

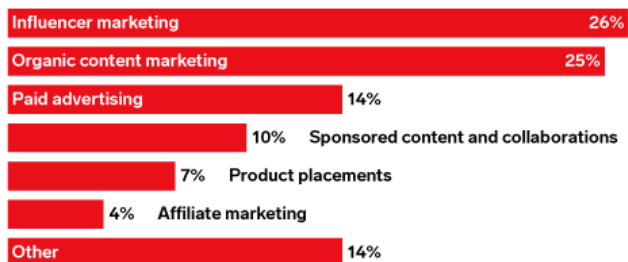
Influencer marketing is the most popular strategy on YouTube

Article



Marketing Strategies Marketers Worldwide Use on YouTube, Aug 2024

% of respondents



Source: Influencer Marketing Hub, "YouTube Marketing Report 2024," Sep 2, 2024

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Key stat: More than a quarter (26%) of marketers worldwide use [YouTube](#) for [influencer](#) marketing strategies, according to a September 2024 report by the Influencer Marketing Hub. Another 25% uses the platform for organic content marketing.

Beyond the chart:

- US influencer marketing spend on YouTube will reach \$2.35 billion this year, the most of any other major platform, per our March 2024 forecast.
- 45.9% of marketers will use YouTube for influencer marketing in 2024.

Use this chart: Marketers can use this chart to inform their video marketing strategy and diversify their approach on YouTube.

Related EMARKETER reports:

- [The State of Influencer-Brand Deals 2024](#) (Subscription required)
- [Creator Economy Revenues Forecast 2024](#) (Subscription required)

Note: Respondents were asked, "What types of marketing strategies do you use on YouTube?"

Methodology: Data is from the September 2024 Influencer MarketingHub "YouTube Marketing Report 2024." 250 marketers worldwide were surveyed during August 2024.