SURVEY REPORT:
HOW ANA MEMBERS ARE USING INFLUENCER MARKETING

APRIL 2018
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In November 2017, the ANA conducted a survey to get a baseline understanding of the use of influencer marketing by the ANA member community, including overall objectives; the types of influencers brands engage with; how influencers are vetted, compensated, and managed; how influencer campaigns are measured; and legal disclosures used for influencer marketing.

In total, 158 client-side marketers participated in the survey. Respondents had a median of 20 years of experience in marketing. About half (53 percent) focus their marketing on business-to-consumer efforts, 11 percent on business-to-business marketing, and 36 percent on both business-to-business and business-to-consumer. A total of 72 percent of respondents work at companies with annual U.S. media budgets under $100 million, and 28 percent work at companies with media budgets of $100 million and more.

As an overview and to add relevant background to this report, the following provides some general definition and context around the current state of influencer marketing. Influencer marketing is defined as marketing that identifies and activates individuals who can sway the brand preferences, buying decisions, and loyalty of the broader population using their own opinions, beliefs, and/or marketing channels. On social platforms, the term typically describes the process in which companies compensate celebrities, social media “stars,” or industry experts to create and publish content to social channels on behalf of brands or provide endorsements for brands. Successful influencer posts are not about reaching a mass audience, but about targeting the right consumers based on an influencer’s followers. In other words, it’s about good segmentation.

According to an April 2017 study from ANA and PQ Media, total brand spending on influencer marketing was $81 billion in 2016 and is projected to reach $101 billion by 2020. When brand spending and operator revenues are combined — including contracted firms, such as agencies and media companies — $130 billion was spent in 2016 and $167 billion is expected to be earmarked for influencer programs by 2020.

Influencer marketing has increased in popularity among marketers in recent years due to the growth and evolution of social media. Not long ago, influencer marketing took place mainly on blogs. A 2013 study by ad-technology company Technorati Media found that blogs were the leading influencer publishing platform that year and that 86 percent of influencers’ posts were text posts. Blogs are still an important part of influencer marketing, but most influencers now use multiple social platforms, with images and video driving greater reach and engagement.

Companies are turning to influencers for a number of reasons, including helping to combat ad blocking, leveraging creative content, driving engagement, and both reaching and crafting messaging to millennial and gen Z audiences who place trust in celebrities and social media “stars.” Marketers also use influencers to help develop content that might be viewed as more genuine than traditional advertising. It is critical that brands properly vet influencers for brand fit, authentic content, and reputation.

Background and Methodology

Depending on where in the customer journey marketers may be focusing their efforts, different influencers, content channels, and strategy can be employed.

- Influencer marketing is not a one-off initiative to create temporary buzz, but rather something that fits into a broader marketing strategy.
- There are different influencers, channels, and tactics to consider for each phase of the customer journey (awareness, consideration, and purchase decision phases).
- Each social platform has its own value. Marketers should consider the mindset and intent of consumers on those platforms.³

Brands utilize influencers with various audiences that range from as few as 50 followers to over 100,000. For the purposes of this report, we define the audience followings of influencers as:

- Micro-influencers: 50 to 25,000 followers
- Mid-level influencers: 25,001 to 100,000 followers
- Macro-influencers: over 100,000 followers

The Federal Trade Commission (FTC) Guides Concerning the use of Endorsements and Testimonials in Advertising⁴ requires that if there is a material connection between and influencer and an advertiser, then that connection should be clearly and conspicuously disclosed, unless it is already clear from the context of the communication. In April 2017, the FTC reached out to more than 90 influencers and marketers regarding disclosure violations, which can carry heavy fines and other obligations. The outreach served as an educational initiative, reminding influencers of their obligation to adequately disclose the material connections they have to brands.⁵ The FTC subsequently sent warning letters to 21 social media influencers citing specific social media posts and requesting information on the influencers’ material connections to brands promoted in the posts.⁶ The warning letters also requested the influencer to describe what actions they will take to ensure that all material connections are clearly and conspicuously disclosed.⁷

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Key Findings

Influencer marketing is on the rise and still growing.
A large majority of respondents (75 percent) stated that their company is currently using influencer marketing.

• Of those who are currently using influencer marketing, 43 percent stated that their company is planning to increase influencer marketing budgets over the next 12 months. Twenty percent stated that they were not planning to increase influencer marketing budgets and 37 percent were not sure.
• Of those respondents not currently using influencer marketing, 27 percent plan to begin in the next 12 months.

There are various objectives when engaging in influencer marketing.
• General brand awareness, content creation/distribution, improving brand perception, and driving purchase are most common.
• When asked to choose a single main objective, general brand awareness was top-rated.

Marketers are most often focusing on a few key influencers with mid-level social media followings.
• Most often (58 percent), marketers are working with fewer than 25 influencers.
• More than half of brands using influencer marketing have used mid-level influencers (66 percent) and micro-influencers (59 percent). Over one-third of brands (34 percent) use mid-level influencers for the majority of their influencer marketing.

Influencer marketing campaigns are identified, contracted, and managed by a combination of external and internal resources.
• Most respondents draw on the expertise of external resources to identify, contract with, and manage influencers. Eighty-seven percent use an influencer-specific company and 86 percent use an external agency.
• Influencer marketing is often funded by the more traditional groups of marketing, brand management, and advertising (noted by two-thirds of respondents). In addition, public relations and social media/community management groups pay for influencer marketing for 18 percent of respondents.
• Almost one-third (29 percent) indicated that their marketing team primarily manages their influencer campaigns internally, followed by the social media/community management team (21 percent).

Brand fit is the most important factor when vetting influencers.
• Survey respondents ranked brand fit as the most important factor for brands in vetting influencers, followed by the quality of influencer content and the authenticity of an influencer’s content.

Facebook and Instagram are top social media channels for influencer marketing.
• Facebook (86 percent) and Instagram (84 percent) are the most popular channels for influencer marketing among respondents, and 36 percent rated Instagram as most important.
• Instagram was ranked as the single most important channel for influencer marketing at 36 percent. Facebook ranked second (20 percent).
Influencers are compensated in a variety of ways, though monetary compensation is most prevalent for a brand ambassadorship/partnership for a specific period of time.

- Almost two-thirds of brands (62 percent) compensate their influencers monetarily for a brand ambassadorship/partnership. Over one-third of companies (35 percent) provide free product in exchange for influencer services, and 30 percent provide monetary compensation for each individual post.
- For those who have knowledge on how much compensation their brands’ influencers receive, a total of 62 percent spend under $100,000 annually compensating influencers, and 38 percent spend over $100,000.

More than half of marketers are satisfied with influencer marketing performance; however, for many marketers, it is too early to tell.

- A majority of respondents (54 percent) are either satisfied or very satisfied with the performance of their influencer marketing. However, 39 percent of respondents felt neutral about their influencer marketing performance, as they have not been involved in influencer marketing long enough to judge their performance to date and/or are engaging in small-scale testing.

Effectiveness of influencer marketing is typically measured by an influencer’s engagement rate.

Almost half of respondents are neutral about the effectiveness of their influencer marketing.

- A great majority of brands (84 percent) determine influencer marketing effectiveness based on an influencer’s engagement rate — i.e., the number of users who engage with a post. Social media impressions are also considered a critical factor when determining effectiveness (64 percent).
- Forty-four percent of respondents stated they were neutral about the effectiveness of their influencer marketing, while 36 percent feel their influencer marketing is effective and 19 percent said it was ineffective.

Many marketers track sales that result from influencer campaigns.

- Specific links/URLs are most commonly used to gain insight into resulting sales (44 percent of survey respondents). One-third (33 percent) of survey respondents also use tracking pixels to track influencer-directed sales, and 23 percent use coupon codes.

Most brands amplify influencer marketing with paid media.

- Half (50 percent) of respondents report that their company uses paid media to amplify their influencer campaigns from their brand media only. Twenty-one percent report that their company uses paid media to amplify influencer content from their brand and influencer handles.

Most brands follow FTC guidelines on legal disclosures of influencers.

- Most respondents either used #sponsored (38 percent) or #ad (35 percent) to convey that an influencer post has been paid for or otherwise sponsored by a brand, which are both recommended by the FTC.
Detailed Findings

Use of Influencer Marketing
A large majority of respondents (75 percent) stated that their company is currently using influencer marketing.

Use of Influencer Marketing

Has your company used influencer marketing in the last 12 months?

- Yes: 75%
- No: 19%
- Not sure: 6%

Base: 158
Detailed Findings

**Anticipated Growth of Influencer Marketing Budgets**

Of those respondents who are currently using influencer marketing, almost half (43 percent) stated that their company is planning to increase influencer marketing budgets over the next 12 months. Just over one-third (37 percent) were not sure if their influencer marketing budgets would increase over the next 12 months, and 20 percent stated that their influencer budgets would not increase. Looked at another way, those who plan to increase the amount of budget allocated to influencer marketing outpace those who do not by more than two to one.

<table>
<thead>
<tr>
<th>Plan to Increase</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>43%</td>
</tr>
<tr>
<td>No</td>
<td>20%</td>
</tr>
<tr>
<td>Not sure</td>
<td>37%</td>
</tr>
</tbody>
</table>

Does your company plan to increase the amount of budget allocated to influencer marketing in the next 12 months?
Detailed Findings

**Expected Use of Influencer Marketing Within Next 12 Months**

Of the 19 percent who are not currently leveraging influencer marketing, 27 percent plan to begin doing so in the next 12 months, but almost half (46 percent) do not.

![Bar chart showing the expected use of influencer marketing within the next 12 months.](chart)

- **Yes**: 27%
- **No**: 46%
- **Not sure**: 27%

Does your company plan to begin using influencer marketing in the next 12 months?

**Influencer Marketing Is Not for All Brands**

Forty-six percent of brands not currently using influencer marketing do not plan to use any influencer marketing within the next 12 months. Reasons taken from the survey verbatims included government and other regulations such as FDA restrictions and HIPAA compliance (specifically for health care brands), a lack of relevant influencers, limited staff/bandwidth to implement, not relevant to brand story, too cost-prohibitive, and concerns over risk or influencer behavior.
Influencer Marketing Objectives
The great majority of respondents (86 percent) stated that general brand awareness was an objective for engaging in influencer marketing. More than two-thirds (69 percent) utilize influencer marketing for content creation and distribution, and just over half conduct influencer marketing to improve brand perception and drive purchase (56 percent and 51 percent, respectively).
Main Influencer Marketing Objective
When asked to determine the single main objective of their company’s influencer marketing, the top response was general brand awareness (39 percent), followed by improve brand perception (21 percent) and drive purchase (14 percent).
Detailed Findings

**Quantity of Influencers**
A majority of respondents (58 percent) said that their companies worked with fewer than 25 influencers in the last 12 months. A need and desire for more prolonged and specialized relationships may be driving brands to contract with fewer influencers who have a better brand fit. Additionally, the identification and vetting of influencers can be a lengthy process that lends itself to fewer relationships.

![Bar chart showing the distribution of the number of influencers worked with by companies in the last 12 months.](chart)
Types of Influencers Used
More than half of brands using influencer marketing (66 percent and 59 percent respectively) have used mid-level influencers (25,001 to 100,000 followers) and micro-influencers (50 to 25,000 followers).

More than Half of Brands Use Influencers with Followings Between 25 and 100,000

<table>
<thead>
<tr>
<th>Influence Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-level influencer ($25,001–100,000 followers)</td>
<td>66%</td>
</tr>
<tr>
<td>Micro-influencer (50–25,000 followers)</td>
<td>59%</td>
</tr>
<tr>
<td>Macro-influencer (over 100,000 followers)</td>
<td>44%</td>
</tr>
<tr>
<td>Celebrity influencer (household-name influencer from TV, movies, sports, etc.)</td>
<td>39%</td>
</tr>
<tr>
<td>Not sure</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

What type of influencers do you use for your influencer marketing? (Please check all that apply.)
Types of Influencers Used Most Often
Over one-third of brands (34 percent) use mid-level influencers for the majority of their influencer marketing. Twenty-eight percent of respondents most often use micro-influencers, and 19 percent use macro-influencers most often.

### Mid-Level Influencers Are Top Choice for Brands

<table>
<thead>
<tr>
<th>Type of Influencer</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-level influencer ($25,001–100,000 followers)</td>
<td>34%</td>
</tr>
<tr>
<td>Micro-influencer (50–25,000 followers)</td>
<td>28%</td>
</tr>
<tr>
<td>Macro-influencer (over 100,000 followers)</td>
<td>19%</td>
</tr>
<tr>
<td>Celebrity influencer (household-name influencer from TV, movies, sports, etc.)</td>
<td>10%</td>
</tr>
<tr>
<td>Not sure</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

What type of influencers do you use for the majority of your influencer marketing?
Detailed Findings

**Identifying, Contracting With, and Managing Influencers**
Most survey respondents utilize the expertise of both internal and external resources (an influencer-specific company and/or an external agency) to identify, contract with, and manage influencers. Eighty-seven percent use an influencer-specific company, 86 percent use an external agency, and 63 percent use internal resources to identify influencers.

Respondents reported that they use internal resources (71 percent) almost as often as external agencies (69 percent) and influencer-specific companies (68 percent) to manage influencer contracts.

Survey respondents use external agencies (80 percent) and internal resources (77 percent) almost equally to manage their relationship with the influencer and provide creative direction and feedback.

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**Brands Utilize a Variety of Resources to Identify, Contract With, and Manage Influencers**

*Base: 93*

- To identify influencers
- To manage the influencer contract
- To manage the influencer relationship and provide creative direction and feedback

- **87%**
  - We use an influencer-specific company (examples include Crowdtap, Maker Studios, Mediakix, Niche, RhythmOne, Tapinfluence, and Traackr)

- **68%**
  - We use an external agency

- **65%**
  - We use internal resources

- **86%**
  - We use an influencer-specific company

- **80%**
  - We use an external agency

- **63%**
  - We use internal resources

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Detailed Findings

Internal Management of Influencer Marketing
Almost one-third of respondents (29 percent) said that the marketing department at their organization primarily leads the management of influencer campaigns, followed by the social media/community management team (21 percent).

Marketing Department Leads Management of Influencer Campaigns

<table>
<thead>
<tr>
<th>Internal Team/Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>29%</td>
</tr>
<tr>
<td>Social Media/Community Management</td>
<td>21%</td>
</tr>
<tr>
<td>Public Relations</td>
<td>16%</td>
</tr>
<tr>
<td>Advertising</td>
<td>10%</td>
</tr>
<tr>
<td>Brand Management</td>
<td>8%</td>
</tr>
<tr>
<td>Content Marketing</td>
<td>3%</td>
</tr>
<tr>
<td>Sales</td>
<td>2%</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>2%</td>
</tr>
<tr>
<td>Brand Activation</td>
<td>2%</td>
</tr>
<tr>
<td>Agency Relations</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

Which internal team/group primarily manages your influencer campaigns?
Detailed Findings

**Vetting Influencers**

Survey respondents ranked brand fit as the most important factor for brands in vetting influencers, followed by the quality of influencer content and the authenticity of an influencer’s content.

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**Brand Fit Most Important Factor When Vetting Influencers**

*What factors are most important to you in vetting an influencer? (Please rank.)*

*please note that we asked respondents to rank these factors in order of importance, 1 being least important and 6 being most important.*
Detailed Findings

Influencer Marketing Channels
Marketers use many different channels for their influencer marketing, but Facebook and Instagram rise to the top. The great majority of respondents use Facebook (86 percent) and Instagram (84 percent). In addition, more than half use Twitter (63 percent), 62 percent use video, which includes YouTube, Vimeo, and television, and 56 percent use blogs written/produced by influencers (56 percent).

Facebook and Instagram Are Top Channels for Influencer Marketing

What channels do you use for influencer marketing? (Please check all that apply.)

- Facebook (86%)
- Instagram (84%)
- Twitter (63%)
- Video (62%)
- Influencer blog (56%)
- Snapchat (28%)
- Pinterest (23%)
- Audio (11%)
- Twitch (5%)
- Periscope/Vine (1%)
- Not sure (2%)
- Other (10%)
Detailed Findings

**Influencer Marketing Channels**
Survey respondents rated Instagram as the single most important channel for influencer marketing at 36 percent. Facebook ranked second (20 percent). Thirteen percent of respondents listed “other” channels as most important, and among those are LinkedIn, live events/speaking opportunities, and TV.

According to a study released by eMarketer on January 24, 2018, titled “Instagram Influencer Marketing Doubled in 2017,” Instagram established itself as a go-to channel for influencer marketing in 2017. The analytics and social media marketing platform reported that the number of influencer posts on Instagram nearly doubled to a little more than 1.5 million posts worldwide between 2016 and 2017.8

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**Instagram Is Most Important Channel for Influencer Marketing**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>36%</td>
</tr>
<tr>
<td>Facebook</td>
<td>20%</td>
</tr>
<tr>
<td>Video</td>
<td>14%</td>
</tr>
<tr>
<td>Personal blog</td>
<td>6%</td>
</tr>
<tr>
<td>Twitter</td>
<td>2%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>1%</td>
</tr>
<tr>
<td>Not sure</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
</tbody>
</table>

*Base: 86*

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Influencer Compensation

Almost two-thirds of brands (62 percent) compensate their influencers monetarily for a brand ambassadorship/partnership. A brand ambassadorship refers to a specific time period where “people represent and talk about your company in a positive way, preferably in front of lots of potential customers (i.e., their friends and family). The brand ambassador embodies the brand he or she is endorsing and provides credible, trustworthy promotion and visibility to a brand.”

Over one-third (35 percent) provide free product in exchange for influencer services, and 30 percent pay influencers with monetary compensation per post.

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9 https://www.socialhp.com/blog/12-reasons-you-need-brand-ambassadors-now/
Detailed Findings

Influencer Compensation
For those who have knowledge of how much compensation their brands’ influencers receive, a total of 62 percent spend under $100,000 annually compensating influencers, and 38 percent spend over $100,000. Separately, 33 percent of total respondents are not sure how much they compensate influencers.

Most Brands Spend Under $100,000 on Influencer Compensation

Base: 84

- Over $5 million: 2%
- $1 million–$5 million: 4%
- $250,000–$999,999: 11%
- $100,000–$249,999: 21%
- $50,000–$99,999: 14%
- $10,000–$49,999: 30%
- $1,000–$9,999: 11%
- $1–$999: 3%
- $0: 4%

How much does your company spend compensating influencers per year (including free product)?
Internal Budget Allocations for Influencer Marketing

Influencer marketing is often funded by the more traditional groups of marketing, brand management, and advertising, as noted by two-thirds of respondents.

Marketing Budget Responsible for Influencer Marketing

<table>
<thead>
<tr>
<th>Team/Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>44%</td>
</tr>
<tr>
<td>Brand Management</td>
<td>16%</td>
</tr>
<tr>
<td>Public Relations</td>
<td>11%</td>
</tr>
<tr>
<td>Advertising</td>
<td>8%</td>
</tr>
<tr>
<td>Social Media/Community Management</td>
<td>7%</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>4%</td>
</tr>
<tr>
<td>Sales</td>
<td>1%</td>
</tr>
<tr>
<td>Marketing Services</td>
<td>1%</td>
</tr>
<tr>
<td>Content Marketing</td>
<td>1%</td>
</tr>
<tr>
<td>Brand Activation</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

Which internal team/group budget pays for your company’s influencer marketing?
Measurement of Influencer Effectiveness

A great majority of survey respondents (84 percent) determine influencer marketing effectiveness based on an influencer’s engagement rate (the number of users who engage with a post). Social media impressions are also considered an important factor when determining effectiveness (64 percent). Increase in brand awareness (44 percent) and brand sentiment on social media (41 percent) were also cited.
Effectiveness of Measuring Influencer Marketing

Forty-four percent of survey respondents indicated that they were neutral about the effectiveness of their influencer marketing measurement. However, 36 percent of survey respondents stated that they are effective. Additionally, 19 percent believe that their organization is ineffective or very ineffective in measuring influencer marketing. The fact that only 36 percent believe that their company is effective in measuring influencer marketing — and no one thinks it is “very effective” — is a concern and an opportunity.

How effective do you think your company is in measuring influencer marketing?
Tracking Sales from Influencer Marketing
In addition to measuring influencer effectiveness, many marketers strive to track the sales that result from influencer campaigns. Forty-four percent of survey respondents use a specific link/URL to follow sales tied to an influencer campaign. One-third (33 percent) also use tracking pixels, and 23 percent use coupon codes. It is interesting to note that nearly a quarter of respondents (24 percent) do not track sales tied to influencer campaigns at all.

Specific URLs Top Method to Track Influencer-Related Sales

What methods do you use to track sales that result from an influencer post or campaign? (Please check all that apply.)
Detailed Findings

**Satisfaction with Influencer Marketing Performance**

A majority of marketers (54 percent) are either satisfied or very satisfied with the performance of their influencer marketing, while 39 percent of respondents indicated that they were neither satisfied nor dissatisfied and only 2 percent expressed that they were dissatisfied or very dissatisfied. When asked why they felt neutral, many respondents said they simply had not been doing influencer marketing long enough to judge performance. Others stated that they were engaging in small-scale tests of influencer marketing, so performance assessment of influencer marketing was still pending.

![Chart: Brands Satisfied with Influencer Marketing Performance](chart.png)

How satisfied are you that your influencer marketing has accomplished your intended marketing objectives?

<table>
<thead>
<tr>
<th>Satisfied</th>
<th>Not satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>45%</td>
<td>39%</td>
<td>1%</td>
<td>1%</td>
<td>5%</td>
</tr>
</tbody>
</table>

How satisfied are you that your influencer marketing has accomplished your intended marketing objectives?
Amplifying Influencer Marketing with Paid Media

To extend the reach of influencer marketing, many marketers use paid media to amplify their influencer campaigns. Half of respondents report that their company uses paid media to amplify influencer content from their brand only; 21 percent report that their company uses paid media to amplify influencer content from their brand and influencer handles. Looked at another way, 71 percent of respondents amplify influencer marketing with paid media from the brand.

Most Brands Amplifying Influencer Marketing with Paid Media from Brand

Do you amplify your influencer marketing with paid media?
Legal Disclosures for Influencer Marketing

There are many ways that marketers provide legal disclosures for influencer marketing. Thirty-eight percent use #sponsored and 35 percent use #ad to convey that an influencer post has been paid for or otherwise sponsored by a brand. According to FTC guidance, ambiguous disclosures like #thanks, #collab, #sp, #spon, or #ambassador are not sufficient to disclose the material connection between the influencer and the brand, despite their prevalence in influencer marketing. Specific recommendations based on FTC guidelines are included in the “Recommendations” section of this report.

<table>
<thead>
<tr>
<th>Disclosure</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>#sponsored</td>
<td>38%</td>
</tr>
<tr>
<td>#ad</td>
<td>35%</td>
</tr>
<tr>
<td>Determined by influencer</td>
<td>14%</td>
</tr>
<tr>
<td>#partner</td>
<td>11%</td>
</tr>
<tr>
<td>Thanks, [@BRAND]</td>
<td>8%</td>
</tr>
<tr>
<td>#ambassador</td>
<td>6%</td>
</tr>
<tr>
<td>None</td>
<td>5%</td>
</tr>
<tr>
<td>#spon</td>
<td>5%</td>
</tr>
<tr>
<td>#sp</td>
<td>4%</td>
</tr>
<tr>
<td>Not sure</td>
<td>32%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>5%</td>
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What legal disclosures do you require from paid or sponsored influencer posts? (Please check all that apply.)
Getting Started in Influencer Marketing:

1. Influencer programs can be tailored to meet any budget, from hundreds of dollars to millions. For those on a limited budget, micro-influencers, can be a good choice. For mid-level budgets, consider a mix of micro and higher-profile options.

2. Working with a social or PR agency, or an agency focused solely on influencer programs, can streamline the process and limit potential challenges.

3. Confirm influencer relationship details contractually in compliance with the marketer’s policies and in compliance with law, including Section 5 of the FTC Act. Designate a specific disclosure the influencer will publish in connection with its messaging.

4. Develop a moderation plan to verify whether influencers are complying with their contractual requirements and determine how any noncompliance will be managed.

Set Objectives and KPIs to Gauge Influencer Effectiveness

Brands need to identify their main objectives in pursuing influencer marketing to determine which type of influencers and which channels are the best use of resources. Develop an understanding of not just influencers and their content but the makeup of their followers to ensure alignment with pre-determined objectives. Know what tracking measures and KPIs an influencer can provide and deliver on before entering into an agreement.

Know How to Track Results

Tying results back to sales is difficult when it comes to influencer marketing, but not impossible. New technology (like Klear and BuzzStream) provide greater insight on the ROI of influencer marketing. The right tracking method will likely depend on the objectives of your influencer marketing campaigns. A great majority of survey respondents rely on an influencer’s engagement rate (84 percent), social media impressions (64 percent), an increase in brand awareness (44 percent), or brand sentiment on social media (41 percent). Many respondents also tracked the sales impact of influencer marketing via specific links/URLs (44 percent), tracking pixels (33 percent), or coupon codes (23 percent).

More Followers Doesn’t Always Equal Better Results

An influencer with a large following may result in a greater deal of exposure but fewer sales conversions if those followers do not trust the influencer recommendation. Additionally, many influencers may share similar follower bases, meaning that when a company works with two accounts that have 10 million followers each, it doesn’t necessarily reach 20 million people.

Be Aware Of and Comply with FTC Guidelines for Influencer Marketing

FTC guidelines, which are derived from Section 5 of the FTC Act, require disclosure if there is a connection between an influencer and the marketer that might materially affect the weight or credibility of the endorsement and, if consumers knew about such connection, it would affect how consumers evaluate the endorsement. Don’t assume that using a platform’s disclosure tool is sufficient. FTC continues to warn against the use of ambiguous disclosures like #thanks, #collab, #sp, #spon, or #ambassador, as well as any disclosures placed after a CLICK MORE link or “below the fold.” Disclosures should be placed as close to the influencer communication as possible and must be legible, including in font type and size, color,
speed, volume, or otherwise. Disclosures also should not be buried among other disclosures or text. Knowing the current legal guidelines for influencer marketing can help a brand save time and legal fees. It is important to realize that many followers are not turned off by sponsored content, but are turned off by disingenuous or inauthentic content.10

**Sufficient Disclosures (FTC view):**

- #Ad
- #Paid
- #Sponsored
- #Promotion
- #Brand_Employee
- #Brand_Ambassador

**Ambiguous Disclosures (FTC view):**

- #Sp/#Spon
- #Ambassador
- #Employee
- #Thanks[Brand]
- #Team[Brand]
- #Partner

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How ANA Members Are Using Influencer Marketing

ANA Member Case Study
Plantronics

Audio solutions provider Plantronics knew a thing or two about influencer marketing, even back in the 1960s. Astronaut Wally Schirra wore the first Plantronics headset into space during his Mercury 8 mission in 1962, orbiting the Earth six times during the nine-hour flight. On July 20, 1969, the world watched Neil Armstrong emerge from the lunar module Eagle and utter these famous words — “That’s one small step for a man, one giant leap for mankind” — also wearing a Plantronics headset.

Since that time, Plantronics has been on the forefront of audio innovation, providing both business and personal audio solutions such as mobile Bluetooth headsets, gaming headsets and accessories, and music headphones and earbuds. The brand’s influencer strategy has likewise evolved from a happy accident to a multi-platform approach targeting consumers, senior organizational and IT decision-makers, and channel partners.

Plantronics leveraged its influencer strategy when it released its BackBeat FIT headphones. To identify which influencers to work with, the company first determined who its product was designed for. Once it established its ideal target audience, it found influencers who had large followings of like-minded people. Plantronics released its BackBeat FIT headphones in five different colors and assigned a color to each influencer. The company had the influencers coordinate the activations for the release of the headphones across social media on the same day. It also coordinated giveaways and gave each influencer a unique code so it could track how the influencer was driving traffic back to Plantronics’ website.

The company’s campaign generated more than three million impressions and 16,000 engagements across social media. The influencer videos had more than 435,000 views and close to 35,000 link clicks to Plantronics’ website and Amazon.

Aside from leveraging external influencers to raise brand awareness, Plantronics developed a program that enabled its sales and engineering teams to become influencers. The company provided training and tools to help its team members establish their personal brands and build their professional relationships. It utilized LinkedIn Elevate, an employee advocacy platform, to get its team members to talk about Plantronics and topics on which the company wanted to lead. Since establishing its internal influencer program roughly a year ago, Plantronics has used data and analytics to guide its content strategy and understand what topics consumers want to hear about. Plantronics’ visibility in the industry has increased, and meaningful relationships with key industry contacts and influencers have quadrupled.
ANA Member Case Study
The Chicago Bears

As one of only two charter members of the National Football League still in existence, the Chicago Bears have long been a part of the Chicago community. Bears football, like most professional sports, is a passion brand, and the Bears are fortunate to have fans — including influencers — in the public sphere who want to engage with the brand, experience games, and wear Bears apparel.

The Bears have shifted the brand’s influencer program from a platform of national, high-profile celebrities to one that builds lasting relationships with local Chicagoans who have a local following and greater connection to the community. In 2017 the Bears collaborated with local clothing designer Joe Freshgoods, creating a uniquely urban line of Bears apparel.

The exclusive line was promoted on social media via the Bears’ and Freshgoods’ dedicated channels including Instagram, Facebook, and Twitter, receiving considerable social amplification through Freshgoods’ inner circle of friends, visitors to his shop, and people buying his clothing. The original collection sold out online in 20 minutes.

Organic amplification resulted in over a million impressions across social media, media coverage, and physical encounters.

In general, though the Bears look at engagement metrics such as likes, shares, comments, and impressions in evaluating influencer programs (versus projected media spend to achieve comparable results), the brand also considers savings and efficiencies in agency and production costs and speed to market.
ANA Member Case Study
SunTrust

SunTrust is one of the nation’s largest financial services companies, offering a full suite of products and services to meet the needs of its consumers, including home mortgage loans. SunTrust Mortgage (STM) engaged in an influencer marketing campaign to connect emotionally and authentically with consumers facing one of the biggest purchase decisions of their lives: the purchase of their first home.

In its “Welcome Home” video series, STM helps first-time homebuyers turn their new house into a home by partnering with an interior design influencer to get their space ready for the perfect housewarming party. Working with agency partner 22squared, the company matched military family Whitney and Charles with influencer Kristin Jackson of The Hunted Interior to make the home of their dreams a reality.

22squared scripted and produced the video, which lived on the brand’s YouTube channel and campaign landing page. Content was repurposed and distributed via social media channels, including Facebook, Instagram, Twitter and Pinterest, as well as Jackson’s Hunted Interior blog, to drive traffic to the site. SunTrust tracked overall campaign metrics for site visits, site engagement, and conversion. Specific metric goals for social media, including awareness, reach, total impressions, and click-through rate, were also established and measured during the campaign period.
About the ANA

The ANA (Association of National Advertisers) makes a difference for individuals, brands, and the industry by driving growth, advancing the interests of marketers, and promoting and protecting the well-being of the marketing community. Founded in 1910, the ANA provides leadership that advances marketing excellence and shapes the future of the industry. The ANA’s membership includes more than 1,100 companies with 15,000 brands that collectively spend or support more than $400 billion in marketing and advertising annually. The membership is comprised of more than 750 client-side marketers and 350 associate members, which include leading agencies, law firms, suppliers, consultants, and vendors. Further enriching the ecosystem is the work of the nonprofit ANA Educational Foundation (AEF), which has the mission of enhancing the understanding of advertising and marketing within the academic and marketing communities.

For more information, visit www.ana.net, follow us on Twitter at @ANAMarketers, or join us on Facebook at www.facebook.com/ANA.