



# THE STATE OF INFLUENCER MARKETING

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## 2021

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# Are you curious about the current state of influencer marketing?

This survey is conducted by Cure Media and maps trends, challenges and future investments in influencer marketing to gather brands' and marketers' perspectives on the state of the industry in 2021. The results are based on the answers from B2C brands in Europe, as well as on findings from previous research. Let's take a look!

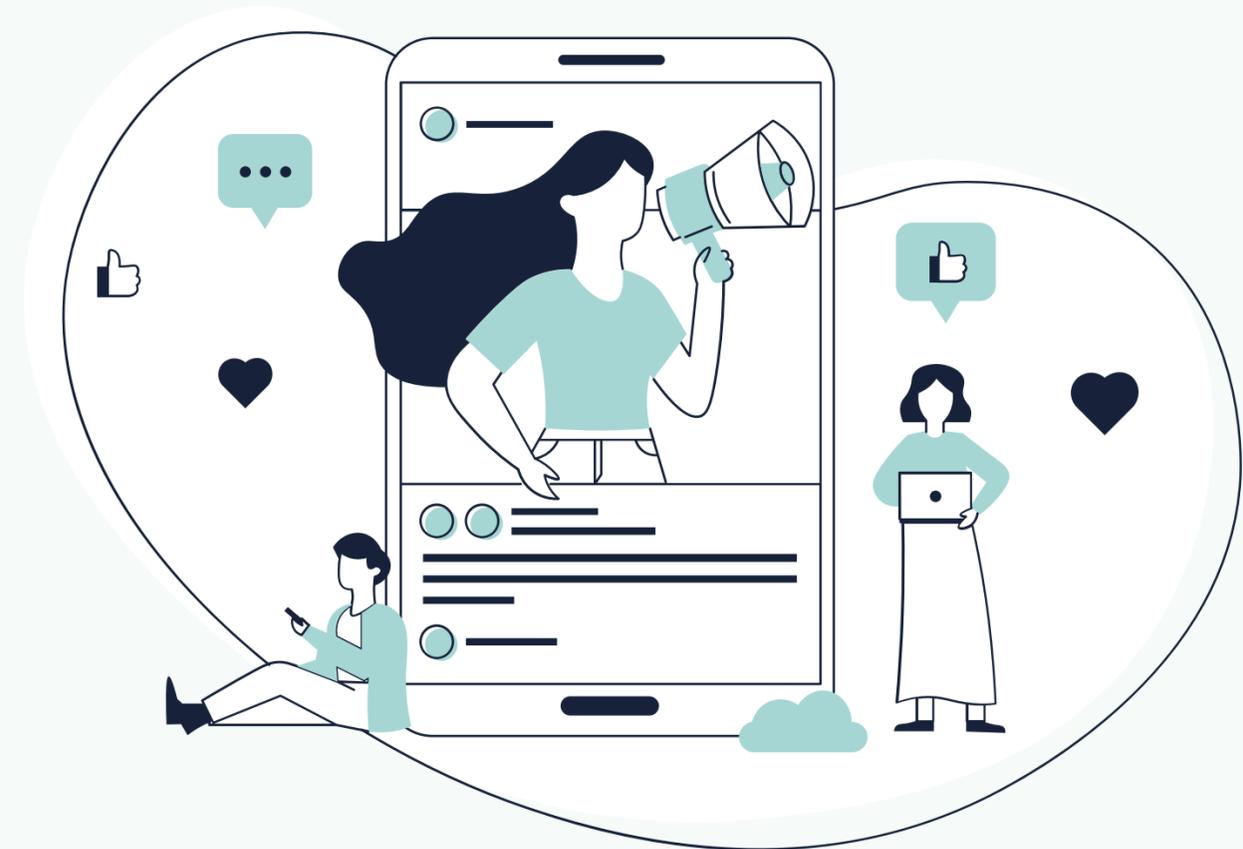


# 100%

of respondents say they work with social media.

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Globally, people spend on average 144 minutes<sup>1</sup> on social media daily. This combined with the fact that 24% of consumers<sup>2</sup> say they discover brands on social media definitely makes it a channel for every marketer to keep a close eye on!



<sup>1</sup> [Statista](#)

<sup>2</sup> [Global Web Index](#)

# 8 out of 10

**say they work with influencer marketing today or are planning to start in 2021.**

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Although influencer marketing is growing at a record pace, for many brands it still represents a relatively small percentage of the total marketing budget - but this is about to change.

According to a study by Statista, the global influencer marketing industry is expected to achieve an income of up to \$13,8 billion by 2021, which is a significant increase from 2016, when the corresponding figure was \$1.7 billion.



# Estimated market size worldwide for influencer marketing

Statista, February 2021





# Challenges

# Top 5 most common challenges for marketers overall

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1. Proving the ROI of different marketing activities
2. Finding the right balance in the media mix
3. Improving customer experience
4. Keeping up with changes in consumer behavior
5. Retaining customer loyalty



# Proving the ROI of different marketing activities is the number one challenge (58%)

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As every marketer know, measuring the impact of marketing and figuring out ways to improve the ROI of your marketing spend has never been easy. Even historically, when most of our marketing was limited to a few television networks, radio and newspapers.

Now, when the marketing scene has exploded with various digital marketing channels and tactics, the problem has become more challenging than ever.

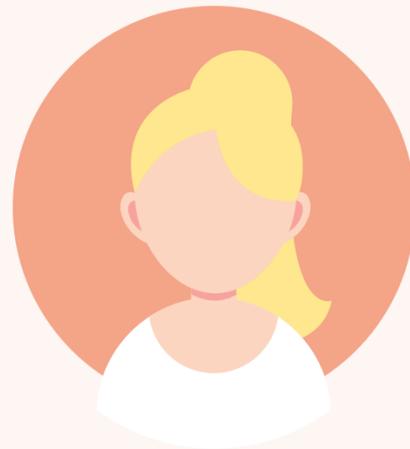


# Top 3 biggest challenges with influencer marketing

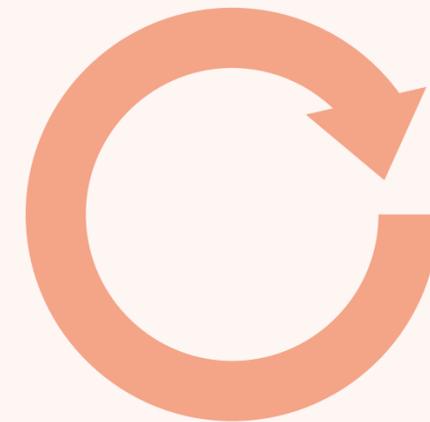
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Measuring the  
effect (62%)



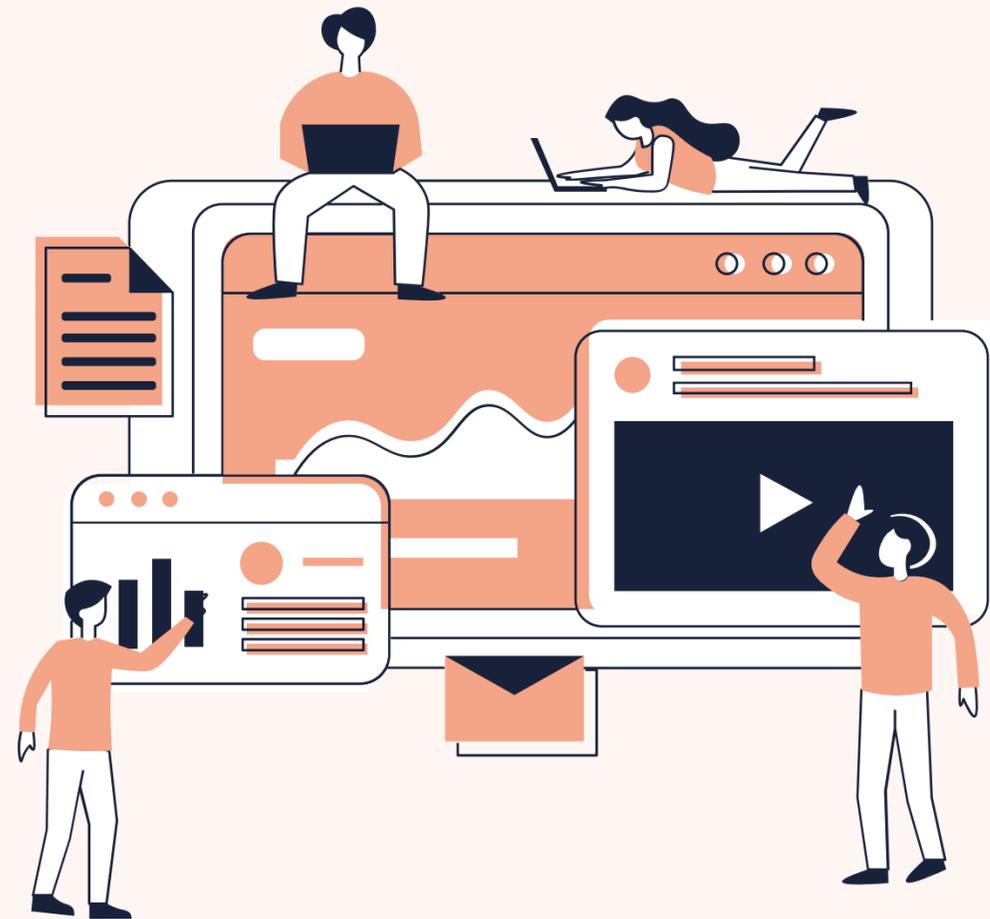
Finding the right  
influencers (58%)



Building an always-  
on strategy (32%)

## Measuring the effect is the number one challenge (62%) with influencer marketing

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If you find it challenging to measure influencer marketing, you're not alone! According to our survey, 62% of marketers agree with you.

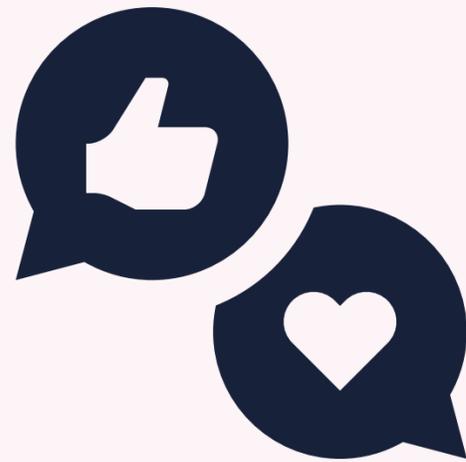
To be able to measure influencer marketing in a meaningful way, it's important to understand what kind of role the channel plays in the overall mix, and how it affects and is affected by, your other channels - so-called 'positive spillover effects'.

The total effect is not always visible immediately, and you may need to connect several different pieces of the puzzle from different channels to get a more complete answer.

# Goals

# Top 3 goals brands have for influencer marketing

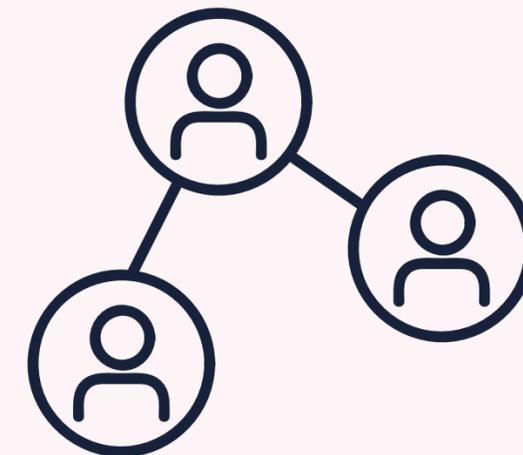
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Raise brand  
awareness (85%)



Drive sales (66%)



Reach new target  
audiences (51%)

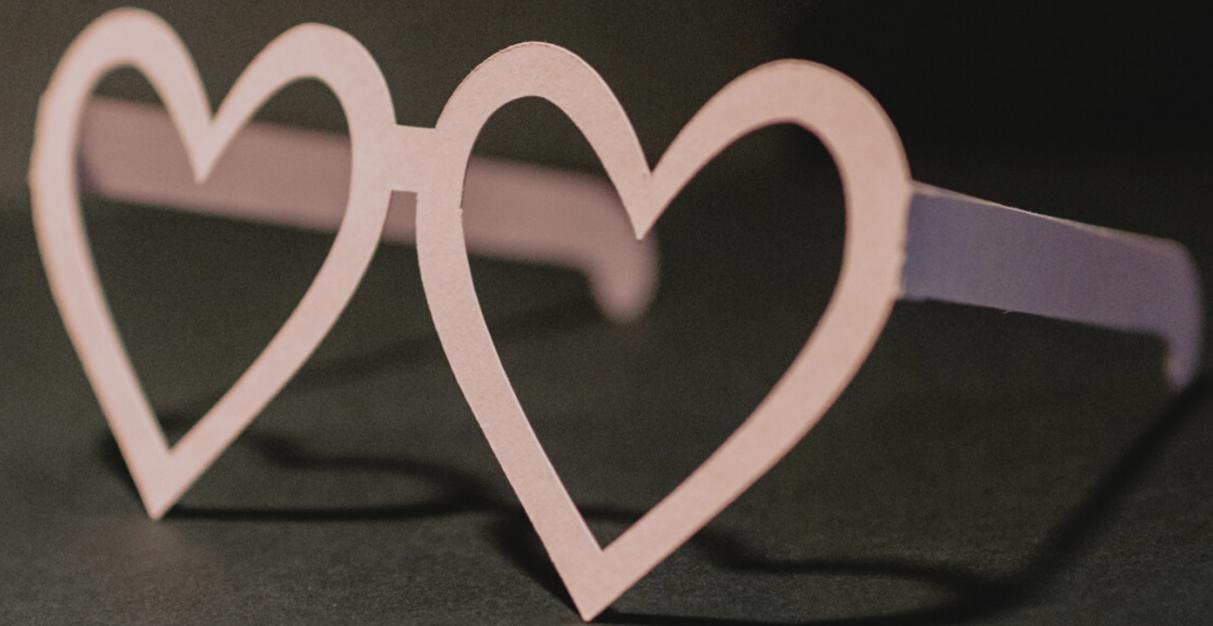
# Raise awareness

is the top goal of influencer marketing (85%).

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85% of marketers say that their top goal with influencer marketing is to raise awareness.

By working always-on with several influencers simultaneously over a longer period of time, you can stand out from the crowd and eventually build brand awareness and brand preference among your target group, and at the same time succeed in establishing credibility - something that's rarely done overnight.



# 80%

**outsource all, or parts, of their influencer marketing to an external part.**

# 40%

**work with influencer marketing in-house, but at a small scale.**

There are multiple ways to work with influencer marketing. Some brands do it successfully in-house, while others choose to collaborate with an agency.

There are also brands that choose a middle way - i.e. take expert help on certain parts, such as for specific markets or products.

What approach you choose depends on factors such as your business scope and goals, what knowledge and resources you have internally, how many markets you operate on, and thus how scalable your process for influencer marketing needs to be.

What does the future look like?

# 44%

**of brands are planning to increase the influencer marketing budget for 2021.**

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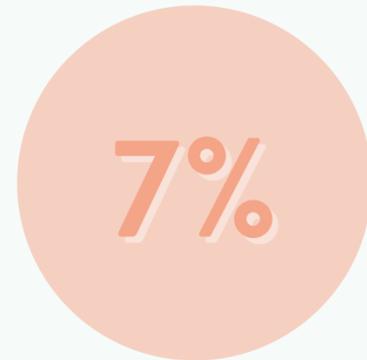
The companies that are really successful with influencer marketing know that they must set aside a considerable, percentage-wise, budget on influencer marketing.

They do not just spend the money that is left when the marketing year is coming to a close. Instead, they realize the value in the channel and are prepared to pay for it (and of course, eventually gain ROI).





**plan to dedicate the same amount of budget as 2020.**



**plan to decrease the budget.**



**don't know yet.**

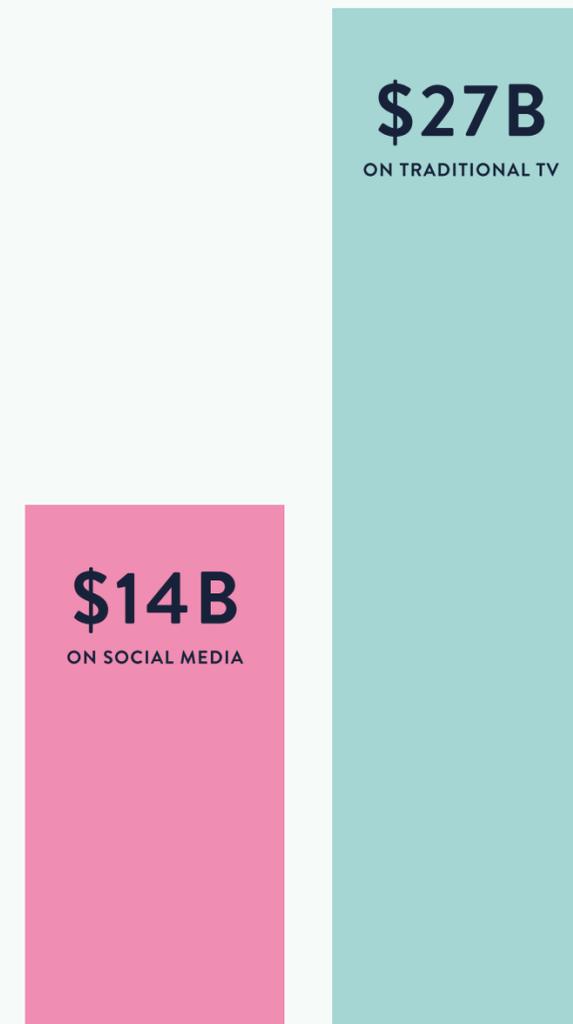
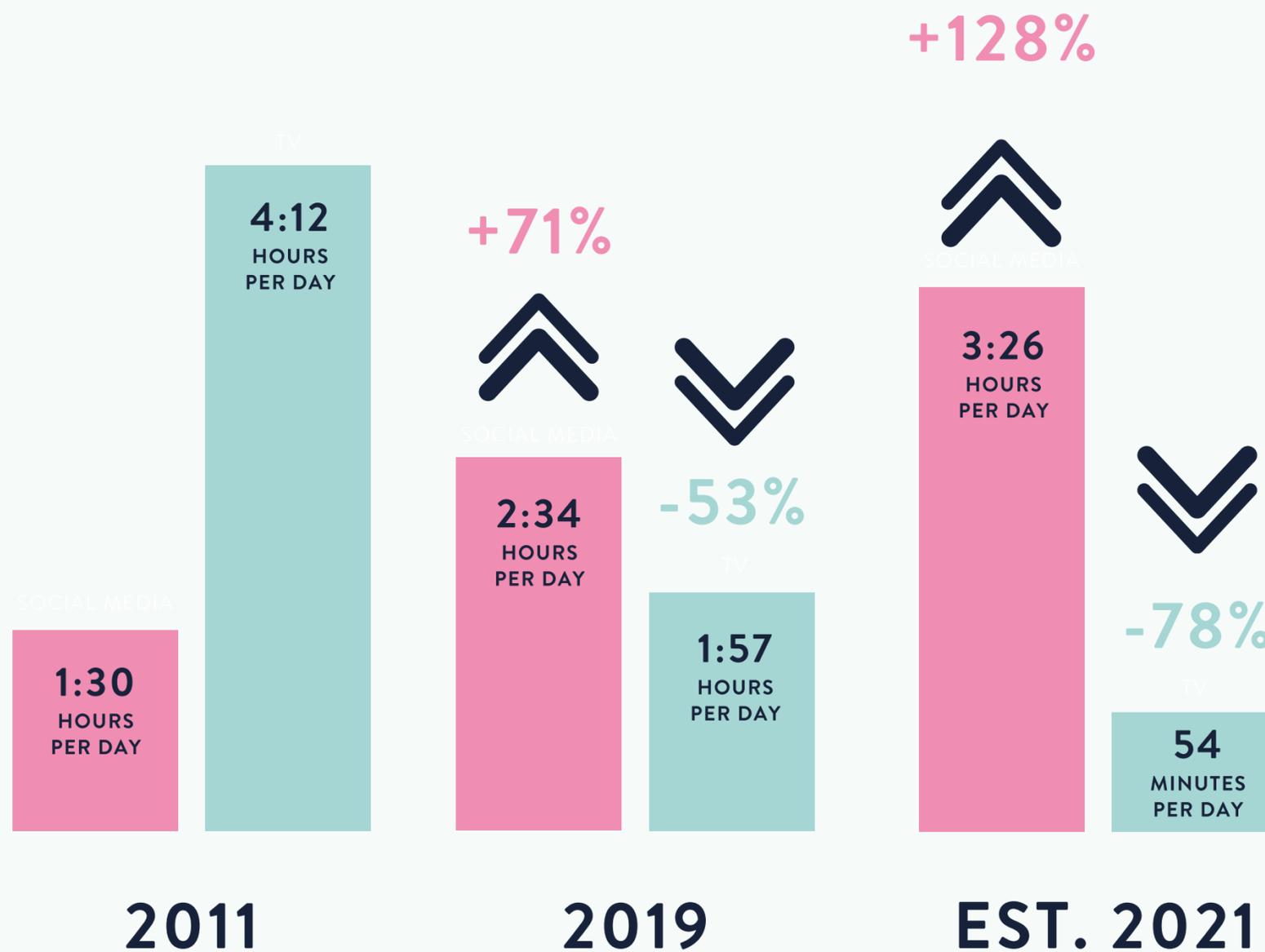
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In the same way as you rarely remember an advertisement that you have seen one single time, the chances that you make an impression on your target audience with only sporadic influencer activations every now and then are quite small.

To succeed with your influencer marketing, it's important that you need to see it as an investment for the long term rather than a way to boost your sales for the short term.

# People's behavior has changed

# ... but advertisers haven't.



\*in Europe, 2019

People's behavior has changed



... but advertisers haven't.



\*In Europe, 2019  
Global Web Index & Statista

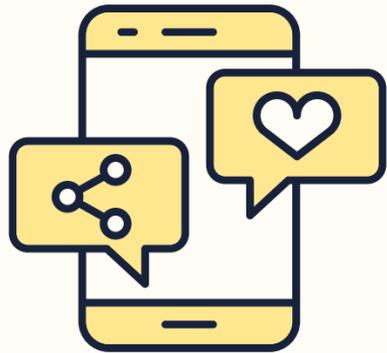


## What does this mean for marketers?

In recent years, consumer behavior is shifting towards 'new' digital media channels. As a marketer, it's critical that you always keep your ear to the ground and keep track of where your target group is - and where to communicate with them.

We know with certainty that creating value and being relevant is critical when doing all kinds of marketing today, so remember to always communicate from your target group's perspective - no matter the media channel.

# Social Media Trends 2021



# What are the 6 biggest social media trends 2021?

01

## Social shopping

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Instagram has dropped a ton of new tools and features. Some of them are likely to make a big difference in how we shop online and definitely puts Instagram on the map as a platform for e-commerce.

02

## Ephemeral content

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Ephemeral content is content that's only available for a short period of time. It has gotten increasingly popular in recent years and the user demand is obviously high. The benefit of ephemeral content is its ability to be up-to-date and personal. This channel is often used to publish more unpolished, real-life content.

03

## Unfiltered and real content

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After the outbreak of Covid-19 social media has gained a whole new purpose for many people. We have increased our use of social platforms to connect with each other, be entertained and to shop online instead of in-store. Users that tend to show the perfect feed rather than real-life content need to think again.



# What are the 6 biggest social media trends 2021?

## 04 TikTok, Reels & Youtube Shorts

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As social media users are, now more than ever, seeking fun and entertaining content, Reels and TikTok can be a great addition. Important to remember is that these platforms are based on trends. You need to be quick to latch on to new trends – as most of the activities within the app concerns achieving viral content spread.

## 05 Live formats

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In March 2020 Instagram Live usage increased by 70%. Instagram also launched Live Shopping, which makes it possible to tag products in a live broadcast. As it opens up for brands and creators to sell products and meet their target audience where they spend time, this is absolutely something that we will see more of in 2021.

## 06 Clubhouse

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Clubhouse is the newest platform to join the social media scene and can be described as an exclusive, invite-only audio app where participants can move around virtual rooms to discuss different topics. It was initially launched in April 2020 as a space for people to network all over the world, and gained popularity in the early months of the Covid-19 pandemic. It's still in beta mode, but it's growing at a rapid pace.



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