Influencer Marketing in 2022

Marketer’s Playbook
We’re Collectively, the leading global influencer marketing company.

We tap into the power of social influence to help brands build cultural relevance, drive impact, and win customers.

Our campaign execution and technology services are the gold standard among Fortune 100 brands aiming to deepen customer relationships and drive relevance, awareness, and sales through social media creators.

We’re part of The Brandtech Group (formerly You & Mr Jones).
Welcome & Methodology

Creators & Influencers Hold Significant Power in the Global Marketplace

With marketers continuing to increase investment in social media and consumers’ growing demand for social content, influencer marketing is the top priority for many brands. Collectively has developed the following research synthesis to help marketers and creators make the most strategic moves in 2022.
Welcome & Methodology

The creator economy is now 50 million strong, with people making content for every profession and interest.

The ongoing global pandemic and effects of the “Great Resignation” have led to a rise in new creator-led businesses and an increase in nano- and micro-influencers seeking opportunities. With the growing popularity of short-form and livestream video and emerging platforms focused on the metaverse, navigating the creator landscape requires clear goal-setting and a test-and-learn mindset for marketers.

FOR THIS RESEARCH
We connected with brand marketers from major consumer brands, content creators, and a representative Gen Z cohort of University of California, Berkeley students.

We analyzed respondent data and performance insights from 389 Collectively campaigns produced in 2021. What follows is a snapshot of where our industry is today and where we’re headed.
The Current State of Influence
Perceptions & Key Stats Around the Business of Social Influence

The past two years have been transformational for the practice of influencer and creator marketing. To start, we’re sharing a quick snapshot of insights gleaned across three major stakeholder groups: marketers, Gen Z consumers, and creators themselves.
The Current State of Influence

Marketers

Influencers remain a top priority channel among brand leaders we surveyed.

Influencers are critical.

From 2020 to 2021, influencers maintained their spot as the third most important channel for marketers. Instagram and TikTok are top priorities for increased investment, and short-form social video is on every marketer’s influencer plan. 78% of marketers plan to increase investment in TikTok influencers in 2022.

More confidence in results.

Our data shows more marketers are expressing confidence in ROI. 42% of respondents confirmed they have an ROI framework, compared to 31% in 2021.

Livestreaming is top of mind.

New formats are rising to the top of marketers’ minds: live shopping and livestreaming. 58% of marketers executed a livestream or virtual event with an influencer in 2021, compared to 24% in 2020. These formats are now a top priority for increased investment.

““Our relevancy has increased in 2021 due to the influencer marketing strategies we’ve developed.””

—Beauty/PR executive who invested more than $5M in influencer marketing in 2021
The Current State of Influence

Gen Z

75% of Gen Z students we surveyed made a purchase after seeing an influencer talk about a product.

Brands are aiming to win the hearts of Gen Z consumers, and social media is the No. 1 outlet for building those relationships. This cohort points to Instagram as the primary platform for inspiring purchases, reminding us that social platforms — and the creators who help draw audiences to them — are central to the experiences of future heads of households.

80% of student respondents said they primarily follow influencers ages 18–25

79% of students engage with social media content 2–6 hours per day

Build relationships with Gen Z influencers who can bring credibility to your brand. Gen Z is selective about whom they trust, and they have high standards for influencers.

52% believe influencers should promote social justice and charitable causes.

Consider these nuances when casting Gen Z partners, and collaborate with creators who take a stand on important issues.

“Twitch streamer sponsored by Papa John’s — I ordered a pizza from there for lunch while I watched!”

—Gen Z student on the last piece of sponsored content they watched
The Current State of Influence

Creators

Creators now have even more options to sell and capitalize on their unique content.

From increased affiliate options and social commerce features to NFTs and emerging creator subscription services, possibilities for increased earning are driving even more entrepreneurial creativity. New tools give creators meaningful ways to connect with their audiences and allow fans to connect with their favorite influencers’ exclusive content.

MARKETER TAKEAWAY

56% of influencers still agree that the most challenging part of working with brands is negotiating their rates. Expect this to continue to add complexity to the practice as price pressure increases.

INFLUENCER QUOTE

"Brands are surprised by my rates and don’t always get the full picture of me as a creator. I have years of professional experience that sets me apart and I create full-time. My rates need to reflect that and serve as my primary income source."

—I Beauty creator with a total digital audience of 1M+ followers

CREATOR BUSINESS TRENDS

- 75% of creators are experiencing business growth
- 23% of creators earn over $1,000 per brand deal
- 41% of creators experienced affiliate revenue growth
- 40% of creators increased their rates
The creator economy is now a $140M global industry comprised of more than 50M people who identify as content creators.

We’re in a new era of influencer marketing, and the definitions and boundaries of what constitutes a creator are changing. As this market surges, influencers are exploring new revenue streams, with some even making moves to monetize every aspect of their lives.
The New Creator Economy

With new platforms come new ways to make money.

As they focus more of their time and attention on their content businesses, creators are adopting new technologies to connect with their already engaged fanbases. This new wave of content opportunities democratizes creator monetization, allowing increased autonomy and creativity for the trendsetters driving culture. A glut of new apps and companies have emerged solely to help creators diversify.

- **NewNew**, a startup in Los Angeles, allows fans to pay to vote in polls to control some of a creator’s day-to-day decisions.

- **Pearpop** and **Cameo** allow fans to pay for interactions with their favorite influencers on social media.

- **Stir** helps creators split money for videos they make together and **Lumanu** makes it easy for creators to get paid.
The multi-hyphenate class is on the rise.

Today, creators hold dual identities as entrepreneurs, business owners, journalists, and media personalities. This surge of talent is having a huge impact on the media and publishing industries, as well as consumer culture. With the major economic and social transformations underway since 2020, more people have started monetizing content from home.

CREATOR INSIGHTS

30% OF CREATORS OPERATE A SMALL BUSINESS OUTSIDE THEIR WORK AS A CONTENT CREATOR

39% YOY INCREASE (2020-2021) IN NEW CREATORS JUST STARTING THEIR CONTENT BUSINESSES

INFLUENCER QUOTE

“Being multi-hyphenated deepens the relationships I’ve cultivated with my brand clients as a content creator. Through my agency, I’m offering so much more value to them than just real estate on my social media platforms.”

—@stevensharpejr, content creator, mental health advocate, founder, and creative director with a total digital audience of 20K followers.
The New Creator Economy

The economics of influence in 2022 and beyond.

1 Social platforms invest in creators.

From TikTok’s Creator Next initiative to Meta’s pledging a $1B investment in creator monetization, 2022 will redefine the creator economy and unlock new possibilities and tools designed for the creators themselves. With internal teams focused on creator engagement and monetization, we expect to see more products and tools to help creators stay loyal to these platforms.

2 NFTs hold promise for creators.

2021 was a breakthrough year for NFTs, and these hyped crypto assets will go mainstream in 2022 as they become more accessible and understood by the masses. For brands and influencers, NFTs can serve as new venues — and revenue sources — for fans to engage with their favorite creators, media, and enterprises.

MARKETER TAKEAWAY

Extend partnerships beyond content.

As more platforms emerge, brands should explore new ways to leverage influencers’ creativity and impact to remain relevant and engage growing audiences. Consider hiring influencers for focus groups, or as creative directors, product consultants, or in-house experts for your brand.

CREATOR TAKEAWAY

Community above all.

Audiences expect to be seen and heard by the influencers they follow. With more ways to support their favorite creators, audiences want to feel valued in return. From exclusive content to fan experiences to private chat communities, creators are innovating on how to build strong bonds among followers.
Influencer marketing in the metaverse.

Speculation about the metaverse has dominated recent trend discussions across the industry. According to Meta, “Marketers can best prepare for this new digital frontier by immediately adopting program strategies that leverage tactics which will forge the way for this inevitable future of mixed digital realities.”

Translation: Start collaborating with creators on AR filters, VR platforms, and virtual products and experiences in existing digital spaces.

The metaverse is still an abstract concept for most consumers — and an extremely nascent opportunity for brands and creators — but look for advancements to speed up in 2022.

Creators need to be open to evolving with platforms. I see the metaverse as an extension of our lives and a new way to find community. Influencers can use their power to create these communities and help them flourish.

—@miles.and.smiles

Marketer, Influencer, & Gen Z Perspectives

27% of marketers said understanding and leveraging new formats like the metaverse is a top challenge they’re focused on solving in the next year.

37% of influencers are interested in new opportunities in the metaverse, but most have not received any opportunities to work with brands in the space.

37% of Gen Z students envision interacting with brands in the metaverse.
Performance & ROI

Influencers have officially proven their value.

Collectively analyzed more than 18,000 campaign posts from 2021 representing 70 brands and more than 3,000 creators to assess the efficacy of our practice and generate platform insights for marketers.

We also considered insights from 57 marketers responsible for influencer marketing budgets and the purchasing habits from a Gen Z student cohort.
The results are in: influencer marketing works.

92% of marketers agreed that their 2021 influencer marketing activities were an effective use of their brand’s marketing budget.

79% of marketers plan to increase their investment in influencer marketing in the year ahead.

92% of paid influencer programs generated added value content in 2020 (13% higher than in 2019).

47% of marketers said influencer content outperforms brand-produced content.

WHAT BRANDS ARE SAYING

“Influencers enhance the authority and popularity of our products.”

—Marketer who works for a multimillion-dollar fashion brand that allocates more than $100K to influencer marketing annually.
Optimize ROI with proven platform engagement insights.

Everybody loves Reels.
Instagram Reels engagement outperformed all other Instagram formats and generated 5x more engagement than Stories.

Facebook images still work.
Facebook image posts outperformed video and text posts in engagement, and micro-creators (10K-100K) yielded the highest engagement rates across the board.

Nanos win on YouTube.
Nano-creators on YouTube (1K-10K) outperformed all creator audience tiers in engagement rate.

TikTok sweet spot: nano + macro.
On TikTok, nano-creators (1K-10K) yielded the highest engagement rates followed by macro-creators (1M+).
Performance & ROI

Performance Insight: Sentiment Improves YOY

We studied comments from two annual influencer programs, each running for more than three years, to prove the efficacy of ongoing influencer campaigns. Our comment and sentiment analysis mapped audience comments to marketing funnel KPIs and reflected an overall lift in positive sentiment toward the brand as well as increased comment relevance over time.

Performance Insight: Repeat Partners = Better ROI

In YOY campaign data for an Alcohol & Spirits brand, reactivated creators showed better engagement rates and received more relevant comments from audiences.

**Telecommunications**

Analysis of comments revealed an improved conversation sentiment and higher proportions of positive sentiment, brand-relevant comments YOY.

**Alcohol & Spirits**

Analysis of comments revealed higher proportions of relevant conversation among audiences, demonstrating product consideration, intent, and advocacy.

**Alcohol & Spirits**

60% of repeat influencers saw improved or consistent engagement rates between their first and second posts in the campaign.

2–3x Repeat partners who posted 3–4 times had 2–3x more relevant comments on their final posts compared to their first posts.
Performance & ROI

PERFORMANCE INSIGHT

Creator vs. Brand Content

Collectively-produced influencer content has consistently delivered stronger performance across TikTok and Instagram when compared to brand-produced assets. In a recent campaign for a major retailer, Collectively activations outperformed brand metrics. Creator content on the brand channel yielded stronger results.

THE RESULTS

36% higher reels engagement rates

1.5x stronger reels viewership

21.9% higher TikTok engagement rates

20.8% higher TikTok view rates

Brand Channel performance comparison: Instagram

<table>
<thead>
<tr>
<th>Engagement Rate</th>
<th>View Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand produced</td>
<td>2.7%</td>
</tr>
<tr>
<td>Collectively produced</td>
<td>3.6%</td>
</tr>
<tr>
<td>Brand produced</td>
<td>4.1%</td>
</tr>
<tr>
<td>Collectively produced</td>
<td>6.3%</td>
</tr>
</tbody>
</table>

HIGHER TIKTOK ENGAGEMENT RATES

HIGHER TIKTOK VIEW RATES

THE RESULTS

10.2% higher TikTok engagement rates

2.5% 3.0% stronger reel viewership

Brand Channel performance comparison: TikTok

<table>
<thead>
<tr>
<th>Engagement Rate</th>
<th>View Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand produced</td>
<td>8.4%</td>
</tr>
<tr>
<td>Collectively produced</td>
<td>10.2%</td>
</tr>
</tbody>
</table>

HIGHER TIKTOK ENGAGEMENT RATES

HIGHER TIKTOK VIEW RATES
Scrolling leads to action, and Gen Z remembers content that stands out.

We asked students what the last piece of influencer content they remembered was.

50% of student responses cited ads and purchases

What was the last piece of influencer content you remember?

- A YouTube video #sponsored by Audible
- A video for JanSport
- A sponsored Instagram post for a fashion brand
- Kensnation TikTok #ad
- Story #ad for hard kombucha
- Tommy Hilfiger partnership with Best Dressed
- Glossier You perfume influencer
- Sunisa Lee advertised a car brand
- Mikayla Nogueira’s makeup review on TikTok
- An #ad for a cooking device on TikTok
- YouTube video with promo code in the description
- Link to an activewear set
- An #ad for a day planner
- An influencer’s new workout program
- Converse #ad
- Twitch streamer sponsored by Coinbase
- Betty Buzz from Blake Lively
- SeatGeek #ad by an influencer
- #Sponsored videos on YouTube
- A new recipe from the Korean Vegan
- I bought hair rollers after watching @elissaskincade’s TikTok video

GEN Z QUOTE

“A fashion influencer posted a picture of her wearing an outfit, and I visited the website of the company.”

— UC Berkeley student
### Top Purchases from Influencers

1. Clothing
2. Skin Care
3. Makeup

### Top Three Platforms to Reach Gen Z

1. Instagram
2. TikTok
3. YouTube

### What types of products have you purchased from an influencer?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skin Care</td>
<td>60%</td>
</tr>
<tr>
<td>Tech</td>
<td>40%</td>
</tr>
<tr>
<td>Hair Care</td>
<td>26%</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>53%</td>
</tr>
<tr>
<td>Merch</td>
<td>10%</td>
</tr>
<tr>
<td>Books &amp; Journals</td>
<td>13%</td>
</tr>
<tr>
<td>Makeup</td>
<td>60%</td>
</tr>
<tr>
<td>Subscriptions</td>
<td>20%</td>
</tr>
<tr>
<td>Fitness Equipment</td>
<td>33%</td>
</tr>
<tr>
<td>Clothes</td>
<td>66%</td>
</tr>
<tr>
<td>Home</td>
<td>26%</td>
</tr>
<tr>
<td>Supplements</td>
<td>20%</td>
</tr>
<tr>
<td>General Beauty</td>
<td>26%</td>
</tr>
<tr>
<td>Pet</td>
<td>10%</td>
</tr>
<tr>
<td>Concert Tickets</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Students were able to select all categories that applied. Percentages represent frequency category was mentioned.*
Platform Evolution

Social Commerce & Live Content Take Over

Short-form video continues to reign, and Instagram Reels and TikTok are priority investments for consumer brands. As formats that support commerce and in-platform shopping gain traction in North America, live shopping and streaming formats will shape the next era of influencer content.
The U.S. livestreaming market has reached $11 billion and is expected to hit $25 billion by 2023.

For creators, an expansion of social commerce tools means more earning potential for their businesses in an increasingly competitive marketplace. For consumer brands, access to socially connected, frictionless shopping tools is expected to impact sales.

THE TAKEAWAYS

55%
OF MARKETERS PLAN TO PRIORITIZE LIVESTREAMS AND VIRTUAL EVENTS IN 2022

20%
OF INFLUENCERS ARE INTERESTED IN COLLABORATING WITH BRANDS FOR LIVESTREAMS AND LIVE CONTENT
The majority of Gen Z (54%) and Millennial (58%) consumers believe social platforms are a better place to find out about new products than an online search.

<table>
<thead>
<tr>
<th>Platform Evolution</th>
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</thead>
<tbody>
<tr>
<td><strong>MARKETER TAKEAWAY</strong></td>
</tr>
<tr>
<td>Smart strategy paired with a test-and-learn mindset will allow agile marketers to experiment with emerging commerce tools across platforms. The spending power of younger consumers continues to grow, and so too will social media’s commercial importance. Brands looking to stand out should align with consumers’ interests and values, while also treating their social channels as digital storefronts.</td>
</tr>
</tbody>
</table>

| **CREATOR TAKEAWAY** |
| Innovations in content formats can be daunting, and 75% of creators we polled still prefer Instagram static posts. Stay agile and assess where your content business can benefit from advancements in live mediums and in-app commerce tools. |

<table>
<thead>
<tr>
<th><strong>LIVE FORMAT TRENDS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>58% OF MARKETERS EXECUTED A LIVESTREAM OR VIRTUAL EVENT IN PARTNERSHIP WITH AN INFLUENCER IN 2021</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SOCIAL COMMERCE TRENDS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>45% OF CONSUMERS USE SOCIAL MEDIA WHEN LOOKING FOR MORE INFORMATION ON BRANDS OR PRODUCTS</td>
</tr>
<tr>
<td>30% OF INFLUENCERS ARE STILL UNSURE WHEN THEY WILL FEEL COMFORTABLE ATTENDING IN-PERSON EVENTS, SO VIRTUAL LIVE EVENTS ARE BEING EMBRACED</td>
</tr>
<tr>
<td>74% OF CONSUMERS SAY THEY ARE MORE INFLUENCED TO SHOP VIA SOCIAL MEDIA NOW THAN THEY WERE PRE-PANDEMIC</td>
</tr>
</tbody>
</table>
Community and inclusivity shape consumer culture and influencer strategy.

Moving into 2022, consumers will actively choose brands that encourage total self-expression and inclusivity. Younger consumers in particular will look to brands that feature unique and diverse talent in their campaigns and challenge social norms. Brands will need to seek out new ways to connect with consumers that instill a sense of community and authenticity. This craving for rich and meaningful social spaces online creates more avenues for leveraging micro-influencers and shifting content to be more transparent where appropriate.
A growing shift in the social media world centers on consumers’ desire for authentic content and transparency.

In response, creators are building inclusive, diverse communities on social platforms where they can inspire others and share information.

As the importance of and desire for a sense of belonging grows, consumers look to creators who go beyond basic product promotion and foster safe, encouraging spaces for real connection.

This attitudinal shift has led to a rise in “genuinfluencers,” content creators who prefer to use their platforms to give advice, promote ideas, and make a difference instead of promoting products.
### Cultural Impact

**Millennial and Gen Z consumers engage with brands that value inclusivity and diversity, and give them the space to freely express themselves.**

It’s critical that brands seek out new ways to connect with their consumers that instill a sense of community and transparency.

Brands are now seeking out unique influencers rather than defaulting to influencers with larger followings. In a positive YOY trend, marketers we polled continue to prioritize diversity over audience demographics and content aesthetics when casting influencers.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>52%</strong></td>
<td>Of Gen Z students believe influencers have a responsibility to speak publicly about social impact, social justice, and other sociopolitical issues.</td>
</tr>
<tr>
<td><strong>63%</strong></td>
<td>Of creators say what’s most important is that the brand has a product or message they believe in and are excited to support.</td>
</tr>
<tr>
<td><strong>90%</strong></td>
<td>Of marketers say a top challenge in 2022 is balancing influencer authenticity and creativity with brand goals.</td>
</tr>
<tr>
<td><strong>75%</strong></td>
<td>Of brands are doing enough to be inclusive in influencer marketing, according to creators.</td>
</tr>
<tr>
<td><strong>23%</strong></td>
<td>Of Gen Z students have donated to a cause as a result of an influencer recommendation.</td>
</tr>
<tr>
<td><strong>27%</strong></td>
<td>Of Gen Z students have changed their views on a political or social issue as a result of an influencer’s opinion.</td>
</tr>
</tbody>
</table>
Influencer marketing is a way to be more authentic with our consumers and partake in important conversations happening on social.

—Sports apparel marketer whose company invests up to $1M annually in influencer marketing

Inclusivity is a must for me. I always go through and check a brand’s website and social media to see if they’re working with minority influencers and models.

—Fashion creator with a digital audience of 75K
Influencer Fees

Everything To Know About Creator Rates in 2022

Despite ongoing maturation of the creator and influencer marketing space, costs still fluctuate wildly. We pulled together a combination of self-reported rates from creators and actual payment data from real campaigns in 2021 to share the most up-to-the-minute picture of what it costs to work with influencers across tiers.
Influencer Fees

Self-reported rates from creators vary.

We look at quoted fees from creators and actual contracted rates from real campaigns to assess trends and inform fee strategies.

1. $15,000 is the average annual content-based income of the majority of creators. The amount of creators earning more than $150,000 has increased from 3.7% to 4.2% YOY.

2. In our latest influencer fees survey, Instagram and TikTok had the highest quoted fees. Instagram formats yielded the highest average post costs most frequently.

3. There is wide variation across reported influencer fees, even among influencers with relatively similar audience sizes. The highest variation in self-reported post fees occurs among influencers with 250,000 to 500,000 followers.
## Influencer Fees

### TikTok & Instagram in Detail

The following prices reflect self-identified post rates from a segment of creators. The average and maximum amounts vary wildly, which is common in the industry. An experienced agency partner can bring the right intel to negotiations to make partnerships work for both brands and creators.

<table>
<thead>
<tr>
<th>Audience Size</th>
<th>Instagram Story</th>
<th>Instagram Static</th>
<th>Instagram Carousel</th>
<th>Instagram Video/Reel</th>
<th>TikTok Video</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Macro</strong></td>
<td>MAX</td>
<td>$9,000</td>
<td>$25,000</td>
<td>$75,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>(751K-1M+)</td>
<td>AVG</td>
<td>$700</td>
<td>$2,000</td>
<td>$4,063</td>
<td>$4,120</td>
</tr>
<tr>
<td><strong>Mid</strong></td>
<td>MAX</td>
<td>$10,500</td>
<td>$9,500</td>
<td>$15,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>(100K-750K)</td>
<td>AVG</td>
<td>$750</td>
<td>$1,200</td>
<td>$1,600</td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>Micro</strong></td>
<td>MAX</td>
<td>$4,500</td>
<td>$4,000</td>
<td>$4,500</td>
<td>$7,000</td>
</tr>
<tr>
<td>(10K-100K)</td>
<td>AVG</td>
<td>$450</td>
<td>$650</td>
<td>$850</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

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346 creators

10K - 1M+ total digital audience

Fees do not include licensing or exclusivity.
Influencer Fees

Post rates do not equate to deal size.

Usage and exclusivity are significant cost drivers.

### Usage

- 58% of creators charge extra for organic usage rights.
- 60% of respondents charge extra for whitelisting and boosting.
- $850 is the average rate for 30 days of boosting across all influencer tiers.
- $12,500 is the highest monthly rate for boosting we’ve seen quoted from a macro-creator.

### Exclusivity

- 91% of creators charge extra for category exclusivity.
- $1,200 is the average rate for 30 days of exclusivity across all tiers.
- $5,700 is the average rate for 6 months of exclusivity across all tiers.
- 10% of creators are currently in a contract with long-term exclusivity; fashion exclusivity incurs the highest cost.
Management and seasonal production schedules incur additional costs, and YouTube costs vary significantly.

**Representation**

- **14%** of creators are represented by agents.
- **20%** of a creator’s overall deal is paid to their agent, on average.

**Seasonality**

- **52%** of creators increase their rates during the holiday season.
- **15%** is the average increase in rates during the holiday season.

**YouTube**

- **$5,900** was the average cost of a YouTube video in the past two years.
- **$20,000** was the highest cost of a YouTube video in the past two years.

**Marketer Takeaway**

You Tube content has a long shelf life, giving your brand boosted SEO and search results. Given the unpredictability and often high costs of content, consider investing 10%-20% of your overall program in YouTube instead of taking an all-in approach.

Based on analysis of Collectively YouTube contracts across the past two fiscal years.
Influencer Fees

<table>
<thead>
<tr>
<th>Term</th>
<th>Average Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 MONTH</td>
<td>$1,250</td>
</tr>
<tr>
<td>3 MONTHS</td>
<td>$3,150</td>
</tr>
<tr>
<td>6 MONTHS</td>
<td>$5,750</td>
</tr>
</tbody>
</table>

MARKETER QUOTES

“Internet celebrities drive more consumption, and the rate increase is acceptable.”
—Fashion marketer who invested between $101K and $250K in influencer marketing in 2021

“Influencers and creators should be paid; they can’t pay bills and rent with free products.”
—Marketing agency executive who invested over $100K in influencer marketing in 2021

INFLUENCER QUOTE

“My quality, following, and engagement has gone up. I know my quality is comparable to a large influencer. The amount of time and money put into my content deserves higher compensation.”
—Beauty creator with a total digital audience of 8K
8.

Marketer’s Guide to Collaboration

Must-Remember Themes for 2022 Strategies

There’s so much that goes into developing successful creator programs, but sticking to a few key principles can help guide the way.
As influencer marketing continues to prove its worth, it’s no surprise that influencers demand to be compensated for their time and content. If your brand is wary of increasing its investment in influencer marketing, develop a strong ROI framework to measure success and then test-and-learn your way to bigger impact.

1 Purpose and authenticity need to come first.
Consumers are looking for real, honest content about the things they care about on social media. Brands need to push for partnerships with creators who have the power to convey transparency and purpose.

To better connect with discerning audiences, leverage influencers who have fostered a sense of community around their content through dialogue and interaction and whose followers trust their perspectives.

2 Experiment with emerging commerce & live formats.
Social platforms can meet shoppers at every stage of the purchase journey. Social is now the second most important channel for product discovery after traditional search engines, and livestreaming and shopping events are the way of the future.

Consider hosting a live event with an influencer on Instagram, the top platform for purchasing goods. That will give your brand an opportunity to reach a larger audience and foster community.

3 Commit to long-term creator relationships.
Ongoing advocacy via long-term creator partnerships has a clear positive impact on results — from conversation relevancy to engagement and sales. Prioritize building even a small ambassador program into your creator marketing mix for the year ahead.

Respect the value exchange.
As influencer marketing continues to prove its worth, it’s no surprise that influencers demand to be compensated for their time and content. If your brand is wary of increasing its investment in influencer marketing, develop a strong ROI framework to measure success and then test-and-learn your way to bigger impact.
Appendix
**Marketers**

26 TOTAL PARTICIPANTS

### Industries

- **Beauty**: 7
- **Apparel & Fashion**: 5
- **Consumer Packaged Goods**: 5
- **Financial Services**: 5
- **Consumer Electronics & Tech**: 3
- **Health**: 3
- **Food & Beverages**: 2
- **Online Services & Subscriptions**: 2
- **Alcohol & Spirits**: 1
- **Entertainment**: 1
- **Sports**: 1
- **Home**: 1
- **Nonprofit**: 1

*Respondents chose up to two categories

### 2021 Revenue

<table>
<thead>
<tr>
<th>Revenue Range</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$1M</td>
<td>12%</td>
</tr>
<tr>
<td>$1M–$10M</td>
<td>12%</td>
</tr>
<tr>
<td>$11M–$100M</td>
<td>15%</td>
</tr>
<tr>
<td>$101M–$500M</td>
<td>8%</td>
</tr>
<tr>
<td>$501M–$1B</td>
<td>19%</td>
</tr>
<tr>
<td>&gt;$1B</td>
<td>15%</td>
</tr>
<tr>
<td>Unknown</td>
<td>19%</td>
</tr>
</tbody>
</table>

### 2021 Influencer Marketing Investments

<table>
<thead>
<tr>
<th>Investment Range</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$100K</td>
<td>15.0%</td>
</tr>
<tr>
<td>$101K–$250K</td>
<td>12.0%</td>
</tr>
<tr>
<td>$251K–$500K</td>
<td>27.0%</td>
</tr>
<tr>
<td>$501K–$999K</td>
<td>15.0%</td>
</tr>
<tr>
<td>$1M–$2M</td>
<td>11.0%</td>
</tr>
<tr>
<td>$2M–$5M</td>
<td>8.0%</td>
</tr>
<tr>
<td>&gt;$5M</td>
<td>8%</td>
</tr>
<tr>
<td>Unknown</td>
<td>4%</td>
</tr>
</tbody>
</table>

50% HAVE IN-HOUSE INFLUENCER MARKETING TEAMS

81% WORK WITH AN INFLUENCER AGENCY

31% SIT ON BRAND MARKETING TEAMS

**Appendix**

TOTAL PARTICIPANTS: 26

*Respondents chose up to two categories*
Influencers

310 TOTAL PARTICIPANTS

105,190 AVERAGE AUDIENCE REACH

From consultants and photographers to real estate agents and stylists, creators are talented, one-person operations who most likely earn $15K or less each year from their content business.

**CATEGORIES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifestyle</td>
<td>81</td>
</tr>
<tr>
<td>Fashion &amp; Style</td>
<td>77</td>
</tr>
<tr>
<td>Beauty</td>
<td>71</td>
</tr>
<tr>
<td>Travel</td>
<td>20</td>
</tr>
<tr>
<td>Family &amp; Parenting</td>
<td>11</td>
</tr>
<tr>
<td>Health &amp; Wellness</td>
<td>11</td>
</tr>
<tr>
<td>Food</td>
<td>10</td>
</tr>
<tr>
<td>Entertainment</td>
<td>7</td>
</tr>
<tr>
<td>Unknown</td>
<td>7</td>
</tr>
<tr>
<td>Business &amp; Career Advocacy</td>
<td>3</td>
</tr>
<tr>
<td>DIY &amp; Crafts</td>
<td>3</td>
</tr>
<tr>
<td>Sports &amp; Fitness</td>
<td>3</td>
</tr>
<tr>
<td>Fine Art</td>
<td>2</td>
</tr>
<tr>
<td>Comedy</td>
<td>1</td>
</tr>
<tr>
<td>Dance</td>
<td>1</td>
</tr>
<tr>
<td>Gaming</td>
<td>1</td>
</tr>
<tr>
<td>Pets &amp; Animals</td>
<td>1</td>
</tr>
</tbody>
</table>

**CLASSIFICATION**

- Nano: <10K (22%)
- Micro: 10K-100K (57%)
- Mid: 100K-500K (18%)
- Macro: 500K+ (3%)

**INCOME**

- <$15K (68%)
- $15K-$29.9K (12%)
- $30K-$49.9K (6%)
- $50K-$74.9K (5%)
- $75K-$99K (1%)
- $100K-$150K (3%)
- $150K+ (4%)

**YEARS EXPERIENCE PARTNERING WITH BRANDS**

- 1-3 (72%)

**PARTNERING WITH BRANDS**

- 1-3 (72%)

**HAVE A DAY JOB**

- 72%

**TOTAL PARTICIPANTS**

- 310

**TOTAL CATEGORIES**

- 16

**YOY FULL-TIME CONTENT CREATORS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>33%</td>
</tr>
<tr>
<td>2018</td>
<td>35%</td>
</tr>
<tr>
<td>2019</td>
<td>38%</td>
</tr>
<tr>
<td>2020</td>
<td>36%</td>
</tr>
<tr>
<td>2021</td>
<td>28%</td>
</tr>
</tbody>
</table>
### UC Berkeley Students

**16-25 AGE RANGE**

**20 AVERAGE AGE**

**143 TOTAL PARTICIPANTS**

**Gender**

- **Female**: 73%
- **Male**: 24%
- **Non-Binary**: 2%
- **Did Not Disclose**: 1%

**Average Daily Time Spent on Social Media**

<table>
<thead>
<tr>
<th>Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1 hour</td>
<td>15%</td>
</tr>
<tr>
<td>2-4 hours</td>
<td>57%</td>
</tr>
<tr>
<td>4-6 hours</td>
<td>22%</td>
</tr>
<tr>
<td>6-8 hours</td>
<td>4%</td>
</tr>
<tr>
<td>8-10 hours</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Number of Influencers Followed**

<table>
<thead>
<tr>
<th>Number of Influencers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>10%</td>
</tr>
<tr>
<td>1-10</td>
<td>45%</td>
</tr>
<tr>
<td>11-25</td>
<td>24%</td>
</tr>
<tr>
<td>26-50</td>
<td>10%</td>
</tr>
<tr>
<td>51-100</td>
<td>6%</td>
</tr>
<tr>
<td>&gt;100</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Where Students Interact with Influencers the Most**

- **Instagram**: 88%
- **TikTok**: 55%
- **YouTube**: 47%
- **Twitter**: 14%
- **Twitch**: 9%
- **Snapchat**: 6%
- **Facebook**: 4%
- **Discord**: 2%
- **LinkedIn**: 2%
- **Pinterest**: 1%
- **Reddit**: 1%

**Type of Influencers Followed**

- **Lifestyle**: 61%
- **Entertainment**: 61%
- **Fashion**: 53%
- **Activism**: 40%
- **Beauty**: 40%
- **Food**: 41%
- **Personality**: 35%
- **Art & Design**: 34%
- **Outdoors & Sports**: 43%
- **Gaming**: 19%
- **Technology**: 14%
- **Education**: 11%
- **Fanbase**: 12%
- **DIY & Crafts**: 8%
- **Family & Parenting**: 7%
- **Finance**: 1%

*Percentages represent the frequency category was mentioned.*
Sources

- Proprietary Collectively campaign data and creator, marketer, and Gen Z survey data
- “Marketers Increasingly Turn to TikTok for Influencer Marketing” (eMarketer)
- “Meet the “Genuinfluencers” Who Don’t Want to Sell You Anything” (Vogue Business)
- “Influencer Marketing Platform Market by Component, Application (Search and Discovery, Campaign Management, Influencer Relationship Management, and Analytics and Reporting)” Markets and Markets
- “The Rise of the Micro-Influencer” Medium
- “Share of Shoppers in the United States Who Think Social Platforms Are a Better Place to Find Out About a New Product Than Online Search in 2021, by Generation” (Statista)
- “SignalFire’s Creator Economy Market Map” (Signal Fire)
- “Coresight Report: Livestreaming in the U.S. Comes Alive” (WWD)
- “Social Media: As Much for Shopping as for Socializing” (Bazaar Voice)
- “The Biggest Social Media Trends for 2022” (GWI)
collectively

See you next year.