

Influencer Marketing Is Still Influential

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Despite being called *a fad, a bubble and a waste of money*, influencer marketing is still, well, influential.

In a March survey of marketers and influencers conducted by *Activate*, 62% of marketers said they're growing their influencer marketing budgets in 2018. Meanwhile, nearly as many influencers (61%) said they had more sponsored partnership opportunities in 2017 than they had in 2016.

Influencers work with brands in different ways. Nearly half reported posting about a brand simply because they like it. In essence, they're already advertising these brands to their audience before a paid sponsorship even comes into the picture.

Ways in Which Influencers Worldwide* Work With Branded Campaigns, March 2018

% of respondents

I organically post about brands before eventually engaging in a paid sponsorship with them

49.0%

I am provided comprehensive brand guidelines to adhere to

38.8%

The campaigns I work on are to raise awareness

36.7%

I am often asked for my opinion by brands on content for a campaign

29.6%

The campaigns I work on are for sales conversion

21.6%

None of the above

18.6%

*Note: n=818; *60% of respondents were US-based
Source: Activate, "The 2018 State of Influencer Marketing Study," April 24, 2018*

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Others (38.8%) are provided with comprehensive brand guidelines to adhere to, while only 29.6% reported "often" being asked for their opinion on content for campaigns.

"Influencers are people, not ads," said eMarketer principal analyst Debra Aho Williamson. "They know their audience really well, and not allowing them to bring that knowledge into a marketing partnership is a mistake."

Activate's findings mirror a study [WhoSay](#) conducted last year, which found that marketers are seeing a lot of value in influencer marketing. So much so that roughly 70% of US agency and brand marketers said they "agree" or "strongly agree" that influencer marketing budgets will increase this year.

Interested in learning more about influencer marketing? Look out for a report on the current state of influencer marketing worldwide publishing on July 16, exclusive for eMarketer PRO subscribers.

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