

More than two-thirds of US marketers will use influencer marketing

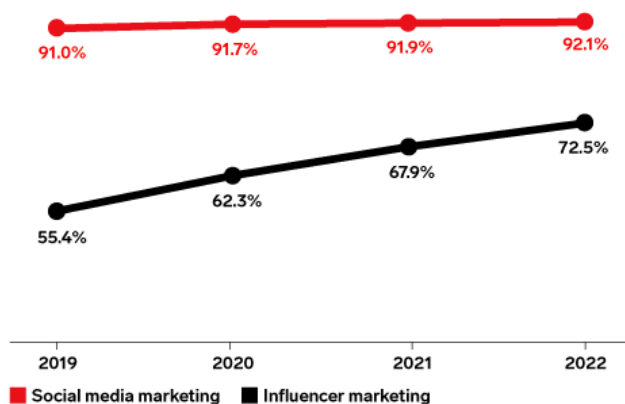
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Not every marketer does influencer marketing, but a large majority do. In our first-ever forecast, we estimate that 67.9% of US marketers with 100 or more employees will use influencers for paid or unpaid brand partnerships in 2021.

Share of US Marketers Using Social Media and Influencer Marketing, 2019-2022

% of total marketers



Note: companies with 100+ employees; includes use of any of the proprietary public-facing social media tools for marketing purposes, including blogs, microblogs, photo- and video-sharing, podcasts, ratings and reviews, social games, social networks, virtual worlds, wikis, etc.; includes organic and paid functions
Source: eMarketer, Nov 2020

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Although some marketers cut spending on influencer marketing during the pandemic (such as travel marketers), the interest in working with influencers actually increased; between 2019 and 2020 the percentage of US marketers using influencers grew from 55.4% to 62.3%, according to our forecast.

And budgets for influencer marketing look ready to rise. In July 2020 research by Kantar Media, senior marketers worldwide said they expected to increase budget allocation for branded content shared by influencers by 48% in 2021.

What it means for marketers: Influencer marketing has its pitfalls, but an increasing percentage of marketers are working with influencers. Considering the important role they play in other trends in our list of social media predictions for 2021, such as social commerce and livestreaming, the impetus to use influencers will continue to grow.

To learn more about eMarketer's social media predictions for the year ahead, Insider Intelligence subscribers can read our recent report:

Report by Debra Aho Williamson Jan 07, 2021

US Social Trends for 2021

