

Influencer spend is growing faster than social ad spend

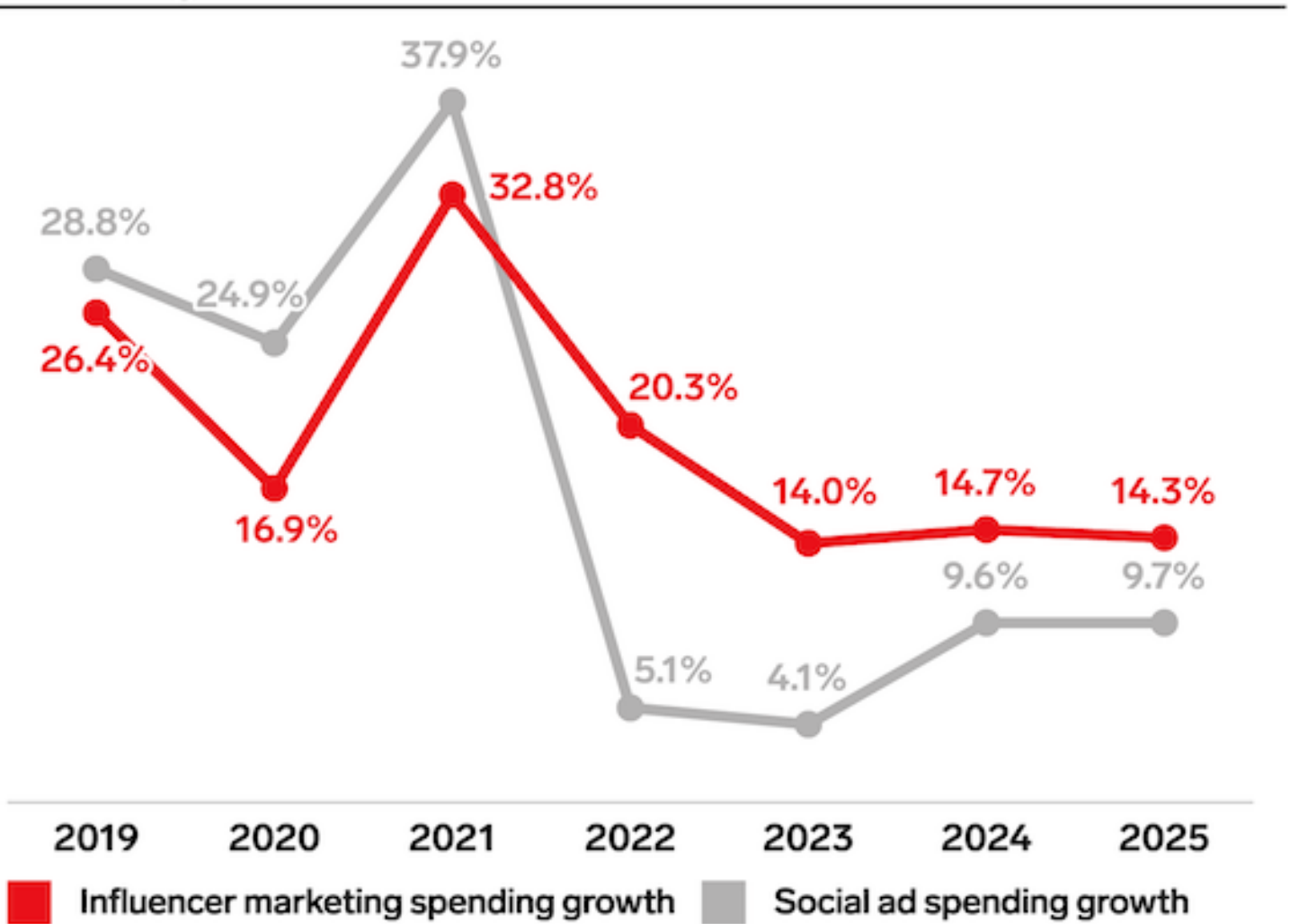
Article

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Influencer Marketing Has Been More Resilient Than

Social Ad Spending

% change



Note: social ad spending growth is the combined figure for US social network ad spending and YouTube gross ad revenues; social network ad spending includes 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 advertising; includes 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 ads; influencer marketing includes 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, and branded content amplified as paid advertising
Source: Insider Intelligence | eMarketer, July 2023

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Insider Intelligence | eMarketer

Key stat: US influencer marketing spend will grow more than three times faster than social ad spend in 2023, and it will remain ahead through 2025, according to our forecast.

Beyond the chart:

- The Hollywood strikes have helped the creator economy stay healthy, as advertisers look outside of TV and creators branch into new revenue streams.
- Influencer marketing spend growth is highest on **TikTok, but the category is also outpacing social ad revenue growth** on every major social platform, according to our forecast.
- Social platforms are now reliant on creators, rather than the other way around, as creators' options expand and include owned channels like blogs and newsletters.

Use this chart:

- Prioritize creator spend.
- Reconsider social strategy.

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