



CA EDITION



IZEA INSIGHTS SPECIAL REPORT

2024 Canada Trust in Influencer Marketing

July 2024



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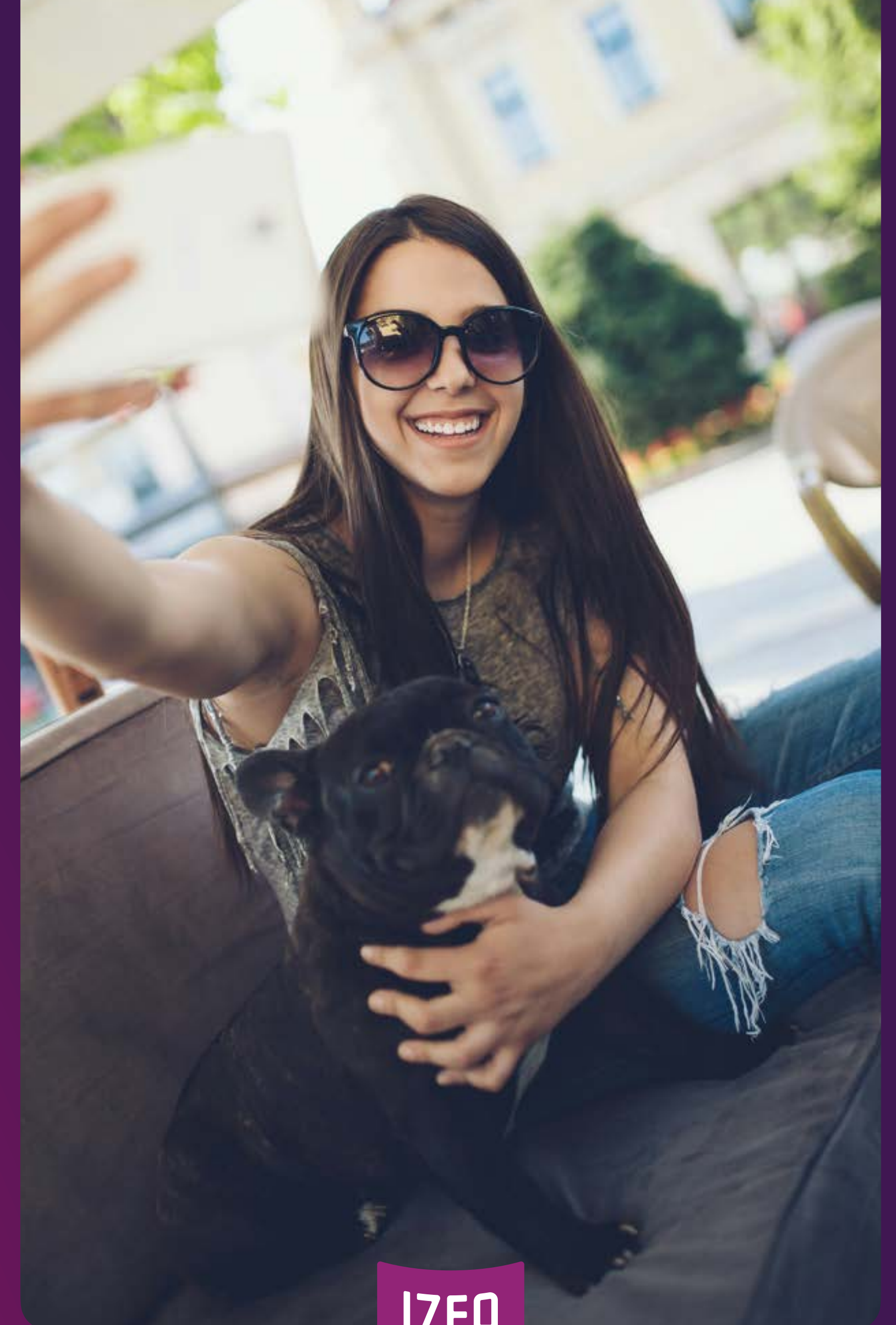


BACKGROUND

We surveyed over 1,000 **Canada-based** consumers to help understand their sentiments around influencer marketing and see how those thoughts differ between age groups and sexes.

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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SAMPLE POPULATION

CANADA SOCIAL MEDIA USERS

Canada

GEOGRAPHY

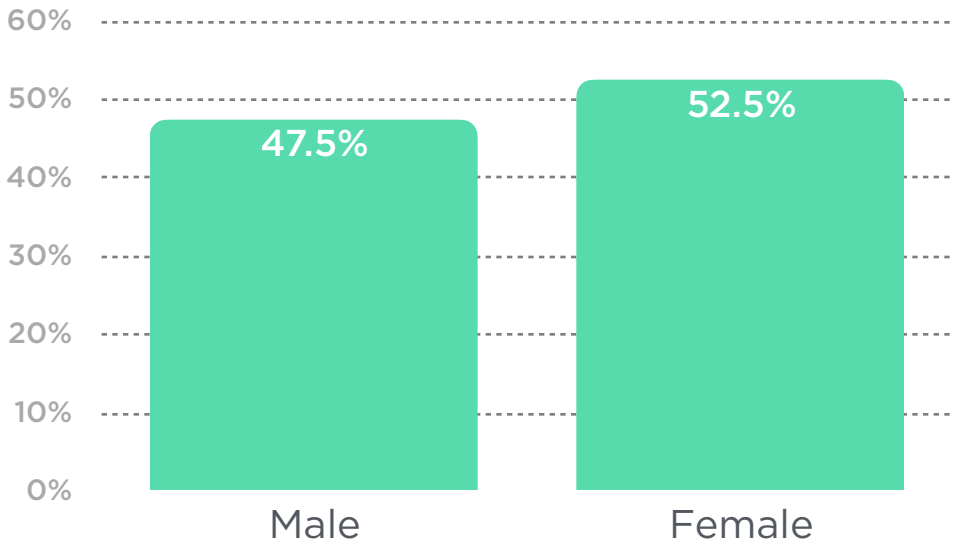
5/16/24
TO
5/17/24

DATA GATHERED

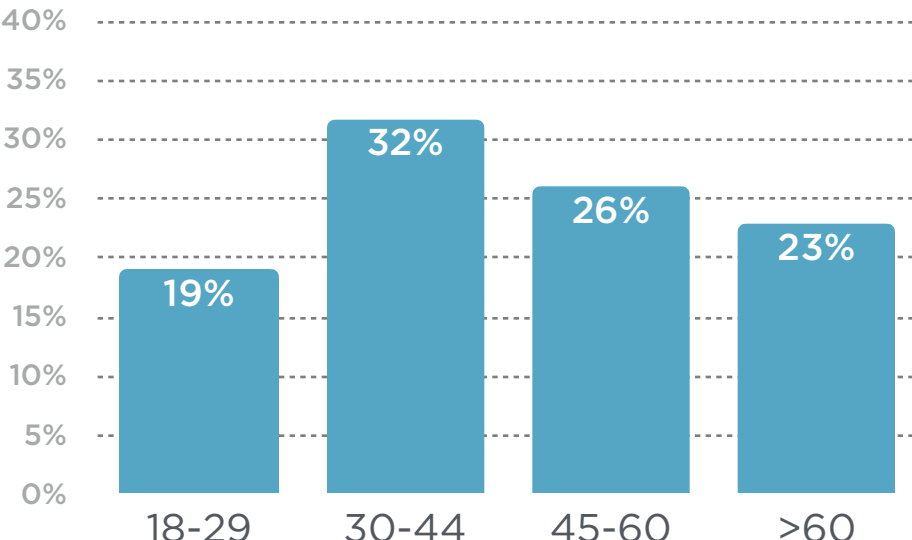
1,018 Respondents

All respondents were required to have an internet connection and be a social media user in order to participate in the survey.

SEX



AGE

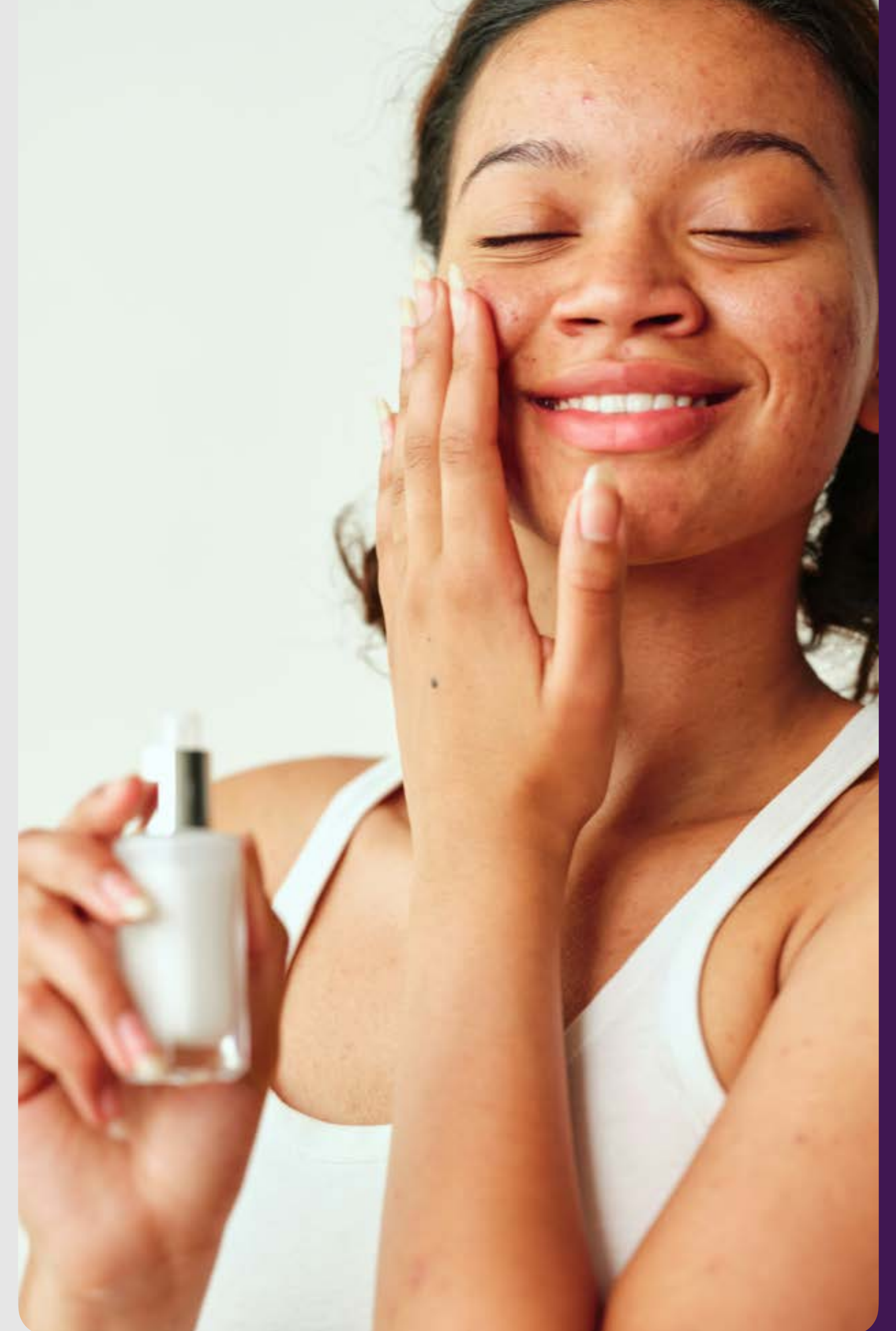


SUMMARY OF FINDINGS

Our findings in this report reveal significant trends in influencer marketing and social media usage in Canada. Facebook remains the most widely used platform, while **Instagram** and **TikTok see high engagement** among younger users. Content creation is dominated by short-form visual content, which continues to grow in popularity across various platforms.

Trust in influencer recommendations is bolstered by **authenticity**, product use, and transparency, driving consumer behaviour and purchase decisions.

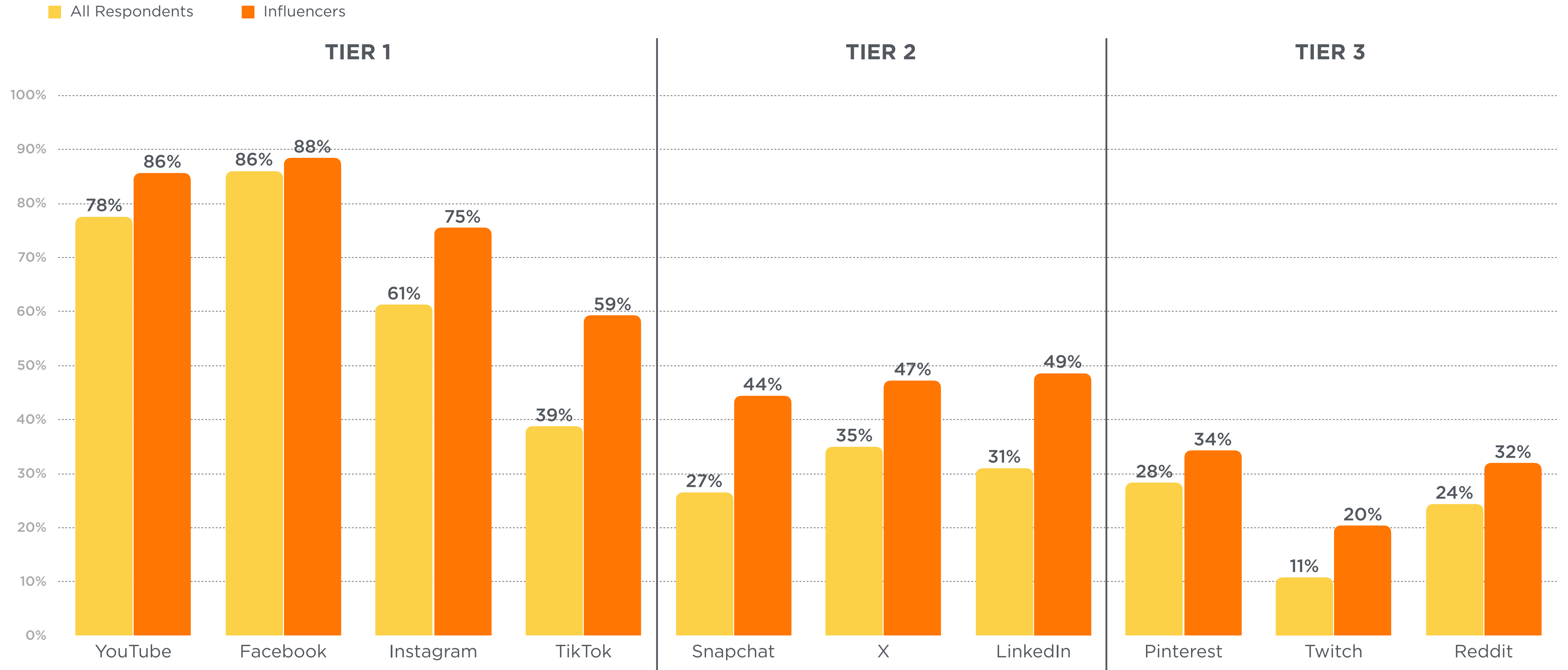
Social shopping features are widely accepted, and influencer advertising is more effective than traditional methods. These insights highlight the evolving landscape of digital marketing, emphasizing the importance of authentic and relatable content in **influencing consumer behaviour**.



PLATFORM USAGE



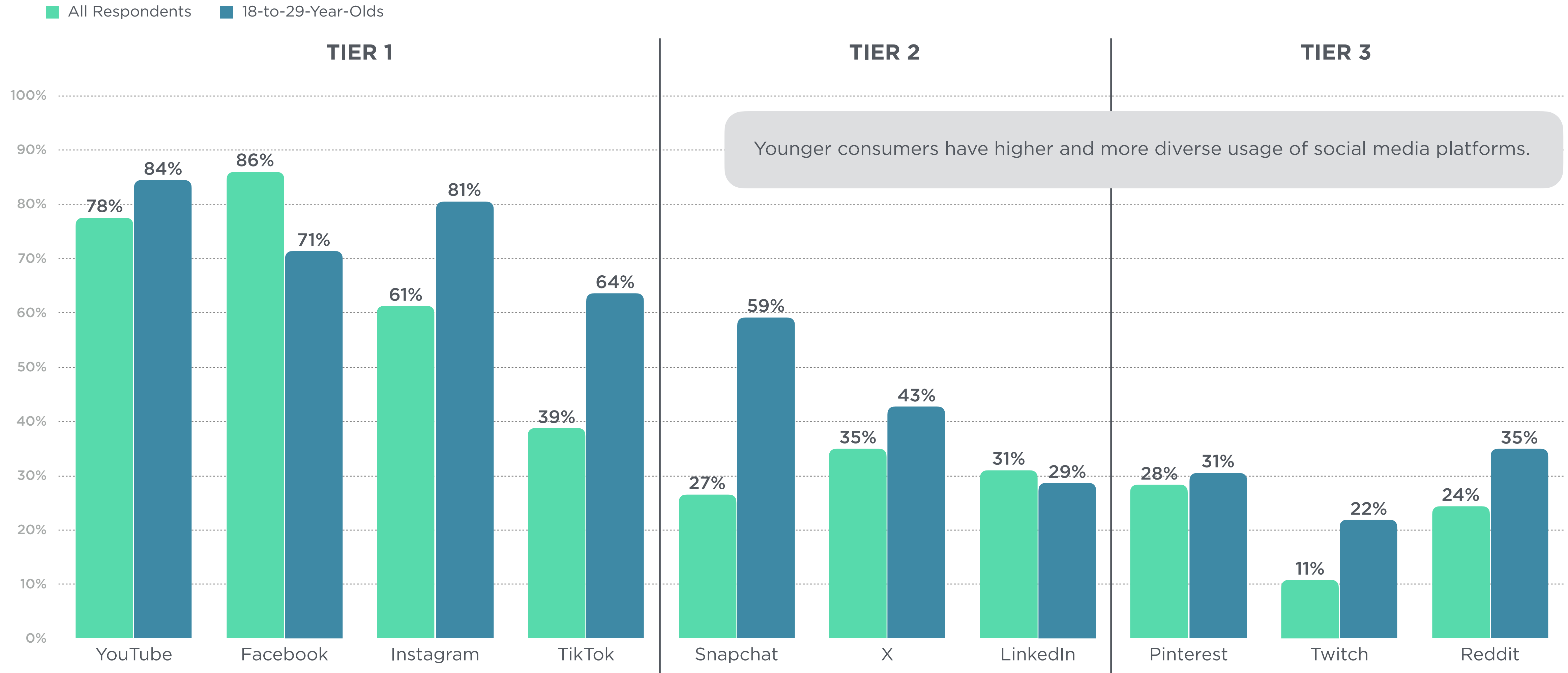
Q: Which social media platforms do you regularly use?



PLATFORM USAGE



Q: Which social media platforms do you regularly use?

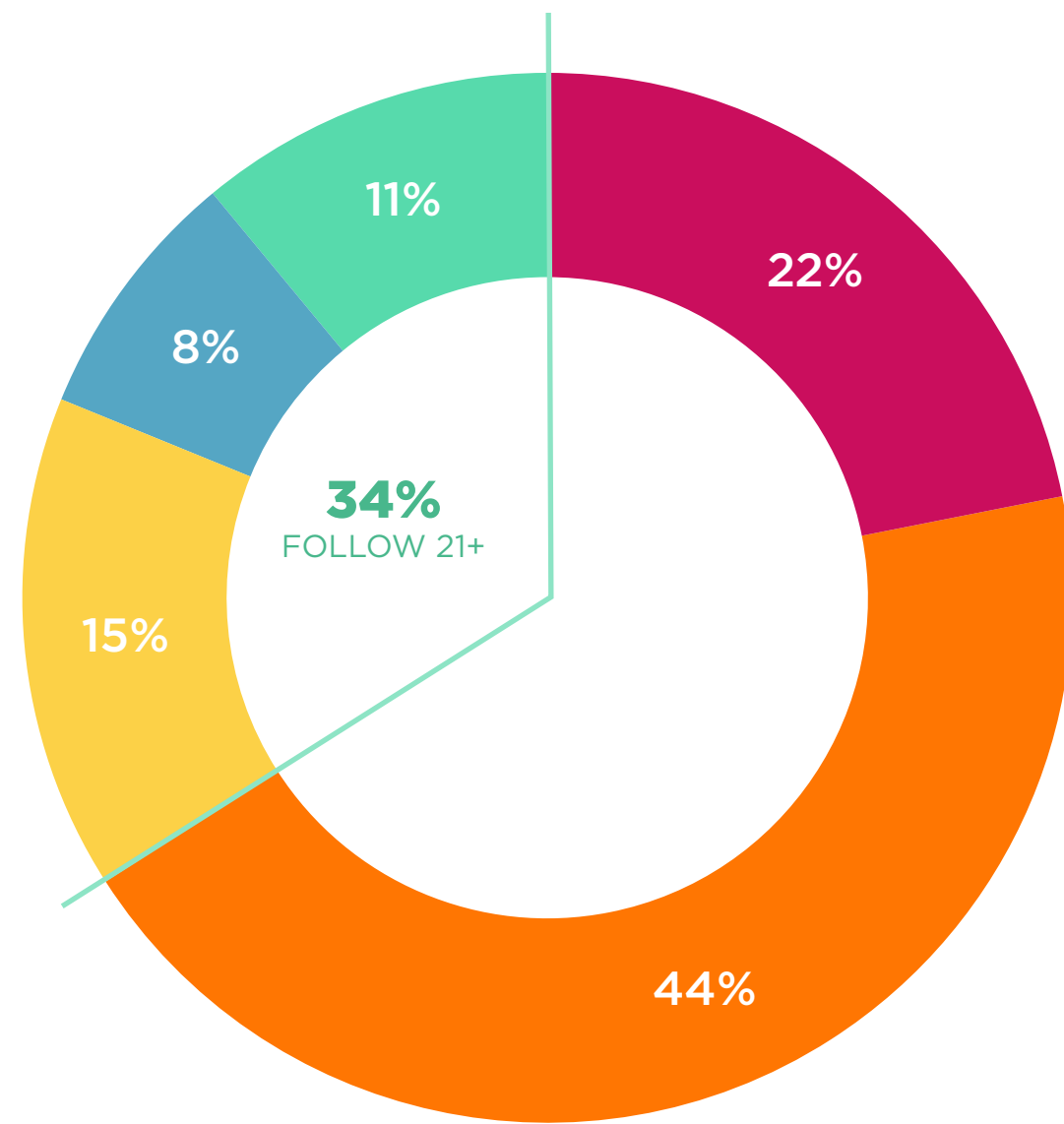


SOCIAL FOLLOWING

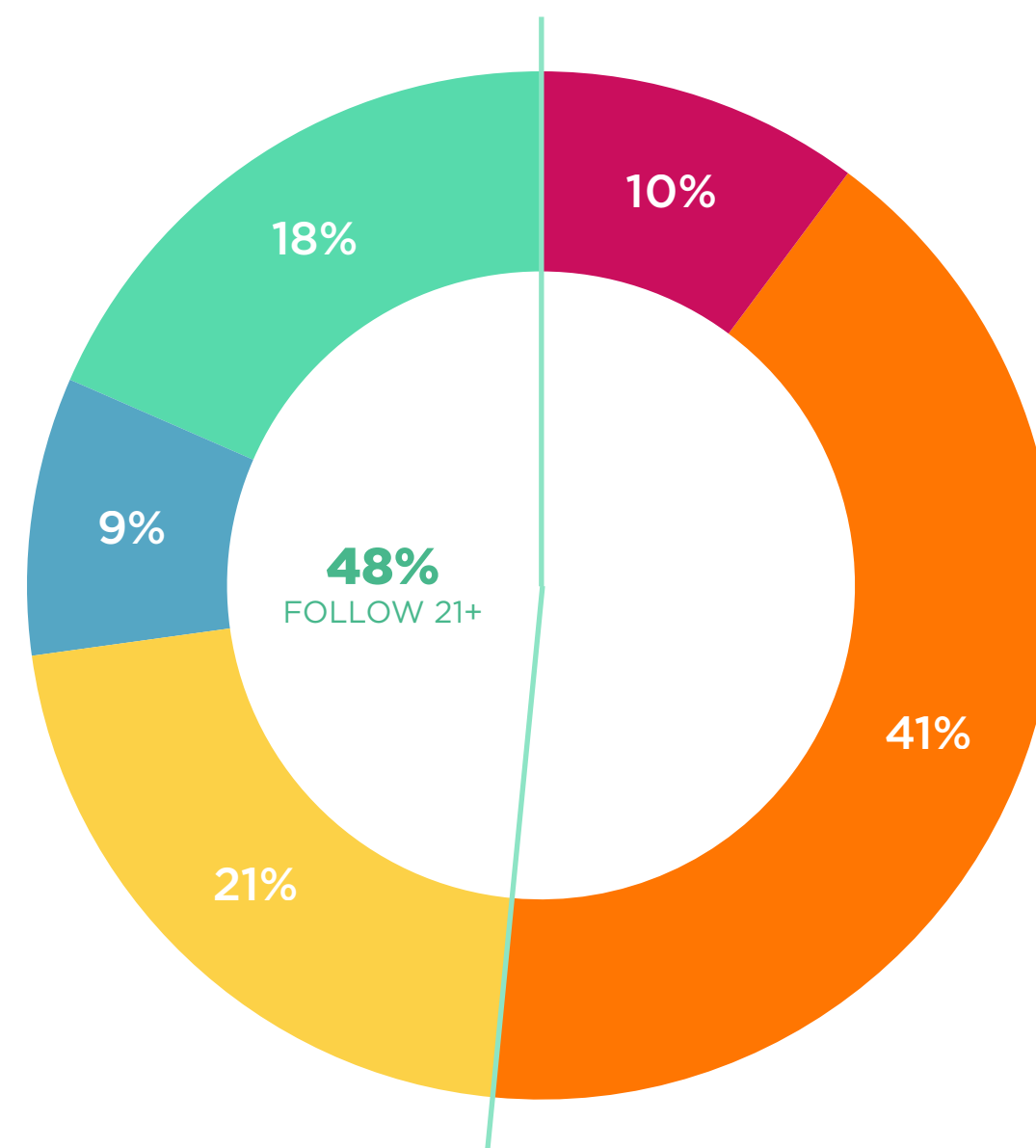
Q: How many influencers do you follow on social media?



ALL RESPONDENTS



18-TO-29-YEAR-OLDS



- None Followed
- 1-20 Influencers Followed
- 21-50 Influencers Followed
- 51-100 Influencers Followed
- 101+ Influencers Followed

48%

of 18-to-29-year-olds follow more than 20 influencers.



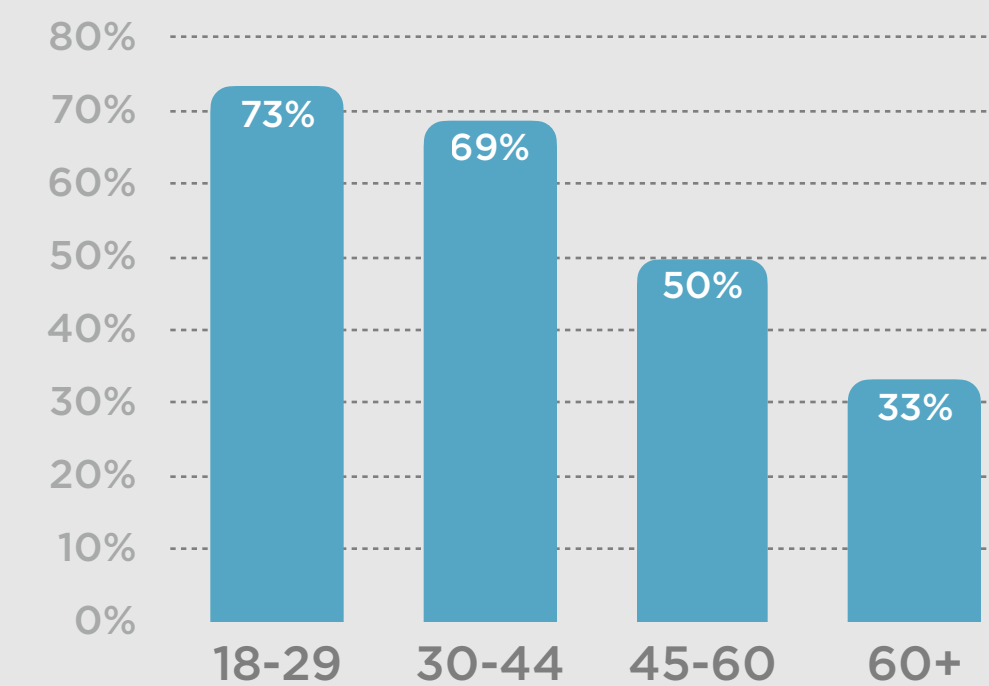
58%

OF RESPONDENTS

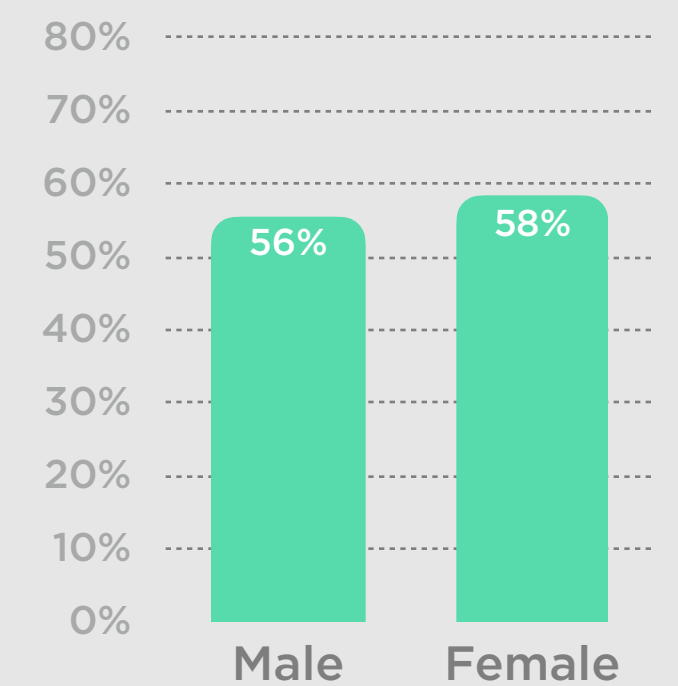
say they prefer content created by social media **influencers.**

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

“Yes” by Age Group



“Yes” by Sex



INFLUENCE DRIVES INFLUENCE

93%

OF INFLUENCERS

say they are the **primary shopper** in their household.



84%

OF INFLUENCERS

say they have purchased a product after seeing it being used by **another influencer**.



94%

OF INFLUENCERS

say they are likely to **search on social platforms** before making a purchase.

Influencers spend an average of

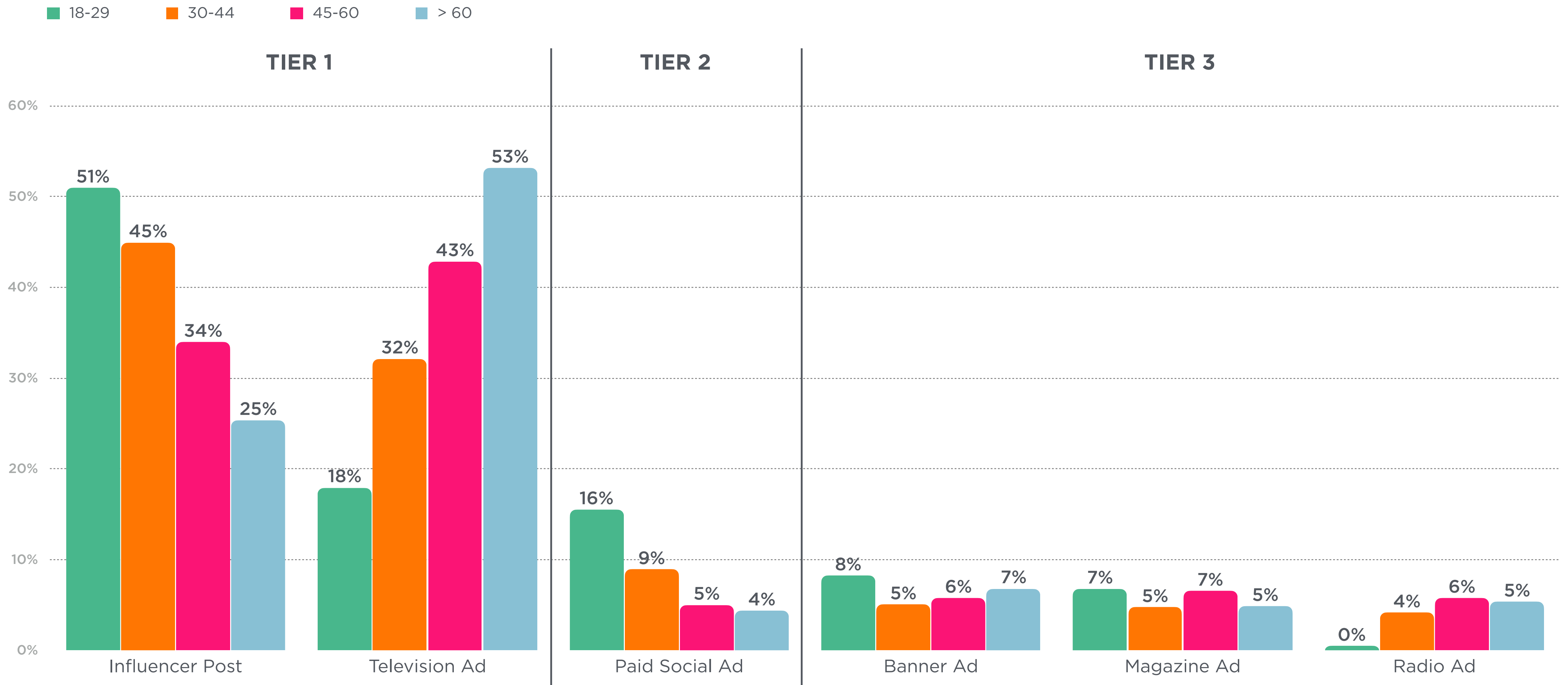
7 HOURS A DAY

using social media platforms

ADVERTISING IMPACT ON PURCHASES



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

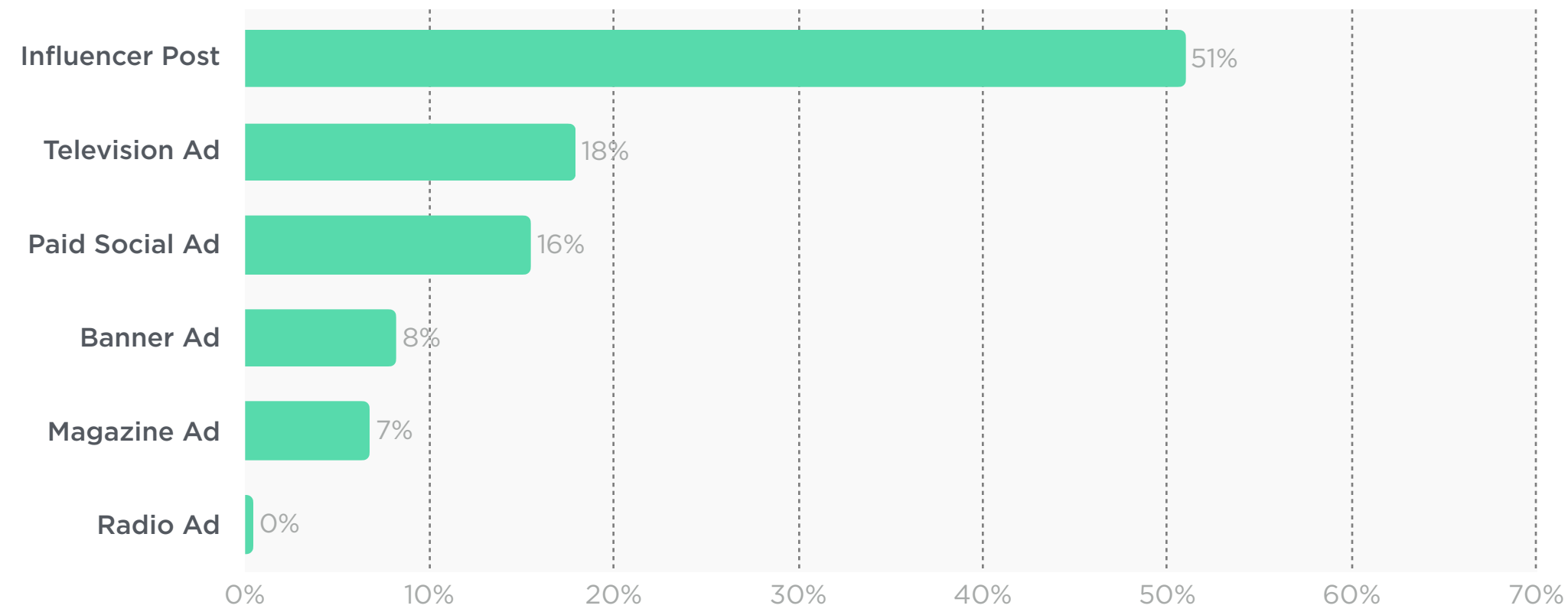


ADVERTISING IMPACT ON PURCHASES

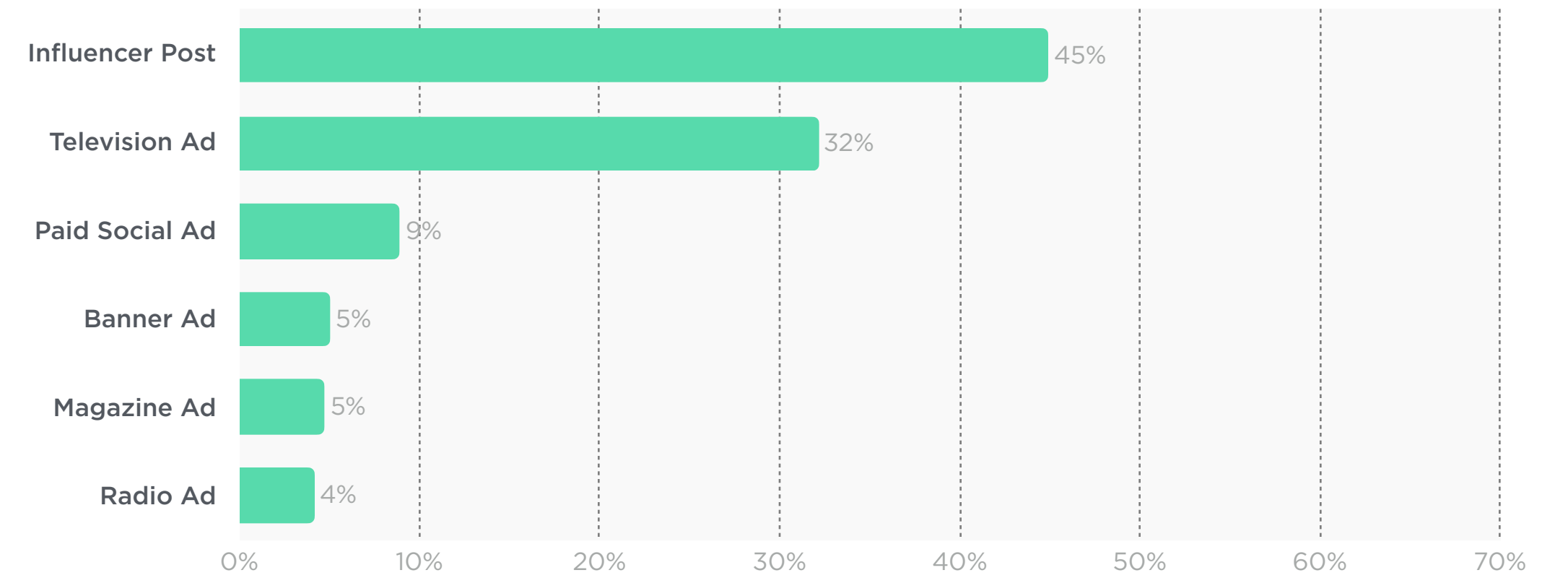


Q: Which of these is more likely to get you to try a new product?

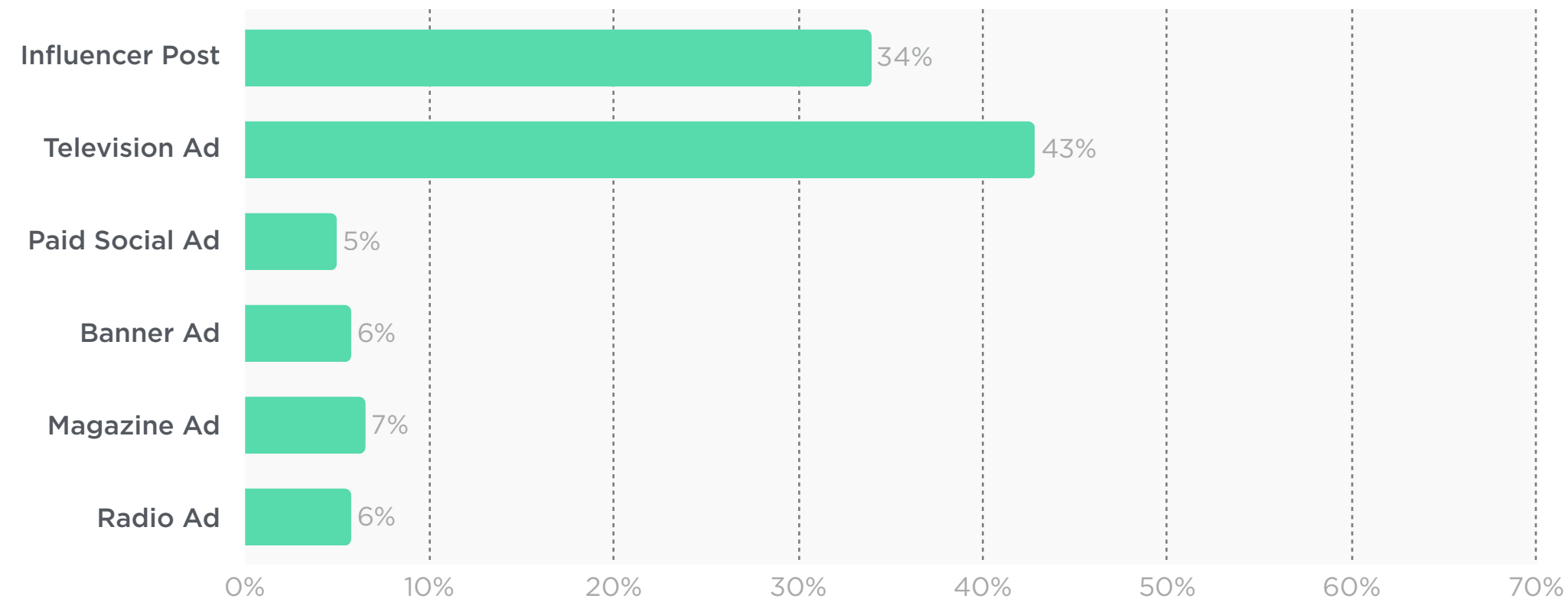
18-TO-29-YEAR-OLDS



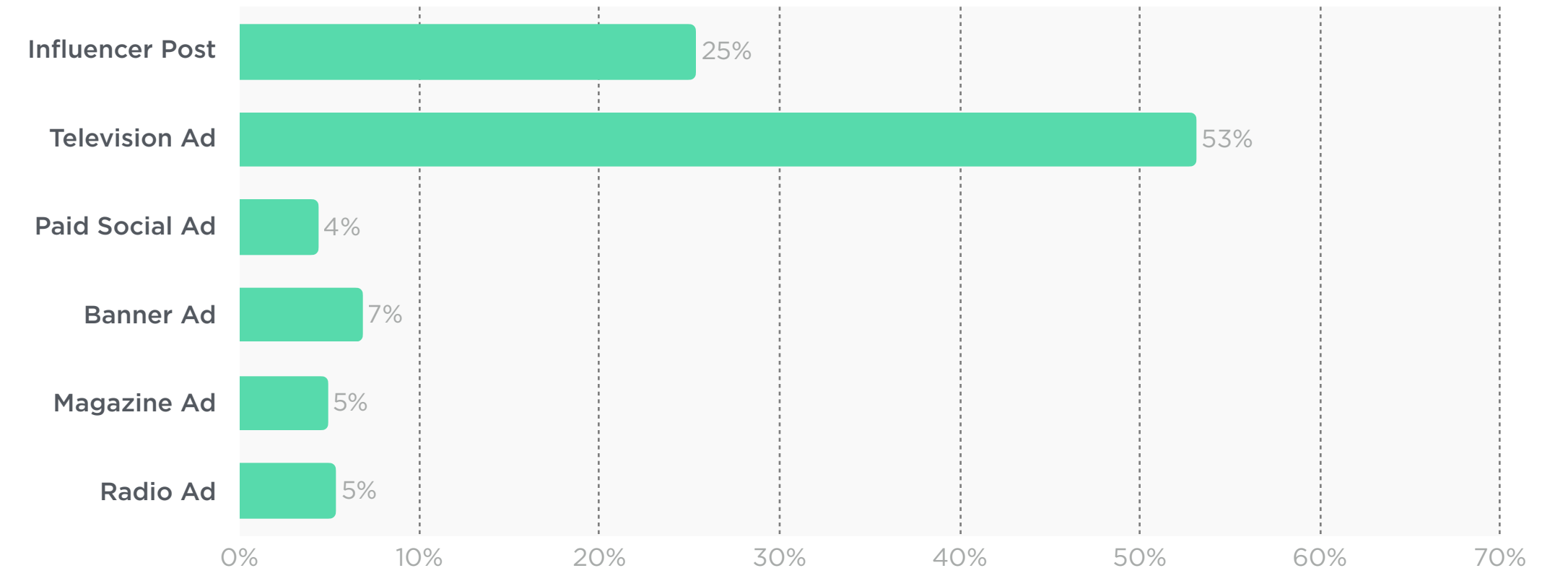
30-TO-44-YEAR-OLDS



45-TO-60-YEAR-OLDS



60+ YEAR-OLDS





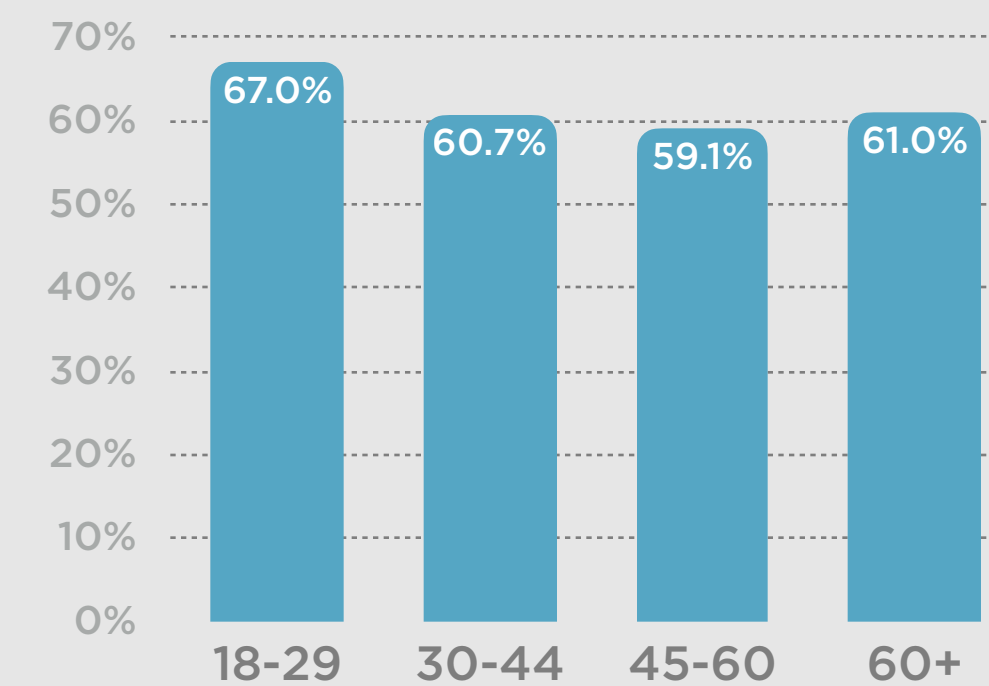
62%

OF RESPONDENTS

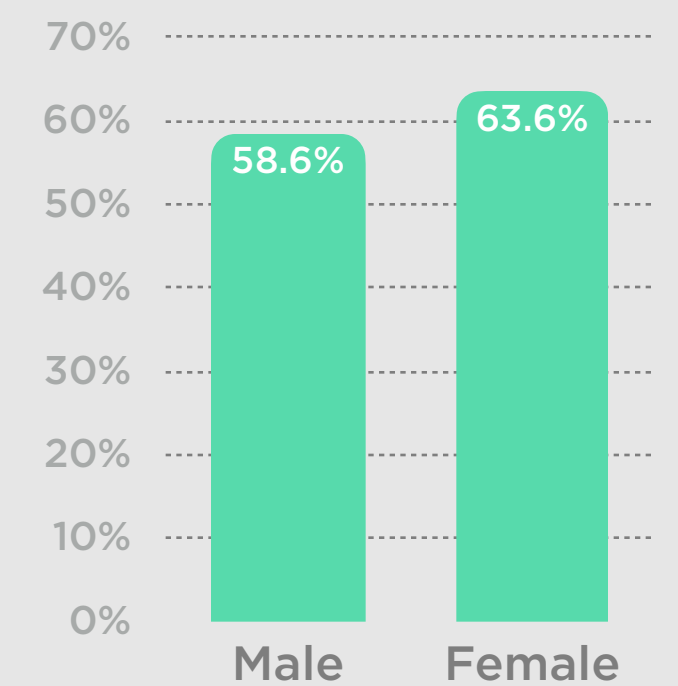
say they are more likely to trust a sponsored post from an **influencer** over an A-List celebrity.

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

“Influencer” by Age Group



“Influencer” by Sex



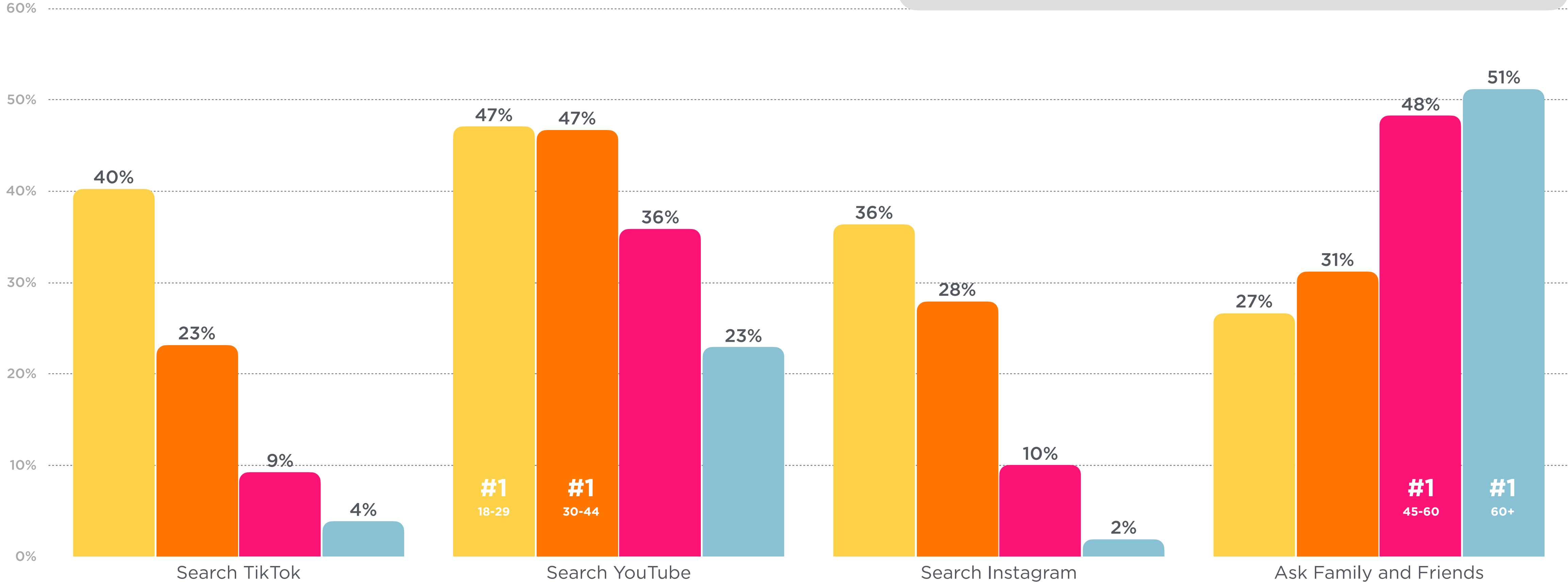
PRODUCT RESEARCH



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

18-29 30-44 45-60 > 60

More 18-to-44-year-olds turn to YouTube than friends and family.



YOUNG CONSUMERS EMBRACE SOCIAL

40%

OF 18-TO-29-YEAR-OLDS

research purchase decisions on **TikTok** before making a product purchase



51%

OF 18-TO-29-YEAR-OLDS

have purchased a product directly through a **social media app** (e.g. TikTok Shop, etc.)



67%

OF 18-TO-29-YEAR-OLDS

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

18-to-29-year-olds spend an average of

6 HOURS A DAY

using social media platforms



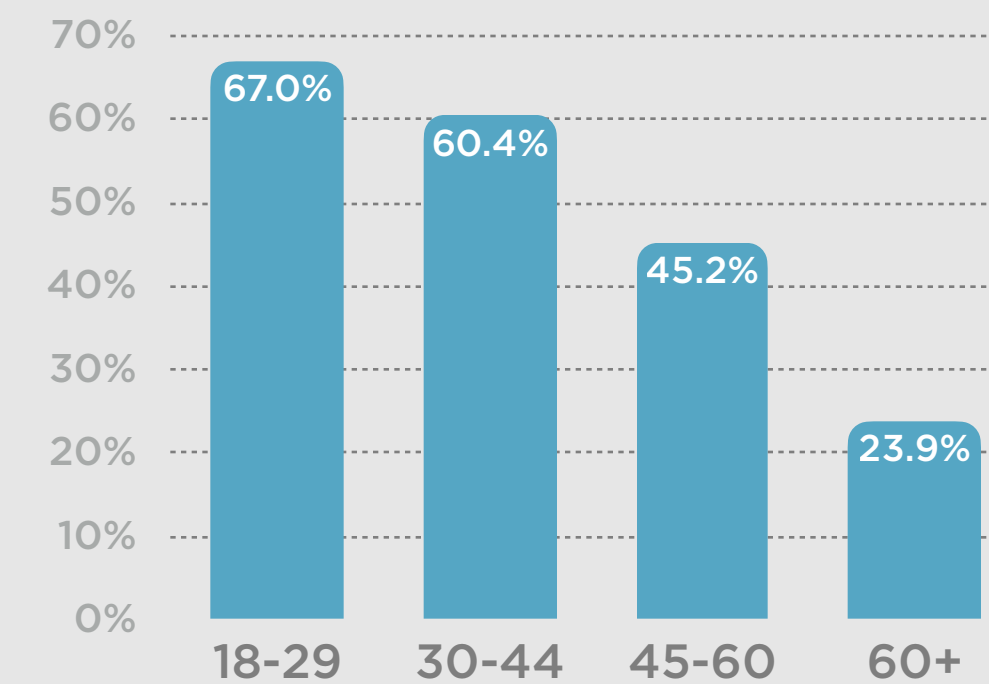
50%

OF RESPONDENTS

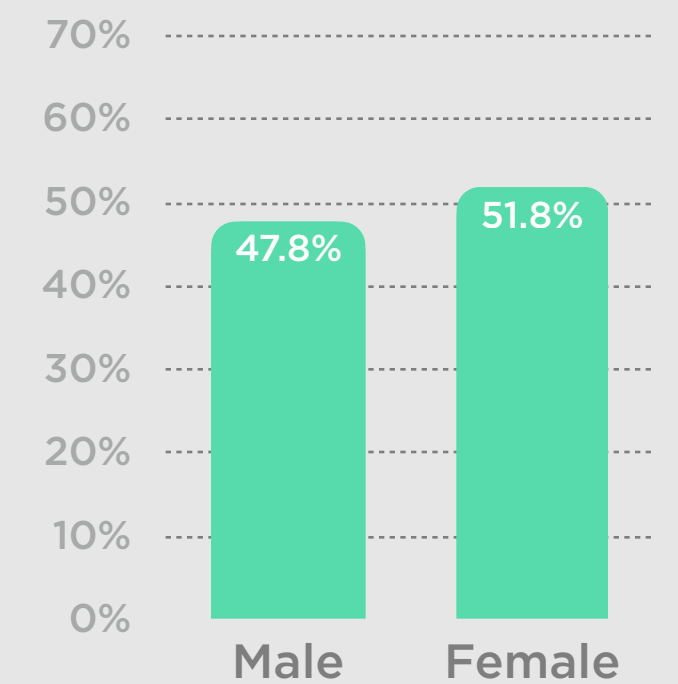
say they have
**purchased a product
after seeing it being used
by an influencer.**

Q: Have you ever purchased a product after seeing it being used by an influencer?

“Yes” by Age Group



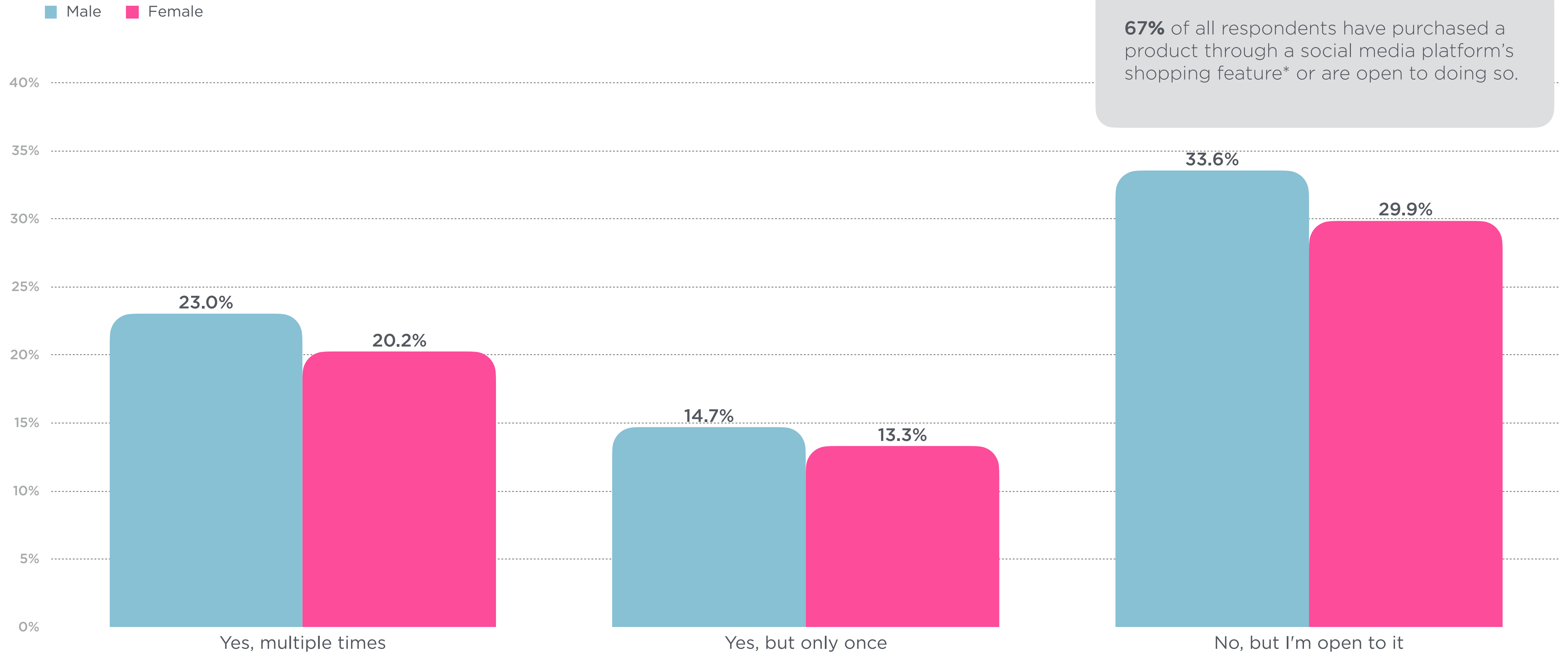
“Yes” by Sex



SOCIAL SHOPPING



Q: Have you ever purchased a product directly through a social media platform's shopping feature?



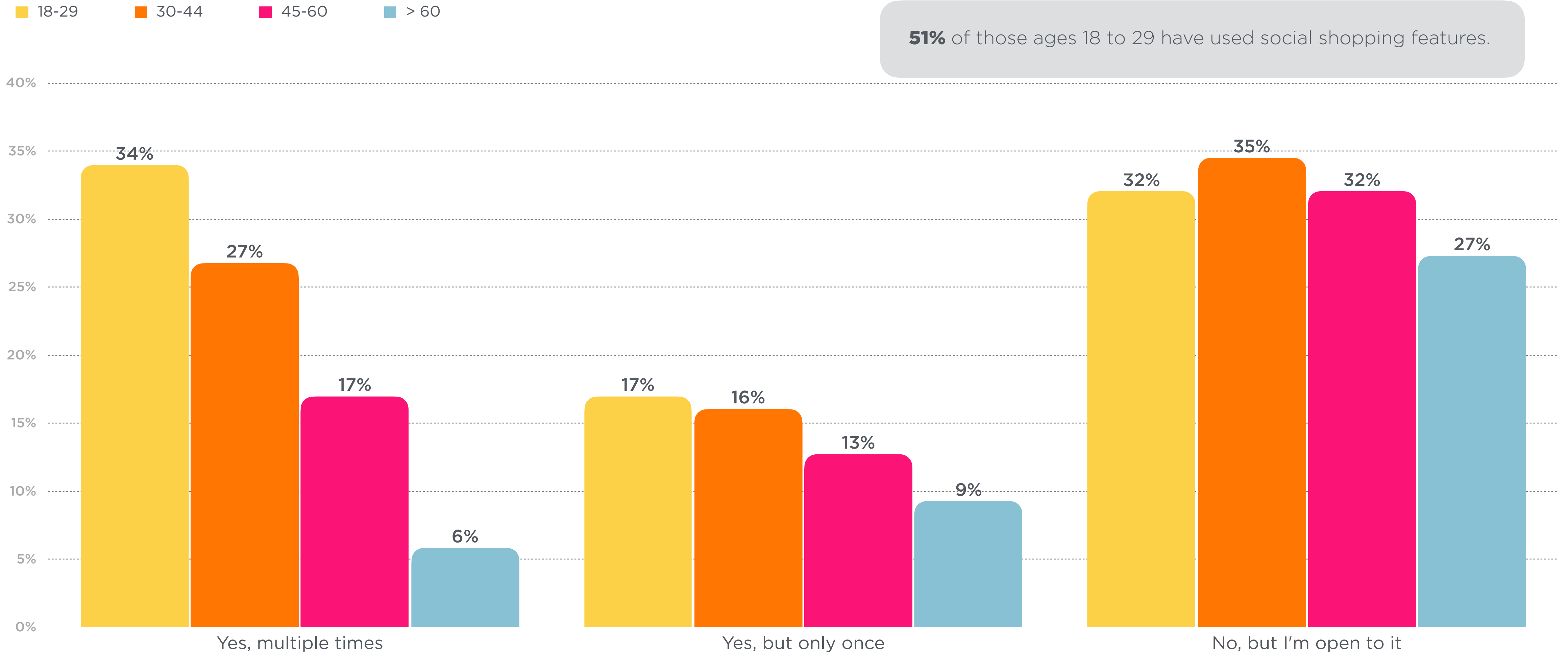
67% of all respondents have purchased a product through a social media platform's shopping feature* or are open to doing so.

*Examples: TikTok Shop, Instagram Shopping

SOCIAL SHOPPING



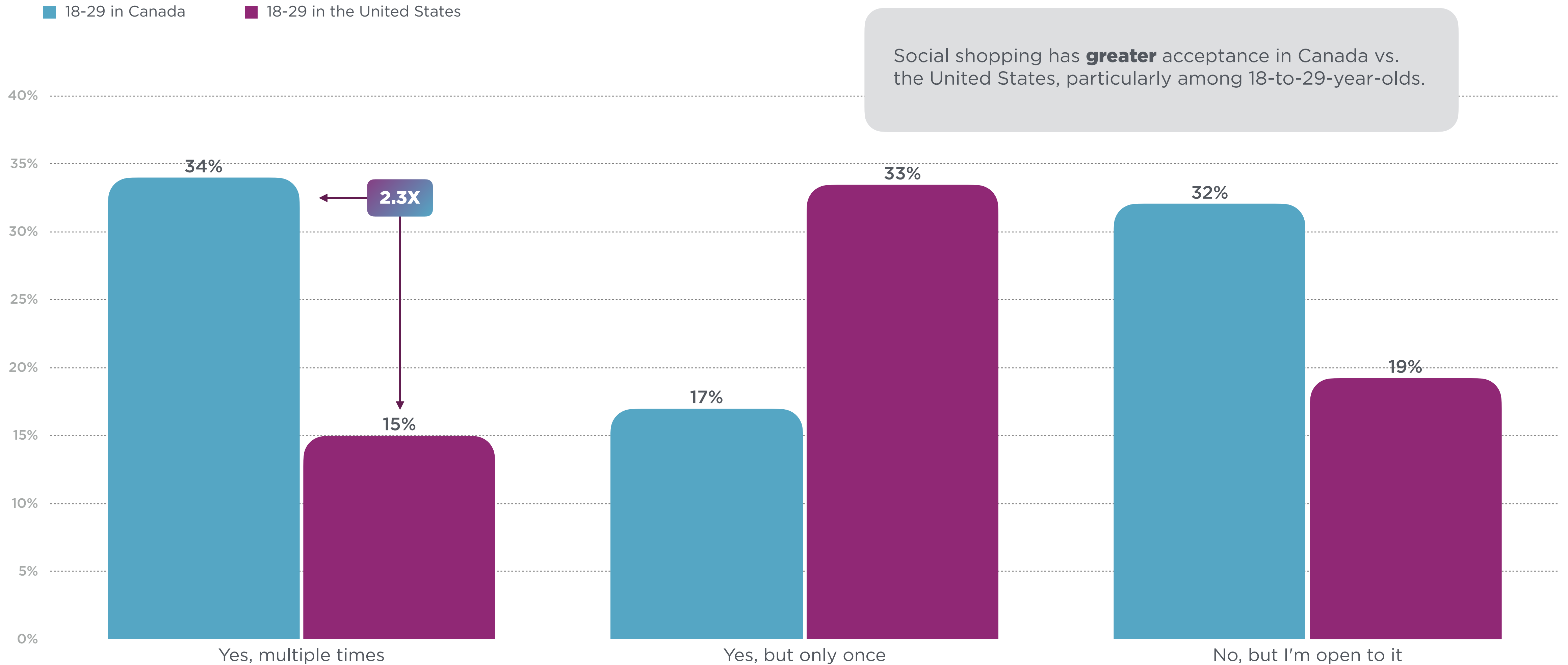
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SOCIAL SHOPPING



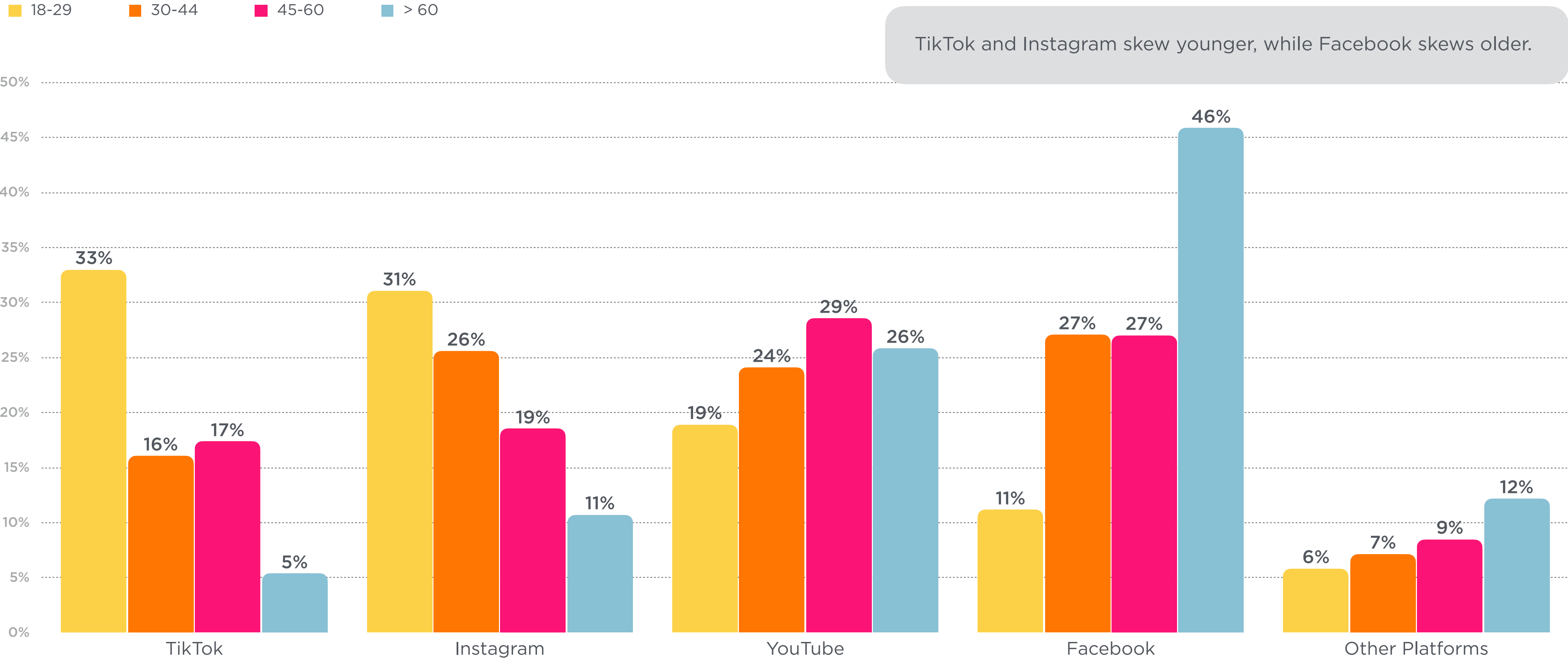
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INFLUENCER PLATFORM EFFECTIVENESS



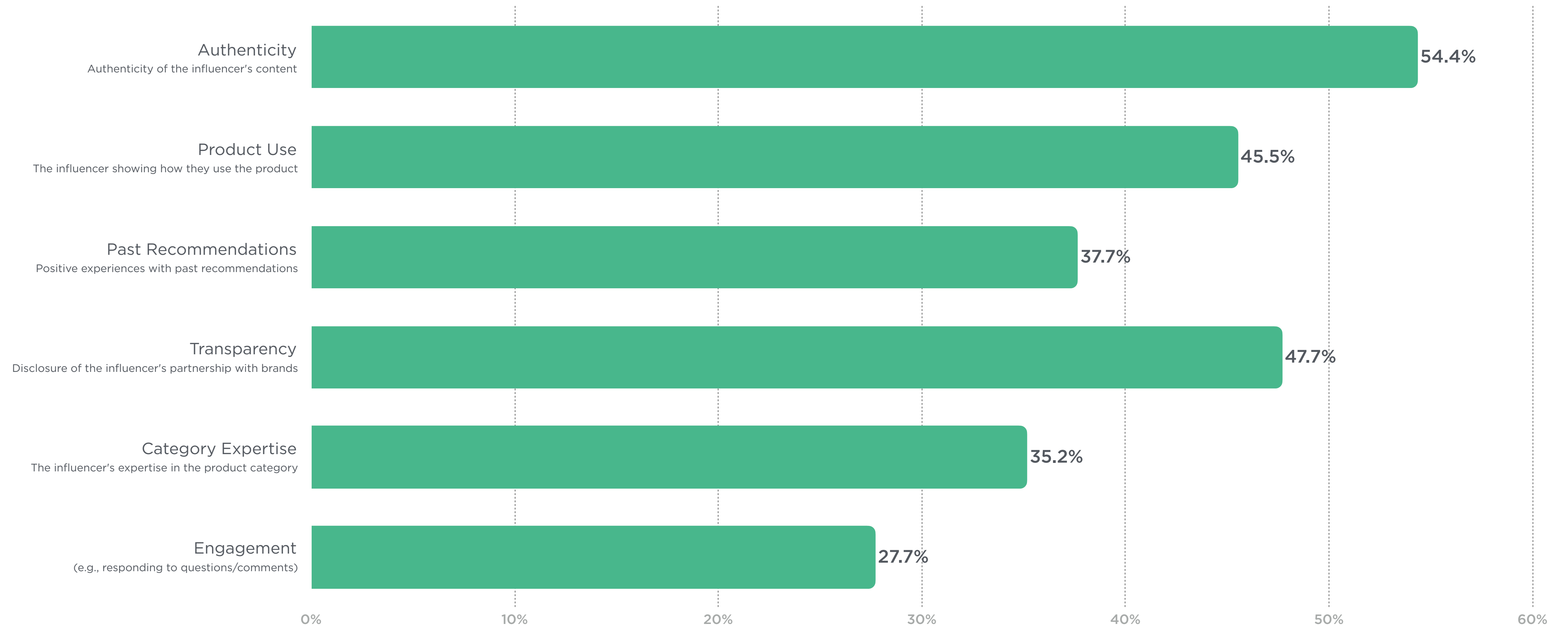
Q: In your opinion, what is the best platform to promote a product through an influencer?



TRUST IN RECOMMENDATIONS



Q: What factors increase your trust in influencer product recommendations?

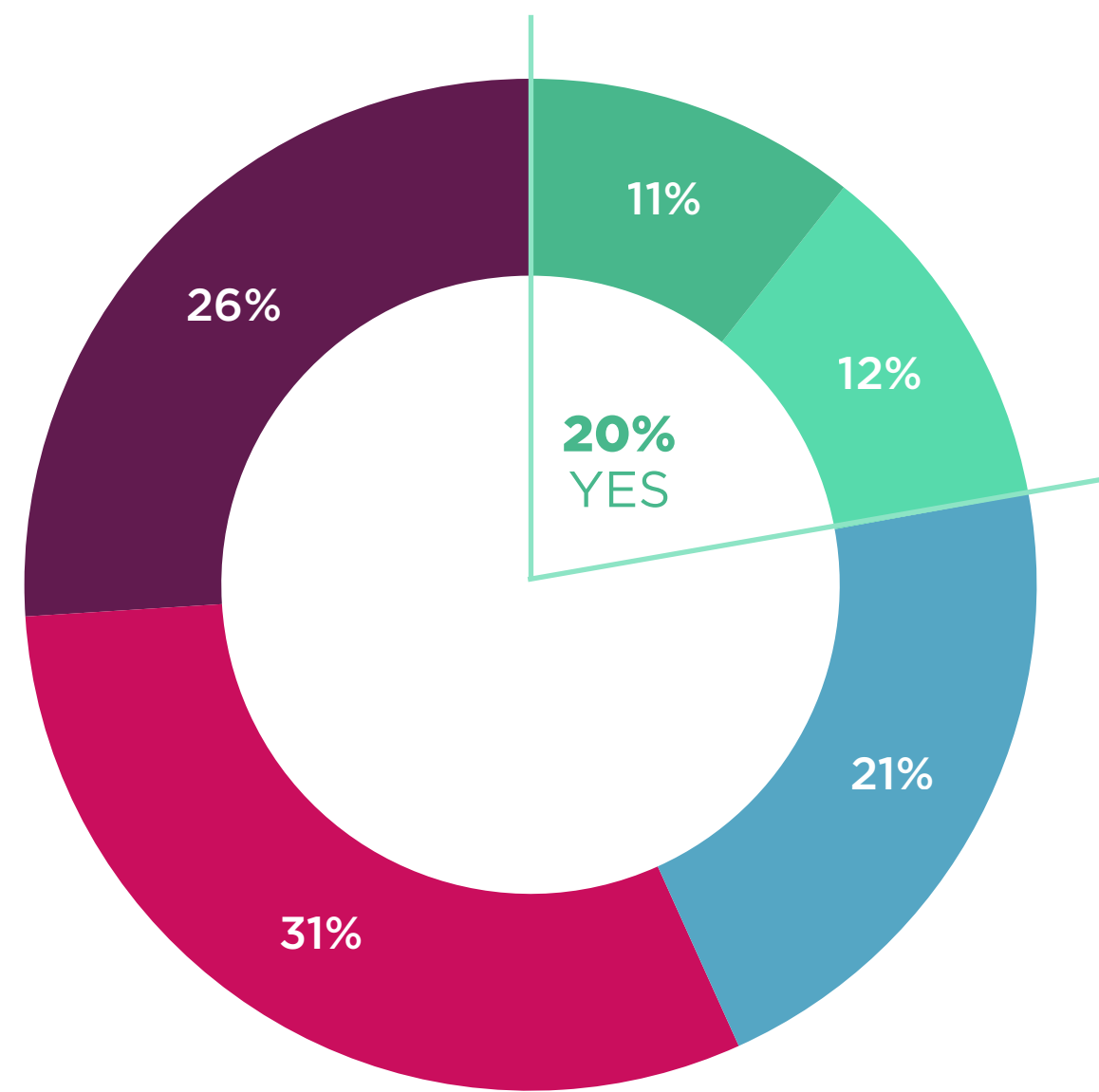


AI INFLUENCERS

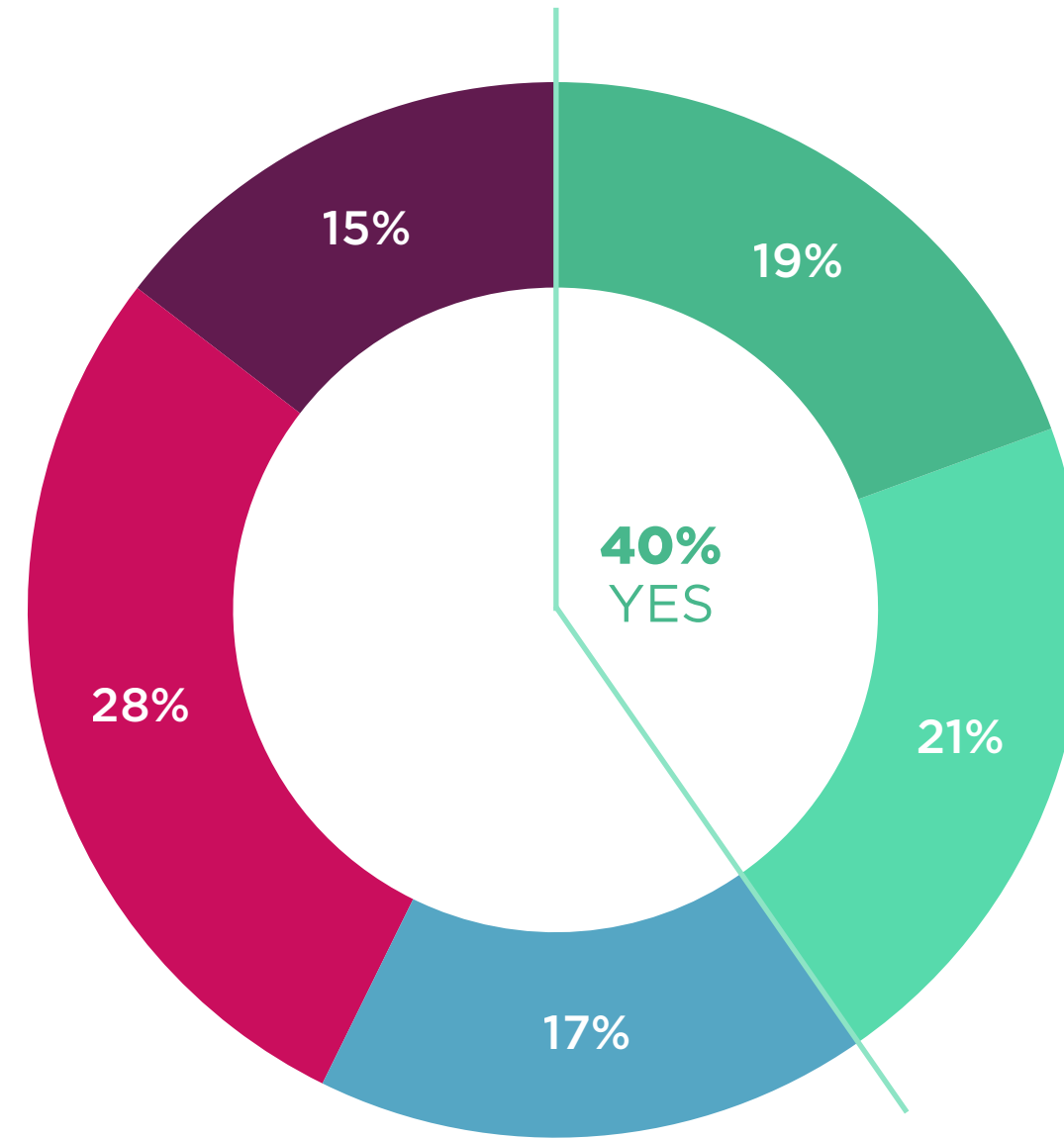


Q: Do you follow any AI-generated or virtual influencers on social media platforms?

30+ YEAR-OLDS



18-TO-29-YEAR-OLDS



- Yes, I actively follow and engage with AI/virtual influencers.
- Yes, I follow a few but don't actively engage with their content.
- No, but I'm aware of them and interested in following.
- No, I'm not interested in AI/virtual influencers.
- I wasn't aware of AI/virtual influencers until now.

40%

of 18-to-29-year-olds follow an AI or virtual influencer.

23%

of 30+ year-olds follow an AI or virtual influencer.

KEY TAKEAWAYS

Platforms and Behaviours



Platform Usage and Engagement

- **Facebook Dominance:** 86% of all respondents regularly use Facebook, making it the most widely used platform across demographics.
- **TikTok Popularity:** TikTok usage is significantly higher among younger users, with 64% of 18-to-29-year-olds using the platform regularly.
- **Diverse Platform Engagement:** Younger consumers (18-29) engage with a more diverse range of social media platforms compared to older demographics.
- **Influencer Search Behaviour:** 94% of influencers are likely to search on social platforms before making a purchase, indicating the critical role of social media in their decision-making process.
- **Daily Engagement:** Influencers spend an average of 7 hours a day on social media platforms, highlighting the extensive engagement time that can be leveraged by marketers.

Consumer Behaviour and Preferences

- **Purchase Influence:** 50% of respondents have purchased a product after seeing it being used by an influencer, underscoring the power influencers have in driving sales.
- **Trust in Influencers:** 62% of respondents are more likely to trust a sponsored post from an influencer over an A-List celebrity.
- **Social Shopping Trends:** More than 50% of those ages 18-to-29 have used social shopping features, showing a strong trend toward in-app purchases among younger users.
- **Product Research Methods:** 40% of 18-to-29-year-olds turn to TikTok for product research before making a big purchase, making it a critical platform for reaching younger consumers.
- **Engagement with AI Influencers:** 40% of 18-to-29-year-olds follow AI or virtual influencers, demonstrating the increasing acceptance and interest in AI-generated content.

KEY TAKEAWAYS

Trust and Impact



Trust and Authenticity

- **Influencer Authenticity:** Authenticity in an influencer's content is the top factor increasing trust in product recommendations, with 54.4% of respondents prioritising it.
- **Product Use Demonstration:** 45.5% of respondents trust influencers who show how they use the product, highlighting the importance of practical demonstrations.
- **Past Recommendations:** Positive experiences with past recommendations increase trust for 37.7% of respondents, suggesting that track record matters.
- **Transparency:** 47.7% of respondents value the disclosure of the influencer's partnership with brands, indicating the importance of transparency.
- **Engagement:** 27.7% of respondents trust influencers who engage with their audience (e.g., responding to comments).
- **Content Consumption Preference:** 58% of respondents prefer content created by social media influencers over scripted advertising, showing a preference for more authentic and relatable content.

Advertising and Impact

- **Influencer Advertising Effectiveness:** 51% of 18-to-29-year-olds are more likely to try a new product based on an influencer post compared to other forms of advertising like television ads.
- **Television Ad Decline:** Only 18% of respondents ages 18-to-29 are most influenced by television ads, indicating a decline in traditional advertising effectiveness for this age group.
- **Banner Ad Effectiveness:** Banner ads are the least effective form of digital advertising, with only 8% of respondents ages 18-to-29 being influenced by them.
- **Social Media Shopping Features:** 67% of respondents have purchased a product through a social media platform's shopping feature, or are open to doing so.
- **Trust in Sponsored Posts:** 73% of respondents ages 18 to 29 find influencer-created content more compelling than scripted advertising by marketing professionals.



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