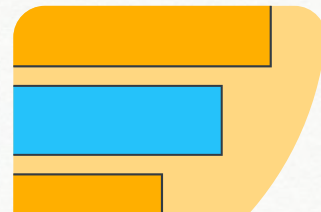
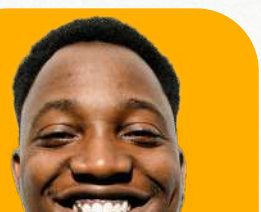
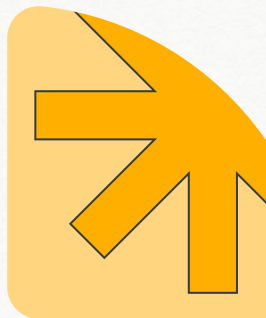


Influencer Marketing Benchmarks

Use Later's free influencer marketing benchmark report to see where you stack up to the competition.





Social media management made easy

Crush your social goals, automate daily tasks, and turn followers into customers with Linkin.bio — all from one app.

[Get Started for Free](#)



Take your influencer marketing to the next level

Easily manage your influencer programs in one place and deliver ROI consistently with tools that take the guesswork out of influencer marketing.

[Book a Free Demo](#)

Data Details

The Mavrck platform powers tens of thousands of influencer activations each year, managed by our customers and the Mavrck Services team.

We've compiled influencer marketing benchmarks to help marketers understand how their campaign performance compares against their brand vertical or what outcomes to expect from different influencer personas based on their reach.

This includes:

- CPE
- CPM
- Engagement rate, and more...

If you're new to influencer marketing or looking to optimize performance across various social networks — Instagram, TikTok, and beyond — use this report to understand quarter-over-quarter (QoQ) trends and potential outcomes.



Our Methodology



Timeframe

Engagement rate, impressions, and engagement benchmarks reflect data from an 8-quarter window, 7/1/2021- 6/30/2023. CPX (cost per engagement, cost per thousand impressions, or cost per activation) benchmarks also reflect data from an 8-quarter window, 7/1/2021-6/30/2023.



Median Data

Graphs are based on median data removing outliers to represent the most accurate benchmarks.



Verified Data

Mavrck uses verified impressions from the Instagram Insights API and the Pinterest API. All other social networks provide estimated impressions.



Exclusions

Instagram Post, Stories and Reels data includes all content from influencers with reach greater than 1,000. In addition, Instagram data includes all posts, Stories, and Reels with engagements greater than 5 and impressions greater than 10. For Pinterest, all data related to pins that had more than 1 impression.



Tiktok Data

TikTok data since December 2022 has been automatically captured via the API and all prior data has been self-reported by creators. We analyzed over 10K posts created by 7,500+ influencers. TikTok data is only taking into account verticals with 50+ TikTok posts associated.



Instagram Data

We analyzed over 76,000 sponsored Instagram posts by influencers activated for campaigns run through the Mavrck platform. We analyzed over 11,000 sponsored Instagram Stories and over 26,000 sponsored Instagram Reels.



Facebook Data

For the Facebook data, we analyzed over 4,000 Facebook posts created by 2,800+ creators. Facebook data is only taking into account verticals with 50+ Facebook posts.



Pinterest Data

For the Pinterest data, we analyzed over 2,197 Pinterest pins created by 1,300+ creators. Pinterest data is only taking into account verticals with 25+ Pinterest pins.



Twitter Data

For the Twitter data, we analyzed 1,600+ Tweets created by over 900+ creators. Twitter data is only taking into account verticals with 10+ Tweets.



Blog Data

For the Blog data, we analyzed 1,400 blog posts from 954 influencers.



Youtube Data

For the YouTube data, we analyzed over 940 video posts created by 580+ creators. YouTube data is only taking into account verticals with 12+ YouTube video posts.

Key Charts & Insights



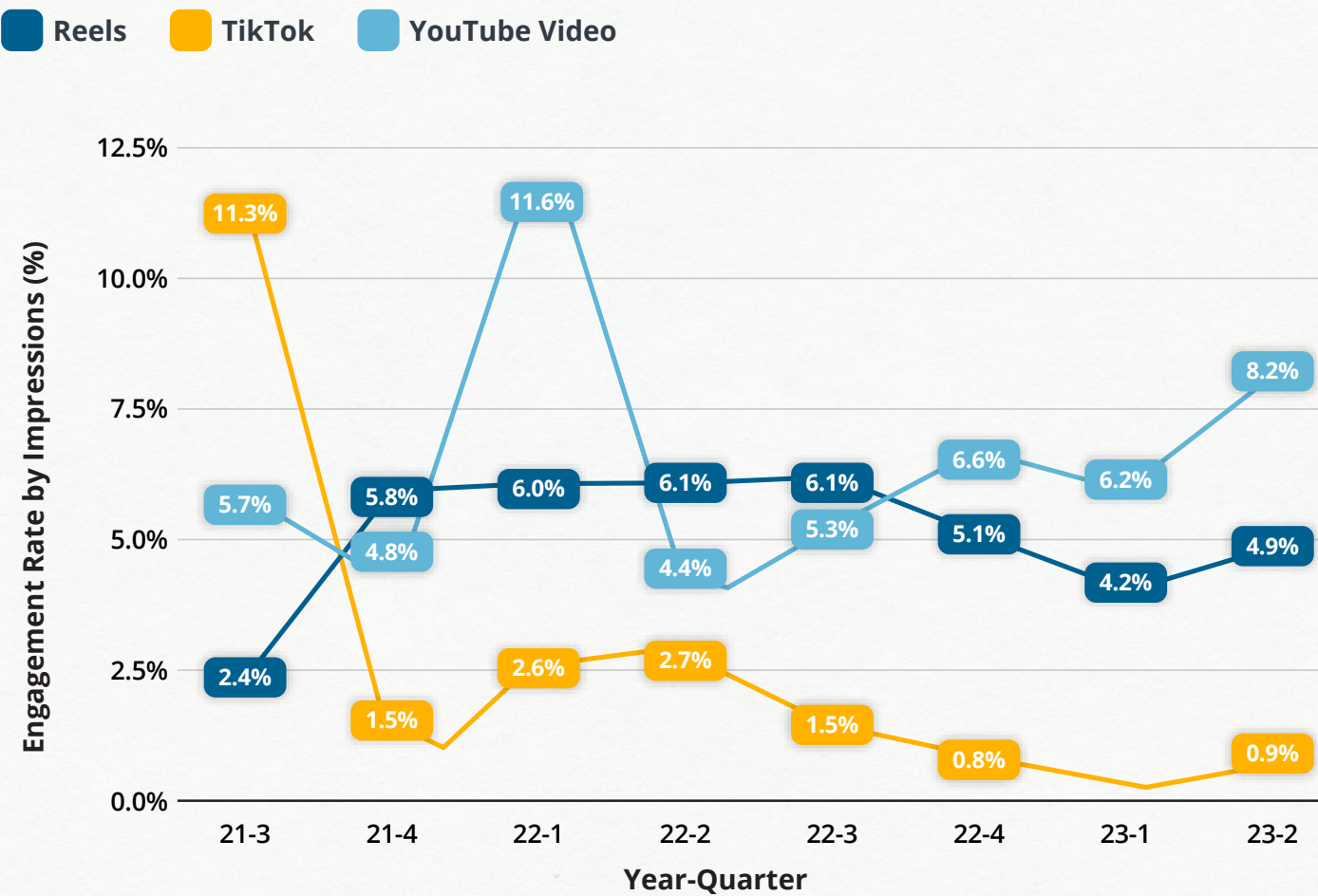
Quarter-Over-Quarter Trends

By Social Network

Insight 1:

When looking at brands activating creators to generate video content, influencers on YouTube have been producing content resulting in the highest engagement rates when compared to Instagram Reels and TikTok videos. If your campaign goals revolve around creating video content alongside boosting engagement for your brand, consider allocating budget towards long-form video content on YouTube.

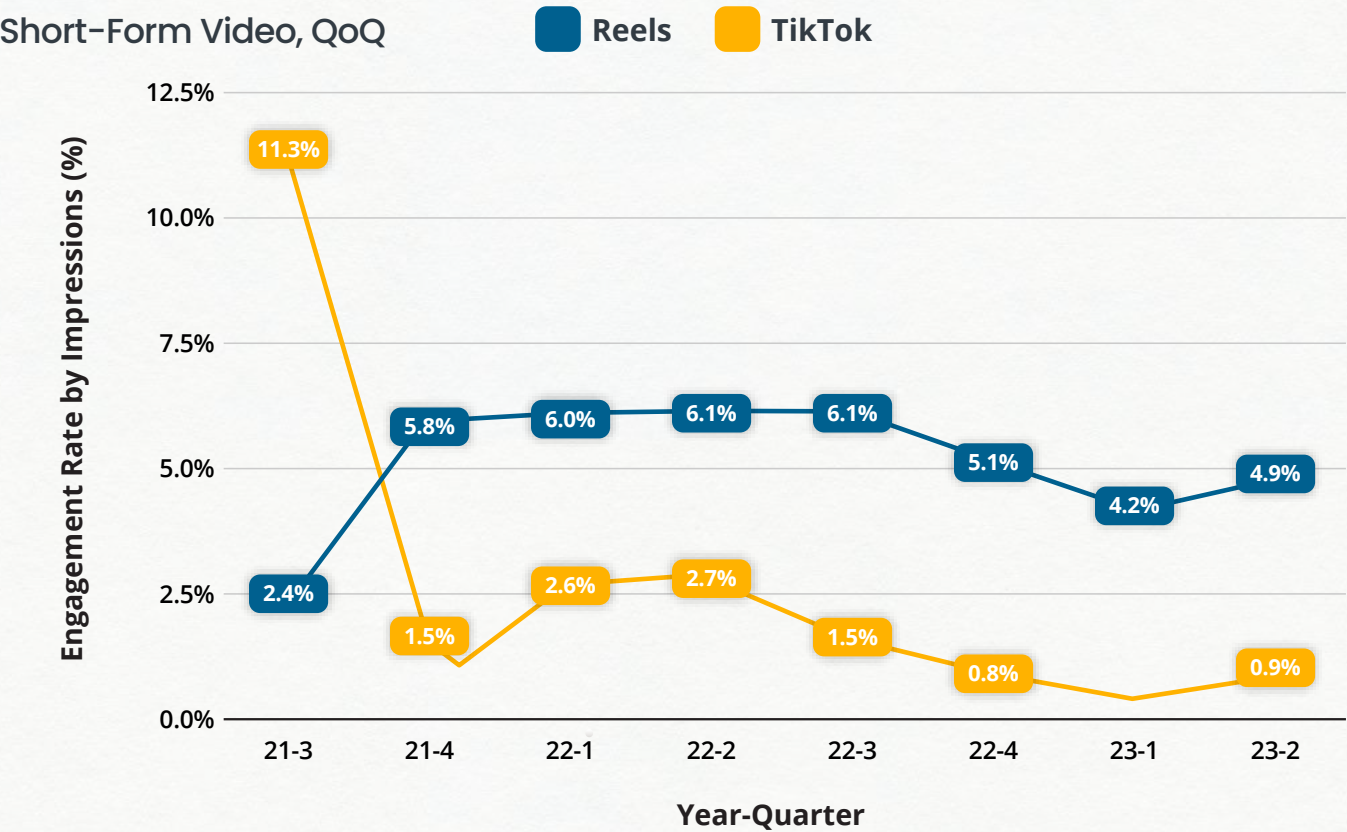
Video Content: Engagement Rate by Impressions, QoQ



Insight 2:

Brands who have activated creators to produce short-form video content — either Instagram Reels or TikTok videos — have generated higher engagement rates on average for Reels content compared to TikTok. As shown in Q2 2023, the average engagement rate (based on impressions) for Reels was 4.9% compared to 0.9% on TikTok. This could be attributed to the increased number of users on TikTok, thus resulting in a saturated space where the audience has many content options. In addition, TikTok has increasingly become more pay-to-play as ad spend on Spark has increased over time. Another piece to consider when looking at engagement rates on TikTok is that boosted content is not accounted for in all cases, so ER could be decreasing on average due to this.

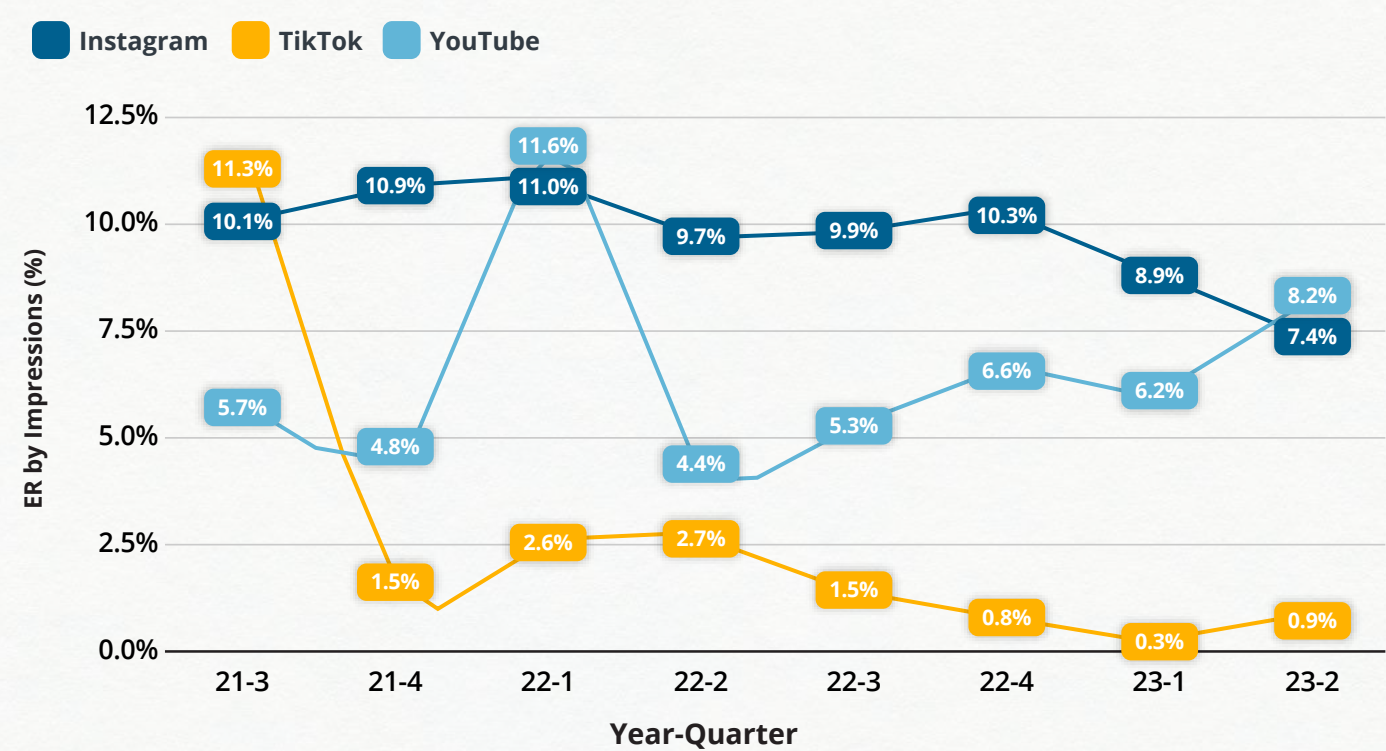
If your campaign goals revolve around increasing engagements, consider asking influencers to create Reels, but then ask for permission to repost that video on your brand-owned TikTok in order to repurpose content. As shown, Reels has more predictability when it comes to engagement compared to TikTok, which is where most brands and creators aim to “go viral” — choosing what channel is best really depends on campaign goals.



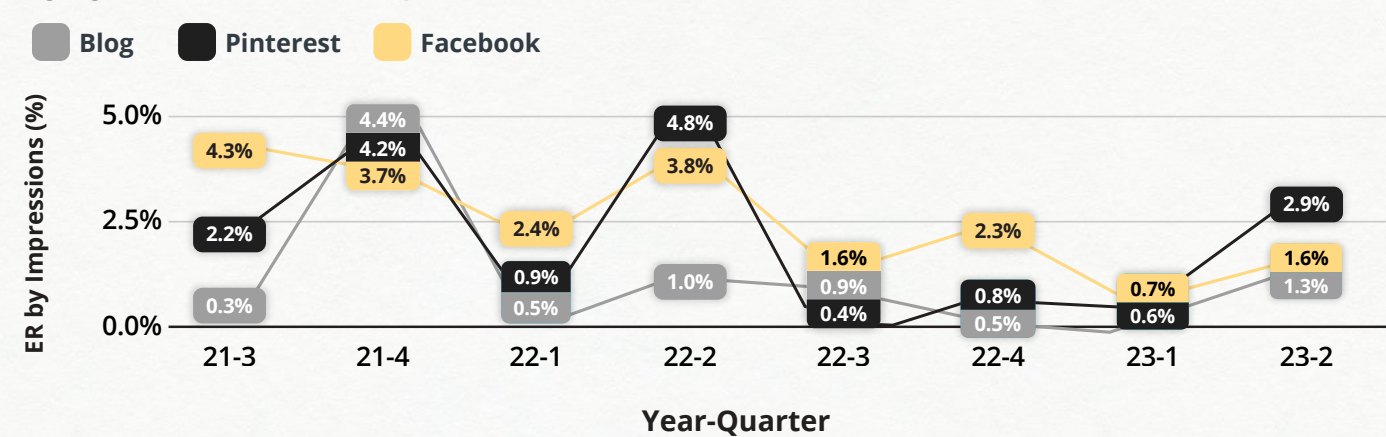
Insight 3:

When looking at the average engagement rates across various channels, there’s a vast difference between networks. As the data shows, engagement rates on YouTube have been steadily increasing over the past several quarters — increasing from 4.4% in Q2 2022 to 8.2% in Q2 2023. At the same time, engagement rates for Instagram posts have been decreasing steadily over the past several quarters — from 10.1% in Q3 2021 down to 7.4% in Q3 2022. It’s always important to evaluate which channels are best for your brand depending on your campaign goals. If engagement is a priority for your campaign, consider testing YouTube content.

Engagement Rate by Impressions, QoQ



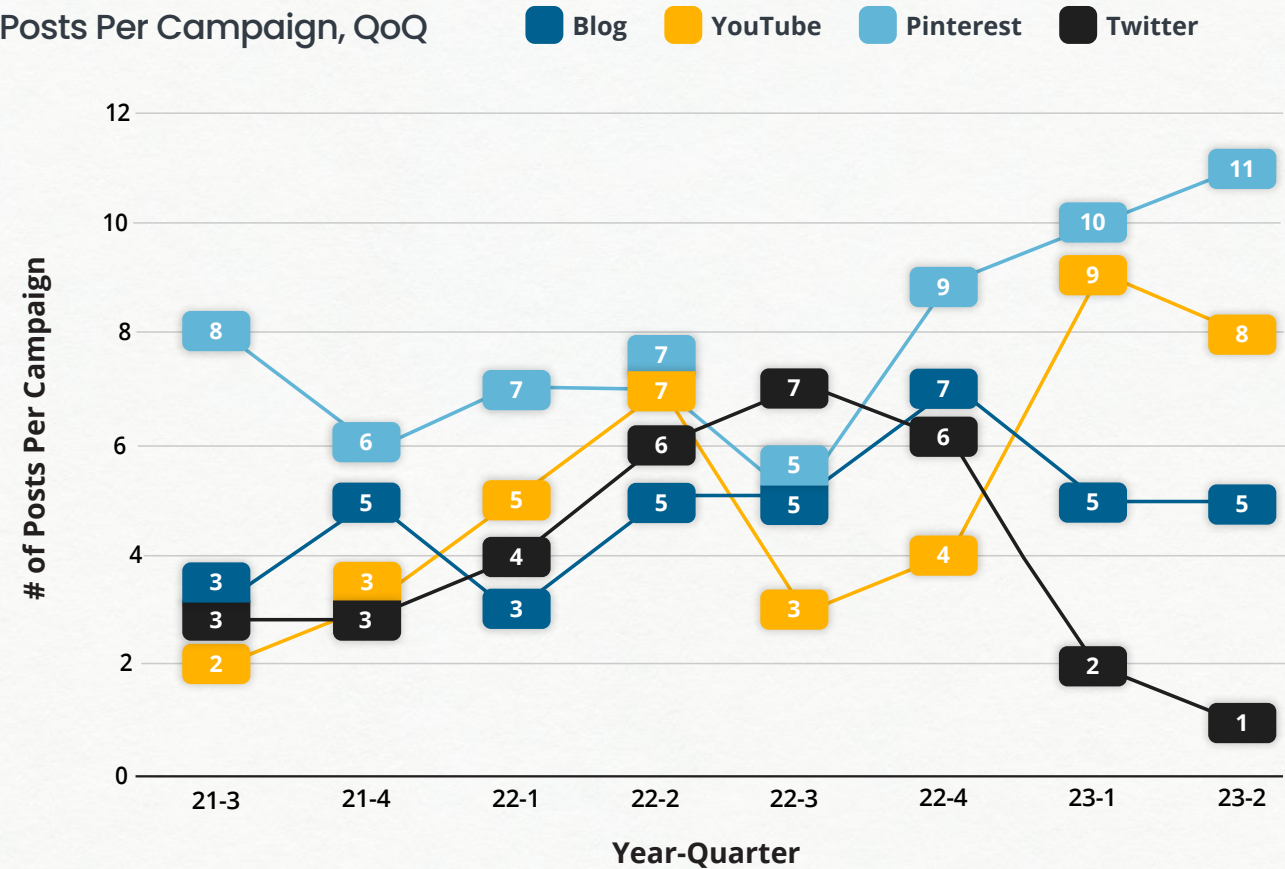
Engagement Rate by Impressions, QoQ



Insight 4:

When looking at Mavrck campaigns that require blog, Pinterest, Twitter, or YouTube content, there have been a few significant changes in posts generated across over the past 8 quarters. As the data shows, the amount of content created on both Pinterest and YouTube has increased over the last 4 quarters, with both channels trending upward. This rise in Pinterest content could be due to the strategic switch from Story Pins to Idea Pins, as well as the release of upgraded features for creators plus enhanced reporting tools for brands seen in 2022. To no surprise, content produced on Twitter (now X) has been steadily decreasing since Q3 2022, which could coincide with Elon Musk taking over the company. Blog content has held relatively steady with a slight increase in Q4 2022, which could be due to brands producing long-form content for the holidays.

With these trends in mind, if you’re a brand looking to test new channels within your influencer marketing strategy, consider incorporating YouTube or Pinterest into your campaigns. And don’t forget the long-term value that blogs can provide your brand, especially during the holidays.



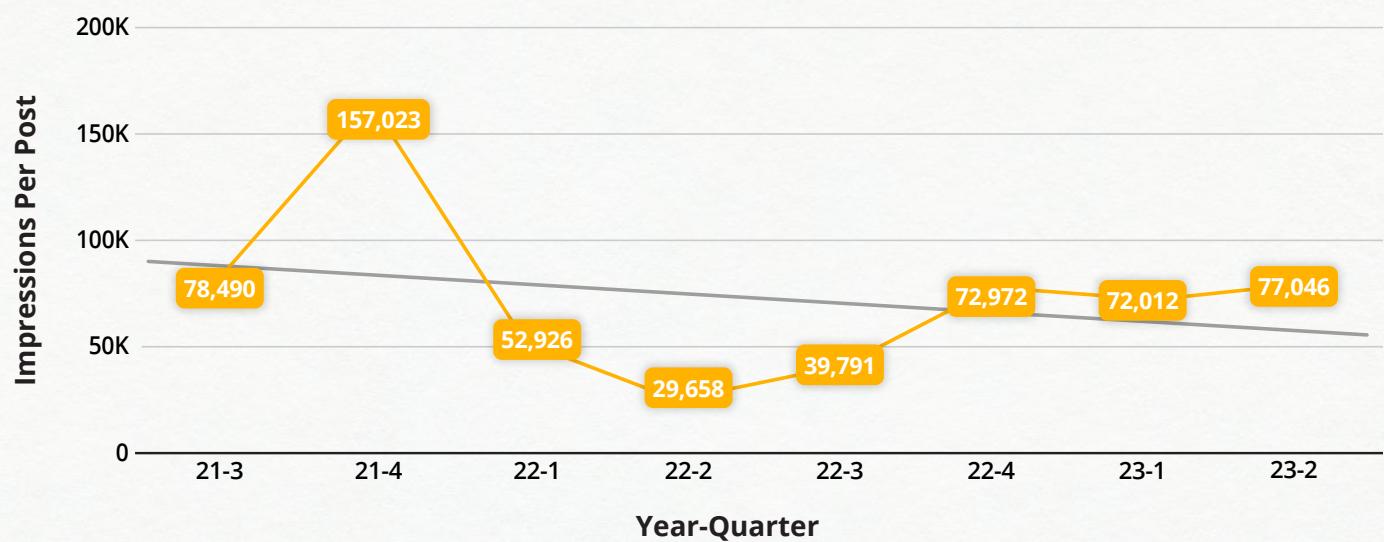
Quarter-Over-Quarter Trends

By Tiktok

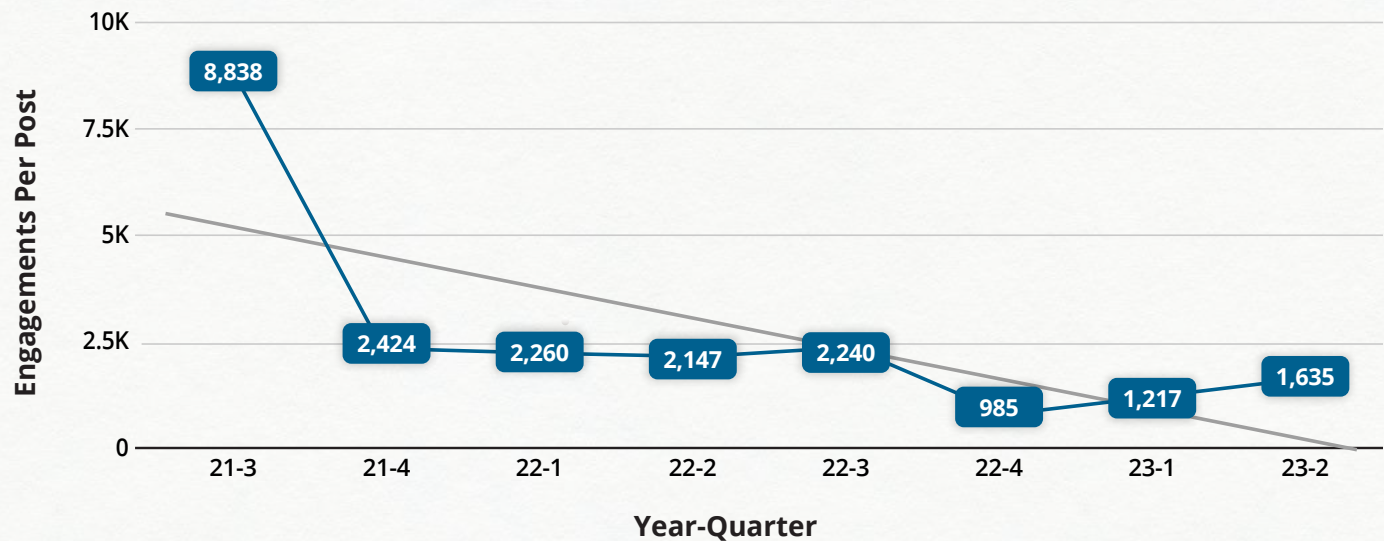
Insight 1:

For Mavrck campaigns with TikTok videos as a requirement, there has been a downward trend of engagements per post over the past 8 quarters, outside of a slight uptick in Q1 and Q2 2023. However, during the past 5 quarters we've seen an upward trend when it comes to impressions per TikTok post. **If your brand has campaign goals focusing on brand awareness, TikTok is still a very strong channel for creator activations.**

Impressions Per Post, QoQ



Engagements per Post, QoQ

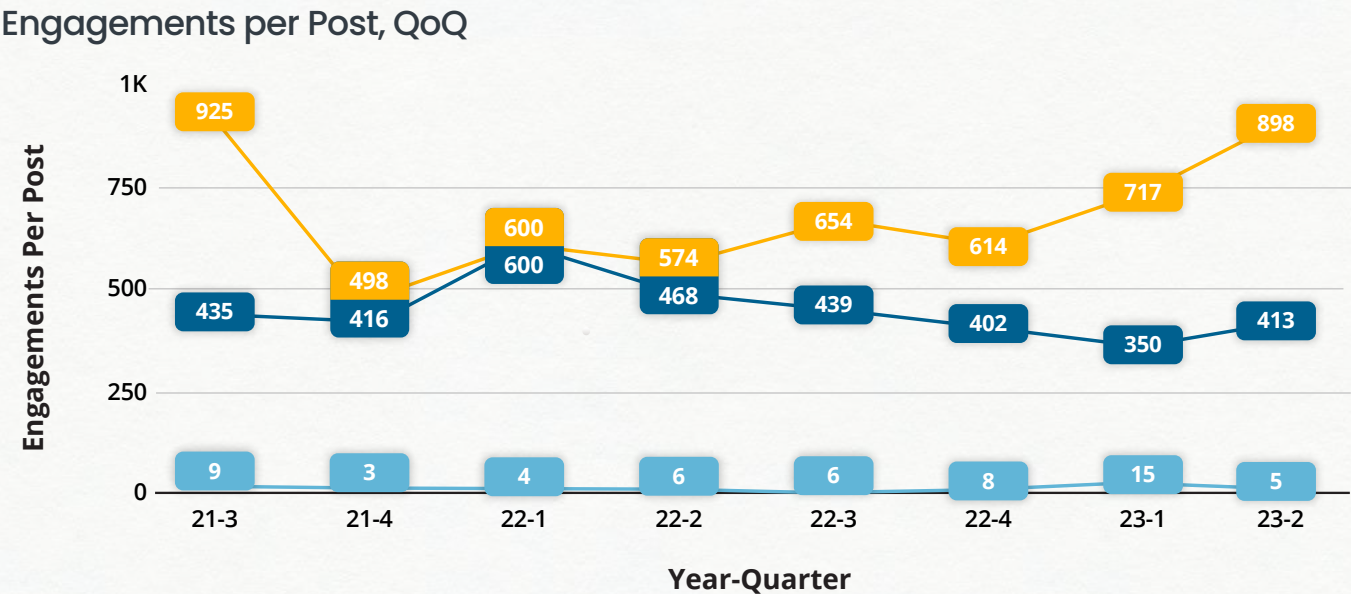
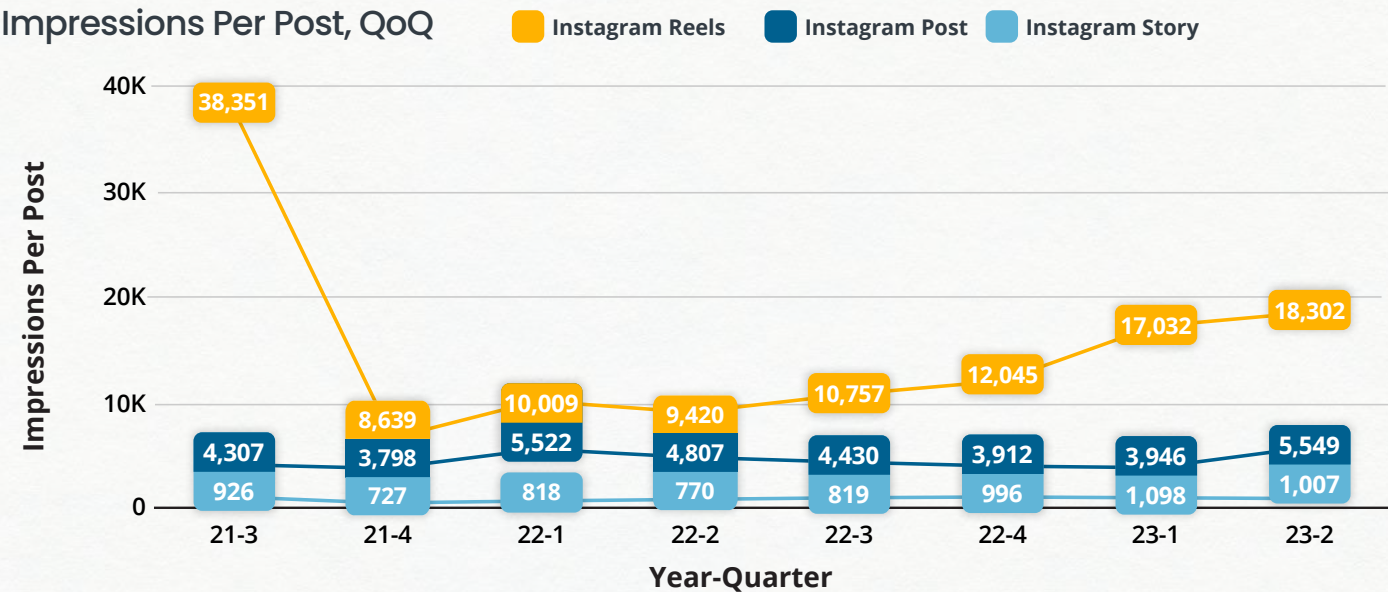


Quarter-Over-Quarter Trends

By Instagram

Insight 1:

When it comes to looking at various types of Instagram content, impressions per post have been increasing QoQ for Instagram Reels, with a slight uptick for Instagram in-feed posts — with engagements per post increasing similarly for both. Instagram Stories content has stayed relatively steady when it comes to both impressions and engagements per post. **If you’re a brand activating creators on Instagram with goals to increase brand awareness, consider having Instagram Reels as your primary content requirement followed by in-feed posts.**

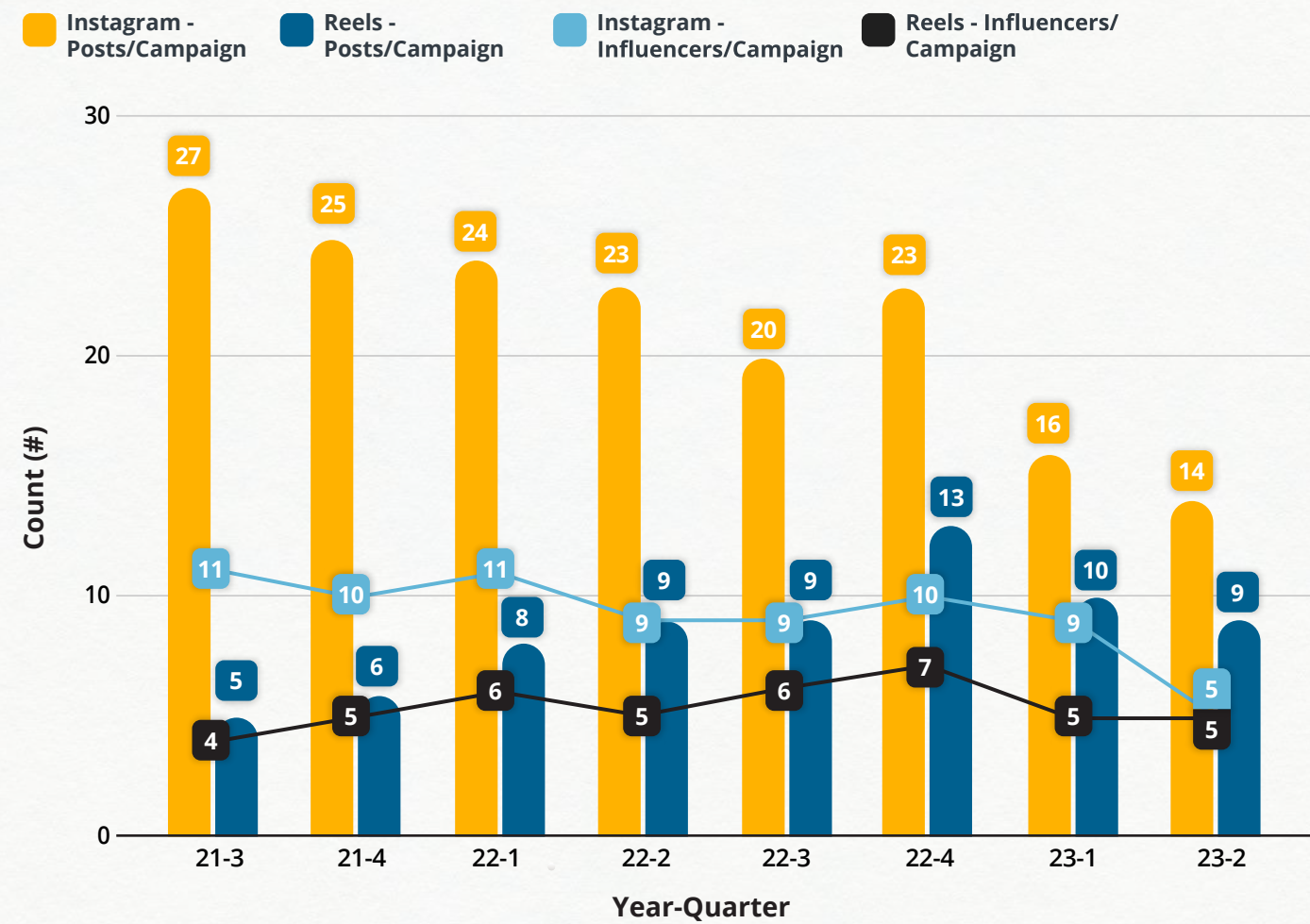


Insight 2:

When it comes to Mavrck campaigns requiring in-feed posts on Instagram, the number of posts and influencers per campaign has primarily decreased QoQ for the past 8 quarters. The one exception is Q4 2022, which could be due to a spike in holiday content. When looking at campaigns requiring Instagram Reels content, the number of posts and influencers per campaign has remained relatively steady, with a slight increase in the past several quarters.

With the shift to short-form video content that we’ve seen in the influencer space, the decrease of in-feed Instagram posts alongside the slight increase of Reels content aligns with this industry trend.

Posts vs Influencers Per Campaign, QoQ



Quarter-Over-Quarter Trends

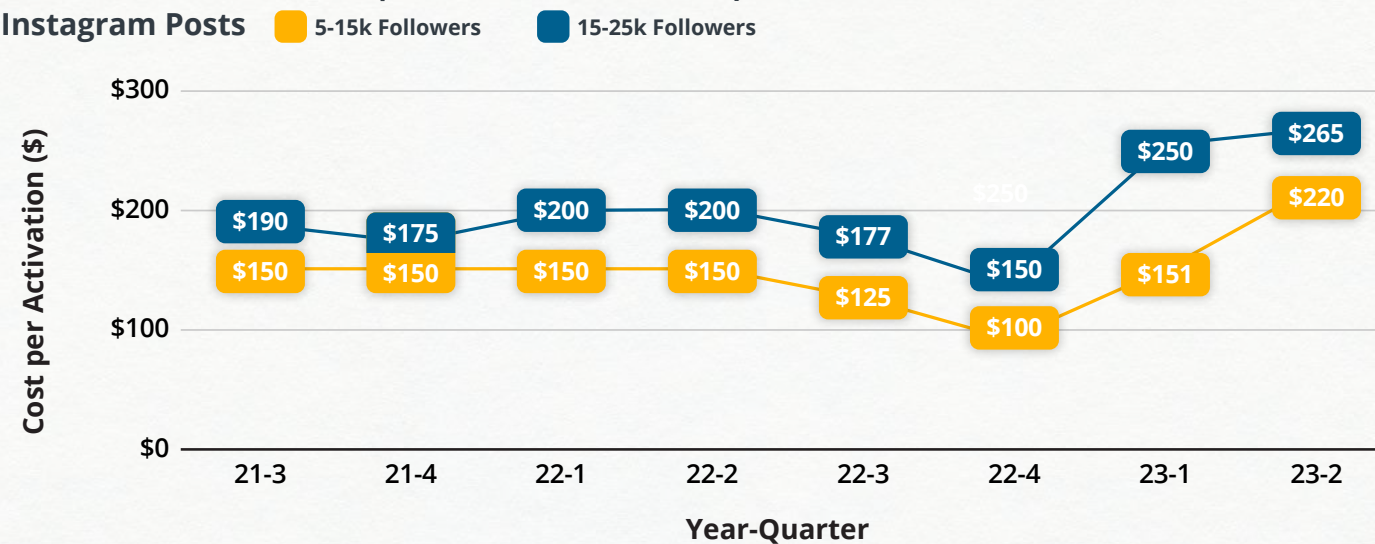
By Follower Count

Insight 1:

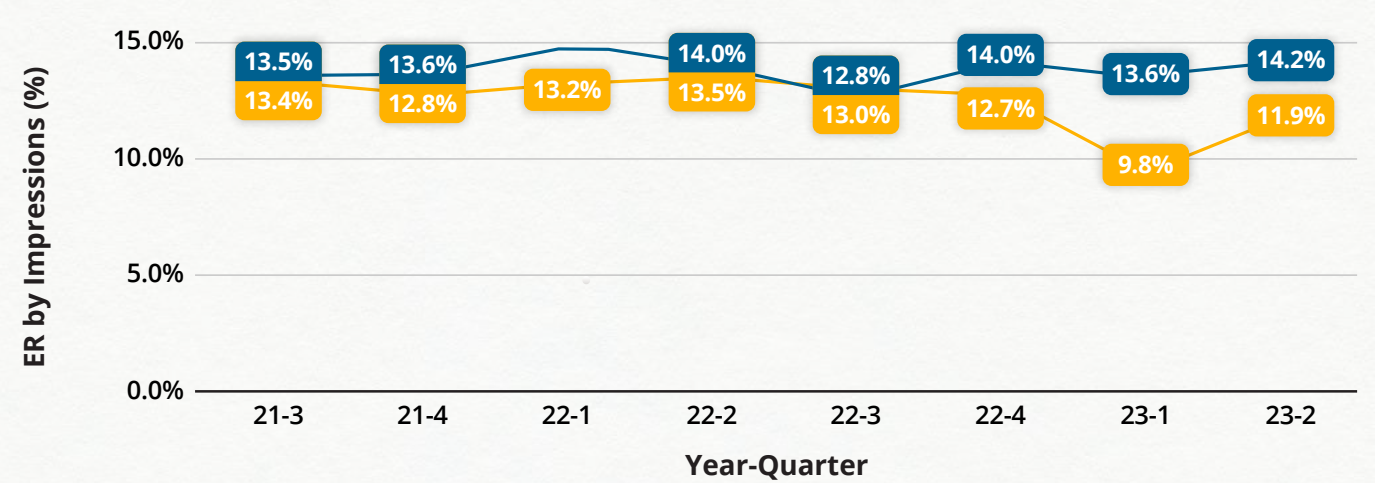
When it comes to brands activating micro-influencers to create in-feed posts on Instagram, though the cost per activation has been increasing quarterly, the engagement rates have also been increasing slightly. These trends are likely in response to higher creator rates.

If you’re looking to achieve scale while increasing engagement, we suggest activating a larger group of micro-influencers within the 15-25k follower count range.

Micro-Influencer: Cost per Activation, QoQ by Follower Count



Micro-Influencer: Engagement Rate by Impressions, QoQ

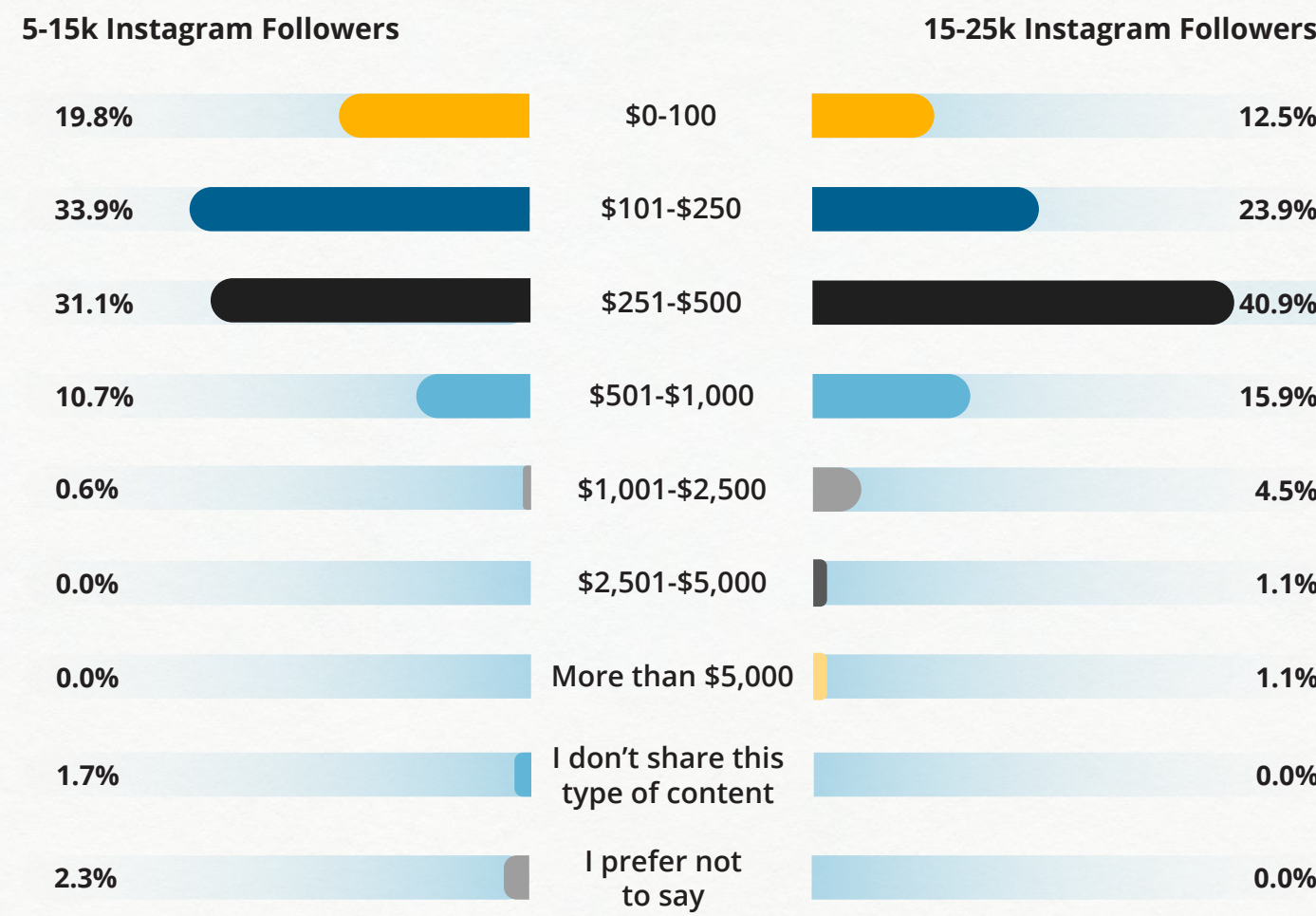


Insight 1 - Continued

When comparing the above cost per activation data to our 2023 creator compensation report, **the most survey respondents (34%) in the 5-15k follower count cohort are charging \$101-\$250 for one Instagram in-feed post**, aligning with cost per activation benchmarks — \$151 in Q1 2023 and \$220 in Q2 2023.

For the 15-25k follower count cohort, the most respondents (41%) selected \$251-\$500 followed by 24% choosing \$101-\$250 per Instagram post. **This mostly aligns with the benchmark data as well, which shows \$250 in Q1 2023 and \$265 in Q2 2023, trending upwards QoQ.**

Micro-Influencers: Instagram In-Feed Post Rate

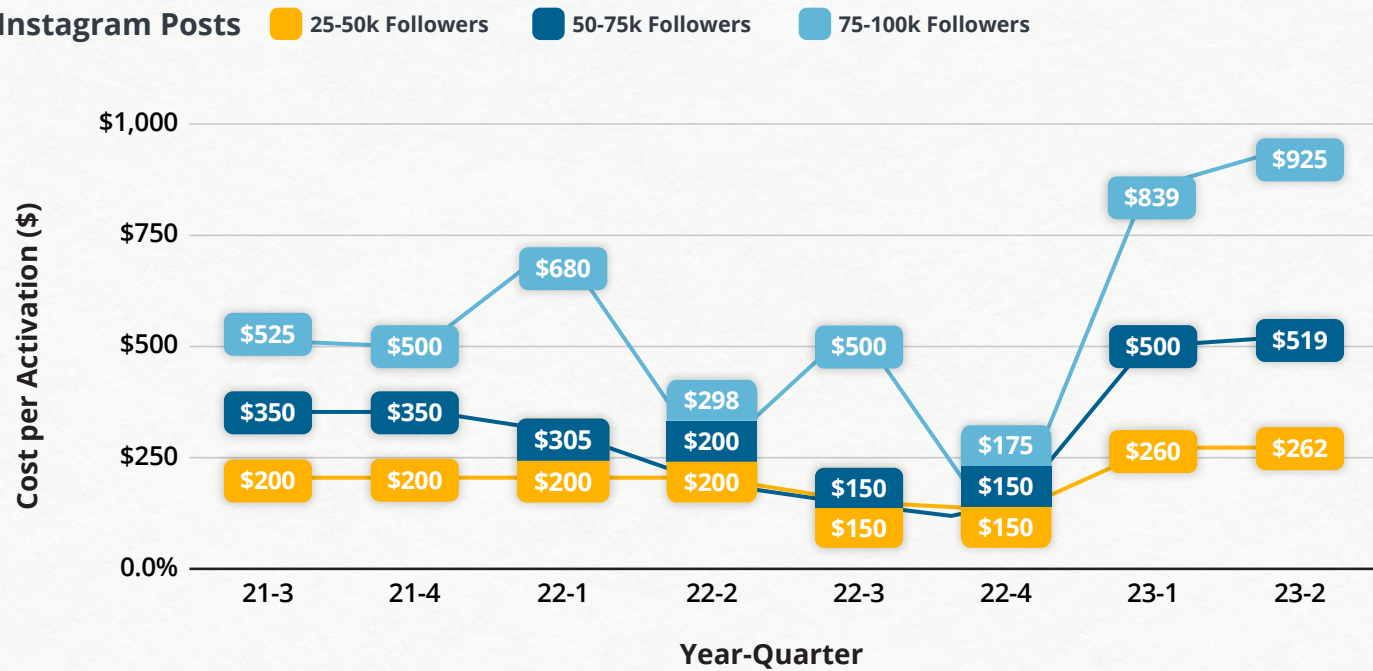




Insight 2:

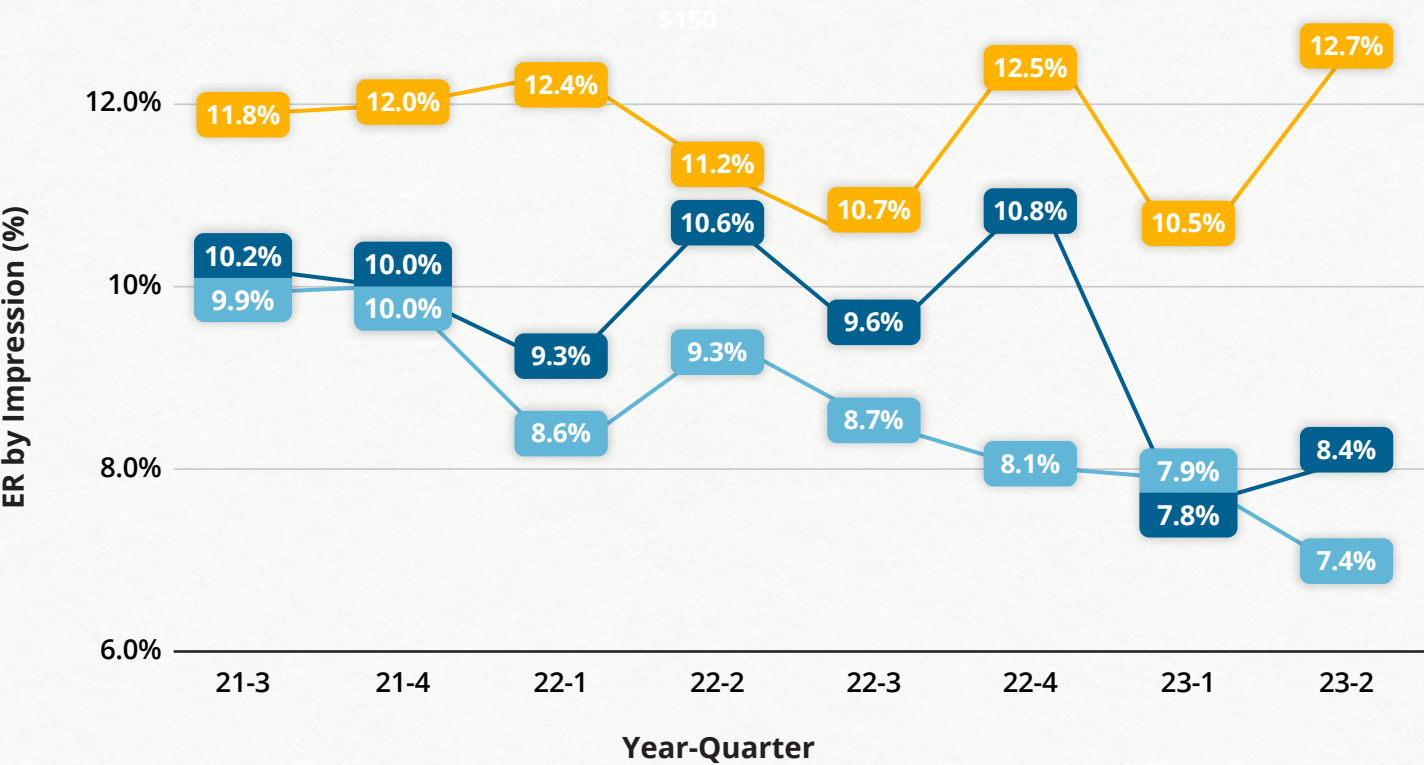
When it comes to activating mid-tier influencers to create in-feed Instagram posts, brands should consider working with those who have 25-50k followers if they want to maintain a lower average cost per activation alongside a higher engagement rate and lower CPE. As shown below, the cost per activation has stayed relatively the same between Q1 and Q2 2023, whereas the engagement rate has increased and the CPE has decreased during that same period. Some Mavrck customers activated creators within the 75-100K follower count cohort who required a higher incentive rate, thus accounting for the jump we see between Q4 2022 and Q1 2023.

Mid-Tier Influencer: Cost per Activation, QoQ by Follower Count

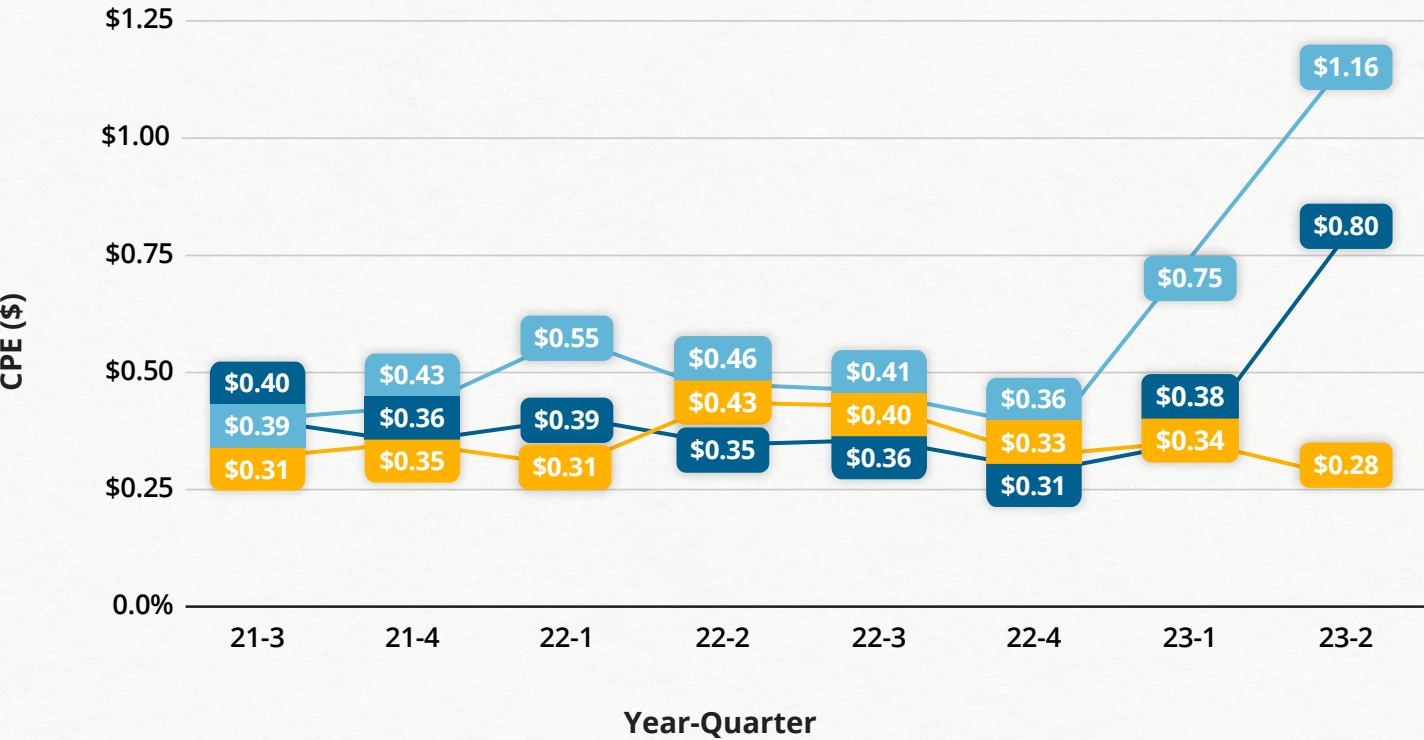


Mid-Tier Influencer: Engagement Rate by Impressions, QoQ

Instagram Posts 25-50k Followers 50-75k Followers 75-100k Followers



Mid-Tier Influencer: Cost Per Engagement, QoQ by Follower Count



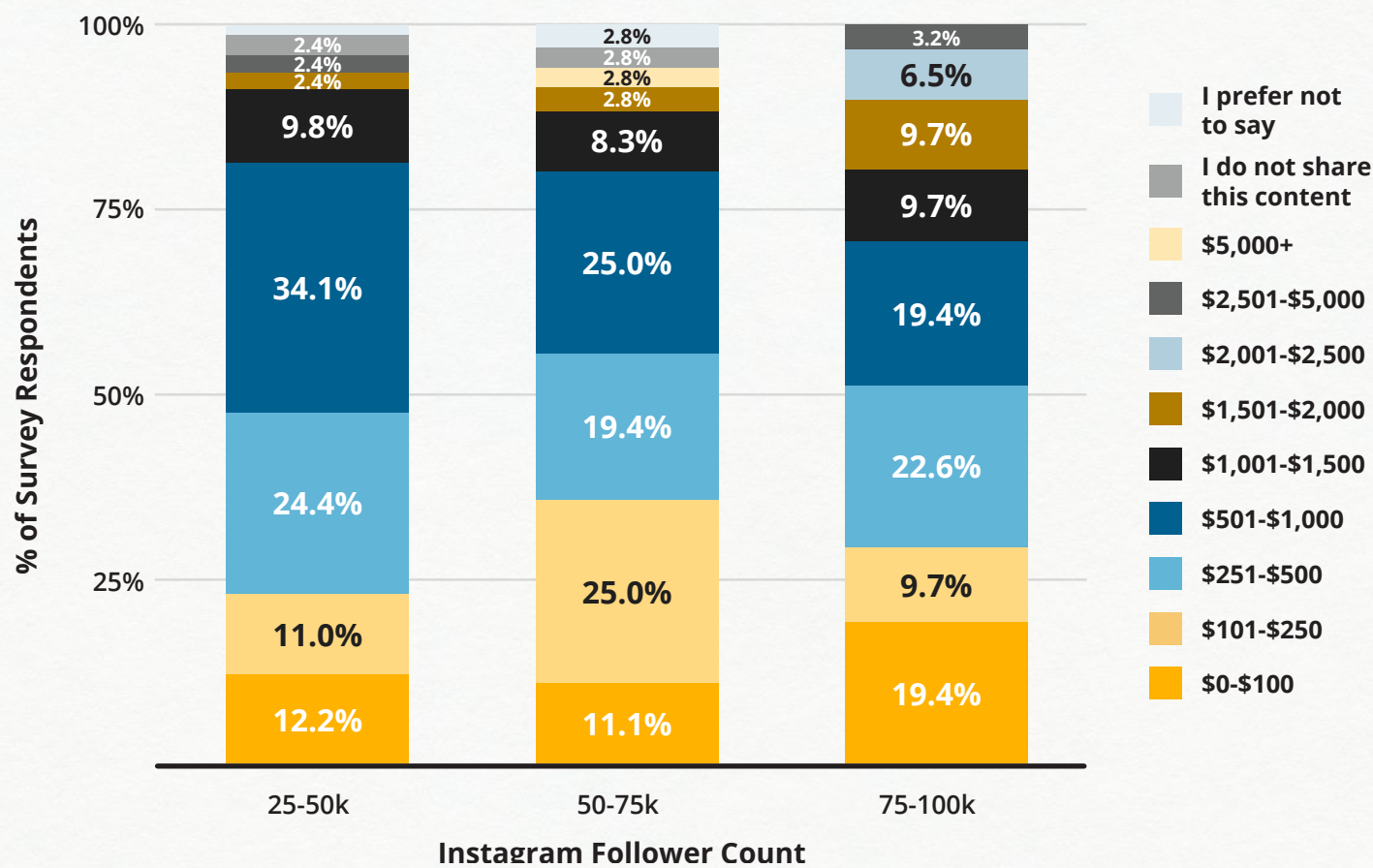
Insight 2 - Continued

When comparing the above cost per activation data to our 2023 creator compensation report, the most survey respondents (34%) within the 25-50k follower count cohort said they charge \$501-\$1,000 per Instagram in-feed post followed by 24% charging \$251-\$500. These rates are slightly higher than cost per activation benchmarks, which are hovering around \$260 for Q1 and Q2 2023.

For the 50-75k follower count cohort, 25% of creators are charging \$501-\$1,000 and 25% are charging \$101-\$250, which aligns well with the average cost per activation benchmark of around \$500 between Q1 and Q2 2023.

For the 75-100k follower count cohort, the largest percentage of creators (23%) are charging \$251-\$500 followed by 19% charging \$501-\$1,000 — again aligning with the average cost per activation benchmark for the past two quarters in 2023 of around \$925.

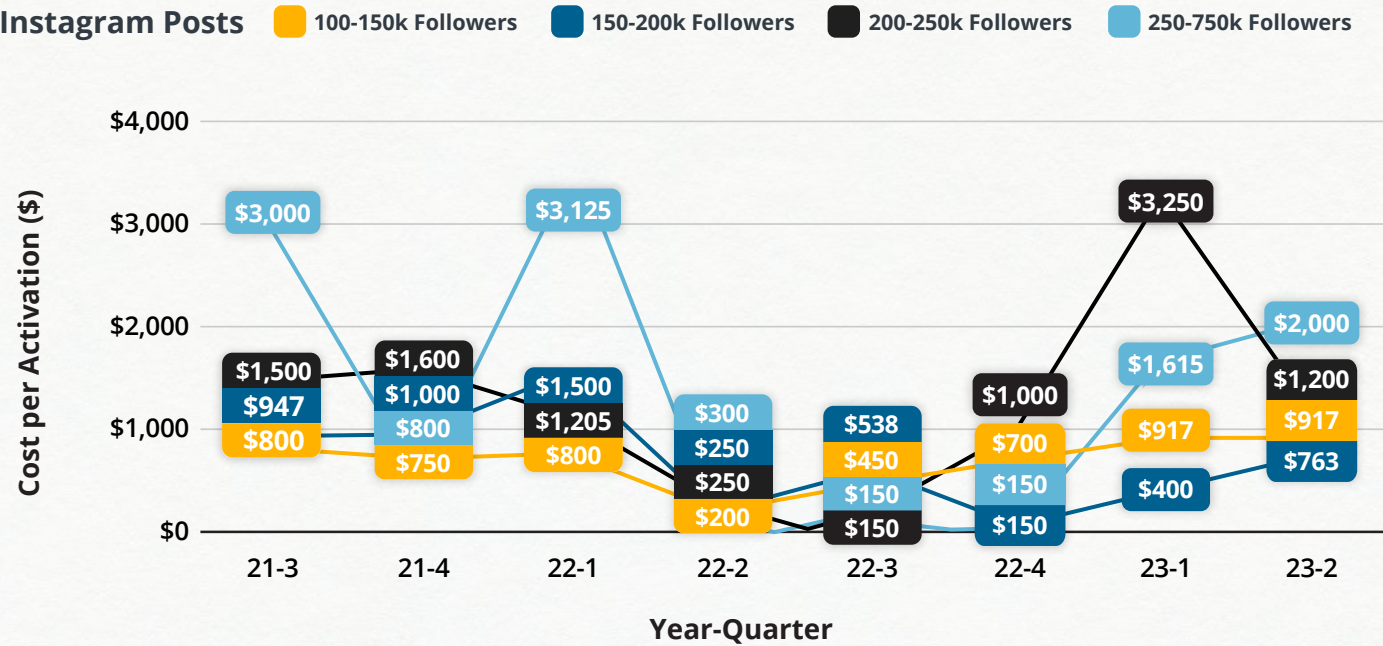
Mid-Tier: Instagram In-Feed Post Rate



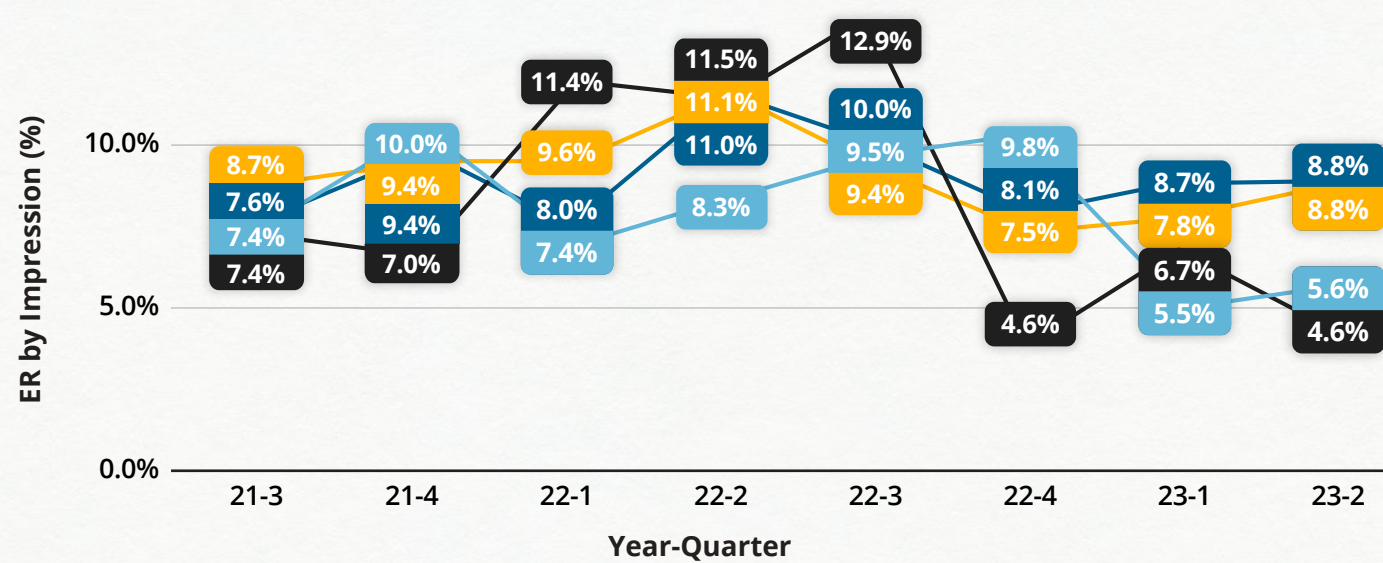
Insight 3:

When looking at macro-influencers creating in-feed Instagram posts, those within the 100-150k cohort have seen an increase in engagement rate, impressions per post, and engagements per post over the past few quarters while the average cost per activation for this group has remained the same. With this in mind, consider activating this group of macro-influencers to achieve your goals revolving around brand awareness and engagement.

Macro-Influencer: Cost per Activation, QoQ by Follower Count

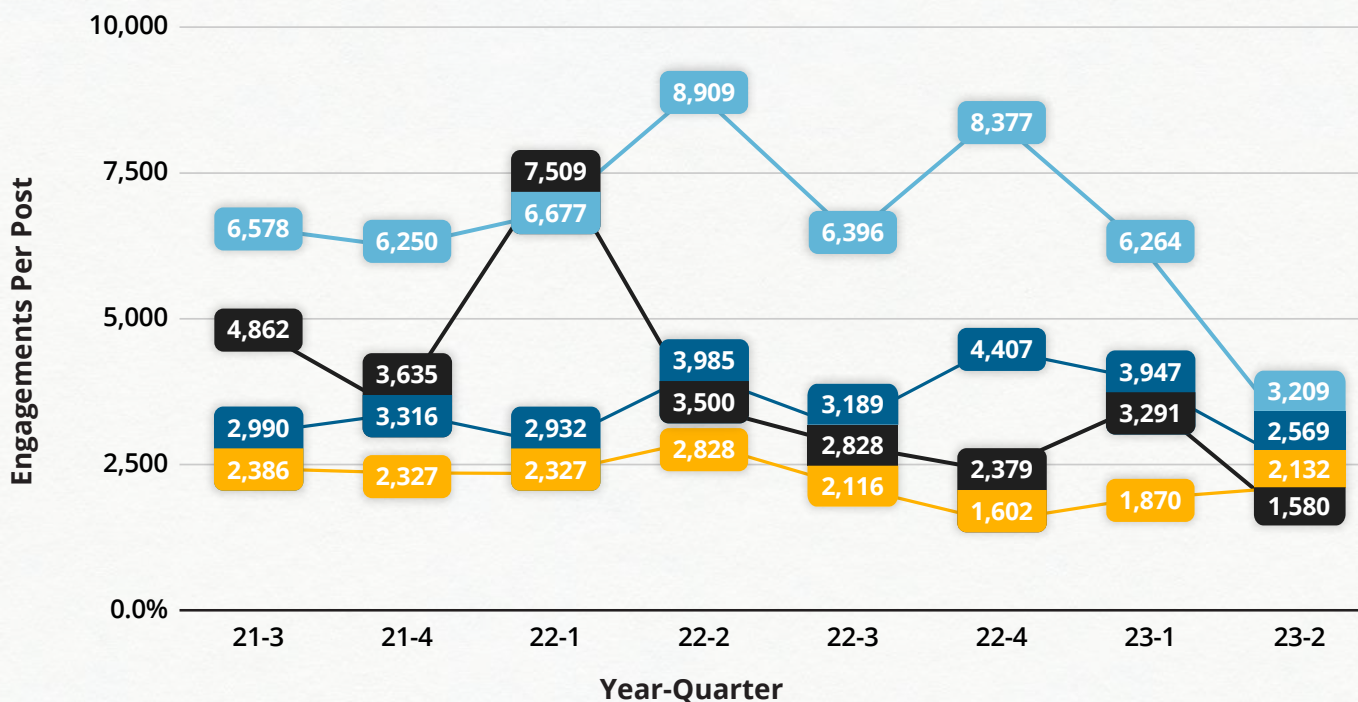


Macro-Influencer: Cost per Activation, QoQ by Follower Count

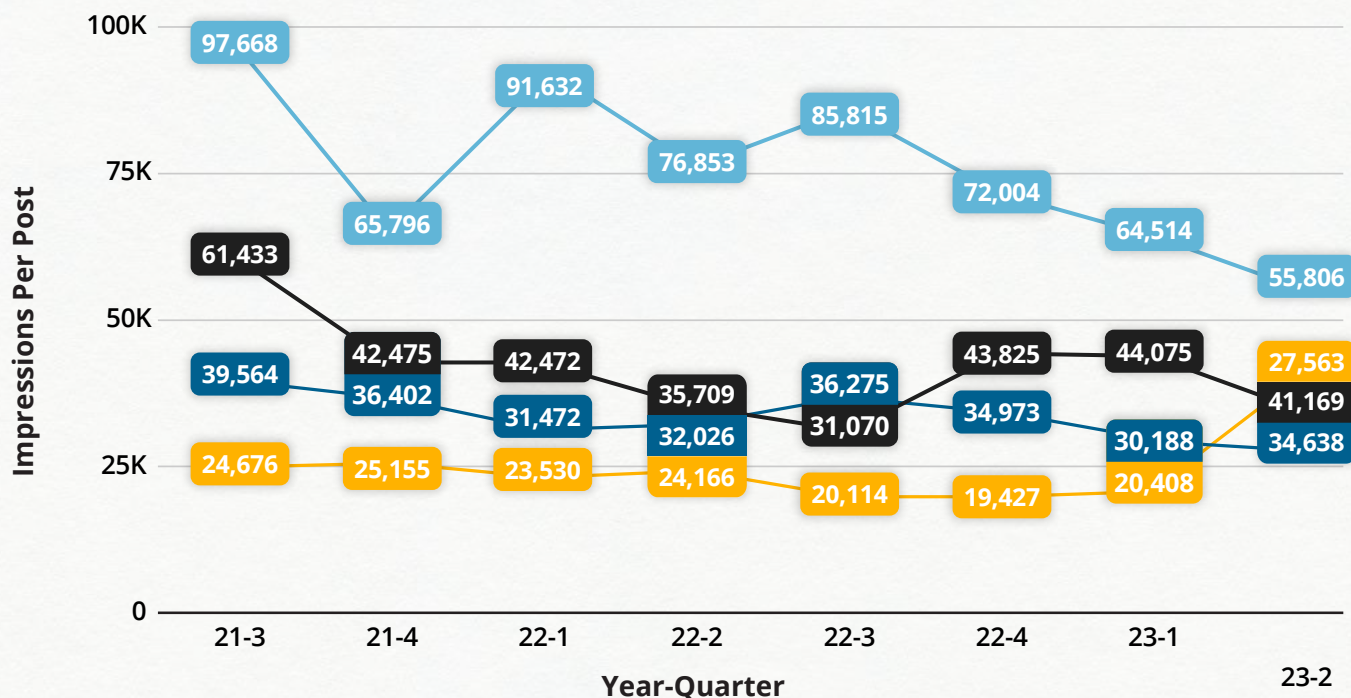


Macro-Influencer: Engagements Per Post, QoQ by Follower Count

Instagram Posts 100-150k Followers 150-200k Followers 200-250k Followers 250-750k Followers



Macro-Influencer: Impressions Per Post, QoQ by Follower Count



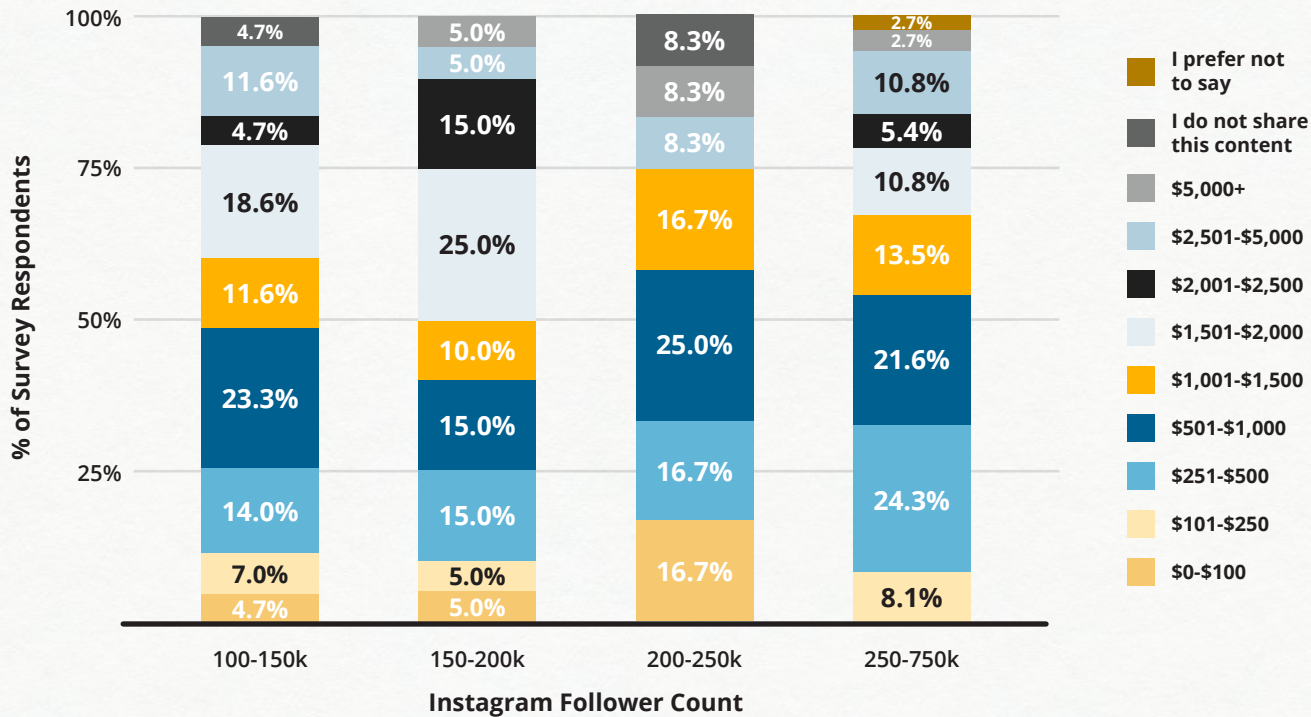
Insight 3 - Continued

When comparing the above cost per activation data to our 2023 creator compensation report, the most survey respondents (23%) within the 100-150k follower count cohort charge \$501-\$1,000 for one Instagram post, followed by 19% charging \$1,501-\$2,000. This is slightly above the benchmark cost per activation data showing \$917 for Q1 and Q2 2023. For the 150-200k follower count cohort, 25% of creators are charging \$1,501-\$2,000 per Instagram post, which is above the cost per activation benchmark data, with Q2 2023 showing \$762. However, the second highest percentage of creators (15%) are charging \$501-\$1,000 — cost per activation benchmarks align with that group.

The highest percentage of creators in the 200-250k follower count group (25%) are charging \$501-\$1,000 per Instagram post followed by 17% charging \$1,001-\$1,500. This is aligning with the trend we’re seeing for cost per activation benchmarks, which dropped from \$3,250 in Q1 2023 to \$1,200 in Q2 2023.

When looking at the 250-750k follower count cohort, the highest percentage of creators (24%) are charging \$251-\$500 and 22% are charging \$501-\$1,000 for each Instagram in-feed post. These creator-submitted rates are lower than the average cost per activation we’ve seen over the past few quarters, which has increased from \$1,614 in Q1 2023 to \$2,000 in Q2 2023. When it comes to influencer rates across any tier, we recommend that brands take into account the higher end of ranges when budgeting so that you build long-lasting, strong relationships with creator partners.

Macro-Influencer: Instagram In-Feed Post Rate



Quarter-Over-Quarter Trends

By Vertical

Insight 1:

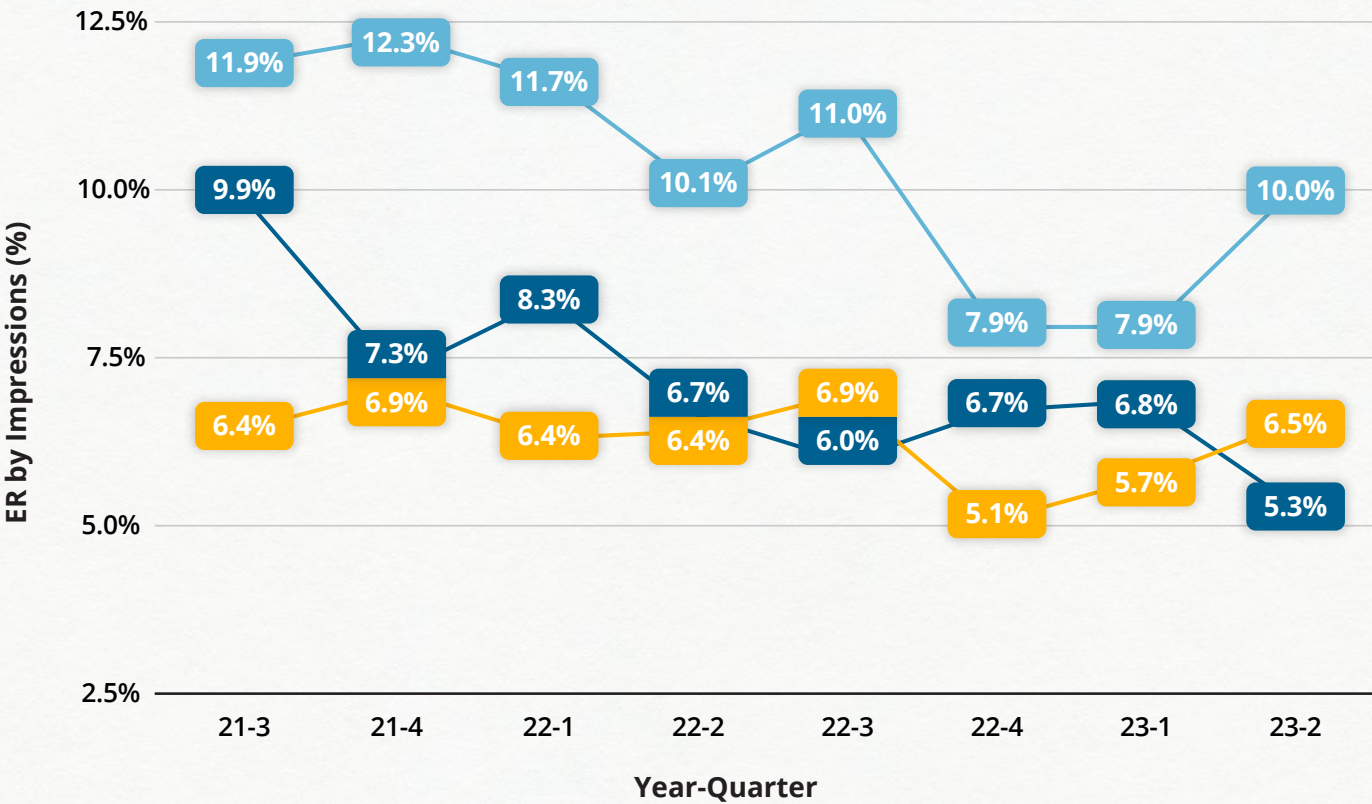
For CPG brands activating creators on Instagram and TikTok, there has been a slight decline in engagement rate when looking quarterly at Instagram in-feed posts and TikTok. However, we’ve seen an increased engagement rate between Q1 2023 and Q2 2023 for CPG brands working with creators to generate Reels content — from 5.7% to 6.5% This could indicate an upwards trend moving forward.

So, if you’re a CPG brand with engagement goals, consider testing out short-form video content via Instagram Reels.

Consumer Packaged Goods: Engagement Rate, QoQ

TikTok vs Reels vs Instagram Posts

Instagram Posts TikTok Reels



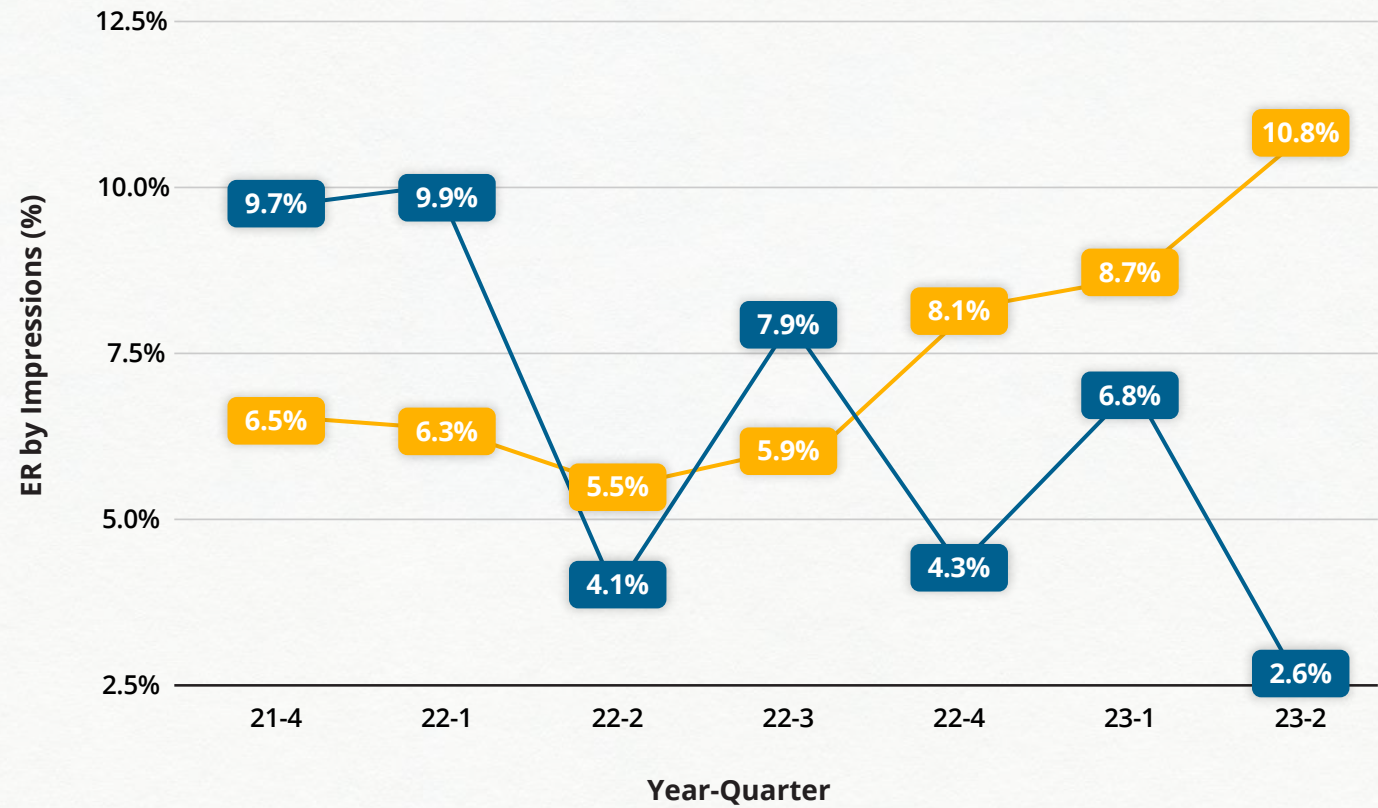
Insight 2:

If you're an e-comm brand and have campaign goals revolving around engagements, consider allocating more budget towards activating creators to generate Instagram Reels content instead of TikTok videos. The average engagement rates for Reels have been steadily increasing when looking at the past 5 quarters — increasing from 5.5% in Q2 2022 to 10.8% in Q2 2023. Alongside this upward trend of average engagement rate, the data shows that e-commerce brands are activating creators to generate more Reels content compared to TikTok. This is likely due to there being more ways for e-commerce brands to drive purchases via Instagram given the great number of shopping tools available compared to TikTok.

This being said, e-commerce brands should consider Reels for short-form video content.

E-Commerce/Direct-to-Consumer: Engagement Rate, QoQ

TikTok vs Reels ■ TikTok ■ Reels





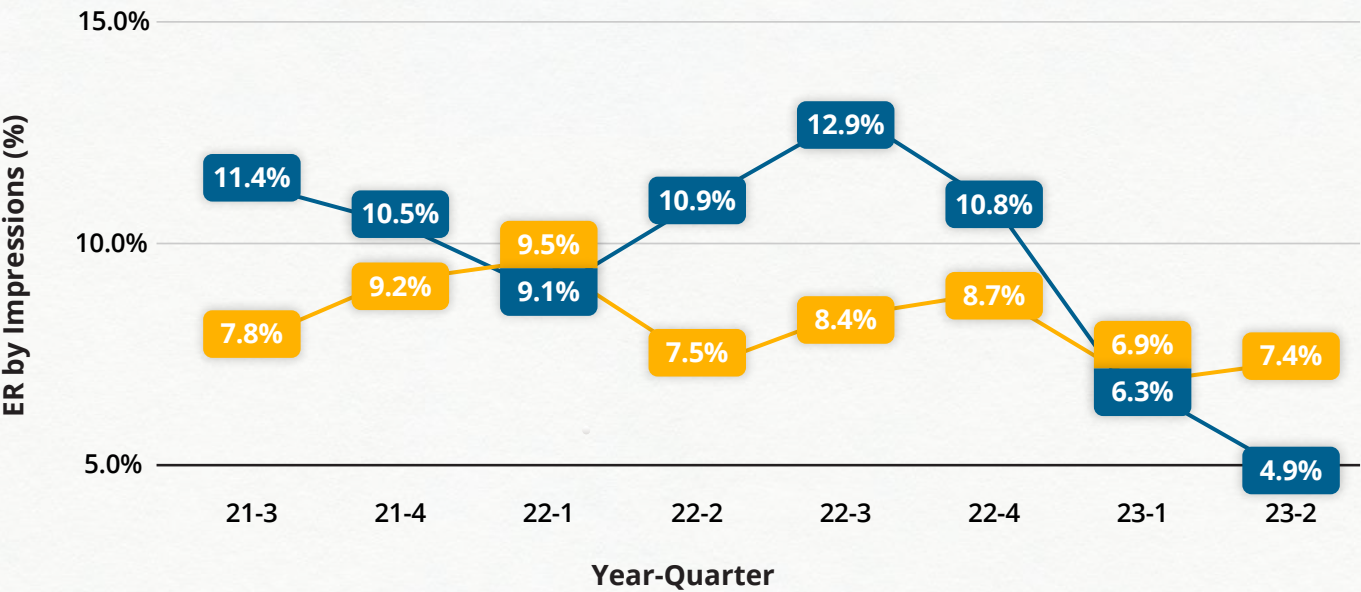
Insight 3:

Fashion & Apparel brands activating creators on both TikTok and Instagram and who have campaign goals revolving around engagement should consider reallocating budget towards other channels outside of TikTok given the decrease in engagement rates seen over time. This could be because the TikTok space is oversaturated with fashion brands and creators now.

With engagement rates on Reels holding relatively steady for the past 8 quarters, consider spending more on Instagram Reels content instead.

Fashion & Apparel: Engagement Rate, QoQ

TikTok vs Reels ■ TikTok ■ Reels

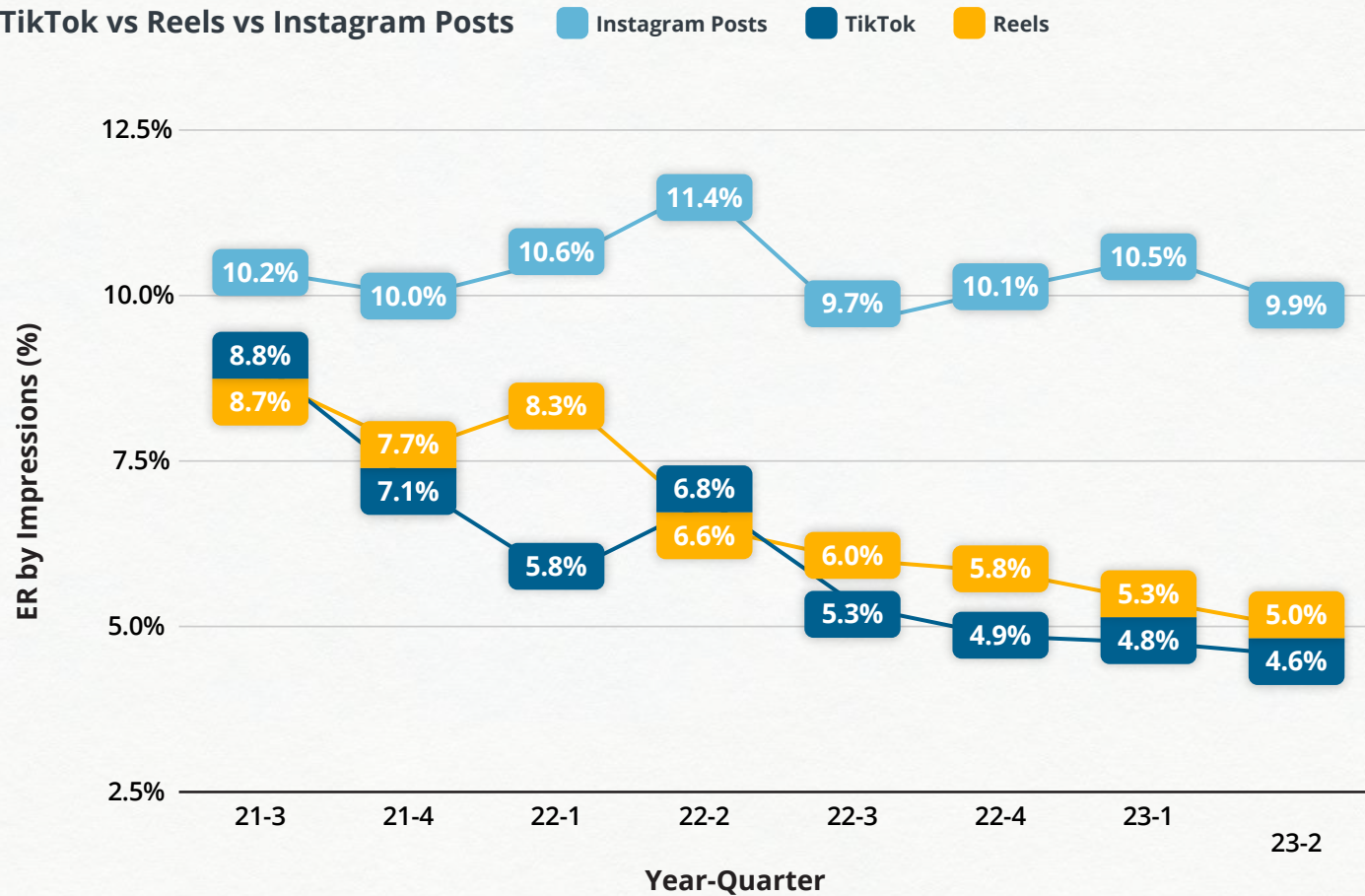


Insight 4:

For food & beverage brands with influencer marketing goals around engagement, consider activating creators to generate Instagram posts instead of Reels or TikTok.

As you'll see, the average engagement rates for in-feed Instagram posts is higher compared to both Reels and TikTok and staying relatively steady for the past 8 quarters instead of trending downwards as seen for TikTok and Reels. Perhaps this is because the audience enjoys engaging with high-quality images of recipe content as opposed to video content.

Food & Beverage: Engagement Rate, QoQ



Insight 5:

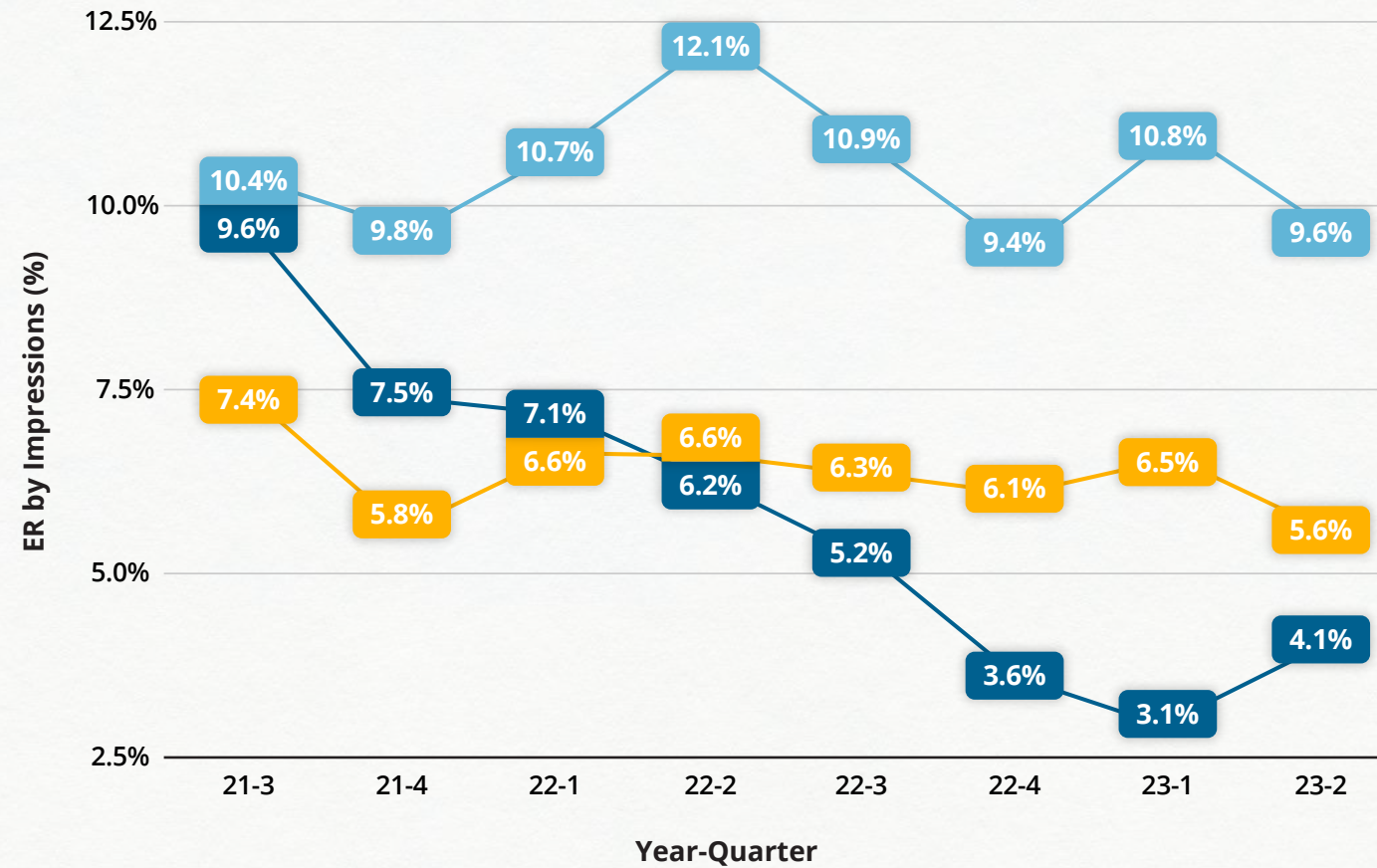
For retail brands with influencer marketing goals revolving around driving engagement, consider activating creators to produce Instagram posts instead of Reels or TikTok content. Given the average engagement rates for in-feed Instagram posts is much higher compared to both Reels and TikTok.

When it comes to short-form video content specifically, retail brands should consider Reels over TikTok, since the average engagement rate over the past 8 quarters has stayed relatively steady for Reels.

Retail: Engagement Rate, QoQ

TikTok vs Reels vs Instagram Posts

Instagram Posts TikTok Reels



The Appendix

Q2 2023 Data



Instagram

Instagram Posts by Vertical

Vertical	Engagement Rate - Reach	Engagement Rate - Impressions	CPE	CPM
Automotive	2.4%	45.0%	\$0.86	\$228.43
CPG	1.6%	10.0%	\$0.61	\$86.05
Cosmetics & Fragrance	1.1%	15.0%	\$0.29	\$91.27
E-Commerce/DTC	2.7%	14.7%	\$0.40	\$52.84
Fashion & Apparel	1.7%	11.0%	\$1.48	\$134.35
Fitness	3.7%	10.5%	\$0.56	\$54.12
Food & Beverage	1.6%	9.9%	\$0.45	\$56.44
Healthcare	1.3%	12.3%	\$1.11	\$77.76
Media & Entertainment	5.4%	13.7%	\$0.48	\$75.44
Professional Services	2.3%	18.9%	\$0.28	\$103.76
Restaurants and QSR	3.4%	11.1%	\$4.34	\$720.09
Retail	1.6%	9.6%	\$1.69	\$153.76
Travel & Hospitality	0.8%	15.9%	\$1.86	\$150.74

Instagram Posts by Follower Count

Instagram Follower Count	Impressions /Post	Engagements /Post	Engagement Rate - Reach	Engagement Rate - Impressions	CPE	CPM
1-5,000	1,007	115	2.7%	10.4%	\$2.50	\$210.53
5,001-15,000	2,100	262	1.8%	11.9%	\$1.13	\$173.11
15,001-25,000	5,789	528	2.0%	14.2%	\$0.65	\$109.37
25,001-50,000	11,045	941	1.9%	12.7%	\$0.28	\$51.89
50,001-75,000	15,205	1,049	1.1%	8.4%	\$0.80	\$83.03
75,001-100,000	14,458	1,005	0.8%	7.4%	\$1.16	\$80.56
100,001-150,000	41,169	2,132	0.9%	8.8%	\$0.96	\$72.57
150,001-200,000	27,563	2,569	0.9%	8.8%	\$0.27	\$39.31
200,001-250,000	34,638	1,580	0.4%	4.6%	\$2.66	\$118.23
250,001-750,000	55,806	3,209	0.7%	5.6%	\$0.29	\$43.60
750,001+	352,648	9,671	0.4%	3.9%	\$1.23	\$47.63

Cost Per Activation (CPA)

*Note: Cost data is associated with content requirements that vary by influencer and by campaign (i.e. different # of Instagram posts and/or Stories required)

Instagram Follower Count	Median	75th Percentile
1 - 5,000	\$150	\$233
5,001 - 15,000	\$250	\$416
15,001 - 25,000	\$265	\$500
25,001 - 50,000	\$300	\$620
50,001 - 75,000	\$525	\$800
75,001 - 100,000	\$800	\$1,888
100,001 - 150,000	\$1,150	\$2,000
150,001 - 200,000	\$1,000	\$1,900
200,001 - 250,000	\$1,200	\$2,292
250,001 - 750,000	\$3,550	\$7,063

Instagram Stories

Instagram Stories by Follower Count

Instagram Follower Count	Impressions/Story	Engagements/Story	Engagement Rate - Impressions
1-5,000	433	17	1.8%
5,001-15,000	462	14	2.7%
15,001-25,000	358	10	3.3%
25,001-50,000	1,161	10	2.9%
50,001-75,000	1,031	11	1.3%
75,001-100,000	1,568	9	0.8%
100,001-150,000	3,094	17	0.4%
150,001-200,000	3,483	9	0.6%
200,001-250,000	23,170	325	0.3%
250,001-750,000	4,350	10	0.2%
750,001+	20,858	21	0.2%

Instagram Stories by Vertical

Vertical	Engagement Rate - Impressions
Automotive	0.5%
CPG	2.5%
Cosmetics & Fragrance	9.5%
E-Commerce/DTC	6.0%
Fashion & Apparel	1.3%
Fitness	0.5%
Food & Beverage	2.3%
Healthcare	1.5%
Lifestyle & Interior	3.9%
Media & Entertainment	1.7%
Professional Services	5.6%
Restaurants and QSR	0.8%
Retail	0.4%
Sports & Performing Arts	1.6%
Travel & Hospitality	0.7%

Instagram Reels

Instagram Reels by Follower Count

Instagram Follower Count	Impressions/Reel	Engagements/Reel	Engagement Rate - Impressions
1-5,000	1,391	108	8.1%
5,001-15,000	2,723	219	6.9%
15,001-25,000	5,833	374	7.1%
25,001-50,000	10,300	589	6.0%
50,001-75,000	16,855	948	5.3%
75,001-100,000	30,072	2,164	4.6%
100,001-150,000	41,781	1,695	4.2%
150,001-200,000	88,903	3,174	5.2%
200,001-250,000	261,376	13,053	3.0%
250,001-750,000	167,539	7,549	3.6%
750,001+	354,342	17,402	5.3%

Instagram Reels by Vertical

Instagram Follower Count	Impressions/Reel	Engagements/Reel	Engagement Rate - Impressions
Automotive	2,436	252	5.2%
CPG	12,938	714	6.5%
Cosmetics & Fragrance	9,942	902	8.5%
E-Commerce/DTC	10,880	743	10.8%
Fashion & Apparel	17,631	1,284	7.4%
Fitness	8,404	296	4.6%
Food & Beverage	75,094	3,524	5.0%
Healthcare	13,840	898	6.5%
Internet/Web/Telecommunications	75,136	1,905	2.5%
Lifestyle & Interior	11,974	948	7.0%
Media & Entertainment	2,530	198	8.3%
Professional Services	23,329	1,189	5.6%
Restaurants and QSR	8,067	596	6.5%
Retail	15,134	707	5.6%
Sports & Performing Arts	3,742	287	6.4%
Travel & Hospitality	23,456	1,237	7.9%

TikTok

TikTok Videos by Follower Count

Follower Count	Influencer Tier	Impressions /Video	Engagements /Video	Engagement Rate - By Impressions	CPM	CPE	CPA
10K to 250K	Micro	93,513	1,072	4.2%	\$309.65	\$7.34	\$800.00
250K to 1M	Mid-Tier	2,492,027	10,018	3.9%	\$49.65	\$0.92	\$2,500.00
1M+	Macro	2,517,103	50,297	4.8%	\$37.94	\$1.22	\$5,250.00

TikTok Videos by Vertical

Vertical	Impressions /Video	Engagements /Video	Engagement Rate - By Impressions	CPM	CPE	CPA
CPG	37,691	658	5.3%	\$162.98	\$9.60	\$1,125
Cosmetics & Fragrance	6,549	221	6.7%	\$45.31	\$0.89	\$150
E-Commerce/DTC	71,126	462	2.6%	\$208.11	\$14.22	\$533
Fashion & Apparel	34,882	2,821	4.9%	\$1,147.75	\$31.67	\$1,038
Food & Beverage	50,766	3,199	4.6%	\$190.84	\$5.08	\$892
Internet/Web/Telecommunications	34,299	887	5.3%	\$107.76	\$1.26	\$1,420
Media & Entertainment	925,081	4,484	6.6%	\$110.33	\$3.04	\$812
Professional Services	579,124	1,796	2.2%	\$3.36	\$3.98	\$5,500
Restaurants and QSR	5,043	324	4.9%	\$299.75	\$10.30	\$983
Retail	393,516	2,593	4.1%	\$145.49	\$5.70	\$3,167
Travel & Hospitality	1,706	80	3.1%	\$641.26	\$13.65	\$1,094

Pinterest

Pinterest Posts by Follower Count

Pinterest Follower Count	Impressions/Pin	Engagements/Pin
1-5,000	51	20
5,001-15,000	163	5
15,001-25,000	1,168	8
25,001-50,000	1,307	359
50,001-75,000	1,169	44
75,001-100,000	37	2
100,001-150,000	157	2
150,001-200,000	162	12
200,001-250,000	135	6
250,001-750,000	20,680	6
750,001+	1,306	306

Pinterest Posts by Vertical

Vertical	Impressions/Pin	Engagements/Pin
Consumer Packaged Goods	295	14
Fashion & Apparel	124	14
Food & Beverage	5,178	80
Media & Entertainment	23	2
Retail	333	10

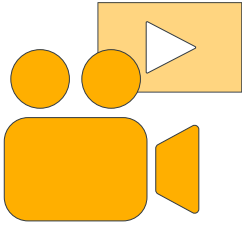
Youtube

YouTube Videos by Vertical

Vertical	Impressions/Video	Engagements/Video
Consumer Packaged Goods	3,115	196
Fashion & Apparel	13,568	991
Food & Beverage	542	18
Retail	2,398	185
Healthcare	1,677	170
Media & Entertainment	544	26

Additional Resources

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