

# Amazon turns to influencer marketing to reinvigorate Prime Day

Article

**The news:** This week's **Amazon Prime Day** event, its eighth-annual such sale, will incorporate a new wrinkle: influencer marketing.

**The activation:** The digital retail juggernaut booked event spaces and loaded them with goods that would be on sale on Prime Day. Think: bathrooms stocked with cosmetics and bedrooms loaded with home furnishings.

- In the weeks preceding Prime Day, the company invited participants in its **Amazon Influencer Program** to visit these “creator houses” in Los Angeles, New York, and Austin to produce content.
- For creators who also sell on the platform, Amazon conducted two webinars that offered best practices on how to optimize Prime Day revenue.
- Over 5,000 creators participated in these pre-Prime Day activities, the company reported.

**Zoom out:** Approximately 313 retailers promoted sales alongside Prime Day in 2021—11% less than the prior year, per RetailMeNot. That could signal how difficult it is to compete against a massive event that has built such equity over time.

- Despite that equity, Prime Day sales growth in recent years has slowed. **Average Prime Day order value dropped 8.5% in 2021 versus two years prior**, per Numerator.
- US sales will account for over half of global Prime Day sales this year—which could be why the massive retailer is adding a number of new markets to the sale for the first time.
- The novelty is wearing off—which could be one reason Amazon is turning to influencers to reinvigorate the event.

**Why influencers? Influencers are growing** in importance to the typical consumer.

In Q4 2021, the number of minutes watched on influencer-created content on **Facebook** and **YouTube** was up 7% versus the same period in 2020; media companies and brands, conversely, were down significantly.

- That's important, since 68% of those who watch YouTube influencer videos recall the names of specific brands mentioned.
- Of that cohort, 86% have purchased or would consider purchasing a product endorsed by such an influencer.

Ukonwa Ojo, then-CMO of Prime Video and Amazon Studios, said during June’s Cannes Lions festival that creators have gone from a “nice to have” to “a critical part of how we go to market and how we succeed” over the past few years.

- One in four communication specialists plan to invest in mid-tier influencers (100,000-999,999) as part of their 2022 influencer marketing strategies, though authoritatives (experts such as

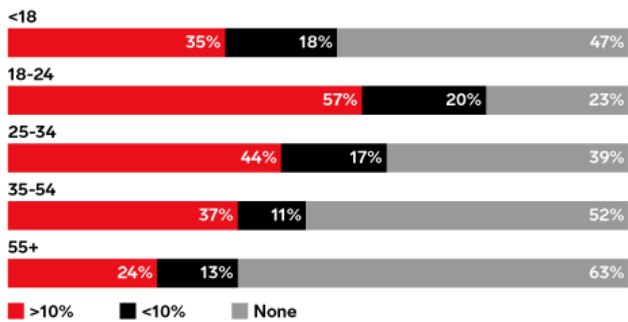
doctors and chefs), top-tier influencers, and micro-influencers were in the plans of at least 20% of such professionals.

- Three in four communication specialists spend somewhere between 20% and 50% of their marketing/communication budget dollars on influencer marketing.

**The big takeaway:** Creating visually appealing content takes time and effort. Making that process easier for creators so they can produce and distribute content ahead of a big sale should be the goal of any retailer invested in influencer marketing.

### How Much of What US Instagram Users See on Instagram Is Influencer Content?

% of respondents, by age, Jan 2022



Note: n=1,318 ages 13+

Source: CivicScience as cited in company blog, Jan 18, 2022

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