

Creators function like standalone media channels

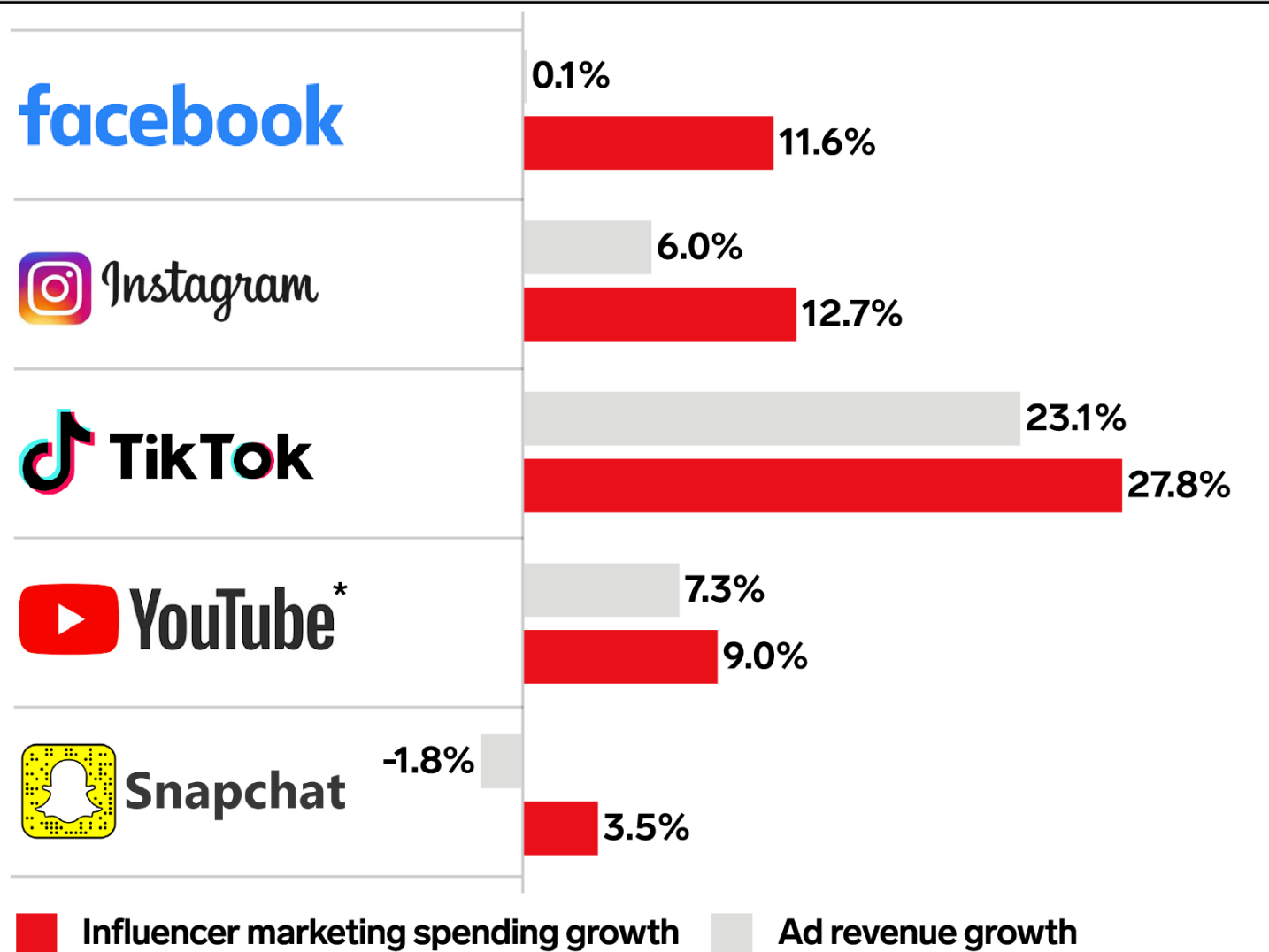
Article

- **Spending on sponsored content will rise 3.5 times faster than social ad spending will this year.** Social ad spending, including YouTube, still dwarfs influencer marketing spending, at \$83.72 billion versus \$5.14 billion in 2023, per our forecasts. But the different spending

patterns are a clear indication that creators aren't tied to social media. The trend holds true on every platform, as marketers continue to shift more budget into influencer marketing, particularly video.

Influencer Marketing Spending Growth Is Outpacing Ad Revenue Growth on Every Major Social Platform, 2023

% change



Note: influencer marketing includes payments made to influencers or their representatives to promote products and services primarily on social media, excludes noncash payments such as free products or trips and branded content amplified as paid ads; social ad revenues include advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms, such as branded content amplified as paid media; *gross ad revenue; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices

Source: Insider Intelligence | eMarketer, July 2023

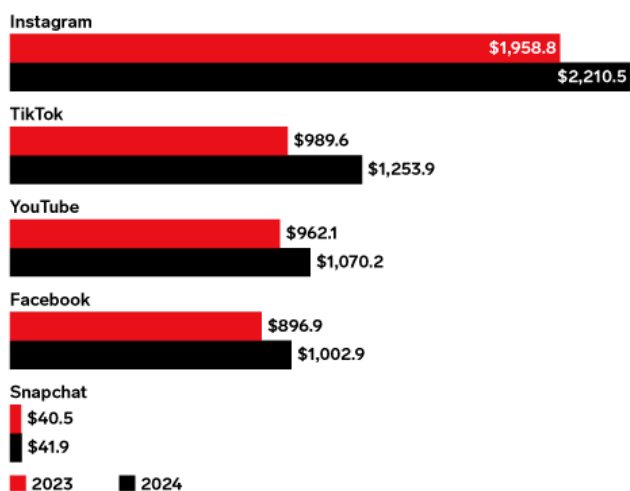
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- **Almost all US influencer campaigns now include creator content amplified as paid media.** According to The Influencer Marketing Factory, 90% of influencer marketing campaigns by the agency’s clients now include paid media. That’s on par with data from Linqia, which found that 88% of its clients’ creator campaigns included paid media amplification in H1 2023. We count boosted content in our social ad spending forecasts, but if we were to count it as influencer marketing, our estimates for influencer marketing spending would be noticeably higher.
- **No platform has a monopoly on influencer marketing.** Multichannel campaigns are now the norm, and US marketers will dedicate over \$1 billion to sponsored content on each of the top four influencer marketing platforms in 2024, per our forecast. As production budgets remain tight and creators continue to prove themselves as strong brand ambassadors, marketers will also continue to tap creators for content for TV, out-of-home, and other digital media.

US Influencer Marketing Spending, by Platform, 2023 & 2024

millions



Note: payments made to influencers or their representatives to promote products and services primarily on social media and other platforms featuring user-generated content; excludes noncash payments such as free products or trips; excludes paid media
Source: eMarketer | Insider Intelligence, July 2023

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- **No platform has a monopoly on creators or their audiences, either.** Creators made money from about two social platforms at a time on average, according to November 2022 data from influencer marketing platform Collabstr, and most are active on many more. Among consumers, there isn’t a clear No. 1 platform for following creators. That’s true even for Gen

Zers: At least half had viewed influencer or creator content on each TikTok, Instagram, and YouTube in the previous month, per our June 2023 survey.

We define influencer marketing spending as payments made to influencers or creators, or their representatives, to promote products and services primarily on social media or other platforms featuring user-generated content. Figures exclude noncash payments and creator content amplified as paid advertising.

Report by Jasmine Enberg Sep 01, 2023

Influencer Marketing 2023

