



The State of
**Influencer
Marketing 2019**

Findings from analyzing 3M+
Instagram #AD posts



Contents

#ad Growth in 2019	4
Female Influencers Lead Industry	7
Millennials Dominate Influencer Campaigns	9
Demand for Micro-Influencers Continues To Grow	11
Top Countries and Countries with Highest Adoption Rates	13
Fashion, Travel, and Fitness are the Top Influencer Categories of 2019	16
Instagram Stories Adoption Rates	18
Top Industry Using Stories	20
Trend Predictions	22

Prelude

As the influencer industry continues to expand, Instagram adoption rates are almost impossible to ignore. 96% of brands have incorporated Instagram into their influencer strategy. Meaning, Instagram is the channel to watch for industry trends.

To understand industry growth, we analyzed sponsored posts (posts with a #ad) on Instagram in 2019. Our study reveals industry growth rates, influencer demographics, and global and categorical distributions of influencer activity.

In our study we identified a 48% increase of Instagram influencer activity in 2019.

This growth is fueled by the emergence of new regions entering the industry, and the adoption of new content platforms.

Not only did the industry see radical growth of influencer activity in 2019, but it's a 9% increase from 2018 growth figures. This study is meant to provide comprehensive insights on the direction of the influencer industry, and provide valuable trend predictions for those looking to enhance their strategy.

Methodology:

- Analyzed over 3 million Instagram sponsored posts worldwide that included #ad hashtags in 2019
- Performed a statistical analysis of trends and demographics using our SIGIR award-winning influencer measurement technology

Klear Research is committed to providing quality, data-driven research. Our data science team is constantly producing industry-leading insights that are available and beneficial to all.

Key Finding #1

Global instagram
influencer
marketing activity
increased by 48%
in 2019



Instagram influencer marketing grew by over 48% in 2019

Over 3 million #ad feed posts were posted worldwide

2019

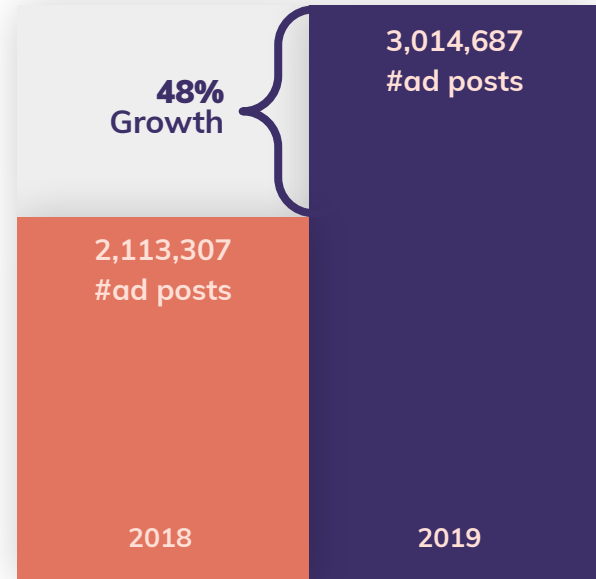
3,014,687 feed posts with the #ad hashtag were posted on Instagram.

2018

2,113,307 feed posts with the #ad hashtag were posted on Instagram.

Over 48% YoY Growth

Volume of Instagram #ad Posts



Influencer growth rate is accelerating

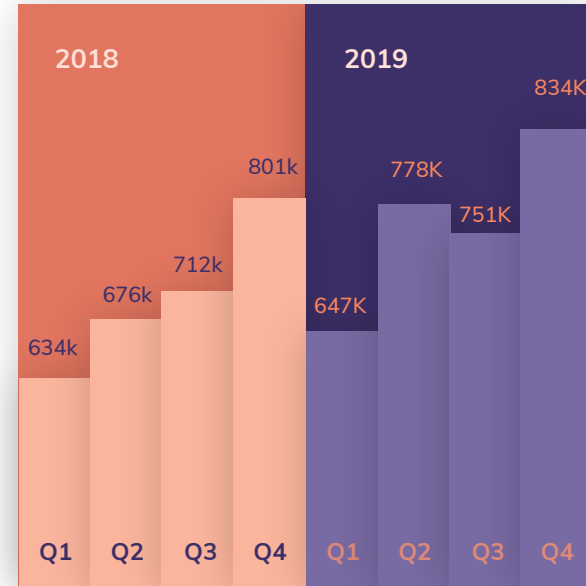
2019 influencer growth surpasses 2018 growth by 9%

Influencer activity on instagram has seen rapid growth over the last years.

In **2018** #ad activity grew by **39%**. Now, **2019** has seen a **48%** increase of sponsored posts, indicating that more brands are incorporating influencer marketing into their strategy.

9% Growth Acceleration

2019 vs. 2019 #ad Posts



Key Finding #2

84% of sponsored posts were created by female influencers



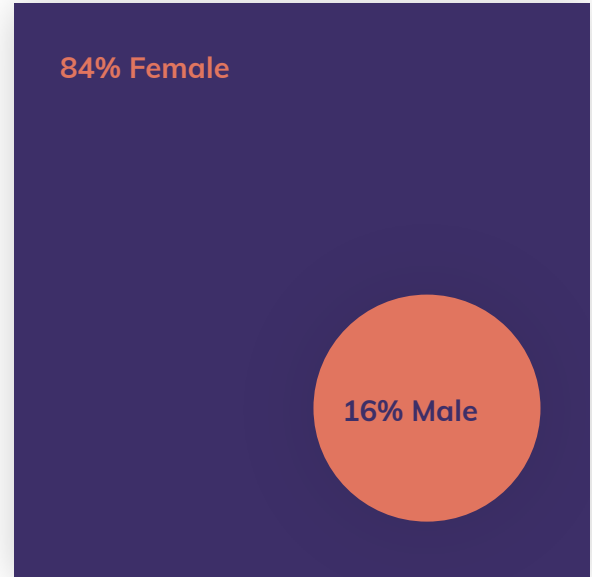
Woman dominate influencer marketing

84% of influencers are female

Who Runs the World? **Female** influencers maintain their control over the influencer space, holding 84% of the industry.

In contrast, Instagram's overall global user base is 52% **female** and 48% **male**.

Gender Demographics



Key Finding #3

Millennials dominate the influencer space, accounting for 54% of all influencer activity

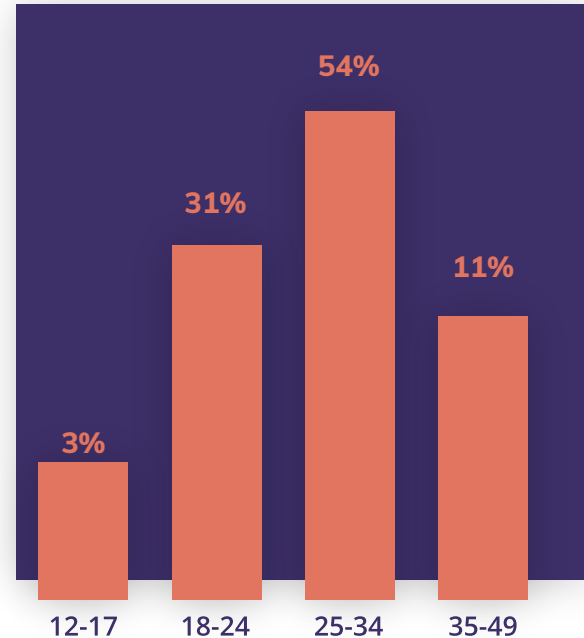
What is the average influencer age?

Millennials continue to dominate the influencer space in 2019

When it comes to influencer marketing, Millennials run the game.

In 2019, 54% of all influencer content was created by those between the age of **25-34**. However, Instagram's global user base is 34% **25-34**, the largest but not as dominant as the influencer space.

Sponsored Feed Posts By Age Group



Key Finding #4

90% of all branded partnerships were with Micro-Influencers



Micro-Influencer are the most in-demand

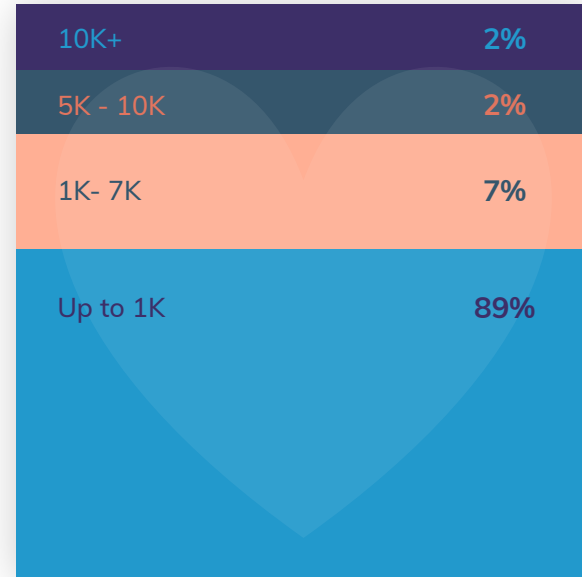
Influencers with a niche audience dominate influencer campaigns

Micro-influencers have a fan-base of 5K-30K followers. They tend to produce niche content for a highly engaged audience, at a fairly affordable rate.

Micro-Influencers dominated 2019.

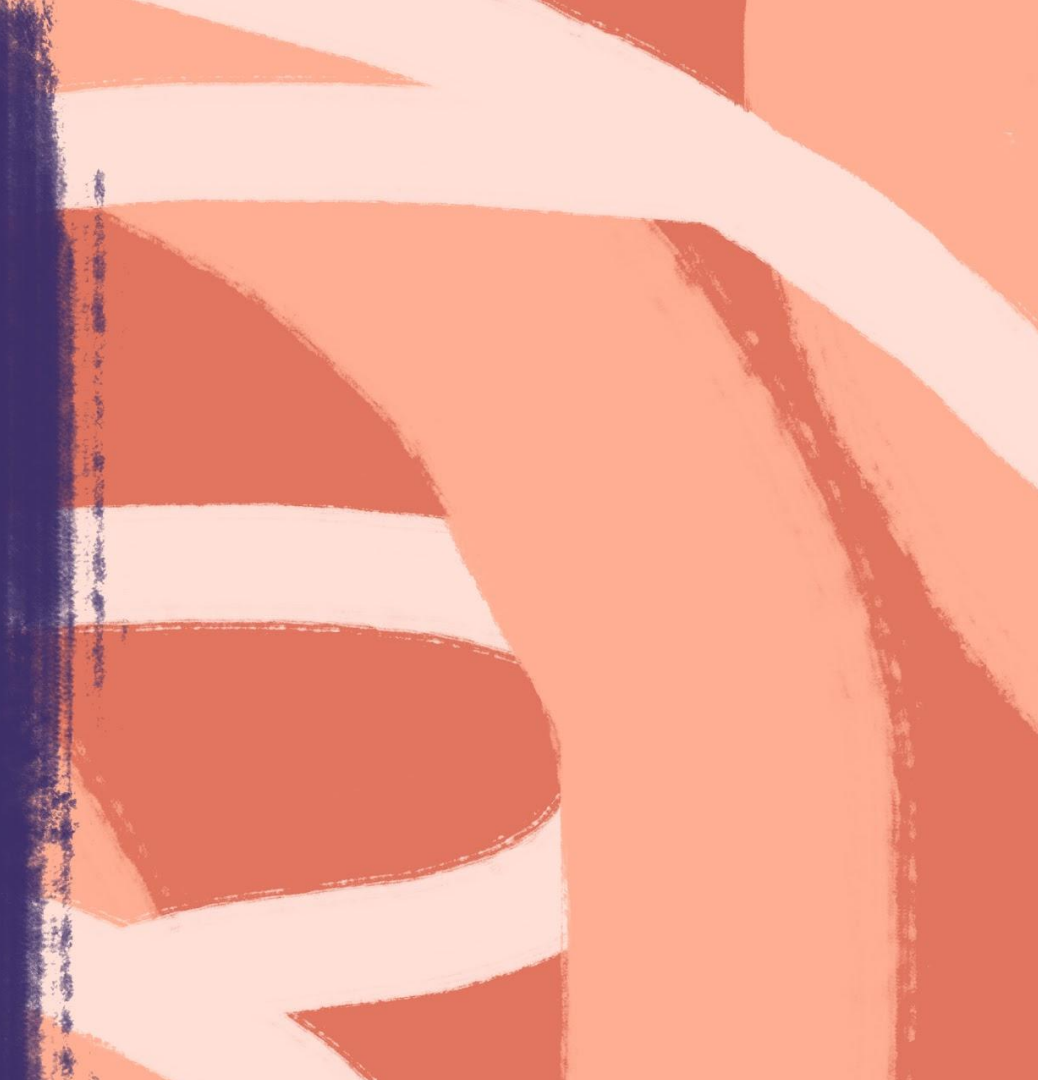
Our findings revealed that 89% of all sponsored feed posts received up to 1,000 Likes per post, demonstrating the level of influence.

Number of Likes in Posts With #ad



Key Finding #5

The US, UK, and South Korea are the three leading countries for influencer activity



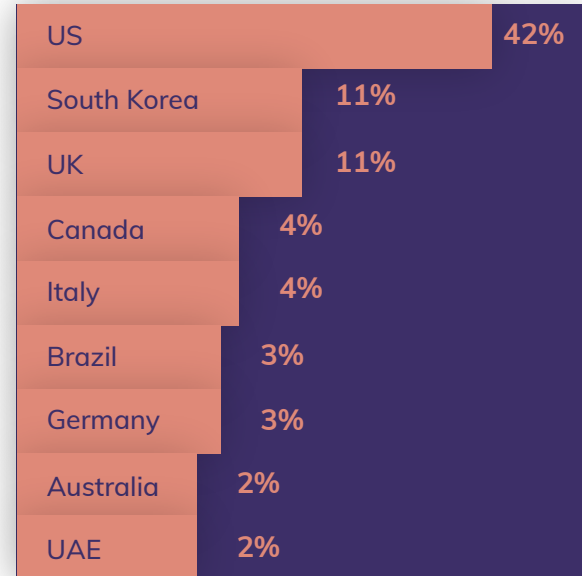
Global distribution of influencer marketing

Top countries for influencer marketing activity

In 2019 the US was the top country creating influencer content, responsible for 42% of the industry. A slight drop from 2018, when the US made up 49% of the market.

2019 also saw the emergence of new dominate players in the space including South Korea, Italy, and the UAE.

Most Active Countries in Influencer Marketing



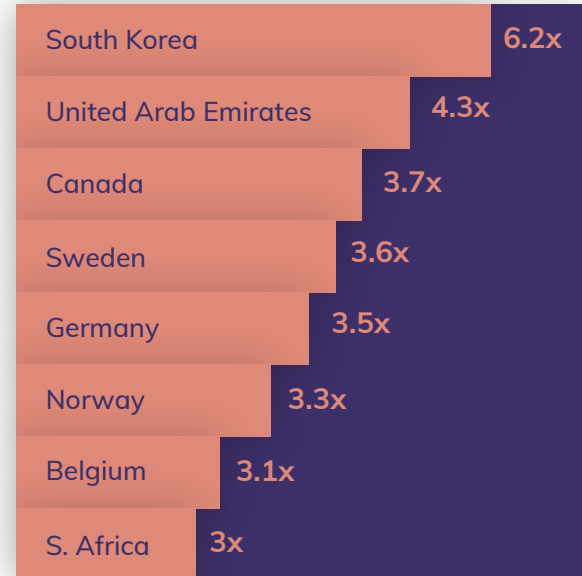
Countries with the highest adoption rates

Emerging markets like South Korea and the UAE ramp up influencer activity

2019 was the year emerging markets ramped up their influencer marketing activity. **South Korea**, which is now the second most active region after the US, increased influencer activity by **620%**.

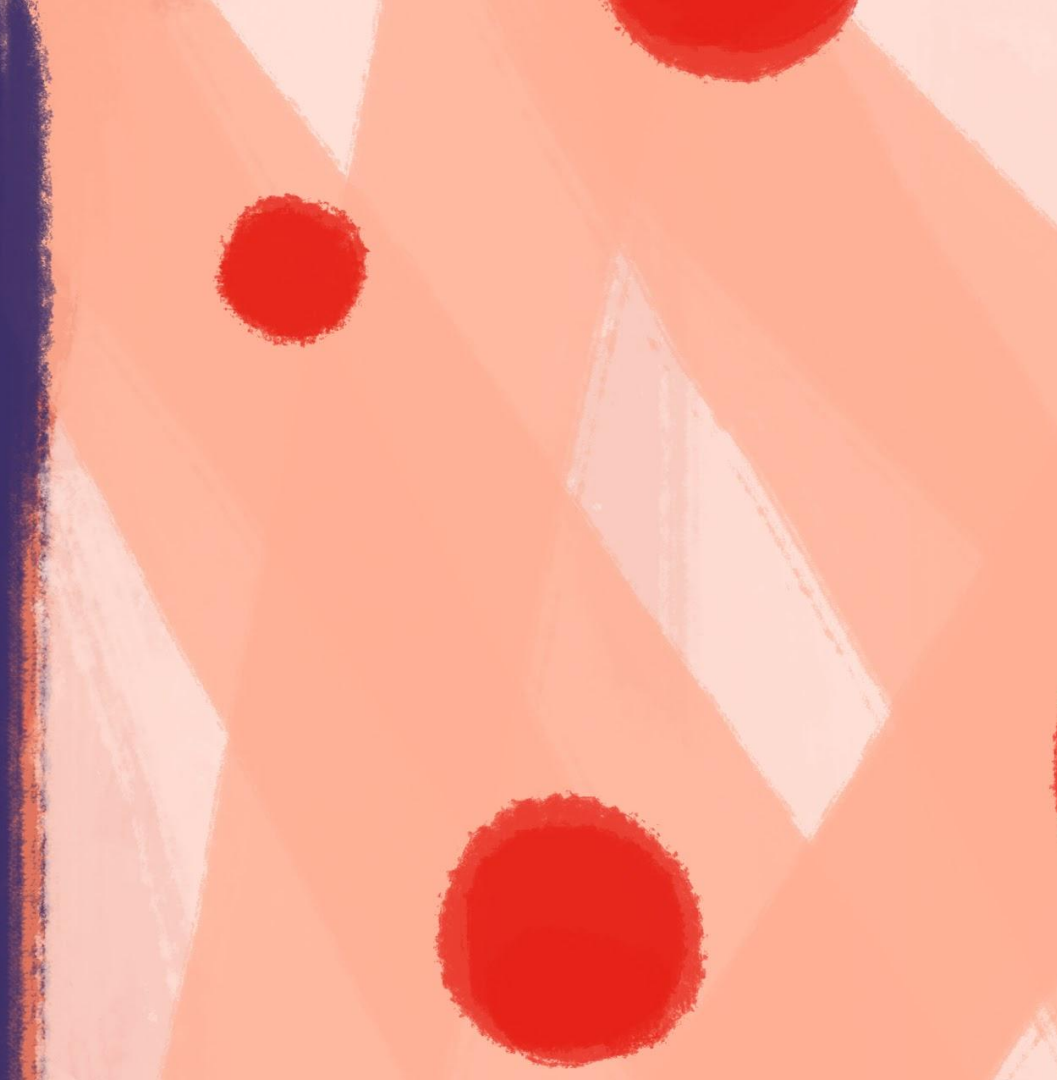
Another new important player is the **UAE**, which increased activity by **430%**.

2019 Growth Per countries



Key Finding #6

Fashion, Travel, and Fitness are the leading influencer categories, making up 16% of the industry



Lifestyle & Fashion influencers reign supreme

We categorized each sponsored feed post by company and industry. The top 10 industries that partnered with influencers in 2019 are:



#1 Fashion



#2 Travel



#3 Fitness



#4 Beauty



#5 Art



#6 Parenting



#7 Food



#8 Music



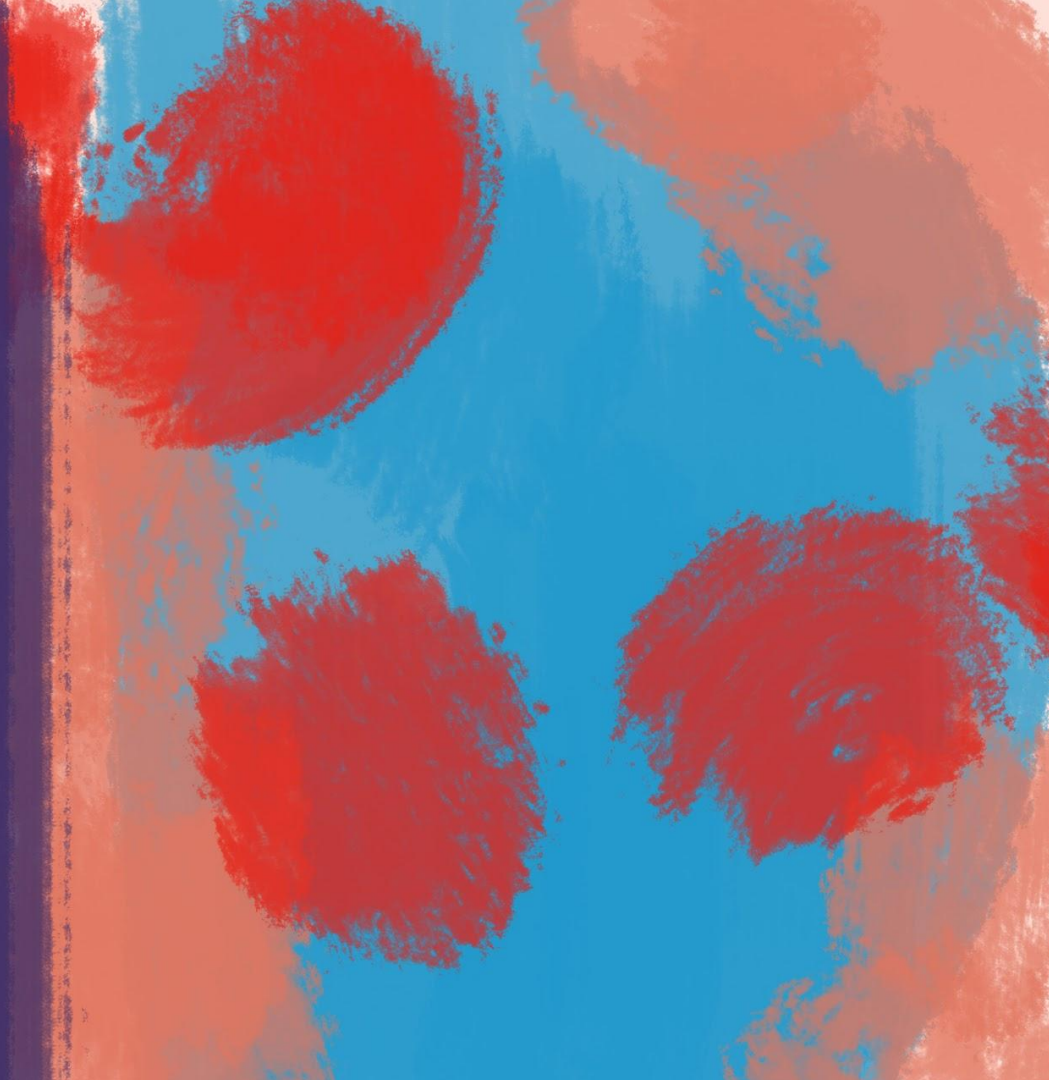
#9 Interior Design



#10 Wellness

Key Finding #7

Instagram Stories
adoption rate by
influencers grew By
19.5%



Influencers increase Instagram Stories use

Instagram stories have become an integral component of influencer campaigns

More influencers are incorporating stories into their branded partnerships.

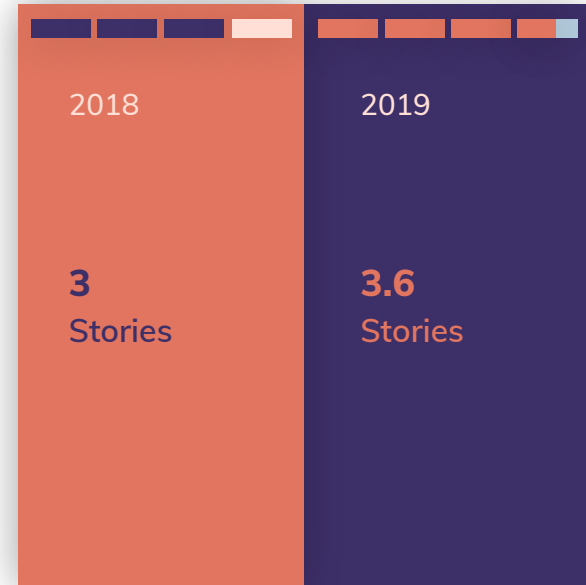
2018

Influencers would post 3 stories a day

2019

Influencers are posting up to 3.6 stories a day.

Stories Per Day



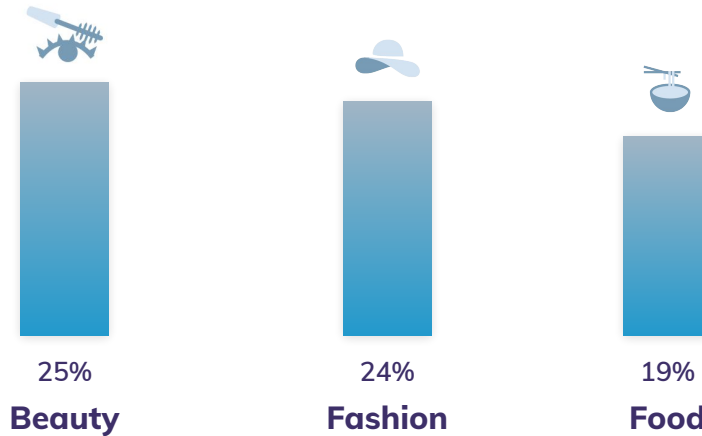
Key Finding #8

25% of all sponsored stories were related to the Beauty industry



Top 3 industries using Stories

By cross analyzing #ad and @mentions in Stories, we identified that 25% of all sponsored stories mentioned a Beauty brand



3 New Trends

2019 was the year of ethical marketing, emerging markets, and repurposing influencer creatives



Value-based influencer marketing

More influencer campaigns are leveraging user's emotions and values

Value-Based Marketing is the ability to convey a brand's moral and ethical positioning through a marketing campaign

Influencers are the perfect ingredient for a value based campaign as an influencer's authentic nature allows brands to organically promote their mission to an already dedicated and trusting fan-base.

How Influencers Select Collaborations



Trend #1 Example: Ethical Marketing Dove's #ArmsUp Campaign

Megan Jayne Crabbe

98 



 38.2K

"AD | Not caring about how our underarms look won't save the world, but it might save us a hell of a lot of time & energy that we could be using to fight for the important, world shifting stuff instead! @dove"

Michelle Elman

80 

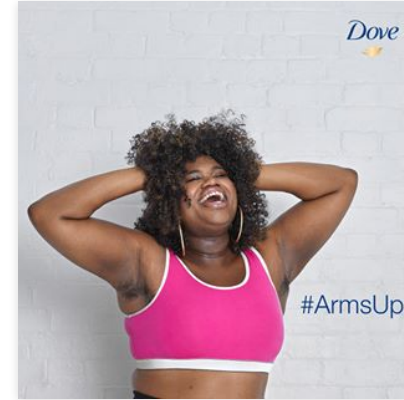


 2.8K

"ad | When I was 19 and started going to the gym I felt really insecure about how hairy my underarms were. How do your underarms make you feel? #ArmsUp"

Jari Jones

68 



 1.6K

"Ad | As a woman of Trans experience, society has always told me what I should look like, how I should present myself and what correct way of womanhood I should aspire to #Armsup"

Trend #2: Emerging Markets

As influencer marketing becomes available to everyone, more markets will become present

In 2019, more emerging markets entered the influencer marketing stage. **South Korea** contributed to 11% of all global influencer activity, the same as the UK.

Many brands choose to work with influencers due to the cost efficiency of this channel. It is more economical to work with influencers than a professional content studio.

Top 10 #AD usage new countries



Trend #3: Repurposing influencer's creatives

Due to affordability and quick turn-around, influencers are poised to replace professionals

In the coming years, influencer campaigns are going to replace professional photo shoots and video products.

Not only can influencers produce content at a quarter of the price, they can distribute content to a highly targeted audience. It is this combination that makes influencer marketing one of the most desirable channels out there.

69% of brands reuse influencers material





The New Standard in Influencer Marketing

Klear is the leading influencer marketing platform for Fortune 500 brands and agencies.

Powered by award-winning influencer measurement technology, Klear is setting a new market standard for finding social creators, assessing influence and measuring ROI.

[Learn more at klear.com](https://www.klear.com)

