



IZEA

IZEA INSIGHTS SPECIAL REPORT

# Coronavirus Impacts on Influencer Marketing

MARCH 18, 2020





## BACKGROUND

We surveyed a total of **949 U.S. Internet Users** to help predict what consumer behaviors might be in the event of a **COVID-19 lockdown**. We took that data and applied it to the Influencer Marketing industry.

## GOALS

- Provide **high level guidance** for Marketers and Influencers in a time of great change and confusion.
- Inform, educate, and assist decision makers that must adapt to a high stress environment and **continue to operate** their businesses.
- Help all parties understand **sensitive topics** and how they may be able to interact with consumers during a unprecedented national crisis.
- **Protect** the brands, influencers, and end social media consumers that make our industry work.



# Survey Sample Population



## WAVE 1

U.S.

Geography

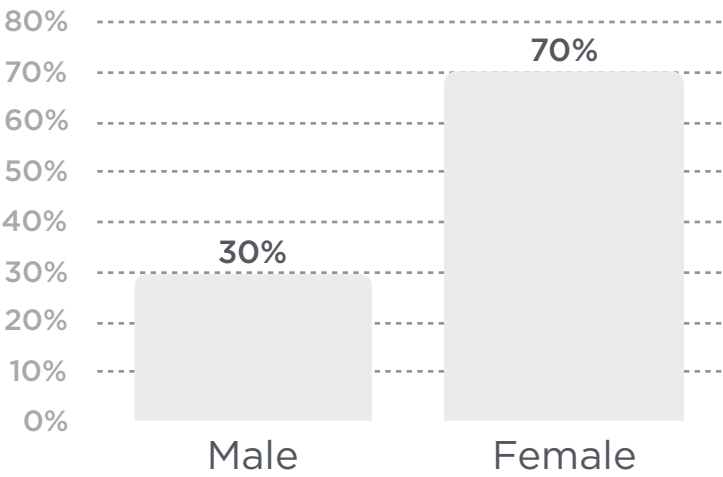
3/12/20

Data Gathered

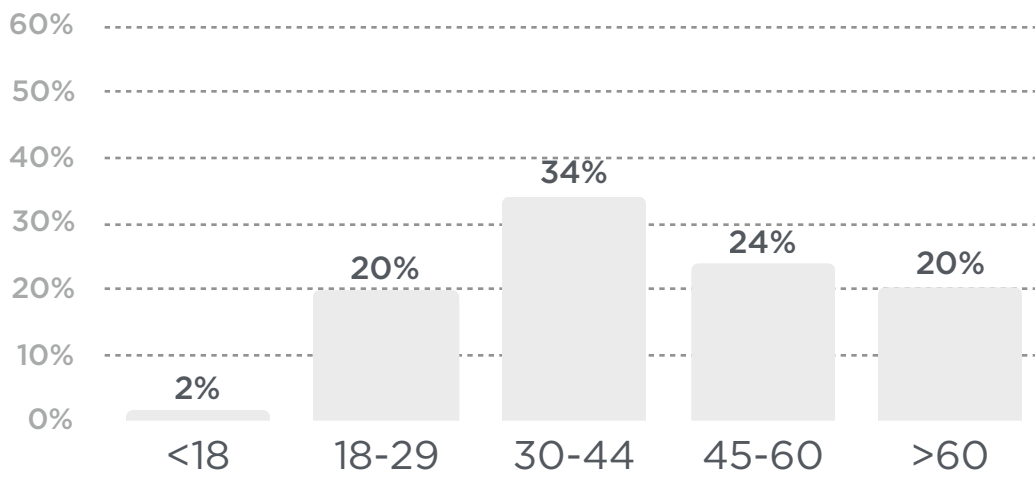
### 425 Qualified Social Media Consumers

All respondents **required** to have self identified as a regular user of social media.

Gender



Age



## WAVE 2

U.S.

Geography

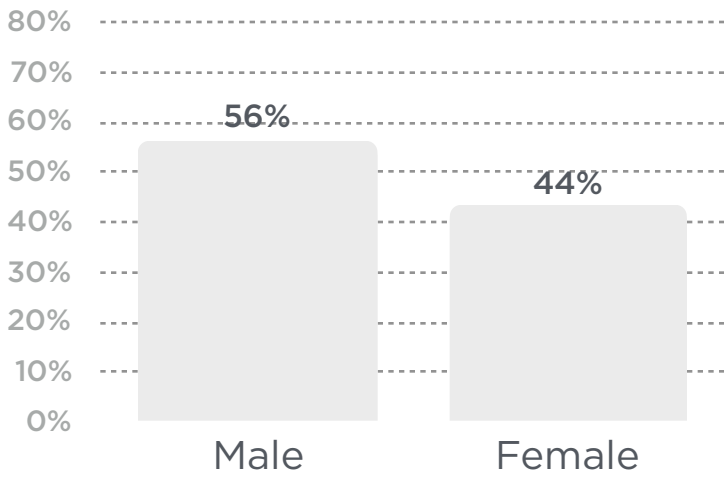
3/13/20

Data Gathered

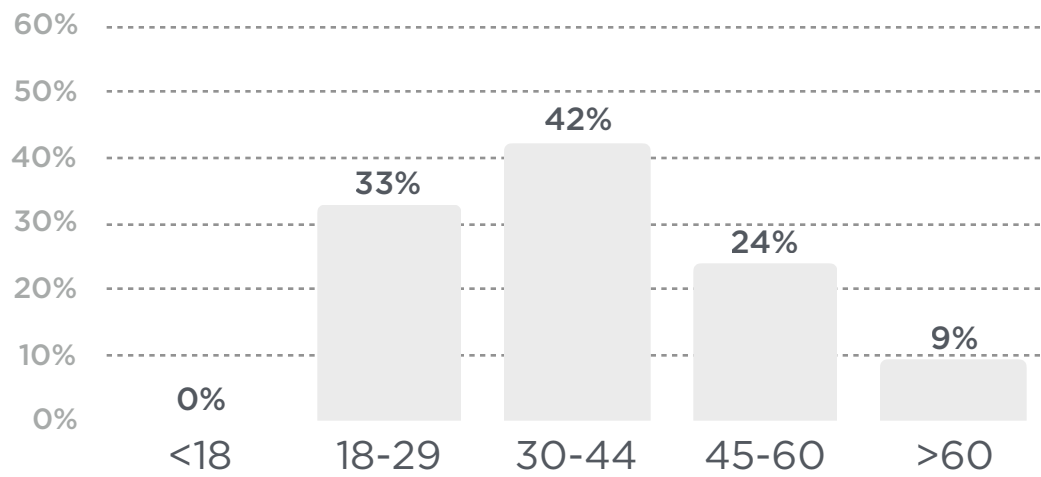
### 524 Qualified General Consumers

All respondents **not required** to have self identified as a regular user of social media.

Gender



Age







# 66%

OF SOCIAL MEDIA USERS

WAVE 1

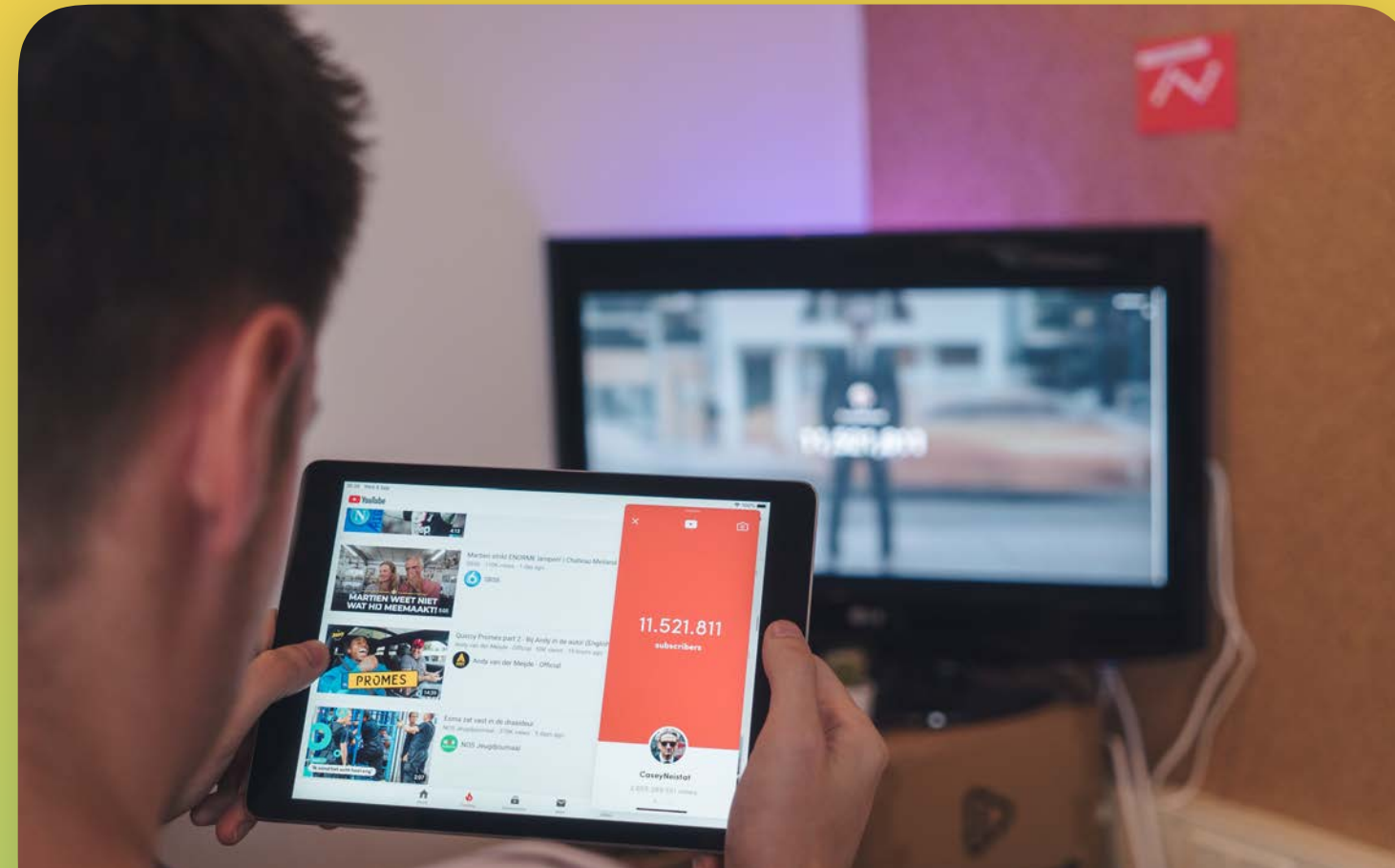
Believe their social media usage habit would **increase slightly to significantly** in the event they are confined to their home due to the Coronavirus.

Only 3% believe their consumption would decrease.



## WAVE 1

**Q:** If confined to your home due to the Coronavirus, **which social media platforms** do you believe you will use more or less during that period?



### YOUTUBE

Significantly More 39.4%  
Slightly More 24.3%

**64%**  
SAY USAGE WILL INCREASE

Stay the Same 22.6%  
Slightly Less 1.2%  
Significantly Less 0.7%  
I Don't Use 11.8%



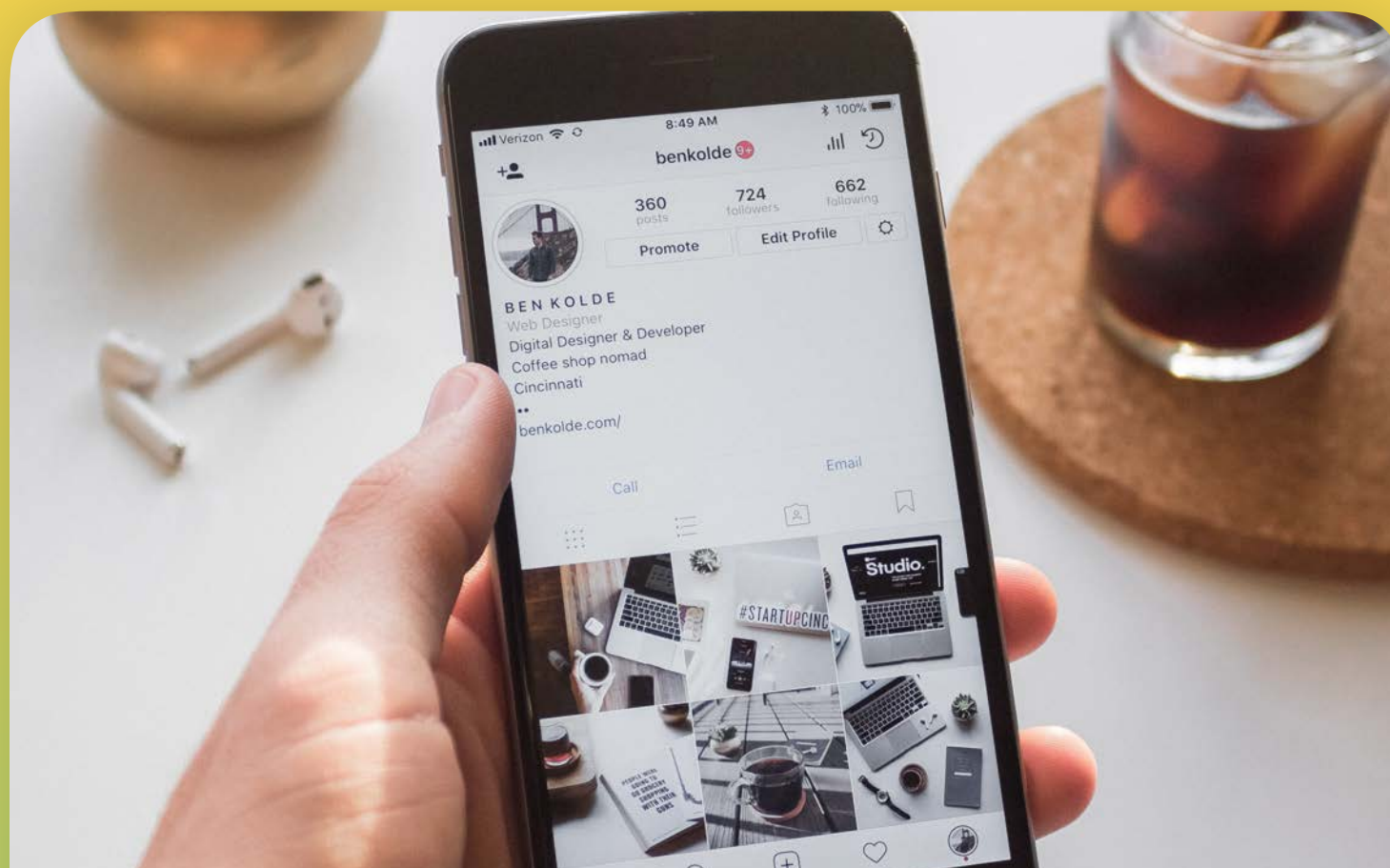
### FACEBOOK

Significantly More 38.0%  
Slightly More 25.2%

**63%**  
SAY USAGE WILL INCREASE

Stay the Same 28.3%  
Slightly Less 1.4%  
Significantly Less 0.7%  
I Don't Use 6.4%





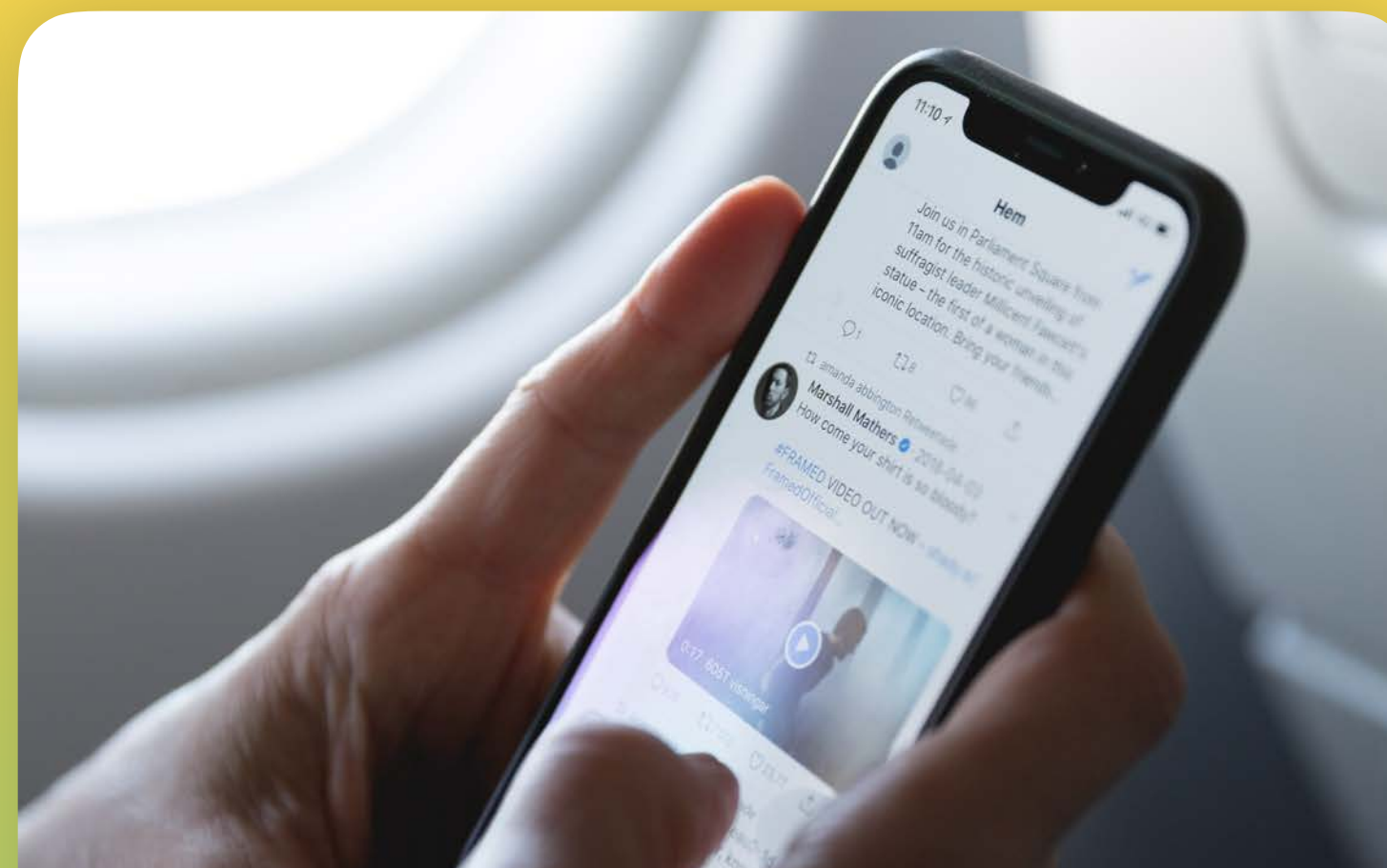
## INSTAGRAM

Significantly More 22.9%  
Slightly More 20.2%

43%

SAY USAGE WILL  
INCREASE

Stay the Same 19.8%  
Slightly Less 2.4%  
Significantly Less 0.9%  
I Don't Use 33.8%



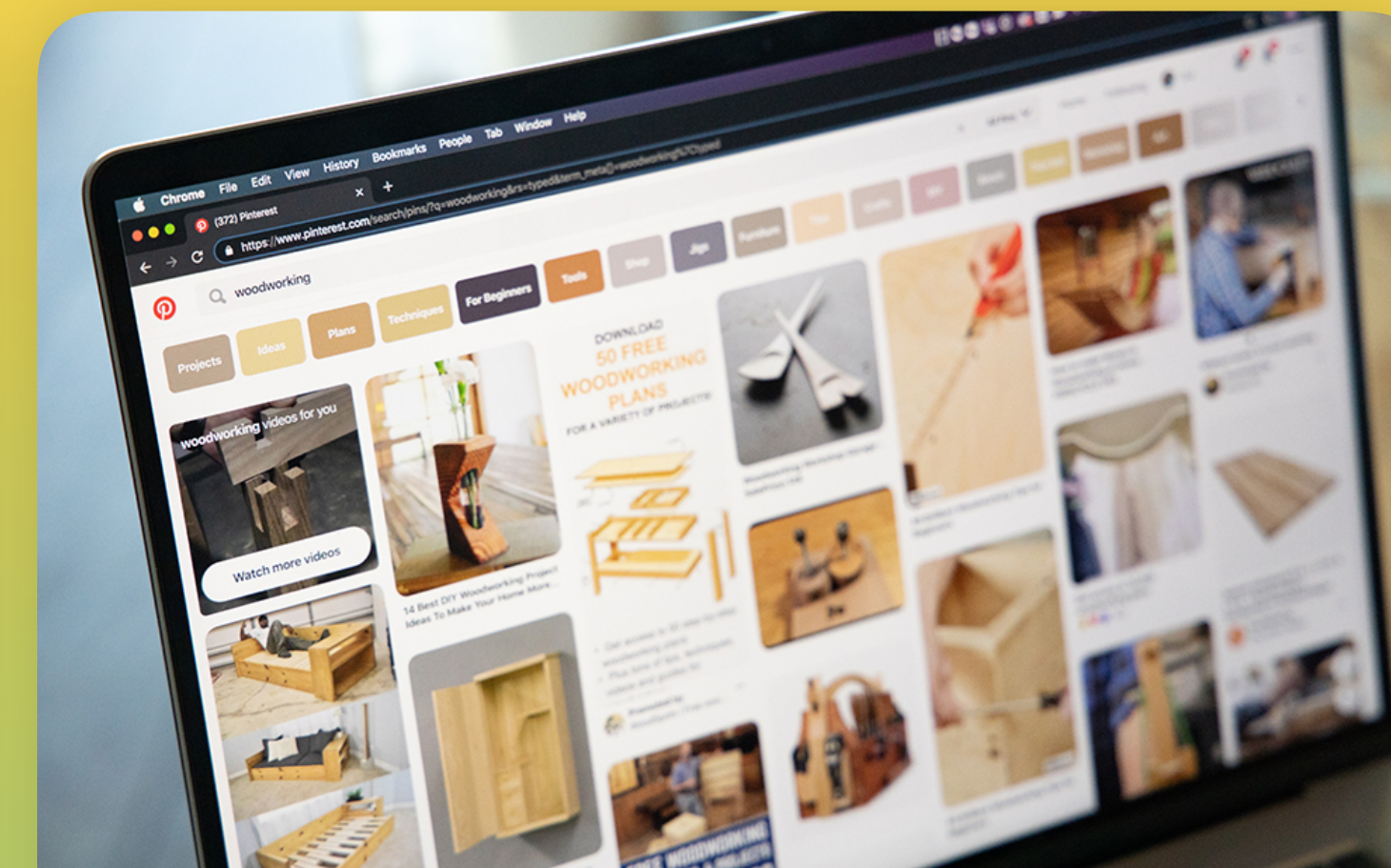
## TWITTER

Significantly More 16.4%  
Slightly More 18.0%

34%

SAY USAGE WILL  
INCREASE

Stay the Same 16.4%  
Slightly Less 3.1%  
Significantly Less 0.7%  
I Don't Use 45.5%



## PINTEREST

Significantly More 15.7%  
Slightly More 16.9%

33%

SAY USAGE WILL  
INCREASE

Stay the Same 22.8%  
Slightly Less 1.7%  
Significantly Less 1.2%  
I Don't Use 41.8%





## SNAPCHAT

Significantly More 11.9%  
Slightly More 13.3%

25%  
SAY USAGE WILL  
INCREASE

Stay the Same 13.8%  
Slightly Less 2.4%  
Significantly Less 0.5%  
I Don't Use 58.2%

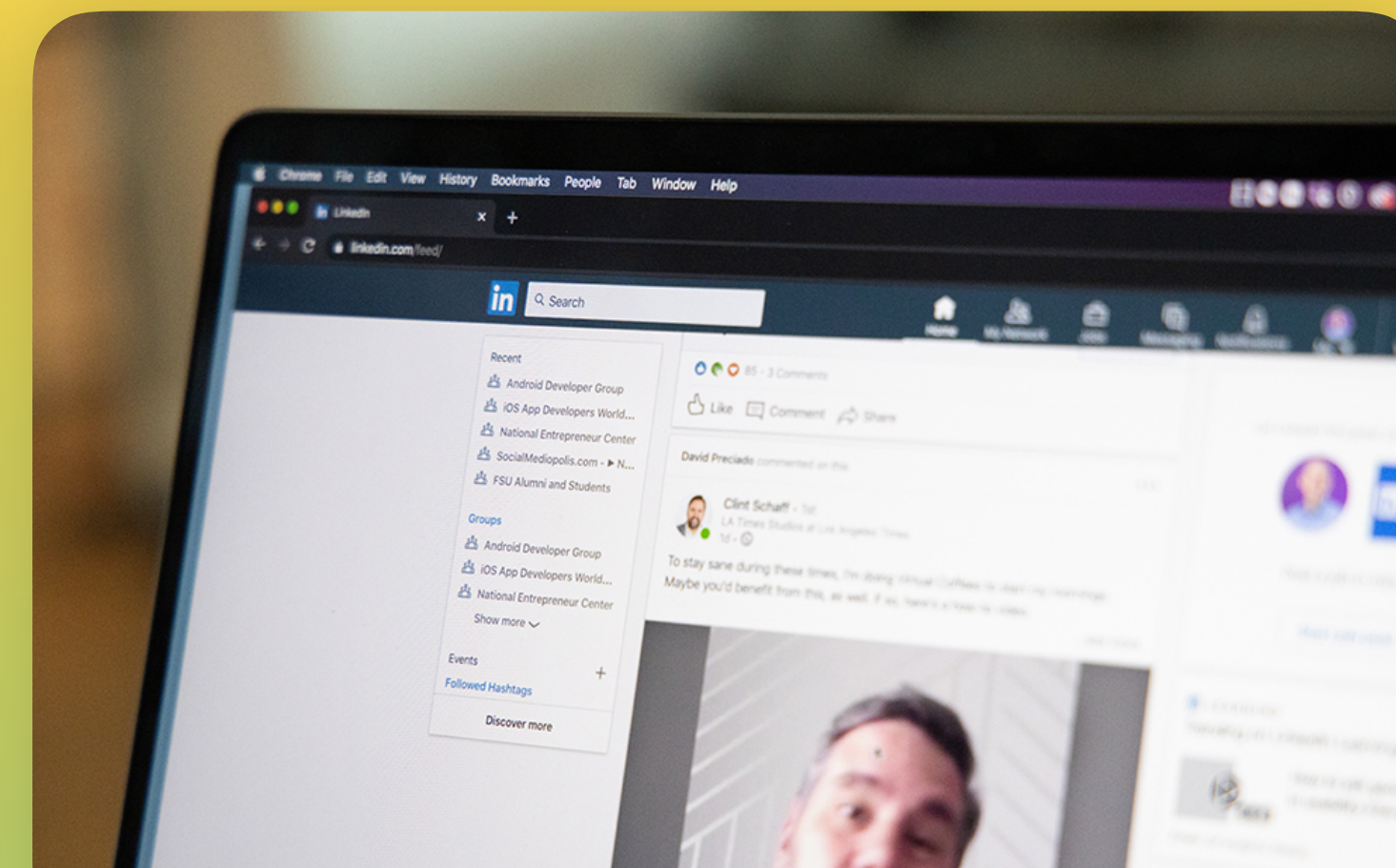


## BLOGS

Significantly More 8.6%  
Slightly More 16.1%

25%  
SAY USAGE WILL  
INCREASE

Stay the Same 17.3%  
Slightly Less 1.9%  
Significantly Less 1.0%  
I Don't Use 55.1%



## LINKEDIN

Significantly More 6.4%  
Slightly More 9.0%

15%  
SAY USAGE WILL  
INCREASE

Stay the Same 20.7%  
Slightly Less 3.3%  
Significantly Less 1.2%  
I Don't Use 59.4%





## TIKTOK

Significantly More 6.2%  
Slightly More 6.2%



Stay the Same 11.9%  
Slightly Less 1.2%  
Significantly Less 1.2%  
I Don't Use 73.4%



## TWITCH

Significantly More 5.7%  
Slightly More 4.0%



Stay the Same 10.5%  
Slightly Less 2.1%  
Significantly Less 1.0%  
I Don't Use 76.7%

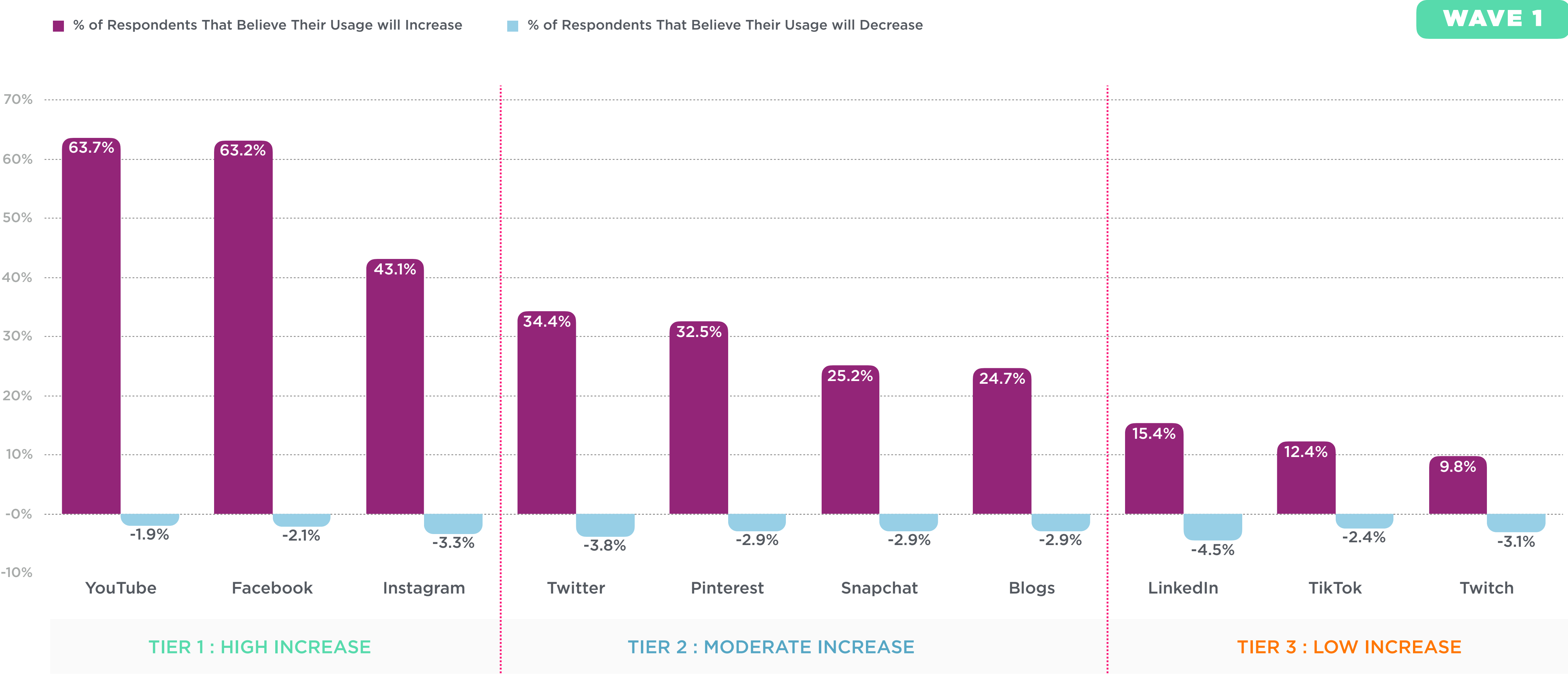
### WAVE 1

## Overall Platform Adoption by Age Among Social Media Users

	All Ages	18-44
Facebook	94.3%	92.0%
YouTube	88.2%	94.2%
Instagram	66.2%	78.0%
Pinterest	58.2%	64.4%
Twitter	54.5%	59.1%
Blogs	44.9%	55.6%
Snapchat	41.8%	59.3%
LinkedIn	40.6%	48.0%
TikTok	26.6%	33.6%
Twitch	23.3%	31.3%



# Predicted activity in the event people are confined to their homes due to Coronavirus.







#### IZEA INSIGHT

Overall social media consumption will **increase meaningfully** while people are confined to their homes.

Marketers have the opportunity to **connect with a captive audience** seeking content, services and entertainment.



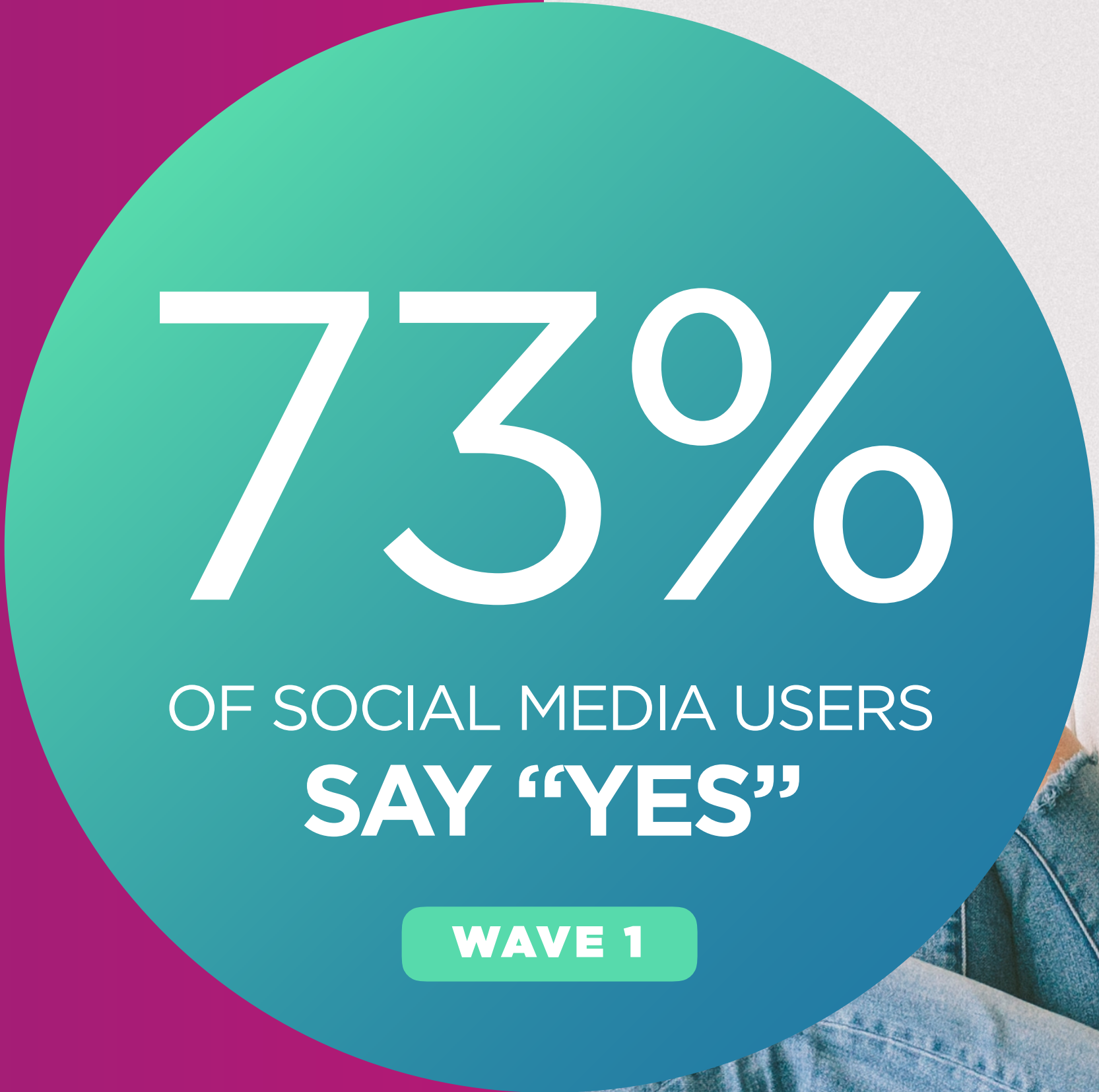
**IZEA INSIGHT**

In a time of stress,  
consumers favor  
advertising messages  
**from those they follow  
and trust.**





**Q:** Do you normally use social media to **discover and research** products and services?

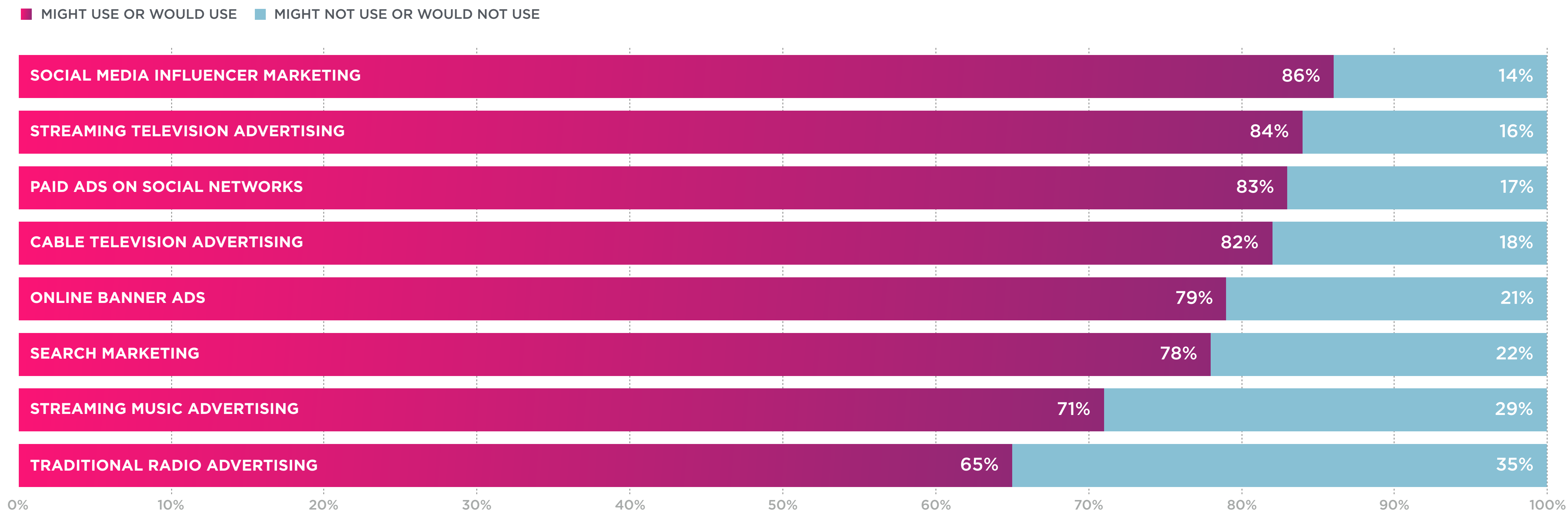


	All Ages	18-29	30-44	45-60	60
Yes	73.2%	<b>82.9%</b>	80.1%	67.7%	56.5%
No	26.8%	17.0%	19.0%	32.3%	43.5%



**Q:** If you were a **marketer in charge of allocating ad spend** for a consumer product during the Coronavirus outbreak, which form of marketing would you use to get your product in front of consumers while they are confined to their homes?

WAVE 1







#### IZEA INSIGHT

Marketers and Influencers must be sensitive to their content in a time of great stress.

Messaging should be authentic, sensitive, and **helpful to consumers.**





# 99%

OF SOCIAL MEDIA USERS

WAVE 1

Believe there is a chance they will **purchase something online** if they are confined to their home during a Coronavirus outbreak.

Only .2% believe they will not purchase anything.

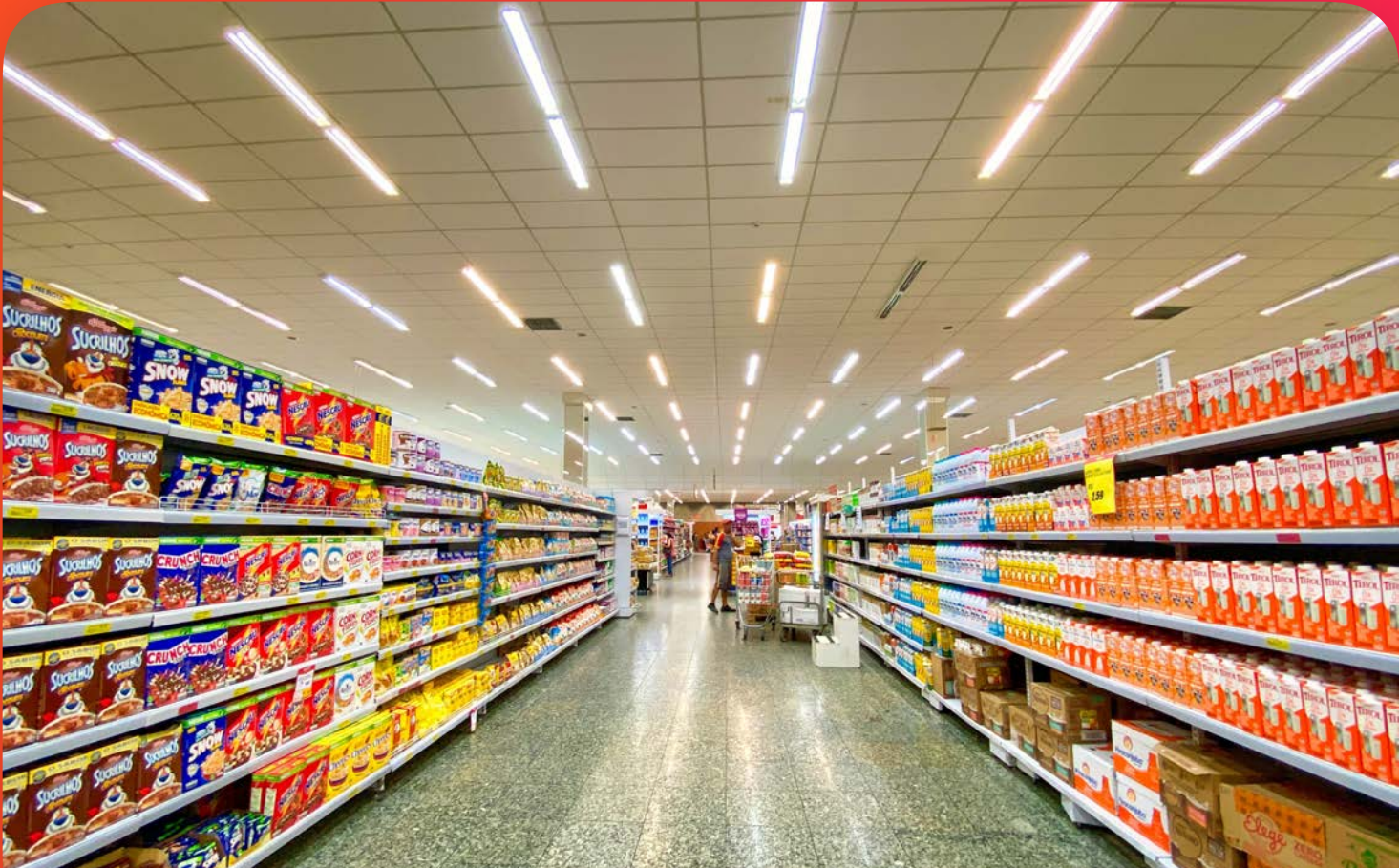


WAVE 2

**Q:** What type of products do you think **you might purchase online** if you are confined to your home during a Coronavirus outbreak?

⌵ FILTER APPLIED

Those that say they have a great deal of say on purchasing decisions.



GROCERY  
STORE ITEMS

Likely Purchase 74.0%  
May Purchase 17.8%

92%  
LIKELY OR MAY  
PURCHASE

Unlikely to Purchase 5.3%  
Will Not Purchase 1.2%



PRESCRIPTIONS AND OVER  
THE COUNTER MEDICINES

Likely Purchase 29.2%  
May Purchase 32.1%

85%  
LIKELY OR MAY  
PURCHASE

Unlikely to Purchase 21.0%  
Will Not Purchase 17.7%





## GROCERY STORE ITEMS

Likely Purchase 74.0%

May Purchase 17.8%

92%

LIKELY OR MAY  
PURCHASE

Unlikely to Purchase 5.3%

Will Not Purchase 1.2%



COVID-19 is going to cause a massive shift in consumer behavior that will change the retail landscape forever.

### Digital Grocery Sales in Select Countries, 2018 & 2023 billions, % of total digital sales and CAGR

	2018		2023		CAGR
	Sales	% of digital sales	Sales	% of digital sales	
China	\$50.9	3.8%	\$196.3	11.2%	31.0%
US	\$23.9	1.6%	\$59.5	3.5%	20.0%
Japan	\$31.9	7.1%	\$46.5	9.9%	7.8%
UK	\$14.6	6.0%	\$22.1	7.9%	8.7%
South Korea	\$9.9	8.3%	\$21.3	14.2%	16.5%
France	\$11.6	4.5%	\$17.2	6.0%	8.2%
Australia	\$2.1	2.1%	\$4.2	3.7%	15.3%
Germany	\$1.3	0.5%	\$3.8	1.2%	23.2%
Canada	\$0.8	0.8%	\$2.1	1.8%	0.8%
Spain	\$0.9	0.7%	\$2.0	1.4%	0.7%
<b>Total</b>	<b>\$147.9</b>	<b>-</b>	<b>\$374.9</b>	<b>-</b>	<b>20.4%</b>

Source: IGD as cited in press release, Oct 29, 2018

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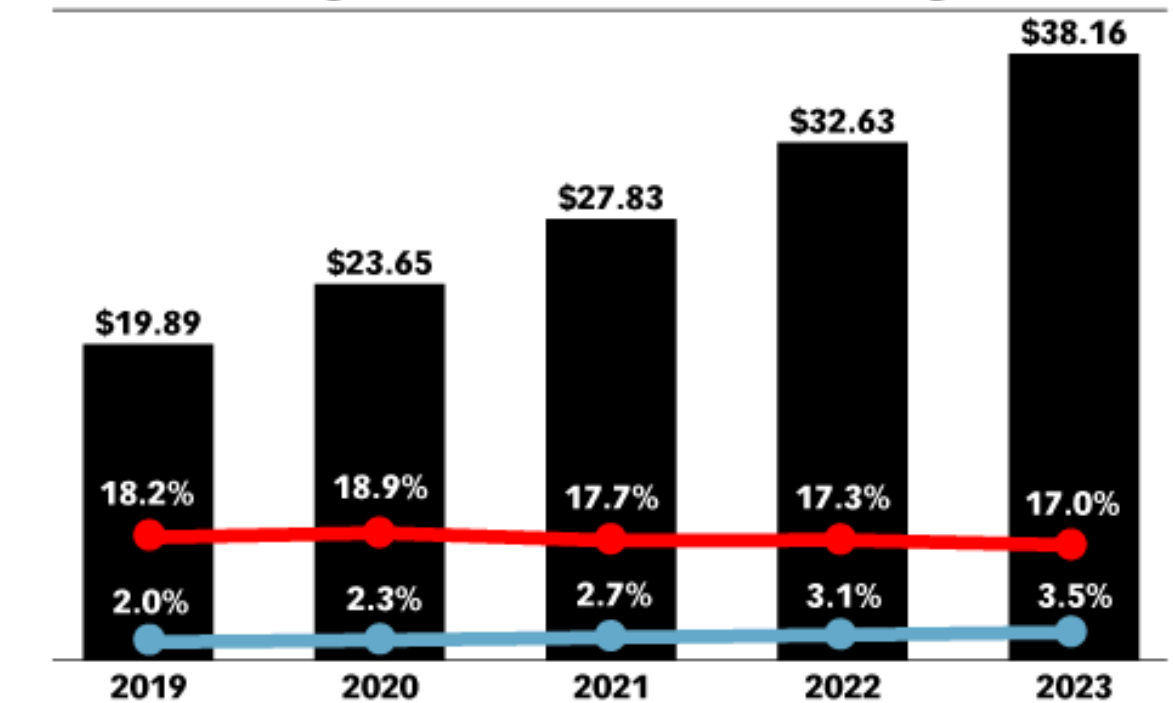
www.eMarketer.com

vs.

1.6%

CURRENTLY  
USING

### US Food and Beverage Ecommerce Sales, 2019-2023 billions, % change and % of total food and beverage sales



■ Food and beverage ecommerce sales  
■ % change ■ % of total food and beverage sales

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; includes packaged foods, fresh foods and beverages; eMarketer benchmarks its retail and retail ecommerce sales figures against US Department of Commerce data, for which the last full year measured was 2017

Source: eMarketer, March 2019

245624

www.eMarketer.com

vs.

2%

CURRENTLY  
USING





MARKETS

BUSINESS

INVESTING

TECH

POLITICS

CNBC TV



TECH

# Amazon to hire 100,000 more workers and give raises to current staff to deal with coronavirus demands

PUBLISHED MON, MAR 16 2020 4:16 PM EDT | UPDATED TUE, MAR 17 2020 12:06 AM EDT

Annie Palmer  
@ANNIERPALMERSHARE    

## KEY POINTS

- Amazon said Monday it plans to hire an additional 100,000 warehouse and delivery workers amid a surge in online orders due to the coronavirus outbreak.
- The company is also raising pay for warehouse and delivery workers by \$2 per hour in the U.S through the end of April.
- On Saturday, Amazon said some brands in the “household staples” category were out of stock and warned that some of its “delivery promises are longer than usual.”

- On Saturday, Amazon said some brands in the “household staples” category were out of stock and warned that some of its “delivery promises are longer than usual.”



An Amazon warehouse

## TRENDING NOW



WHO considers 'airborne precautions' after study shows coronavirus can survive in air



Stocks set to bounce as Wall Street attempts rebound from the Dow's third-worst day ever



Now brace for a 15% drop for S&P 500 as coronavirus crisis deepens, chart suggests



GM offering 0% financing for 7 years, deferred payments amid

The positive impacts (and related issues) are **already being seen** with the nations largest retailers.

Consumer ordering will increase on sites like **Amazon.com** and **Walmart.com** as well as the major **national grocers**.





## RESTAURANT FOOD DELIVERY

Likely Purchase 41.7%

May Purchase 29.5%

71%

LIKELY OR MAY  
PURCHASE

Unlikely to Purchase 15.8%

Will Not Purchase 13.0%



## MEDIA, GAMES, AND ENTERTAINMENT ITEMS

Likely Purchase 29.2%

May Purchase 32.1%

61%

LIKELY OR MAY  
PURCHASE

Unlikely to Purchase 21.0%

Will Not Purchase 17.7%



## CLOTHING, BEAUTY AND FASHION ITEMS

Likely Purchase 24.7%

May Purchase 33.0%

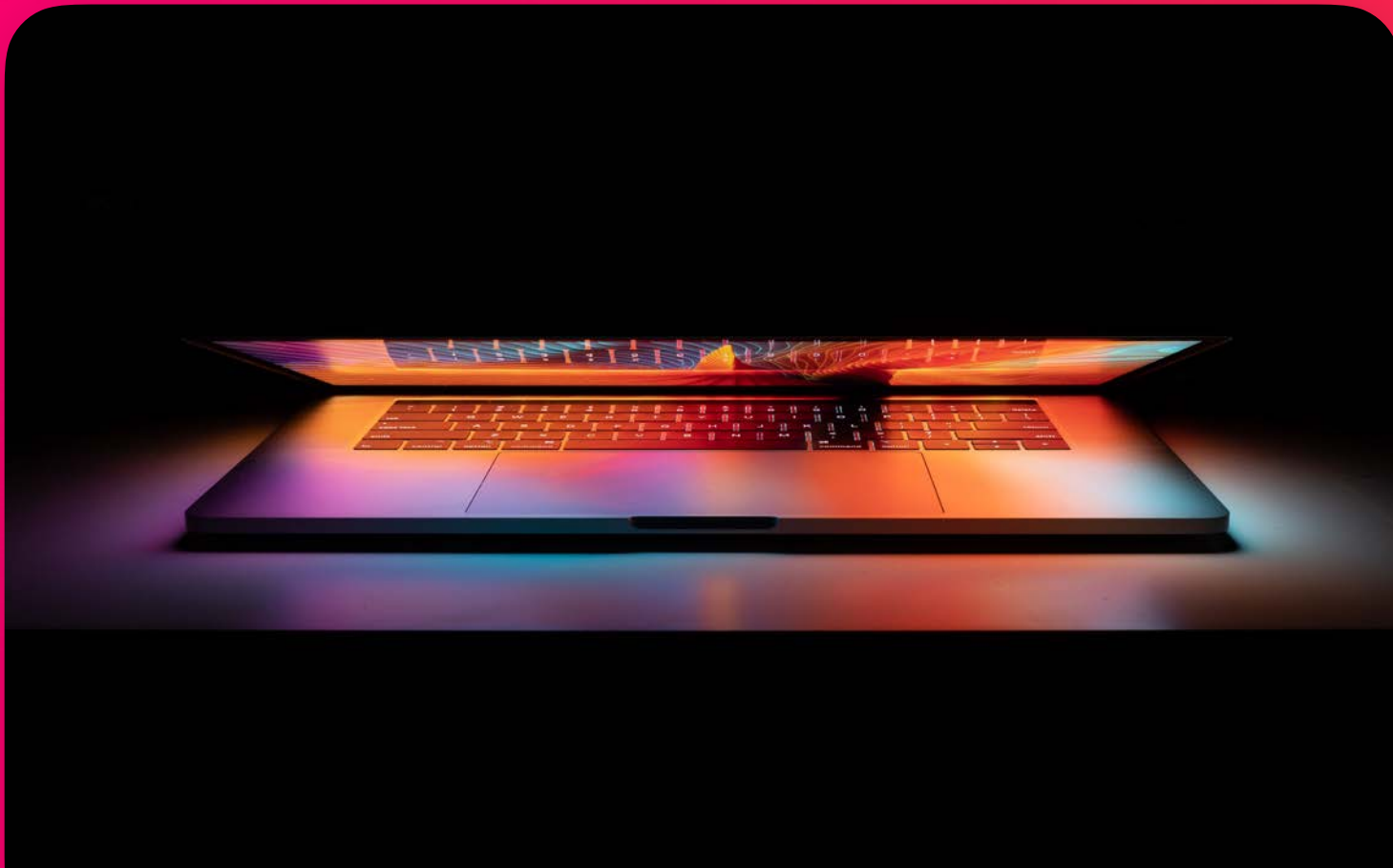
57%

LIKELY OR MAY  
PURCHASE

Unlikely to Purchase 28.7%

Will Not Purchase 17.7%





## HOME ELECTRONICS, COMPUTERS, AND TECHNOLOGY ITEMS

Likely Purchase 19.8%

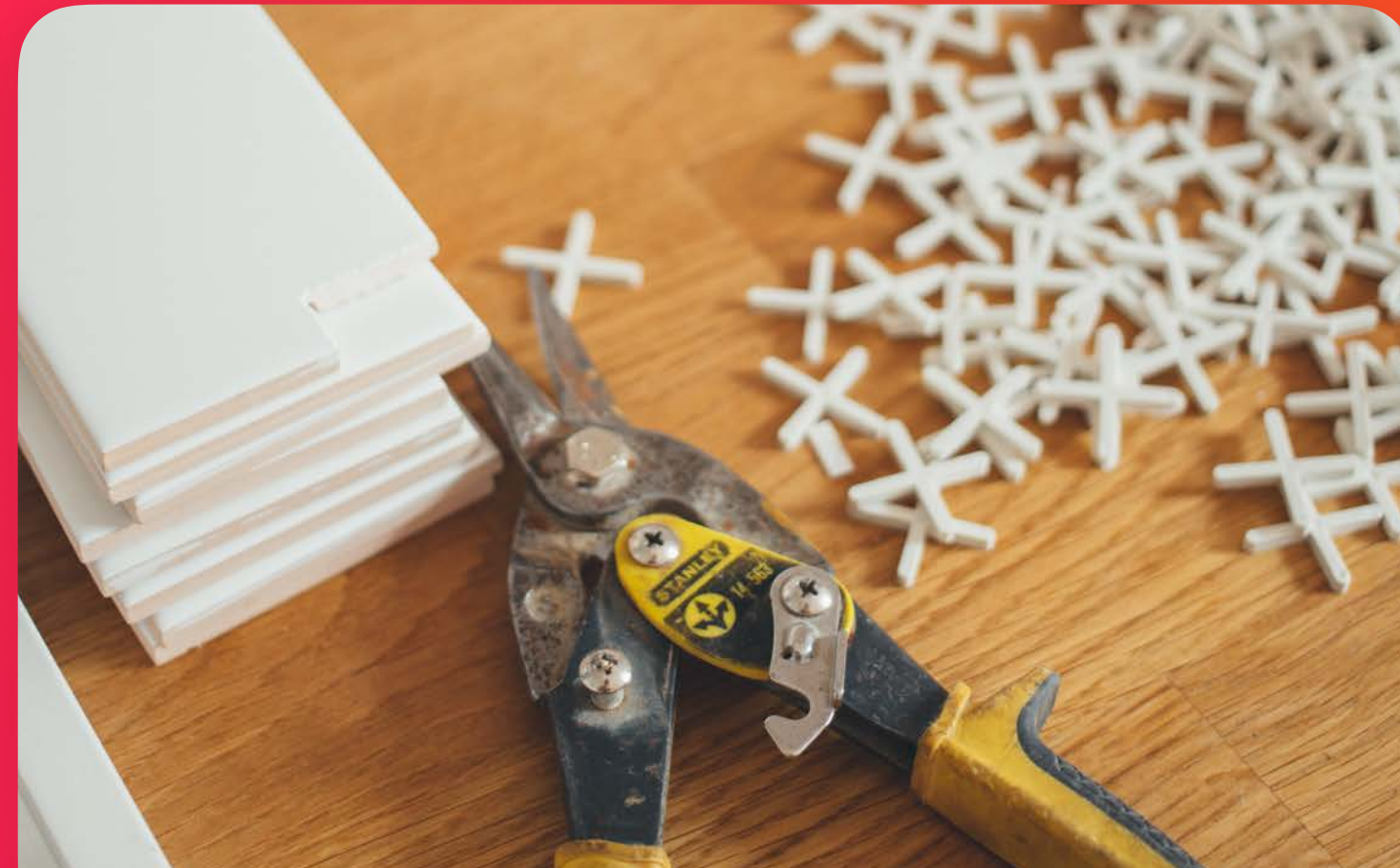
May Purchase 28.0%

48%

LIKELY OR MAY  
PURCHASE

Unlikely to Purchase 32.7%

Will Not Purchase 19.4%



## HOME IMPROVEMENT AND DIY SUPPLIES

Likely Purchase 20.9%

May Purchase 26.2%

47%

LIKELY OR MAY  
PURCHASE

Unlikely to Purchase 32.0%

Will Not Purchase 20.9%



## HOME FITNESS GEAR AND ACCESSORIES

Likely Purchase 15.1%

May Purchase 25.2%

40%

LIKELY OR MAY  
PURCHASE

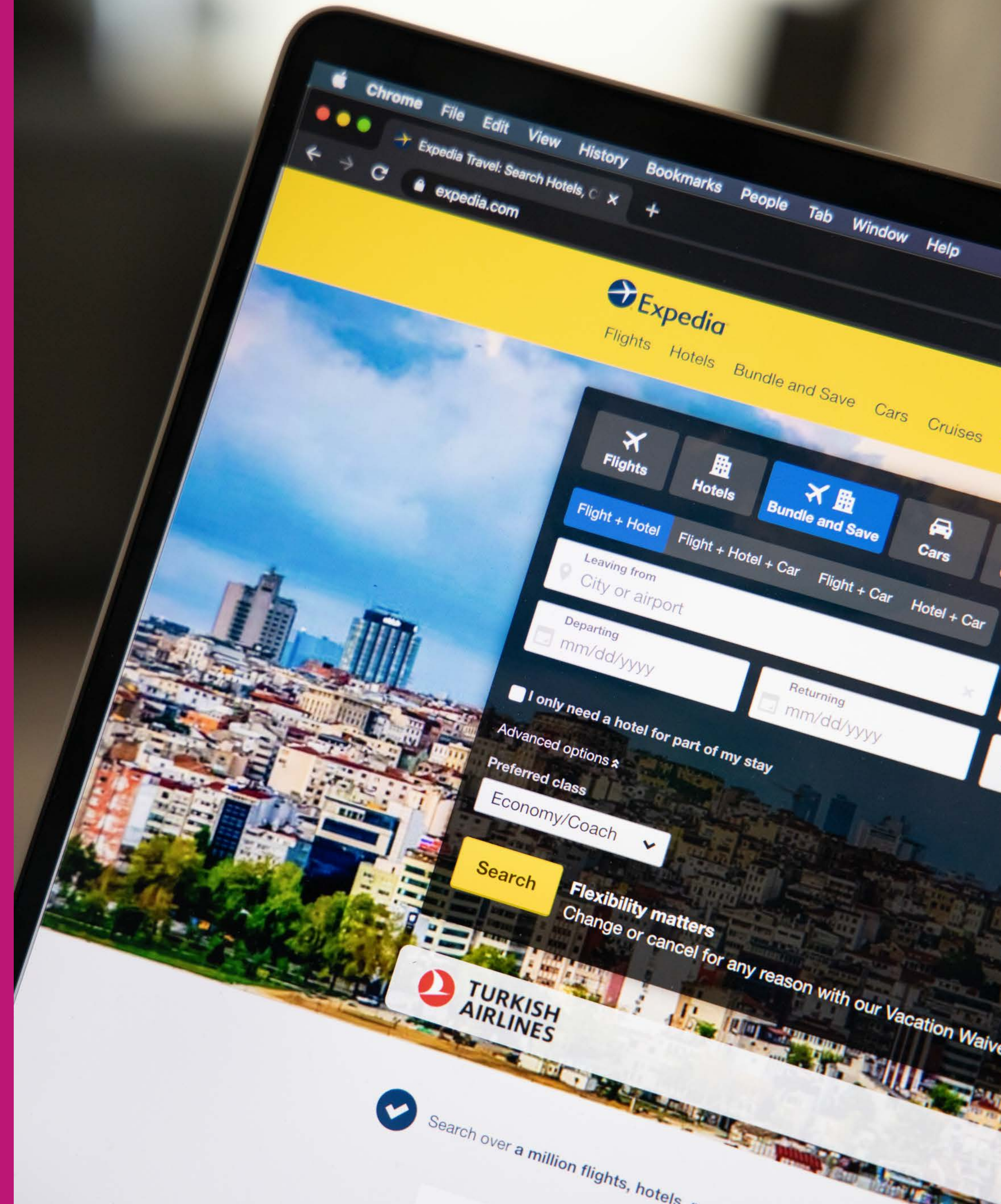
Unlikely to Purchase 24.5%

Will Not Purchase 35.2%



## IZEA INSIGHT

Travel & Tourism Marketers: Your **most loyal and profitable** core customers will be planning their next trips and vacations **over the next few months.**





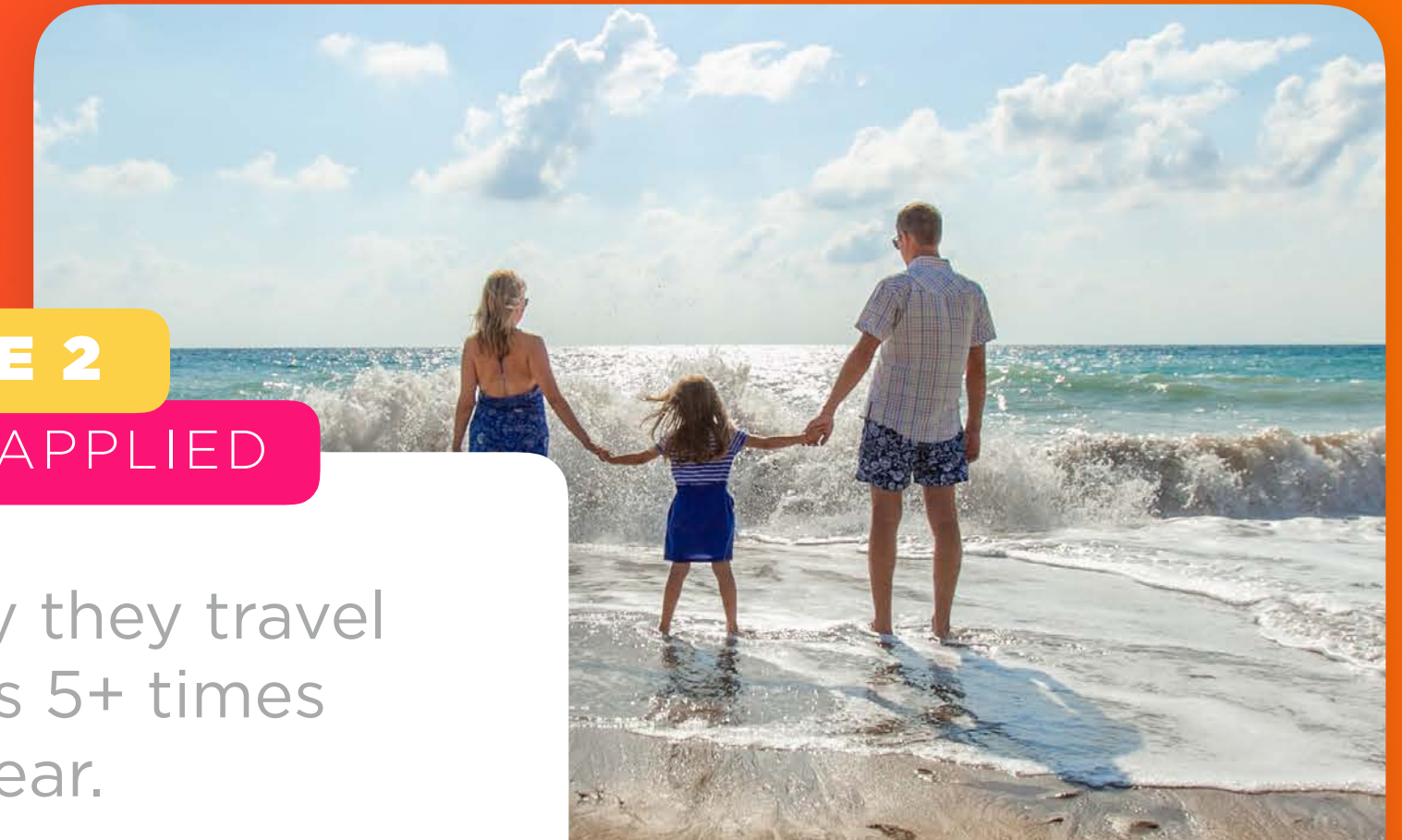


### WAVE 1

▼ FILTER APPLIED

Those that say they have a great deal of say on purchasing decisions.

vs.



### WAVE 2

▼ FILTER APPLIED

Those that say they travel for vacations 5+ times per year.

## FUTURE TRAVEL & VACATIONS

Likely Purchase 13.3%  
May Purchase 18.2%

31%

LIKELY OR MAY PURCHASE

Unlikely to Purchase 27.6%  
Will Not Purchase 40.9%

Frequent **vacation** travelers are **77% more likely** to book future travel and vacations while confined to their home due to Coronavirus.

## FUTURE TRAVEL & VACATIONS

Likely Purchase 20.5%  
May Purchase 25.0%

55%

LIKELY OR MAY PURCHASE

Unlikely to Purchase 15.9%  
Will Not Purchase 38.6%



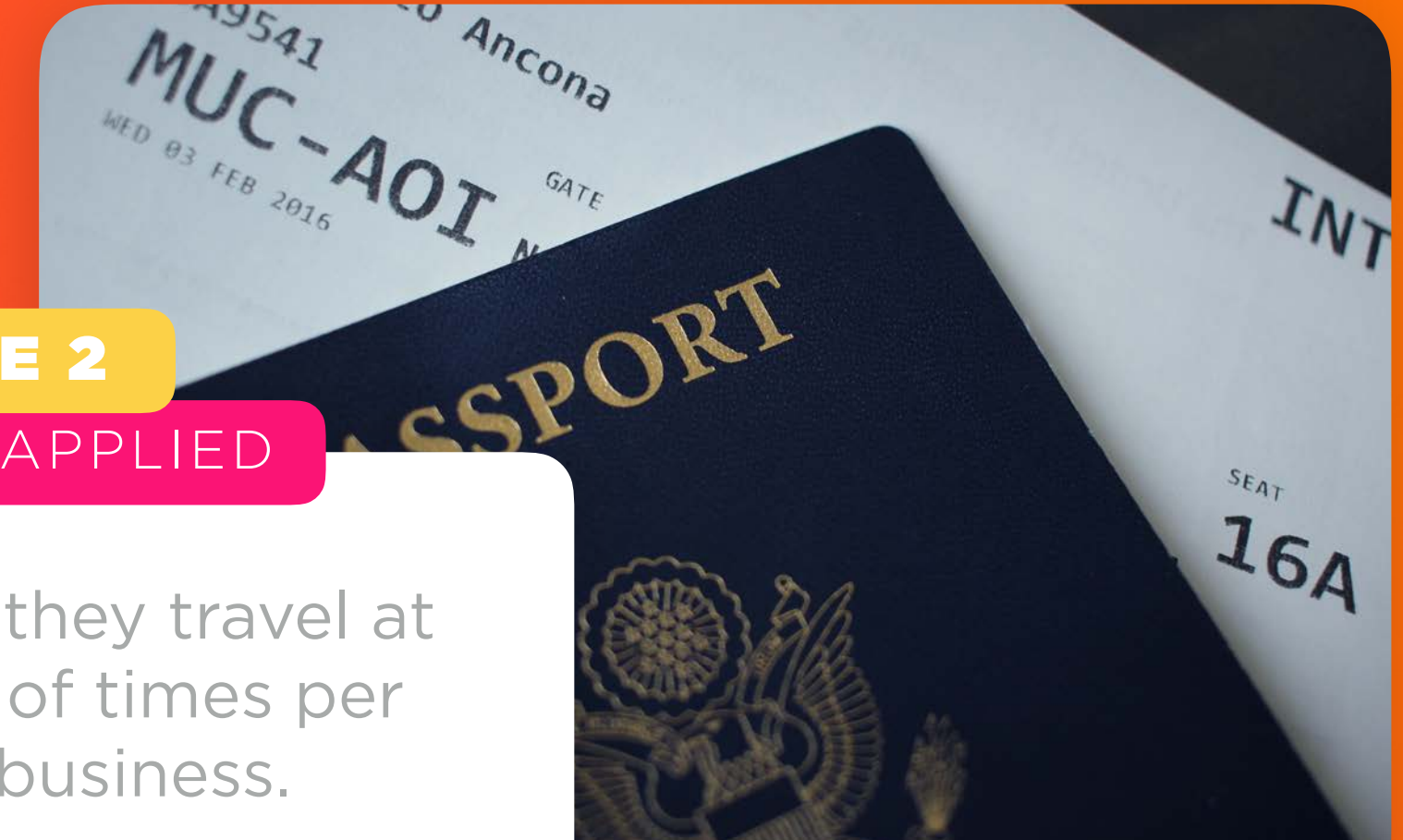


### WAVE 1

▼ FILTER APPLIED

Those that say they have a great deal of say on purchasing decisions.

vs.



### WAVE 2

▼ FILTER APPLIED

Those that say they travel at least a couple of times per month for business.

## FUTURE TRAVEL & VACATIONS

Likely Purchase 13.3%  
May Purchase 18.2%

31%

LIKELY OR MAY PURCHASE

Unlikely to Purchase 27.6%  
Will Not Purchase 40.9%

Frequent **business** travelers almost **2x more likely** to book future travel and vacations while confined to their home due to Coronavirus.

## FUTURE TRAVEL & VACATIONS

Likely Purchase 42.1%  
May Purchase 19.2%

61%

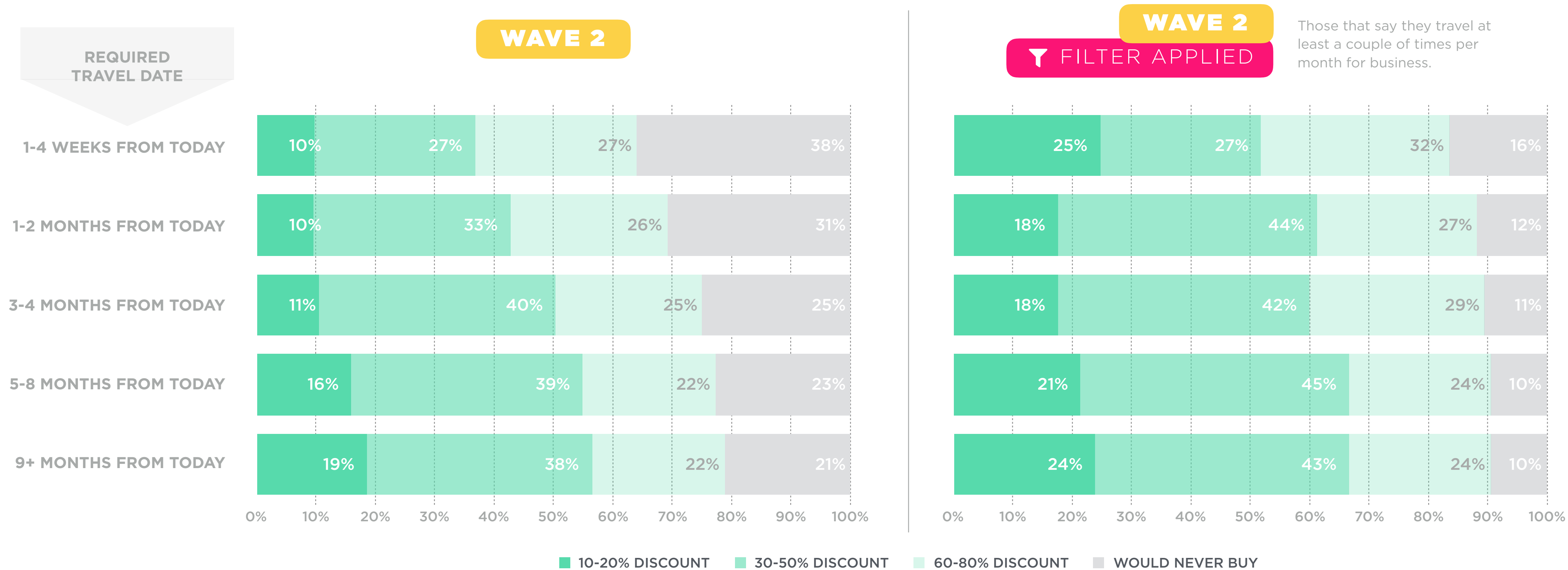
LIKELY OR MAY PURCHASE

Unlikely to Purchase 19.3%  
Will Not Purchase 19.3%



**Q:** How big of a discount would be needed for you to book a **non-refundable** hotel or plane reservation for a place you really wanted to visit?

**A:** Most consumers are looking for a **30-50% discount**







#### IZEA INSIGHT

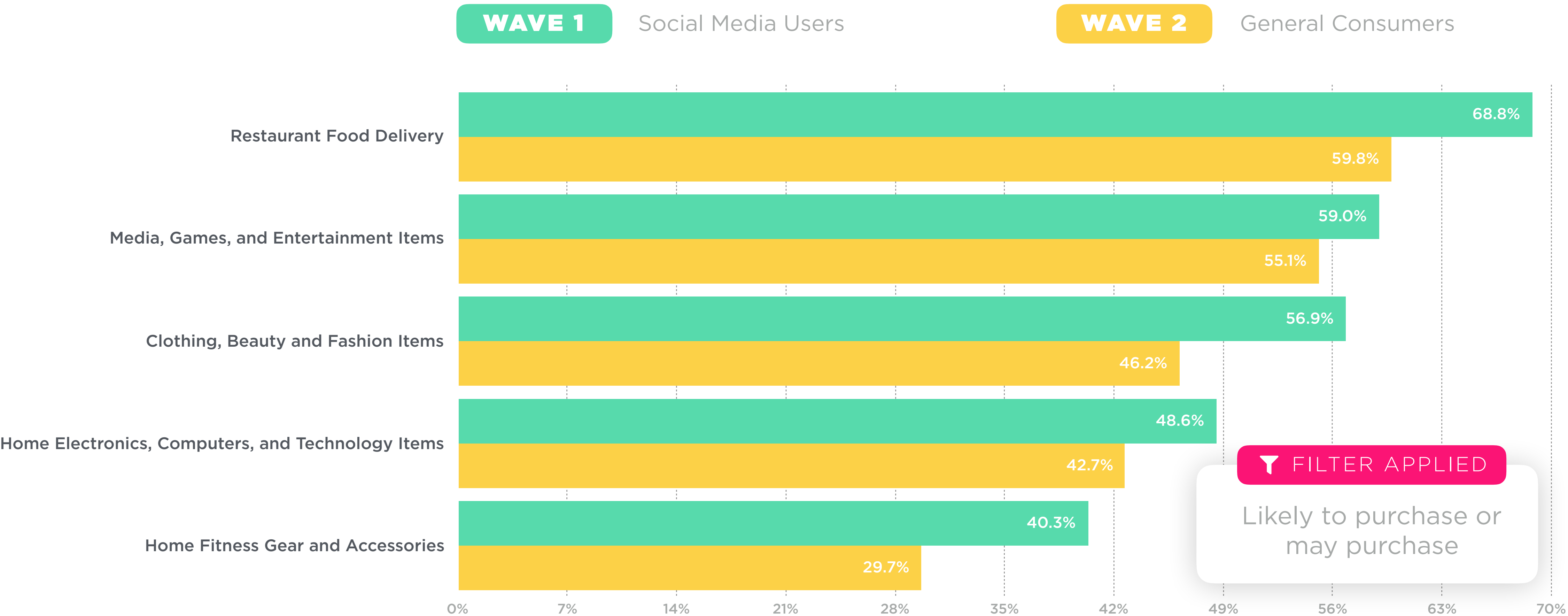
If you are in the travel industry, your focus should be **business travelers** at this time. They are more likely to buy and require **less of a discount.**



Consider highlighting insurance options or flexibility in changing dates.



**Social Media** users are **more likely** than general consumers **to purchase discretionary items** online during Coronavirus confinement.



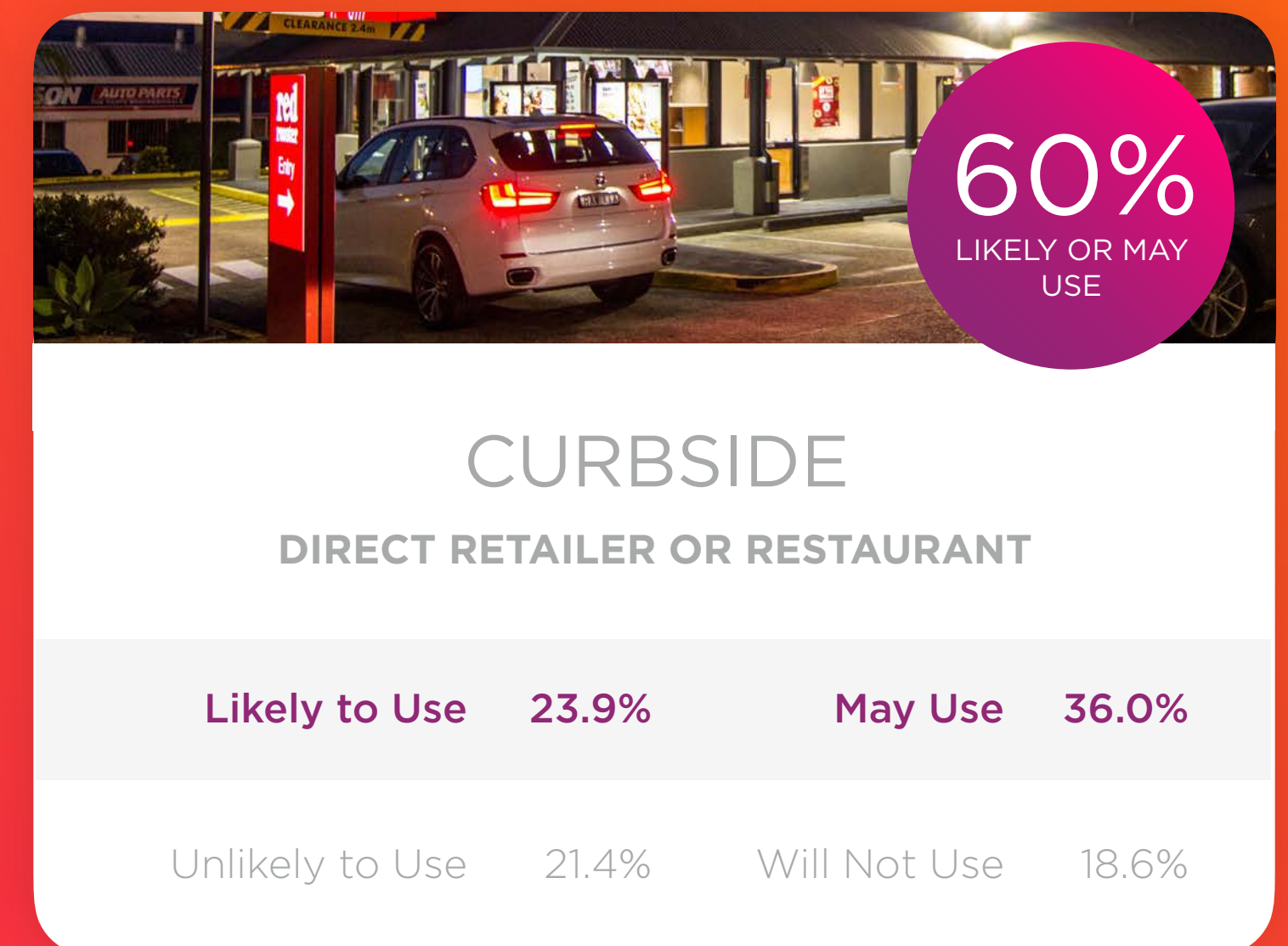
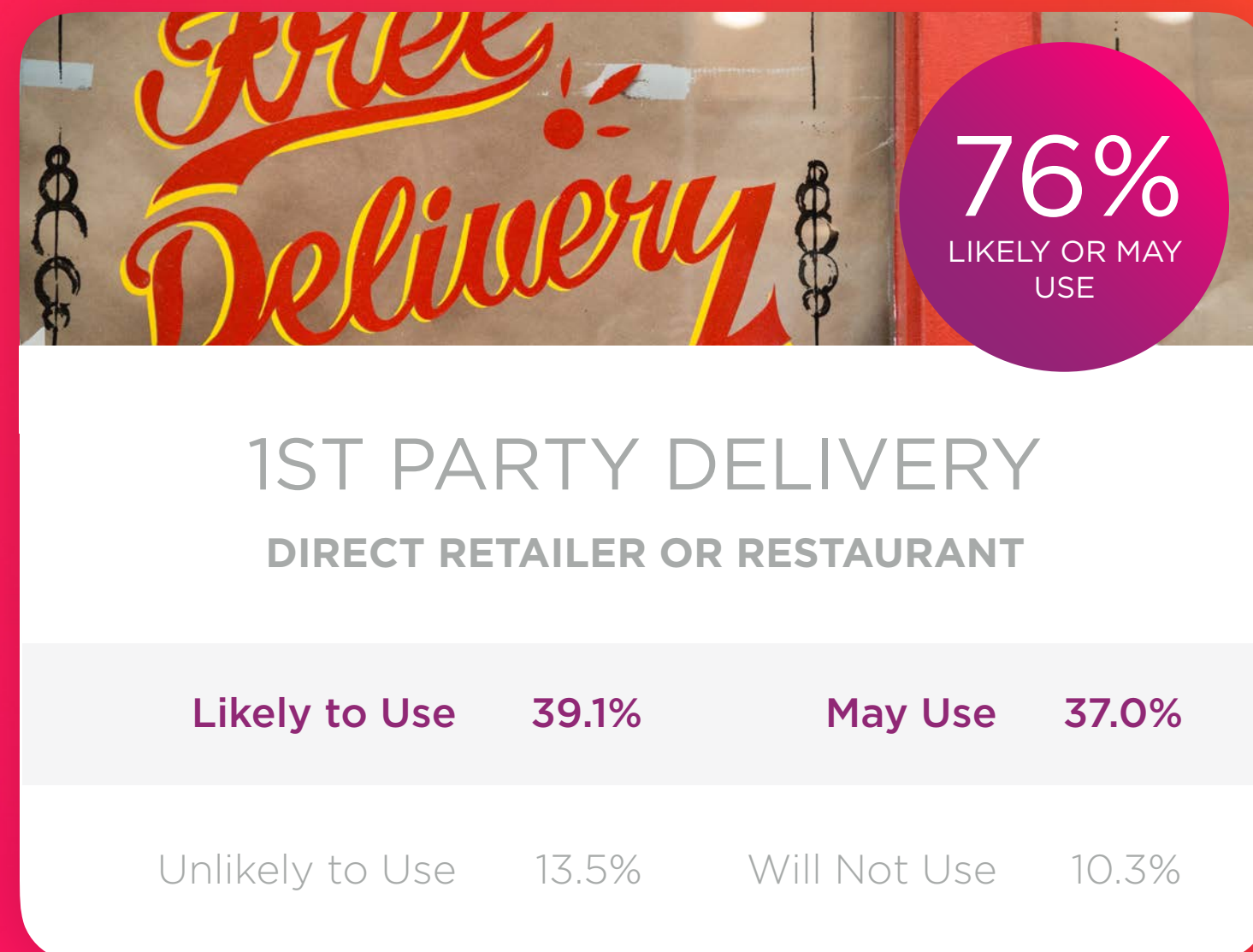
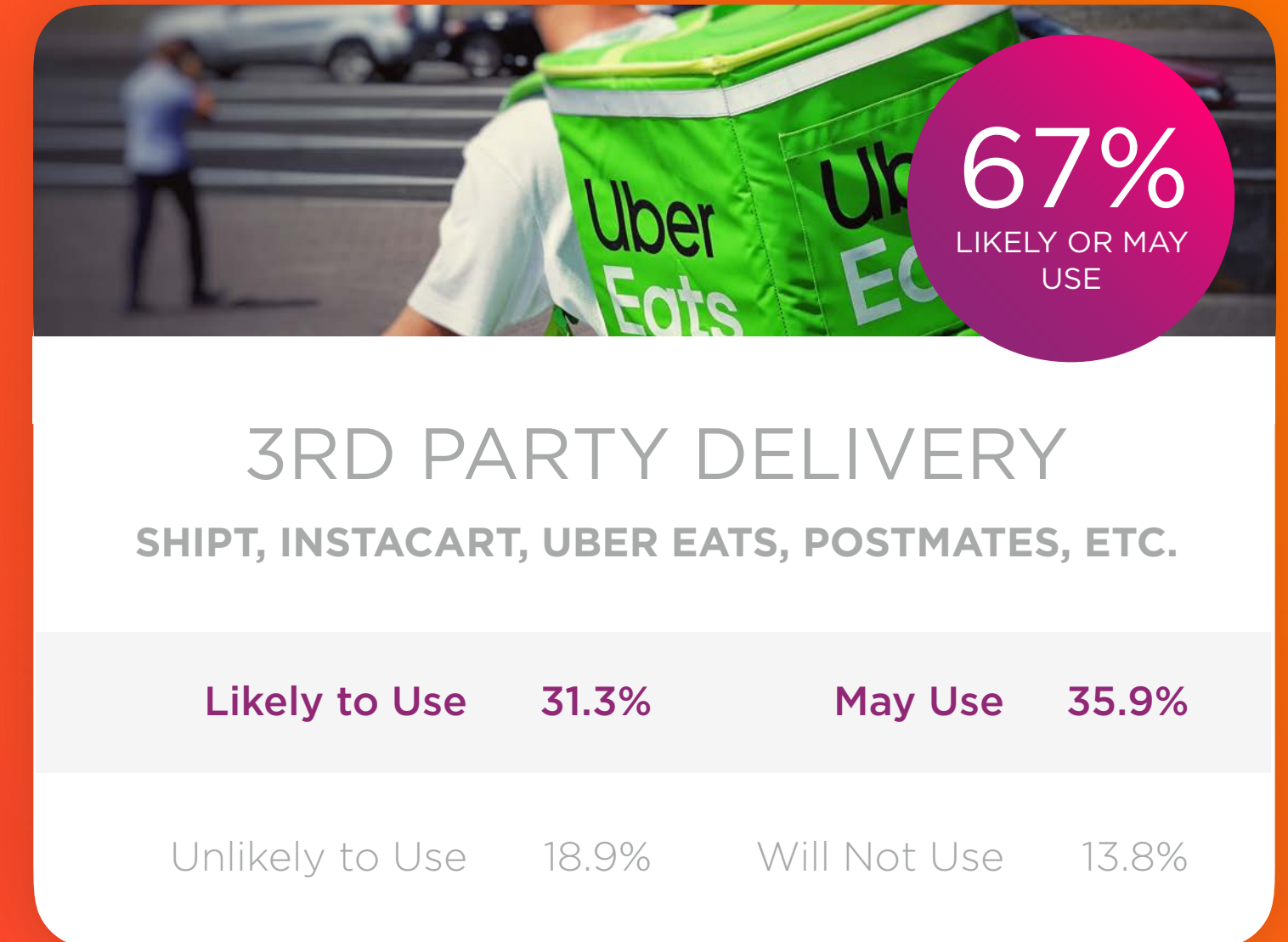


## WAVE 1

**Q:** In the event you are confined to your home due to Coronavirus, which **type of delivery service** do you think you are likely to use?

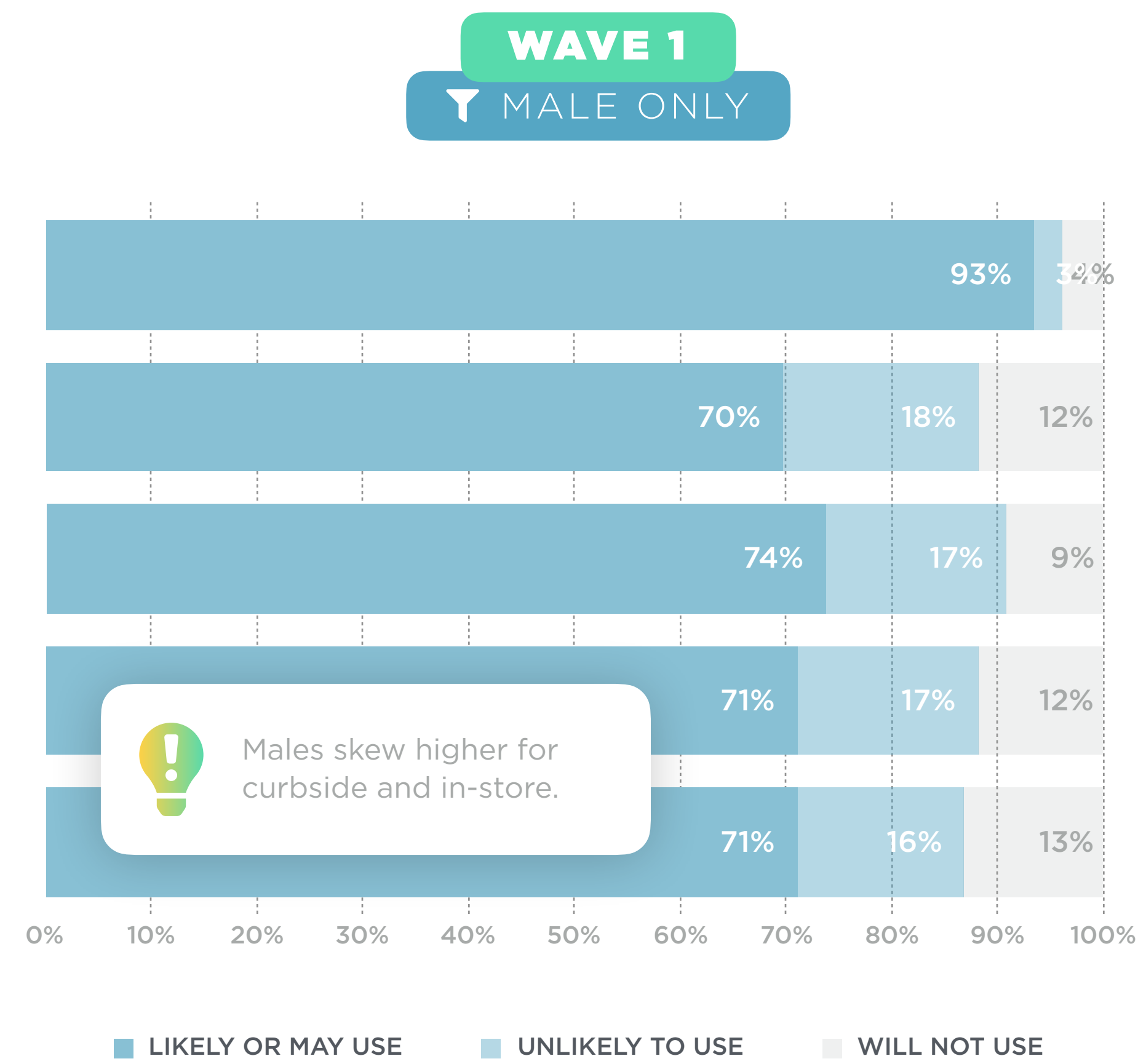
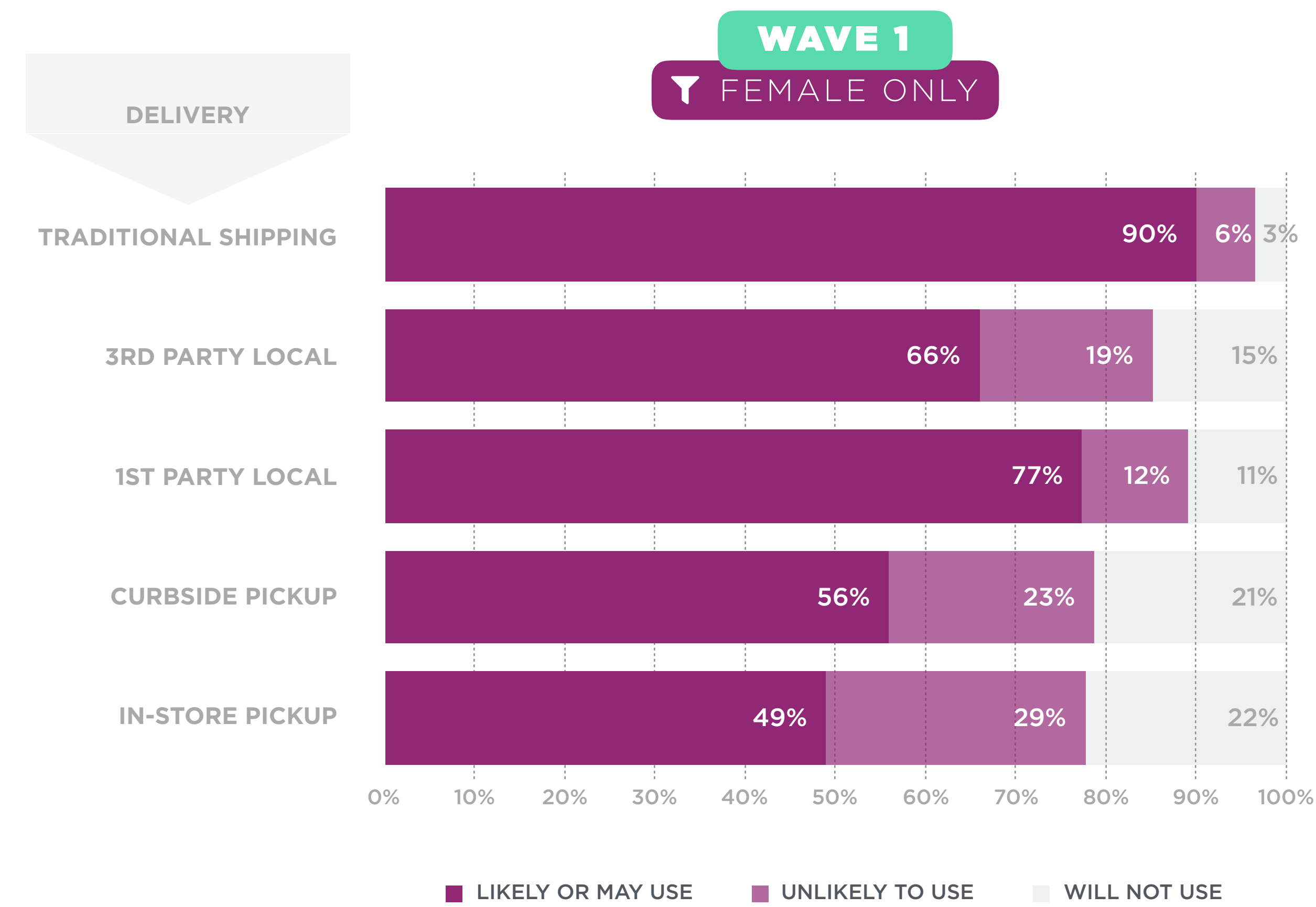
▼ FILTER APPLIED

Those that say they have a great deal of say on purchasing decisions.

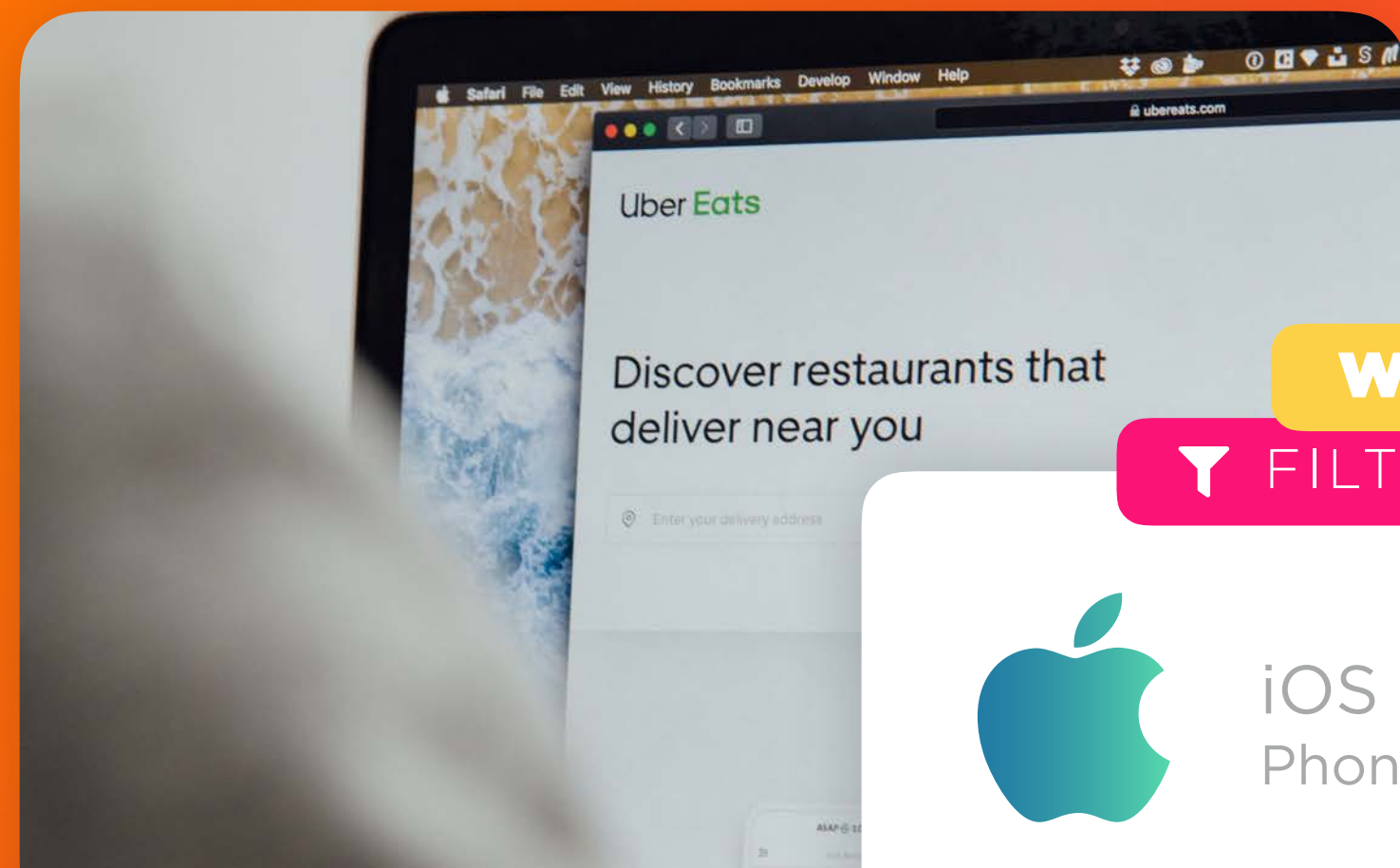




**Q:** In the event you are confined to your home due to Coronavirus, which type of delivery service do you think you are likely to use?







WAVE 2

FILTER APPLIED

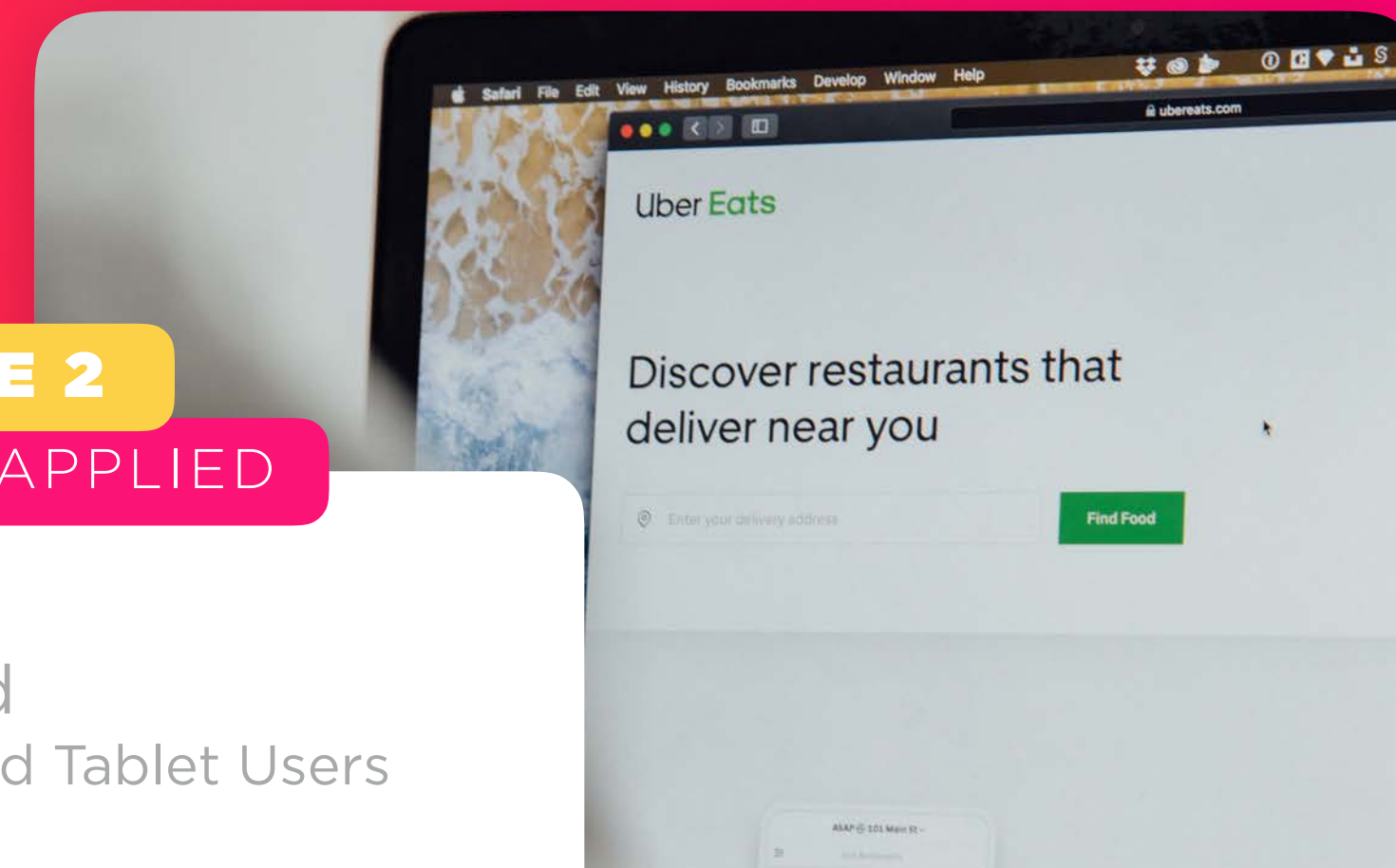


iOS  
Phone and Tablet Users

vs.



Android  
Phone and Tablet Users



WAVE 2

FILTER APPLIED

## RESTAURANT FOOD DELIVERY

Likely Purchase 36.9%  
May Purchase 32.4%

69%

LIKELY OR MAY  
PURCHASE

Unlikely to Purchase 17.1%  
Will Not Purchase 13.5%

**iOS users** are **15% more likely** to order restaurant food delivery online if they are confined to their home during Coronavirus.

## RESTAURANT FOOD DELIVERY

Likely Purchase 28.8%  
May Purchase 31.1%

60%

LIKELY OR MAY  
PURCHASE

Unlikely to Purchase 21.2%  
Will Not Purchase 18.7%





#### IZEA INSIGHT

Consumers will not want (or be able) to leave their homes.

Consider highlighting **free shipping or pickup options** in your messaging immediately.



#### IZEA INSIGHT

Older consumers may have never ordered groceries online or used third party delivery services.

This is an opportunity to **educate and convert new customers** who may be confused or concerned about safety.





IZEA INSIGHT

**Bored children** are going to be a major concern for parents.

This represents an opportunity for the **home improvement** and **arts & crafts** industry as well as the **entertainment industry**.







WAVE 2

VS.

WAVE 2

FILTER APPLIED

Those that say they have children in the house between 3-17 years of age.



## MEDIA, GAMES, AND ENTERTAINMENT ITEMS

Likely Purchase 26.7%

May Purchase 28.5%

55%

LIKELY OR MAY PURCHASE

Unlikely to Purchase 22.2%

Will Not Purchase 22.7%

Those with **children in the home** are **31% more likely** to purchase media and games during confinement.

## MEDIA, GAMES, AND ENTERTAINMENT ITEMS

Likely Purchase 36.1%

May Purchase 36.1%

72%

LIKELY OR MAY PURCHASE

Unlikely to Purchase 18.7%

Will Not Purchase 9.0%





# 79%

OF CONSUMERS WITH  
CHILDREN AGES 3-17

WAVE 2

Say they may or will  
purchase **Home  
Improvement** and **DIY  
Supplies** if confined to  
their home for  
Coronavirus.

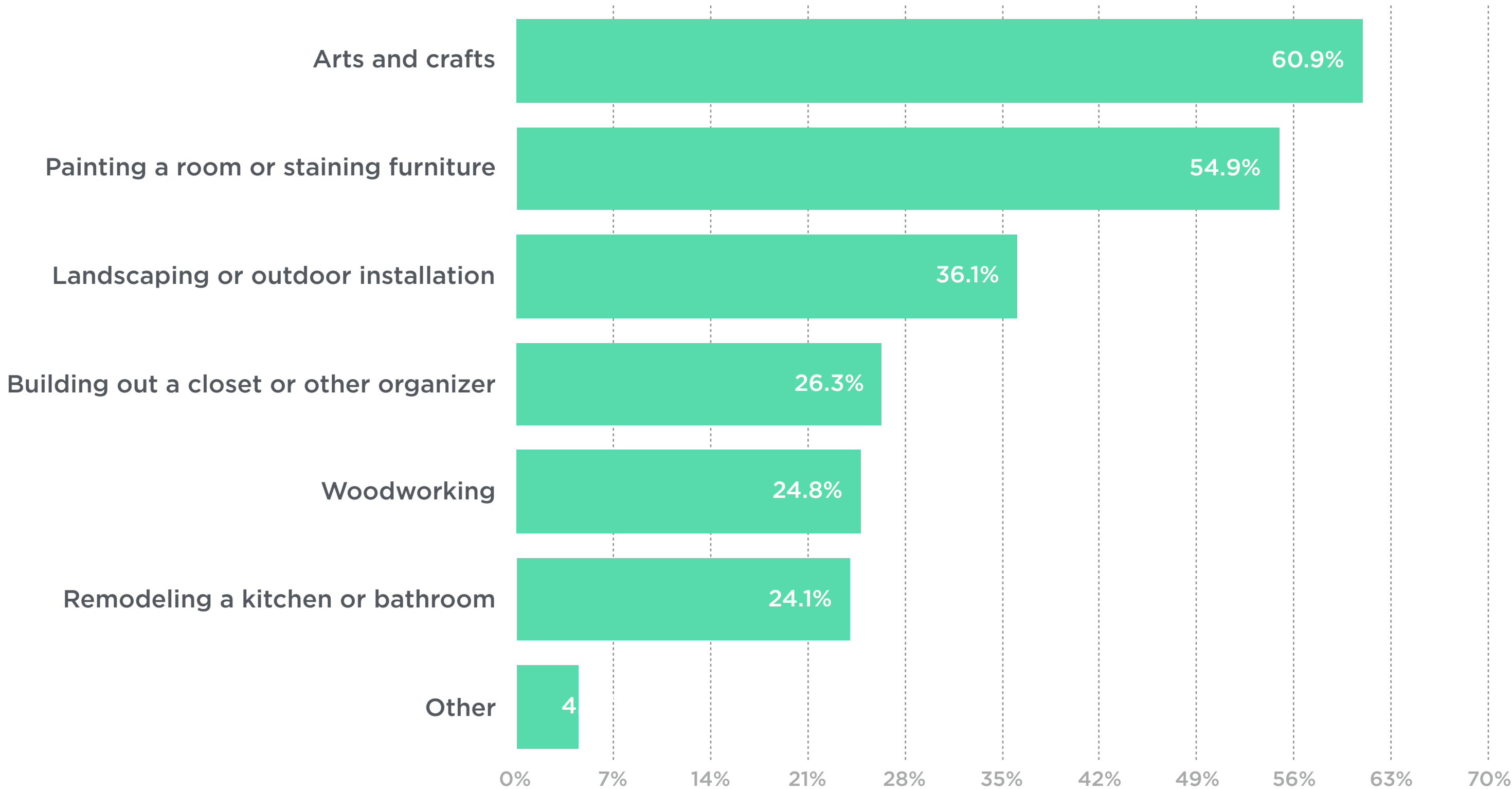


Q: What types of **DIY projects** are you considering in the next 6 months?

WAVE 2

FILTER APPLIED

Children at home ages 3-17



92%

OF THESE CONSUMERS WITH DIY PROJECTS UNDER CONSIDERATION

Say they would **accelerate** their project if confined to their home.





#### IZEA INSIGHT

If you are a **home improvement** or **craft** store you have a unique window to capture consumer spend.

Now is also the time to tout home delivery or in-store pickup if available.



## IZEA INSIGHT

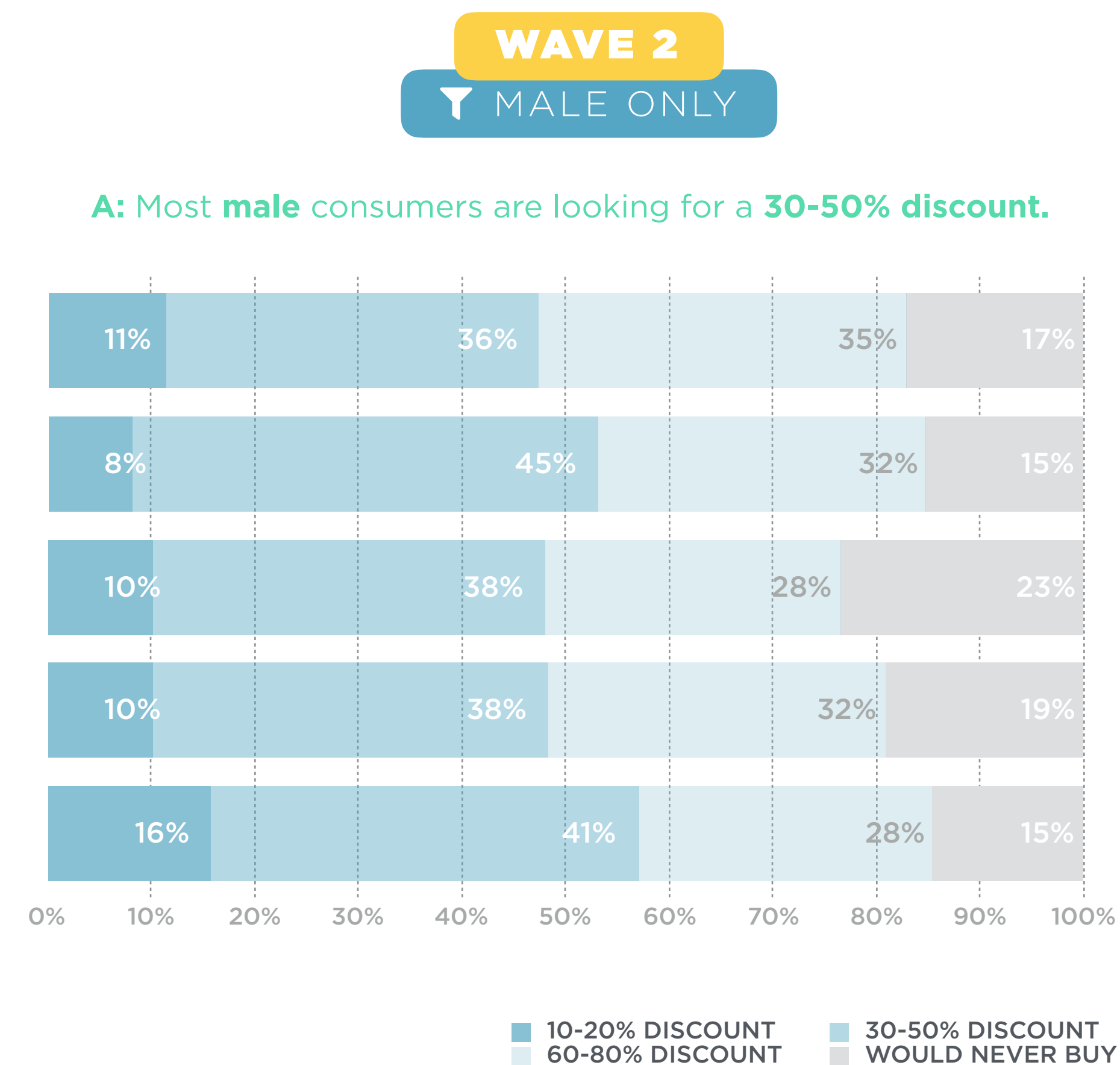
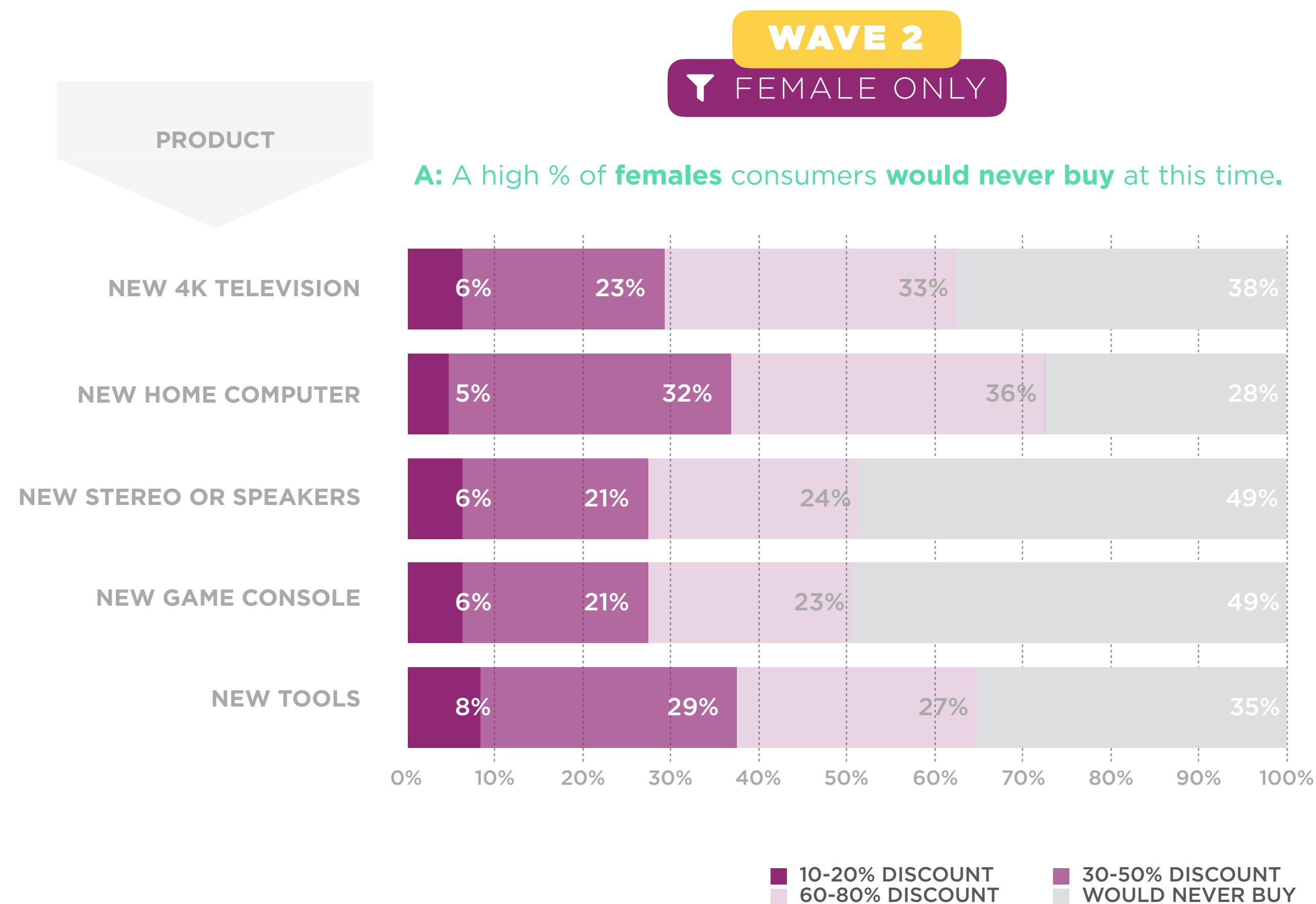
**Parents** are going to be in search of fresh and interesting **educational content** in a time of confinement.

Brands and influencers have an opportunity to connect in a new way.





Q: How big of a discount would be needed to immediately purchase the following items today?





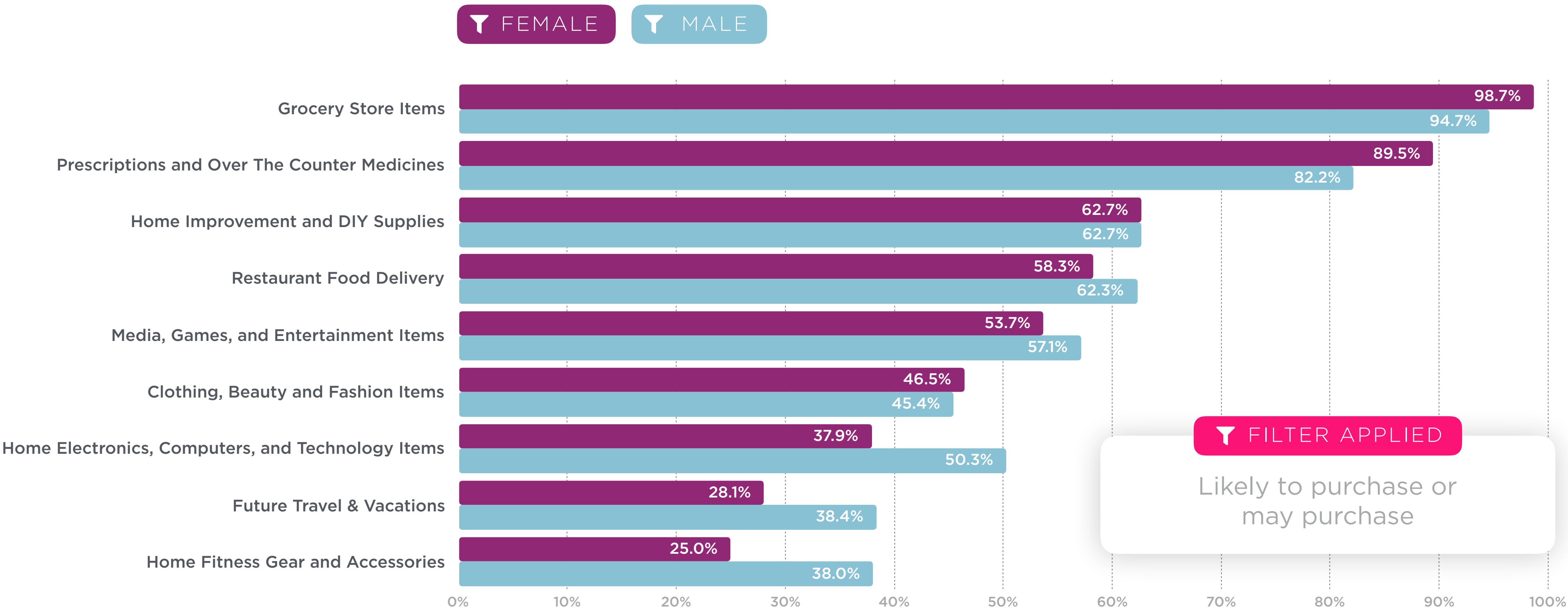


#### IZEA INSIGHT

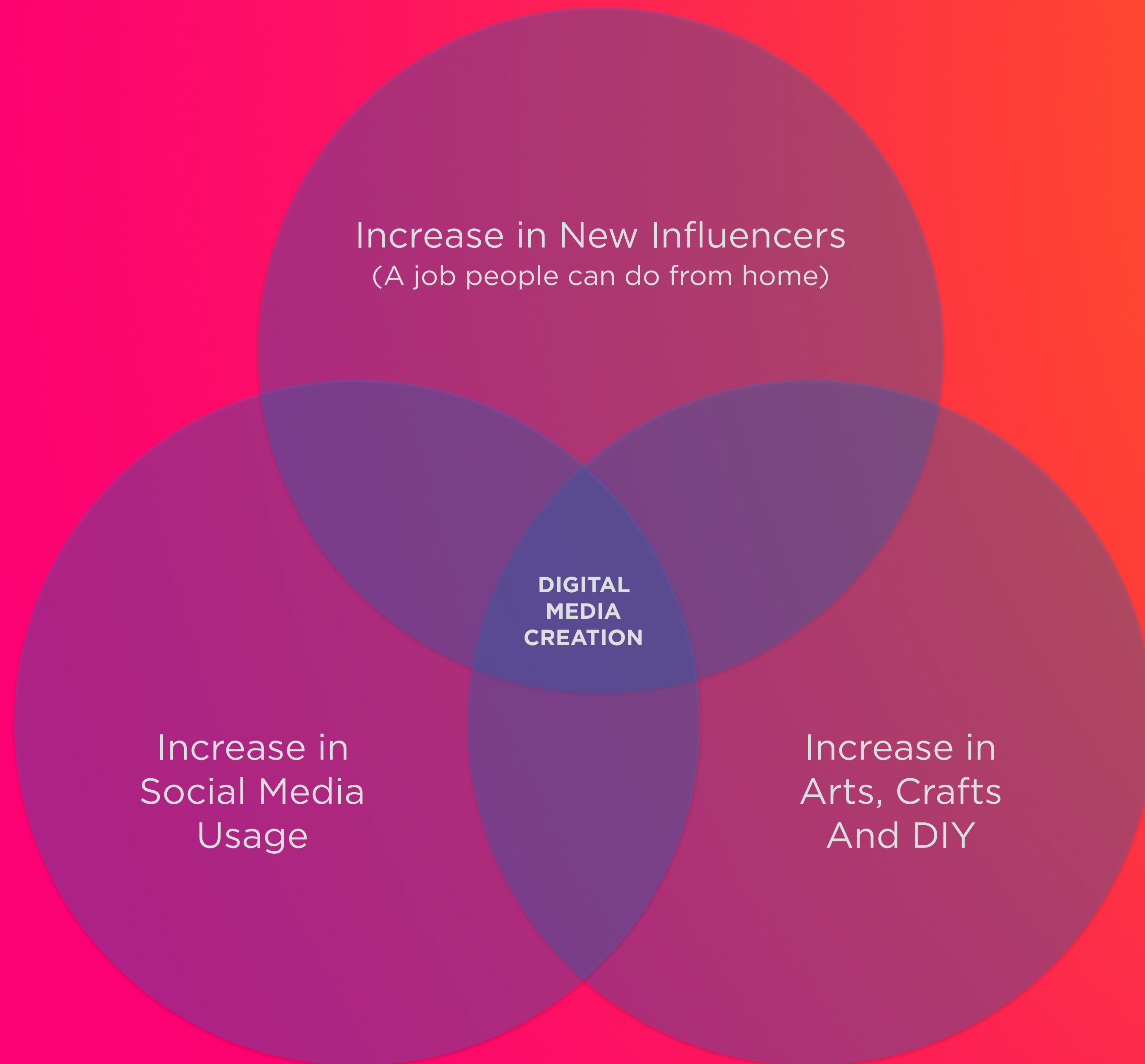
On average, men are approximately **2x more likely** to respond to a 10-20% discount on electronics during this time and are more responsive to discounting overall.



**Males** are **more likely to purchase** electronics, travel, fitness gear online if they are confined to their home for Coronavirus.







Potential spike in purchases of electronics and software for **digital media creation** vs. electronics for digital media consumption.

#### OPPORTUNITIES FOR

- Digital Cameras
- Digital Video Cameras
- Green Screens
- Light Kits
- Microphones
- Hard Drives
- Digital Content Software





# Influencer Strategies







GROCERY  
STORE ITEMS



PRESCRIPTIONS AND OVER  
THE COUNTER MEDICINES

## POSSIBLE INFLUENCER STRATEGY

Consumers will continue to buy necessities, but will **shift grocery and pharmacy spend to online ordering** in a meaningful way.

- Consider promotion of bulk purchases or value sizes as consumers stock up for the unknown.
- Use influencers to tell stories that focus on bringing families “back to the dinner” table together.
- Position cooking as something that can relieve boredom and teach children new skills at the same time.





## RESTAURANT FOOD DELIVERY

### POSSIBLE INFLUENCER STRATEGY

**Consumers will look to restaurant food delivery** in an effort break up their day and provide a special treat for the family.

- Food safety will be a concern. National brands can leverage the process and protocols that larger companies bring to food safety. Promote the steps you have taken to reduce COVID-19 impacts.
- Use influencers to tell stories that focus on easing the stress they are currently experiencing. Not having to cook is one less thing to worry about.
- Choosing a menu item can be a family adventure. Turn ordering into a shared experience where family members are trying something new.





MEDIA, GAMES, AND  
ENTERTAINMENT ITEMS

## POSSIBLE INFLUENCER STRATEGY

**Boredom will be at an all-time high for parents and children alike.** Entertainment companies have an opportunity to proverbially "save the day".

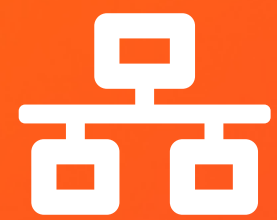
- Consumers will turn to social media to fill time, but interesting content will be harder to come by as content creators are trapped at home.
- Use influencers to tell stories about the new content and services they have discovered while confined to their home.
- Entertainment can bring families together or give parents some needed adult-only time. Position entertainment products and services as "escapes from the current reality."



## POSSIBLE CONTENT TOPICS



**Self Care** - this has been a hot topic for the past year, and will become even hotter at a time where anxiety is high. With the increase in remote work and those staying home by choice, filling up free time with self care routines has double benefits.



**Work From Home Tips** - the flexibility that comes with working from home, also comes with a need for self-discipline. Tips can be shared on how to build a routine, tips for motivation, combating loneliness and more. This could be an opportunity for brands to create virtual communities or hangouts for people to connect.



**PSAs** - working with top medical influencers to share accurate information on cleaning at home and offices, washing hands, using sanitizers correctly, etc.



By Executive Order of the Mayor of Los Angeles, the following establishments within the City of L.A. are

## **Closed to the public**



### **Bars and Nightclubs\***

*\*Bars may sell food for takeout only*



### **Dine-in Restaurants\***

*\*Restaurants may sell food for takeout only*



### **Entertainment Venues**

*Including, but not limited to, movie theaters, live-performance venues, bowling alleys, and arcades*



### **Gyms and Fitness Studios**

Effective 12:00 AM, March 16, 2020

## **But what about me?**

My company operates a national chain of entertainment facilities where people gather, eat, drink, and play games.

**We are shut down.**





ENTERTAINMENT  
FACILITY

Parents are going to be going stir-crazy at home caring for children who are *even more* stir-crazy. They will all want to get out of the house and blow off steam on the other side of confinement.

Acknowledge the challenge.



Provide levity.



Offer hope.



Deliver relief.





@Jennafenna Things are getting hairy! We have moved to full mustache. I don't know about you... but this mom is in need of some adult-only play time as soon as it is safe. @AcmeArcade just launched a "Parental Sanity" program to help parents get out and celebrate on the other side of #coronavirus lockdown. Register now to get a 20% discount on everything once they re-open their doors. Visit [izea.it/12ab12](https://izea.it/12ab12)

**Don't wait.** Use influencer marketing now to create the immediate outcomes you want later.

**Digital coupon**  
with email  
capture and  
visitor tracking

**Post crisis**  
email blast and  
re-marketing to  
site visitors.

Enlist Jenna as  
an **Ambassador**  
for ongoing  
programs as  
things recover.

Follow-up post  
from Jenna once  
**facilities are open**  
and Jenna  
can visit.





# Marketplace Impacts







44%

OF SOCIAL MEDIA USERS

WAVE 1

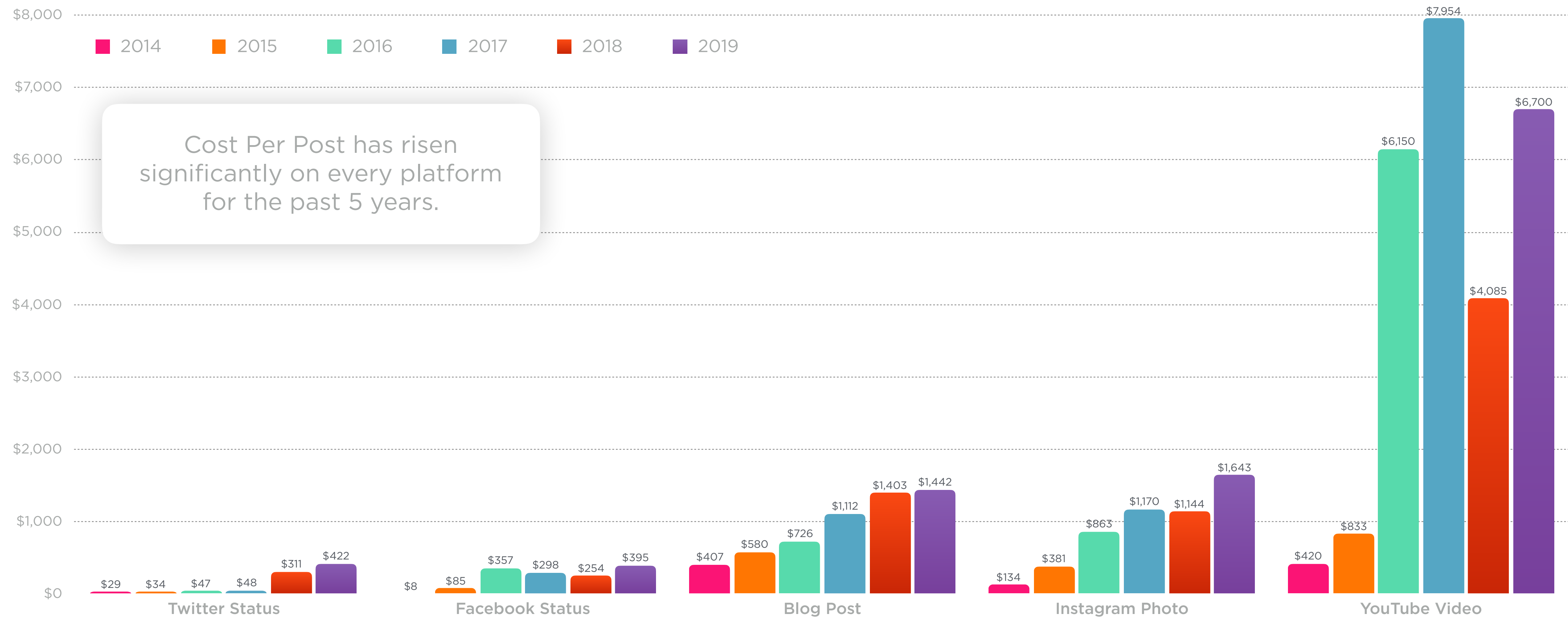
Would consider  
**becoming a  
social media  
influencer** to earn  
money for their  
household **during  
an economic  
recession.**



# Influencer Marketing Costs



2014-2019 Average Cost Paid Per Post Per Platform (USD)



Source : IZEA Insights - Influencer Pricing Data - November 2019



A woman wearing a straw hat with a red band is holding a Canon EOS camera up to her eye, taking a photo. She is in a field of sunflowers. The background is slightly blurred. The camera has a black strap with 'EOS DIGITAL' written on it.

# 195x

INCREASE FOR  
BLOG POSTS

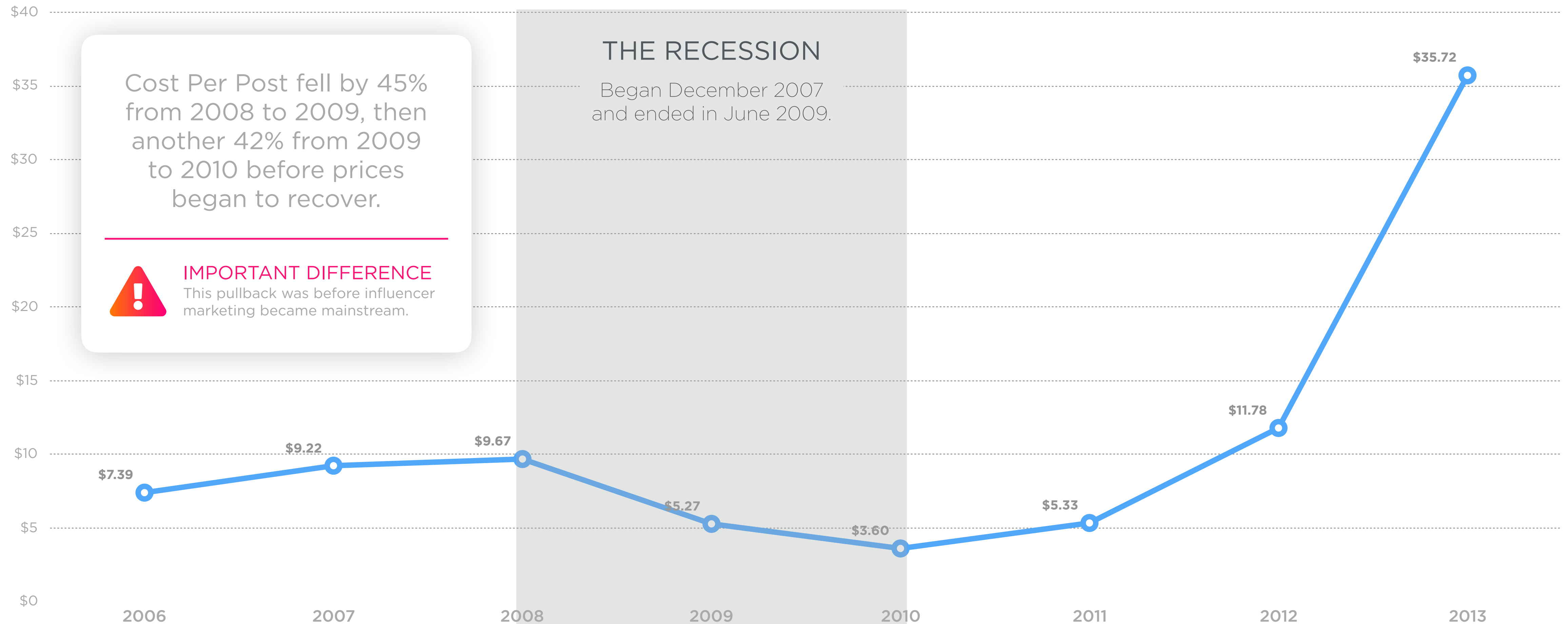
The average cost of a sponsored blog post has risen from **\$7.39 in 2006** to **\$1,442.27 in 2019**, an increase of 195x.



# Pricing Impacts in a Time of Slowdown

USD

## 2006-2013 Average Cost Paid Per Blog Post







#### IZEA INSIGHT

Despite increased social media usage, expect the **price per post** on all social platforms **to fall dramatically** in the short term, and that may continue depending on the length of Coronavirus impact.



A near term **15-25% Decrease** in Cost Per Post is likely.



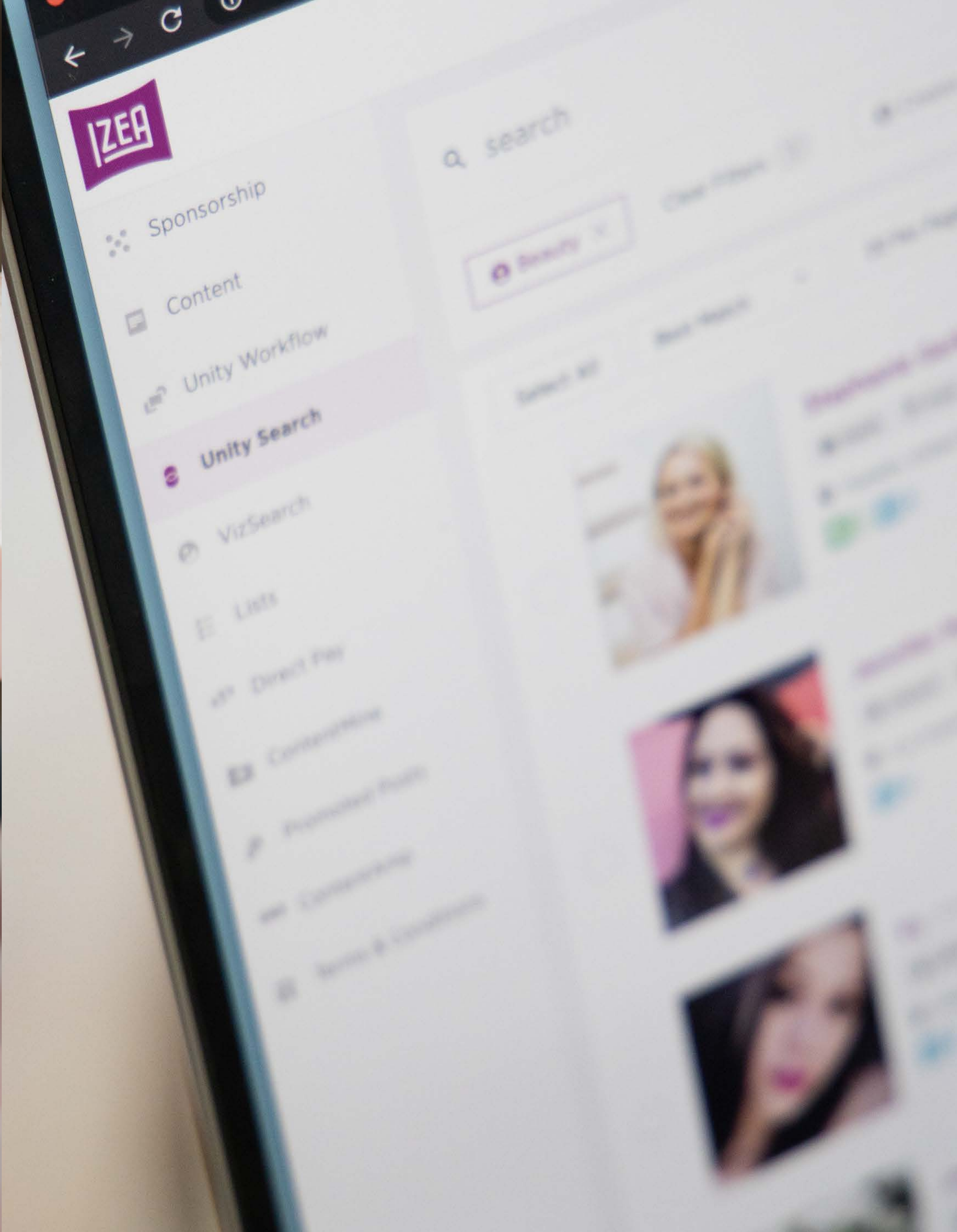
**IZEA INSIGHT**

Brand marketing  
**departments will shrink,**  
as will entire ad agencies.

Marketers will lean on  
influencer marketing  
technology platforms and  
partners to **handle more  
work with less people.**







#### IZEA INSIGHT

**Marketplaces** will be leveraged to drive influencer pricing efficiencies.

More emphasis will be placed on **measurement, benchmarking, quality content, and brand value creation.**



**IZEA INSIGHT**

**Divas** and those with reputations to be difficult partners will quickly see **opportunities dry up** as competition increases.

Marketers will seek to reduce transaction friction and related stress.







#### IZEA INSIGHT

There will be a significant **thinning of the herd** among technology providers in the influencer marketing space.





# Opportunities Ahead





## MARKETERS

This is an opportunity to make your dollars go further than they have in recent years.

You should drive **more content** for the same influencer spend.





## MARKETERS

Consider mixed influencer compensation models and revised structures to manage costs and **improve overall ROI.**

- Cash plus free product
- Affiliate links for joint upside
- Longer commitments in exchange for lower cost per post







#### A WORD OF CAUTION FOR MARKETERS

Unlike media buys, influencer marketing involves **real people** that rely on this income. Influencers will be under extreme stress as pricing and demand is impacted.

**Be thoughtful and respectful to your fellow humans** and work together to create a winning outcome. Improper treatment can result in significant social media backlash.



## INFLUENCERS

**There will be increased competition** and you will need to outshine others in the space.

This is an opportunity to be a better partner and **increase your overall value** to brands.





## INFLUENCERS

**Be proactive** and aggressive in pricing, be flexible and open on terms and incremental benefits.

- Proactively lower marketplace rates
- Reach out to contacts and let them know about pricing / model changes
- Be open to a variety of mixed compensation models
- Deliver value-added services







## A WORD OF CAUTION FOR INFLUENCERS

Brands and agencies are going to experience **immediate financial impacts**. Tolerance for missed deadlines, failure to follow briefs, and difficult personalities / terms will be significantly less.

**Partner with brands and be as professional** as possible in order to minimize your personal financial impacts.





## **Influencer Marketing Outlook**

The next few months will be a time of change and some turmoil, but the overall space will continue to grow and become more efficient.

- Focus on what you can control.
- Treat others as you would like to be treated.
- Work hard and adapt quickly.
- Stay positive.



