



IZEA INSIGHTS SPECIAL REPORT

2023 Trust in Influencer Marketing

APRIL 2023



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BACKGROUND

For the second consecutive year, we surveyed over 1,200 U.S.-based consumers to help understand their sentiments around influencer marketing and see how those thoughts differ across gender, age and other key demographic data.

GOALS

- Provide insights for our partners who are responsible for marketing products and services on digital platforms.
- Educate and assist decision makers that must stay informed on social media and influencer marketing trends to operate their businesses.
- Help all parties understand how they may be able to interact with consumers as social media preferences and influencer reach evolve over time.

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Simple Mills + @anniemescall

Sample Population

U.S. Social Media Users

United States

Geography

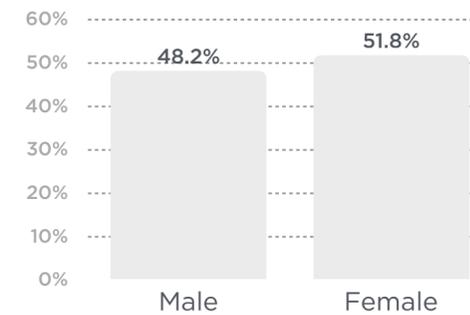
12/15/22
TO
12/16/22

Data Gathered

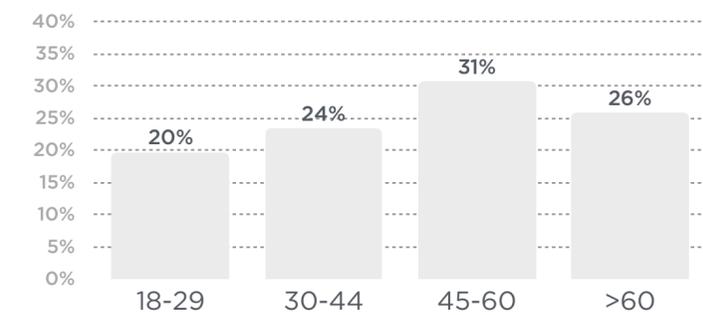
1,299 Qualified Internet Users

All respondents were required to have an internet connection in order to participate in the survey.

Gender

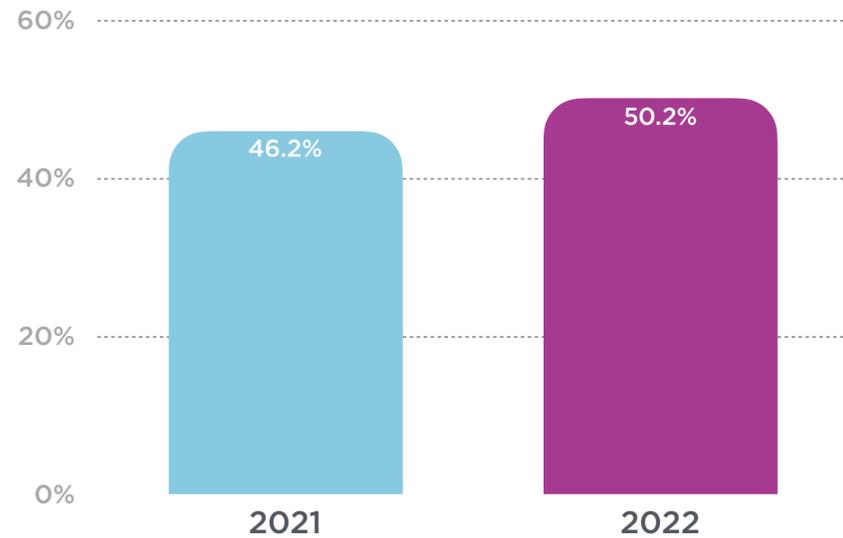


Age

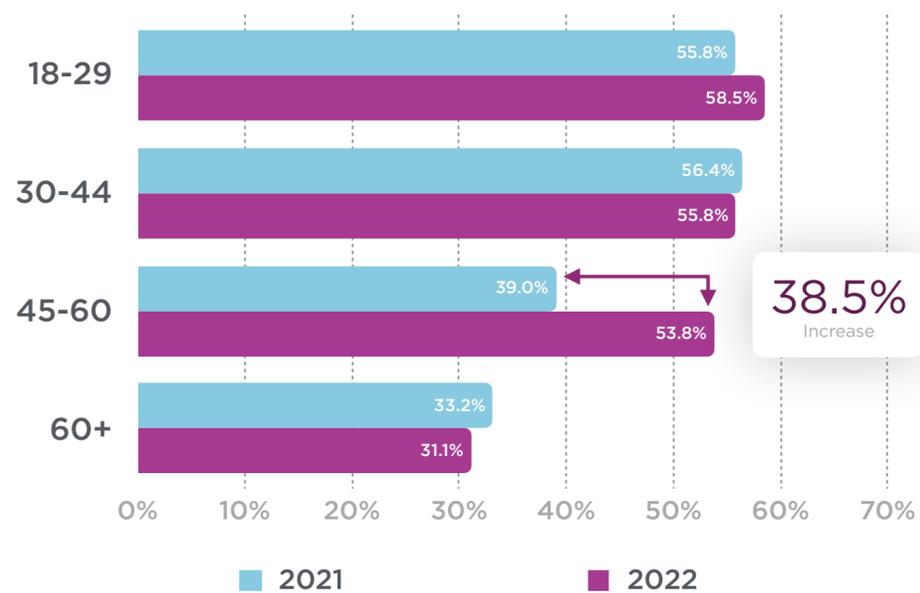




“Yes” - All Respondents



“Yes” by Age Group



Q: Have you purchased a product after seeing it used by a social media influencer?

More than half of all respondents now say that they've purchased a product after seeing it used by a social media influencer.

The 45-60 age range saw the biggest increase (+38.5%) year-over-year.

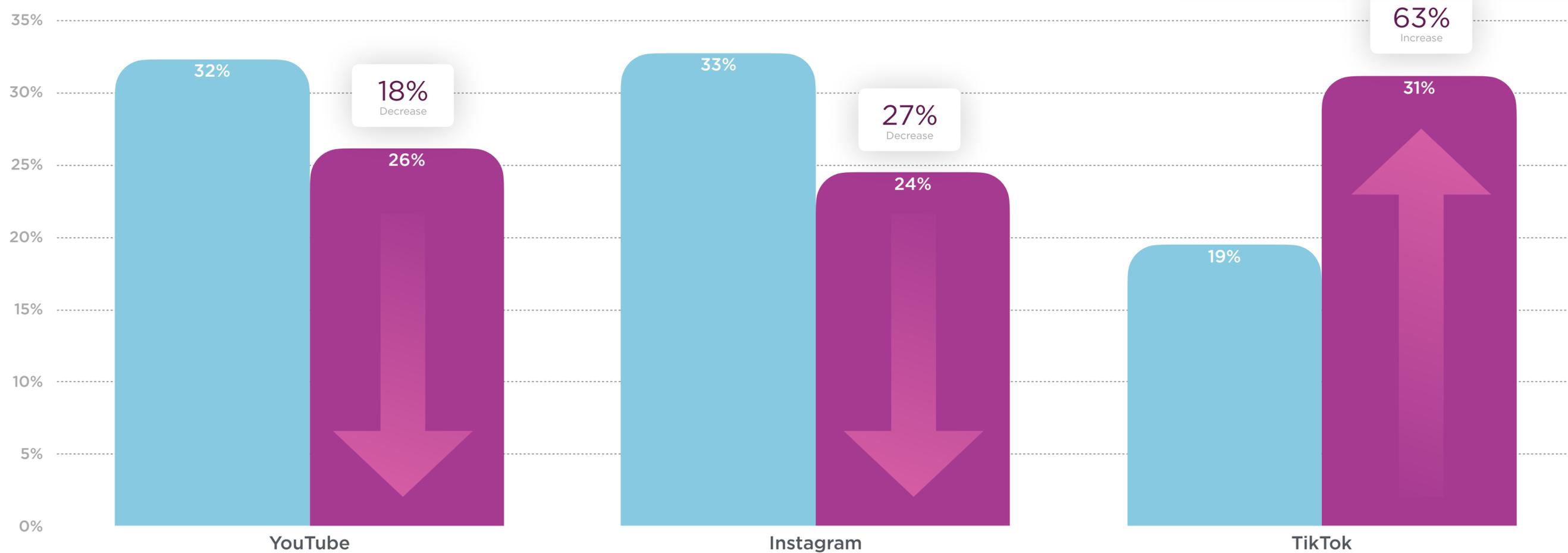
Q: In your opinion, what is the best platform to promote a product through an influencer?



Filter: 18-29 Year Olds

2021 2022

Gen Z is turning to TikTok as their preferred platform for influencing.

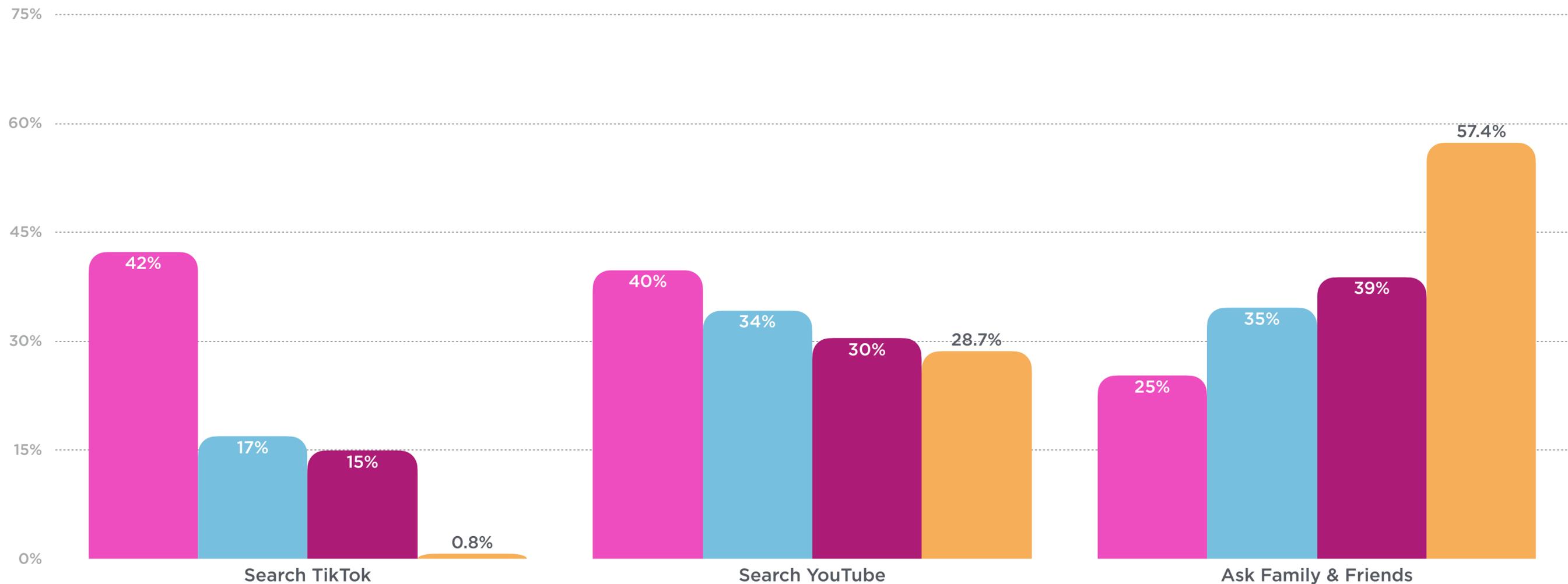


More 18 to 29-Year-Olds Turn to TikTok Than Friends & Family



Q: How do you typically research a product/service before making a big purchase?

18-29 30-44 45-60 > 60



35%
OF ALL RESPONDENTS

say influencer posts are the No. 1 way to get them to try new products.

Q: Which of these is most likely to get you to try a new product?

	RESPONSES BY GENDER		
	ALL	MALE	FEMALE
1. Social Media Influencer Posts	35.2%	26.5%	42.7%
2. Television Ads	29.8%	30.4%	29.4%
3. Paid Social Ads	12.9%	16.4%	9.9%
4. Magazine Ads	9.7%	10.3%	9.1%
5. Banner Ads	8.1%	9.9%	6.6%
6. Radio Ads	4.3%	6.5%	2.3%



Gillette + @iamowencain

#1

Influencer posts are the top choice for respondents under 60.

Q: Which of these is most likely to get you to try a new product?

RESPONSES BY AGE GROUP

	18-29	30-44	45-60	>60
Influencer Post	44.0%	36.8%	36.3%	23.5%
Television Ad	11.6%	27.9%	32.7%	45.4%
Paid Social Ad	24.1%	14.5%	9.3%	5.6%
Banner Ad	10.4%	6.7%	9.3%	6.0%
Magazine Ad	7.5%	10.6%	6.8%	14.7%
Radio Ad	2.5%	3.5%	5.6%	4.8%

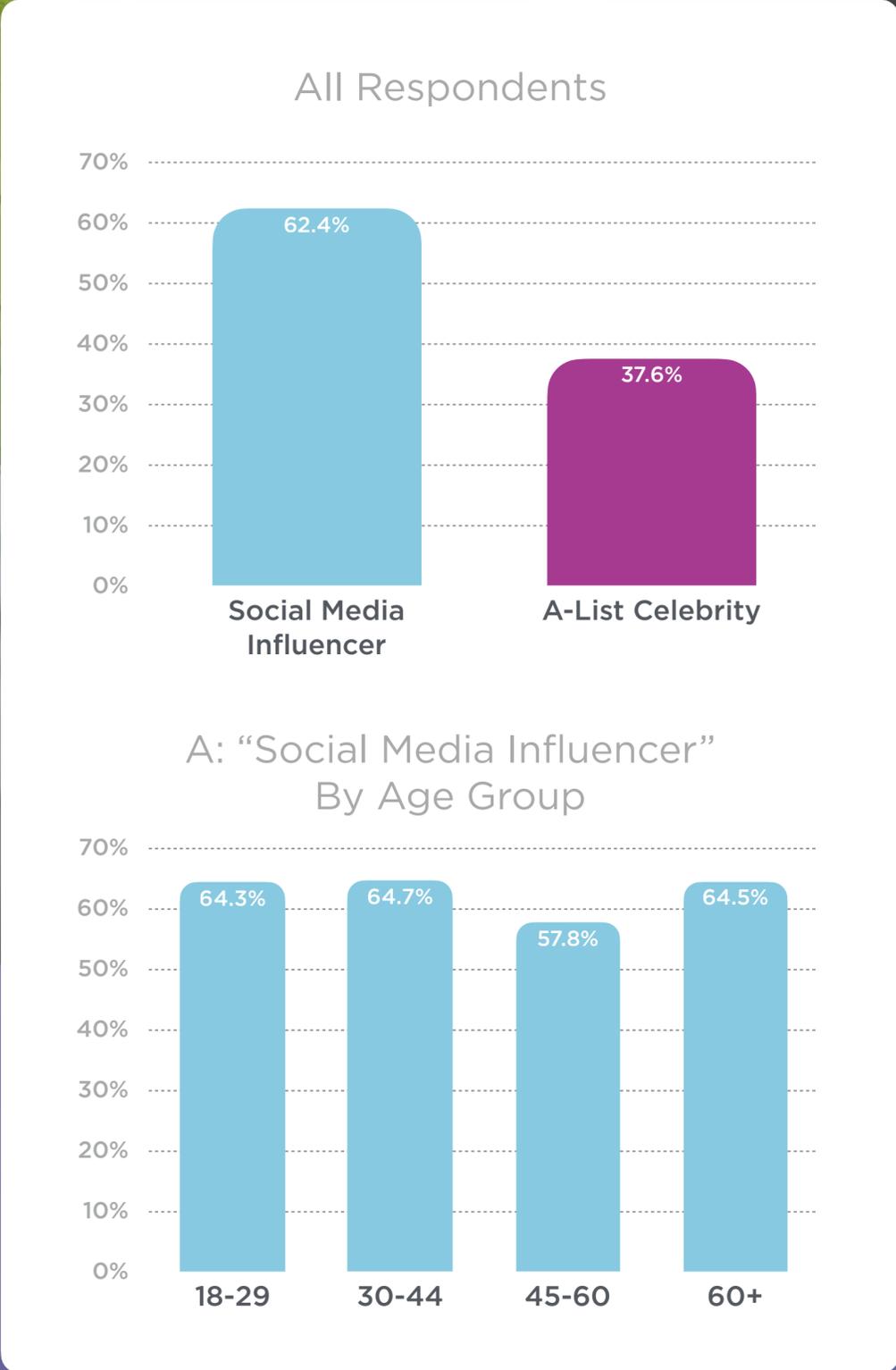


Q: Are you more likely to trust a sponsored post from an A-List celebrity or a social media influencer?

Ebay + @maallymall

62%
OF ALL RESPONDENTS

say they are more likely to trust a sponsored post from an influencer over an A-List celebrity.

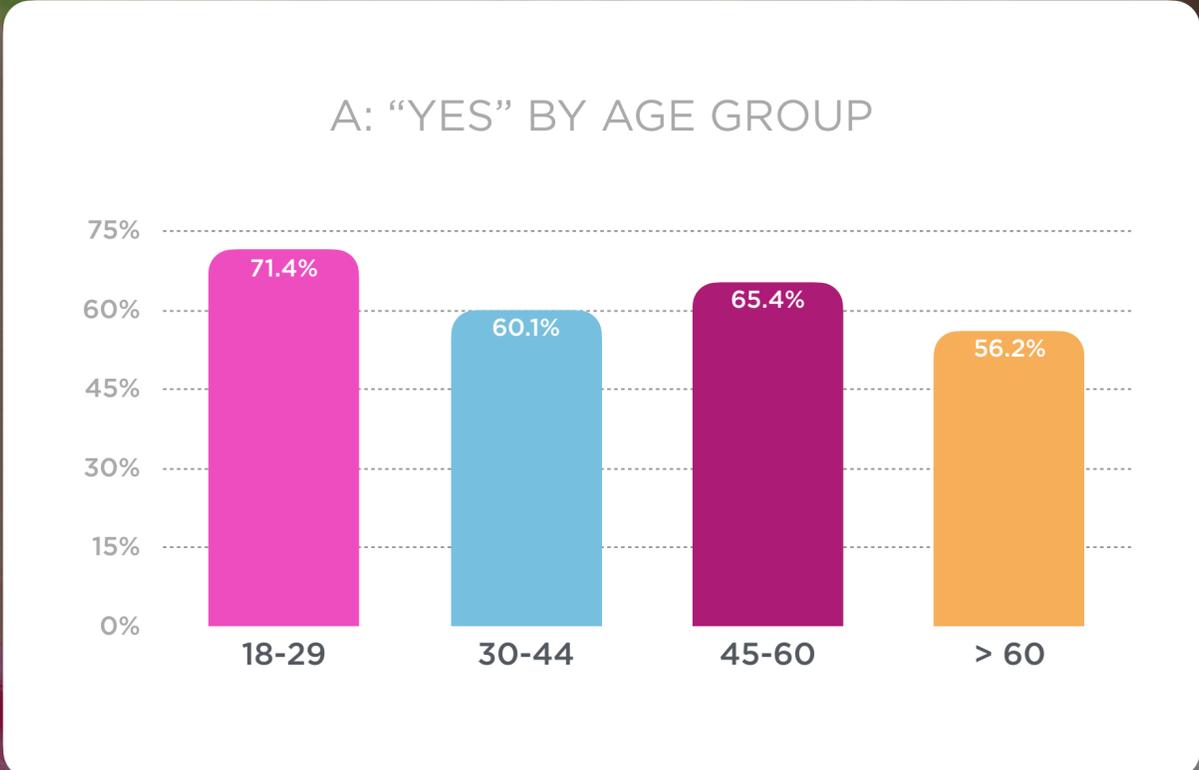




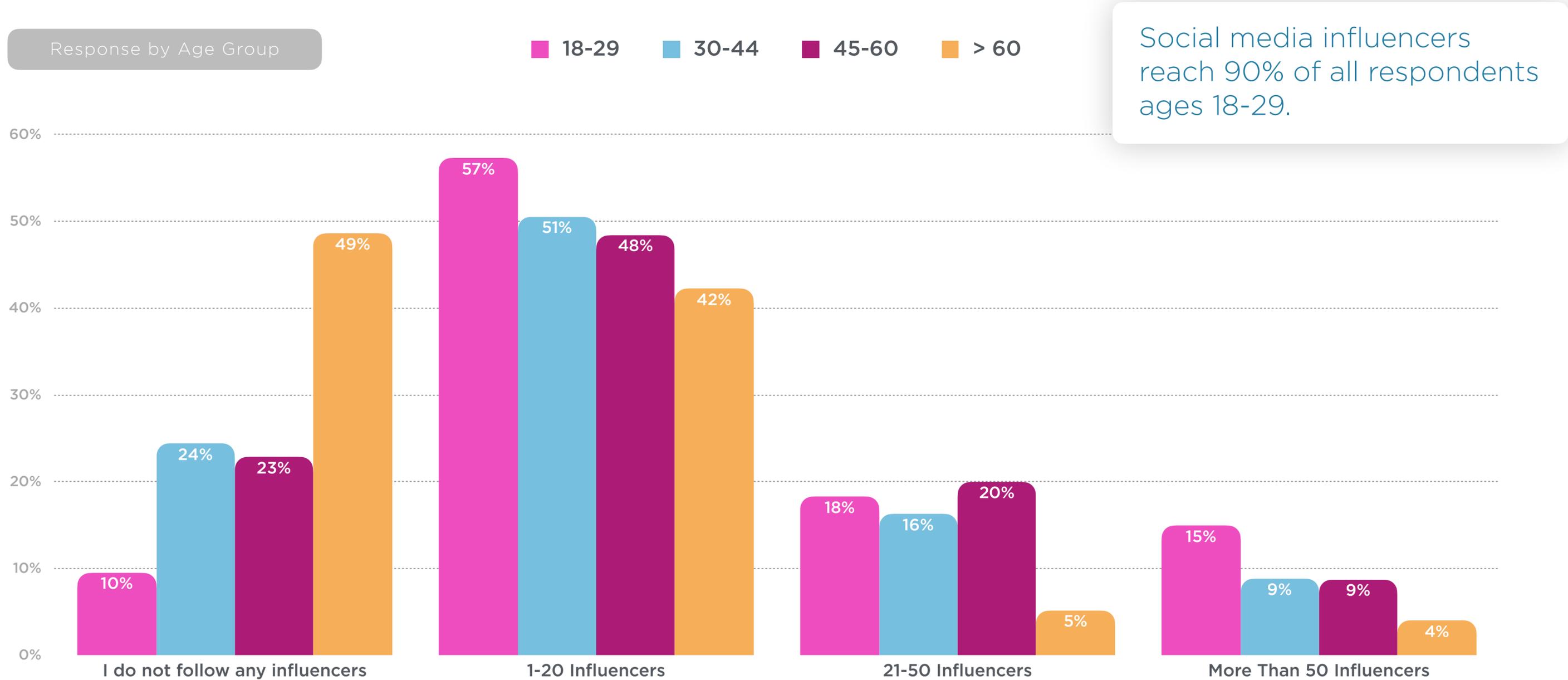
63%
OF ALL RESPONDENTS

have engaged with a sponsored influencer post.

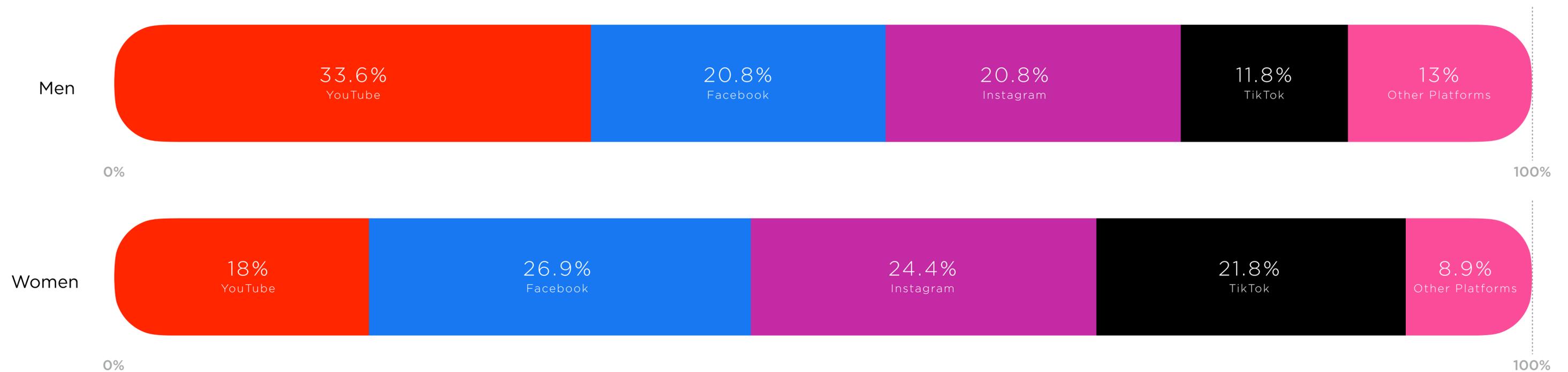
Q: Have you "liked" or commented on a sponsored influencer post in the past?



Q: How many influencers do you follow on social media?



Q: In your opinion, what is the best platform to promote a product through an influencer?

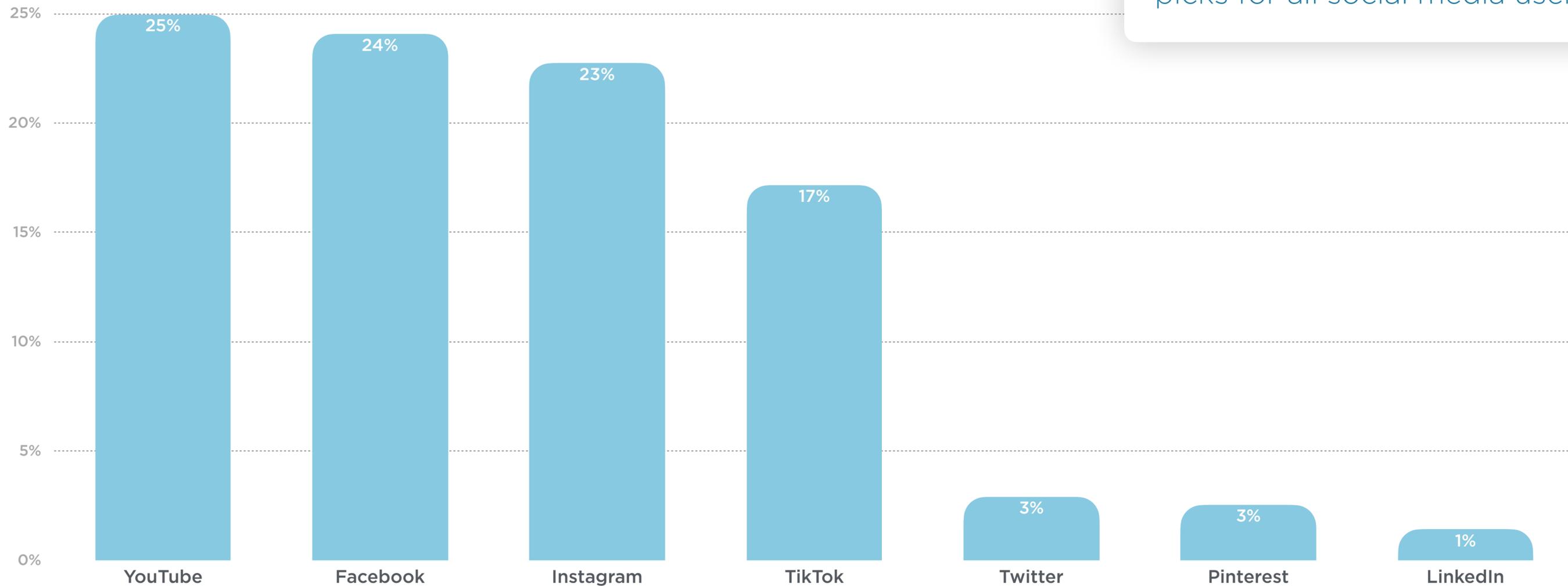


Women are more likely to say **Instagram** and **Facebook** are the top ways to promote products, but men are more likely to say **YouTube** is the top way.

Q: In your opinion, what is the best platform to promote a product through an influencer?



■ All Social Media Users



YouTube, Facebook, Instagram and TikTok remain the top four picks for all social media users.

IZEA INSIGHT

Influencer marketing is a powerful tool used to introduce consumers of all ages to new products.

For Gen Z in particular, influencers are an important source —if not the most important source— of information when making purchase decisions.

IZEA



Toyota + @miniinaaz

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MARKETING**



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