

Cover a wide range of niches

Have higher engagement and conversion rates

Are often cheaper than big influencers



Macro-influencers



FOLLOWERS

PROS:

Have a large, diverse audience with a broader reach

Have a well-established position within a given community

Are experienced in working with brands



Celebrities



PROS:

Have a vast audience

Can achieve a great reach

Are highly professional

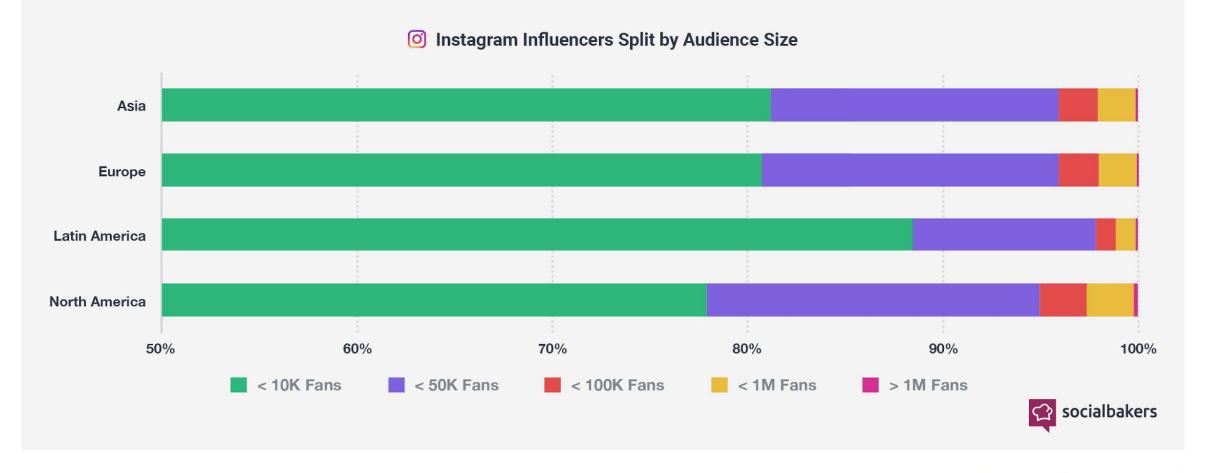
Can help you grow brand awareness and position your product

Already have a large marketing potential you can tap into



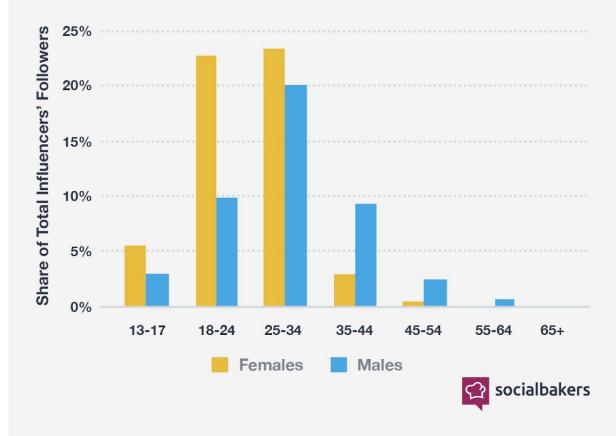
Micro Influencer Trend

The majority of Instagram influencers fall into the micro category, meaning they have less than 10K followers. Latin America holds the record for having the most micro influencers while North America has the most celebrity influencers who have a following of 1 million or more.





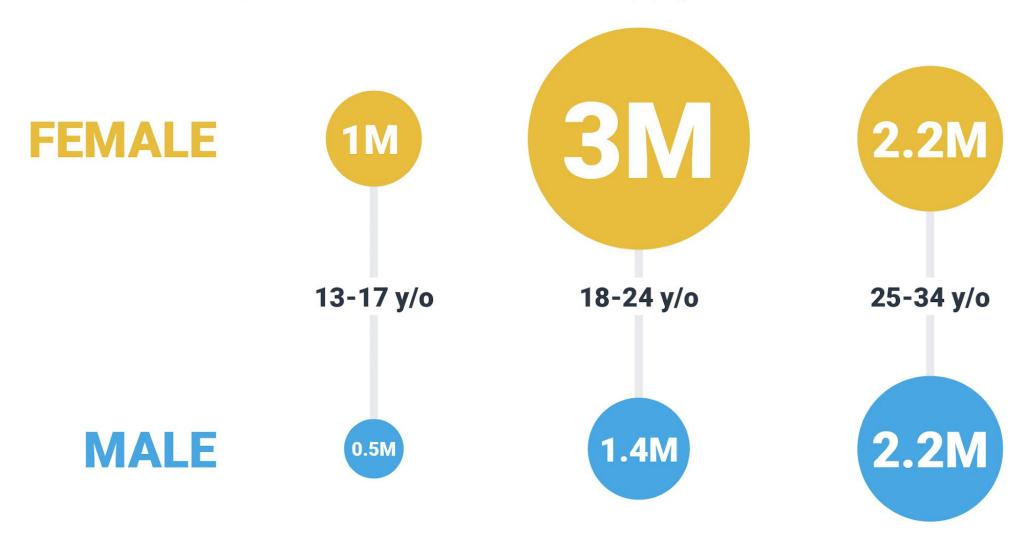
O Distribution of Followers by Age and Gender of Influencer



Influencers by Age

Female influencers between the ages of 25-34 gather the largest share of followers - 23% of all total influencer followers. Female influencers between the ages of 18-24 take second place and male influencers between the ages of 25-34 come third.

O Distribution of Millenial and Gen Z Influencers, by Age and Gender

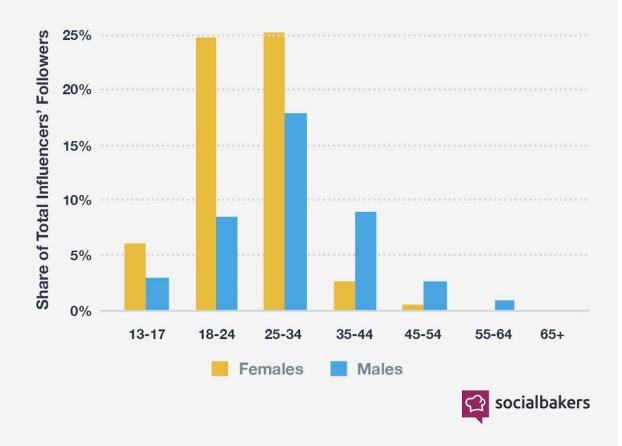




Interactions by Age

When it comes to interactions distributed by age group, we see a similar pattern. Female influencers 25-34 receive the largest share of interactions, but engagement for female influencers between the ages of 18-24 takes a close second place.

O Distribution of Interactions by Age of and Gender of Influencer





Most Common Interests of Instagram Influencers

INTEREST	# INFLUENCERS
Hobbies & Activities	3,606,707
Business & Industry	3,048,177
Arts & Music	2,699,837
Family & Relationships	2,292,634
Shopping & Fashion	1,938,758
Online	1,612,175
Entertainment	1,543,643
Social Media	1,503,995
Photography	1,364,574
Food & Drink	1,122,972

Influencers and Interests

3.6 million influencers are primarily interested in Hobbies and Activities making it the most popular interest category.

However, despite some interests having less influencers, it does not mean they are less valuable.

These topics are often "niche" and when leveraged correctly can have even more powerful effect on engagement.





Most Popular Industries Mentioned by Influencers

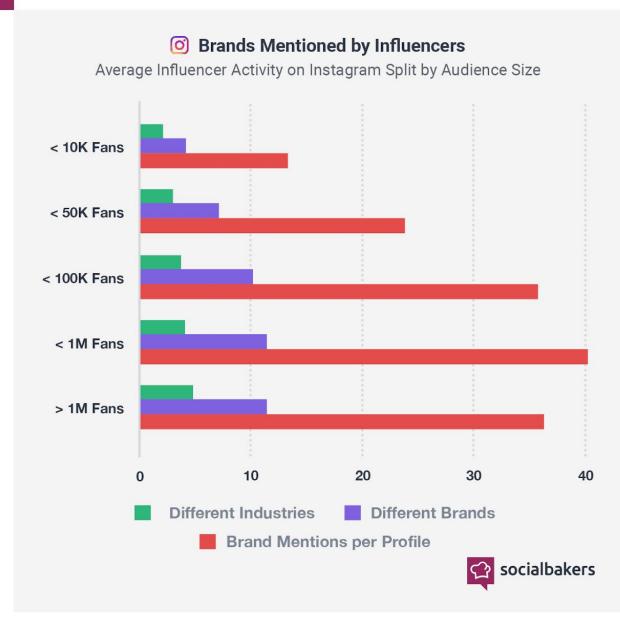
There are **308,865 influencers** working with Fashion brands. It is the primary industry for influencer marketing. However, the most mentioned industry by influencers is the Beauty industry with **4.9 million** mentions.

Brands Mentioned by Influencers Aggregated by Industries

INTEREST	# MENTIONS	# INFLUENCERS	# BRANDS
Fashion	1,688,453	308,865	5,329
Beauty	4,851,949	257,218	3,508
Ecommerce	822,240	191,586	2,942
Retail	562,589	155,808	3,080
Sporting Goods	568,945	110,225	1,154
Services	357,233	93,747	3,837
Electronics	496,499	88,789	1,487
Retail Food	116,230	62,626	1,746
FMCG Food	190,005	55,060	2,093
Accommodation	142,182	50,632	2,463







Advertising Habits of Instagram Influencers

Micro influencers, with a following of **10K** or less, are less likely to collaborate with a large number of different brands and industries.

Influencers with a following of **100K - 1M users** collaborate across industries, work with different businesses, and mention brands in their posts more than **2X more frequently**.



Thank you



Danielly Netto