



# 2016 SOCIAL MEDIA INFLUENCER REPORT

# Introduction

**Influencer marketing** has been one of the biggest buzzwords of 2016 as more and more businesses are turning towards social media personalities to create and produce branded content. With the power to reach, engage and impact consumers, **influencers** provide businesses a **direct channel** to connect with their **target audience** and have an organic conversation about their product or brand.

To gain additional insights on branded content, we surveyed rising digital influencers to get their input on the **current state of influencer marketing** and its growth heading into 2017.

# What is a Digital Influencer?

A digital influencer is someone who has increased their social presence by **creating content that engages audiences**. They have the ability to affect opinions and change behaviors because they are trusted sources of information amongst their followers.



# Who Are These Influencers?

Influencers are spending an enormous amount of time on their social media presence.

Over 85% spend 6 or more hours a week researching, creating, posting, tracking, and responding to followers.

Additionally, over 21% spend 21+ hours a week into elevating their online personas.



25% of influencers have made it their full-time profession



12% of influencers are full-time students



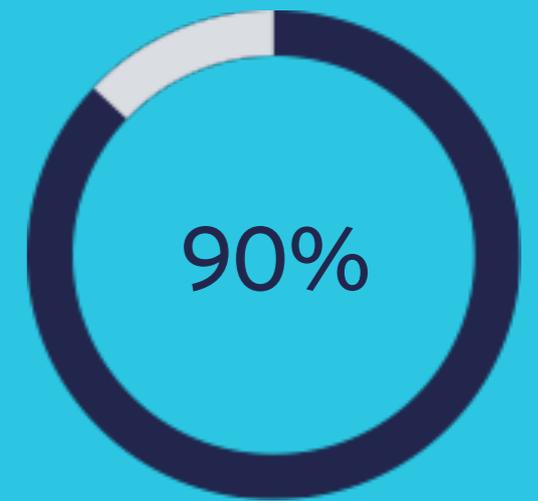
16% of influencers are stay-at-home parents

# The Influencer Industry

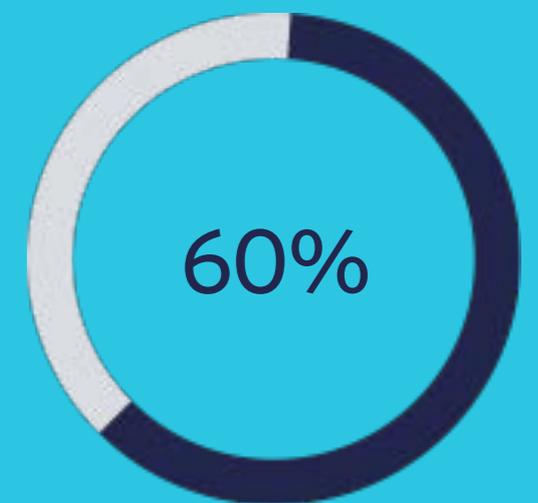
As creators and online thought leaders in the space, influencers are the future of entertainment, media, and advertising.

Today, 9 out of 10 social media influencers have been contracted by a brand to create sponsored content.

Over 60% of influencers represent 6 or more brands throughout the course of a year.



have previously worked with a brand



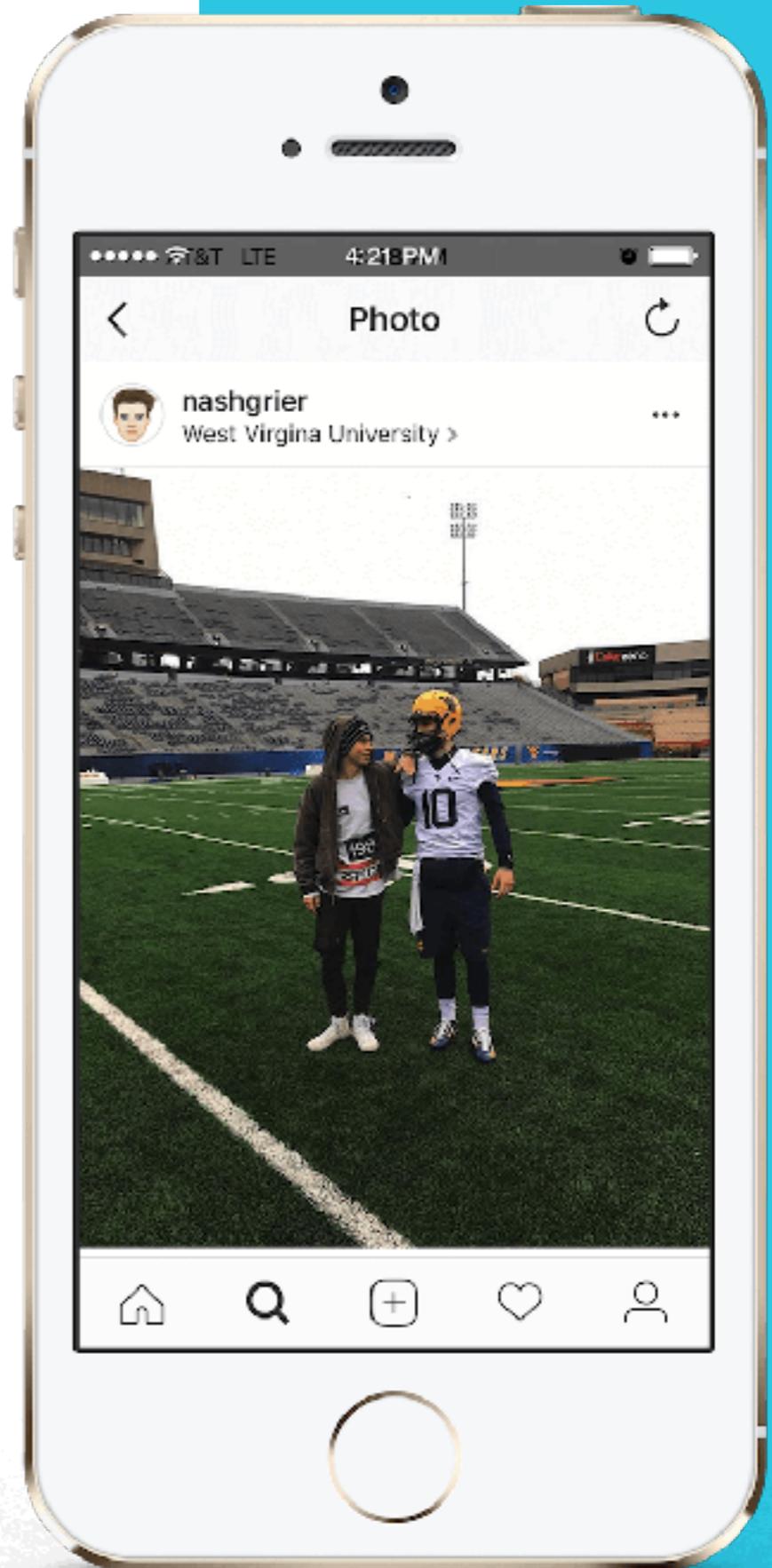
represent 6+ brands

# Authentic Content Wins

The key to influencer popularity is authentic content, especially when it comes to branded posts.

For 1/2 of social media personalities, the top reasons for working with a company is their own personal affinity for the brand or their personal use of the product.

Authenticity is crucial for long term brand engagement as 77% of influencers work with brands as part of ongoing and evergreen campaigns.



# Collaborating with Creators

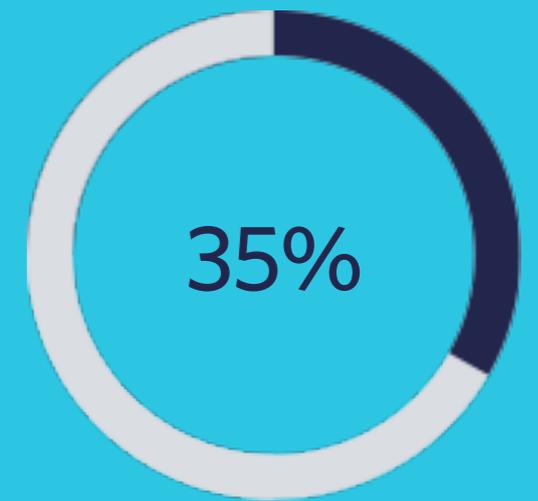
For influencers, their relationships with brands are essential to the success of their campaigns.

When it comes to working with businesses, nearly 83% of influencers would work with a brand again if the partnership was collaborative while allowing for creativity.

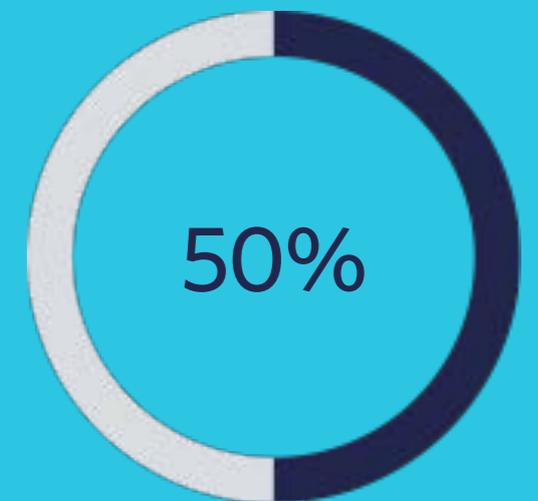
On the other hand, the top reason influencers would not want to work with a brand again include over-controlling of the content and unrealistic expectations of the process or results.

# Post Pricing

Only 35% of influencers have standard rates that are consistent across platform and engagement level. Approximately 1/2 of influencers customize their pricing depending on the capacity of the collaboration including time, number of posts and platform preference.



have consistent pricing

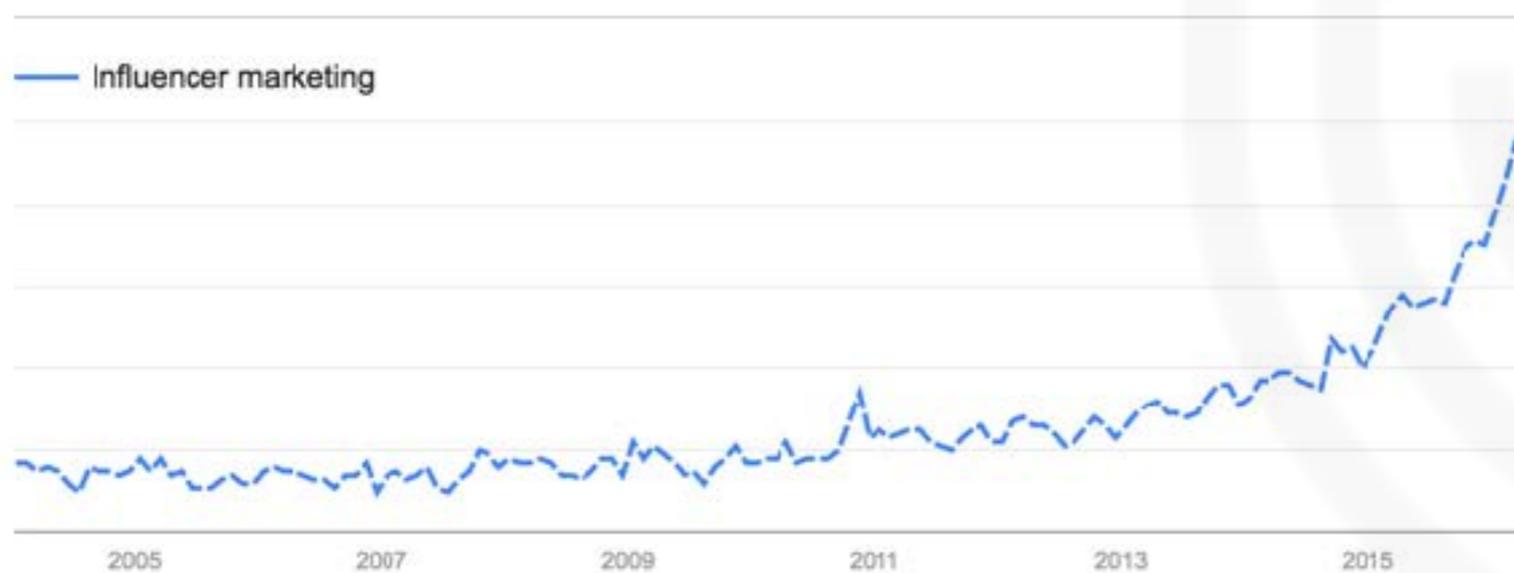


alter pricing per project

# The Future for Influencers

So with influencer marketing exponentially growing from year to year, how do social media stars think this will change their work with brands?

Over 85% of influencers expect the number of branded campaigns they complete to increase over the next year.



source: Google Trends

# About Julius

Julius, a [Thuzio](#) solution, is a SaaS platform that provides marketers with rich influencer data, advanced search capabilities, and the campaign management tools required to organize a successful influencer marketing strategy.

Julius is the preferred influencer search engine and outreach tool for hundreds of brands and agencies, including Huffington Post, Reebok, Wieden+Kennedy.

Visit [juliusworks.com](http://juliusworks.com) for more information or to get a demo.

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