



## 6 KEY INFLUENCER MARKETING TRENDS TO FOLLOW IN 2020

**1 ADOPT A STORYTELLING APPROACH**

- Narrate the story in a manner and language that your audiences understand the best
- Brand storytelling drives emotional engagement, resulting in enhanced business performance

**92%** want brands to make ads feel like a story- One Spot of Consumers

**UTILIZE ALTERNATIVE PLATFORMS**

- Pinterest resembles Instagram**
- More than 250 million people use Pinterest every month
- Fits well into the e-commerce business

**2 VIDEO CONTENT WILL GROW**

- TikTok growing very rapidly**
- 1.1 billion installs as of March 2019
- The best option for B2B & B2C companies with a younger target audience

**Short-form video platforms**

**41%** of Tik Tok users are aged between 18 and 24

**Long-form video platforms**

**3 UTILIZATION OF VARIOUS PLATFORMS**

Important to have a keen awareness of where your target audiences are interacting.

List of the platforms that marketers are focusing for influencer marketing

| Platform  | Percentage |
|-----------|------------|
| Instagram | 74%        |
| Twitter   | 51%        |
| Facebook  | 40%        |
| LinkedIn  | 20%        |
| YouTube   | 16%        |

**4 FACTS**

Powerful tool that can steer an organization in the achievement of objectives.

In the last three years, the number of Google searches for "influencer marketing" has increased by **1500%**

**5**

This shows that the future of influencer marketing is ripe with opportunities.

**6**

According to a study, influencer marketing is set to become a **\$10 billion** market by 2020

### SPOTLIGHT ON NANO-INFLUENCERS & MICRO-INFLUENCERS

Larger brands are moving from macro-to micro-influencers due to rising costs and declining engagement rates of macro-influencers

**6**

Micro-influencers overtake top-tier talent, and 61% of consumers say they produce the most relatable content