

# The 2022 Influencer Trend Report

Feedback from real influencers to power your next  
influencer marketing campaign.



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# Introduction

As the influencer marketing landscape evolves, brands today need to build strong relationships with online creators and collaborate on innovative campaigns that produce measurable results. Understand how influencers view the world of social media marketing, and your brand is poised to level up its influencer marketing strategy to generate greater brand awareness and campaign success.

This report is packed with the data that matters most to brands looking to upgrade their influencer relationships from discovery to campaign execution. Our first-hand feedback from experienced influencers can help you craft valuable, lasting relationships for your next influencer marketing campaign.

## In this report we'll cover:

- Influencers' social media and engagement strategies to apply to your brand's campaigns
- How to approach influencer outreach and connect with the best creators in your industry
- What influencers want to see from the brands they work with, and how to make your next partnership a success



## Methodology

We surveyed 10% of Pixlee TurnTo's influencer database to give you the inside scoop on the most important elements of brand-influencer partnerships from the creator's point of view.

Over 1,000 influencers in the Pixlee TurnTo Creator Network were invited to participate in multiple-choice surveys with a variety of questions regarding their social media habits, brand partnership preferences, and overall influencer experience. The data in this report reflects answers from the 165 influencers who participated.

As a brand looking to stand out from the competition through buzz-worthy influencer marketing, the experiences and preferences of real influencers can serve as the backbone of your next campaign and your overall creator partnership strategy.

## Types of Influencers



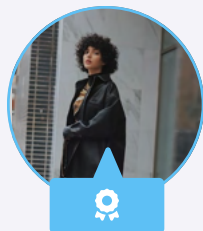
### Macro-Influencers

Well-known social media figures in the 100,000+ follower range, often sharing content around a variety of brands, products, and services that impact their lifestyles.



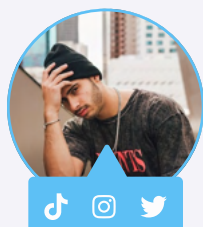
### Micro-Influencers

Content creators with a comparatively smaller follower base (1,000-100,000 followers) who have built a highly-engaged audience around a specific niche.



### Brand Ambassadors

Long-term advocates consistently promoting a specific brand and endorsing the positive impacts of its products on their day-to-day lifestyles.

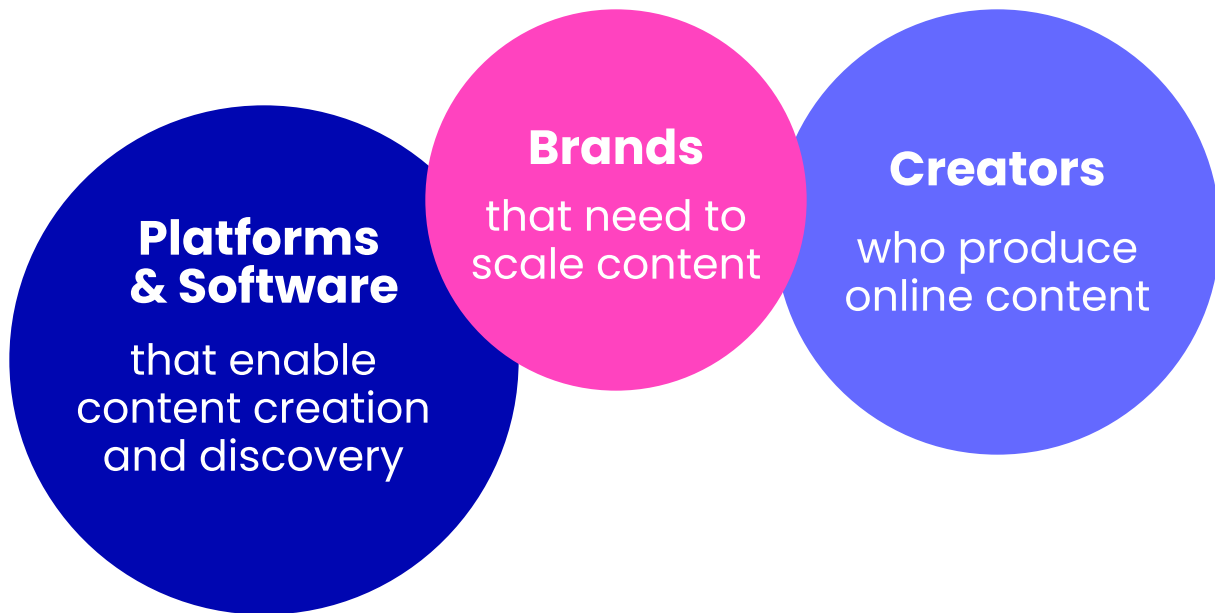


### UGC Creators

Experts at creating engaging, authentic, and original content for brands to use on their own marketing channels.

# Key Trends in the Influencer Landscape

Influencer marketing is often associated with the “Creator Economy,” a quickly-growing ecosystem consisting of:



## Diversity & Representation

Social users value both relatability and popularity when following an influencer, setting the stage for more trust and willingness to try out brands that those creators promote.

Collect and share more diverse influencer content by pursuing relationships with creators who represent and engage with a wide range of communities, backgrounds, and voices. Authenticity and diversity are key in influencer marketing to reach more individuals in your target audience.

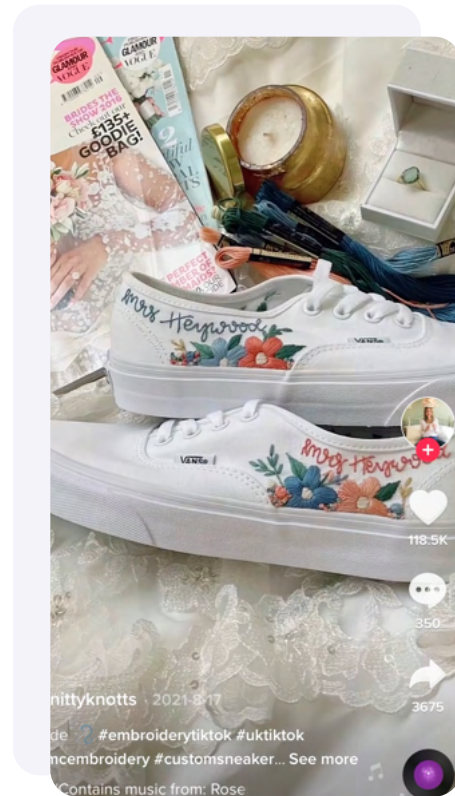


## Short-Form Video and the Rise of TikTok

The popularity of short-form video has exploded, and it has done so in a fraction of the time that other social media content types usually see. Platforms like TikTok have become popular sources of entertainment, education, and brand discovery for users of all demographics, largely driven by influencer content.



In any industry, your brand can successfully weave short-form influencer video content into its overall marketing strategy by identifying skilled creators genuinely interested in your products.



Because of the skyrocketing success content creators continue to see on TikTok, influencer marketing through short-form video is one of the most effective strategies brands can use to create buzz and drive revenue.

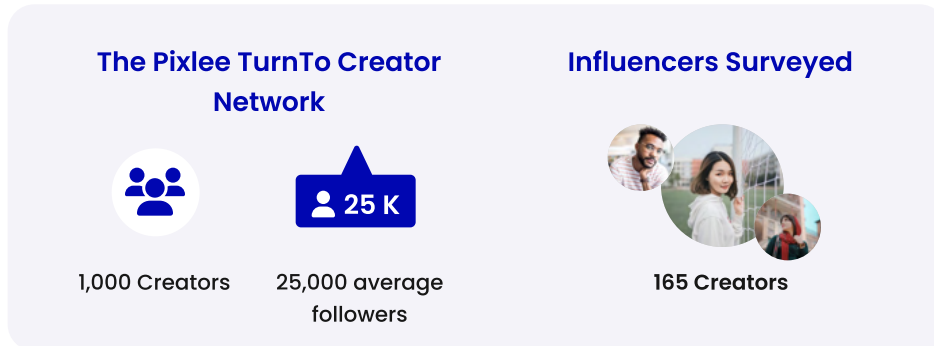


*With Pixlee TurnTo, brands like Alo Yoga and DMC can create shoppable, on-site galleries of influencer TikToks and Reels.*



# Meet the Influencers Behind the Data

The Pixlee TurnTo Creator Network is composed of influencers with various backgrounds and interests, many of whom already partner with leading direct-to-consumer brands.



**Industries** Beauty & Cosmetics, Fashion, Fitness, Food, Gaming, Health, Lifestyle, Parenting, Photography, Sports, Travel ...and more!

## Q: What do the brands you love and promote have in common?

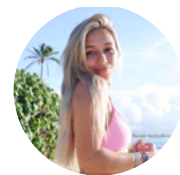


"They align with my content organically and provide value to my audience."

@lauragruener\_

"Different brands that I love and promote have a healthy lifestyle in common. I love to share brands and products that help impact others in a positive way."

@darsitybirling



"The brands I love and promote are ones that believe in doing good, giving back, and being sustainable."

@ritualwerk

"They give me freedom to create content that fits the brand and let me add my touch to anything I promote."

@amun.glams



# The Unwritten Rules of Sponsored Social Posts

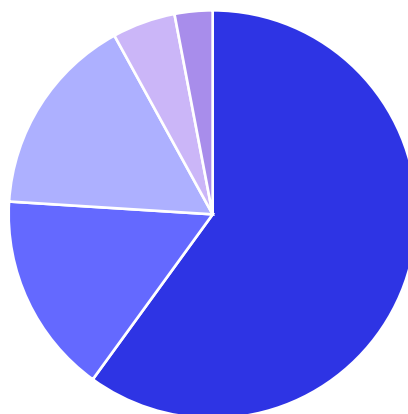
As influencers determine what social media content resonates best with their online audiences, they also pay attention to where and when that content should be shared. Major social media platforms like TikTok and Instagram are consistently improving their algorithms to surface content curated to individual users based on posts they like and typically engage with.

## Social Media Influencer Metrics of Success

Social media metrics help influencers and businesses alike measure how successful their campaigns are and the impact of those campaigns on overall business objectives.

What social media engagement metric is most important to you?

- 60% Views / Impressions
- 16% Likes
- 16% Comments
- 5% Shares
- 3% DMs



With an influencer link tracking tool like Pixlee TurnTo's, brands can easily map revenue to specific influencers and content pieces.

### Top Converting Content

1



@ericajames123

Amount Added to Cart: \$50,620.45  
Total Items Added to Cart: 2,609

2



@modern543820

Amount Added to Cart: \$46,891.34  
Total Items Added to Cart: 1,427

3



@doggielover582

Amount Added to Cart: \$40,028.91  
Total Items Added to Cart: 902

4



@healthy\_\_eats

Amount Added to Cart: \$37,514.12  
Total Items Added to Cart: 724

5



@jonesfamm\_

Amount Added to Cart: \$32,110.45  
Total Items Added to Cart: 471

 Pixlee TurnTo

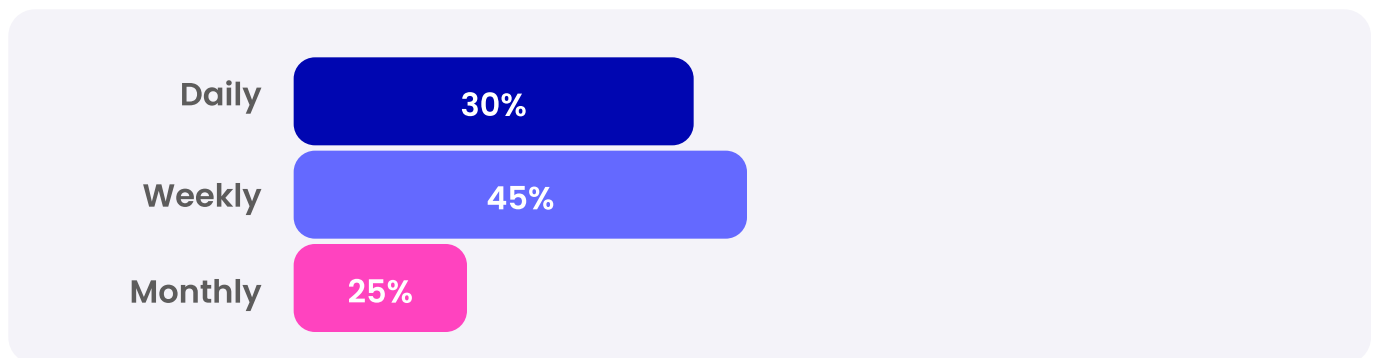




## The Balance Between Posting Consistency and Spamming

There's no universal answer to how often a social media influencer posts or should post on social media. While fresher content gets preferential treatment by the algorithms, content can continue to appear in users' feeds over days, weeks, or even months.

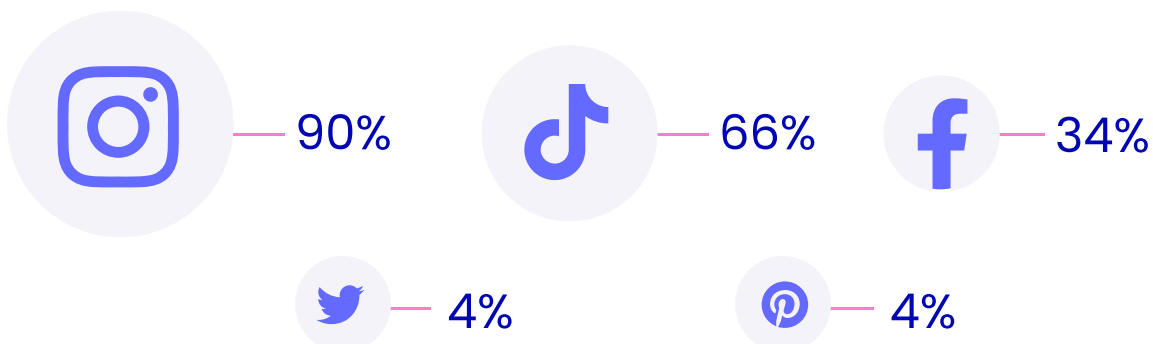
How often do you share sponsored posts on social media?



## Influencers Are Multi-Platform Celebrities & Community Specialists

According to Influencer Marketing Hub, the average social media user today has 8.4 accounts. While **93% of Pixlee TurnTo Creator Network influencers tend to post content on multiple platforms**, they aren't posting the same content on multiple platforms. Instead, they're using each platform for its intended purpose.

Which social media platforms are you active on (for potential brand partnerships)?



Content created by influencers, especially micro-influencers, is often unique to the social platform in question. However, that doesn't mean that this content needs to stay on those channels. The best influencers are able to adapt their content to perform well on different channels while nurturing an engaged community of social users on each platform.



*With Pixlee TurnTo, your brand can easily reuse influencer content on your own social channels and other marketing platforms like email and on-site displays.*

## How Influencers Find Brand Partnerships

Influencer outreach starts before the outreach. Finding the perfect influencer or ambassador for your brand can become its own challenge without the right approach.

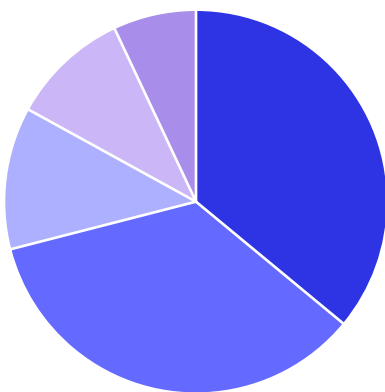
The creators you ultimately reach out to should have shared values and an audience that overlaps with your brand's ideal customer. Read on to learn how influencers view the brand discovery process, and how your brand can start your next influencer relationship on the right foot.



## Where You Should Look for Influencers

Both influencer discovery platforms like the Pixlee Turnto Creator Network and native social media outreach features impact the ways influencers are exposed to partnership opportunities. While emails and direct messages (DMs) are still heavily utilized by brands for influencer outreach, the value of influencer platforms is clear.

### How do you typically find brands to work with?



- 36% Influencer platforms and networks
- 35% Brands contact me via email
- 12% I contact brands via email
- 10% Brands contact me via social media
- 7% I contact brands via social media



*Pixlee TurnTo's Influencer Discovery features allow brands to search for creators on Instagram by follower count, location, and other filters and contact them via email and DM.*

## Choose Long-Term Partnerships

Instead of one-off projects, look for influencers that are interested in a long-term relationship beneficial to both the creator and your brand. Influencers who participate in one-off partnerships are less likely to genuinely be interested in your products, something social users can see right through.



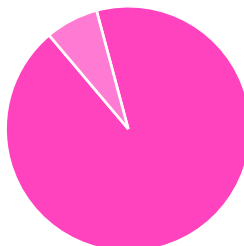
**80% of influencers regularly use products from the brands they promote.**



In addition to mastering social content on a variety of platforms, influencers may operate in more than one niche, sharing different types of products. Don't limit your brand strictly to influencers only operating in your industry.

Do you post sponsored content for one specific niche, or for a variety?

- 93% Variety
- 7% One specific niche



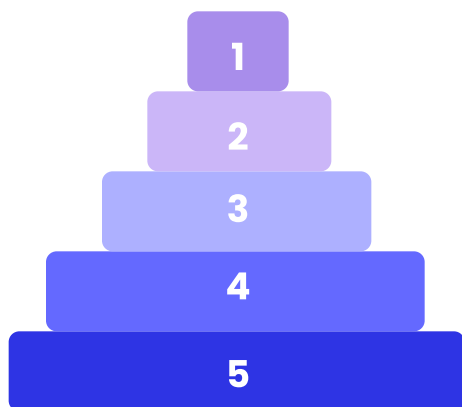
## Build a Partnership Influencers Love

Each influencer marketing campaign looks different and can be influenced by a variety of factors. Before designing scroll-stopping social content for your influencers to share online, make sure you and your creators are clear on the details and goals of your campaign.

### What Influencers Want From Brands

One of the attractions for influencers has been the fact that most are just passionate content creators looking to grow their community around a common interest. The brands they choose to partner with often align with the authenticity they reflect on social media.

What matters to you in selecting a brand to collaborate with?



1. Personal interest in the brand
2. Shared values
3. Budget/payment
4. Community fit
5. Creative freedom



## Campaign Involvement Varies by Influencer

The level of involvement in campaign planning and content creation differences between influencer campaigns. While some creators may be more interested in collaborating on content type and delivery, other influencers may appreciate a quicker and more repeatable process spearheaded by the brand itself.

58%

58% of influencers actively work with the brand to design a content strategy

42%

42% of influencers prefer to be told what their post needs to include

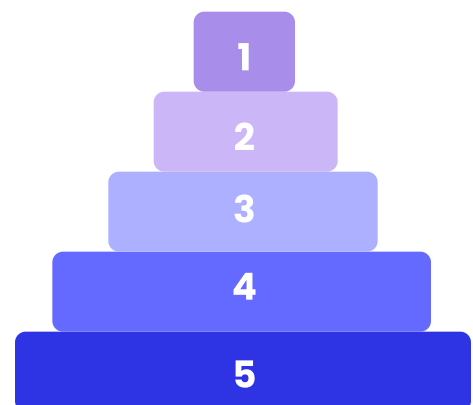
## How Influencers Want to Be Paid

When launching and promoting a product or a brand, marketers often ask, "How should I reward an influencer for participation in our campaign?" In order to properly calculate the price and/or compensation type you can offer an influencer you've decided to work with, consider follower count, engagement rate, content quality, and longevity of the partnership.



### How do you like to be paid/rewarded for content you create?

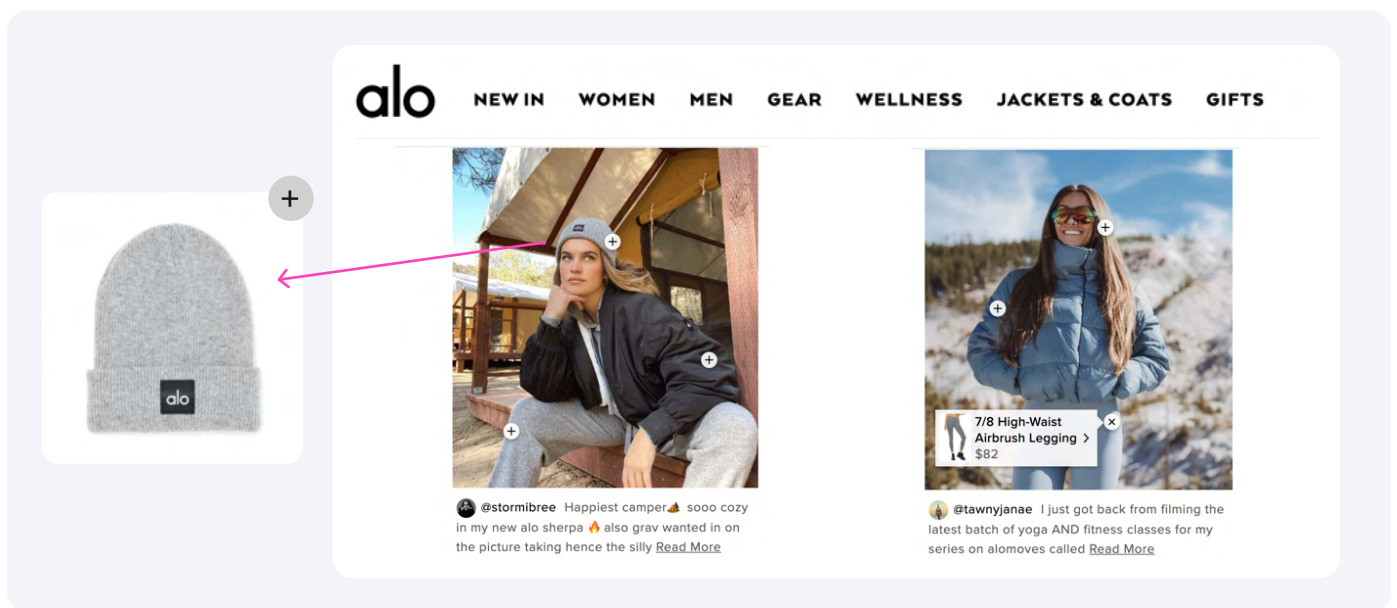
1. Cash
2. Gift Cards
3. Free Products
4. Discounts
5. Credit/Content Exposure



# The Untapped Value of Social Media Influencers

Much of the value of influencer marketing programs lies in the content created, but oftentimes that content remains siloed to social channels only. Top brands today leverage influencer content alongside brand and user-generated content across the most crucial brand touchpoints of the customer journey.

Along with email, social media, and in-store content, many brands using Pixlee TurnTo opt to create galleries of shoppable influencer content on product pages, homepages, or dedicated landing pages on their ecommerce sites.

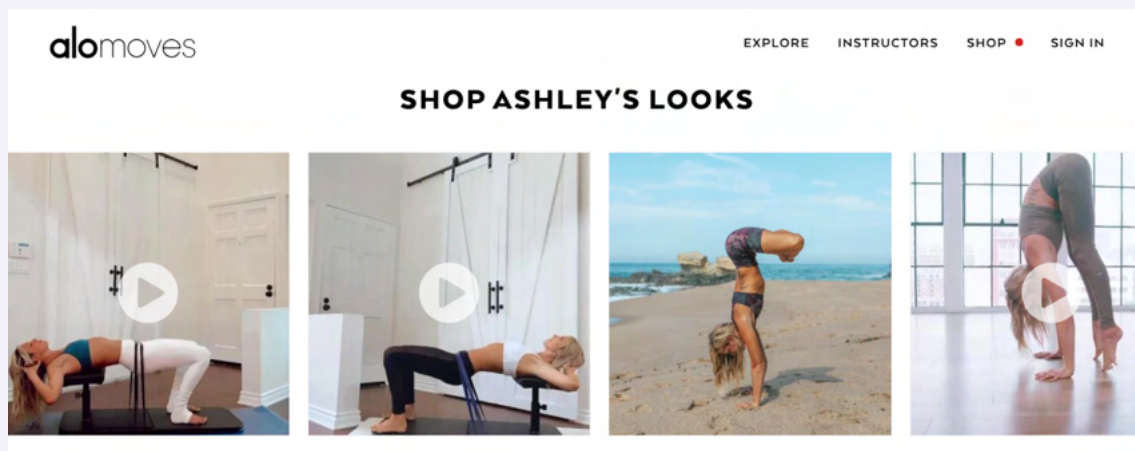


Pixlee TurnTo's technology also poses partnership discovery as a two-way street; creators can take their own initiative to sign up as an influencer, paving the way for partnerships that both parties are excited and passionate about.



# Pixlee TurnTo Influencer Marketing

Pixlee TurnTo for Creators is the ultimate influencer marketing platform for discovering, managing, and measuring community content. Brands stand to get the most value from their influencer marketing programs with more channels, more content, and better performance insight.



## One Platform to Engage Your Ecommerce Community

Pixlee TurnTo for Creators is the only influencer marketing platform that works seamlessly with your user-generated content and ratings and reviews platforms so that all three platforms can work harder for your brand.

## More Influencer Content in More Places Along the Buyer Journey

Pixlee TurnTo for Creators makes it easier to put more influencer content in more places throughout your customer journey.

## Better Insight Into Influencer Marketing ROI

Pixlee TurnTo is the only platform that automatically measures on-site conversion because it's already integrated with ecommerce platforms for user-generated content and/or ratings and reviews.

## Pre-Integrated With Your Ecommerce Stack

Access all of your community content, all in one place. Pixlee TurnTo for Creators enables you to map influencer content to product SKUs, instantly making content shoppable across key conversion channels.



# Looking Ahead

Influencer marketing will only continue to grow, with a continued focus on authenticity, value-based partnerships, and diverse content types. Brands should be exploring influencers of all follower counts and backgrounds when discovering the perfect partnership opportunity, while taking into account their existing approaches to social media posting and campaign preferences. After all, influencers are experts at cultivating an engaged online audience.

