

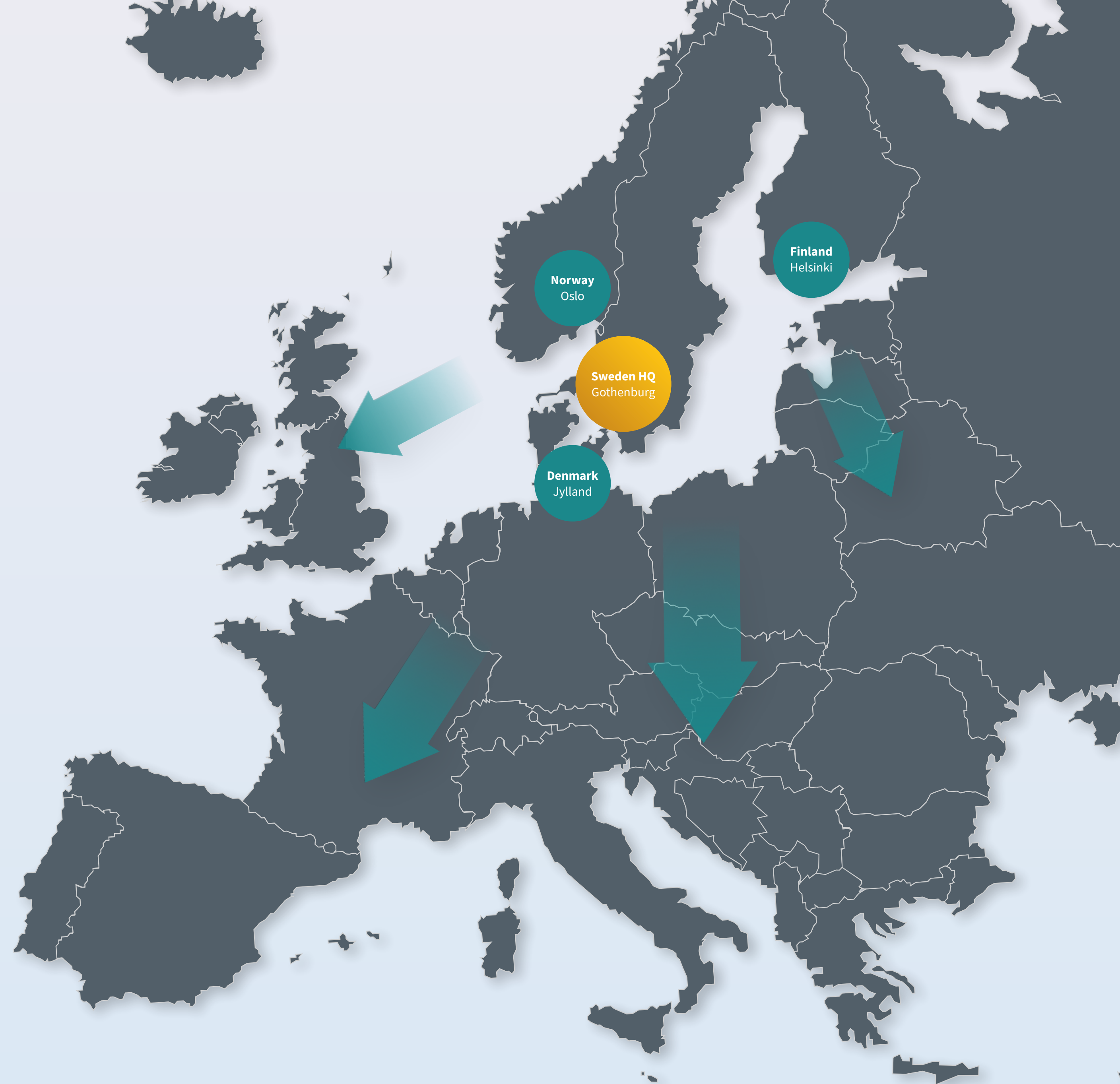
2023

# Influencer & Creator Insights

A REPORT BY NINE AGENCY

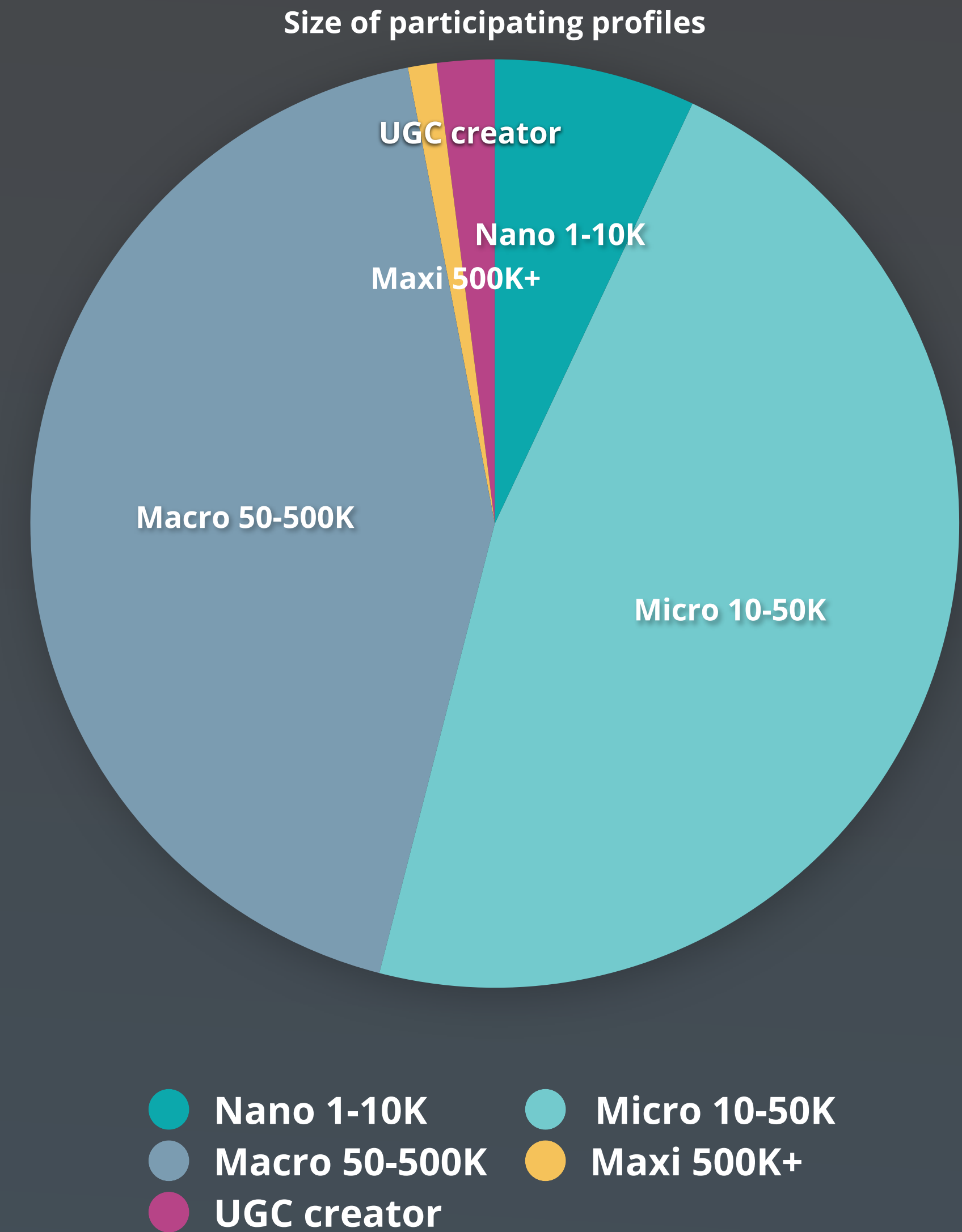
## Nine Agency

- We are a Nordic Influencer Marketing agency with European reach
- We have received Gold Standard Influencer Marketing by IAB three years in a row
- We are part of IAB Task Force for Influencer Marketing
- We have developed our own system Nine CIMS - Real datadriven and insight driven influencer marketing
- Full service offering in the Nordics and Europe



## Background

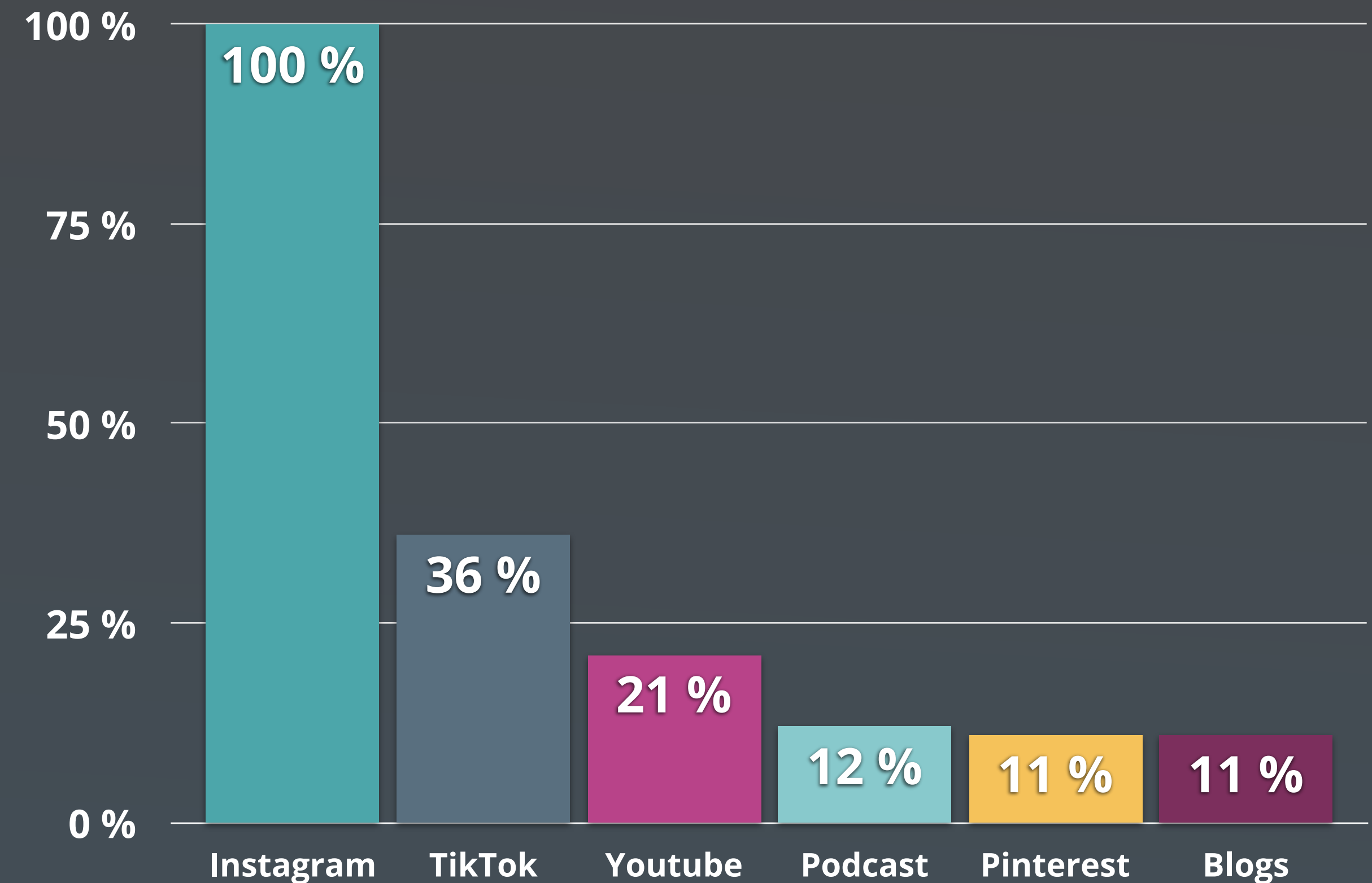
- We have conducted a survey with 100+ respondents from influencers primarily in the Nordics with profiles in different sizes - nano, micro, macro, maxi and content creators to learn insights and challenges within the industry.
- The purpose of the survey is to look into insights and challenges within influencer marketing from the profile perspective - hoping to assist both influencers and companies in learning key insights
- Respondents are in different niches varying from lifestyle, fashion, food, interior and more
- We will also comparison to our previous survey, conducted during fall 2022, with marketing professionals where over 100 people answered to see whether marketers and influencers share the same views - or if we think about Influencer Marketing in completely different ways.



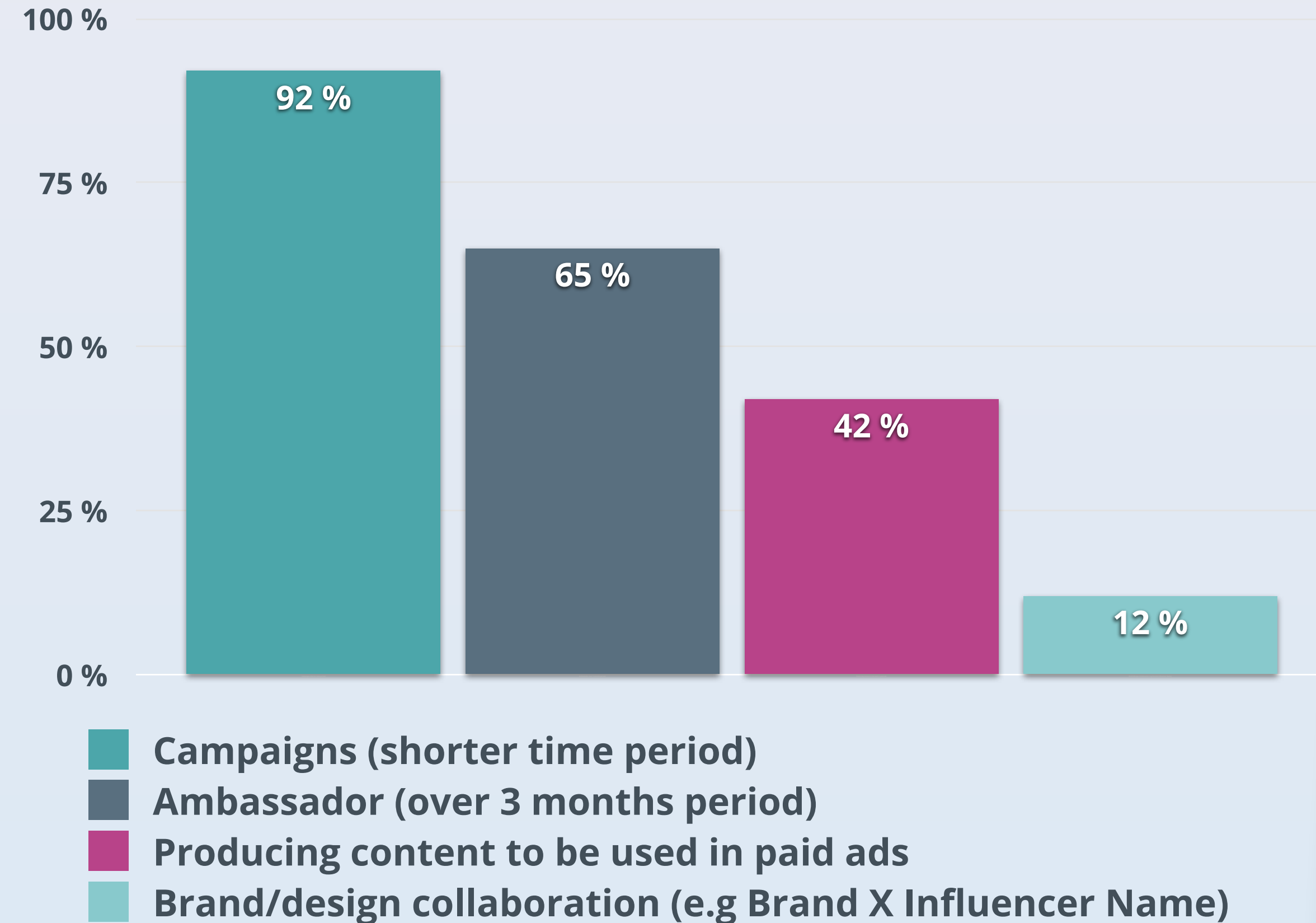
## Channels used for paid collaborations

- **Instagram** is the biggest platform - it was one of the first channels within influencer marketing and offers a variety in activations such as Story, Reels and Post. Story works great for conversion driven marketing while Reels and Post can work for both awareness and conversion.
- **TikTok** has had a strong growth the last years and is expected to continue to grow. One third of the respondents is using the channel today for paid collaborations. With TikTok, you do not need to have a big name to succeed - it is the content that matters. TikTok can lead to big organic reach.
- **Youtube and Podcast** are unique in the way that on both of these platforms the follower actively choose to take part of the content, in opposite to the other channels where we are so used to scrolling in a feed. These platforms often builds a community and a trust between profile and followers, many of the followers following every episode or video
- **Blogs and Pinterest**, is like Youtube and Podcast where scrolling isn't involved. What these two have in common is that they are both containing content that has a long lifespan and there is a possibility to search optimize the content.

## Channels used for collaborations



## How do you work when doing collaborations?



## Different ways of working

- Working shorter time periods, campaigns, is the most common way of doing influencer marketing according to our survey. This could be one or a few activations during a short time period. This is fitting for brands that are well known or if it is a product or service that does not need deeper information communicated.
- Long term collaboration is expected to grow in popularity, according to influencers, and today over half of them are working so. Many believe working long term is a way of creating trustworthy and authentic influencer marketing. Exclusivity might potentially be something that affects long-term ambassadorships.
- Companies using the content created in paid ads is increasing in demand and nearly half of the profiles are creating content to be used in ads.

## Values when choosing a brand to work with

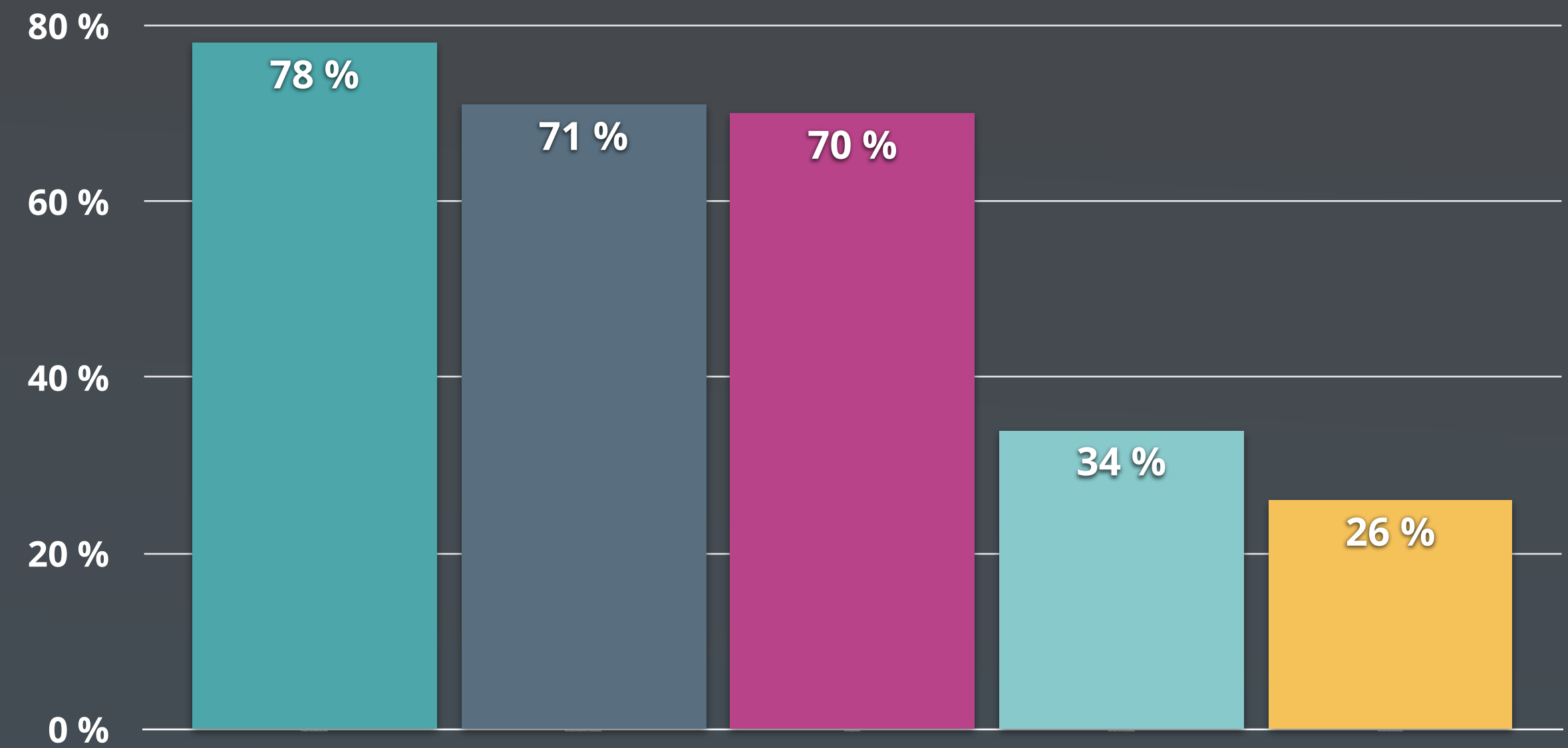
The most common answer was "It needs to be within my niche" with shows how important many believe in to stay in the same category they are in. This is crucial for the trust between profile and creator - it must feel genuine.

Have used and liked product and service goes in to the collaboration being genuine. Smaller profiles, especially nano and micro profiles, often have close relationship with their followers and their recommendations is equated with a recommendation from a friend and therefore is the trust between them crucial.

Proper compensation being important is reflecting how influencer marketing has grown to be an industry that is providing jobs and the compensation is the salary This is a marketing channel that is growing and it is taken serious - both by profiles and brands.

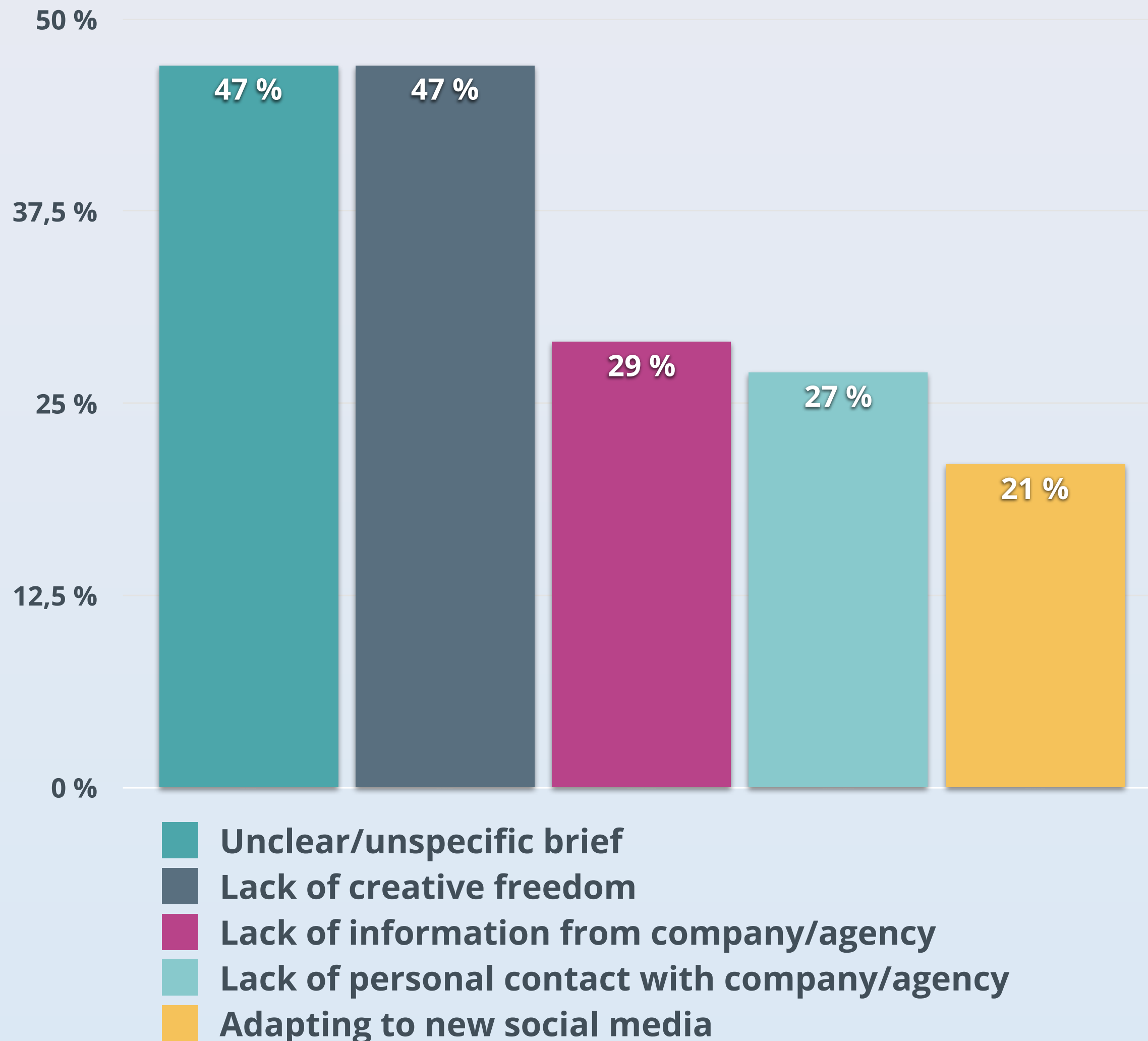
The last two options is reflecting an ongoing discussion today about what responsibility influencers has. What is important to keep in mind is that bigger profiles has easier to make decisions based on this when choosing collaborations. For smaller profiles, this is not necessarily the top priority, but still they are careful with being genuine in their authenticity.

## What do you value when doing collaborations?



- It needs to be within my niche**
- Have used and liked their service/product**
- The compensation**
- Their work with sustainability**
- Their work with inclusiveness**

## Main challenges when doing collaborations



## Challenges influencers and creators face

- Companies have previously answered that their main challenges are lack of time, uncertainty and cost profiles see challenges as unspecific brief, lack of creative freedom and lack of information.
- The two top challenges for influencer are unclear or unspecific brief and Lack of creative freedom. These two could be contradictory and at the same time, very describing of the challenge even agencies and brands face. Influencers are people who prefer different briefs and level of freedom.
- Lack of information and lack of personal contact are two other challenges influencers face. This can be reflected in that influencers are often alone in their company and it might be nice to have someone to ask questions or discuss with.
- Every fifth influencer feels that it is a challenge to adapt to new social media.

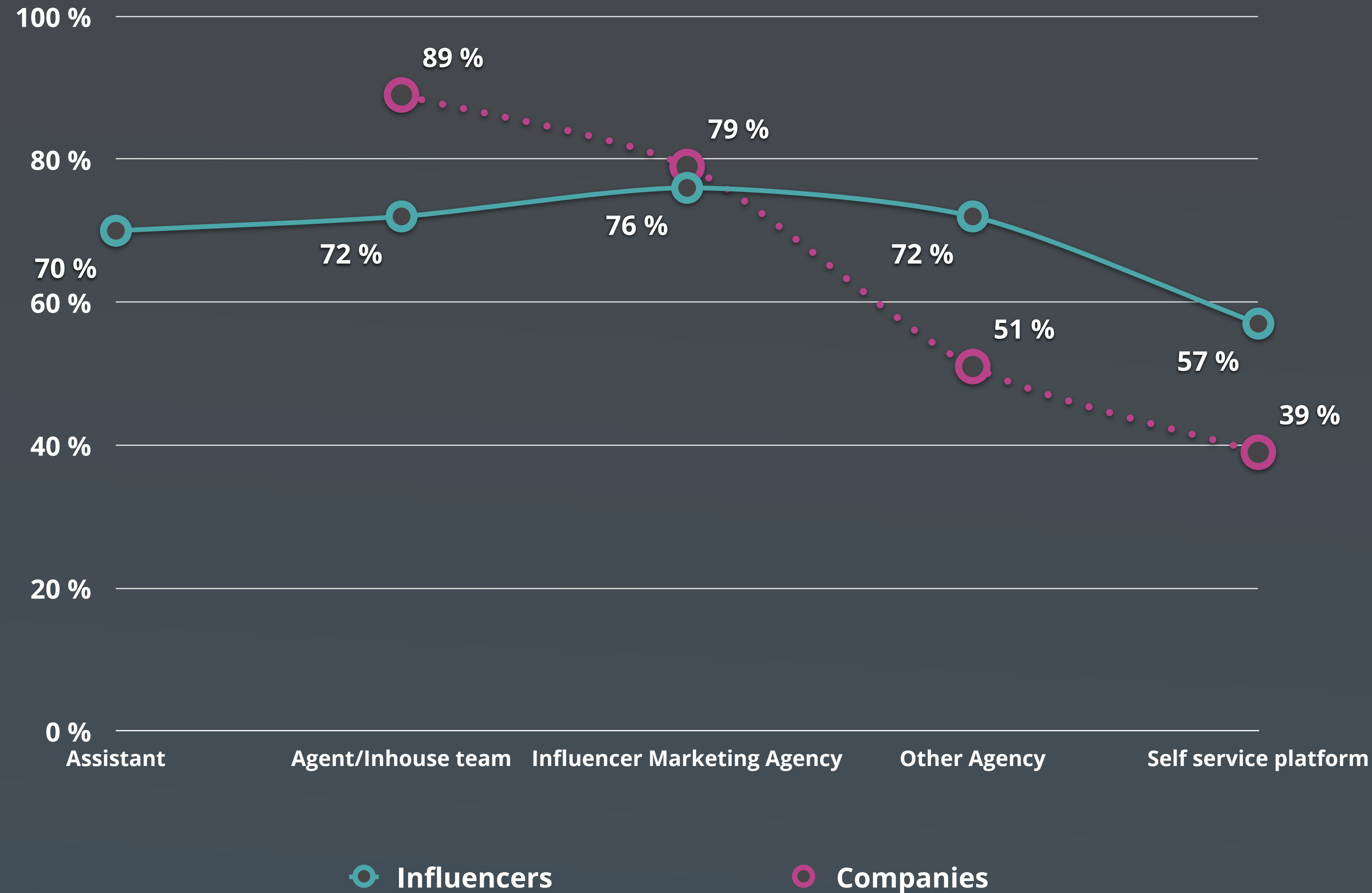
## Comparing work methods

On this graph we are comparing the answers from the influencer with the companies.

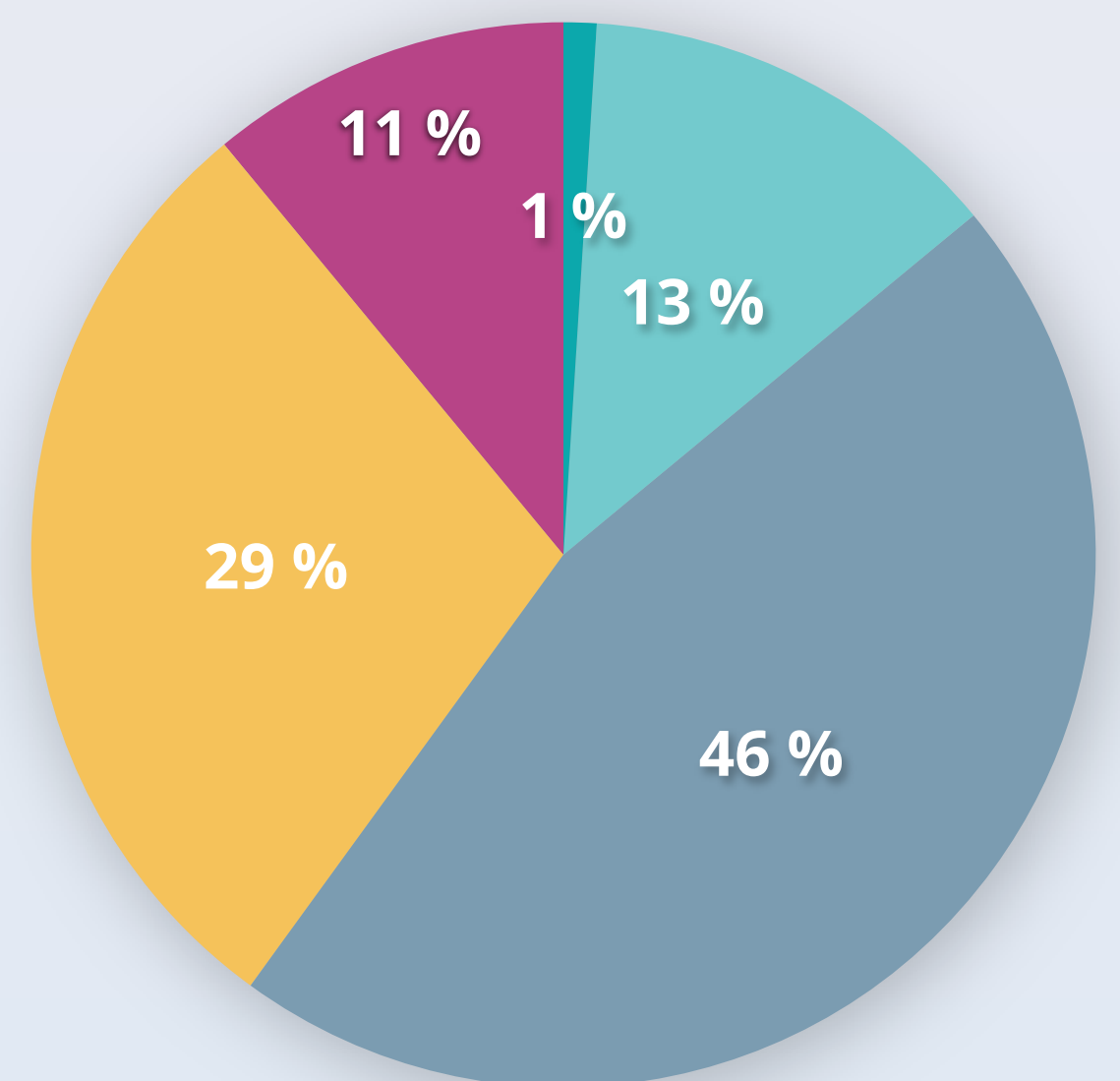
We see a trend where an agent for an influencer, or an in-house team for a brand as well as a specialist agency is the most popular ones.

For both of influencer and companies, the satisfaction declines when on the option of self service. With that being said, we do know that for some cases self service is a great option; for example when doing big campaigns with a lot of content.

### Different methods when doing collaborations

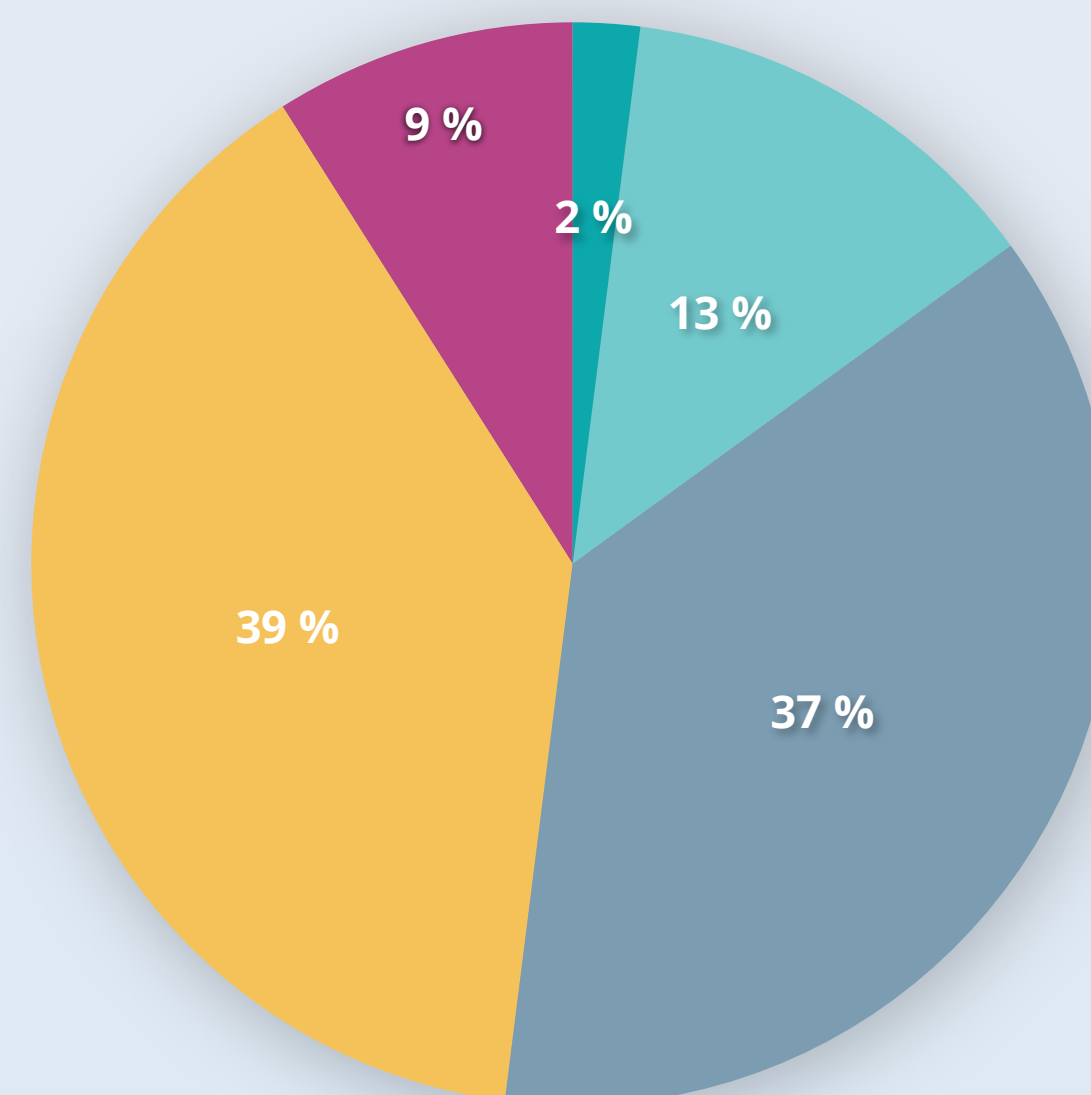


**Profiles rating their compensation level**



● Compensation is low  
● Compensation is ok  
● Compensation is high  
● Compensation is fairly low  
● Compensation is fairly high

**Brands perceived value in relation to cost**



● Pricing is low  
● Pricing is fair  
● Pricing is too high  
● Pricing is fairly low  
● Pricing is fairly high

## Profiles vs Brands

- There is a general perception that companies believe they pay too high prices and profiles believe the compensation is too low. Looking at these numbers though, we can see that there is a balance between the opinions from profiles as well as companies.
- An important factor to a successful collaboration is agreeing beforehand on the expectation - what results do we expect for this price. This does that both the profile and company can feel secure that they are expecting the same for the compensation.

**80 %**

**Believe ambassadorships and longer collaborations will increase**

**63 %**

**Believe that collaborations on Instagram will increase**

**72 %**

**Believe that collaborations on TikTok will increase**

**91 %**

**Believe importance of creative content will increase**

**70 %**

**Believe the importance of data collection and measure statics will increase**

**65 %**

**Believe that brands will increase the use of multi-channel strategy**

## Trends for 2023

- 91% believe importance of creative content will increase which is something we see a lot of today - not at least with TikTok being depended on the creative content
- 80% believe ambassadorships and longer collaborations will increase. We do know that 65% already does it but 80% think it will increase - so maybe we will have a different number of those work long term in a year.
- 72% of the influencers believe collaborations on TikTok will increase. The number of companies that believed it would increase is 83%. With that said, we do see an increased demand for collaborations on TikTok and we do think this will be a big trend for 2023.

# Key takeaways

- Communication is a challenge - and a key to success
- Creativity is crucial and will have an effect on results and following
- Influencer marketing has matured and it's complexity has become more respected

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