

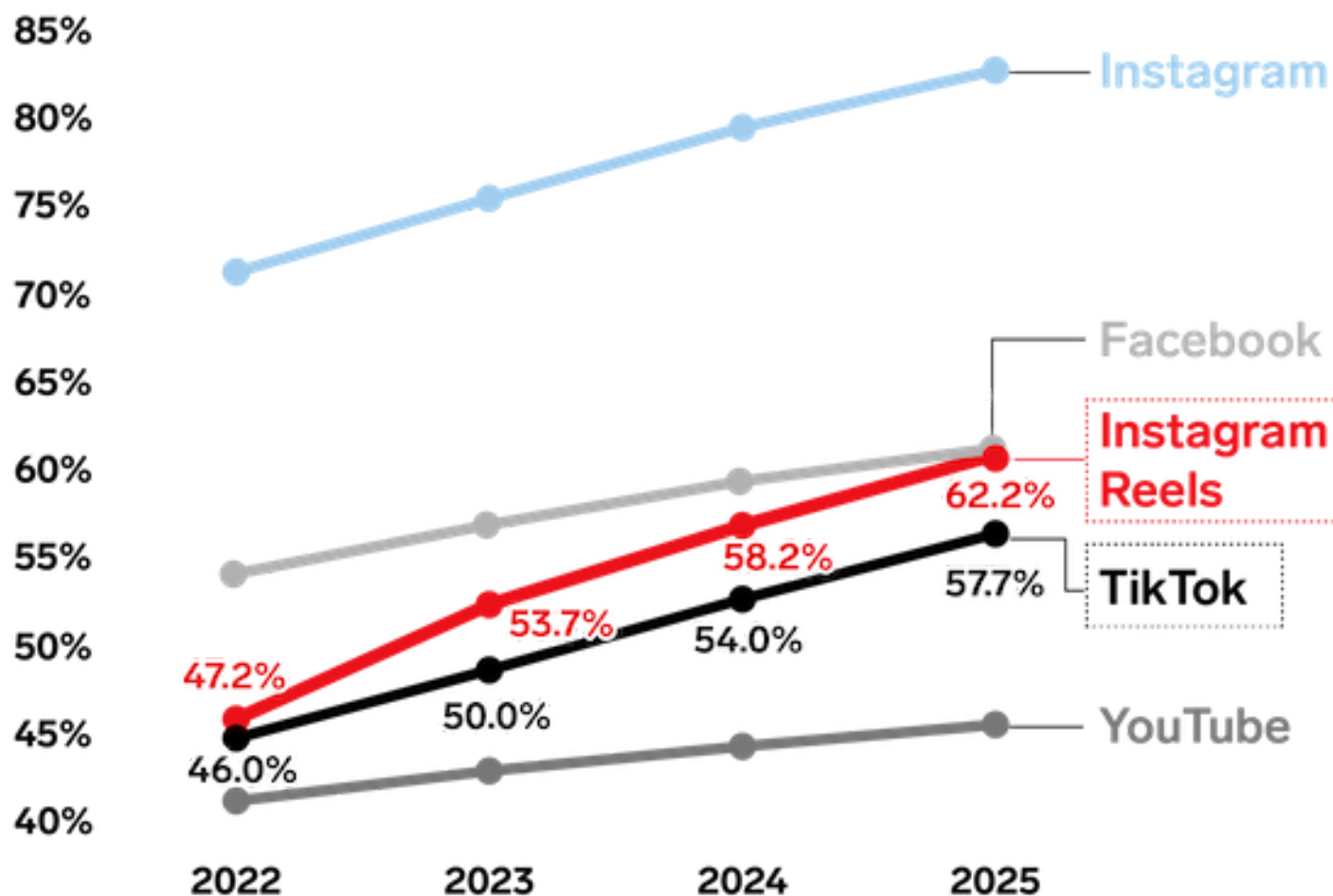
Instagram is still crucial for influencer marketing, even as TikTok is on the rise

Article

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More US Marketers Use Instagram Reels Than TikTok for Influencer Marketing

% of marketers who use platform for influencer marketing



Note: companies with 100+ employees; includes both paid and unpaid (i.e., noncash compensation such as free products or trips) brand-influencer partnerships

Source: Insider Intelligence | eMarketer, July 2023

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Insider Intelligence | eMarketer

Key stat: 53.7% of US marketers will use Instagram Reels for influencer marketing this year, making it the top platform for influencer marketing according to our forecast.

Beyond the chart:

- Instagram Reels will be used by 62.2% of marketers in 2025, putting it in line with Facebook.

- Our July forecast shows Instagram will be used by 97.6% of US marketers in 2023 due to its diverse content formats, extensive creator tools, and large audience.
- TikTok's engagement rates are higher than Instagram Reels'; which could attract the other half of US marketers who have not yet used this platform.
- Marketers can better engage audiences by running influencer marketing campaigns across various social channels. Pushing content across channels to take a video-first (rather than platform-first) approach can assure marketers are meeting audiences on TikTok, Instagram, YouTube, and beyond.

Use this chart:

- Understand which social channels have the most potential for influencer marketing.
- Advocate for adding TikTok to the influencer marketing mix if your brand hasn't joined yet.

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