



An international study of over 2,200 digital influencers

Designed for digital agencies and brands who want to
run better campaigns and build influencer relationships.

[#influencer](#)

[#engagement](#)

[#instagirl](#)

[#brandedcontent](#)

[#casestudies](#)

[#experts](#)



**Barbara
Soltysinska**

Co-founder of indaHash

Hello and welcome to the first indaHash International Influencer Report.

We believe research makes a valuable contribution to our understanding of this growing group of revolutionaries who, armed with little more than mobiles and imaginations, are quietly becoming the world's one of the biggest publishers and broadcasters. There is a wealth of information contained in the report but here are some of the stand-out points.

1. WOMEN ARE THE NEW MEDIA

Women – they rule social media, influence purchase decisions, set trends. **According to our study 68% of social media influencers are female.**

47%

of female influencers (vs 36% male) post content 1-3 times a day

45%

(vs 31%) bought something they saw in social media in the last week)

62%

(vs 48%) say other social media users are most opinion-forming for them

2. "INFLUENCER" IS A NEW PROFESSION

Being an "influencer" means a certain lifestyle, social status and is now considered a profession. Some influencers make a living out of their social media skills, others treat it as a side job and passion. Nevertheless, all of them create a lot of content and treat it seriously!

77%

claim that influencers are competitive with traditional media

88%

claim that they are also influential offline, among their friends

64%

treat "influencery" as a profession (have a specific vision, train their skills, and try to stay professional), and 61% post content at least once a day

3. INFLUENCERS INFLUENCE EACH OTHER

They are living in social media, watching tons of online videos instead of TV, following real people rather than media and brands. This is what influencers' media consumption looks like:

83%

of influencers prefer to follow real people rather than traditional media

55%

of most engaging influencers watch online videos a few hours a day (51% watch little or no TV)

79%

declare that the most opinion-forming sources for them are friends plus other influencers and social media users (only 1% chose Radio, 3% Press, 5% TV)

indaHash is proud to be supporting this growing group. Today there are almost 250,000 global digital influencers (with a combined reach of over half a billion followers) making money through their passions on the indaHash platform for Fortune 500 brands such as Coca Cola, L'Oreal and Google.

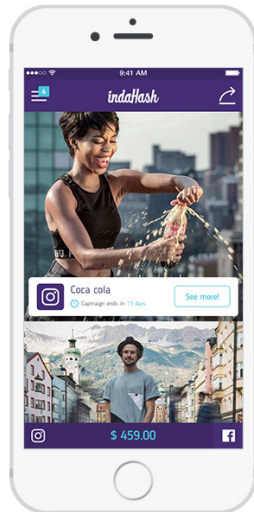
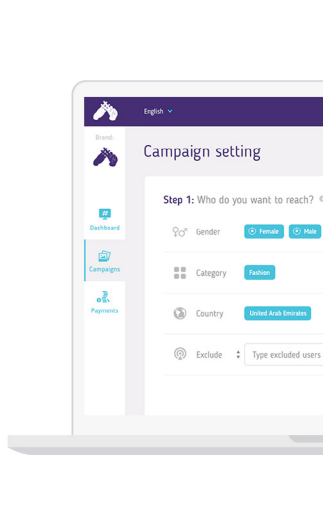
Since we launched indaHash in January 2016 we have seen phenomenal business success with year-on-year revenue growth of 1214% and expansion from a team of six in one location to 90 staff spread across five countries on three continents.

In our first year we ran around 900 campaigns for almost 300 different clients. indaHash influencer-generated branded content created over 22m interactions with real people on social media.

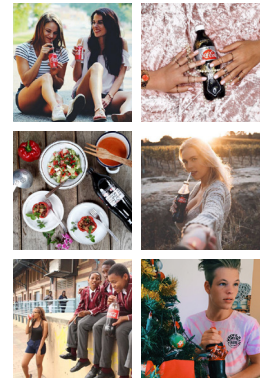
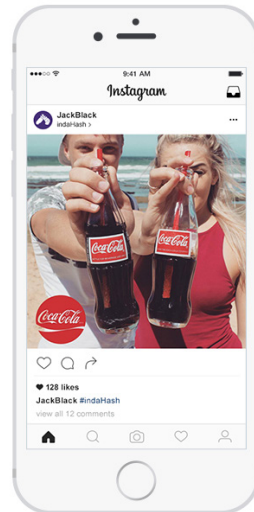
As part of our commitment to social media, indaHash is also launching indaHash LABS, a hub of influencer marketing knowledge. In the true spirit of social, LABS opens up and shares our knowledge of the sphere. From case studies to expert commentary, it will provide tools for our community to increase their effectiveness and build their capabilities. It will also create a space for brands to learn how to tap into the power of our community. Come and pay us a visit at labs.indahash.com

indaHash is a platform which enables brands to reach millions of digital influencers instantly.

We enable automated influencer marketing at scale on Instagram, Facebook, Snapchat and Twitter with over 250 000 registered influencers worldwide.



MODERATOR ACCEPTS THE CONTENT



01

Brand creates a task for influencers, sets budget and targeting criteria

02

Influencers receive notification and apply to join the campaign via our app

03

Influencers publish content as required by the brief and add an appropriate # and @

04

Content is published and reaches millions of followers

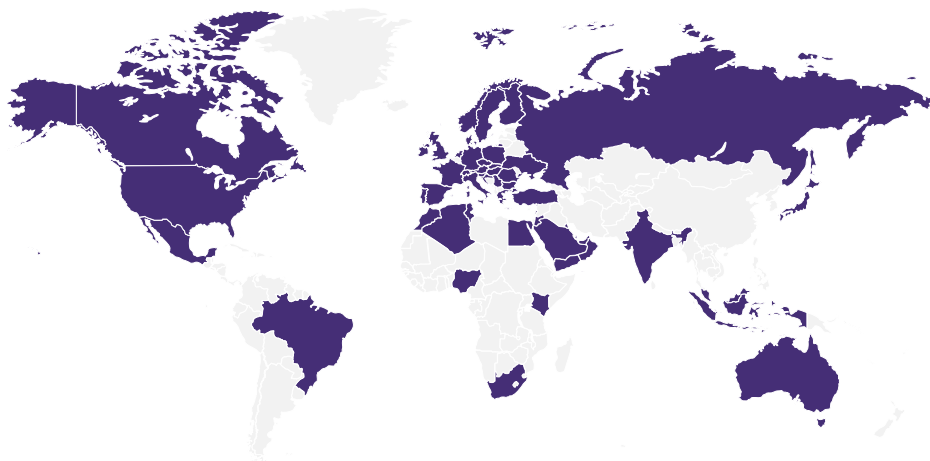
indaHash available in more than 50 countries

1000+

conducted campaigns

250 000+

registered influencers





About the study

The international study was conducted during Q1 2017 via indaHash with 2 285 active global influencers taking part.

Sample selection is not representative of the whole population. Respondents were drawn from registered indaHash influencers partaking on a voluntary basis, answering questions via the indaHash mobile app.

Comments and insights are based both on study results and indaHash's international know-how and analysis derived from co-operation with over 230 000 influencers in 50 markets around the globe.



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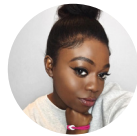
02



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- T-Mobile
- SONY

Key Results



Influencers are the new publishers!

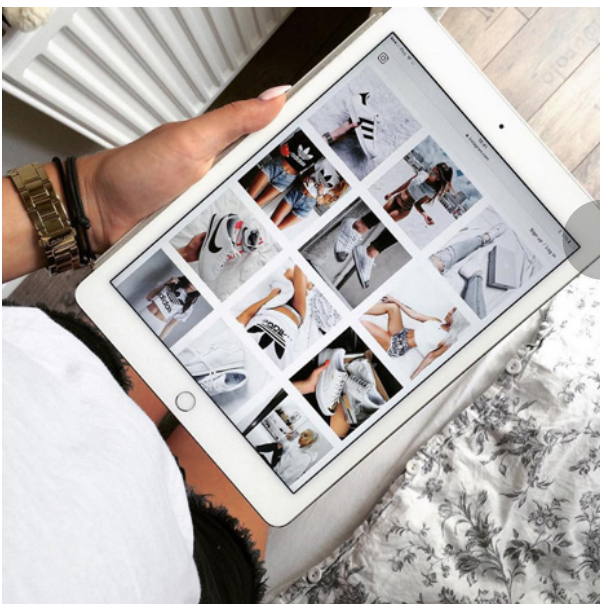


Being an "influencer" means a certain lifestyle, social status and now a profession. Some of our influencers make a living out of their social media skills, some view it as a side job and passion. Nevertheless all of them treat it really seriously. They train to be professional, spend hours preparing the best content and engaging with their audiences. Their friends and other social media users influence them the most (as opposed to traditional media which has little influence). They consume products they see within the social media world in which they live.

64% treat "influencery" as a profession (have a specific vision, train their skills, and try to stay professional) Friends (78%) and other social media users (57%) are most influential for digital influencers (press is 7%).

Traditional media in trouble!

The decline and changes in traditional media consumption are obvious - but social media influencers offer tangible proof. The majority of them watch very little or no TV at all, they prefer to follow other people than media or brands. And they think digital influencers can easily compete with traditional media, especially in terms of engaging people. And, trust us, we know who is going to win this fight.



41% of digital influencers watch little or now TV on daily basis they use:

Chart 1

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Instagram



Facebook




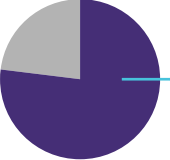
YouTube



Snapchat



 **82%** of influencers think that people prefer to follow other real people rather than traditional media.

 **77%**

claim that influencers are competitive with traditional media

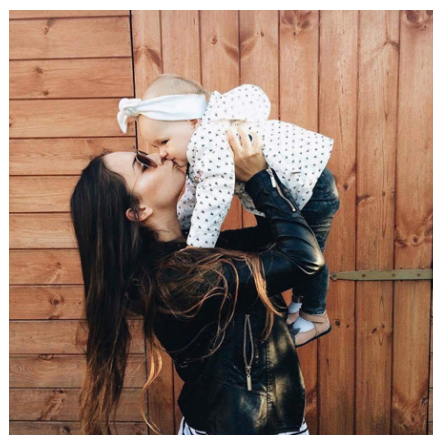
Money is not everything. It's brand image that counts

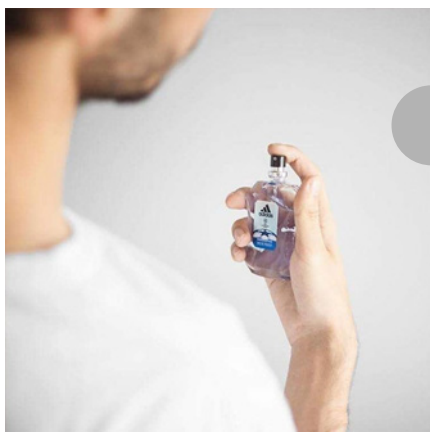
When we asked for their main reasons to cooperate with brands in a multichoice question, only half of influencers chose "money" as their answer. In total, financial incentives contributed to 20% of all "responses", with a simple "I like good brands" as the most popular reason (for 58% of respondents). Moreover, 78% declared that they would cooperate with a brand of their choice for free! Sportswear, high street fashion and beauty top the list of the most desirable brands for influencers to work with. Therefore, not only does an influencer's following have brands they love and enjoy seeing content around (88%) but influencers are themselves swayed by other influencers. 83% admit they bought something they saw on social media within the last month.



Popularity does not equal engagement: 25% of the most engaging influencers in the study had between 4 000 to 5 500 followers

There are many differences between the most engaging and most popular influencers. First of all, pure fame does not equal engaged fans. The top 25% of most engaging influencers we surveyed had between 4 000–5 500 followers (it's simply easier to interact and communicate with smaller communities). But that's not all. The most engaging influencers are more "natural" and humble, they watch more on-line videos and prefer Snapchat over InstaStories. For detailed comparison check Page 47.



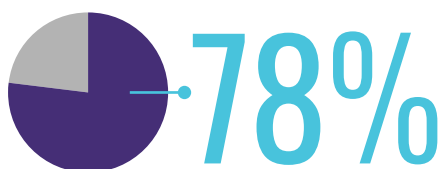


20% of most important reasons to cooperate with brands were "money"

Social media sells! Also to influencers!



83% of influencers bought a product they saw in social media last month.



of influencers would cooperate with a chosen brand they love for free!

Not-only-digital influence



88% of influencers are influential IRL (in real life)

Brand friendly



88% claim their followers receive their advertising well or very well



58% of the most engaging influencers choose Snapchat over InstaStories!

**Women are the
new media!**

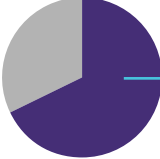
Women are the new media

02

Women – they rule social media, run households, influence purchase decisions, set trends. According to our study 68% of social media influencers are female. What distinguish them from male influencers?

Women in social media create a lot of content!

Even though all influencers live through content creation – women are more likely to post at least once a day.

 **68%**
of social media influencers are female

And spend a lot of time preparing it.

In comparison to men, female influencers spend more time on preparing posts before publishing them.

Chart 2

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Post content in social media 1-3 times a day

Women



Men

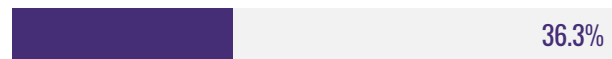


Chart 3

labs.indahash.com

I spend A LOT OF time on preparing a post before publishing it

Women



Men



There are more social media influencers among women but less YouTubers

As it turns out – content types have genders. Women rule social media, but they prefer “shorter forms” – especially “Selfies” (59% of women claim this is their favourite type of post). Men, on the other hand, are more into videos as more of them run YouTube channels. Are men more talkative or simply more into pranks and games streaming?

In comparison to men – women are definitely “Flat-lay /essentials” queens

Fashion, flat-lays (essentials) and selfies are preferred more by women than men. Men prefer sports and travel/views photos more.

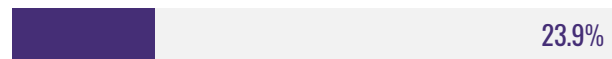


Chart 4

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I run a YouTube channel

Women



Men

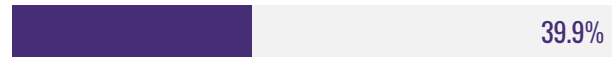


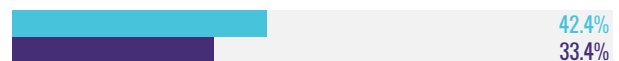
Chart 5

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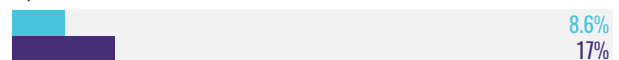
What type of content do you post most often?

Women Men

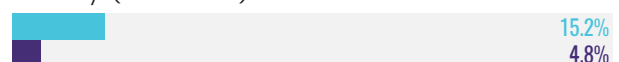
Fashion



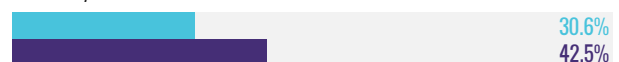
Sport



Flat-lay (essentials)



Travel/views



Selfie



Influencers are the guide nowadays to everything new in the market, brands can get exposed to the public easily through them as followers trust their influencers point of view



diyarii_

@diyarii_

diyartm

Female influencers and brands

02

Women are not only more influential than men – they are also more often under the influence of social media

In comparison to men, female influencers are more likely to have bought something they saw in social media in the last week.



Female influencers trust each other

When it comes to the sources for opinion-forming, women are more likely to cite "other social media users". Men tend to mention traditional celebrities instead.

Chart 6

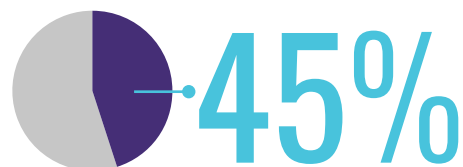
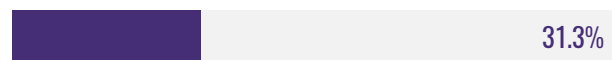
labs.indahash.com

The last time I bought something I saw in social media was last week

Women



Men



female influencers bought something they saw in social media last week

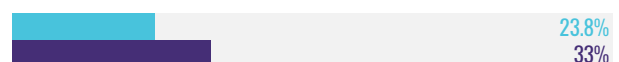
Chart 7

labs.indahash.com

What or who is the most opinion-forming for you?

Women Men

Traditional celebrities



Other social media users



Female influencers work harder

In comparison to male influencers, women tend to spend more time preparing content for a brand before posting it.

Women try, Men tell

When it comes to taking part in campaigns, women prefer tests and product reviews. Men, on the other hand are twice as likely to state making videos as their preferred type of brand cooperation.

Women prefer to cooperate with fashion and beauty brands; Men go for fashion and technology

Female influencers prefer cooperations with the fashion and beauty industry while men are more into technology, sports, mobile apps, telecoms and automotive.

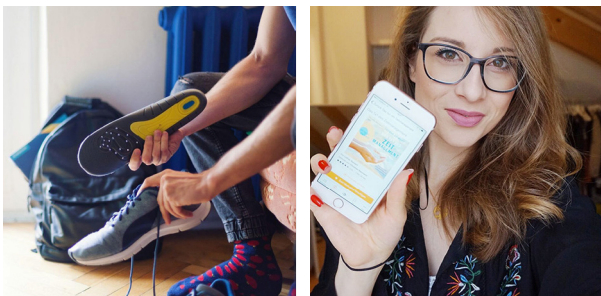


Chart 8

labs.indahash.com

I prepare a lot of content for a brand before posting

Women



Men



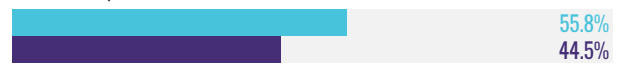
Chart 9

labs.indahash.com

What type of campaigns do you like to take part in the most?

Women Men

Review/product test



Video

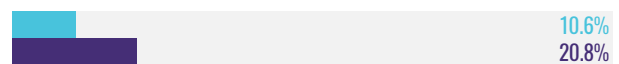


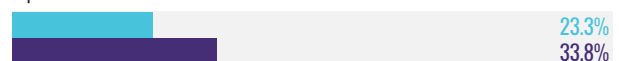
Chart 10

labs.indahash.com

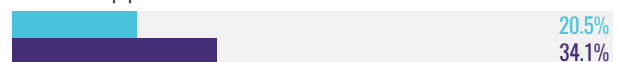
What brands do you most prefer working with?

Women Men

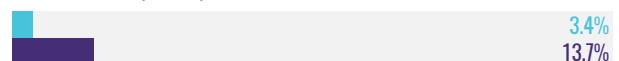
Sport



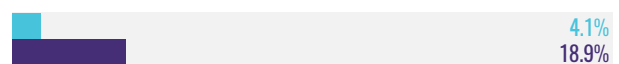
Mobile apps



Telecoms (GSM)



Automotive



Technology



Fashion



Beauty



”

Being open minded in seeking new ideas and being creative are the keys to innovation. I personally believe it works both ways, brands are giving us – influencers, an amazing opportunity to express our abilities and talents. Influencers on the other hand, gives brands the opportunity to reach entirely new audiences organically. Influencers are usually aware of the latest trends of the evolving social media platforms, hence brands can get acquainted with such new ideas and employ them to interest prospective customers.



photonyaa



photonyaa



photonyaa

What does being an "influencer" mean?

An influencer's profile

19 918

Followers on avg


Female

68% ♀


18-29 years old

21  avg

Students

62% 

Living in a capital or
one of the largest city

60% 

11%

Avg Engagement Rate

(interactions/followers)


64%

**Treat “influencery”
as a profession**


(have specific visions, train their skills,
and try to stay professional)

An influencer's profile


88%

 is also influential offline


61%


 post content at least once a day

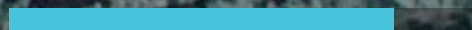
58%

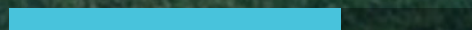
 spend a lot of time preparing posts before publishing (99% if posting for brands)


51%

 Main reason to cooperate with brands: "I like good brands and I want to recommend them to my fans and followers"


83% bought a product they saw in social media last month


83% think that people prefer following real people to brands and media


77% claim that influencers are competitive to traditional media


89% spend a few hours a day in social media

Media use on daily basis

Instagram

51%



Facebook

80%



YouTube

71%



Snapchat

67%



TV

56%



”

The report highlights some very interesting insights which clearly show how technology and the internet persist on changing traditional conventions, such as what a job can be in the 21st century. It's refreshing to see that individuals are able to generate an income from their passions rather than the more traditional career paths. By harnessing the power of technology and social media to communicate with an engaged audience, they are able to compete with traditional media channels by becoming producers and broadcasters who deliver ever greater results for advertisers.



Federico Dedeu

Head of South Africa, MediaCom Beyond Advertising

What does it mean to be an “influencer”

03

It's a lifestyle, it's a status, it's a profession

Influencer is the new profession!

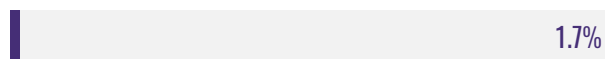
87% of influencers are “self-conscious” – they are working on their image and position. 64% treat their job very seriously – they have a vision, train their skills, and try to be professional.

Chart 11

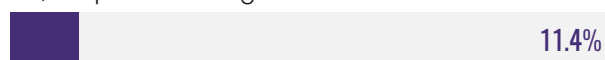
labs.indahash.com

Do you create your image on Social Media intentionally?

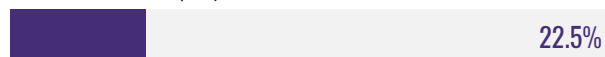
It doesn't matter to me



No, I improvise and go with the flow



Yes but I don't pay much attention to it



Yes, I have concrete vision, I instruct myself and try to be professional



”

Good use of influencers is based on the ability to capitalise on three things – creative talent, authenticity and reach. These three are tied together as most influencers gain their status due to their ability to have a unique point of view and express it in a creative way. As such, the best way to partner with influencers is to allow them to tell a brand story using their personal voice and style. This freedom of creativity is also necessary to maintain the power and authenticity (and therefore – credibility) of influencers, without which this medium will lose its effectiveness.



Guy Kedar

Digital Partner, Head of Social, Innovation Lead, MEC

They are competitive for traditional media.



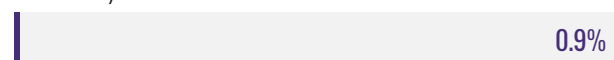
Chart 12

labs.indahash.com

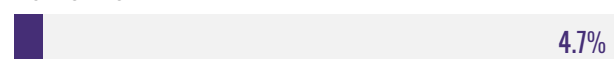
claim that they can compete with TV or press.

Do you think that Influencers are competition for traditional media (Internet portals, press, TV, etc.)?

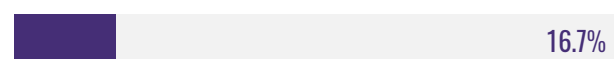
Definitely no



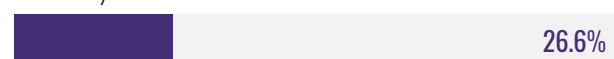
Rather not



Indifferent



Rather yes



Definitely yes



”

The result that '77% claim that they can compete with TV or press' is very interesting, I agree that is often compelling when comparing media channels, but I think it's important to remember that rather than competing it's all about collaboration, for example marrying a print campaign using influencers within the content, working with influencers when the brief is a right fit and looking at a campaign holistically.

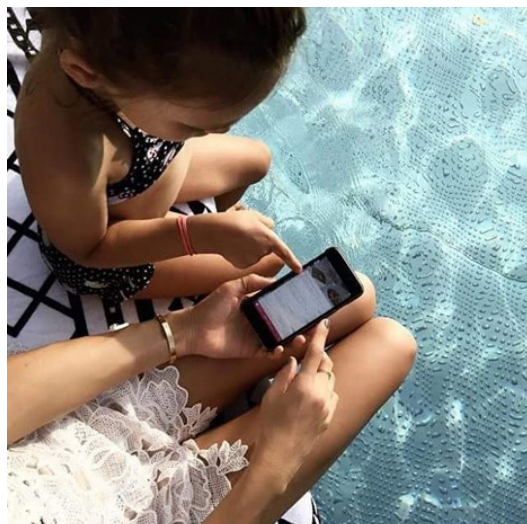


Harry Plester

Senior Social Content Executive, Chorus by Maxus

They simply live in social media.

Almost 90% spend a few hours using social media DAILY!



They treat posting seriously.

58% spend a lot of time preparing their content before publishing.



It's about time we recognize that influencer marketing is a new profession!! Above and beyond that, it is a new marketing channel that is still in its infancy. This report highlight key points for brands and advertisers to use as insights for their media planning.



Boye Balogun
Managing Director, Future Tech Media

As they are professionals they treat cooperating with brands as their job

56% prepare a lot of branded content before choosing the best shot.

Chart 13

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How much time do you spend on using Social Media?

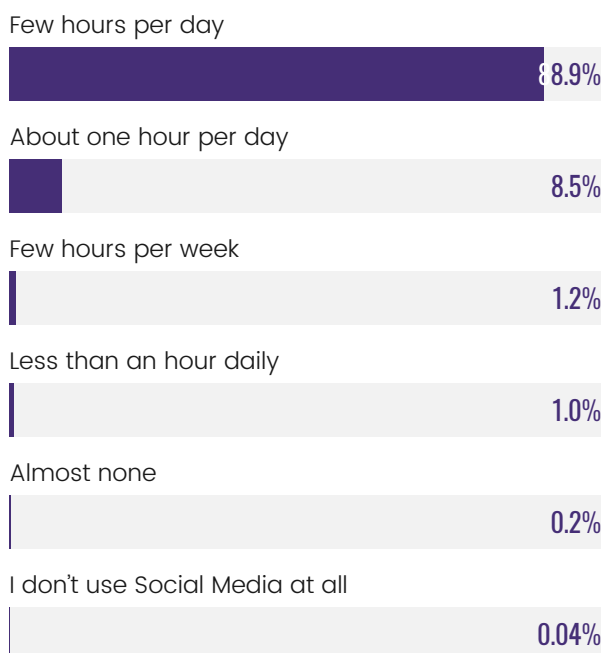


Chart 14

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How much time does it takes to you to prepare one post?

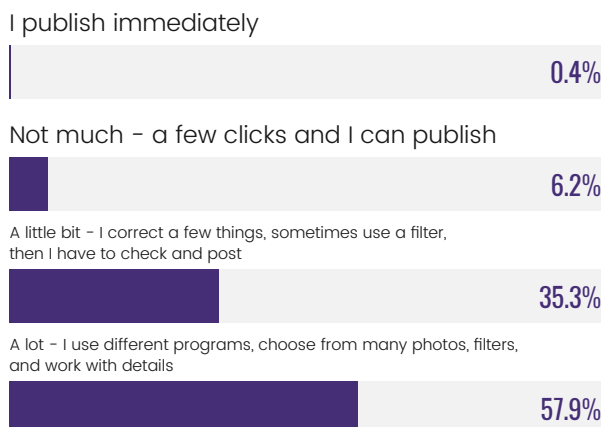
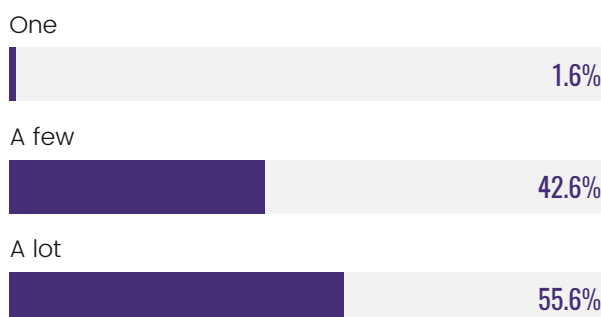


Chart 15

labs.indahash.com

How many photos for brand do you take before you publish one?





”

Everyone who thinks that creating content is just shooting photos on the run during everyday situations is so wrong. Good content needs to be prepared, planned, set, edited – it takes hours everyday! Luckily, most of us do that because it is our passion – you can call us professional story tellers, and brands should treat us as serious business partners, not some kids who „do stuff on the internet”. In my –and many others– opinion we’re witnessing the times where the online persona profession is no longer underestimated, because stats have caught up and given proof of our effectiveness – simply put, brands need us to reach (and engage) their target audiences.



globstory



globstory



globstory



globstory

Influencers off-line

03

Professionalism is one thing – but being an influencer also means a certain lifestyle.

Influencers say they're influential outside digital too

"Influencery" is not only a social status derived from followers number and engagement rates or a profession – as 64% claim to be. There is also a kind of common trait that means that certain people are just influential. 88% of those surveyed feel they have influence in real life as well as online.

Influential friendships

Many influencers don't differ too much from us – 32% have 2-4 close friends "offline". A fifth are extremely popular with over 10 close friends in real life. Another **20% live only in the digital sphere with no close friends offline at all!**

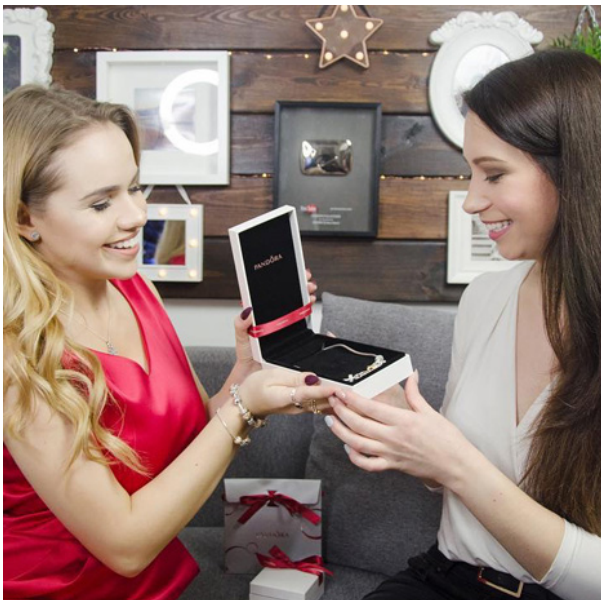
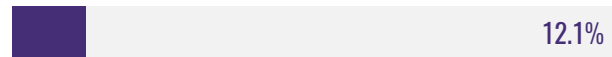


Chart 16

labs.indahash.com

Do you think you influence your friends beyond the Internet?

No



12.1%

Yes



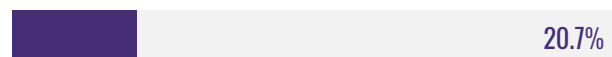
87.8%

Chart 17

labs.indahash.com

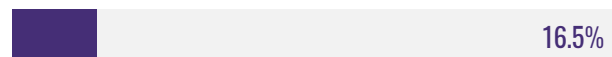
How many close friends do you have, off-line" (you meet face to face with them)?

More than 10



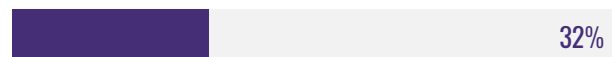
20.7%

5-10



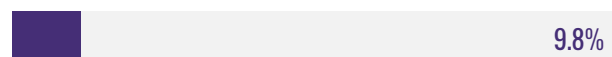
16.5%

2-4



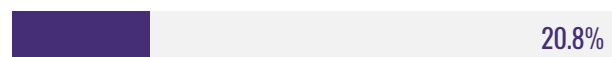
32%

1



9.8%

0



20.8%

They do not compete with each other.

They are professional, work with the biggest brands, earn big money but... they are not competitive with each other. Only 7% see other influencers as rivals.



Living in big cities.

60% live in a large city or a capital.

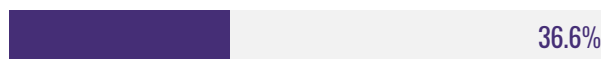


Chart 18

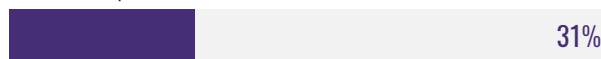
labs.indahash.com

Who are Influencers to you?

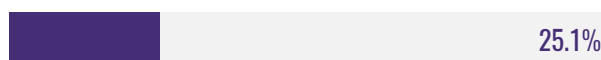
Just other users of Social Media



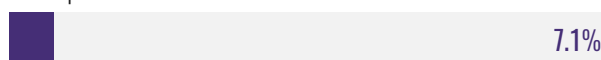
Business partners



Friends



Competition



Social media is big world but when you have this little small world with people believing in your taste of fashion or makeup and supporting you it means that you have this type of characteristics or traits that can influence others.



noor.alhajaj

noor.alhajaj

NooraJalil

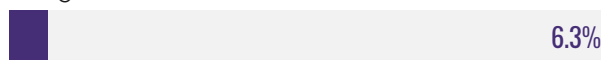
Noor Alhajaj

Chart 19

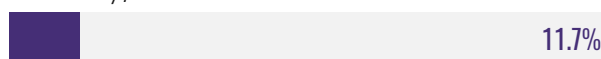
labs.indahash.com

Current place of residence:

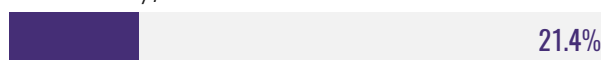
Village



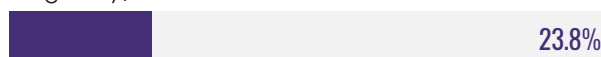
Small city/town



Medium city/town



Large city/town



Capital city or one of the biggest cities in your country



To have influence means, to show people – who for example have doubts – the right way or make decisions easier. But it means also to have a big responsibility, since people can be influenced positively as well as negatively.



artur__fit

artur__fit

Artur_63

Content creation

03

Influencers are the new publishers - they live to create and engage their audiences.

Mid-tier influencers are not just Youtubers. Being an influencer is all about engaging people with your content on many platforms!

Lots of people when hearing "influencer" tend to imagine a YouTuber - but of the most engaging mid-tier influencers, only 29% have a YouTube channel. 93% use Instagram daily, 69% are actively posting on Snapchat, and 56% share Instagram content on their Facebook profiles. It's on these platforms that they can engage their fans the most!

And post it frequently! Daily or 1-3 times a week.

Most influencers publish content 1-3 times a day (44%), But preparing fewer, yet more well thought out posts is also effective - as 38% post just 1-3 times a week)



Chart 20

labs.indiaHash.com

Do you have a YouTube channel?



Chart 21

labs.indiaHash.com

Do you post on Snapchat regularly?



Chart 22

labs.indiaHash.com

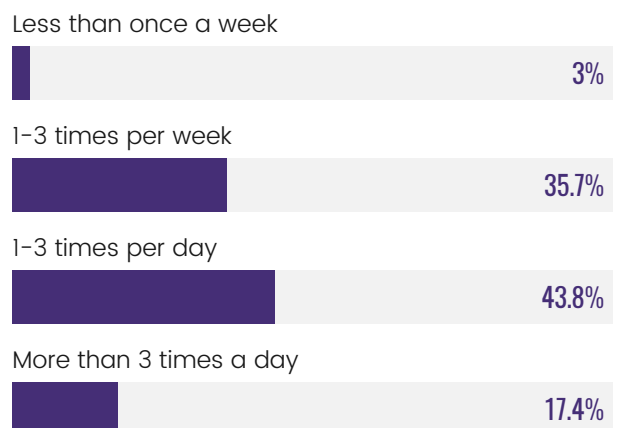
Do you share posts from Instagram on Facebook?



Chart 23

labs.indiaHash.com

How often do you publish content on social media?



As everybody knows faces draw the most attention.

No surprise (at 56%) the Selfie is most popular type of photo posted by influencers.



In terms of most frequently used #hashtags – there is no single winner.

Chart 24

labs.indahash.com

What kind of posts do you publish most often? (multichoice, max 3)

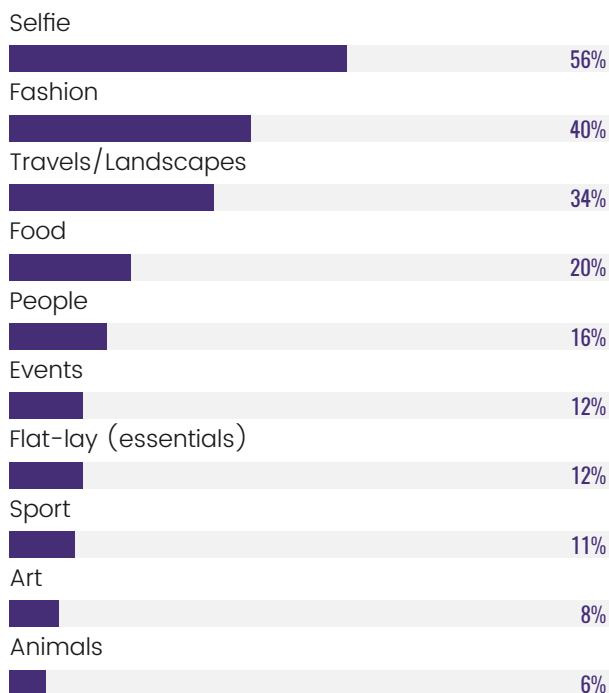


Chart 25

labs.indahash.com

Most popular were:



Use more than 10 #hashtags!

Hashtags on Instagram are crucial. We are used to judging influencers on their reach measured in followers. But the most engaging instagrammers have engagement rates way above 100%. This means more people like their content than follow them – all thanks to a good hashtag strategy.



Want to post like an influencer?

If you want to publish like an influencer, do it between 5 to 8 pm

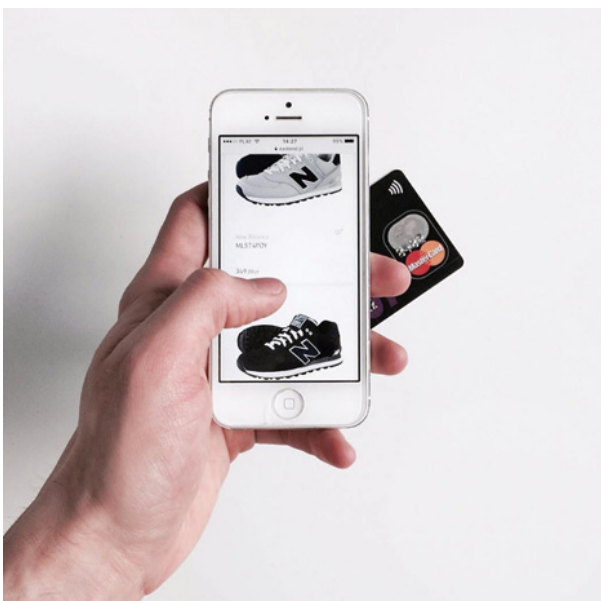
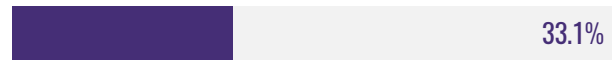


Chart 26

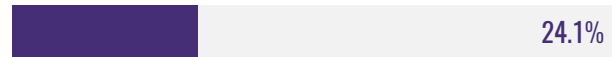
labs.indahash.com

How many hashtags do you use to tag your photos?

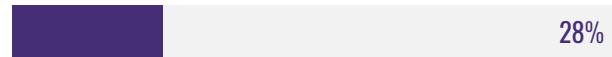
More than 10



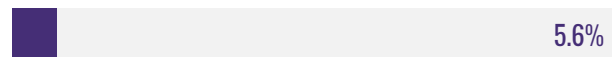
5-9



2-4



1



0

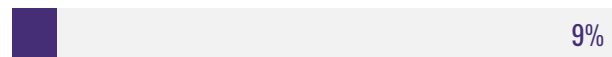
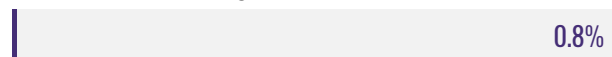


Chart 27

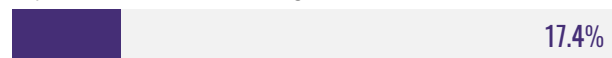
labs.indahash.com

What is your prime-time to add photos on Social Media?

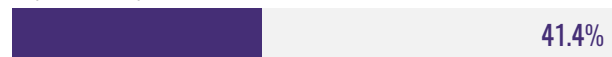
12 a.m. – 6 a.m. (night)



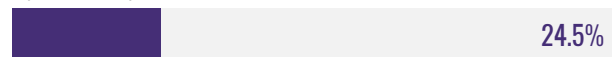
8 p.m. – 12 a.m. (evening)



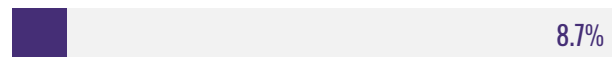
5 p.m. – 8 p.m. (late afternoon)



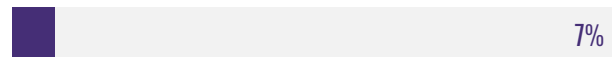
1 p.m. – 5 p.m. (afternoon)



11 a.m. – 1 p.m. (around noon)



6 a.m. – 11 a.m. (morning)



Stories beat Snapchat

03

...in certain categories.

InstaStories beat Snapchat (in total numbers):

As those two giants are fighting for users all the time – we decided to ask our influencers the simplest question: “Snapchat or InstaStories?” – to resolve the dilemma. Unfortunately, it was close to a tie!



InstaStories for fame

63% of our most popular respondents (top 25%) chose Stories over Snapchat.

Chart 28

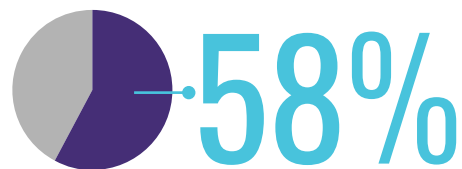
labs.indahash.com

Snapchat or Instastories?

Instastories



Snapchat



**of the most
engaging
influencers (top
25%) chose
Snapchat over
InstaStories.**

Snapchat for engagement

Although Stories are more popular in the whole sample, Snapchat is the king of engagement. 58% of the most engaging influencers (top 25%) chose Snapchat over InstaStories. 74% of them regularly post content on Snapchat (vs 68% of others).



“

Influencer Marketing has long been an important part of the marketing solutions we recommend to our clients when fitting their strategic goals. I believe that the development of the entire influencer market (incl. regulations) will be a crucial topic in 2017/ 2018.



Patrik Hülsmann

Social Lead, Ogilvy Public Relations GmbH

Cooperation with brands

Cooperation with brands

04

Cooperating with brands is the immanent part of being an influencer. And not only because of the money!

Money is not everything!

As 58% of influencers declare, the most important reason for them to cooperate with brands is "I like good brands, products and services". 50% also like recommending good brands to their fans. Money is of course important – but contributed only to 20% of all mentioned reasons.



Choosing micro or mid-tier influencers as a brand's priority depends of course on the brand and their needs. However, it is becoming more and more important. Be it for pragmatic reasons (smaller cooperation budgets) and increasingly for quality reasons (higher ER).



Patrik Hülsmann

Social Lead, Ogilvy Public Relations GmbH

Phew! We're good! ;)

Mobile app is the most preferable way for influencers to cooperate with brands!



Chart 29

labs.indahash.com

What is the main reason for you to work with brands? (multichoice 3 options):

I like good brands/Products/Services



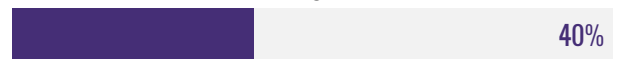
I want to recommend good brands to my followers



Money



I am excited to work with global brands



I am proud to be an Influencer

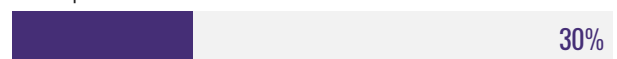
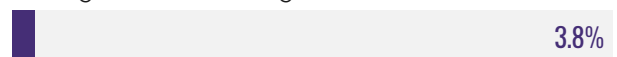


Chart 30

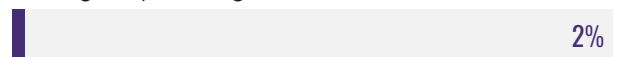
labs.indahash.com

In which way do you prefer to collaborate with brands?

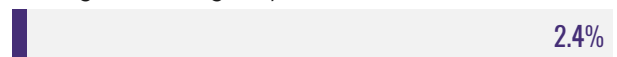
Through a website/blog



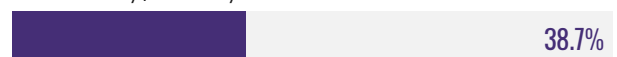
Through my manager



Through an Ad Agency



Individually/directly with the brand



Through a special app made to collaborate with brands



Influencers like product placement

Should I place your product directly next to me on my selfie? No problem – 77% mention placing product in photo or video as their favourite type of cooperation with brands.



Chart 31

labs.indahash.com

In what type of brands' campaigns are you most likely to engage in? (multichoice, max 5)

Product placement (in photo or video)



Product placement, contrary to appearances, is a very natural form of communicating information about the product. In the blogosphere we have various types of such communication, for example – monthly favourites, daily routines etc. Additionally, product placement of luxury products usually includes delivering of the product to influencers, therefore besides the payment they get a product for their own use. Of course influencers still accept barter cooperation for these kinds of products, trading the value of the product as payment for their content – a post on their blog, a photo on instagram, a video on youtube.



Małgorzata Strzępa

Digital Marketing Specialist, PERFORMANCE MEDIA

Influencers want their branded content tagged.

Depending on the country there are lots of different legal regulations whether influencers should tag content posted for brands (as #ad or #spon). Whatever the law, 62% of influencers claim that it should be tagged. But brands shouldn't be worried at all – there are no drops in engagement rates, there are no negative comments, authenticity and transparency is kept. Followers, just as the influencers they follow, simply love good brands!

It's not just influencers that like branded content!

Measured by likes and engagement rates now confirmed by influencers. 88% claim their followers react well or very well to branded content!

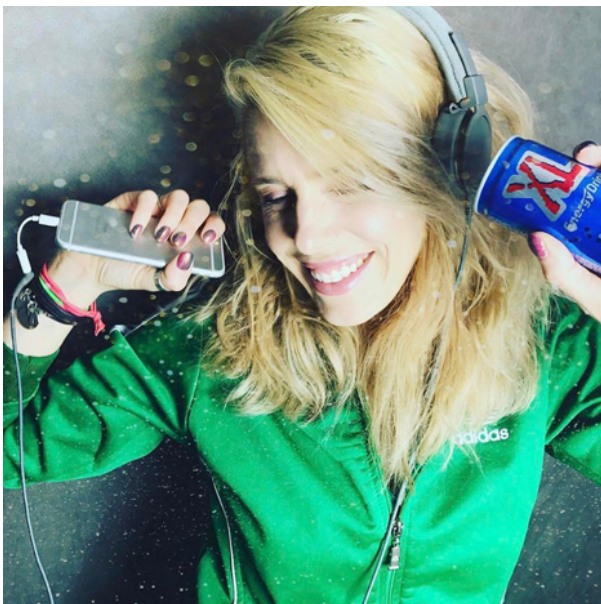
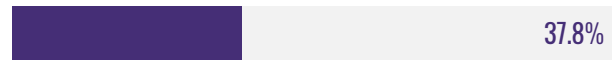


Chart 32

labs.indahash.com

Do you think that paid posts (made for brands) should be specially marked?

No



Yes

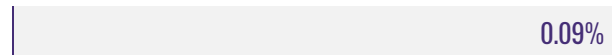


Chart 33

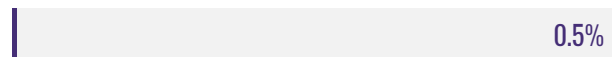
labs.indahash.com

How do your followers react to the advertising content you post?

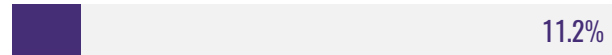
Very bad



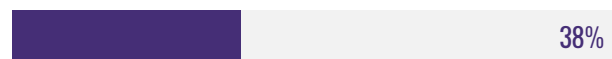
Bad



Not good, not bad



Good



Very well



The most important point here should be always thinking about brands that fit with my passions and content I like to share, but most of all, brands that can add value and be relevant for my audience. I always say that there's a temptation to get all starry-eyed when you're approached by a big-name brand to promote their products. But there are tons of mid-sized companies that you can really make a difference for.



mimiolivan

Instagram mimiolivan

Facebook MimiOlivan

Pinterest Mimi Olivan



”

We're very happy to see "88% claim their followers react well or very well to branded content!", as branded content specialists within Chorus, we always favour content that is inspired by a brand, but made for an audience to enjoy. We think product placement serves a purpose, but can come across too 'ad like', so for strong fanengagement branded content is key!



Harry Plester

Senior Social Content Executive, Chorus by Maxus

Influencers love brands – and brands love influencers!



Between January 2016 and April 2017 influencers from indaHash took part in **852** campaigns, published **21 431** posts and generated **22 502 042** interactions with branded user generated content.



To be honest, we don't need fame! We need reach and authenticity. For us engagement shows how good or bad is the campaign or the influencers content created.



Dominik Clever

Corporate Marketing Manager, Digital Marketing & New Media, Zott SE & Co. KG



Favourite brands to cooperate with

Influencers aren't just an advertising space. Remember they are also users of your brand – just a bit more popular and engaging than others!

Love brands for free?

Everyone has a brand they love

78% of influencers would cooperate with brand of their choice for free!

Every niche has its influencer.

Fashion, beauty and luxury brands are influencers' most favoured brands. But food (46%), tourism (31%), technology (30%), sport (27%) or mobile apps (25%) are also high on the list. Remember – every niche has its influencer.



We are excited at the prospect of micro influencers, especially for regional and specific genre/interest based activity – we have used micro influencers in the past for launching new products and store openings but feel that an always on strategy would be very beneficial, especially using location based in-store promotions to encourage purchases.



Harry Plester

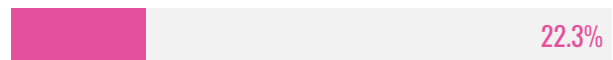
Senior Social Content Executive, Chorus by Maxus

Chart 34

labs.indiaHash.com

Is there a brand that you'd be happy to collaborate with for free?

No



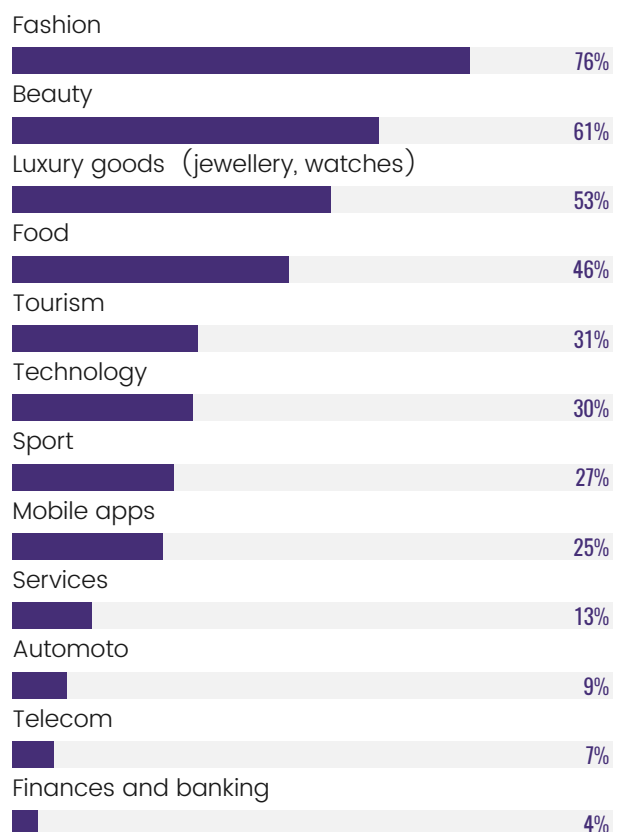
Yes



Chart 35

labs.indiaHash.com

With what types of brands are you most happy to collaborate with? (max 5)



Global brands are in favour but...

Although half (49,5%) of the influencers prefer working with the biggest, global brands – for 37% it doesn't matter.



Influencers are ready to get to know your brand

Don't have a recognizable brand yet? Don't worry – 85% of influencers are willing to get to know you!

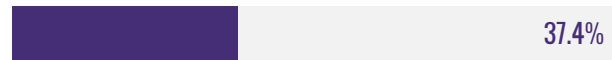


Chart 36

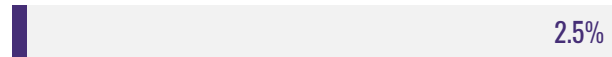
labs.indahash.com

With what type of brands do you prefer to collaborate with?

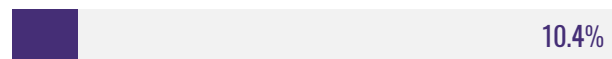
Irrelevant



Regional, small brands



National brands



Global brands

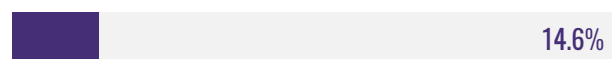


Chart 37

labs.indahash.com

Would you engage in a campaign for brand you don't know?

No



Yes



Although I really enjoy working with well-known popular brands, I find it a lot of fun working with unknown new brands or products that are launching for the first time and only a handful of people are aware of them and I get to introduce people to the product for the first time. I don't like working with controversial brands. It's important for me as an influencer to take care of my personal brand too and if I find that a certain controversial product / brand could have an adverse effect on my online brand I will opt out of accepting work from them.



ntandostemmet

ntandostemmet

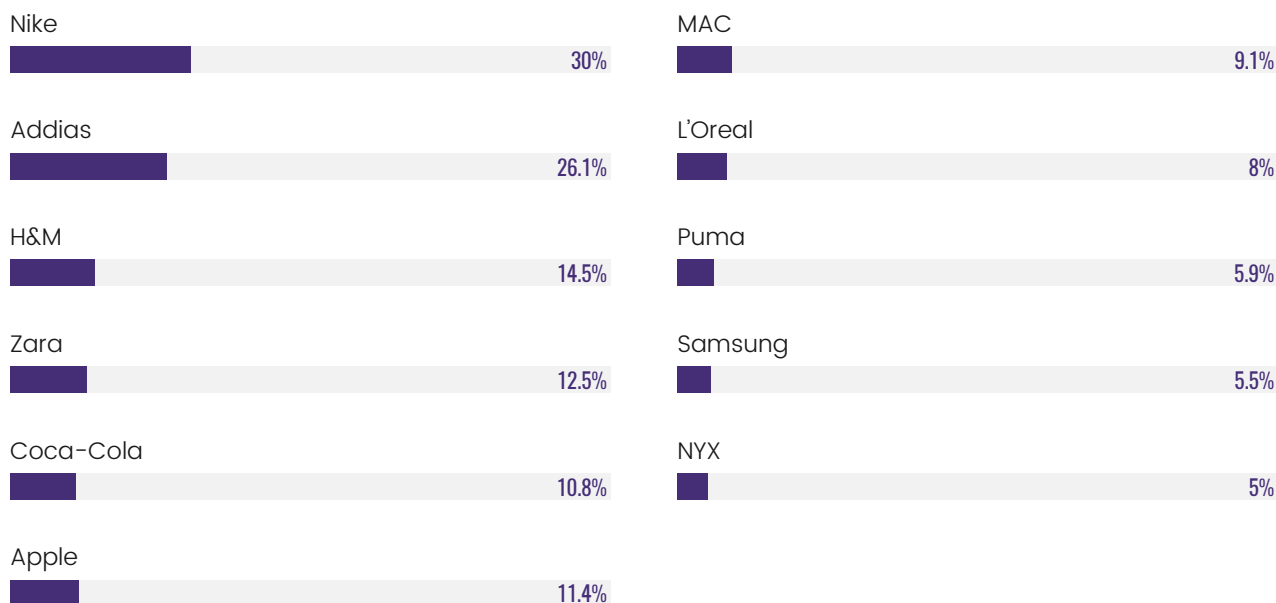
Influencers also have brands they love!

Found your brand on the list – congratulations! Not there yet? What are you waiting for! Introduce your brand to influencers now.

Chart 38

labs.indahash.com

Please name the brands that you would most like to collaborate with:



Brands under 5%

Asos	Douglas	Michael Kors	Reserved
Audi	Essence	Milka	Rimmel
BMW	Garnier	NA-KD	Sephora
Benefit	Golden Rose	Nestle	Sony
Bershka	Gucci	New Balance	Stradivarius
Calvin Klein	Huawei	New Look	Tommy Hilfiger
Canon	KFC	Nikon	Too Faced
Channel	Maybelline	Nivea	Topshop
Daniel Wellington	McDonald's	Pepsi	Vans
Dior	Mercedes	Reebok	

”

We’ve been growing and developing our approach to working with micro-influencers over the past two years as briefs become more creative and the scope for delivering content continues to broaden. For us, this isn’t a replacement for YouTube content or bigger brand endorsement campaigns, but rather another creative solution to build advocacy at scale, and with authenticity. Most interesting for us over the next few months, will be to see how mid-tier influencers work more integrally within large brand campaigns, taking content beyond their Instagram accounts and into brand-owned assets, advertising and digital campaigns.



Katie Hunter

Influencer Marketing Director, OMD.COM



”

Indahash's study sheds great light on an often misunderstood and incorrectly used side of paid-for earned communication. While I think the numbers in the report speak for themselves, it is more the dialogue it should open on how we help influencers hone their skills and seek business transparency as it becomes a profession and a vetted channel for communication.



Mayank Garg
Head of MENA, MediaCom Beyond Advertising

A man wearing a bright yellow raincoat and red shorts stands on a wet, paved street. He is holding a black umbrella, but the top of the umbrella is replaced by a large, realistic-looking hamburger with sesame seeds. The background shows a dark, rainy street with trees and a building. The overall scene is surreal and humorous.

What influences the influencer?

What influences influencers?

Influencers are the new publishers

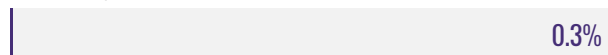
Social media is... social! It means we love to interact, engage and follow other people. This means we prefer following other users than traditional media or brands. 82% of influencers think the same.

Chart 39

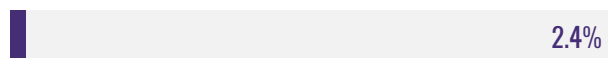
labs.indahash.com

Do you think people would rather follow friends' accounts than traditional sources (portals, press, TV channels)?

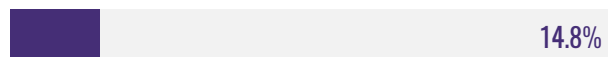
Definitely no



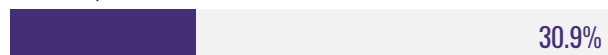
Rather not



Indifferent



Rather yes



Definitely yes



Traditional media in trouble

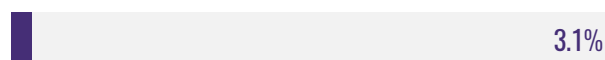
If you'd like to reach influencers choosing traditional media as Radio (1%), Press (3%) or TV (5%) may not be the best idea. Friends (34%), social media users (25%) and other influencers (20%) are the most opinion-forming "media" for 79% of digital influencers.

Chart 40

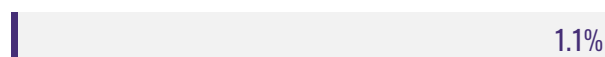
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Who or what forms your opinions? (max 3):

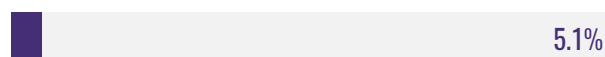
Press



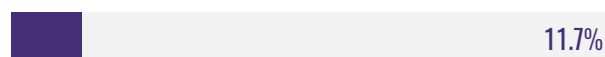
Radio



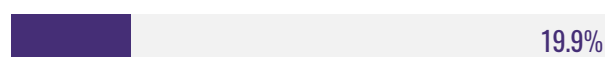
Television



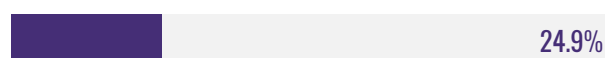
Traditional celebrities



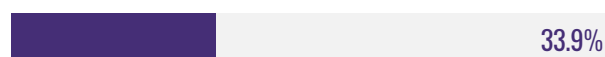
Influencers



Social media users



Friends



Social media is not only opinion-forming – it drives sales directly

82% of digital influencers have bought something they saw in social media in last month. 41% bought something last week.



There are hundreds of fantastic accounts who influence me on so many levels – they inspire me to keep going and strive for the things they've achieved!



bethsandland

@bethsandland

Chart 41

labs.indahash.com

When was the last time you purchased a product/service you saw in Social Media (FB, Insta, Snap, etc.)?

Never



4.5%

Few months ago



13.2%

This month



41.6%

This week



40.6%



Definitely what we see on the internet, specially if it been tested or bought by others, will make us go for it 100%. Specially that it's easier and faster to purchase anything rather than watching something on tv we would immediately think it's paid advertisement.



diyarii_

@diyarii_

diyartm



Media consumption among influencers

05

Chart 42

labs.indahash.com

What media do you use every day? (multichoice)

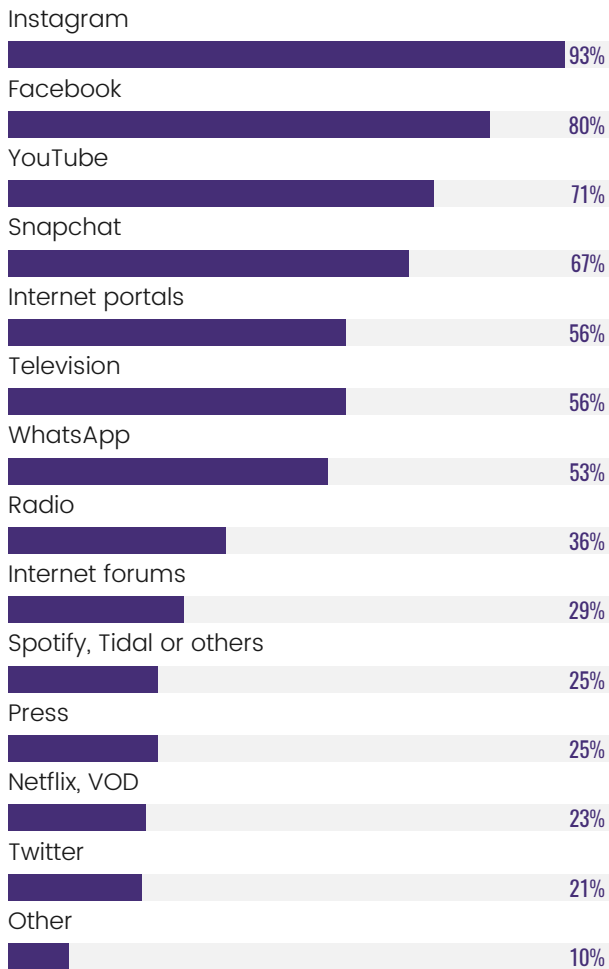


Chart 43

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How much time do you spend on reading paper press?

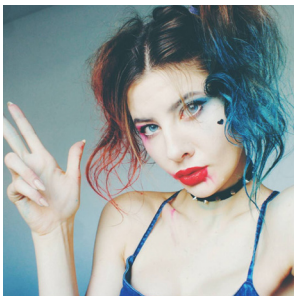
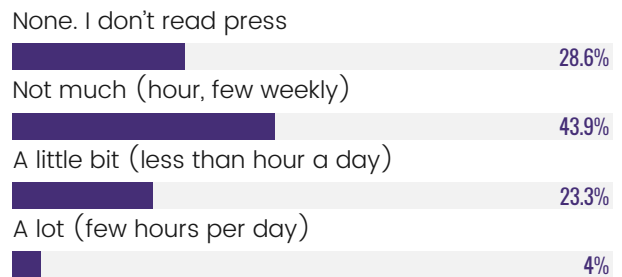




Chart 44

labs.indahash.com

How much time do you spend watching video on the internet (Netflix, YouTube, VOD, other)?

None. I don't watch video

1%

Not much (hour, few weekly)

10.6%

A little bit (less than hour a day)

35.3%

A lot (few hours per day)

53%



While it is evident that the consumption of print is declining, some traditional publishers have managed to reinvent themselves to the digital world. TV is another term that demands re-examination – should video content Viewed On Demand or on a digital platform, such as Youtube, considered as TV or not? The survey results suggest that influencers themselves spend a lot of time consuming online video on such channels.



Guy Kedar

Digital Partner, Head of Social, Innovation Lead MEC

Chart 45

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How much time do you spend on watching TV?

None. I don't watch TV

13.8%

Not much (hour, few weekly)

26.7%

A little bit (less than hour a day)

37%

A lot (few hours per day)

22.4%

Chart 46

labs.indahash.com

How much time do you spend on using Social Media?

I don't use Social Media at all

0.04%

Almost none

0.2%

Few hours per week

1.2%

Less than an hour daily

1%

About one hour per day

8.5%

Few hours per day

88.9%





**What
distinguishes the
best influencers?**

What distinguishes the best influencers?

Did you ever wonder, what is the difference between top influencers and the rest of the population?
Now – you'll know!

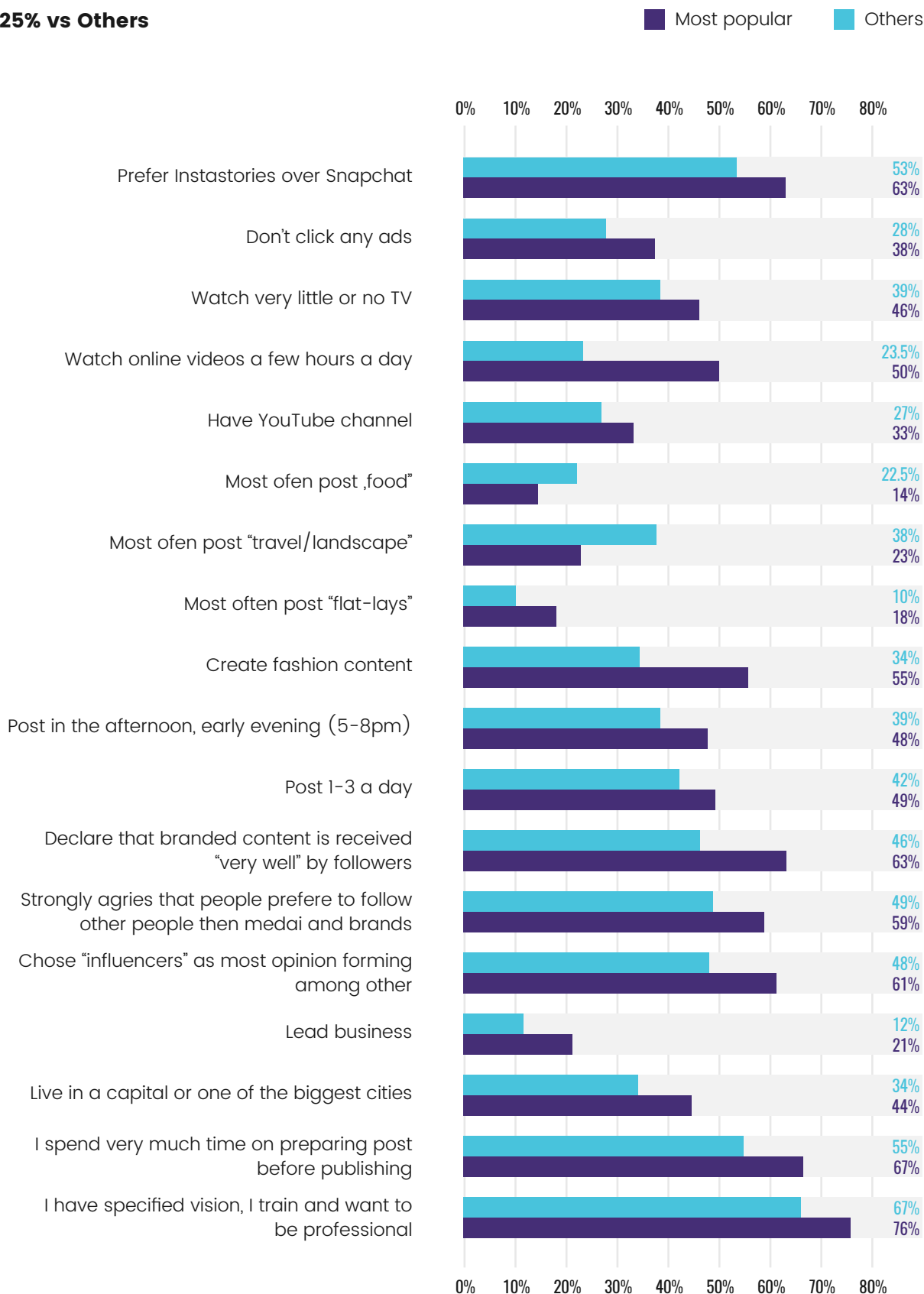
Most popular

(top 25%: 18–550k followers) vs others

Professionals	76%	vs	67%	– has a specific vision, train their skills, wants to be professional
	67%	vs	55%	– spend a lot of time preparing a post before publishing
	44%	vs	34%	– live in capitals or big cities
	21%	vs	12%	– leads businesses
Aware of their power	56%	vs	42%	– say influencers are the most opinion-forming for them
	61%	vs	48%	– claims influencers are competition for traditional media
	59%	vs	49%	– think people definitely prefer to follow other people than brands and media (top2: 86.5% vs 80.9%)
	63%	vs	46%	– are more convinced that branded content is received very well by their followers (top2: 93% vs 86.5%)
Post MORE often, different content in different time	49%	vs	42%	– post content 1–3 a day
	48%	vs	39%	– post in the evening (5–8pm)
	55%	vs	34%	– create “fashion” content
	18%	vs	10%	– prefer flatlays
	23%	vs	38%	– but less travel/landscapes, and food (14% vs 22.5%)
Watch much MORE on-line videos, LESS than traditional TV, they don't click ads	33%	vs	27%	– have a YouTube channel
	50%	vs	23%	– watch on-line videos a few hours a day
	46%	vs	39%	– watch very little or no TV
Prefere InstaStories over Snapchat	38%	vs	28%	– don't click ads
	63%	vs	53%	– choose InstaStories over Snapchat

Most popular influencers

Top 25% vs Others



Most engaging

(top 25%: 12-80% ER) vs others

Less popular

4 - 5,5k followers – they have smaller but more engaged communities.

More 'natural'

61% vs 66% – claim they are professional, have a vision and strategy

39% vs 55% – are convinced that influencers are definitely competitive with traditional media

84% vs 89% – think they are influential also off-line among friends

53% vs 60% – live in capitals and the largest cities

Post content slightly LESS often

39% vs 46% – posts content 1-3 times a day (40% – posts 1-3 times in a week)

47% vs 59% – shares IG post on FB

Watch many more videos

55.5% vs 22% – claim that they spend a lot of time watching online videos

Prefer Snapchat over InstaStories

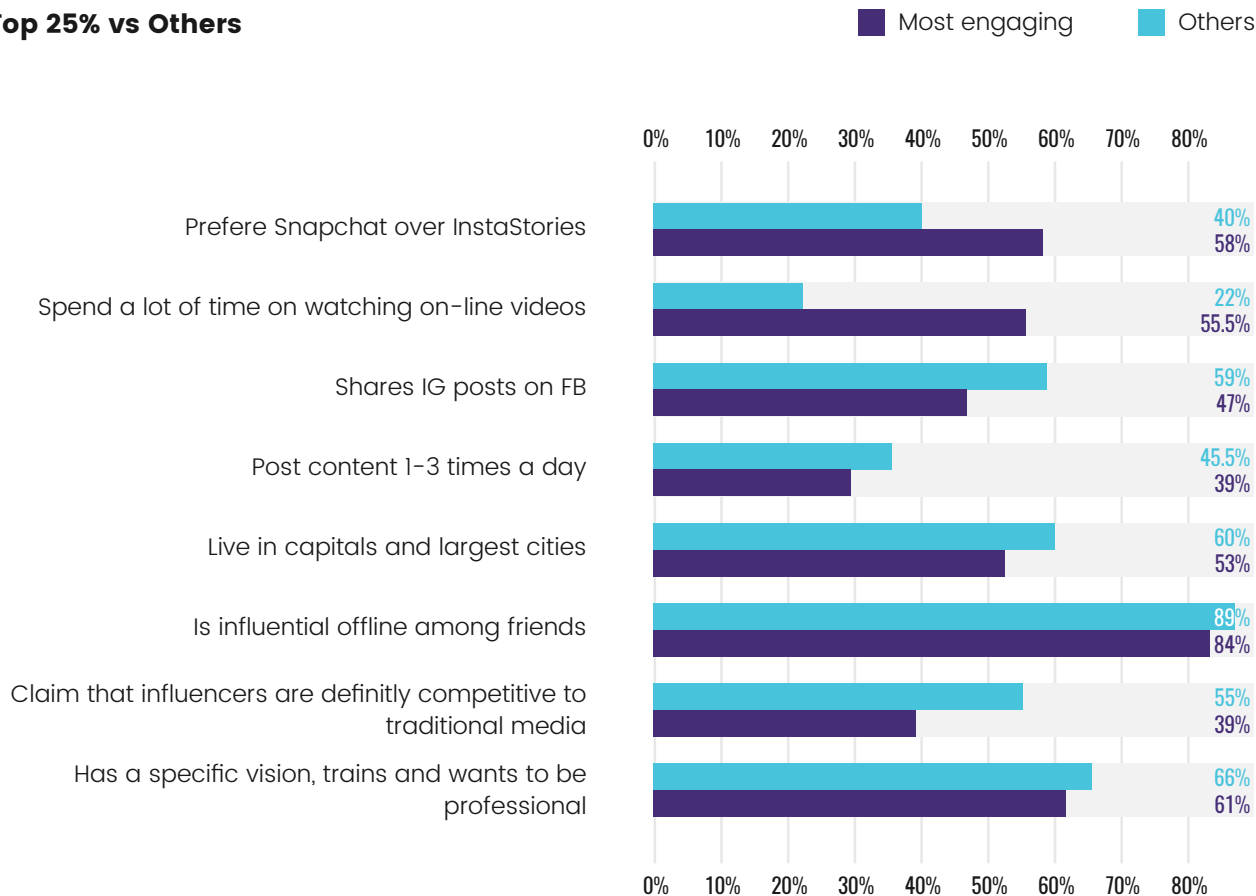
58% vs 40% – choose Snapchat over Stories

74% vs 68% – publish content on Snapchat



Most engaging influencers

Top 25% vs Others



”

Being a blogger these times is not just a passion or a hobby, which you do in your free time. It's a very time-consuming and demanding profession, which you have to develop, invest in and spend a lot of time on in order to have the expected results. Influencers who are devoted to it are extremely valuable partners, and cooperation with them is simply a pleasure.



Małgorzata Strzępa

Digital Marketing Specialist, PERFORMANCE MEDIA



We have seen influencers become more professional in their approach to cooperation with brands. As the amount of campaigns using influencers' unique skills increases, all partners (companies, agencies and the influencers themselves) gain more and more experience on what followers expect, what works and what doesn't. From our Agency's perspective, influencers do not compete with traditional media for budgets. Both elements are often part of a larger, more complex offer. Over the last few years, budget allocation has made space for influencers in media plans, which is why we are rarely in a situation where budgets, which were meant for traditional media, are relocated to influencers. Of course, the percentage of media spend allocated to influencer marketing is growing, however it is not a threat to traditional media spend.



Michael Dunin

Managing Director, WebTalk



”



**I always say to the Brands,
that they have to learn
to let go and not control
everything. I know my
followers and I know what
they like and what not. That
way my advise is always:
TRUST THE INFLUENCER.**



silkewolters



silkewolters



WoltersSilke



Silliswelt



Case studies



”

Schwartz have partnered with Indahash during the last year on a number of innovative influencer campaigns. One of our most worthy collaborations was the 2016 Christmas campaign – where we not only reached above 820,000 consumers and engaged over 25,000, but we were also able to receive a Piccadilly Circus OOH placement just before the holiday. The initiative was a first for Schwartz, and we were extremely excited and pleased with its outcome. We look forward to continue working with Indahash on both ongoing and future campaigns.



Katie King

Assistant Brand Manager, Schwartz



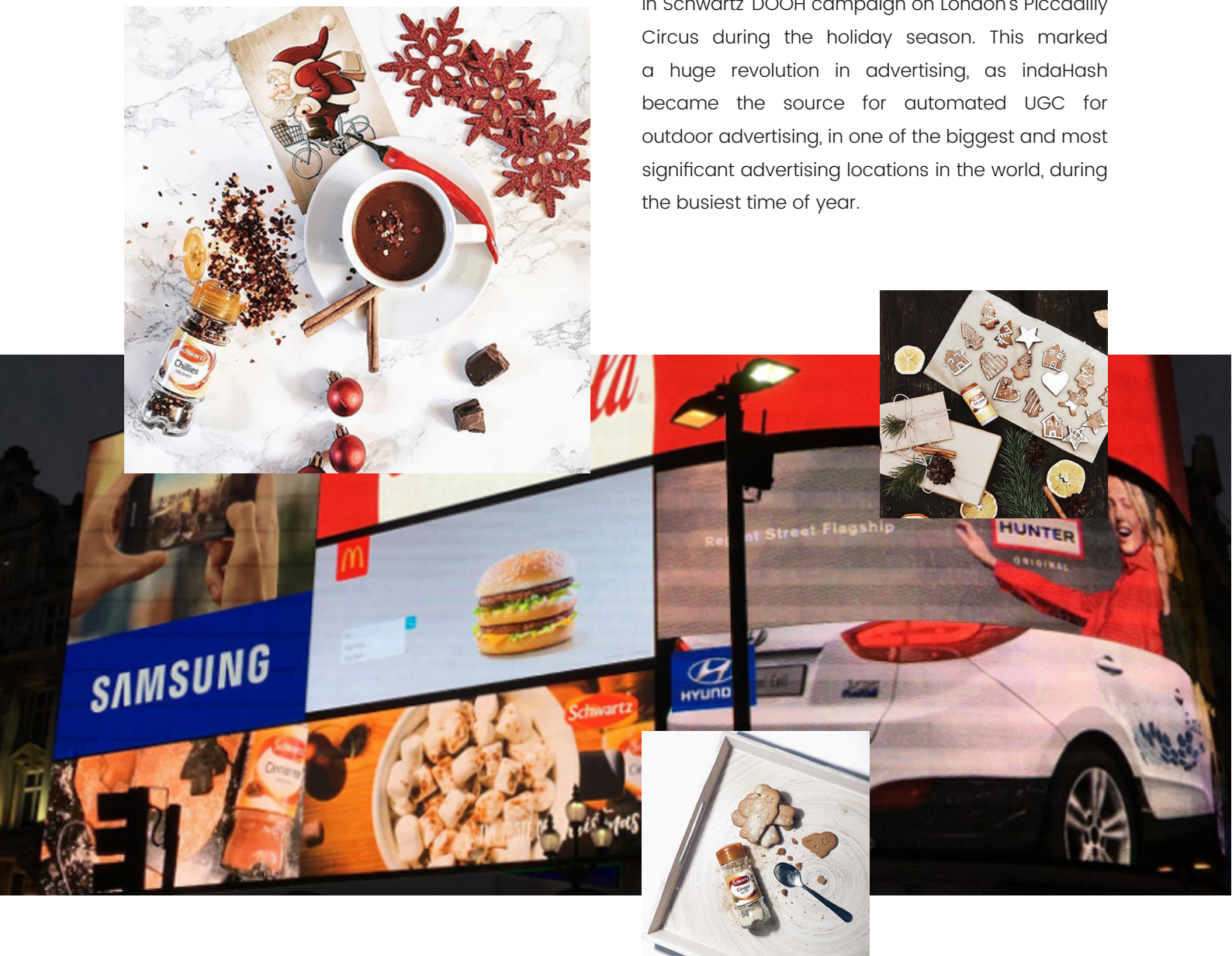
Branded UGC reused in DOOH



Reach: < 2 000 000
Number of influencers engaged: 34
Engagement rate: 4%

The beautiful UGC influencers generated during the #christmasis campaign prompted Schwartz to use the UGC wherever they could. A logical move considering UGC is 7x more trustworthy than brand created content.

By the end of 2 automated flights, influencers had produced a ton of high quality photos, thus Schwartz decided that the best content would finally be put in Schwartz' DOOH campaign on London's Piccadilly Circus during the holiday season. This marked a huge revolution in advertising, as indaHash became the source for automated UGC for outdoor advertising, in one of the biggest and most significant advertising locations in the world, during the busiest time of year.



Connecting influencers



to promote client's hashtag and create unique brand experience on Instagram.

Reach:

< 1 000 000

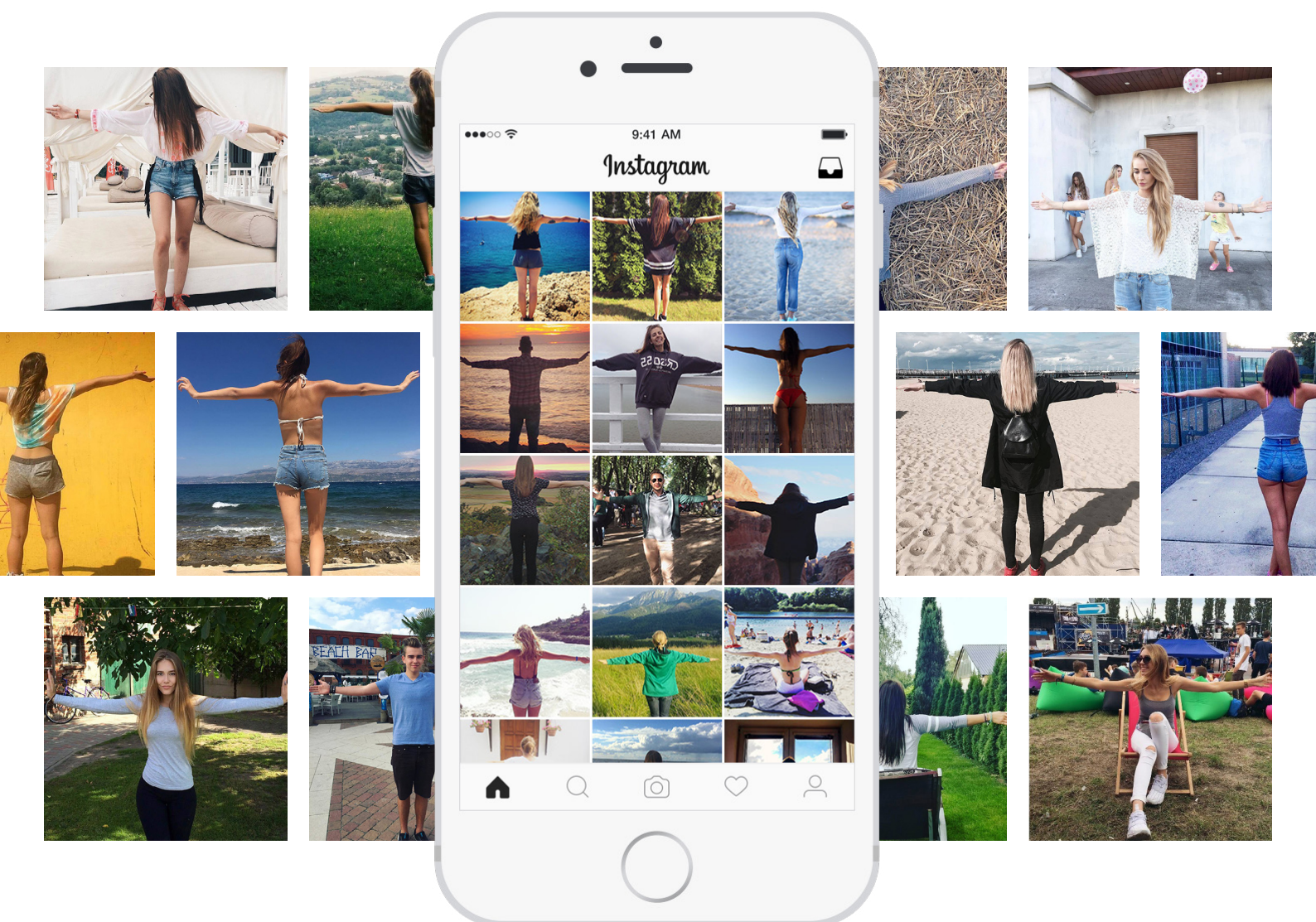
Number of influencers engaged:

84

Engagement rate:

8%

Lots of telecom brands are about connecting people - but only few of them can show and prove that they actually do that! With T-Mobile we've created a unique experience for all the people browsing #feelconnected hashtag - which was promoted by our influencers. Shaped in a "T" as in the T-Mobile logo, people from various places formed a huge chain of connected people from all over Instagram - reaching almost 1 million of their followers, and engaging 8% of them in T-Mobile's campaign.



Generating branded UGC

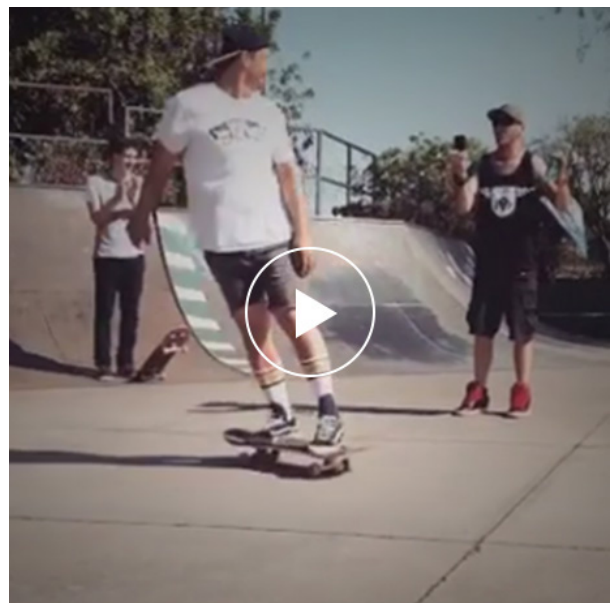
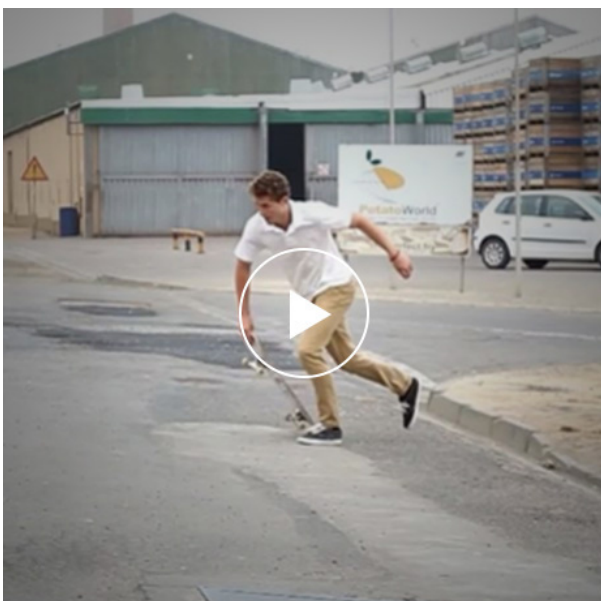
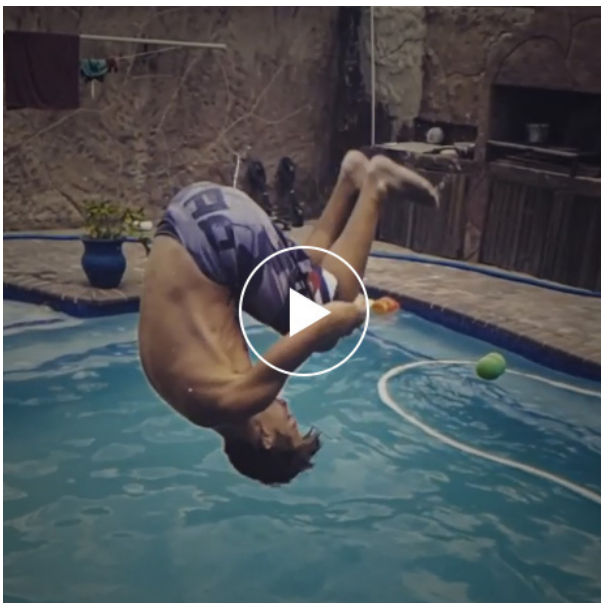
SONY

with micro-video format

Reach: < 500 000
Number of influencers engaged: 39
Engagement rate: 11%

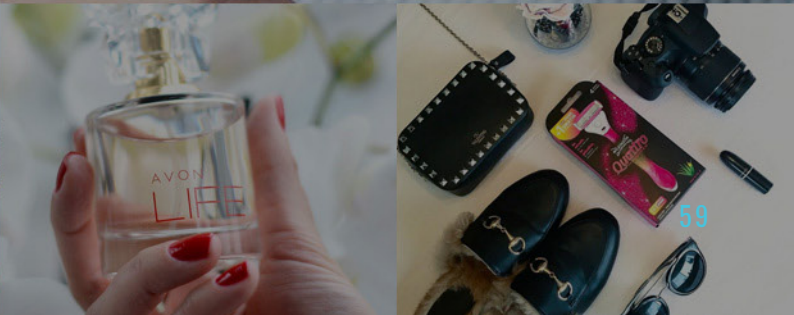
There is nothing more trustworthy and persuasive in marketing communication than branded user generated content. And there is nothing more engaging than video. For SONY we've combined those two - 39 influencers produced 39 unique micro-videos, and engaged their followers to take part in the SONY Xperia video contest, by doing the same thing.

39 videos were created during the campaign, yet more content was posted using the campaign's hashtags due to overlapping influencers challenging each other, and sending challenges again back and forth, trying to 'one-up' one another. Lots of fun for us to watch unroll. ;)





See our case studies
on YouTube!



Dogs or cats?

Cats



28.7%

Dogs

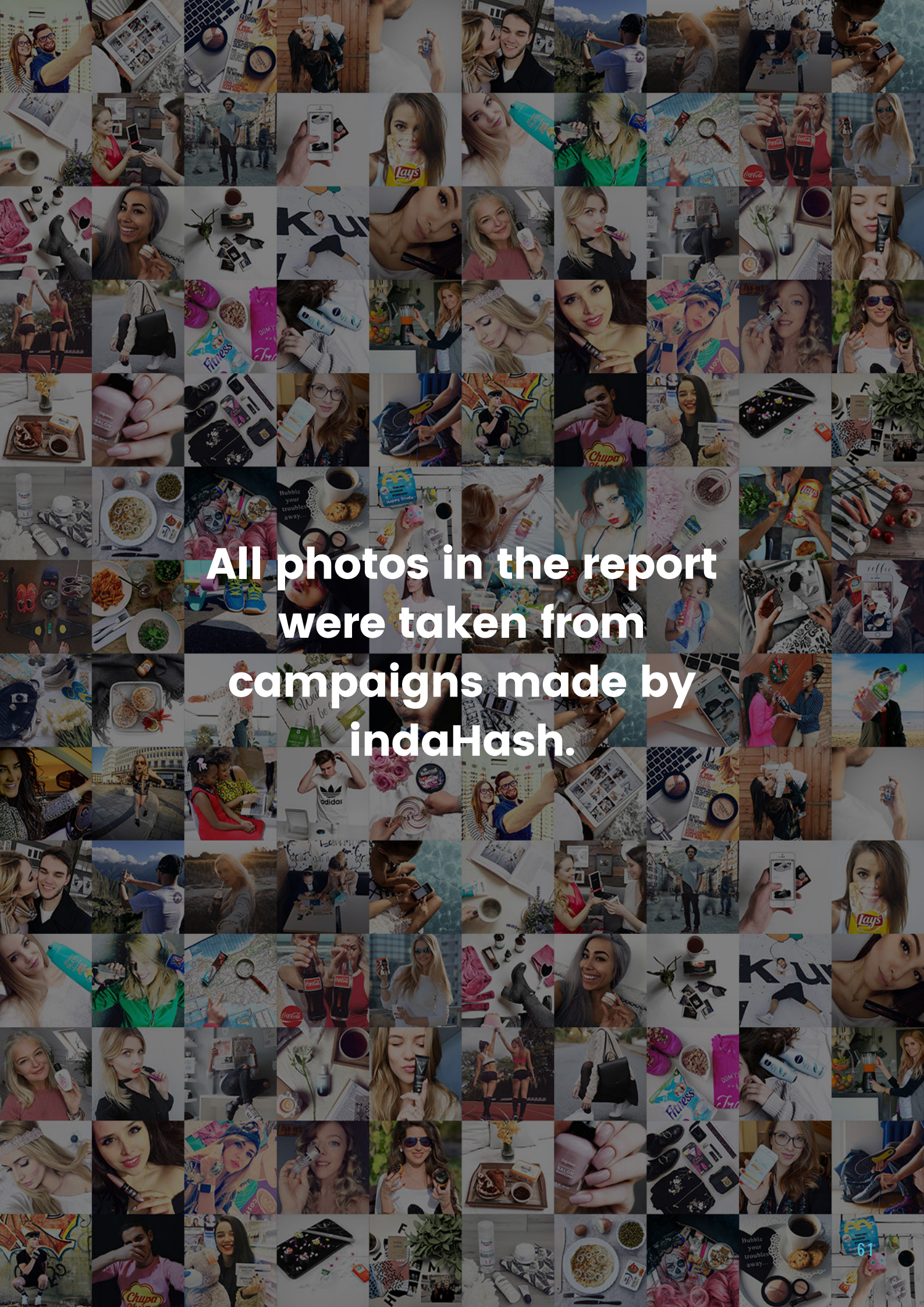


71.2%

...and by the way



**of influencers
we surveyed
declare they
prefer DOGS
over CATS ;)**



All photos in the report
were taken from
campaigns made by
indaHash.



**IDH Media Limited, 22 Northumberland Road,
Ballsbridge, Dublin**

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