Mavrck by Later

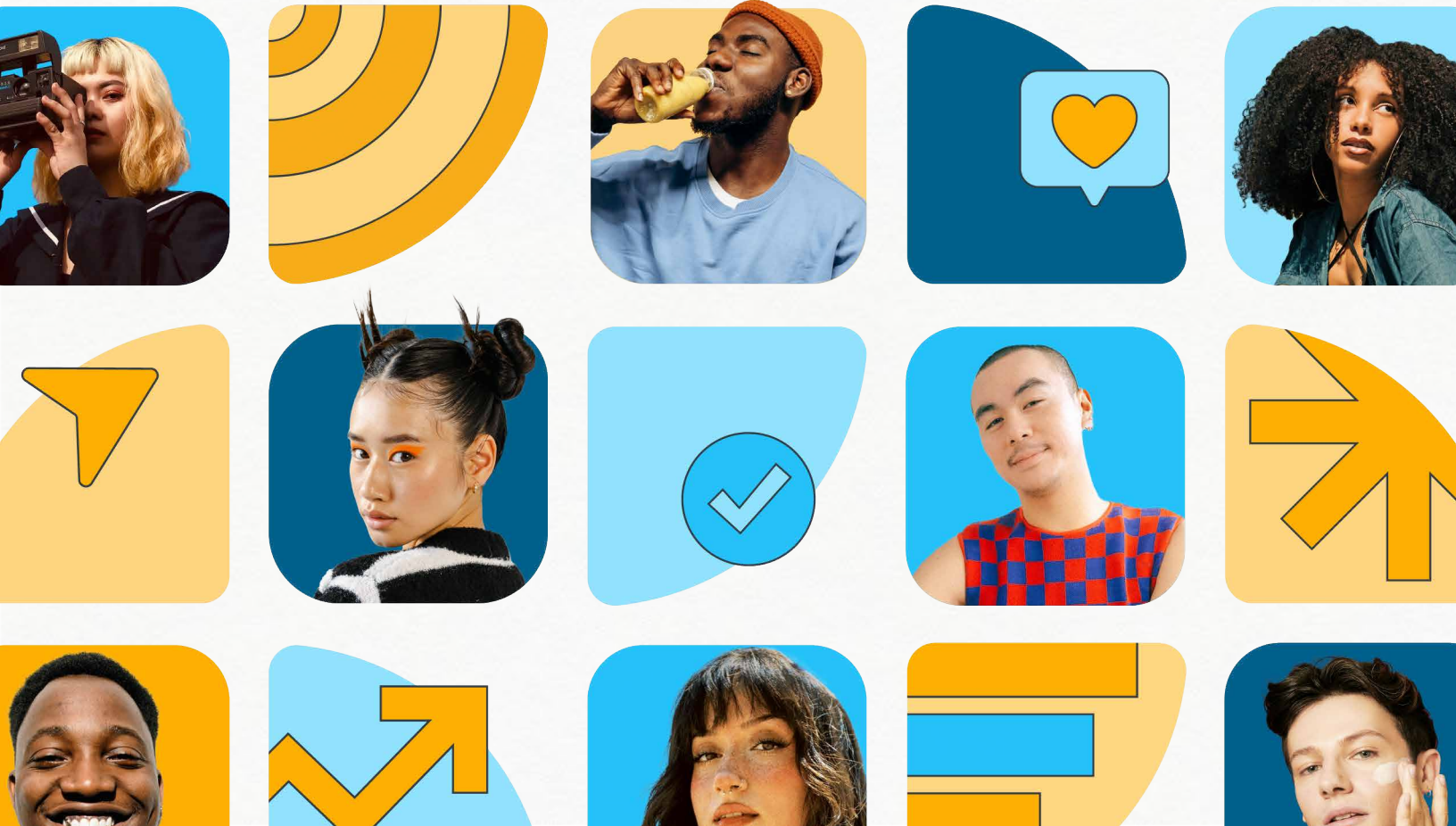# The Influencer Marketing Guide By Social Network

Learn how influencer marketing differs when it comes to all the different social media platforms.

Later

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Instagram

Instagram - owned by Meta - is one of the most popular social networks that is utilized for influencer marketing activations. It allows users and content creators to easily share curated photos and videos with their audience. Instagram serves as a strong channel for marketers to tap into in order to generate high-quality IGC at scale.

Supported Formats

- Organic: Photos, Videos, Stories, Highlights, Live, IGTV, Reels

- Paid: Images, Videos, Carousel, Instagram Stories, Reels, Instagram Shop

Note: 130M people use product tags via Instagram Shopping every month!

User Demographics

- Gender: Female (49.3%) & Male (50.7%)

- Age: Gen Z and Millennials; 31.7% within 25-34 age demographic

- Location: Global (India is #1 with 230M users; #2: U.S., 160M; #3: Brazil, 119M)

- U.S. Only: 56% Female; Age: 25-34 (27.5%)

- Global MAUs: 2+ billion

- Avg. Time Spent/Day: 30 minutes

Influencer Marketing Social Network Maturity: High

1. High integration sophistication

2. High incentive/performance benchmark data available

3. Revenue stream for brands

4. High volume of users and brands

5. High certainty around brand fit

6. High discovery and search features

7. High sophistication for paid media

8. Low monetization opps for creators

9. Short content lifespan of 48 hours

Influencer Persona

- Females & Males, 18-34 years old (influencers are key demographic for Instagram

- Most Popular Topics: Fashion, athleisure, cosmetics, auto, food

Mavrck Instagram Outcomes (Q4 2022)

- Avg. Engagement Rate (based on Impressions): 7.4% - 13.8%

- Avg. Eng. Rate (based on Reach): 1.8% - 3.3%

The following are based on Mavrck campaigns with influencers who have 25-50k Instagram followers, with varying content requirements:

- Avg. CPE: $0.45

- Avg. CPM: $51.81

- Avg. Cost Per Activation: $250 - $500

Best Brand Fits

- <u>Target Consumer:</u> Gen Z & Millennials; Women & Men, 18-34 years old

- Brand Verticals: Fashion, beauty, travel, food

- Goals: Drive awareness/impressions / views and engagements; produce high-quality IGC

Mavrck Instagram Case Study

<u>Hot Topic Ambassadors Drive Holiday Engagement</u>: 104 influencers. 232 pieces of IGC. 904.5K total impressions. 10.7% engagement rate. $0.08 CPE.

Strengths:

- Instagram's Insights API allows for automatic ingestion of post metrics

- Performance/incentive data is readily available for establishing benchmarks

- <u>Features to protect from online abuse:</u> Limits to prevent unwanted DMs or comments, stronger harassment warnings

Weaknesses:

- Limited when driving purchases; weaker channel for conversions

- Instagram is a popular channel for influencer marketing, thus presenting a need to cut through the noise

- Algorithm changes make it challenging for influencers to maintain content strategies

Instagram Stories

Instagram Stories launched in 2016, offering a way to share favorite daily moments with friends and followers, outside of in-feed Instagram posts. Stories allow creators to establish a more genuine connection with audiences by engaging with them via various interactive tools (i.e. Polls). Content disappears after 24 hours, but can be saved to a user's Highlights.

Supported Formats

- Organic: Photos, Videos, Interactive Tools (Quiz, Polling Stickers, etc.)

- <u>Paid:</u> Stories Ads (photos, videos

Influencer Marketing Social Network Maturity (Stories): High

1. Low incentive /performance benchmark data

2. Medium revenue stream for brands via link sticker feature

3. High volume of accounts use Stories

4. High # of brands activating on Stories

5. Medium discovery/search features for Stories

Mavrck Instagram Case Study

<u>#ExpressYourRules: How Express Ambassadors Drove 168% ROI in Online & In-Store Sales</u>

All influencers (macro/micro) were given unique promo codes to share with their audience in Instagram captions plus Stories to drive and track sales lift

Creator Monetization

- <u>Existing tools:</u> IGTV ad revenue, fan support via Badges, fan subscriptions, paid online events, creator shopping, Meta's native affiliate tool

- <u>Badges on Instagram Live</u>

- <u>Bonuses</u>

Instagram Story Metrics

- Discovery Stats (Reach, Impressions

- Navigation Stats (Forward Taps, Back Taps, Next Story Swipes, Exit Story Taps, Navigation)

- Interactions (Profile Visits, Replies, Follows, Shares, Website Visits, Sticker Taps, Calls/Texts/Emails/Directions, Product Page Views [per Product Tag], Interactions)

Strengths:

- Easy to make and measure shoppable content through Product sticker feature

- More personal connection vs. in-feed

- Gain consumer insights via interactive Stories tools

- Larger audience via Story takeovers by influencers/creators Access to comprehensive metrics

Weaknesses:

- Metrics only collected in Mavrck for actively connected business accounts at the time of Story creation (the hashtag must be included)

- Shorter content lifespan (24 hours) for Stories; hard to provide evergreen content

- No ability to edit a Story after its creation; it must be re-created

TikTok

TikTok is a destination for short-form mobile videos, with a mission is to capture the world's creativity, knowledge, and moments that matter. With a continuous feed of platform-curated, snackable content from wildly innovative influencers, TikTok makes creating, editing, and consuming short-form video extremely easy and addictive.

Supported Formats

- Organic: Video, Live Stream, Chat

- <u>Paid:</u> Image, Video, Spark Ads, Playable, Carousel, Collection

User Demographics

- <u>Gender:</u> 57% Female, 43% Male

- <u>Age</u>: Gen Z/Millennials; 18-24: 24% female & 18% male; 25-34: 17% female & 14% male

- <u>Location:</u> Global; U.S. 137M users (Apr 2022)

- <u>Global MAUs</u>: 1B+ (Jan 2022)

- <u>Avg. Time Spent Per Day:</u> 95 mins

Creator Monetization

Creators accepted into <u>TikTok Creator Next</u> have access to TikTok's monetization tools, including the Creator Marketplace, Creator Fund, Video Gifts, LIVE Gifts, and Tips.

Influencer Marketing Social Network Maturity: High

1. High volume of creators

2. High sophistication for paid media

3. High monetization opps for creators

4. Medium benchmark data

5. Medium creator discovery/search features

6. Medium sophistication for integrations

7. Low barrier to entry

8. Medium certainty of brand fit/ demographic

9. Low - Medium predictability of performance

10. Low impact on lower funnel KPIs

Influencer Persona

- Gen Z & Millennials; Comedy, skits, daily life

Mavrck TikTok Outcomes

The below ranges are based on Q4 2022 data from TikTok campaigns run by Mavrck. We have included the vertical associated with the min and max values.

- Avg. Impressions/Video: 10.7K (Cosmetics & Fragrance) - 99K (Food & Beverage)

- Avg. Engagements/Video: 1K (Cosmetics & Fragrance) - 7.7K (Professional Services)

- Avg. Eng. Rate/Video: 4.9% (Professional Services) - 11.9% (Fashion & Apparel)

4 Mavrck Tiktok Case Studies

Best Brand Fits

- Target Consumer: Millennial, Gen Z

- Brand Verticals: Beauty, Fashion, Home, Travel, Food and Drink, Lifestyle, Service, Music

- Goals: Campaigns should be focused on driving views, awareness, and engagement

- Prohibited Verticals: TikTok's branded content policy prohibits promoted content for industries such as alcohol, financial services, food supplements, and more.

Strengths:

- High chance of content going viral; great platform to drive impressions

- Shorter, lower-lift creation timeline

- Branded Content Toggle feature allows creators to clearly disclose sponsorships

- Spark Ads enables brands to easily advertise through existing organic videos, allowing for enhanced content strategies

Weaknesses:

- TikTok's Creator Marketplace API is in Beta, but they are now partnering with specific influencer marketing platforms (including Mavrck) to make it available to marketers

- Down-funnel KPIs limited; few placements for links to drive traffic to external sites

- Some music licensing rights issues have occurred on TikTok

YouTube

YouTube is the leading video content platform and social network where individuals create and publish long-form video content. By creating high quality videos on topics such as travel, DIY, and beauty, influencers amass subscribers to their video feed with audience members leaving comments or likes while ingesting the content.

Supported Formats

- Organic: Video Content, Live Streams, Chat

- Paid: Skippable or Non-Skippable In-Stream, In-Feed Video, Bumper, Outstream, and Masthead Ads

User Demographics

- Gender: 53.9% of users are male vs. 46.1% are female (Feb 2022)

- Age: Largest group 25-34 years old: 9% female users vs. 12% male users worldwide

- Location: Global (India has 467M users; U.S. has 247M users as of April 2022)

- U.S.: 96% of Gen Z users & 87% of Millennials (as of May 2022)

- Global MAUs: 2.6 billion

- Avg. Time Spent/Day: ~74 minutes

Creator Monetization

- YouTube Partner Program & other tools

- YouTube Shorts Fund

Influencer Marketing Social Network Maturity: High

1. While marketers say YouTube is one of the most leveraged networks for influencer marketing, even when it falls second on the list, it is still behind Instagram.

2. Top 5 revenue-generating apps as of Q3 '22.

3. High monetization opportunity for influencers who create content on YouTube, especially given how it is long-form and takes a lot of time and effort to generate.

4. Average content lifespan of 20+ days.

Mavrck YouTube Outcomes

The below ranges are based on Q4 2022 data from YouTube campaigns run by Mavrck. We have included the vertical associated with the min and max values.

- Avg. Eng. Rate (by Impressions): 5.7% (Professional Services) - 12% (Retail/eComm)

- Impressions per Video: 2K (Retail/eComm) - 86.5K (Professional Services)

- Engagements per Video: 170 (Retail/eComm) - 5.3K (Food & Beverage)

*Note: <u>A YouTube creator with 1M subscribers can earn $60,000 per year.</u>

Influencer Persona

Male or female; Millennial & Gen Z Popular Topics: Entertainment, Food, Gaming Beauty & Fashion, Music, Sports, Science & Technology, Travel

Best Brand Fits

- Target Consumer: Millennials, Gen Z

- Brand Verticals: Beauty, Fashion, Home, Travel, Food, or Drink

- Goals: Drive views or website traffic

- Use Cases: Product demos, how-tos, live streams, cooking/recipe creation, unboxings

Strengths:

- Best channel for long-form, high-quality video content

- Audience demographics, traffic sources, device data, and view locations are available to influencers/creators within YouTube reporting

- Creators can add a link to the video caption and throughout the video footage to track clicks

Weaknesses:

- Not as easy to discover and connect content via hashtags since the hashtag search feature was launched in 2021

- Limited availability of macro-influencers due to long-form content creation requiring higher pay

- There's a chance brands have to work through agents to access YouTube creators and pay extra for their costs

Pinterest

Unlike most other social networks that are feeds for content, Pinterest is a discovery tool that allows users to search for inspirational ideas and enables creators to post evergreen content, specially optimized to show up in relevant search results. It's a powerful search engine and digital pinboard used for organizing content, all rolled up into one.

Supported Formats

- Organic: Standard Pins, Static Pins, Video Pins, Shop Pins, Idea Pins, Pinterest TV, Carousel

- Paid: Standard, Video, Shopping, Carousel, Collections, or Idea ads

User Demographics

- Gender: 76.7% of ad audience and 60% of global audience is female

- Age: 29.1% ad audience is 25-34 female; male & Gen Z users are up 40% YOY

- Location: Global, Q3 '22: 95M MAUs (U.S. & Canada); 350M international

- U.S. Only: Millennial users in the U.S. are up 35% year over year

- Global MAUs: 445 million

- Avg. Time Spent/Day: ~14 mins

Influencer Marketing Social Network Maturity: High

1. Opportunities for creator-brand partnerships

2. Creator monetization via affiliate links

3. Product and user tagging features

4. In-app shopping experience with Shopify and Pinterest TV

5. High opportunity for brands discovery

6. ROI for IGC higher due to evergreen content

7. Revenue stream via shopping features

8. Medium sophistication for tech integrations

9. New performance benchmark data available

10. Enhanced reporting for business accounts with lifetime and custom-range metrics

11. Long average content lifespan of 6 months - 1 year

Influencer Persona

- Male or female; Millennial & Gen Z

- Popular Topics: Entertainment, Food, Gaming Beauty & Fashion, Music, Sports, Science & Technology, Travel

Best Brand Fits

- Target Consumer: Gen Z, Millennials, & Gen X; Parents

- Brand Verticals: Beauty, Fashion, Home, Food, Drink, Travel, Weddings/Events

- Goals: Drive conversions/sales, generate website traffic, or produce evergreen content to drive brand awareness

Mavrck Pinterest Outcomes

The below ranges are based on Q4 2022 data from Pinterest campaigns run by Mavrck. We have included the vertical associated with the min and max values.

- Avg. Engagements/Pin: 1 (Cosmetics & Fragrance) - 18 (Food & Beverage)

- Avg. Impressions/Pin: 13 (Cosmetics & Fragrance) - 3K (Professional Services)

- Avg. Eng. Rate (by Impressions): 0.2% (Professional Services) - 5.3% (Media)

- Avg. Click-Through Rate: 0.1% (Professional Services) - 5.2% (Media)

Pinterest Case Study: Oscar Mayer

Strengths:

- <u>There is 3x higher conversions & sales lift via shopping ads on Pinterest</u>

- Brands have ability to impact customer decision journey during <u>discovery phase</u>

- Lifetime value of content higher than other networks at 6 months - 1 year

Weaknesses:

- While vigilant, Pinterest's visual platform still puts creators at risk for image theft

- Pinterest content gets bound automatically and the metrics update automatically, but at a <u>different time cycle compared to other platforms (at 1 day, at 7 days, and at 30).</u>

Pinterest Features

Pinterest has a number of tools to leverage, including: Idea Pins, shoppable live streams via Pinterest TV, and paid advertising opportunities with Idea Ads.

Pinterest Idea Pins

- Replaces the Stories feature

- Hide in plain sight on the home feed

- Denoted by an overlapping square icon

- Best for short-form video or photo collages

- Do not disappear after 24 hours; instead live on the creator's profile indefinitely

- Creators have more control with better tools for video editing, audio, and aesthetic adjustments

- Continue to use hashtags and user tags

- Can last up to 60 seconds

- Add up to 20 frames to each Idea series

Pinterest TV

- Shoppable live streams by creators Weekly original content produced by Pinterest's in-house team

- Shop exclusive deals

- Interact with creators via chat and receive live answers

- Watch and save episodes for later

Pinterest Idea Ads

- Idea Ads promote brand partnerships

- Creators must tag the brand partner in their pin

- Brand partner can promote the pin as an ad and collect analytics

- Idea Ads receive a "Paid Partnership" label and the creator's image

- Brands can use the preview feature to test pin functionality

Twitch

Twitch is the leading live streaming platform for gamers and video content creators. Viewers can watch their favorite Streamers do anything in real-time —from cooking, to podcasting, to playing e-sports tournaments. Creators use video and live Chat to highlight brand sponsorships on Twitch in various ways, but the goal remains: get the chat involved.

Supported Formats

• Organic: Live Stream Video, Chat

• Paid: Homepage Carousel or Headliner, Medium Rectangle, Stream Display, Streamables, Super Leaderboard, Twitch Premium Video

User Demographics

• Gender: Male (80%) vs. Female (20%)

• Age: 49.7% of worldwide users between 25-34 years old (May 2022)

• Location: 21.6% of Twitch traffic from U.S. followed by 6.9% from Germany

• Global MAUs: 140 million

• Avg. Time Spent/Day: 95 minutes

• Avg. Content Lifespan: Content removed after 7 - 60 days (Highlights are permanent)

Influencer Marketing Social Network Maturity: Medium

1. High volume of streamers

2. High sophistication for technical integrations for streamers and with other platforms via API

3. High monetization opportunities

4. Medium # of brands activating on Twitch

5. Med. impact on down-funnel KPIs

6. Low discovery/search for streamers

7. Low certainty around brand fit

8. Low control over content during live

9. Low performance benchmark data

Creator Monetization

With no Twitch-run creator fund yet, creators can monetize channels by using Subscriptions, Bits, ad revenue, or via Amazon Associates plug-in.

Influencer Persona

- Predominantly male; some female

- Engaging, talk show-like personality

- Popular Topics: Gaming, Technology, Food/Bev, & Lifestyle; DIY, Cooking, & Beauty gaining popularity

Best Brand Fits

- Target Consumer: Males; 18 - 34 y/o

- Brand Verticals: Technology, Gaming, Food/Beverage, and expanding

- Goals: Generate awareness, impressions, views, live engagement; Drive traffic & sales

Mavrck Twitch Outcomes

These outcomes are based on data pulled in 2022 based on Mavrck-run campaigns:

- Avg. Incentive Cost/Campaign: $2,500

- Avg. Streamers/Campaign: 2

- Avg. Incentive/Stream: $3,000 - $5,000

- Avg. Live Views/Campaign: 19k - 35k

- Avg. Cost Per View: $1.58 - $2.93

Strengths:

- Powerful live interaction allows engagement via chat with "Chatters" during the stream

- Extremely loyal subscribers and engaged audiences during sponsored live stream

- Ability to add links within the Chat or in the Streamer's info panel to drive clicks and purchases

Weaknesses:

- Live engagement and unpredictable chat conversations can be a risk for brands

- Given that Streams are removed after 7 - 60 days, content is not evergreen, therefore does not provide long-term ROI past 60 days

- It's hard to report campaign results with consistent metrics

Facebook

Facebook, the online social media and social networking service founded in 2004 — and now under parent company, Meta — is a way for friends and communities to stay digitally connected around the world. Facebook enables people, brands, and influencers alike to connect with their friends and fans, build authentic relationships, and share important information quickly.

Supported Formats

- Organic: Photos, Videos, Text, Links, Live Streaming, Groups

- Paid: Photo, Video, Stories, Messenger, Carousel, Slideshow, Collection, Playables

User Demographics

- Gender: 56.6% male versus 43.4% female worldwide

- Age: 18-24 & 25-34 most popular ages

- Location: Global; India in #1 with 329.7M users; U.S. is #2; 179.7M users

- U.S. Only: Users 25-34 years old were the biggest group in U.S. (23.6% of Facebook's user base, split equally by gender)

- Global MAUs: 2.96 billion

- Avg. Time Spent/Day: 33 minutes

Influencer Marketing Social Network Maturity: High

1. High ROI on IGC via advanced paid media platform & tools

2. High revenue stream for brands

3. High sophistication for integrations

4. High volume of creator and branded pages

5. High discovery and search features

6. High certainty around brand fit

7. High monetization opportunities

8. Low incentives and performance benchmark data

9. Short content lifespan of ~5 hours

Creator Monetization

Existing monetization tools such as in-stream ad revenue, fan subscriptions, bonuses, paid online events, creator shopping, and Meta's native affiliate tool.

Influencer Persona

- Millennial male/female; blogger/YouTuber

- Popular Topics: Fashion, beauty, travel, music, sports, science, technology, gaming, opinion-based content, memes, articles, events, live streaming

Best Brand Fits

- Target Consumer: Millennial, Gen Z

- Brand Verticals: Fashion, Beauty, Travel, Music, Science & Tech, Gaming, & Sports

- Goals: Drive conversions/sales, generate website traffic, or drive brand awareness/ consideration

Common Facebook KPIs

- Engagement Rate; Reach; Impressions

- Followers Growth

- Click-Through Rate (CTR)

- Cost Per Click (CPC);

- Cost Per Thousand Impressions (CPM)

Facebook Use Cases

Facebook Live; Blog/Content Distribution Channel; Q&A and Research (via Comments); Fan Groups

Strengths:

- Community-based approach lets brands/creators to create customized digital groups of loyal fans

- Various format options allow creators and marketers creative versatility

- Powerful network for influencers/ brands to repurpose/share content

- Sophisticated paid media strategy

Weaknesses:

- In order for any content to be seen organically, users need to "like" or "follow" people or pages

- Brands and marketers do not typically implement a Facebook-first strategy and rely on the paid media capabilities to enhance visibility of repurposed content from other platforms

X

Formerly Twitter. Founded in 2006, X is a "microblogging" network where users tweet short posts and interact with other users. X is known for its live nature - users are able to see trending topics, hashtags, and articles that are being discussed and shared. It is also known for its live streaming app, Periscope, and now discontinued video app, Vine.

Supported Formats

- Organic: Written Short-Form Posts, Live Video, Videos, Photos, Links

- Paid: Text Ads, Image Ads (with App or Conversation or Website Buttons, etc.), Video Ads (Standalone or with Website, App, or Conversation Buttons, etc.), Carousel Ads (Website or App), Moment Ads

Influencer Marketing Social Network Maturity: Medium

1. High sophistication for integrations

2. Medium incentive and performance benchmark data

3. High user volume

4. High brand volume

5. Medium discovery/search features

6. High sophistication for paid media

7. Low monetization opportunities

8. Short content lifespan of 15-20 mins

User Demographics

- Gender: 56.4% Male, 43.6% female (Jan '22)

- Age: 38.5% are 25-34 y/o (Apr '21)

- Location: Global: #1 U.S. with 76.9M users; #2 Japan: 58.9M; #3 India: 23.6M

- U.S. Only: 42% of U.S. adults 18-29 years old and 25% of U.S. male adults use Twitter

- Daily Active Users (Monetizable): 196.3M

- Avg. Time Spent Per Session: ~11 minutes

Common Influencer KPIs

- Impressions

- Engagement Rate

- Engagements (clicks, likes, Retweets, replies, mentions, branded hashtag usage)

- Follower Growth

- Sales or Conversions (via Tweets and ads)

Influencer Persona

- Active creators across all verticals; engage with their audience by sharing real-time, trending topics and news

- Often used by celebrities, public figures, politicians, business people

Best Brand Fits

- Target Consumer: "The brave, the bold, and the game-changers"

- Brand Verticals: Every industry uses X to capitalize on the bite-sized content & connections they can form with audience

- Goals: Brand awareness & exposure

Creator Monetization

- Amplify:
Allows creators to align sponsored video content with advertisers

- Super Follows:
Creators charge for subscriptions to view exclusive content

- Tips:
Creators accept payment in cash or Bitcoin over X

- Spaces:
Live audio feature that allows hosts to charge for access

Strengths:

- Real-time, trending topics
Less filtered, produced content with more emphasis on text versus imagery or videos

- Diverse channel covering a variety of cultures, ethnicities, genders, races, ages, and politics

- More sophisticated ads manager allows marketers to optimize

Weaknesses:

- Tweets are limited to only 280 characters, so content needs to be short and sweet

- Often used for customer service complaints versus content creation

- Fake profiles have historically proven to be a problem for X

- Twitter's acquisition by Elon Musk has caused brands to question ad spend

LinkedIn

LinkedIn is a social network designed for business and career minded individuals to connect professionally. Users engage on the platform to build their online network through publishing their profile, which is a virtual resume, and sharing content, interacting with posts and communicating via direct messages.

Supported Formats

- Organic: Posts, Videos, Links, Profile

- <u>Paid</u>: Single Image, Document, Video, Carousel, or Event Ads

Influencer Marketing Social Network Maturity: Low

1. "Influencers" primarily defined by industry/career influence/success

2. Multiple accelerator programs that support & listen to creator community

3. Content feed primarily B2B, but with expanding brand collaborations

4. Low incentive & performance benchmark data

5. Most mechanics of the influencer ecosystem are present

6. Profiles are not built for influencer or creator stats

7. <u>New tools for creators</u> (i.e. LinkedIn Live Access & Newsletters)

User Demographics

- <u>Gender</u>: 57.2% Male and 42.8% Female

- <u>Age</u>: 59.1% total users are 25-34 y/o

- <u>Location</u>: Global, #1 U.S. 190 million users; #2 India 87 million

- U.S. Only: <u>48% female</u>, <u>52% male</u>; <u>57.6% of users are 25-34 y/o</u>

- <u>Global Users</u>: 775 million

- <u>Avg Time Spent/Day</u>: 7 mins 12 secs

Common LinkedIn KPIs

- Conversions or Leads

- Followers

- Cost Per Acquisition

- Reactions, Comments, Shares

- Post or Page Views

- Clicks or Click-Through Rate (CTR)

Note: The <u>lifespan of LinkedIn content is around 24 hours</u>, so make it count!

Influencer Persona

- Content creators within the technology & innovation industry are most popular

- Top 10 industries looking for "creator" jobs on LinkedIn: Technology & Information; Advertising Services; Staffing & Recruiting; E-Learning Providers; IT Services & Consulting; Musical Groups & Artists; Media & Telecom; Retail, Apparel & Fashion; Computers & Electronics Manufacturing; Food & Beverage Services

Best Brand Fits

- Business-to-business (B2B) companies

- Target Consumer: Business, young professionals, tech-savvy individuals

- Goals: Generate brand awareness, drive leads, or produce website traffic by using LinkedIn advertising options

Creator Monetization

LinkedIn Creator Accelerator Program: Incubator-style program offering coaching, recognition, resources, and grant money.

Strengths:

- Feed supports organic & native posts Posts are highly authentic given the strength of connections (considered followers in this setting)

- High usage rate with ~57 million organizations on its platform

- Continually adding tools and features to support the creator community

Weaknesses:

- Slowly entering the influencer & creator space; less advanced compared to other social networks/channels

- No influencer search or discovery features available

- Best supports B2B style content

- Not designed for UGC photo or video content

Reddit

Reddit is the self-proclaimed "front page of the internet." An online hub of forums where users share and engage with photos, videos, and discussions from over 130,000+ interest-based communities, called subreddits, that are most relevant to them.

Supported Format

- Organic: Photos, Videos, Discussions

- Paid: Ads can be found on: the main feed; subreddit or community feed; conversation (comment thread) of post

Influencer Marketing Social Network Maturity: Medium

1. High integration sophistication via extensive API

2. High volume of users & AMA users

3. High discovery and search features

4. Medium sophistication for paid media features for brands to use

5. Medium number of brands on the platform with influencer activation relatively low

6. Low incentive and performance benchmark data

7. Low monetization opportunities

8. Low influencer marketing specific case studies

User Demographics

- Gender: 64% male vs. 36% female

- Age: 36% of U.S. users 18-29 years old

- Location: 19% U.S., 18% Canada, 17% Australia, 16% India

- U.S. Only: 23% males, 12% of females

- Global Daily Active Users: 52M (as of 2020)

- Avg. Time Spent/Day: ~10 minutes

Common Reddit KPIs

- General Performance: Impressions, Clicks, Spend, CPM, CTR, CPC

- Conversion Metrics: Page Visit, Search, Add to Cart, Purchase, Lead, etc.

- Video Metrics: Views, Plays w/ Sound, Watches at X%, Video Starts, X-Second Views, CPV

Influencer Persona

- <u>Millennial & Gen Z</u>

- <u>38% of Reddit users are considered tech enthusiasts</u>

- <u>Users who focus on health & fitness content</u>

Influencer Marketing Use Cases

- Amazon Books - Promoted Content

- Audi - AMA Promotion

- Nordstrom - Branded Subreddits

- Xbox - Branded Subreddits

Best Brand Fits

- Brand Verticals: Brands across every industry leverage Reddit to capitalize on trending content they can share, engage with & build connections with their consumers in the comments.

- Goals: Brand awareness/exposure, authentically engage, build trust

- Target Consumer: Audience is primarily Millennial males. 64% of the user base is male with 36% U.S. users between 18-29 years old & 22% between 30-49 years old

Strengths:

- Access to niche marketing & advertising opportunities to untapped audiences

- Real-time, trending topics

- Less filtered, produced content

- Diverse channel covers variety of cultures, ethnicities, genders, etc.

- <u>Trusted by 90% of users when learning about new products & brands</u>

Weaknesses:

- <u>Users spend less time on Reddit compared to other platforms (i.e. TikTok, Instagram)</u>

- Unpredictable performance; relies heavily on trends/algorithmic impacts

- Only moderators or admins can share content on specific subreddits

- "Influencers" is not really a term used

- Reddit users harsh/weary of sellouts

Clubhouse

Launched in 2020, Clubhouse is an audio-based app that enables people to host and join rooms to chat in real-time with other people about different topics. When users first open the app, they are shown a feed displaying all the rooms they can join, including the number of listeners and speakers for each room.

Supported Formats

- Organic: <u>Welcome</u>, <u>Open</u>, <u>Social</u>, <u>Club</u>, or <u>Closed rooms</u> hosting long-form, audio-only convos, <u>in-room chat</u>

- Paid: No ad capabilities in-app, but there are some sponsored rooms

Influencer Marketing Social Network Maturity: Low

1. No paid media options
2. Medium in-app creator monetization
3. No performance or incentive benchmark data
4. Low creator discovery features
5. Low sophistication for platform integrations (API)
6. High barrier to entry for brands
7. Medium certainty of brand fit and demographic data
8. Low predictability of room performance

User Demographics

- Gender: All genders

- Age: Must be 18+ years old; <u>56% of U.S. users are 18-34 & 42% are 35-54</u>

- <u>Location</u>: 34.4M downloads (as of Sept '21); top countries: U.S., Japan, Germany

- <u>Global Weekly Active Users</u>: 10M+

- <u>Avg. Time Spent/Week</u>: 11-22 hours

Clubhouse Room Best Practices

- Moderator should intro themselves/ speakers at regular intervals, doing "Room Refresh" for newcomers

- Brands can start joining rooms/listening first, find where value can be added

Creator Monetization

- <u>Clubhouse Creator First Accelerator Program</u>

- <u>Clubhouse Payments</u>

Influencer Persona

- All genders; 18+ years old

- Popular Topics: Room discussions vary from business to beauty to fashion, and everything in between; conversations are predominantly tech-related, but expanding rapidly

- Influencers in niche categories; SMEs

- Moderators who are already in existing clubs with built-in communities

- Employees or execs can be potential influencers

Best Brand Fits

- Target Consumer: Individuals who live busy lives and prefer to consume raw content audibly

- Brand Verticals: Music, CPG, Food & Beverage, Fitness, Sports, B2B, Technology, and more
  Goals: Driving awareness, real-time engagement, and in-depth discussion

Strengths:

- Real-time, long-form convos for deep communication and engagement

- Early adoption and growth enabled by the Black community

- Democratization of voices via hand raising capabilities and many participants/hosts

- Enhancing monetization opportunities via "Send Money" feature

Weaknesses:

- Concerns of harassment and misinformation due to lack of moderation

- No metrics or performance data
  No recording and limited search capabilities

- No sentiment analysis
  iOS only for a while; Android only launched in May 2021

Blog

Blogs are a non-social network option for creating content. The origins of blogs (shortened from weblog) began as an online journal for users to create and publish their own content. Different from other social networking sites, blogs are typically owned and operated by the user via their own domain name. Without a built-in network of users, blogs require users to publish and promote their content through built-in tools like SEO and amplification via other social network sites.

Supported Format

- Organic: Text, photos, videos
- Paid: Third-party display ads, affiliate marketing content

Influencer Marketing Maturity: High

1. There are 600M+ blogs worldwide & 31M active bloggers in the U.S.
2. The average content lifespan of blogs is about two years, the most of all other social channels
3. There are 70M blogs published on WordPress each month; 77% of internet users read blogs
4. Blogs have been rated as the fifth most trustworthy source for gathering info

User Demographics

- Gender: 68% female, 34% male (2021)
- U.S. Only: 19% 20-30 years old, 27% 30-40 years old, 54% 40+ years old
- Post Frequency: 59% of bloggers publish a post at least 1x per week

From Blogger To Creator

Content creators whose businesses began as self-run blogs:

- Huda Kattan @hudabeauty
- Joanna Gaines @joannagaines
- Julie Sariñana @sincerelyjules
- Adam Gallagher @iamgalla
- Drew Binsky @drewbinsky

Creator Monetization

- Ad revenue per impression or per click

- Affiliate marketing

- Digital storefronts

- Sponsored posts

- Selling products, services, subscriptions

Tip: Blogs that include images get 94% more views than those without images.

Best Brand Fits

- Target Consumer: All

- Brand Verticals: All

- Goals: Drive purchases through clicks; generate awareness/impressions; create long-form, evergreen content for SEO

Mavrck Blog Case Study

How Kroger Precision Marketing Scaled Its Influencer Program to Over 300 Campaigns in 1 Year Macro-Influencers created original blog and video content that was then repurposed and shared across social platforms.

Strengths:

- Can generate and report on many unique impressions

- Great for generating clicks/tracking attribution to sales or conversions

- Provide a strong channel for driving e-commerce traffic; can provide more detailed reviews to drive purchases

- Posts are indexed and can improve SEO rankings for specific keywords, allowing for evergreen content

Weaknesses:

- Blogs are different from social networks; they can't give the same level of data or information at scale

- They are not as "social" or "real-time" as other social networks; content updates are made more sporadically

- Creating, maintaining, and promoting a blog require high effort and time commitment; may require more compensation

Additional Resources
Bookmark this:
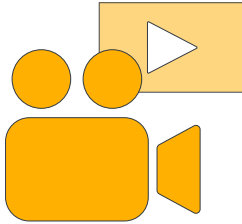
Influencer Marketing 101: Free Course

This course will teach you everything you need to know to run a successful influencer campaign.
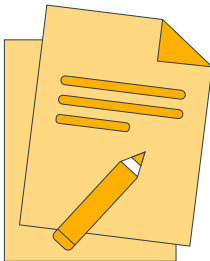
Go to Course

Influencer & Creator Rates Revealed

We surveyed over 500 influencers and analyzed over 31K Instagram and TikTok posts to find out exactly how much $$$ they're making from social media.

Read Report

What Is an Influencer Marketing Platform? (+ Why You Need One)

Connect with creators, streamline campaign management, and report on results. Discover the benefits of having an influencer marketing platform for your next campaign.

Read Blog Post