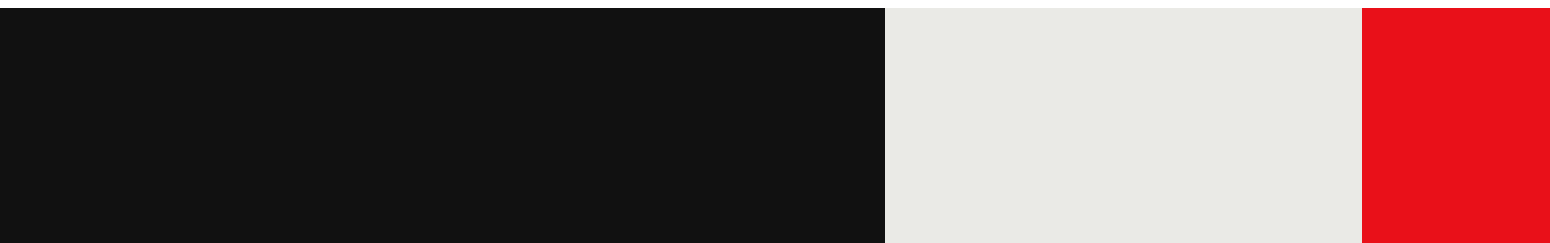



Payment brands need to take influencer marketing seriously

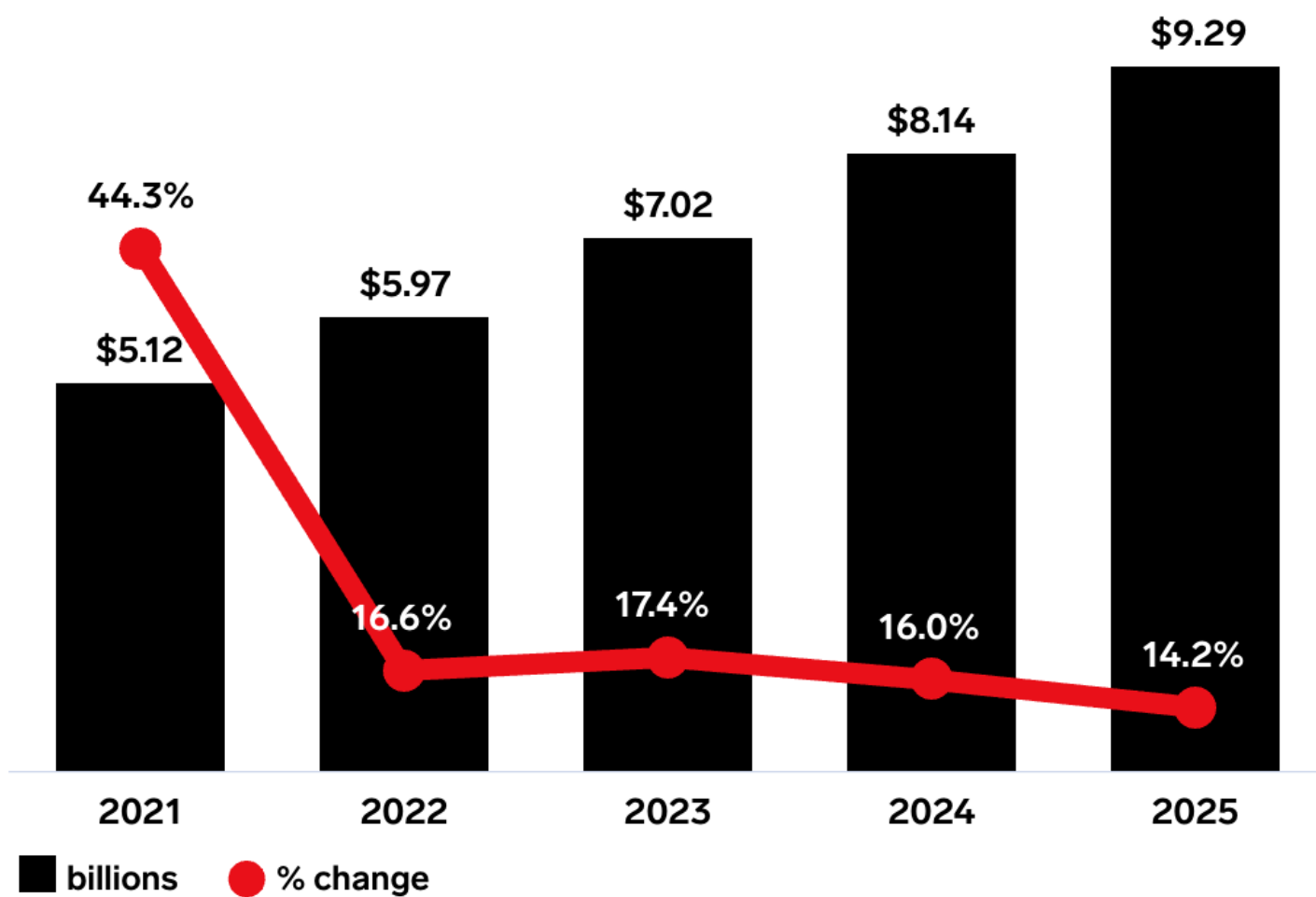
Article



Influencer marketing has reached financial services. Nearly 83% of US marketers will use influencer marketing this year, per [our forecast](#), with spend reaching \$8.14 billion. That's playing out for financial services and consumer-facing payment brands through the rise of finfluencers.

Influencer Marketing Spending

US, 2021-2025



Note: revenues generated by US-based creators or influencers via payments received from brands to promote products and services on social media; excludes noncash payments such as free products or trips; excludes branded content amplified as paid media; includes video platforms with primarily user-generated content (e.g., Twitch, YouTube)

Source: EMARKETER Forecast, March 2024

Influencer marketing can help payment brands shore up their marketing strategies now before their ad budget growth slows. After climbing 14.2% this year, payments digital ad spending will grow just 8.5% in 2025, per our forecast. Creator content can help marketers do

more with less—especially when it comes to building brand awareness and tapping younger audiences.

Working with influencers is not without risk—but our survey suggests it’s worthwhile.

Financial advice is a highly regulated space. Partnering with an influencer who is not trusted or qualified could create reputational or even legal damage. Payment brands that do their due diligence and select effective partners stand to gain heightened awareness and a stronger foundation for conversion efforts.