

HOW MARKETERS ARE REALLY USING INFLUENCERS

ISBA in association with social agency Gravity Thinking asked ISBA members how they are really working with influencers in 2017/18 and beyond

1. MARKETERS MIND-SET



40%
feel confident about it



(100k+)
Followers defines an influencer



71%
choose influencers based on **brand** and **category alignment**

2. USE OF INFLUENCERS

38%
have run +5 influencer campaigns in the last year.



2-18 months
average length of the relationship



65%
select influencers based on quality of following

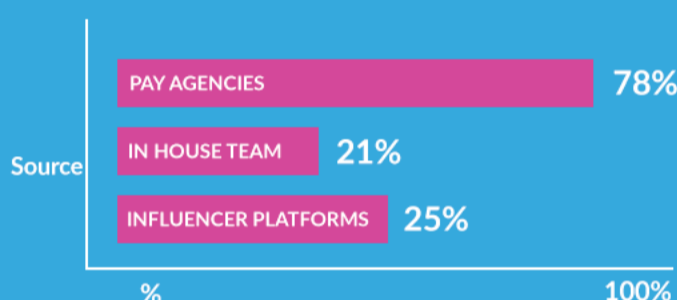


(as long as aligned to your target audience)

TOP REASONS TO USE INFLUENCERS



SOURCING METHODS



3. PAYING INFLUENCERS

ISBA members are spending **£50k** per influencer campaign (including agency fees)



80%
are increasing their influencer marketing budgets in 2018.



5%
of marketing budget spent on influencer marketing

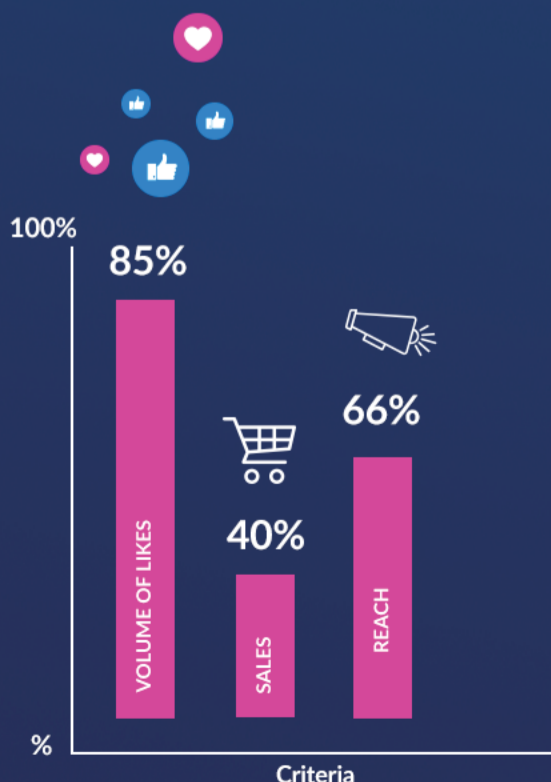


MOST COMMON PAYMENT TYPES:

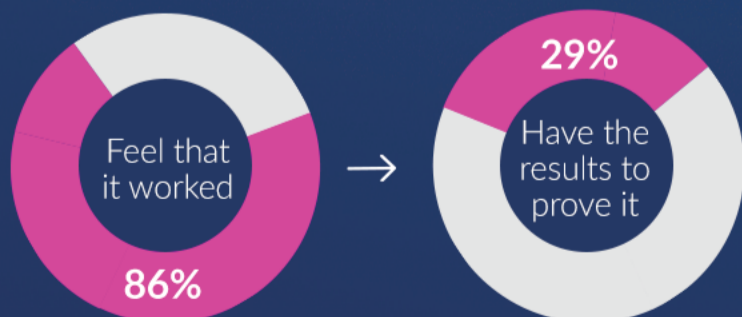


4. MEASURING INFLUENCERS

HOW MEMBERS MEASURE SUCCESS:



HAS IT WORKED?



TOP CONCERNS:

