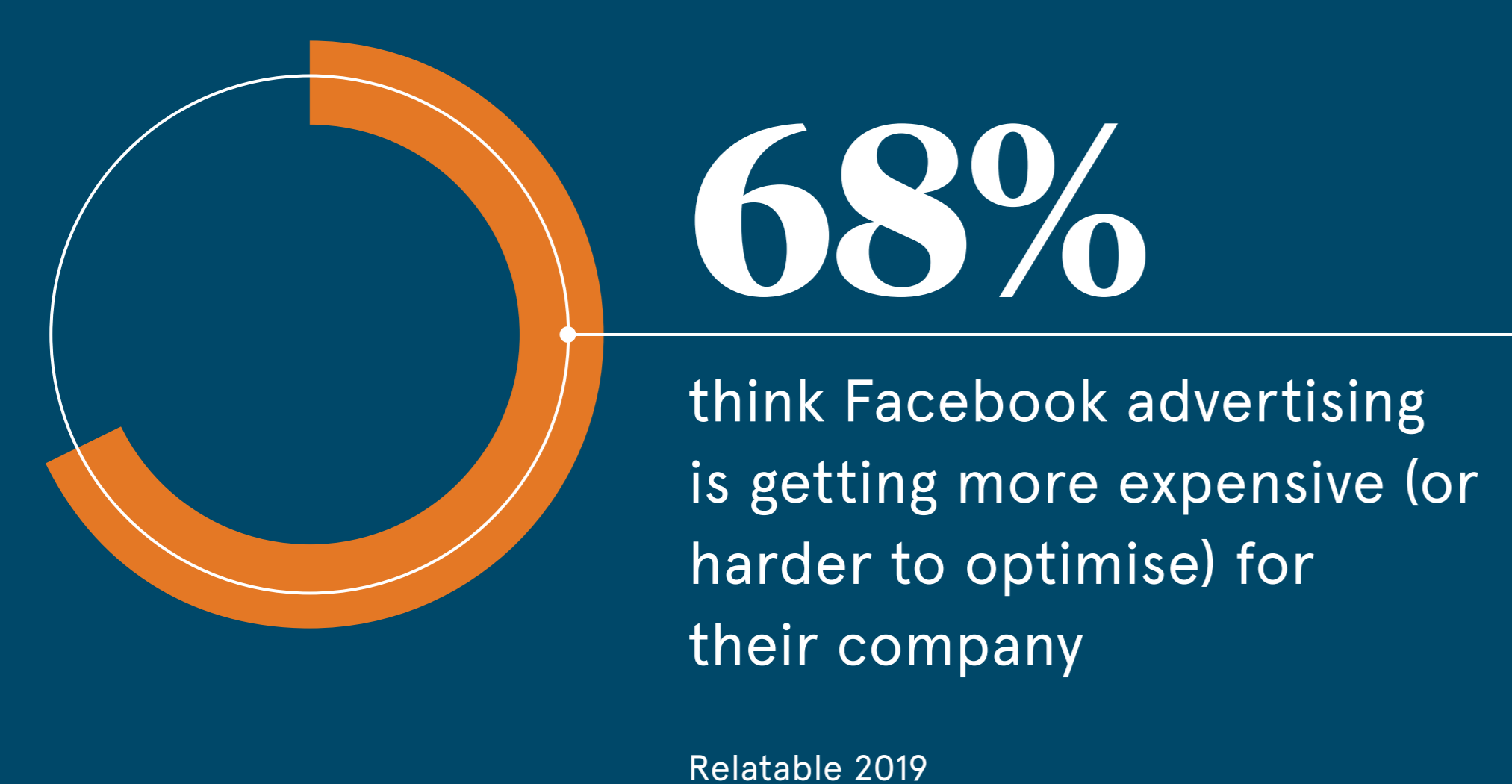
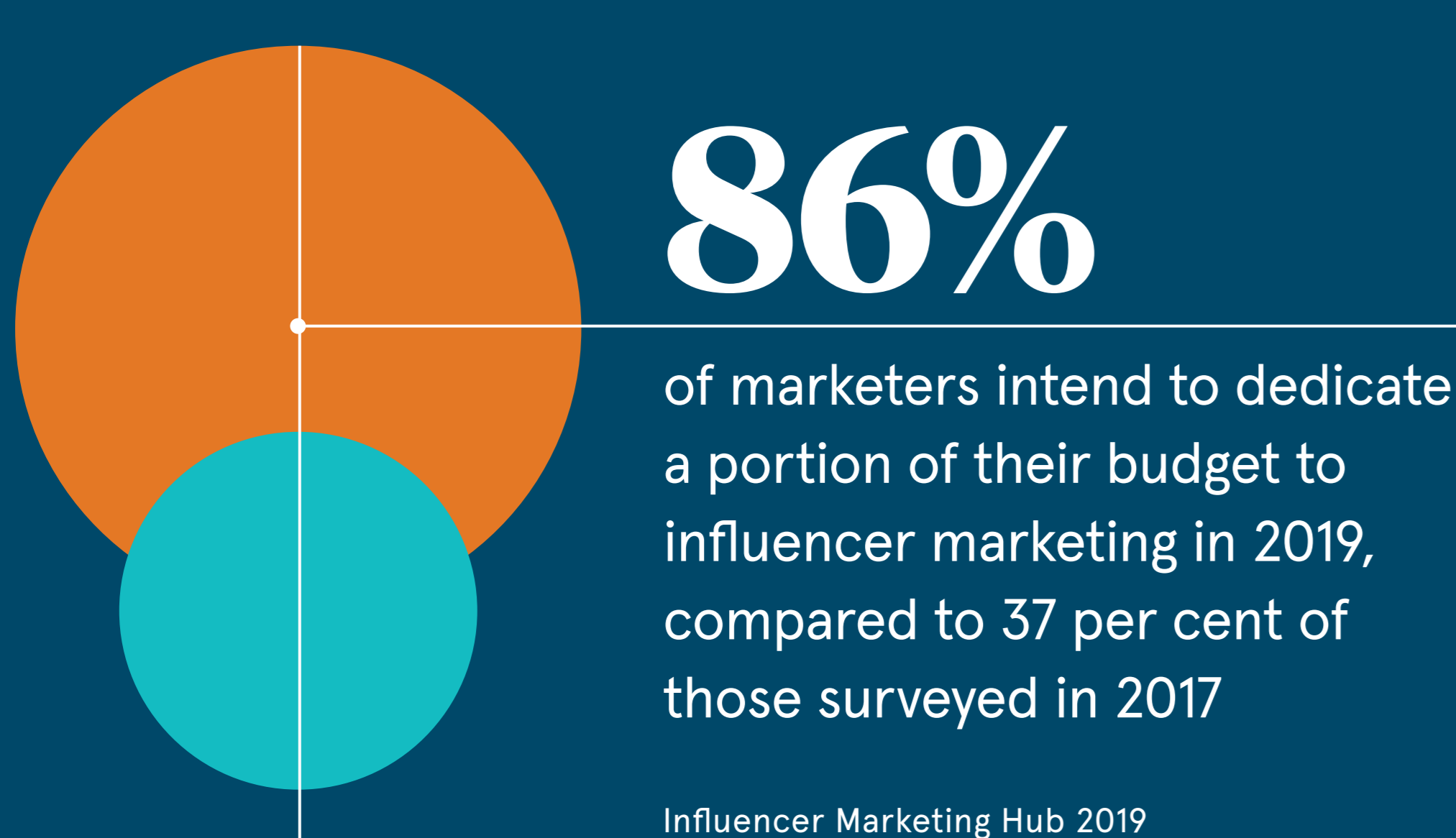


# NAVIGATING THE WATERS OF INFLUENCER MARKETING

It's 2019, and being an Instagram star today often guarantees more influence over people's everyday lives than most brands could hope for. To capitalise on this phenomenon, investments in influencer marketing continue to skyrocket. Yet senior marketers must also navigate how engagement through this newer realm ties in with other strands of their overall strategy, and how they can translate its continued potential to the rest of the C-suite

## INFLUENCER MARKETING STRATEGIES

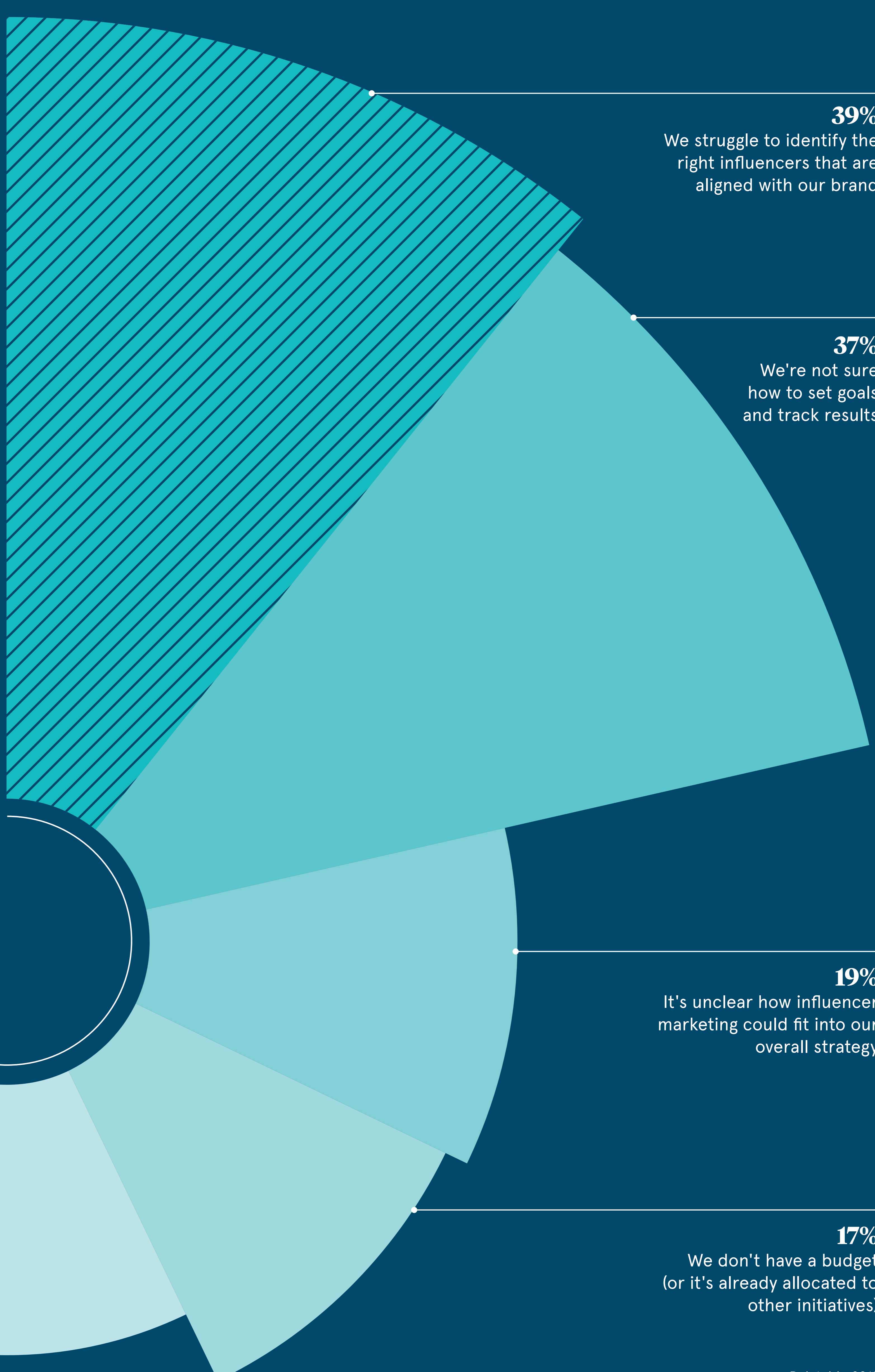


**9%**  
Other

**11%**  
Previous campaign results have been bad and we're not sure how to make our campaigns work

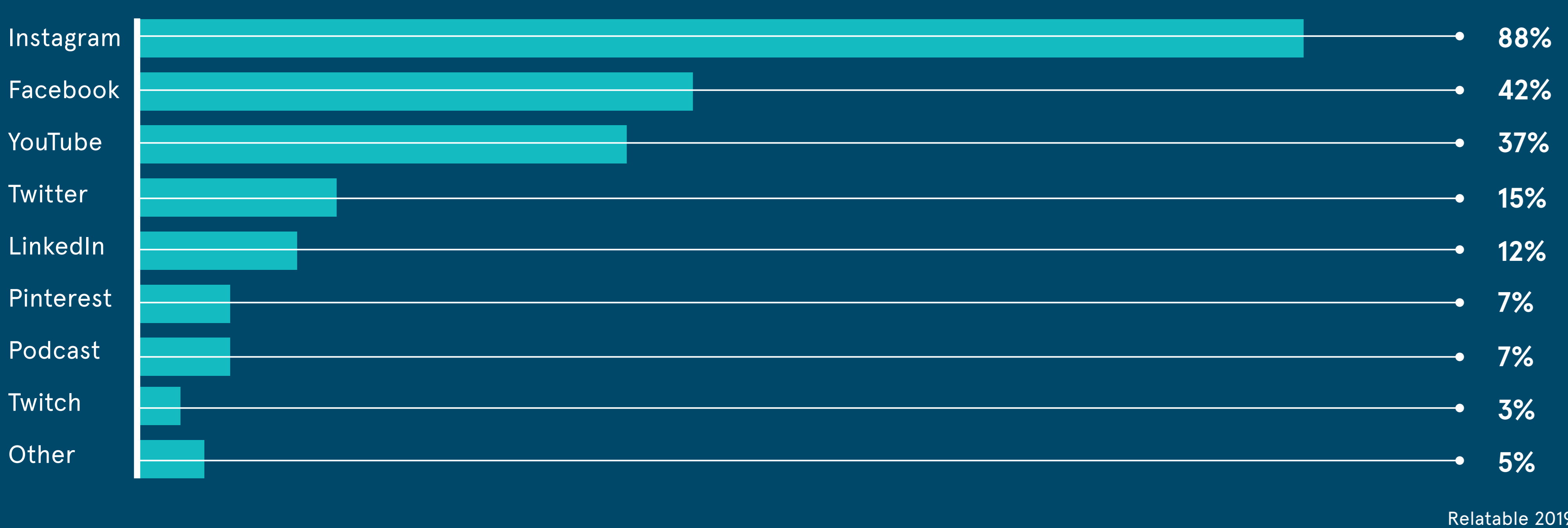
**14%**  
Influencer marketing accounts for too much work and overheads

## BIGGEST CHALLENGES WITH INFLUENCER MARKETING

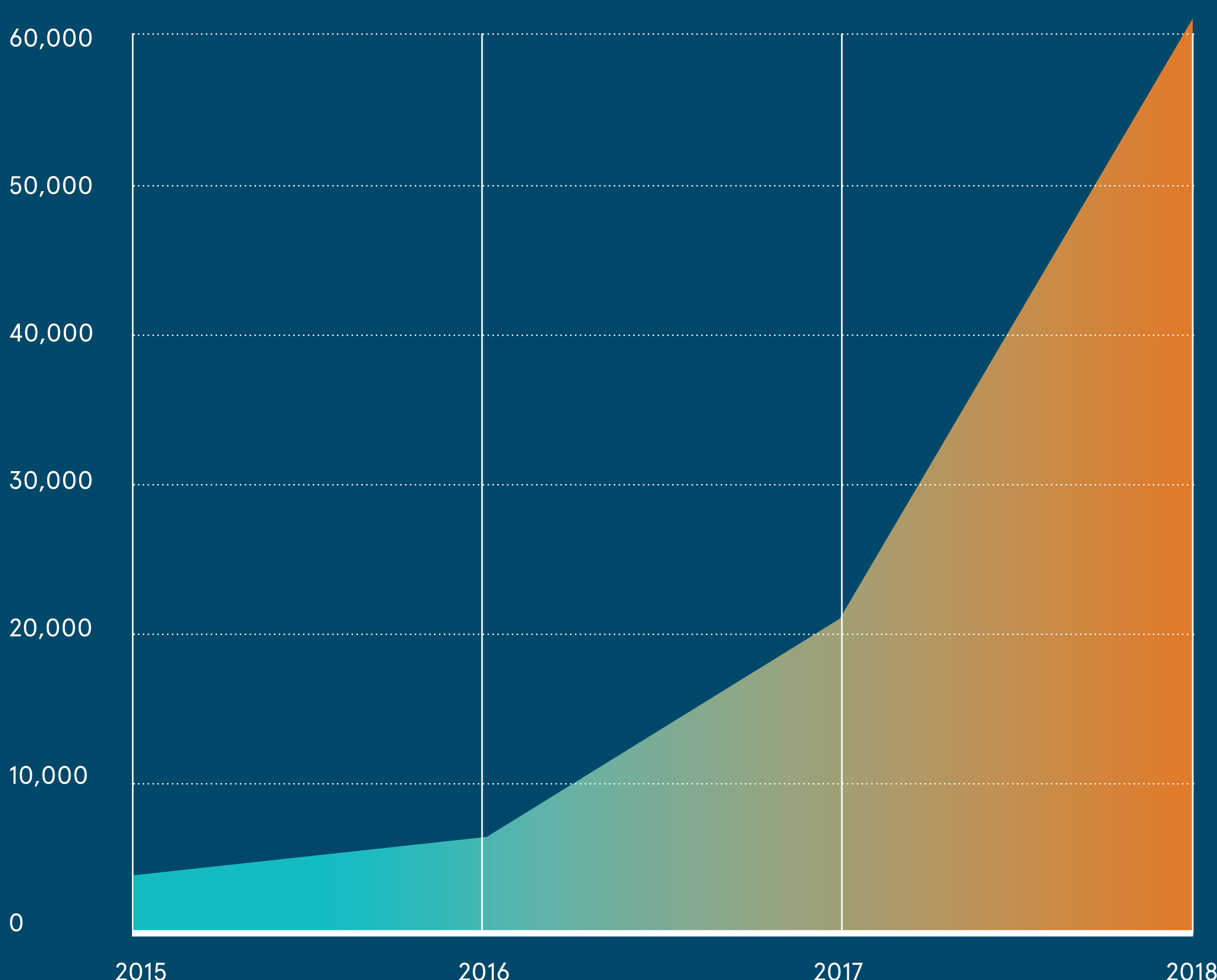


## MOST POPULAR CHANNELS FOR INFLUENCER MARKETING CAMPAIGNS

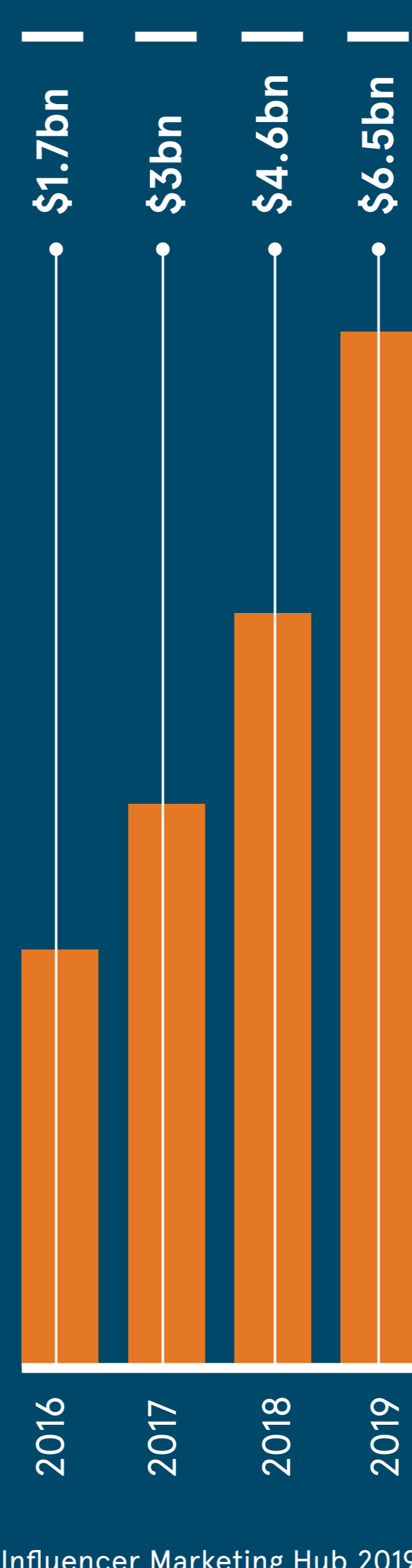
Percentage of brands and agencies that use the following



## MONTHLY GOOGLE SEARCHES FOR "INFLUENCER MARKETING"

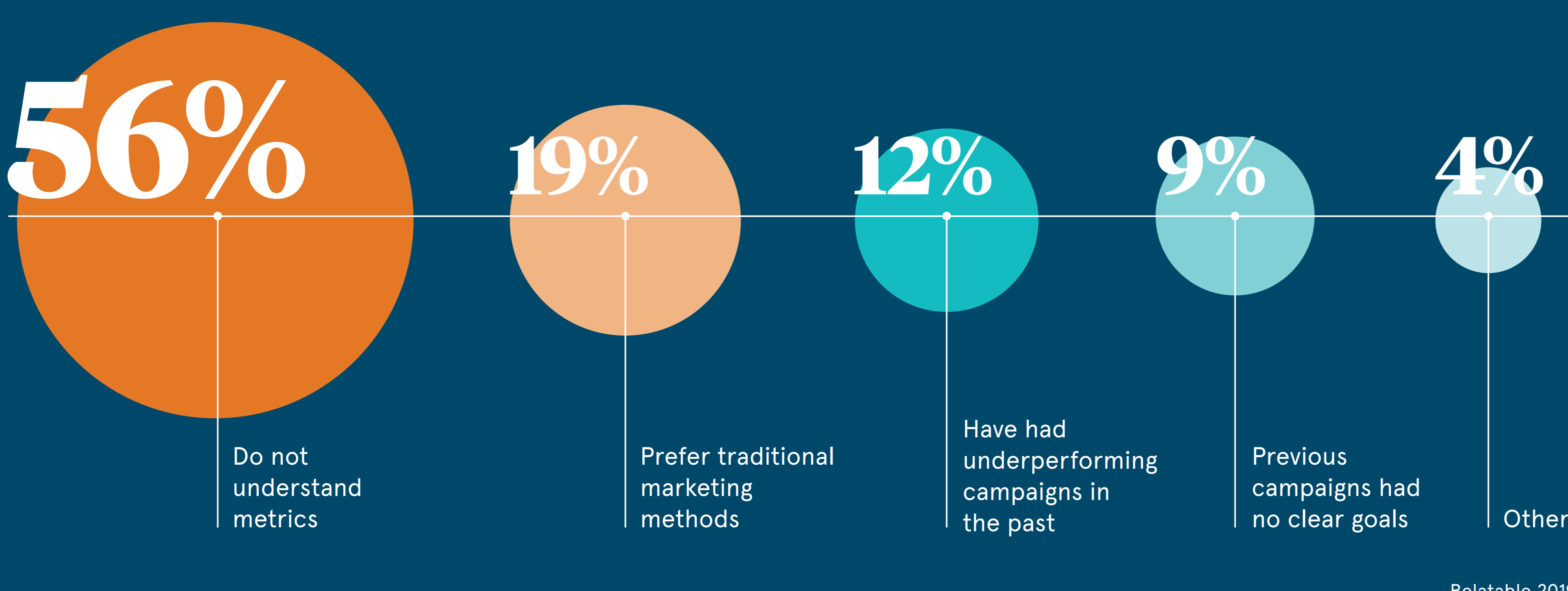


## INFLUENCER MARKETING INDUSTRY



## JUSTIFYING THE SPEND FOR INFLUENCER MARKETING

Obstacles faced with colleagues/managers



**92%** believe influencer marketing is an effective form of marketing

Influencer Marketing Hub 2019

**63%** intend to increase their influencer marketing budget over the next year

Influencer Marketing Hub 2019

**1/351** marketing teams plan to use Snapchat for influencer marketing in 2019

Relatable 2019