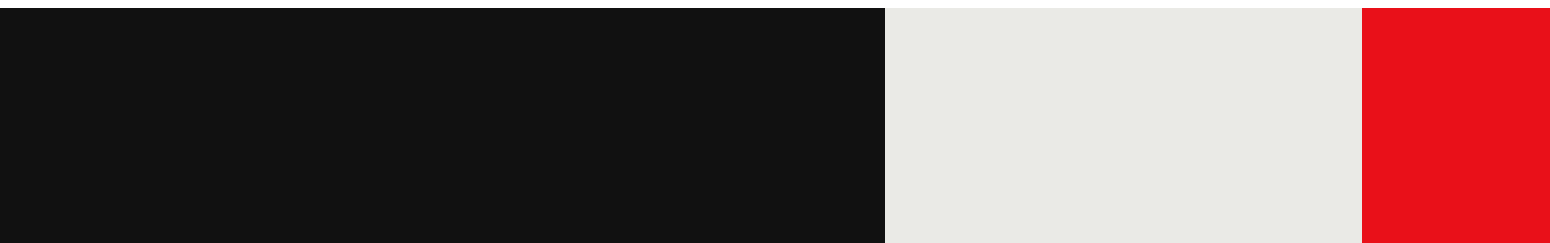



# Marketers increasingly turn to TikTok for influencer marketing

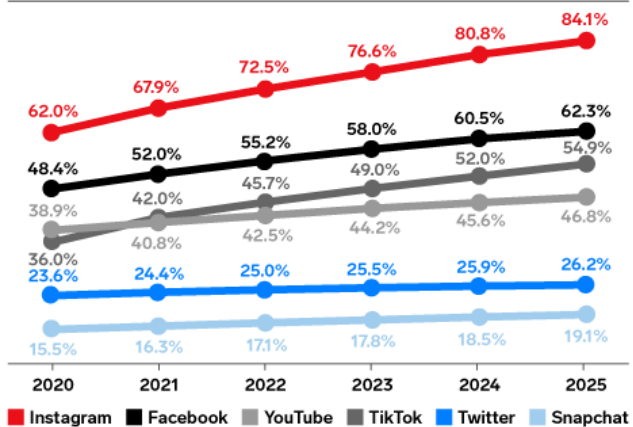
Article



**The forecast:** US marketers' interest in **TikTok** for influencer marketing has skyrocketed since early 2020, as the app has transformed from a novelty to a social media mainstay. **Nearly two-thirds** of US influencer marketers plan to use the video sharing app in 2022.

## Social Platforms Used by US Marketers for Influencer Marketing, 2020-2025

% of total marketers



Note: companies with 100+ employees; includes both paid and unpaid (i.e., compensation in the form of free product or trips) brand-influencer partnerships  
Source: eMarketer, Dec 2021

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eMarketer | InsiderIntelligence.com

### Dive deeper:

- In 2020, **36.0%** of US marketers used TikTok for influencer marketing, a **33%** growth from the prior year. That number rose slightly to **42.0%** in 2021 and will continue to rise to the end of our forecast in 2025, as TikTok continues to close the gap with Facebook for influencer marketing use.
- Only **Instagram** and **Facebook** beat out TikTok's popularity among influencer marketers. More marketers plan to use TikTok than **YouTube**, **Twitter**, or **Snapchat** in 2022.
- While brands are still pinpointing their TikTok marketing strategies, the app is popular for use on an experimental basis, in combination with campaigns on more stable platforms like Instagram and Facebook.

**Looking ahead:** By 2025, **54.9%** of marketers will take advantage of TikTok influencers, and **66.4%** of influencer marketers will make use of the app. Marketing strategies may shift as the app's audience continues to take form, but overall popularity will remain high.