



Brandwatch

How to Succeed with Influencer Marketing in 2023

James Creech - SVP, Strategy
james.creech@brandwatch.com

Sebastian Wulff - Principal Solutions Consultant, Influence
sebastian.wulff@brandwatch.com



What we'll cover

- Why influencer marketing?
- What's coming next, and how are audiences reacting?
- How can marketers take advantage of these trends?

The screenshot displays the Brandwatch platform interface. At the top, there are tabs for 'Influencers (203)', 'Review Content', 'Published Posts', 'Reports', and 'eCommerce'. Below these, a grid of social media posts is visible, featuring influencers like Jade Smith, Rossa Gonzales, David Siphron, and Magic Burger Lovers. A detailed profile for Amanda Parrish is highlighted, showing her bio, location (United Kingdom), and a list of social media followers. The profile also includes a 'Primary audience' section with demographic data.

Brandwatch
A NEW KIND OF INTELLIGENCE

Amanda Parrish
34 • F • ID 39829943
United Kingdom • 99.00 USD

Rossa Gonzales
29 • F • ID 39829943
Portugal • Define Rate

Anika Sharma
David Siphron

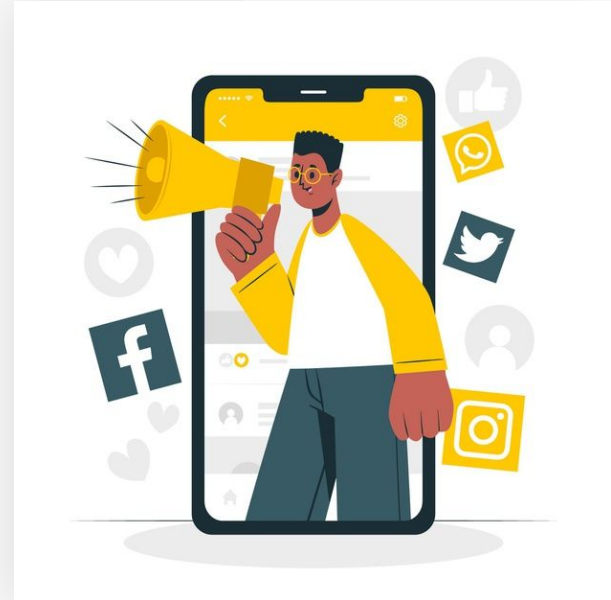
Primary audience
F (40%), 18-24 (89%), US (23%)
F (40%), 25-34 (58%), PL (89%)
M (12%), 18-24 (57%), PL (89%)

Brandwatch is the world's leading consumer intelligence, social media management, & influencer marketing platform.

● Why influencer marketing? 📈

What is influencer marketing?

- Influencer marketing involves a brand collaborating with an online influencer to market one of its products or services.
- In all cases, genuine influencers will have developed a reputation for being experts in their field. They are the go-to people that provide the answers to people's questions.
- If you select the right influencer for your brand, you will access many potential customers you would have otherwise been unable to reach.



What is an Influencer?

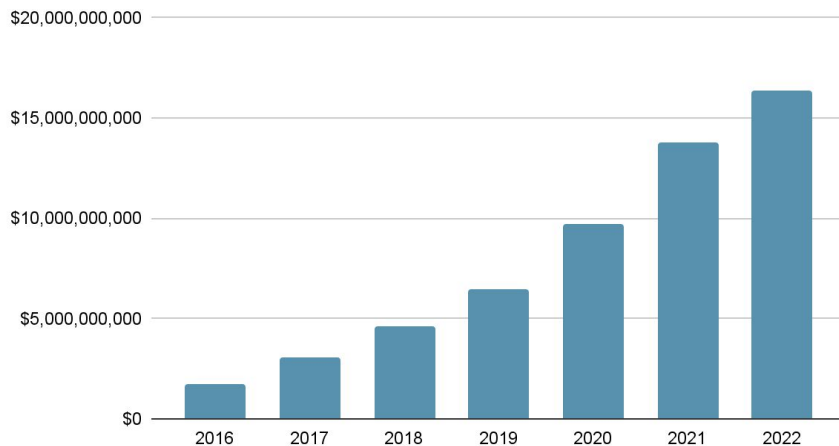
- Influencers, unlike celebrities, can be anywhere and they can be anyone.
- Their following on the web and social media is what makes them influential. They have spent time building their own brand and cultivating their audience.
- Within any industry, there are influential people - you just have to find them.



Just a hype?

- 94% of marketers find influencer marketing effective.
- 83% of social media users think online influencers are as legitimate as A-list celebrities.
- influencer marketing can generate 11 times the ROI of traditional advertising.
- 90% of consumers trust peer recommendations but only 33% trust traditional ads.
- 88% of customers trust online reviews by strangers as much as they would be recommended by a friend.

Influencer Marketing Global Marketplace



Why influencer marketing?

Increase Brand Awareness

Win-Win partnerships

Cost-effective & Saves Time

Build credibility and trust

Boost SEO & ROI

Unlimited Sharing Potential

Enrich Content Strategy

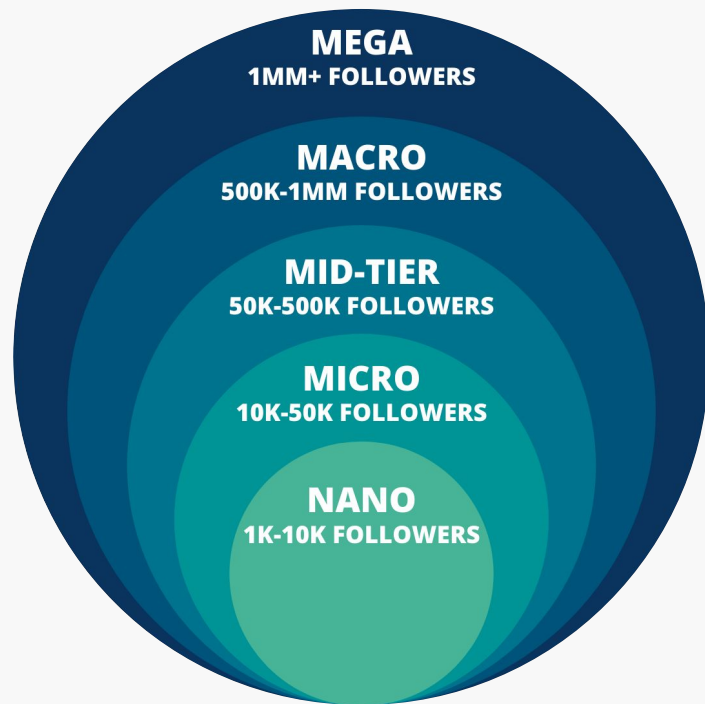
Drive Purchase Decisions

Suitable For Any Business

Increase Sales

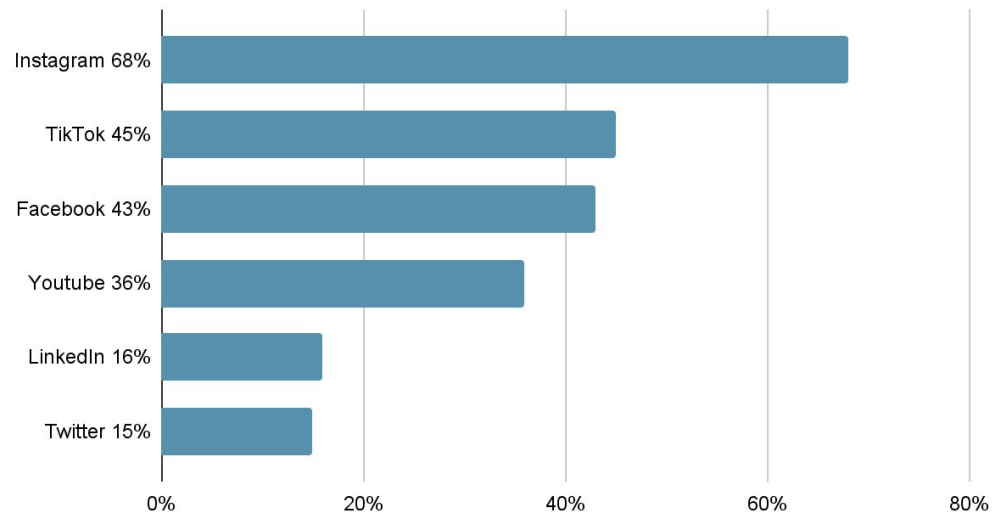
Choosing the right influencer

- **Nano - Micro - Mid-Tier Influencer Characteristics:**
Low-Medium Reach
Higher Engagement
Low Cost
Active Followers
- **Macro - Mega Influencer Characteristics:**
High Reach
Lower Engagement
High Cost
Passive Followers



Where can I find my influencer of choice?

Influencer Split



Pricing Models

- Pay Per Post Or Video
- Free Products Or Experiences
- Cost Per Impression Or Engagement
- Cost Per Click
- Cost Per Acquisition



There's so much more...

- **Set Campaign Goals**
Brand Awareness
Sales Performance
- **Campaign Setup**
Target Group
Budget
Channels
- **Research & Discovery**
Reputation
Audience Data
Past Collaborations
- **Influencer Outreach**
Type of Collaboration
Compensation
Contract & Negotiation
- **Collaboration**
Briefing
Management
Communication
- **Tracking**
Performance
Content Output
- **Reporting**
Analysis
Evaluation



Brandwatch Influence

Why Brandwatch Influence?

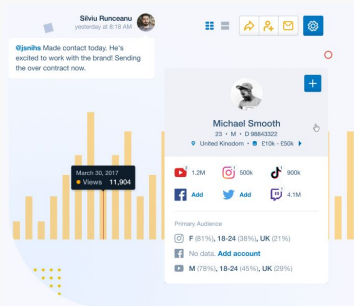
No more manual influencer research!
No more manual tracking and reporting!

At a Glance

- Over 40M rich influencer profiles
- Private CRM to manage your influencer contacts
- Real-time campaign reporting with verified stats
- Trusted by brands and agencies in 30+ countries across 5 continents

The Platform

Influencer Discovery:
Search for influencers by market, language, size, topic or demographics. Analyze verified performance stats.



Campaign Management:
Track sponsored posts and real-time performance data. Calculate ROI and streamline reporting.

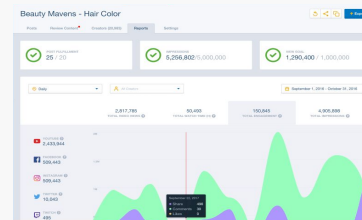
Supported social platforms



The screenshot shows the 'Influencer Discovery' interface with filters for Platform, Location, Interests, Language, Age, Gender, Topics, and Lookalikes. The results table lists influencers with their follower counts, engagement rates, and verified status.

Platform	Location	Interests	Language	Age	Gender	Topics	Lookalikes
Instagram	United Kingdom	Beauty	English	18-24	Female	Beauty	Lookalikes
YouTube	United Kingdom	Beauty	English	18-24	Female	Beauty	Lookalikes
Facebook	United Kingdom	Beauty	English	18-24	Female	Beauty	Lookalikes
TikTok	United Kingdom	Beauty	English	18-24	Female	Beauty	Lookalikes
Twitter	United Kingdom	Beauty	English	18-24	Female	Beauty	Lookalikes
Messenger	United Kingdom	Beauty	English	18-24	Female	Beauty	Lookalikes

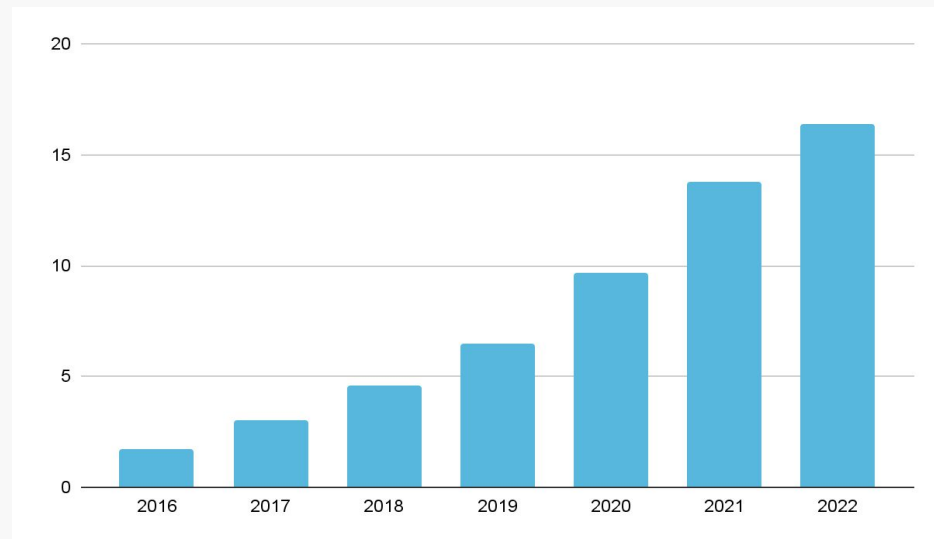
Influencer CRM:
Manage your influencer relationships, monitor campaign deliverables, and simplify influencer communication.



Why influencer marketing?

- **It works.** People are tired of interruptive advertising and trust recommendations from those they follow.
- **It's a big opportunity.** The influencer marketing industry will surpass \$16.4B in revenue in 2022.
- **It's growing rapidly.** Influencer marketing is expanding at a 32% CAGR.

Global Influencer Marketing Industry Revenue (Billions USD)

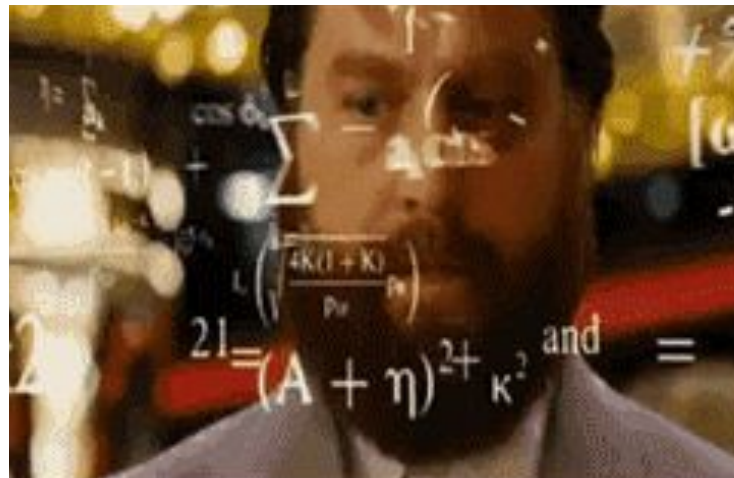


Source: Statista, Aug. 2022

● **What's coming next?** 

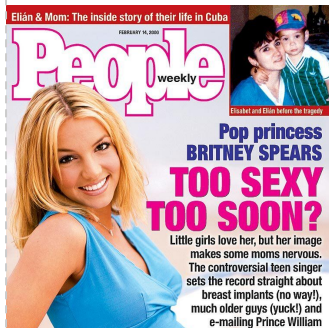
1. Robots will take over your social feed 🤖

Facebook, Instagram, and YouTube will copy TikTok's approach to algorithmic discovery and content recommendations from those you don't follow.



The evolution of entertainment

Pre-Internet Era



People

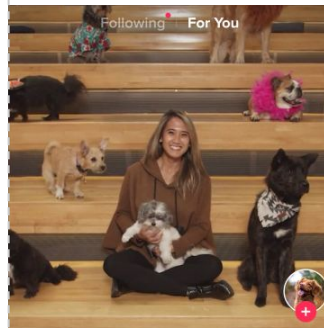
Your Friends



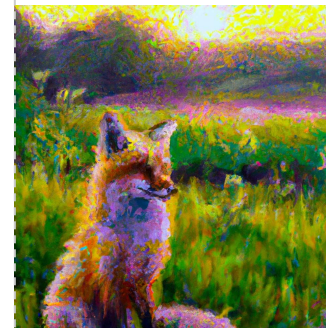
Professional Friends



Algorithmic Everyone



Pure AI Content



 OpenAI

2. Short-form video will remain a key battleground 🧑🏻🧑🏻

TikTok, IG Reels, YT Shorts, and others will continue to fight for creator content, audience attention, and advertiser interest.



3. BeReal will BeGone 🦴

Incumbents will copy BeReal's 2-minute candid prompts and dual camera feature, stifling its growth.



It's time to ⚠️ BeReal ⚠️

Social copycat syndrome

	Stories	Looping Video	Dual Camera
 BeReal	--	--	Memories
 Facebook	Stories	Reels	--
 Instagram	Stories	Reels	Candid Challenges
 Snapchat	Stories	Spotlight	Dual Camera
 TikTok	Stories	Videos	TikTok Now
 Twitter	Fleets (defunct)	Videos	--
 YouTube	Stories	Shorts	--

4. Influencers will become a direct response channel



Affiliate marketing will overtake pay-to-post as brands embrace performance-driven influencer campaigns.



5. TikTok will expand ad monetization 💰

As the battle for creator attention intensifies, platforms will be forced to offer talent more attractive earning potential.



Creator monetization by platform

	Ad revenue share	Creator fund / grants	Creator marketplace	Shopping / transactional	Subscription revenue share	Tipping
 BeReal						
 Clubhouse		✓				✓
 Facebook	✓	✓	✓	✓	✓	✓
 Instagram		✓	✓	✓	Only for select US creators	✓
 LinkedIn		✓			Only for LinkedIn Learning	
 OnlyFans		✓		✓	✓	✓
 Pinterest		✓	✓	✓		
 Snapchat	✓	✓	✓	Only for select US creators		✓
 Substack		✓			✓	
 TikTok	Only for top 4% of videos	✓	✓	✓	Only for select live creators	✓
 Twitch	✓			✓	✓	✓
 Twitter	✓	✓	✓	✓	✓	✓
 YouTube	✓	✓	✓	✓	✓	✓

Nov 2020: Snapchat launches its short-form video format Spotlight with \$1M daily payouts.

Aug 2021: YouTube announces a \$100M Shorts Fund to promote its new short-form video format.

Oct 2021: Instagram unveils its Reels Play Bonus program to reward popular Reels creators.

May 2022: TikTok launches TikTok Pulse, ad monetization for the top 4% of videos.

Sep 2022: YouTube announces plans to roll out 45% ad revenue sharing for Shorts in early 2023.

6. Podcasting will become more social 🎙️

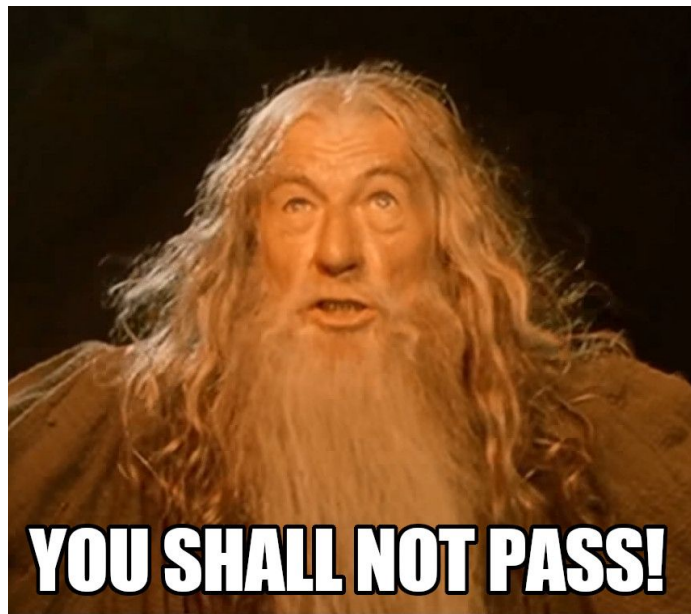
Podcasts will become increasingly important for creator platforms, especially YouTube, TikTok, and LinkedIn.

how it feels to listen to podcasts



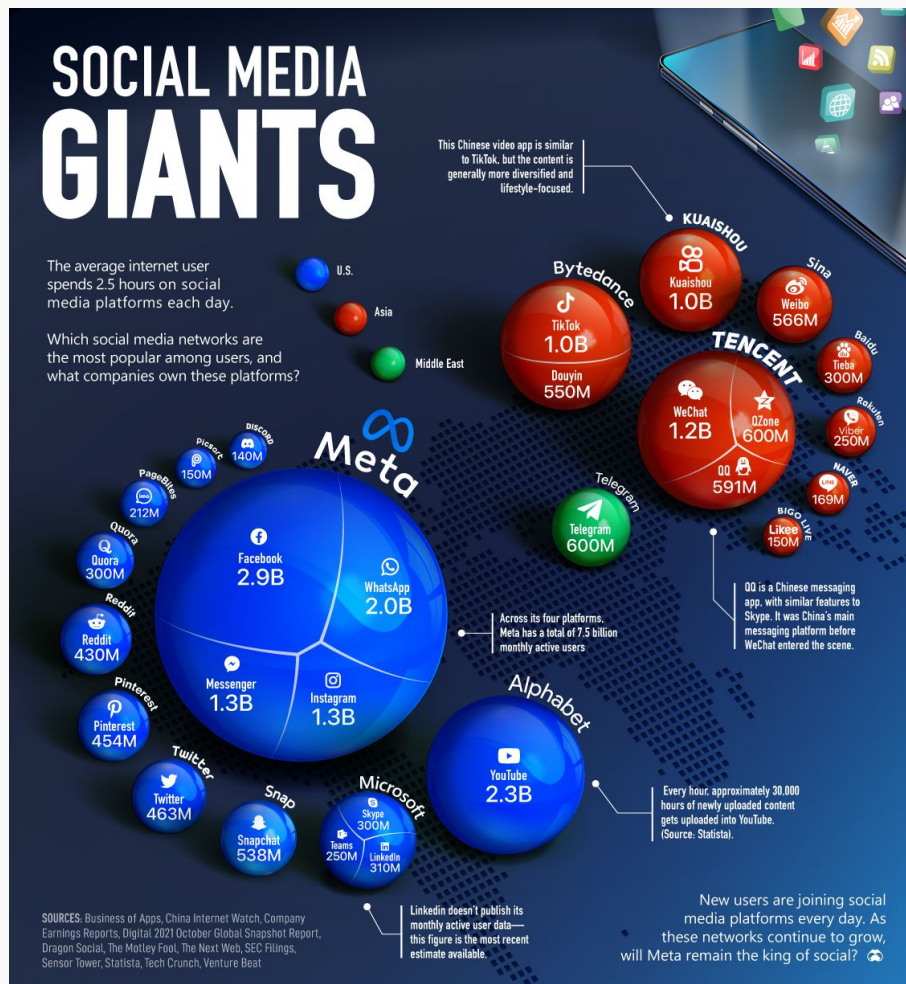
7. Private internets will proliferate 🔒

More countries will block Western creator platforms in an effort to build their own internet with local players (eg Russia, Pakistan).



Social media arms race

- Facebook, Instagram, Snapchat, Twitter, and YouTube are all banned in China.
- TikTok is banned in India and censored in Bangladesh, Indonesia, and Russia.
- The geopolitical battle for control of the Internet is the next Space Race. 🚀



8. Adult content creators will find a new home

OnlyFans will face serious challengers in the adult content creator space.

So this is where everybody works??

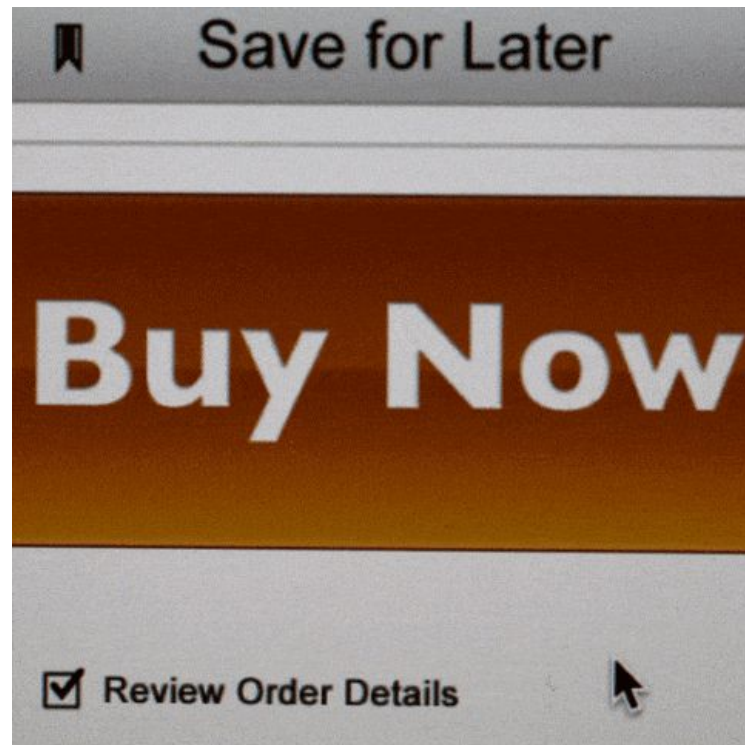


BE
YOUR
OWN
MEME

DigiByte
visit digiByte.io

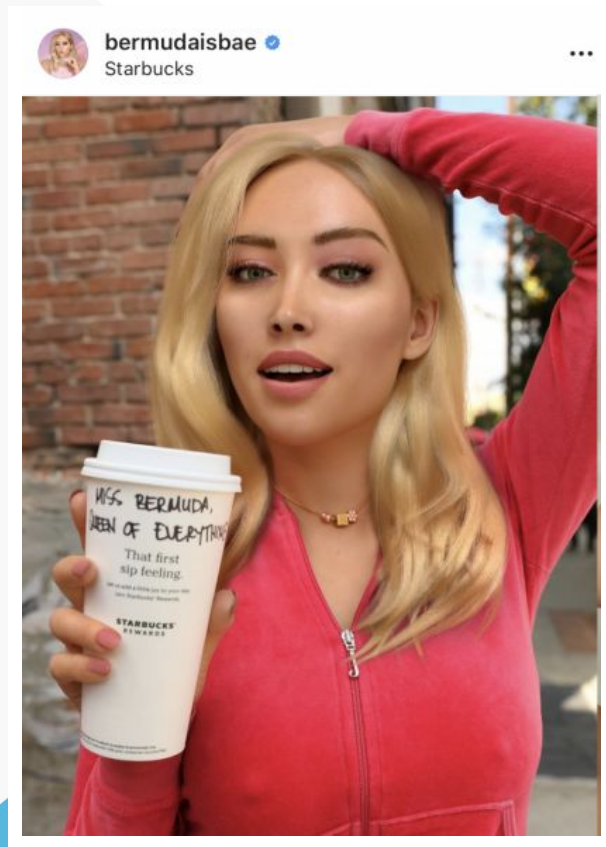
9. Social commerce will continue to lag

Creator platforms will continue to struggle with social commerce, but off-platform solutions will grow, especially among niche communities.



10. More brands will collab with virtual influencers

Brands will seek to cash in on the growing popularity of CGI influencers.



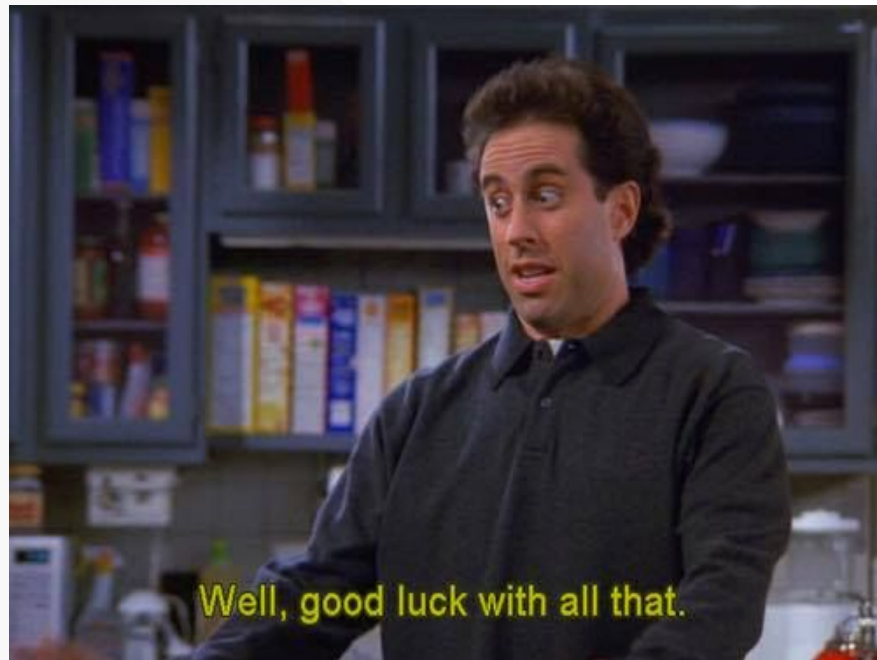
Recap

1. Robots will take over your social feed 🤖
2. Short-form video will remain a key battleground 🧑🏻🧑🏻
3. BeReal will BeGone 💀
4. Influencers will become a direct response channel 📣
5. TikTok will expand ad monetization 💰
6. Podcasting will become more social 🎙️
7. Private internets will proliferate 🔒
8. Adult content creators will find a new home 🚫18
9. Social commerce will continue to lag 🛍️
10. More brands will collab with virtual influencers 🧑🏻💻

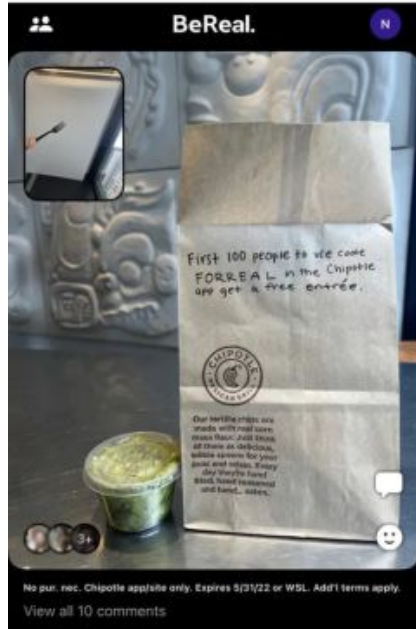
● **What does this mean for marketers? 🤔**

How can brands harness the power of these trends?

1. Understand where your audience spends time and what they care about.
2. Experiment with new platforms and formats.
3. Measure performance and continually optimize your results.



Dual camera posts from brands



P A C S U N



Case study: 'Iconic Kisses' by Mercado Libre

- This 2022 Pride campaign begins with a simple observation — all famous kissing scenes from art and entertainment feature heterosexual couples.
- Mercado Libre invited LGBTQIA+ influencers to recreate iconic love scenes from *Titanic*, *Ghost*, and *Game of Thrones*.
- Winner of Best Influencer Marketing Campaign at PRWeek's 2022 Global Awards.



It's noisy out there

- There are more platforms, formats, and influencers than ever.
- The pandemic accelerated digital trends by 3-4 years.
- We're measuring *millions* of influencers and *trillions* of posts and conversations.



Brandwatch
A NEW KIND OF INTELLIGENCE

Brandwatch helps marketers cut through the noise with our consumer intelligence, social media management, and influencer marketing technology.







Brandwatch

Thank you for joining today's webinar!

James Creech - SVP, Strategy
james.creech@brandwatch.com

Sebastian Wulff - Principal Solutions Consultant, Influence
sebastian.wulff@brandwatch.com