



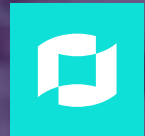
US EDITION



IZEA INSIGHTS SPECIAL REPORT

2025 Trust in Influencer Marketing

November 2024



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Influencers Inspire People to See, Search and Shop for Brands.

IZEA proudly releases our fourth annual “Trust in Influencer Marketing” report that uncovers insights about brand-building trends in the creator economy.

As audiences continue to shift from television to social media, marketing budgets are shifting to influencer marketing. Our proprietary research shows that influencers are increasingly inspiring people to see, search and shop for brands on social media.

SEE

People are seeing brands on social media in a different light than traditional media. Why? Because it's more authentic than other media and marketing channels. Our research shows that people **prefer influencer-created content over professionally created content at a growing rate**. As a result of this authenticity, trust in influencers is at an all-time high.

SEARCH

On the consumer's path to purchase, people are searching for brands that match their needs and lifestyle. Social is playing a crucial role when it comes to product research. In fact, our research shows that **86% of people are searching for brands on social media before making a purchase**.

SHOP

Social shopping is surging unlike ever before with **77% of people making a purchase through social media platforms**. This is partially due to the growing trust of influencers and partially due to better platform experiences. Social media platforms are increasingly nudging audiences deeper into the sales funnel to the moment of truth.

We hope you find these trends insightful. We would be delighted to work with you and light up the creator economy with IZEAs.



Patrick Venetucci
Chief Executive Officer, IZEA

BACKGROUND

We surveyed over 1,000 **U.S.-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

U.S. SOCIAL MEDIA USERS

United States

GEOGRAPHY

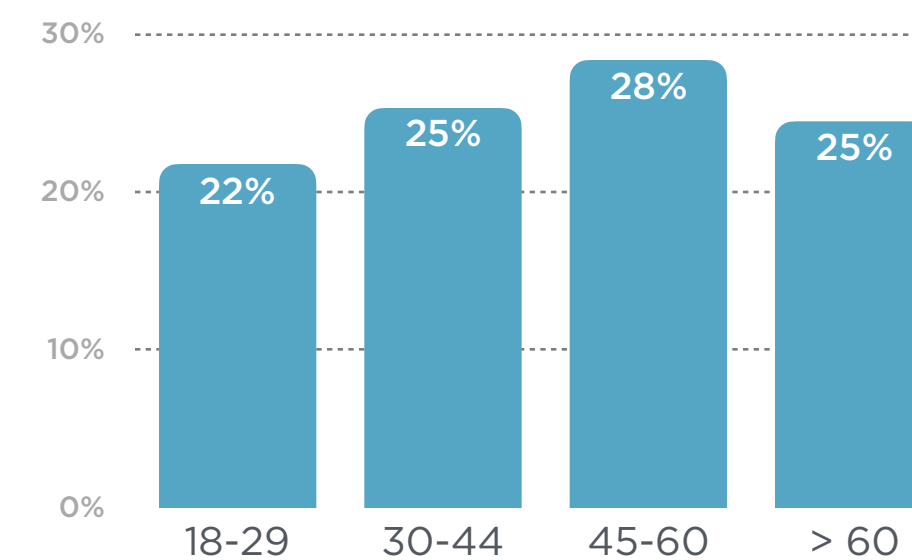
10/21/24
TO
10/22/24

DATA GATHERED

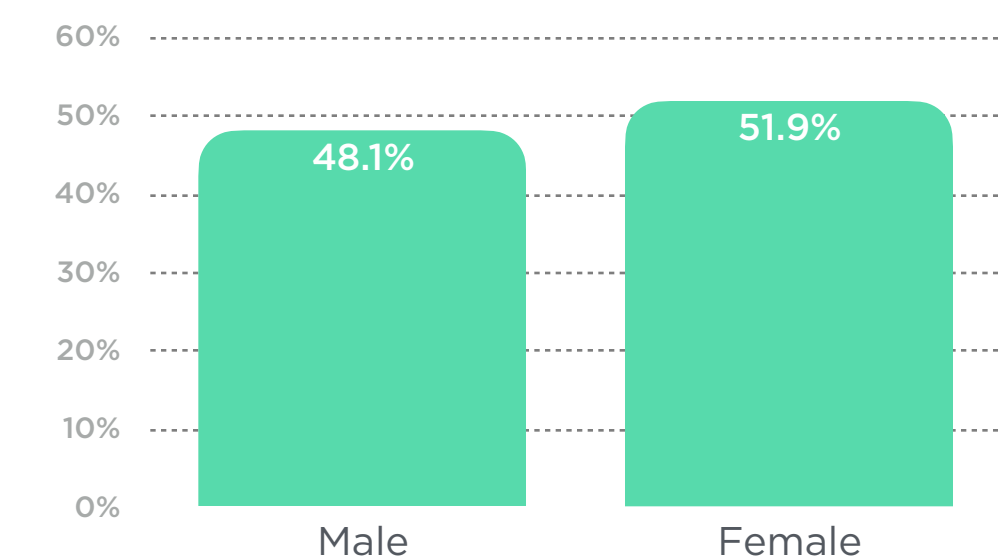
1,114 Respondents

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

AGE



SEX



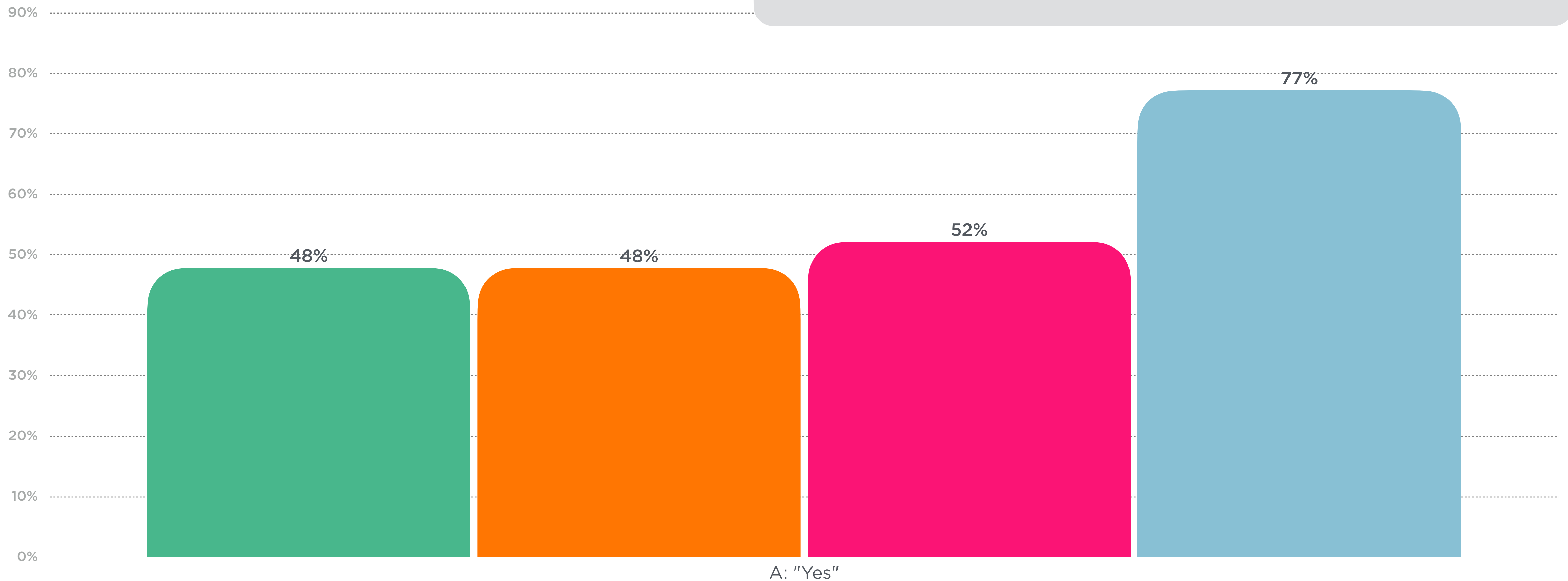
CONTENT PREFERENCES THROUGH THE YEARS



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

2021 2022 2023 2024 ALL RESPONDENTS

Influencer content continues to gain appeal, with 77% of respondents finding it more compelling than traditional ads—the highest preference recorded to date.





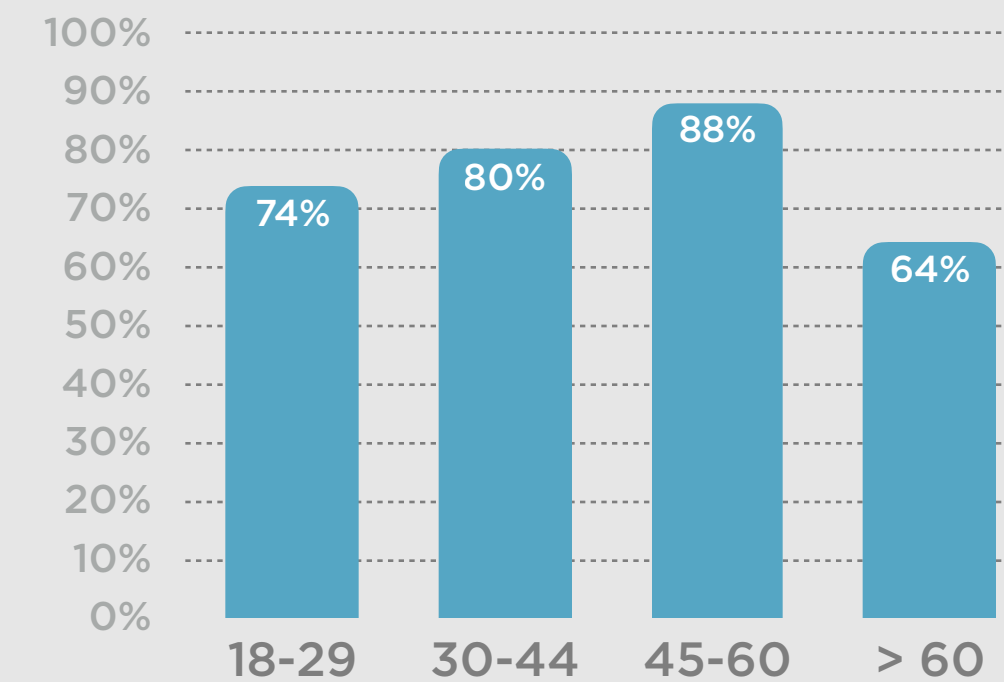
77%

OF RESPONDENTS

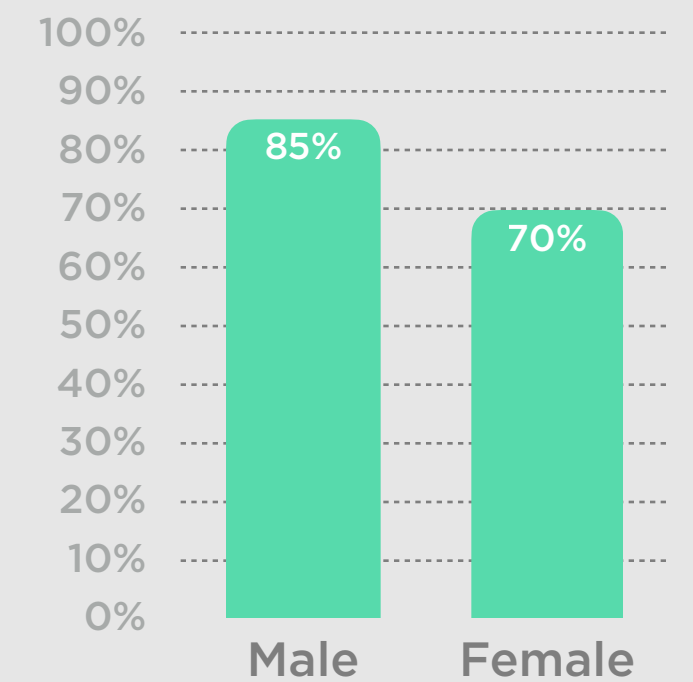
say they prefer content created by social media **influencers** over marketing professionals.

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



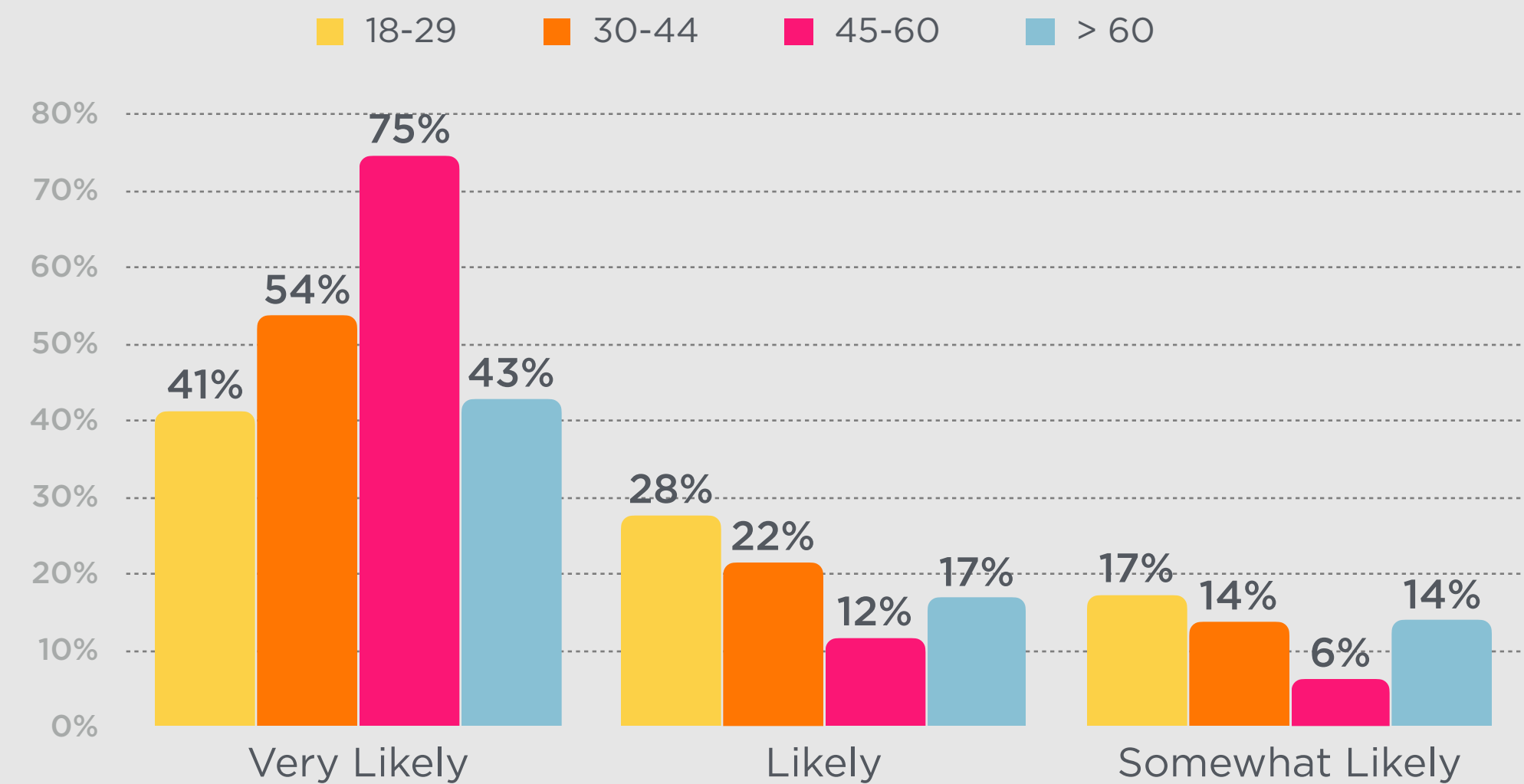


86%

OF RESPONDENTS

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

Q: How likely are you to search on social platforms (such as TikTok, YouTube, or Instagram) to find people talking about a product before deciding to make a purchase?



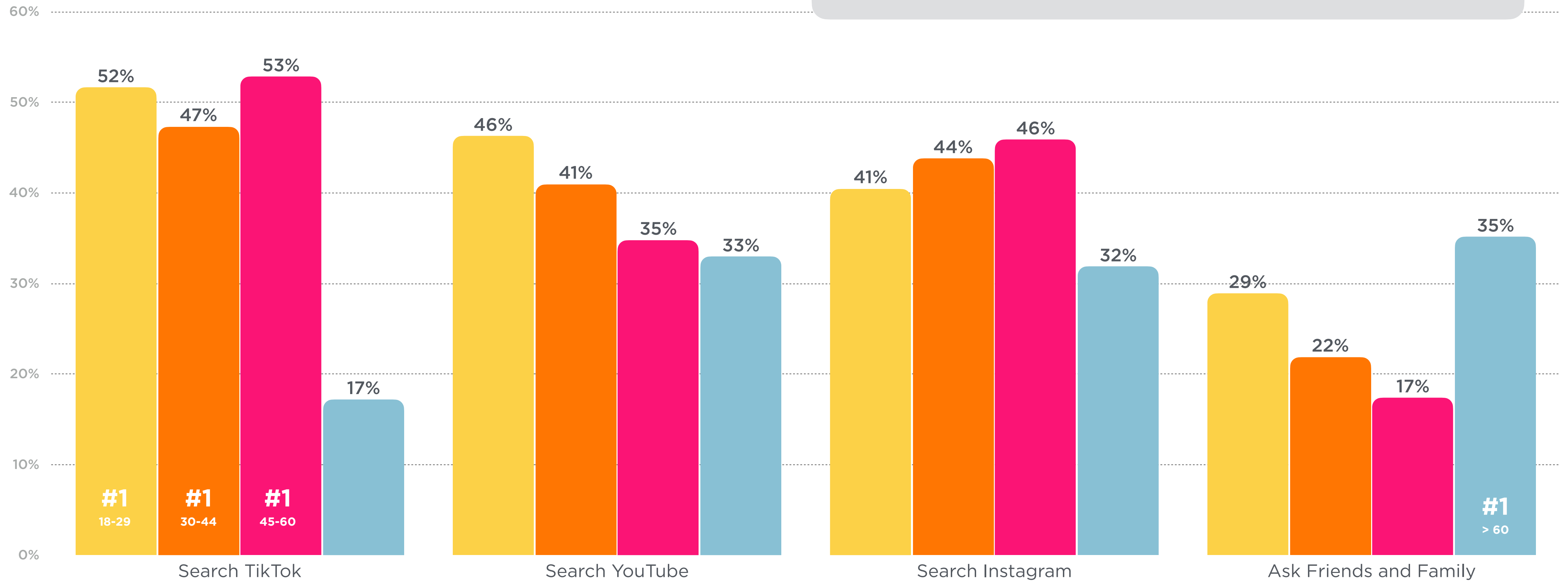
PRODUCT RESEARCH



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

18-29 30-44 45-60 > 60

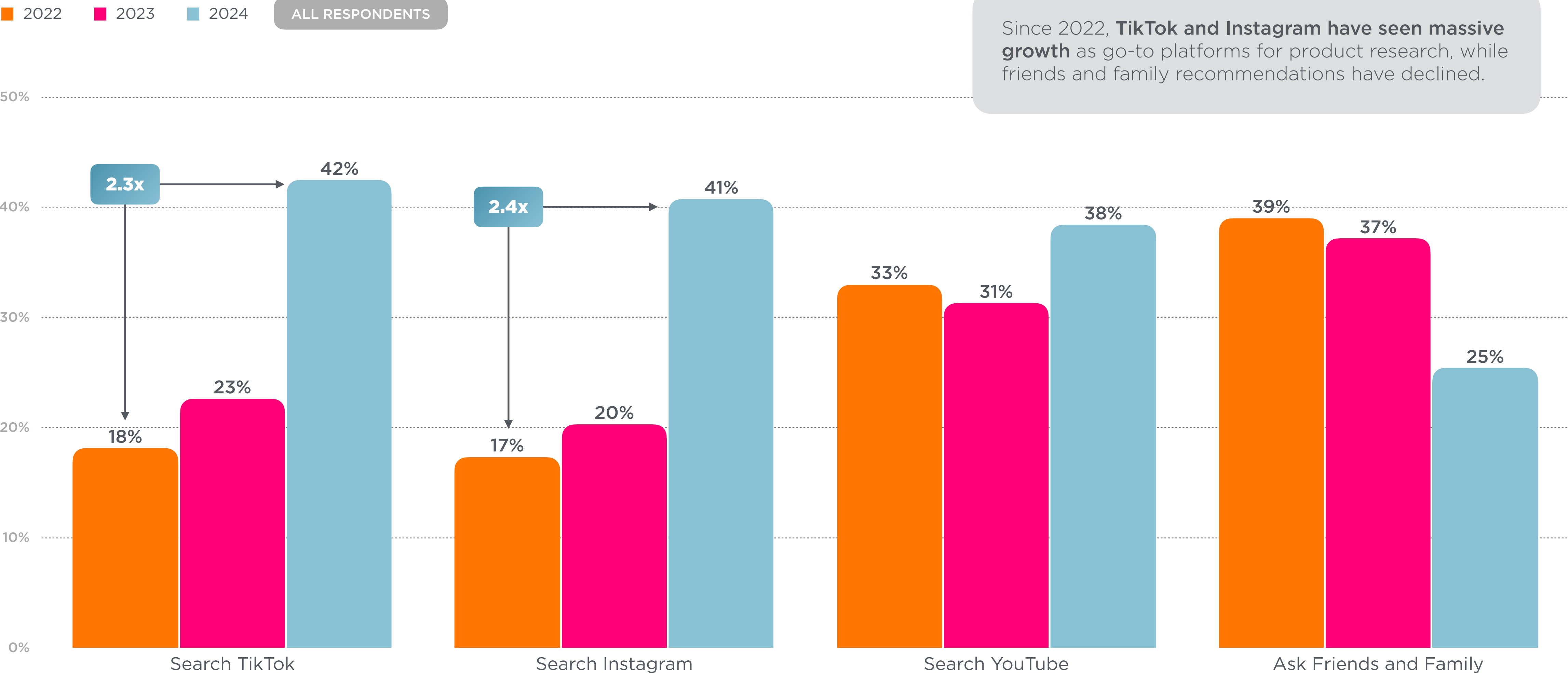
Social media has become the primary source of product research for 18-to-60-year-olds, surpassing friends and family recommendations.



PRODUCT RESEARCH THROUGH THE YEARS



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



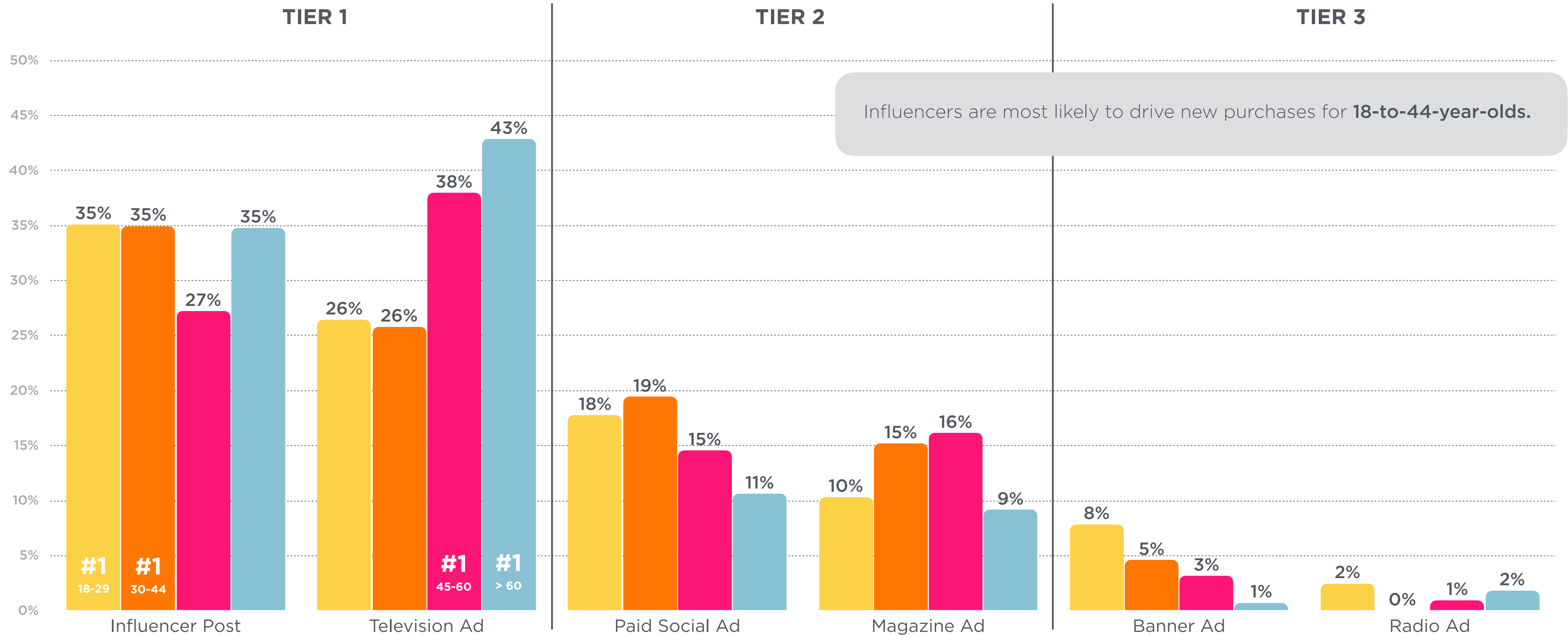
Since 2022, **TikTok and Instagram** have seen massive **growth** as go-to platforms for product research, while friends and family recommendations have declined.

ADVERTISING IMPACT ON PURCHASES



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

18-29 30-44 45-60 > 60





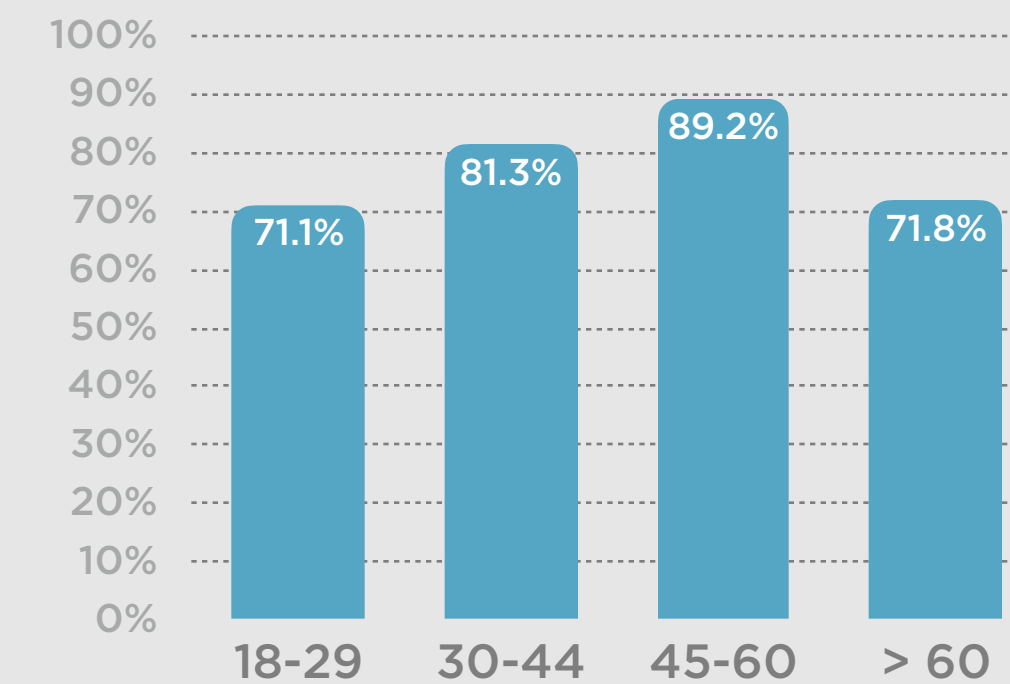
79%

OF RESPONDENTS

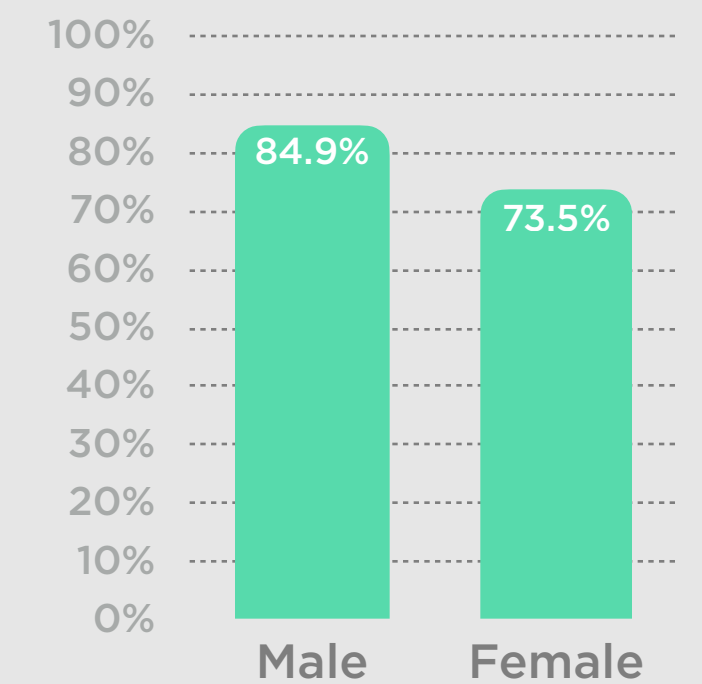
say they have
purchased a product
after seeing it being used
by an influencer.

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

“Yes” by Age Group



“Yes” by Sex



INFLUENCER-INSPIRED PURCHASES THROUGH THE YEARS

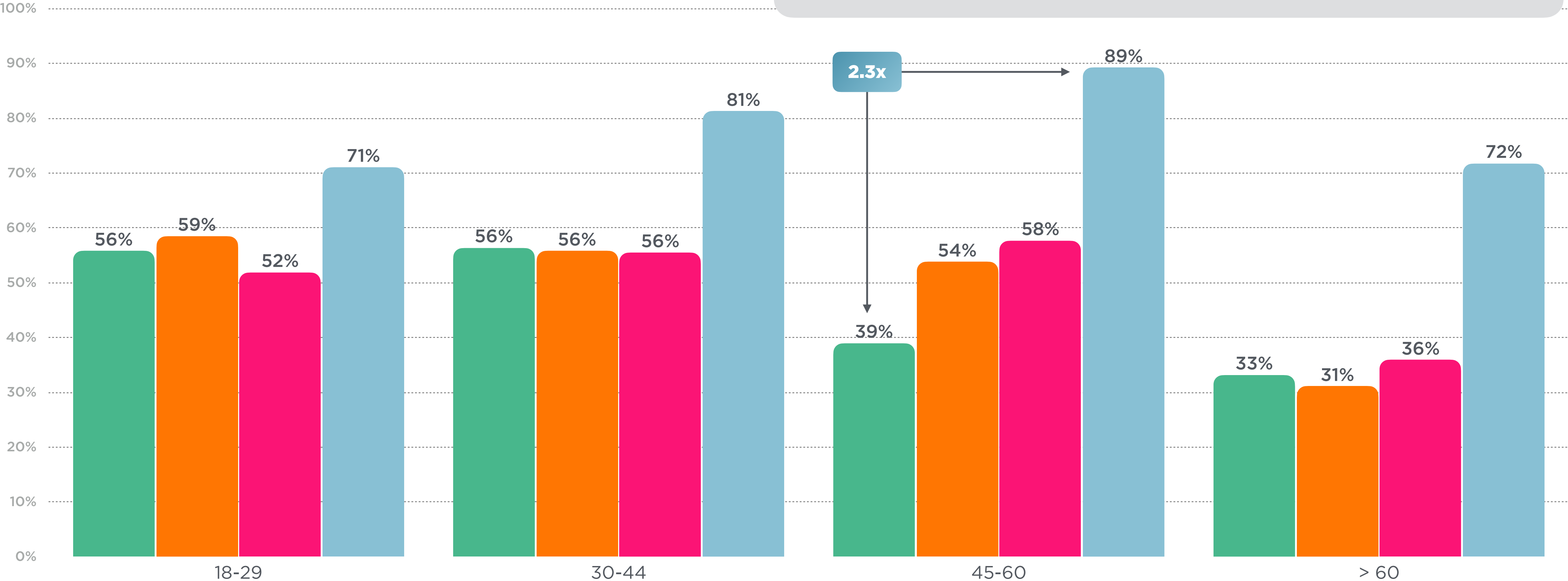


Q: Have you ever purchased a product after seeing it being used by an influencer?

2021 2022 2023 2024

A: "YES"

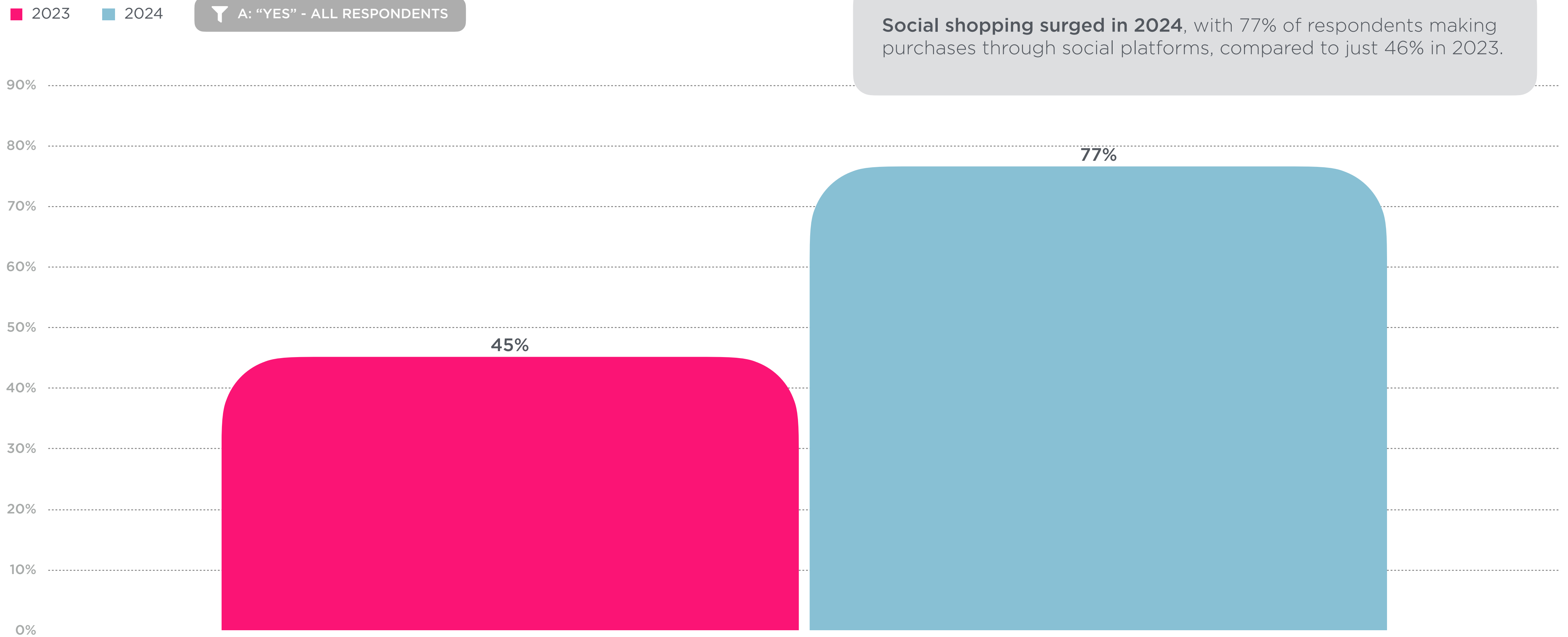
Influencer-inspired purchases have seen growth across all age groups, with those ages 45-60 experiencing a 2.3 times increase from 2021 to 2024.



THE RISE OF SOCIAL SHOPPING



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

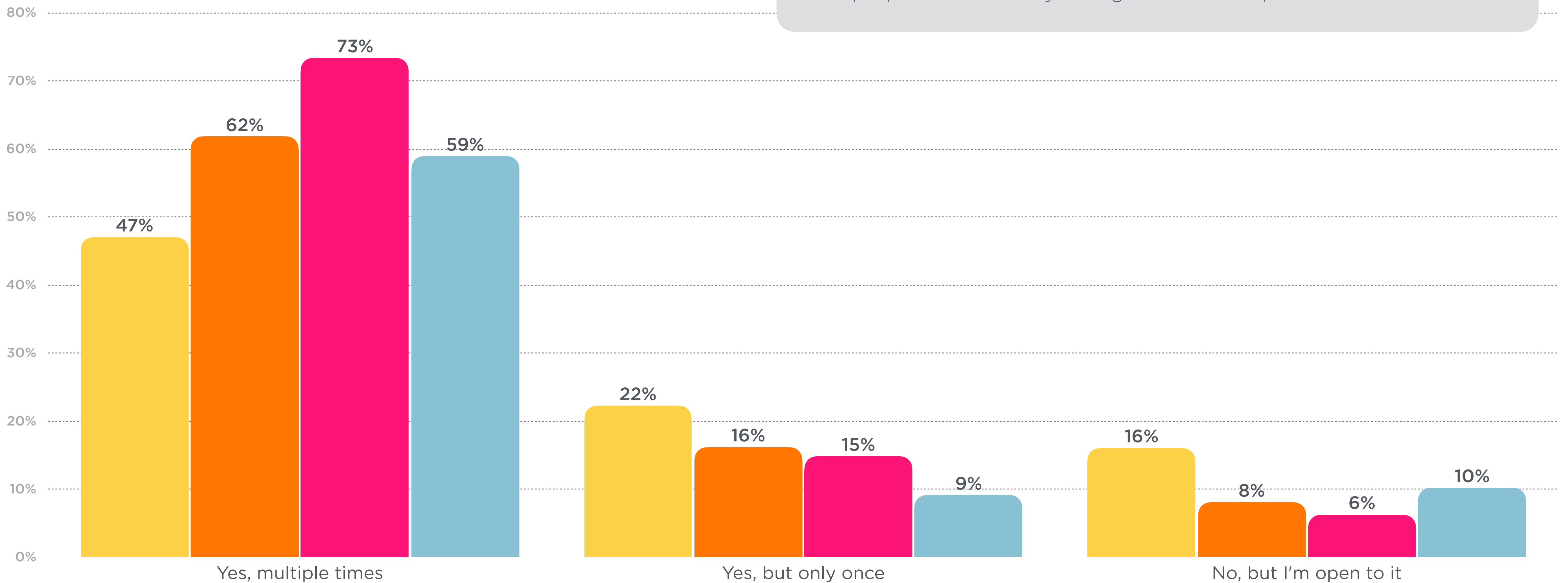


THE RISE OF SOCIAL SHOPPING



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

18-29 30-44 45-60 > 60



Shoppers ages 45-60 lead the way in social shopping, with 73% making multiple purchases directly through social media platforms.



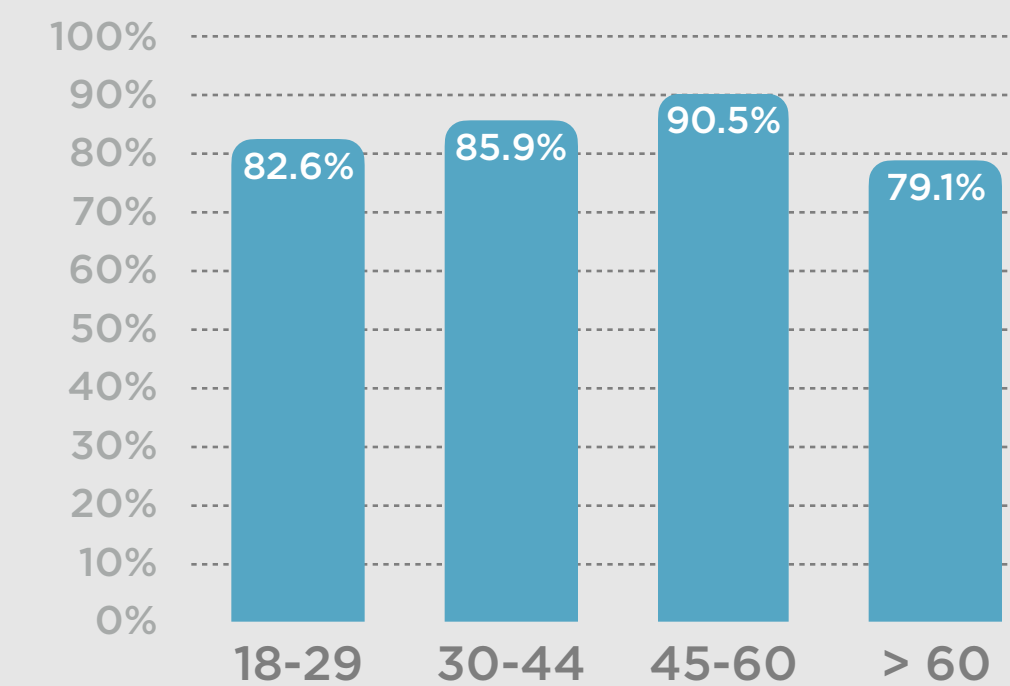
85%

OF RESPONDENTS

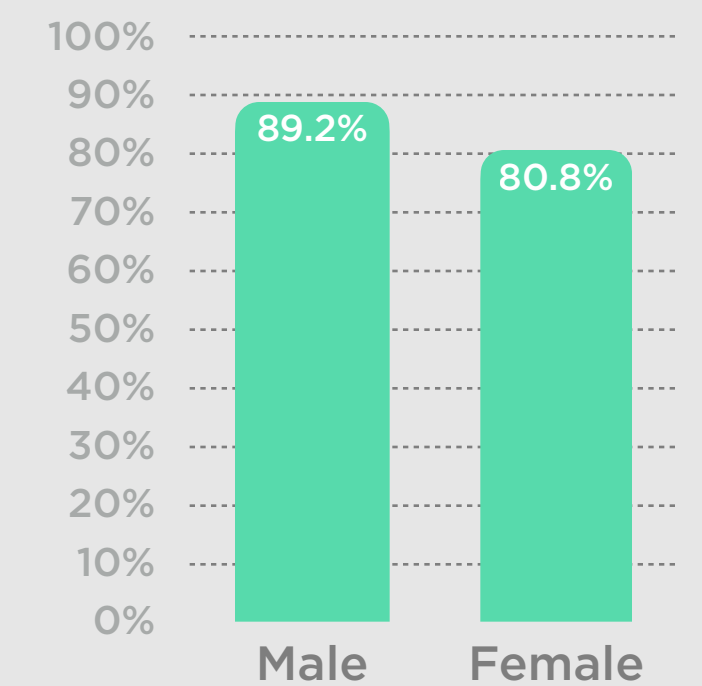
say they are more likely to trust a sponsored post from an **influencer** over an A-List celebrity.

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



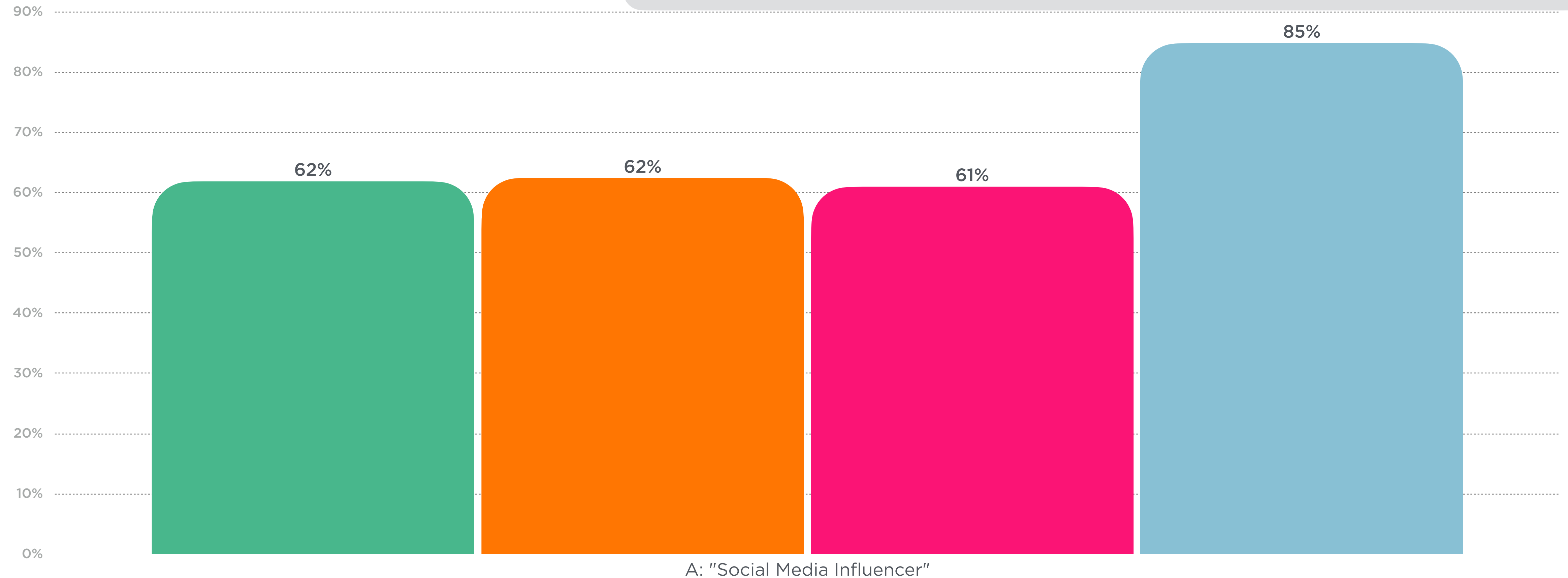
TRUST OVER TIME: INFLUENCERS VS. CELEBRITIES



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

■ 2021 ■ 2022 ■ 2023 ■ 2024 ALL RESPONDENTS

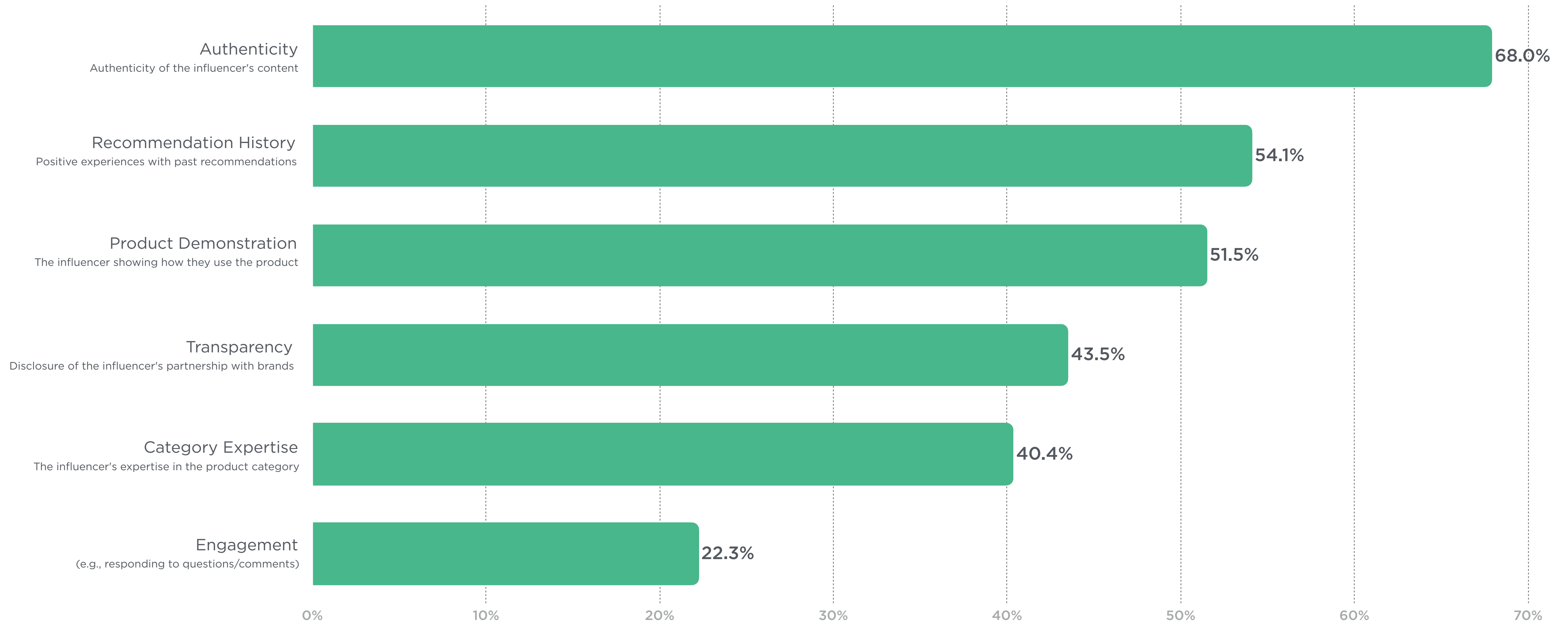
Following years of steady trust levels, 2024 saw a remarkable **26% increase**, with 85% of respondents now more likely to **trust a sponsored post from an influencer** over an A-list celebrity.



TRUST IN RECOMMENDATIONS



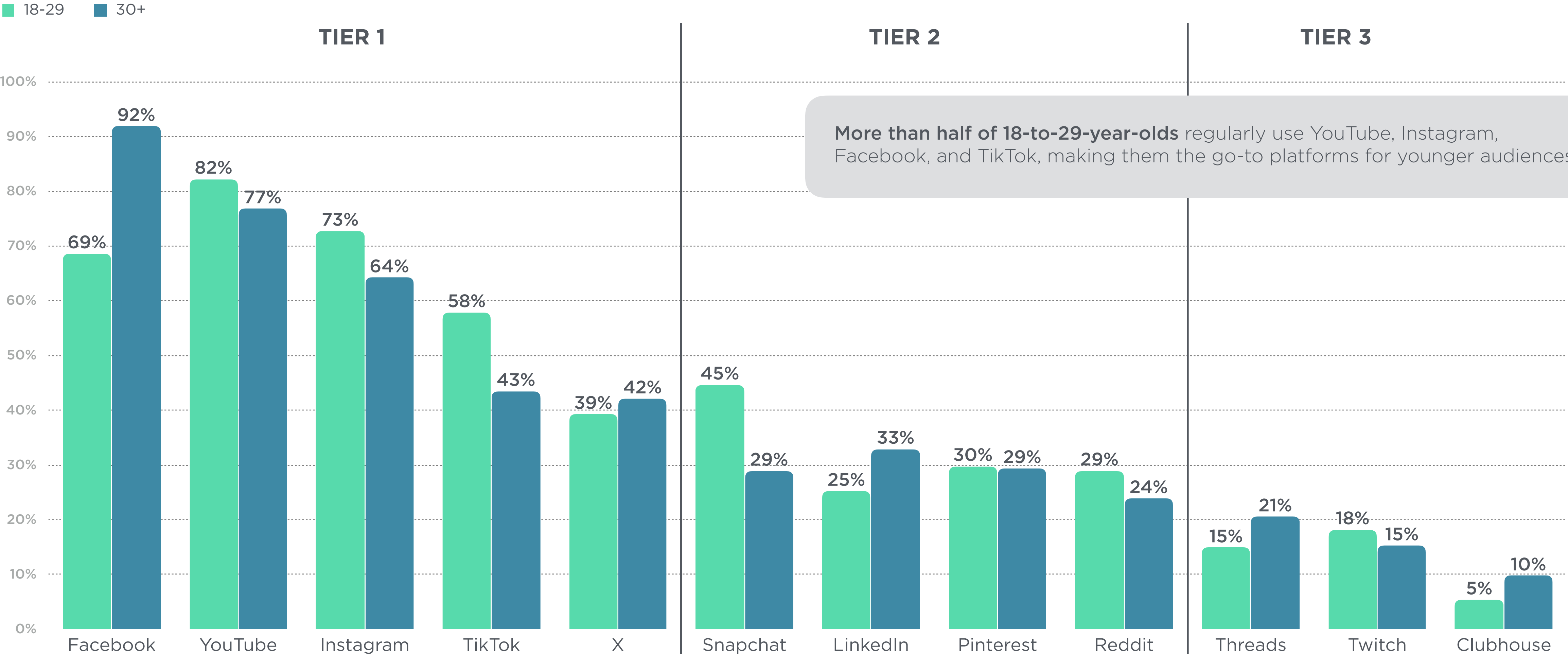
Q: What factors increase your trust in influencer product recommendations?



PLATFORM USAGE BY AGE



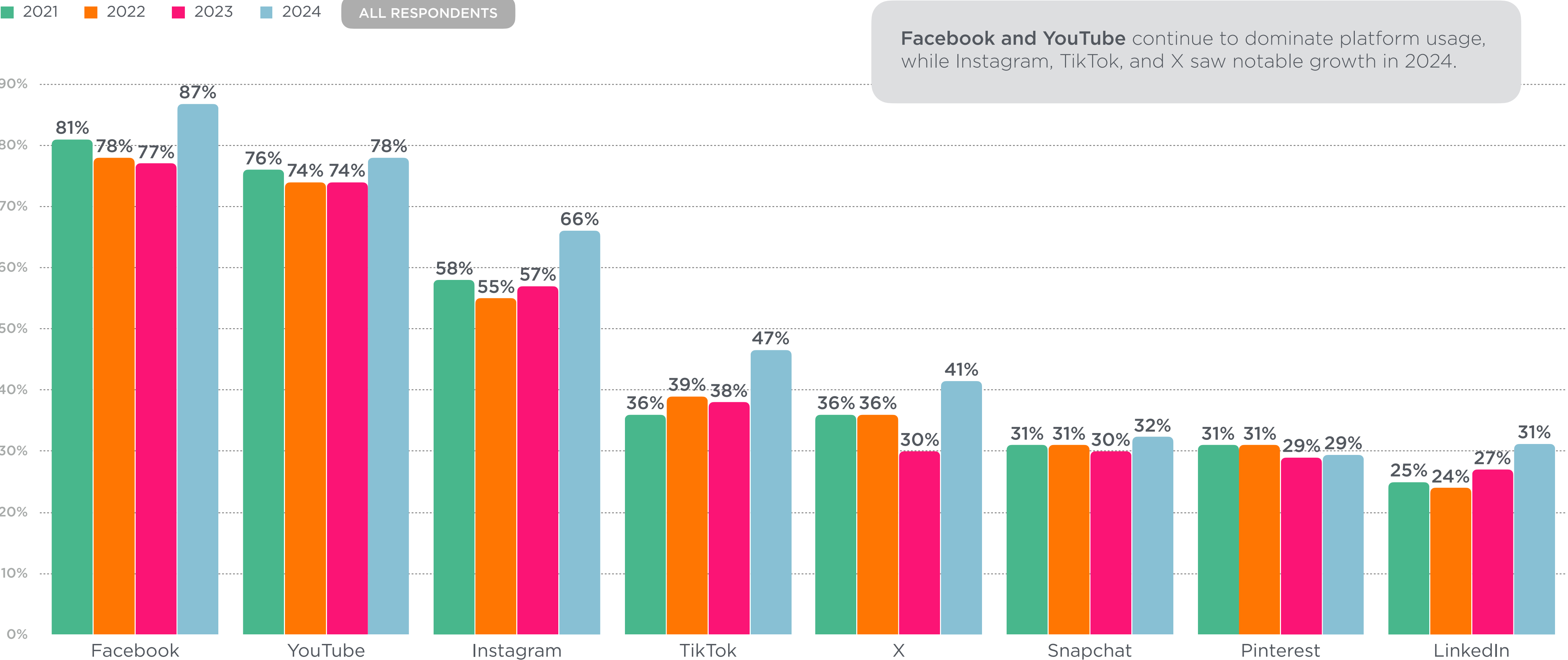
Q: Which social media platforms do you regularly use?



PLATFORM USAGE THROUGH THE YEARS



Q: Which social media platforms do you regularly use?



Facebook and YouTube continue to dominate platform usage, while Instagram, TikTok, and X saw notable growth in 2024.

TIKTOK THROUGH THE YEARS

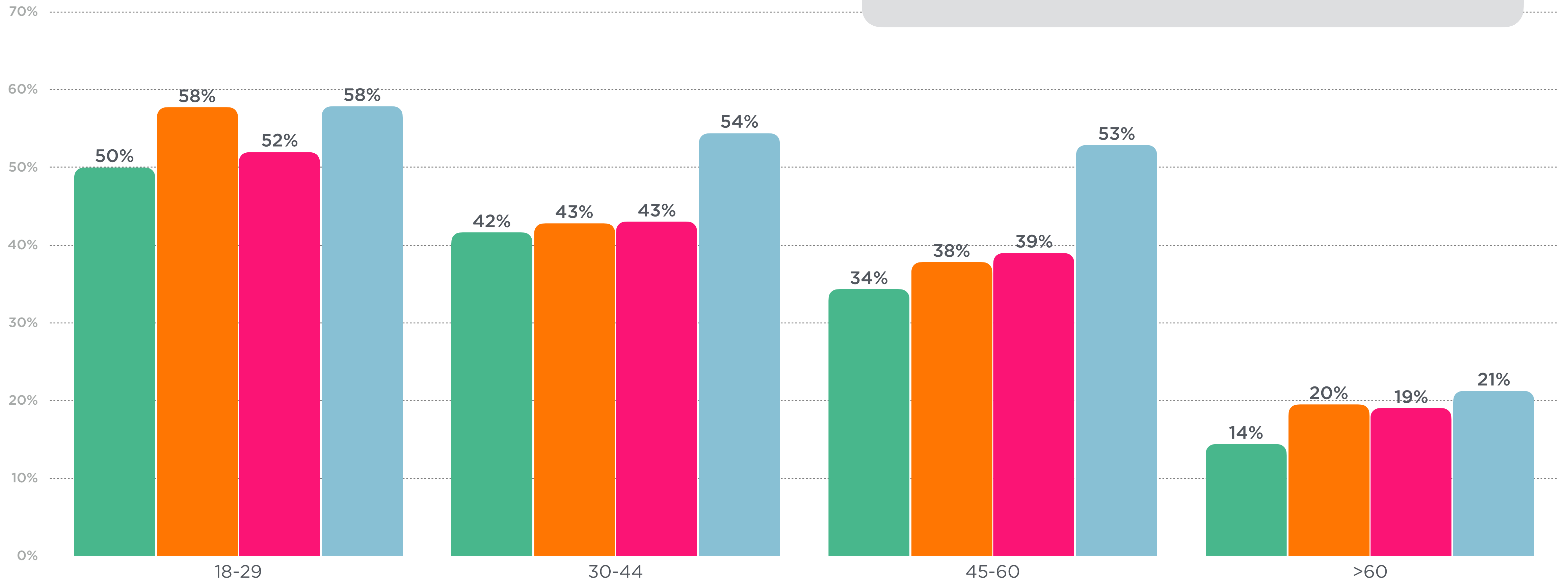


Q: Which social media platforms do you regularly use?

2021 2022 2023 2024

“TIKTOK” - ALL RESPONDENTS

TikTok usage has increased among all age groups compared to 2021, with the largest growth seen in those ages 45-60.





For additional research visit:

izea.com/resources

