



INFLUENCER SURVEY 2020

INFLUENCERS' MOTIVATION BEHIND BRAND COLLABORATIONS

INTRODUCTION

Over recent years, influencer marketing has become a **major lever in the digital marketing mix of brands across sectors** to increase **brand awareness** as well as **sales**. The amount of collaborations with content creators has exploded and there are more and more brands launching campaigns and increasing their influence marketing budgets.

According to [Influencer Marketing Hub](#), **66% of professionals increased their influencer marketing budgets in 2020**, consequently the size of the market has followed the same trend reaching a value of almost \$10 billion, **which corresponds to around 8,4 billion euros**. These figures mirror the effectiveness of this type of marketing actions.

This forecast marks a 33% rise from the previous year, despite the fact that many companies have tightened their marketing budgets in times of the Covid-19 pandemic. In fact, even in times of the Covid-19 pandemic, influencer marketing has proved to be a **safe-haven for brands** to maintain a top-of-mind status in their target audiences.

Although for the majority of content creators, managing their social networks is not their full-time job, influencers have become experts in influencer marketing because of their passion, work and interaction with communities. **They are an integral part of the process of an influence campaign**. They are not only a showcase for the company, but also a lever.

Given the importance of these growing trends, at Hivency we launched **a survey to better understand these developments from the viewpoint of influencers** (also referred to as "content creators"). The objective was to obtain first-hand insights about influencer marketing campaigns from the influencers' perspective, in order to understand their needs, motivations and expectations when they collaborate with brands.



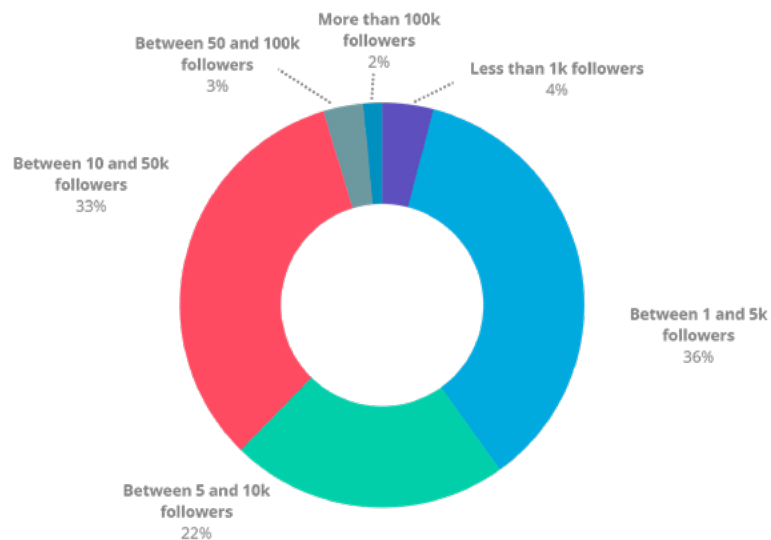
METHODOLOGY

This survey was launched in spring 2020 and there were 3 684 international respondents with the majority located in Europe (mainly France, Germany and Spain).

The distribution of influencers according to the size of their communities was as follows:

- 36% were nano influencers, having between 1k and 5k followers.
- 58% were micro influencers, with a community size of 5k to 100k followers.
- 2% were macro influencers. They have communities with more than 100k followers.

Graph 1: How many followers do you have on Social Networks?



NOTABLE HIGHLIGHTS

1 - Motivations of influencers

- For 77% of the influencers questioned being a content creator is a passion or a hobby

The 3 factors that most motivate influencers to collaborate with brands:

- 28% of influencers are motivated by working with brands they like
- 26% of content creators want to test new products for free
- 25% of influencers want to create content for their social networks

2 - The search for influencers' partnerships

- 20% of respondents exclusively use the Hivency platform
- 35% of influencers work directly with brands themselves
- 11% of micro influencers work with agencies

3 - Influencer campaigns and influencers

- 87% of respondents state that the core factor for choosing a campaign is that the product fits into the type of content they share with their community
- 73% of respondents choose to apply for brand campaigns based on their own liking of the product or service
- 62% of respondents need to agree with the values of a brand when choosing a campaign over another



#1

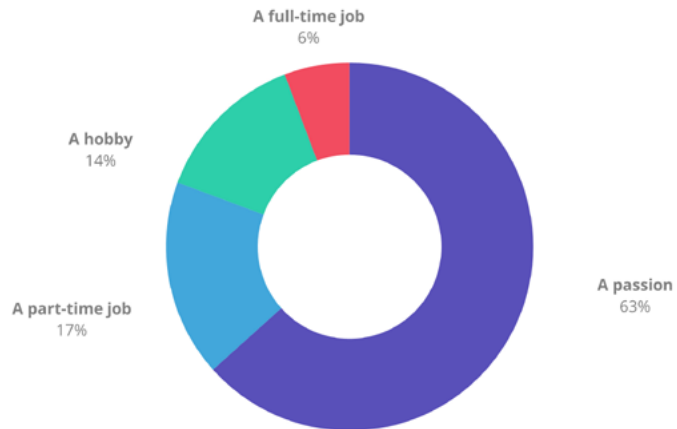
INFLUENCERS: JOB OR HOBBY?

In order to get a better picture of our influencers' profile, we asked them what being a content creator meant to them. This way, we investigated whether being an influencer was a full-time professional occupation to them or more of a hobby.

For most of them, being a content creator is not something that brings them revenue, neither full nor partial. Only 23% of respondents define their activity as a job (either full-time or part-time).

In contrast, 77% of respondents state that being a content creator is a passion or hobby to them. This result tells us that the majority of our influencers are motivated to carry out brand collaborations, because it is something they like doing. The creation of content is thus an enjoyable leisure activity for this group of influencers.

Graph 2: For you, being a content creator is?



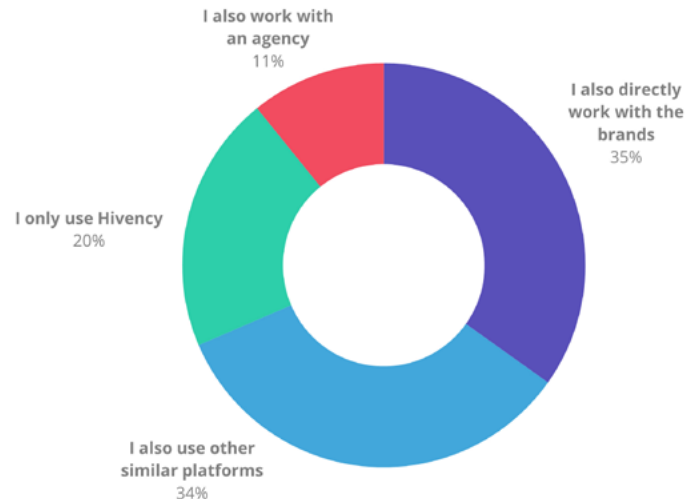
#2

OTHER WAYS OF COLLABORATION

As we have explained, today, the majority of influencers work with brands out of passion. Many also use other channels to find brands to work with (only 20% of respondents exclusively use Hivency to do collaborations and 33,7% also use other platforms).

To go further in our study, we asked them about this. Although for the majority of brands it is difficult to find influencers, the study reveals that 35% of them also work directly with brands themselves. A smaller portion, 11% works with agencies. This is explained by the fact that macro influencers and celebrities are the types of influencers who collaborate most with agencies. Indeed, today press or digital agencies offer agents to help them in their collaboration (research, management and logistics...).

Graph 3: How do you find your collaborations with brands?



#3

MOTIVATION BEHIND BRAND COLLABORATIONS

We can see that the main motivation driver is being able to collaborate with brands that content creators appreciate (28%). Closely followed by the fact that the influencers are able to test new products (26%) and create content for their social media profiles (25%). It can be said that influencers want to test products from brands they already know and like in order to create content for their social media.

In France, influencers are particularly motivated by the idea of testing products, whereas in other countries the motivations are more divided. In Germany and Spain, influencers are more driven by campaigns that fit them and their content (“work with brands I like” and “create content for my social media” taken together) than the fact of getting free products or being paid for things they do not believe in. However, in all countries, being able to test products has a significant share of answers: FR: 28.2%, ES: 26.3%, DE: 23%, other: 20.2%.

We can conclude that nano and micro influencers (the majority of content creators on Hivency) are to be regarded as relatable co-customers who share their own interests and reviews with their followers.

Graph 4: What motivates you the most when doing a collaboration?



#4

PERSONAL OBJECTIVES WHEN USING AN INFLUENCER PLATFORM

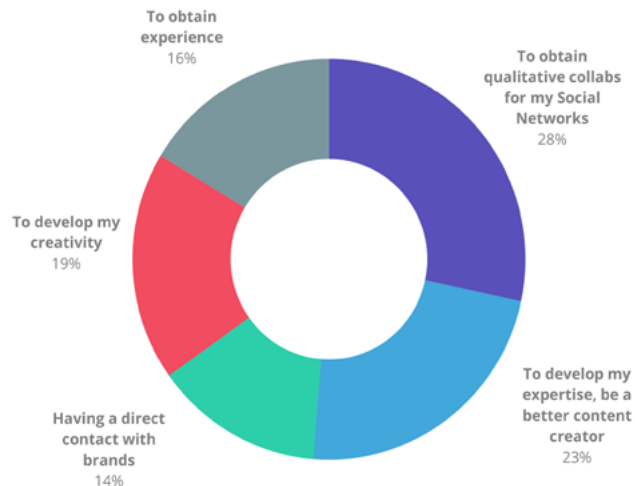
In order to find out what motivates micro influencers to do collaborations on platforms like Hivency, we asked the question “Which personal objectives do you want to achieve by using Hivency?”

Giving respondents the possibility to choose more than one answer, the results show a rather diverse mix of motivating factors. With 28% of respondents, the most important objective when using Hivency is to obtain qualitative collaborations for their social networks.

For more than one fifth of respondents developing their expertise and becoming a better content creator belong to their top objectives (23%).

These top answers are followed by the desire to develop their creativity (19%), obtain experience (16%) and have direct contact with brands (14%).

Graph 5: Which personal objectives do you want to achieve by using Hivency?



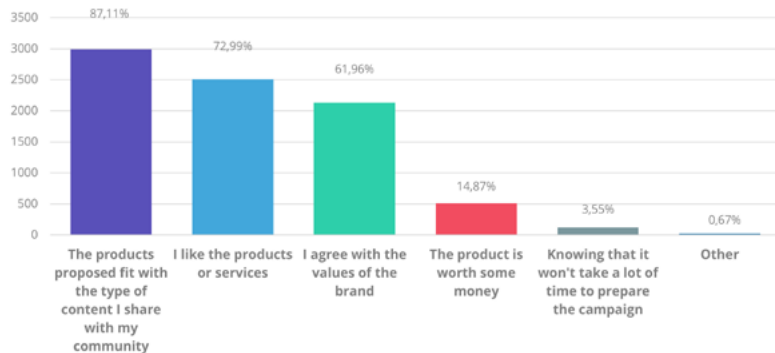
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CAMPAIGN PREFERENCES

Next, we wanted to investigate what makes our influencers choose one campaign over another.

For 87.1% of influencers asked, the most important factor is that the product fits into the type of content they produce for their communities. 73% of respondents claim to choose a campaign based on their own liking of the product, while for 62% the most important factor is their alignment with the brand's values. With only 14.9% of respondents valuing the product's worth above other factors, we can conclude that content creators on our platform are highly conscious about product and brand fit factors when choosing a campaign.

Graph 6: What makes you register for one campaign to another?



CONCLUSION

Influencer marketing has greatly **broadened the territory for brand expression and sales opportunities**. The Hivency Influencer Study 2020 provides valuable insight for both micro influencers and brands. As maintaining authenticity in brand collaborations is increasingly becoming **a major future challenge**, it is **crucial to understand factors of success from both sides**.

On the influencers side, passion, **the close relationship** with the different communities of Internet users as well as brands and **the creation of content** are what motivates them in their collaborations.

A brand wishing to succeed in its influencer campaigns will therefore need to adopt **an approach that focuses on the real needs of content creators and consumers**. What makes an influencer marketing strategy successful in the long term is the unique bond created between brands and their communities through authentic experiences of brand ambassadors.

In order to create a long-term relationship and to transform them into brand ambassadors, a brand should not issue too strict guidelines in order to leave space for their influencers' creativity and uniqueness. Finding content creators with the ideal brand-fit, corresponding to **the mission and values of a brand**, remains the most important factor for successful campaigns that benefit both sides.

Closely listening to consumers and acknowledging content creators as true value-adding experts, forms the basis of a successful and sustainable influencer marketing strategy **in 2020 and beyond**.



ABOUT HIVENCY

Our software solution enables brands to identify and engage micro influencers and customer advocates that correspond to your products and services. Collaborate with ambassadors that know and love your brand across a variety of social networks and e-commerce sites.

- 2 offices: Paris & Madrid
- A team of more than 80 talents, experts in data, machine learning, predictive algorithms and behavioral intelligence.
- 90,000 micro influencers and 200,000 nano influencers in 140 countries on the platform.
- More than 1000 brands trust Hivency, including L'Oréal, Sephora, TFI, Yves Rocher and others.

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