



IZEA INSIGHTS SPECIAL REPORT

# 2024 Trust in Influencer Marketing

MARCH 2024



Bulletproof + @rob.rast



## BACKGROUND

For the third 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 between age and sex.

## GOALS

- Offer valuable insights for our partners overseeing the promotion of products and services across digital platforms.
- Provide education and support to decision-makers who must stay updated on trends in social media and the Creator Economy for effective business operations.
- Assist all parties in understanding the evolving dynamics of social media preferences and influencer reach, guiding them on effective ways to engage with consumers.

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Yelp + @lifeonabanjo

# Sample Population

U.S. Social Media Users

**United States**

Geography

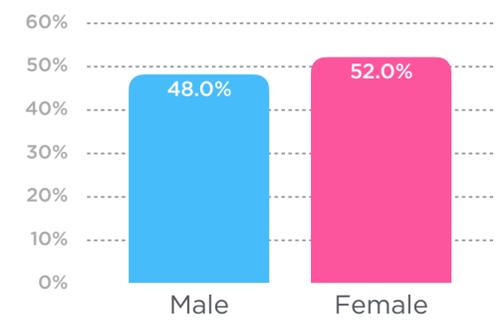
**12/27/23  
TO  
12/28/23**

Data Gathered

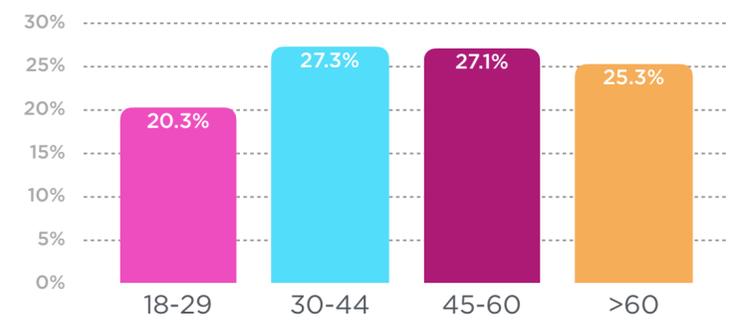
1,217 Qualified Internet Users

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

## Sex



## Age

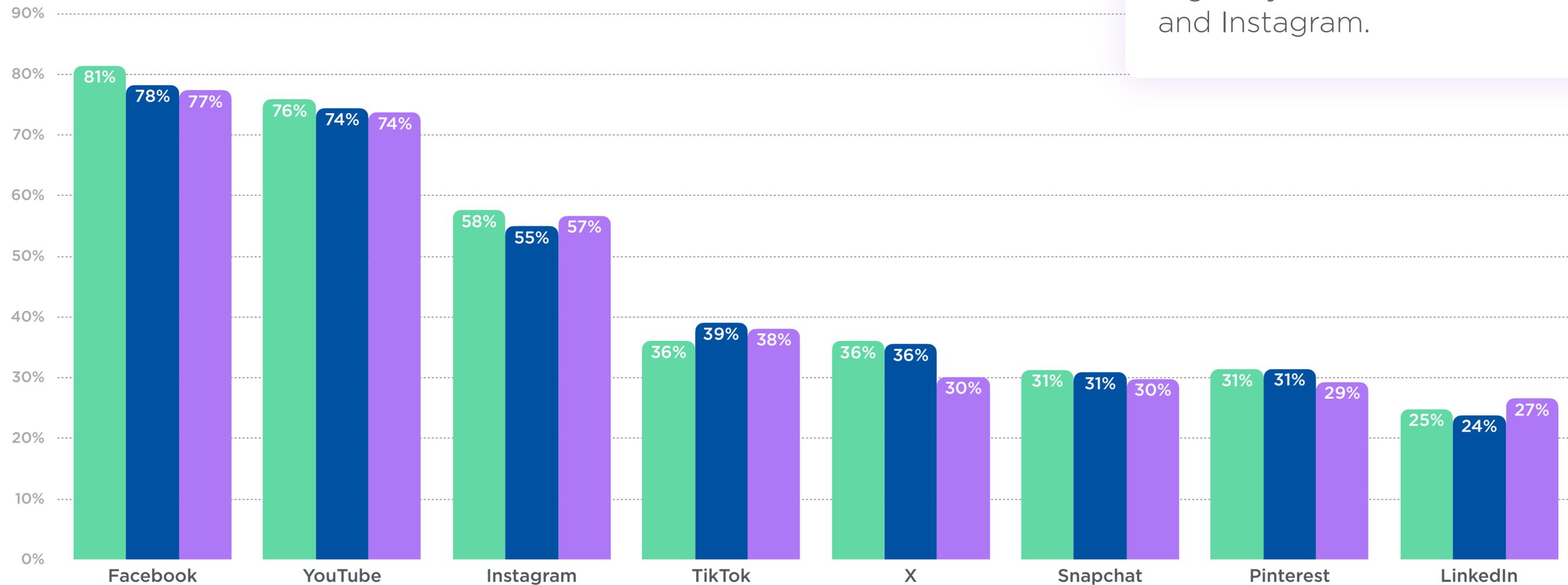


# Q: Which social media platforms do you regularly use?



All Respondents

2021 2022 2023



More than 50% of all respondents regularly use Facebook, YouTube and Instagram.

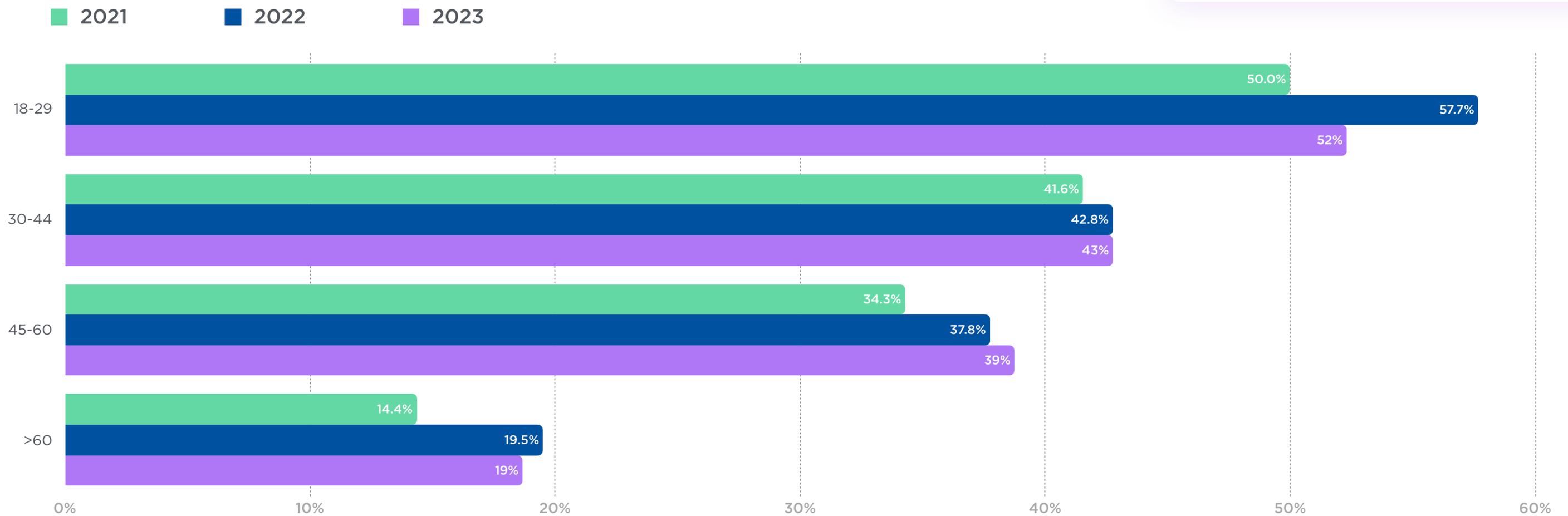
# TikTok through the years



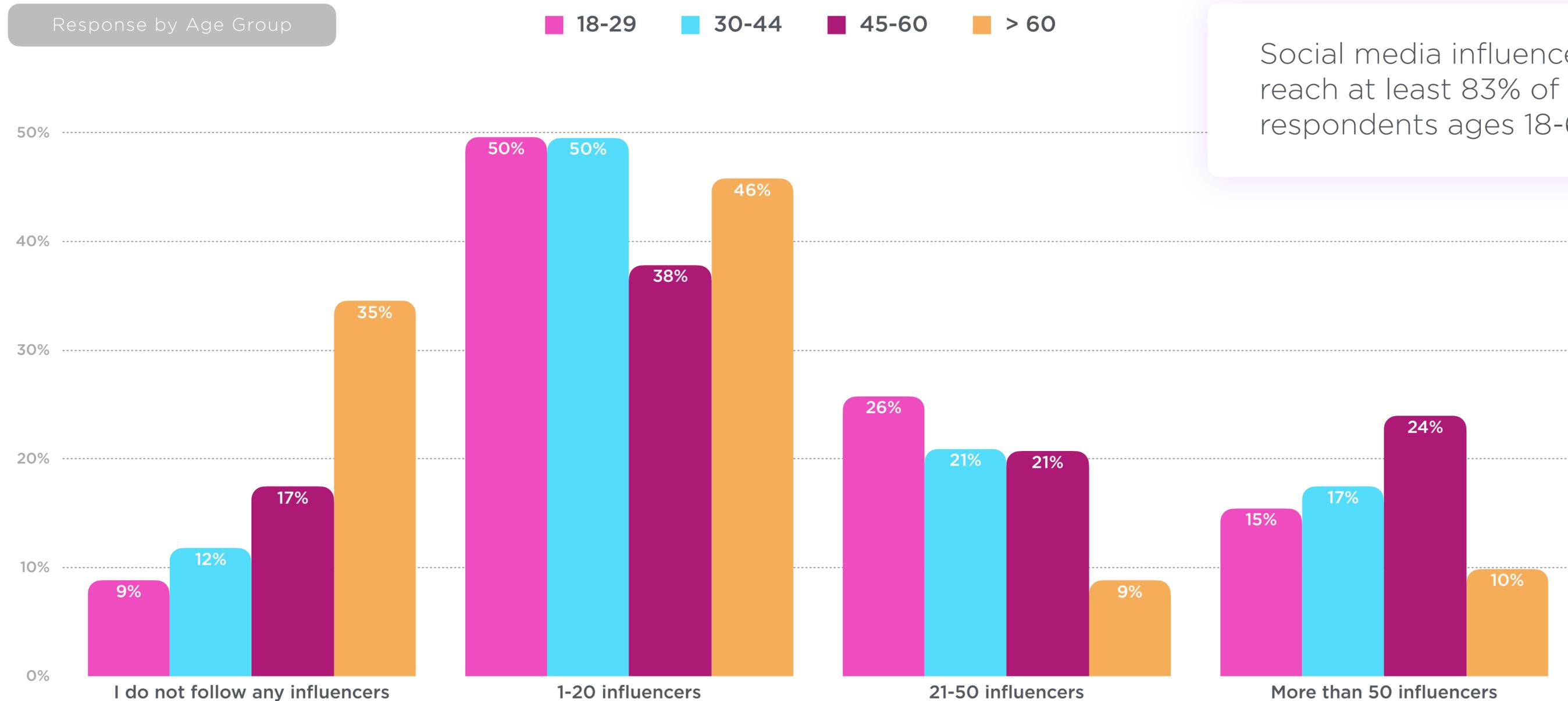
Q: Which social media platforms do you regularly use?

"TikTok" by Age Group

Gen Z leads TikTok usage, but ages 30-60 show steady growth on the platform.



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



Social media influencers reach at least 83% of all respondents ages 18-60.



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

Jane Iredale + @koreandoll

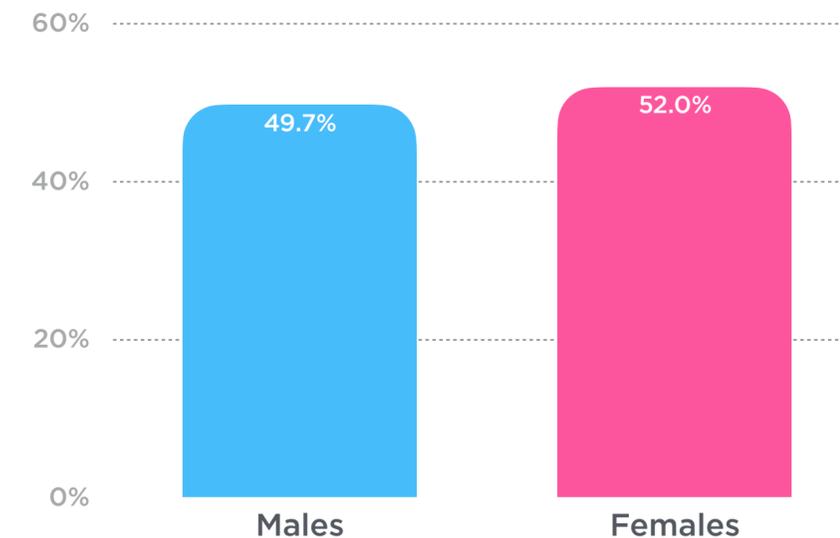
50.7%

OF ALL RESPONDENTS

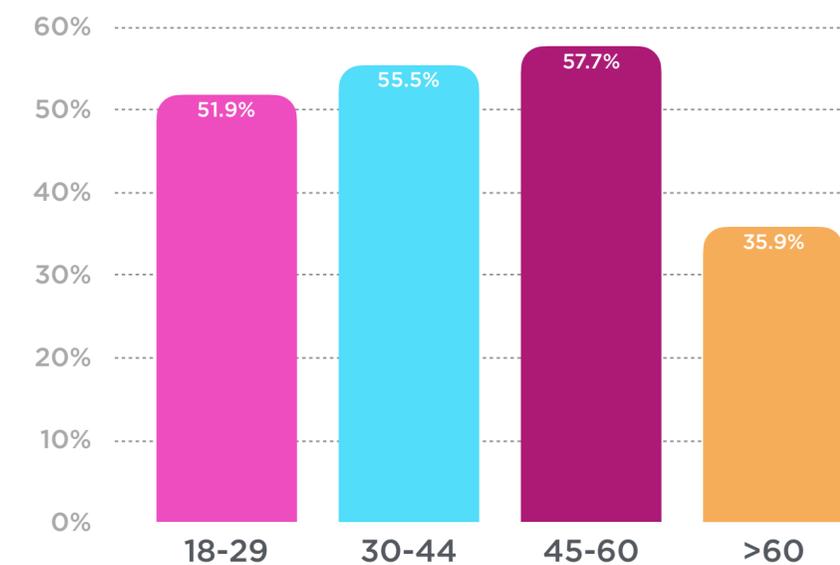
have purchased a product after seeing it being used by an influencer.



"Yes" by Sex



"Yes" by Age Group

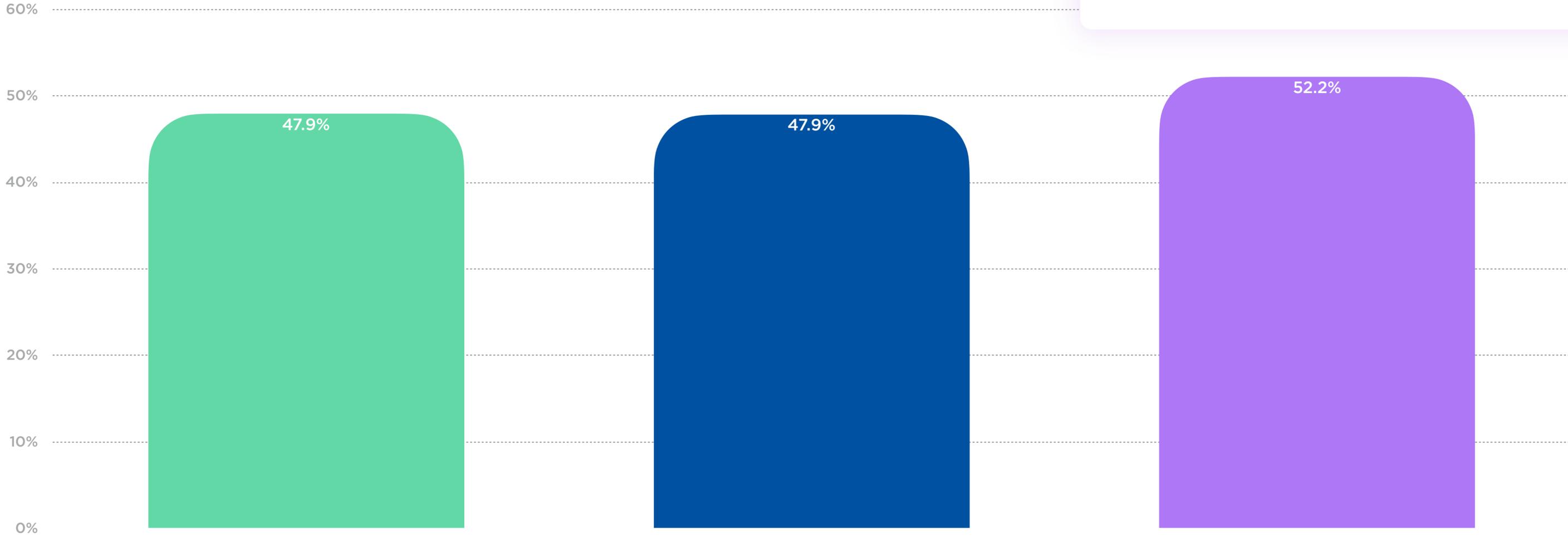


Q: Do you find content created by social media influencers to be more compelling than scripted advertising written by a marketing professional?



"Yes" by All Respondents

■ 2021   ■ 2022   ■ 2023

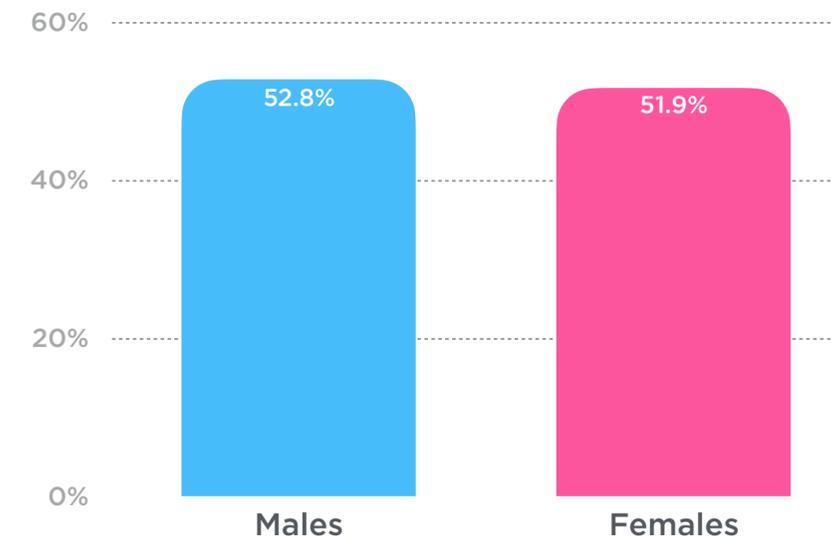


Over 50% of all respondents now find influencer content more compelling than scripted advertising.

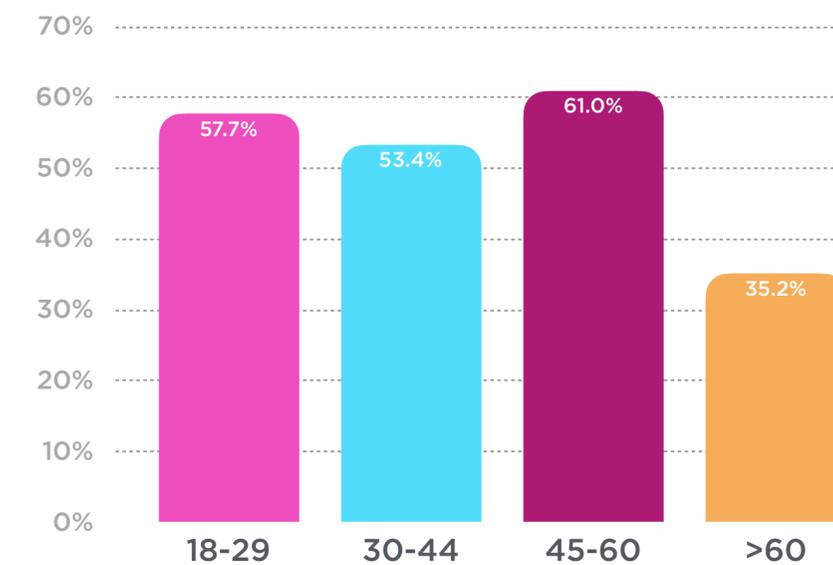
**Q: Do you find content created by social media influencers to be more compelling than scripted advertising written by a marketing professional?**

Those ages 45-60 are most likely to find influencer content more compelling than scripted advertising.

“Yes” by Sex



“Yes” by Age Group





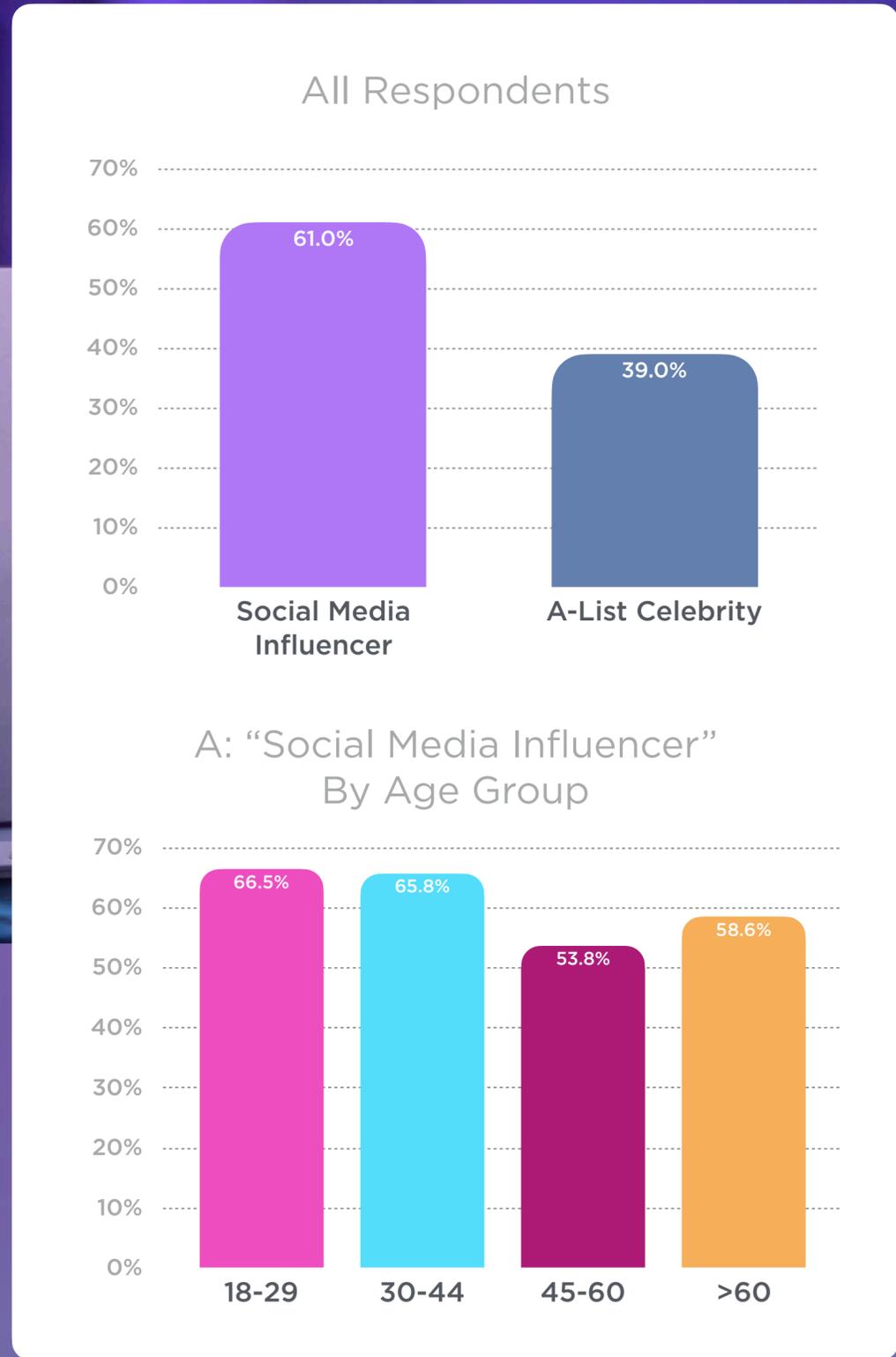
Q: Are you more likely to trust a sponsored post from an A-List celebrity or a social media influencer?

Acer

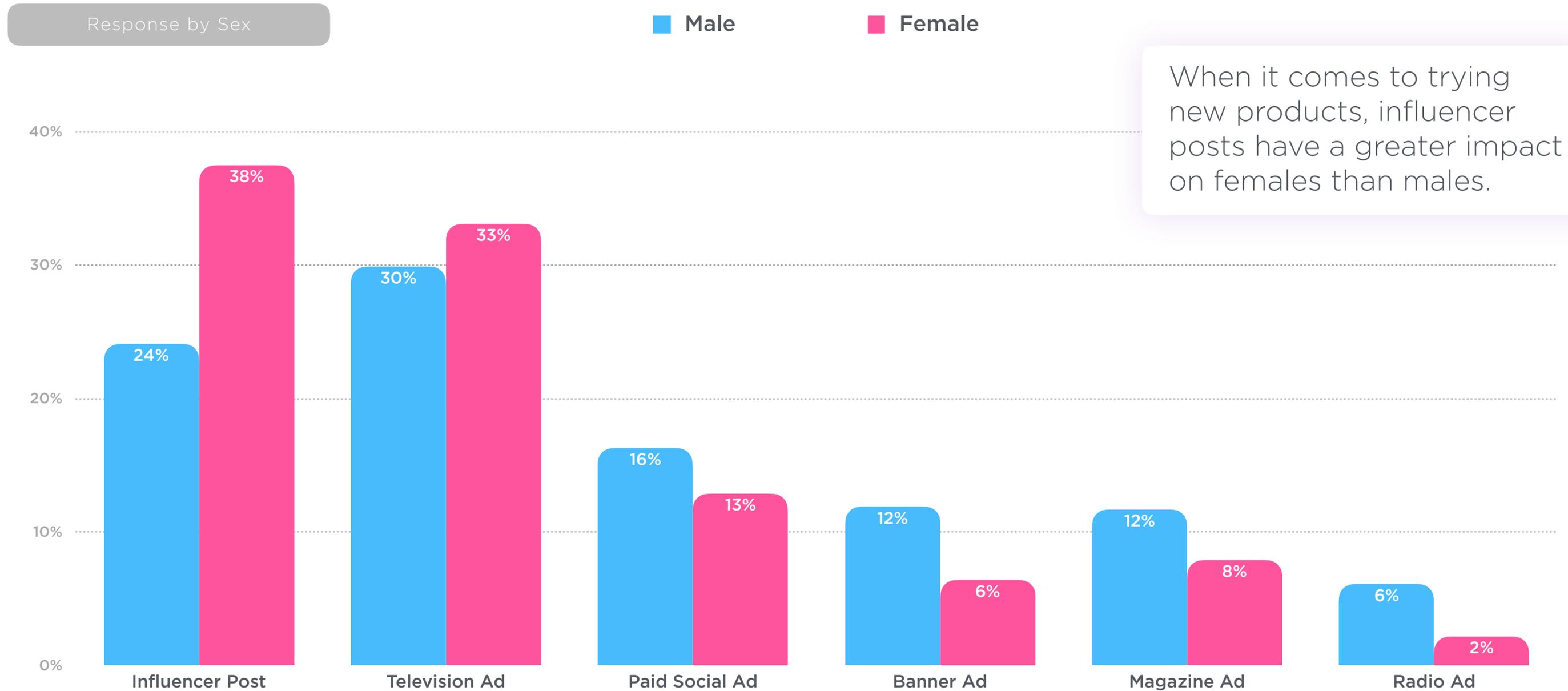
61%

OF ALL RESPONDENTS

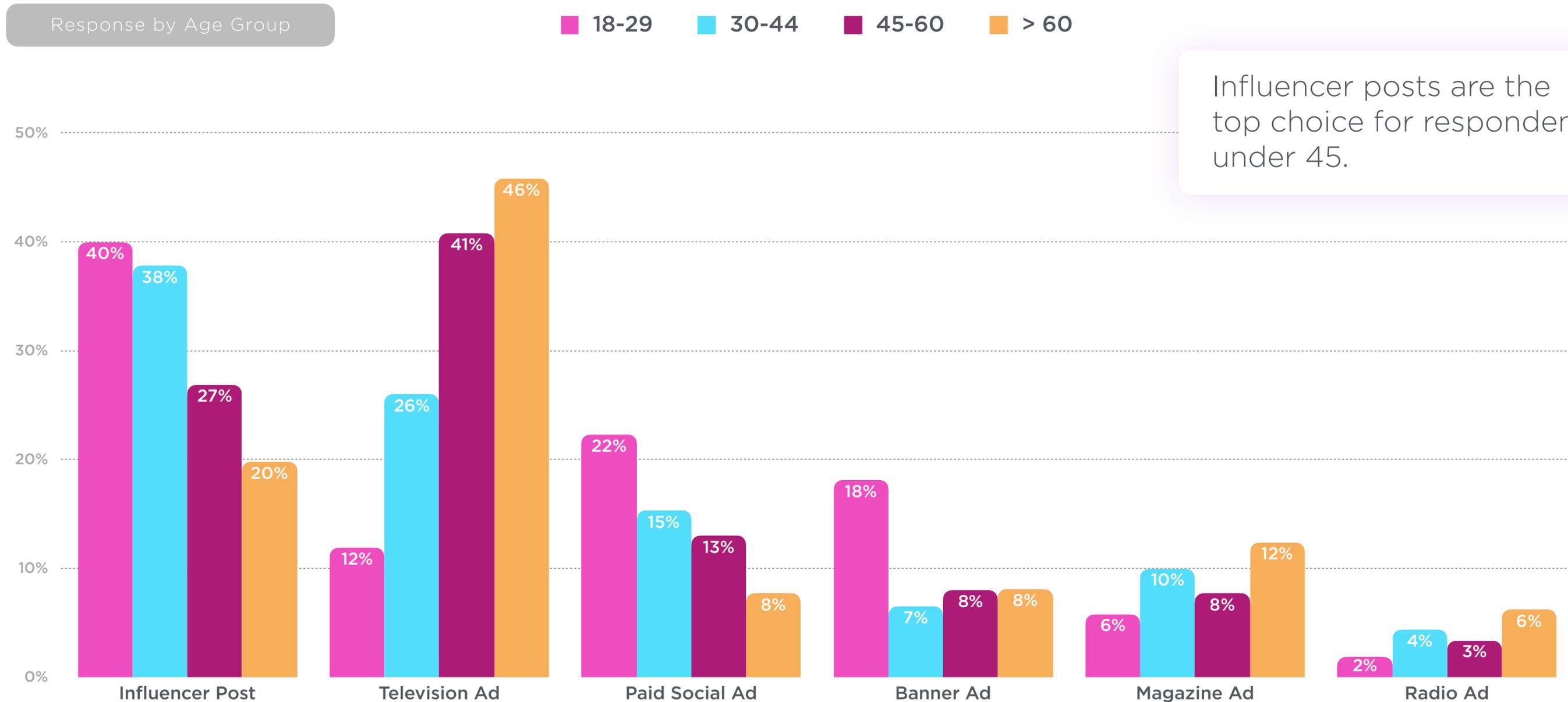
say they are more likely to trust a sponsored post from an influencer over an A-List celebrity.



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



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



Influencer posts are the top choice for respondents under 45.

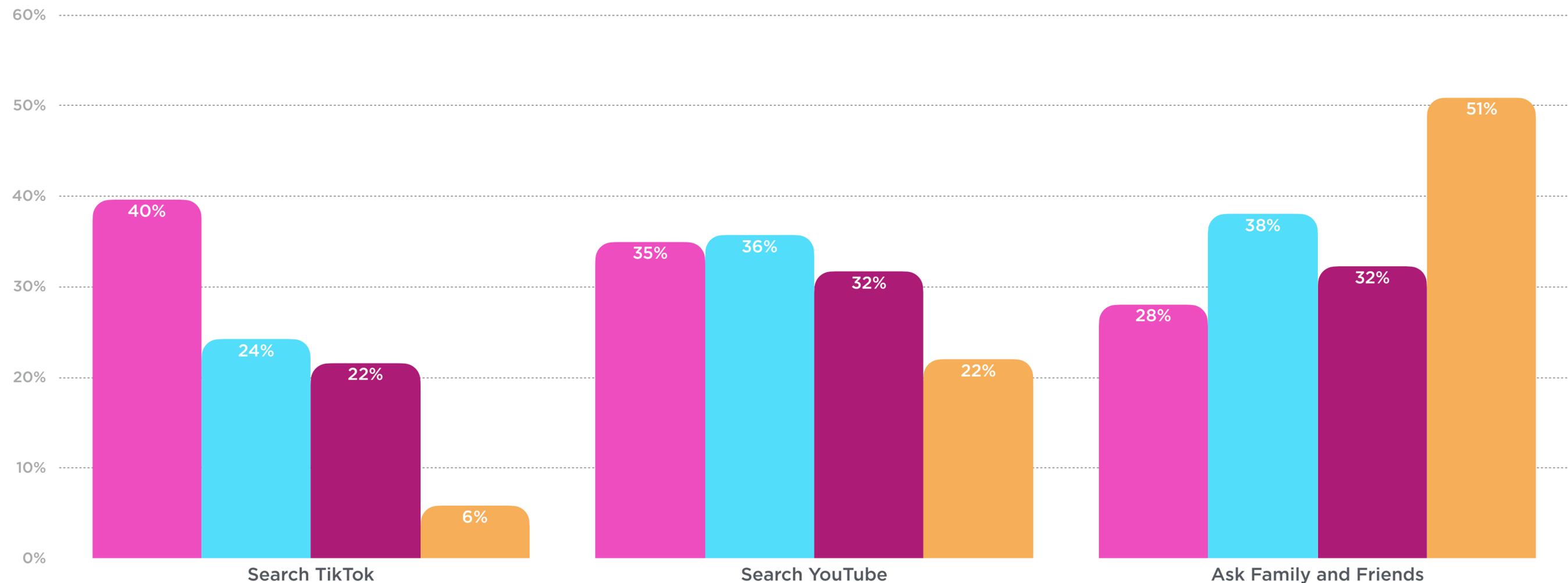
# More 18-to-29-Year-Olds Turn to TikTok Than Friends and Family



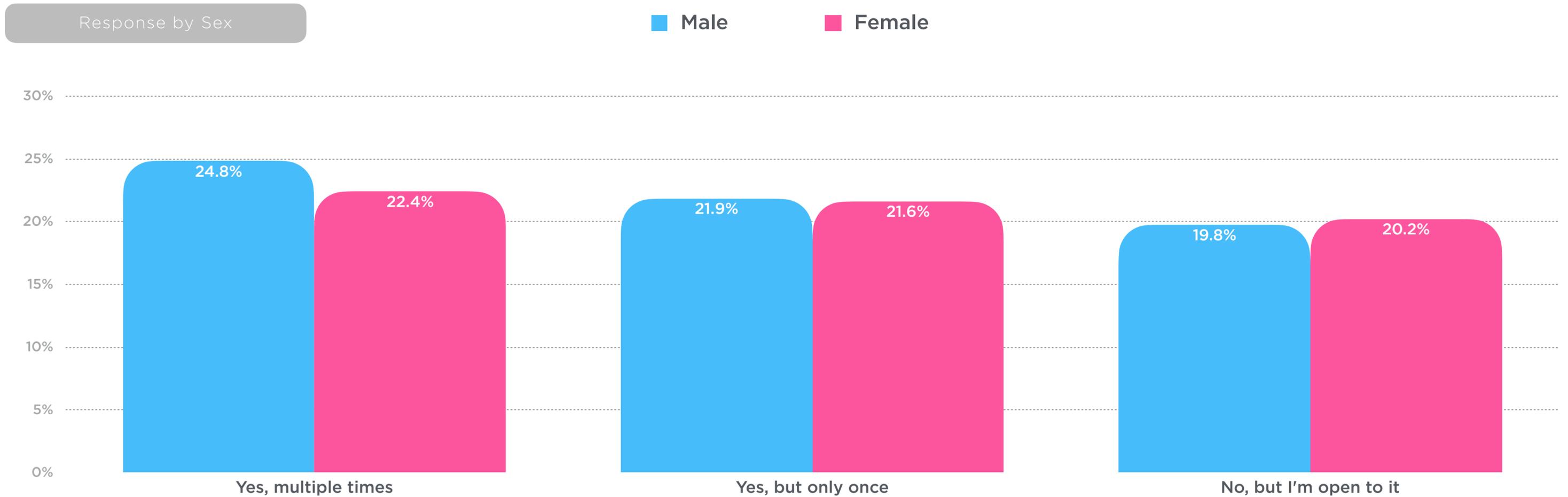
Q: How do you typically research a product/service before making a big purchase?

Response by Age Group

18-29 30-44 45-60 > 60



Q: Have you ever purchased a product directly through a social media platform's shopping feature (e.g., TikTok Shop, Instagram Shopping)?



**65%**

of all respondents have purchased a product through a social media platform's shopping feature, or are open to doing so.

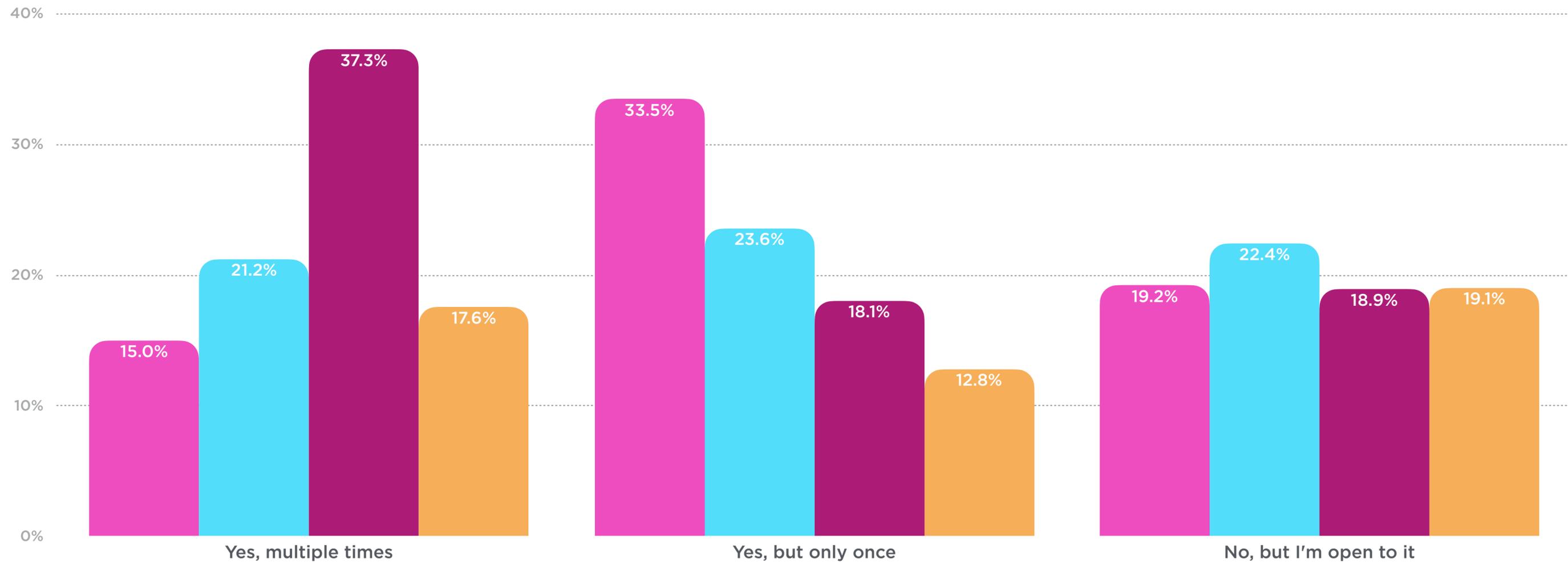
A substantial 37.3% of respondents ages 45-60 reported making multiple purchases through a social media platform's shopping feature.



Q: Have you ever purchased a product directly through a social media platform's shopping feature (e.g., TikTok Shop, Instagram Shopping)?

Response by Age Group

18-29 30-44 45-60 > 60



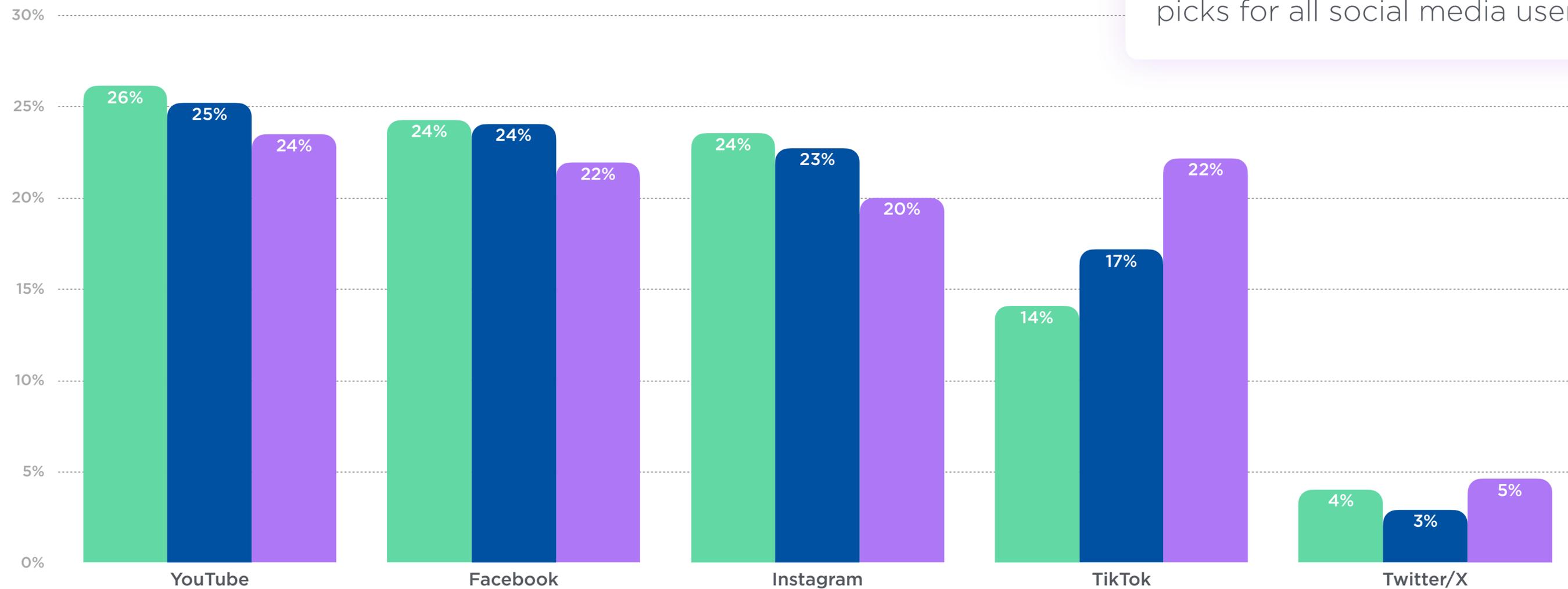
# Q: In your opinion, what is the best platform to promote a product through an influencer?



2021 2022 2023

All Respondents

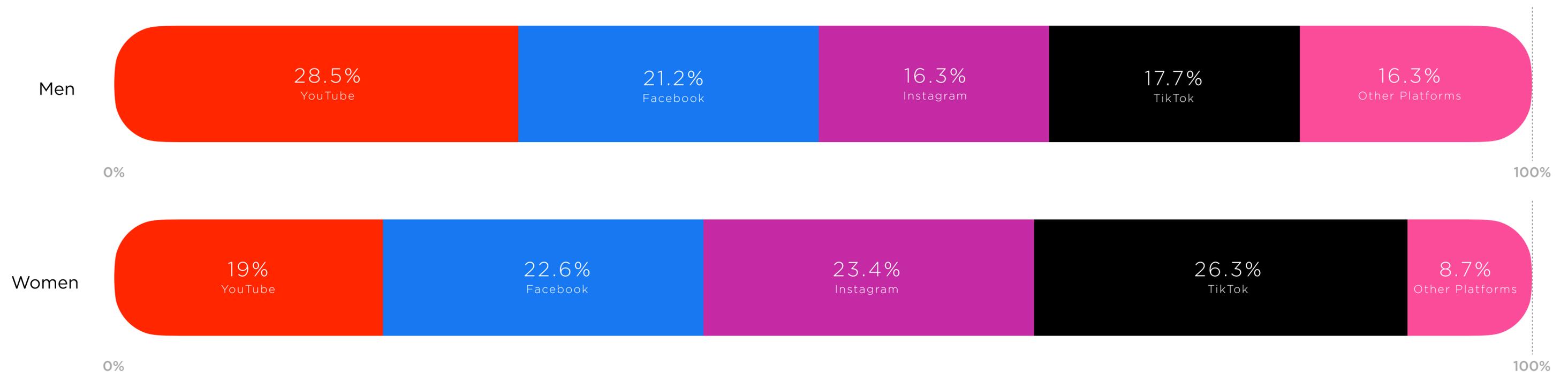
YouTube, Facebook, Instagram and TikTok remain the top four picks for all social media users.



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



Response by Sex



Women are more likely to say **TikTok and Instagram** are the top ways to promote products, while men are more likely to say **YouTube**.

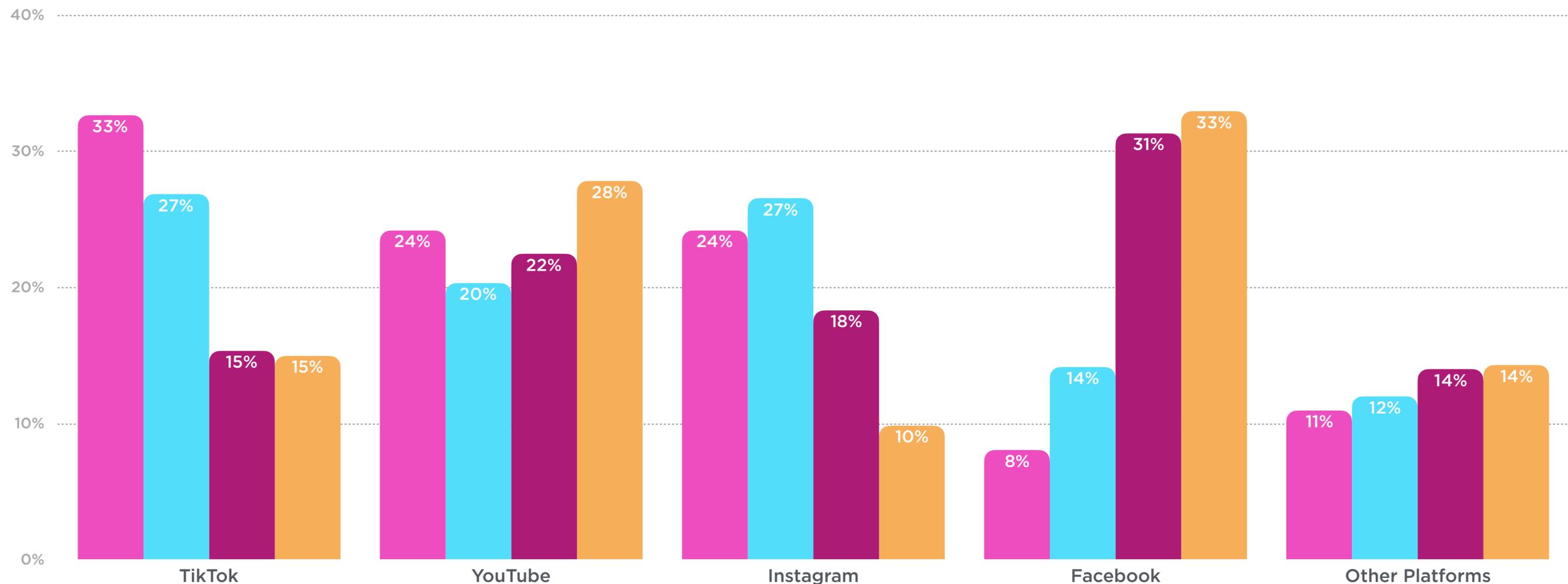
# Q: In your opinion, what is the best platform to promote a product through an influencer?



People under the age of 45 are more likely to say **TikTok** and **Instagram** are the top ways to promote products, while those 45 and up are more likely to say **Facebook** and **YouTube**.

Response by Age Group

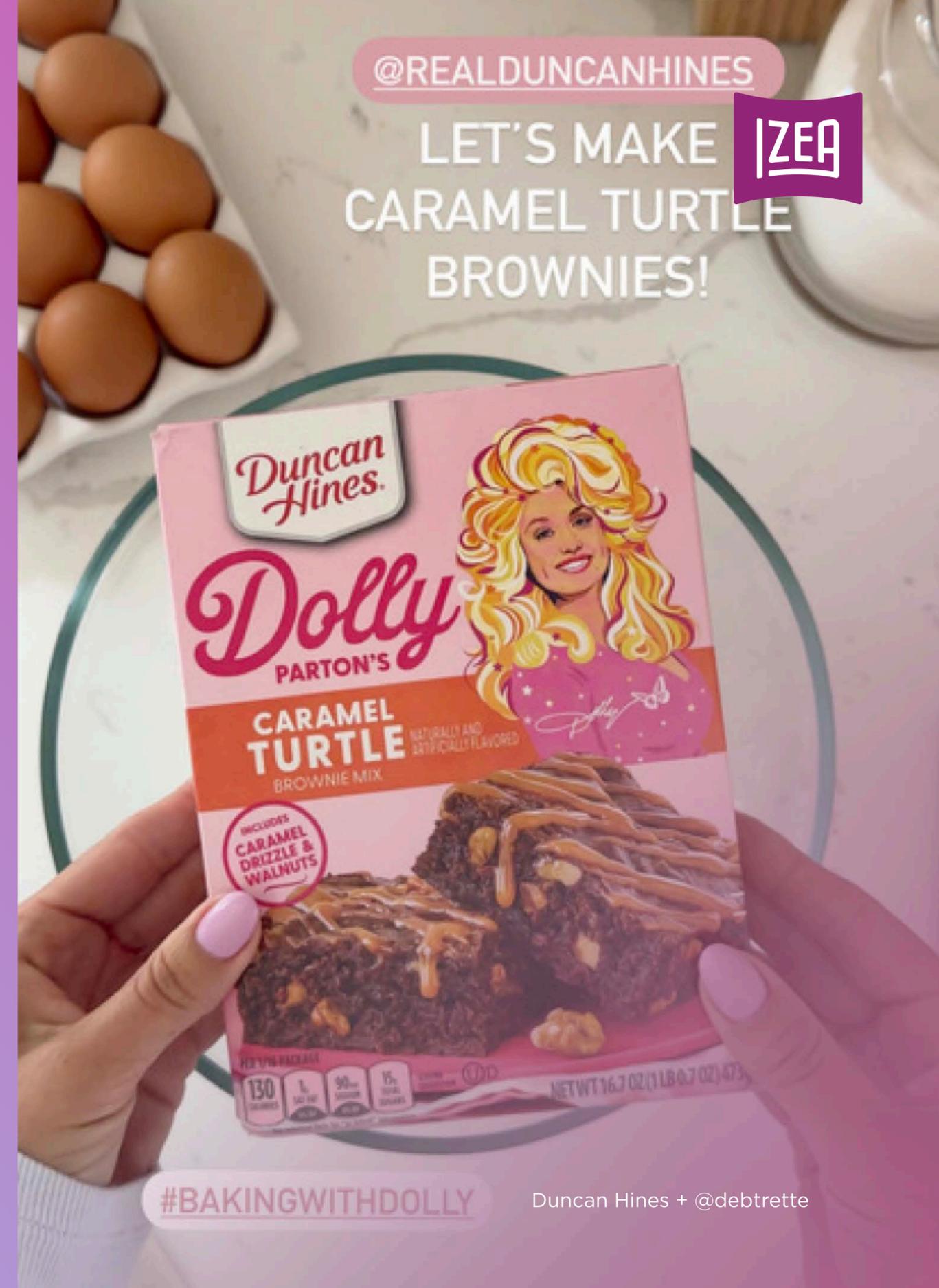
18-29 30-44 45-60 > 60



IZEA INSIGHT

The Creator Economy is thriving, and the impact it has on the marketing industry is profound.

Seize the opportunities it presents to engage audiences, build trust, and propel your brand and products to new heights.



@REALDUNCANHINES

LET'S MAKE  
CARMEL TURTLE  
BROWNIES!



#BAKINGWITHDOLLY

Duncan Hines + @debtrette



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[izea.com/resources](https://izea.com/resources)

