



INFLUENCER MARKETING
TRENDS IN 2023

Adapting to Changing Consumer Behavior



AGENDA

- The Evolution of Content & Platforms
- Consumers Prioritizing Privacy & Personalization
- The Shift to Long-Term Influencer Partnerships
- What's Next for the Metaverse?



The Evolution of Content & Platforms

Platforms continue to rise and fall, as well as the content people consume, and 2023 will be no different. Time spent on Facebook, Snapchat and Twitter will decrease and time spent on TikTok and Instagram will increase with emerging platforms continuing to pop up. - eMarketer





Static content continues to decline while consumers and platforms demand more video.

The average engagement rate for static content decreased by 42% from 2020 to 2021. Video content on average has 16x the engagement of static content.

- IZEA internal benchmarks

Time spent with social video will be
45 minutes daily in 2023. - eMarketer

Video content is non-negotiable for brands in order to stay relevant and continue to show up within feeds. Gone are the days of highly curated branded content. Viewers want entertaining, engaging and informative content.

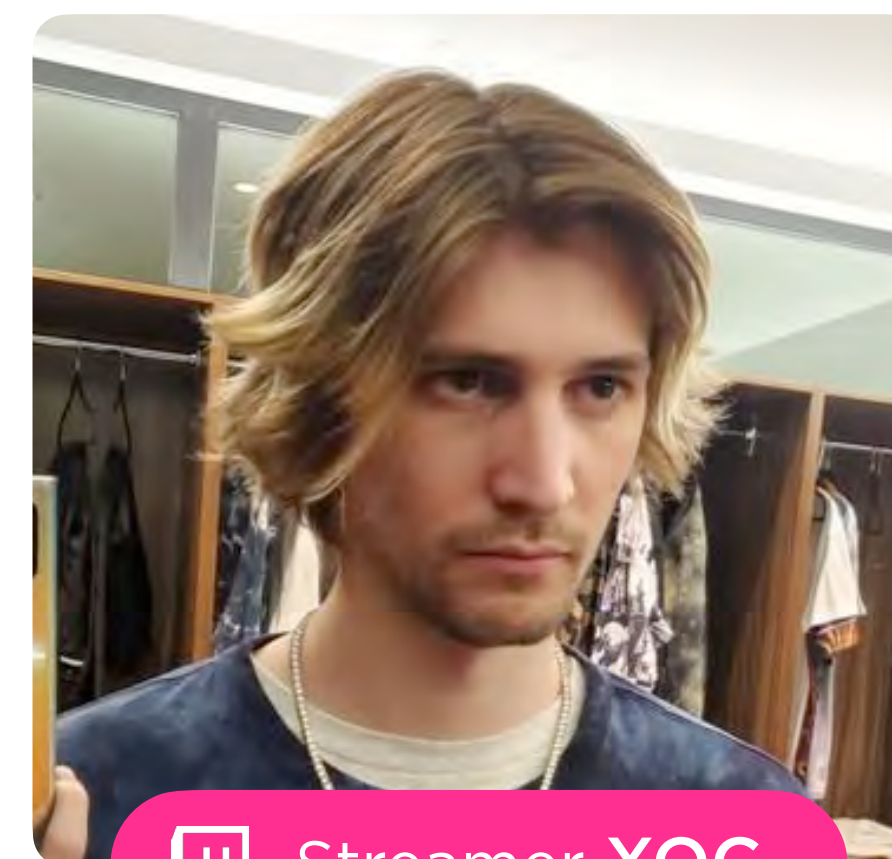
Interactivity within content is key for engagement. Brands are experimenting with:

Tying brick-and-mortar and digital experiences together.

AI filters: TikTok recently launched the feature on their platform.

Livestreaming: Consumers will spend 548 billion hours livestreaming in top social apps this year. - Data.ai

Web3 experiences that transcend physical boundaries.



Streamer XQC

Twitch Streamer xQc is the most-watched streamer of 2021. They have 11.3M subscribers and average of 73k viewers per month. Twitch is a highly interactive streaming platform for followers and creators.



Gen Z is increasingly turning to social media as a search engine. Almost 40% of Gen Z prefer to search for things on TikTok or Instagram, not Google, according to Google's own data. - Fortune

A social presence, combined with keyword optimization and consistent content output, is more important now than ever.



Dad, How Do I? teaches basic life skills for people who grew up without a father figure through wholesome content.

Customer Story



Major Motion Picture Studio

Overview

A major motion picture studio engaged IZEA to create TikTok content and generate buzz around their new movie release.

Strategy

IZEA worked with leading TikTok creative agency, Movers+Shakers, to create music, a dance routine, and hashtags around the client's new movie. The in-feed content performed extraordinarily well, leading to 7.3B+ views on videos containing the campaign hashtag, as well as 26.1k+ videos of UGC using the created sound. As a result of this campaign, the client has opted to leverage TikTok in most campaigns moving forward.

6

PCS OF CONTENT

31.6M+

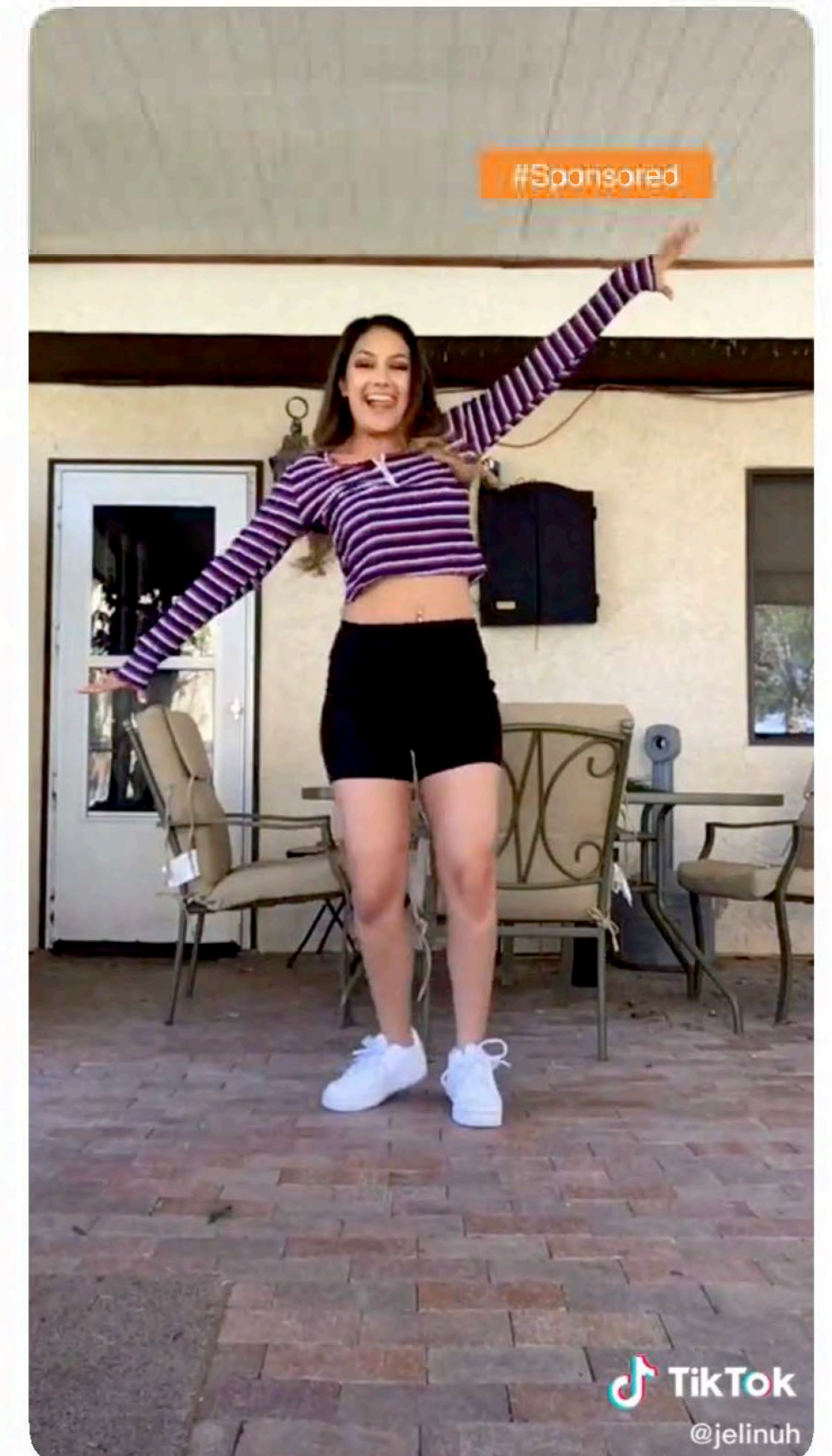
TOTAL REACH

16.1M+

TOTAL ENGAGEMENTS

7.3B+

HASHTAG VIEWS





Incorporate Video Across Platforms

Test short-form and long-form video such as Instagram Reels, YouTube Shorts, Pinterest Pin videos, TikTok videos and more.

Leverage Interactivity for Maximum Engagement

Work with influencers to utilize interactive features the platforms offer. They'll know what works best and it's a cost-effective way to test out new strategies and develop learnings.

Create Content Across Numerous Platforms for Discoverability

Use influencers to help index for SEO purposes across the social platforms your key audiences are on.



Back to Basics: Consumers Prioritize Privacy & Personalization





69% of consumers are concerned about how personal data is collected within mobile applications. - Forbes

81% of companies are still dependent on third-party data. - Forbes

Policies are being put into place that make it harder to capture people's data

It takes us back to marketing basics. If you want to target a specific group of people, you put an ad in a publication geared toward that niche. The same is true with influencers who have a specific engaged audience. Brands can reach targeted audiences via niche influencers.

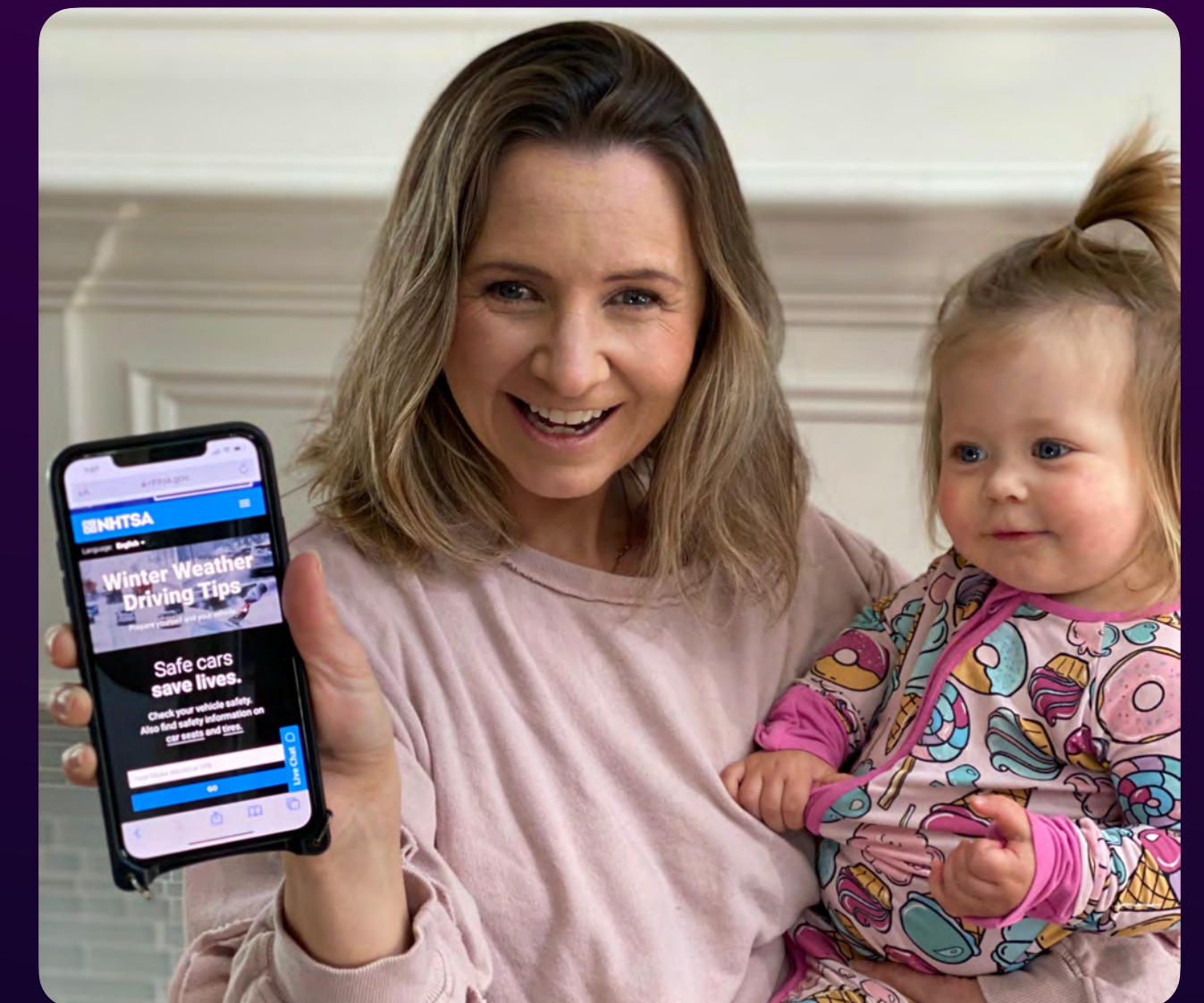


Personalization is key. In a survey conducted by IMRG, 49% of respondents indicated that personalization was important to them.

Personalization of content was defined as tailored offers, personalized product recommendations via the brand's website, email or social media profiles.

Inclusion is important. According to a Facebook study, many feel underrepresented: the majority of consumers (54%) said they do not feel fully culturally represented in online advertising and most (71%) expect brands to promote diversity and inclusion in their online advertising.

Additionally, campaigns with more diverse representation tend to have higher ad recall compared with campaigns featuring a single traditional representation. In more than 90% of simulations, diverse representation was the winning strategy for ad recall lift.





The cookieless world marketers have been preparing for means CPC (cost per click) will likely increase while efficiencies decrease. Customer retention will be more important than ever along with first-party data. Getting more granular with targeting will be critical.

Social media enables brands to build a relationship with their customers. Content on social, when done right, can effectively build awareness and create conversations which is essential for engagement and customer retention.

Marketers should prioritize evergreen content that can regularly be repurposed, leading to efficiencies in cost, time and resources.

In 2022, IZEA's campaigns with retargeting saw a nearly 20% decrease in cost per click with a 40% higher click-through rate. Retargeting is a valuable strategy for driving lower-funnel engagement cost-effectively.



Personalize Content and Increase Inclusion at Scale with Influencers

Inclusion should be at the heart of every marketing strategy. Influencer campaigns will enable brands to prioritize inclusion and personalize content to keep up with consumer expectations.

Shift Focus to First-Party Data

First-party data has always been more valuable than third-party data. Now with shifting data privacy laws and consumers' desire for data privacy, first-party data will be critical for effective marketing.

Cut Costs with Influencer Content

The cookieless world will increase marketing and acquisition costs, and influencers are a cost-effective way to generate personalized content that resonates with targeted audiences. Selecting the right influencers will be the key for brands to authentically connect with their ideal customers.

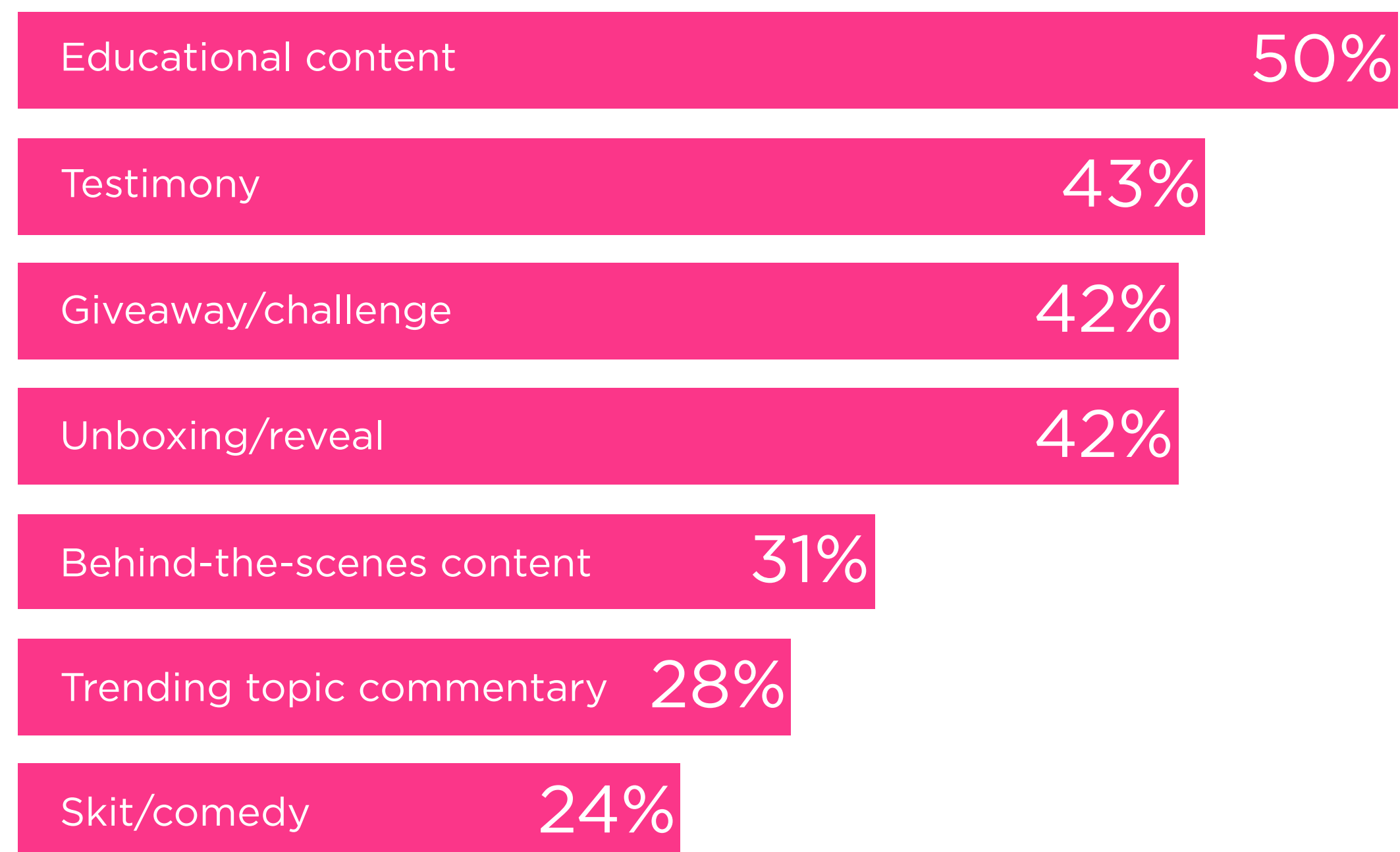


The Shift From One-Off to Long- Term Partnerships



Types of Content US Social Media Marketers Hire Creators to Produce, May 2022

% of respondents



Source: Sprout Social. "Creator Economy Report." July 19, 2022

Influencers are able to act as an extension of a brand's teams to create cost-effective content.

With longer-term partnerships, brand ambassadors are able to build a relationship with both the brand and their audience as a source of expertise. By producing a variety of educational content, like how-to videos, alongside unboxing videos and honest reviews of the latest products, these creators become a go-to source for information about the brand.

Long-term influencer partnerships will evolve into larger opportunities for brands and influencers. Brands have started engaging influencers for larger initiatives and this will be more prominent in 2023.

Charli and Dixie D'Amelio launched their own apparel brand, Social Tourist, within the Abercrombie & Fitch Co. portfolio. The sisters worked with Hollister to design, brand, position and market Social Tourist, launching with none other than a TikTok challenge, #MoreHappyDenimDance, that garnered over **5.9B+ views.**



As influencers grow their brands and diversify their revenue streams, they're able to be more selective about the brand partnerships they take on.

Long-term brand partnerships have more appeal and this means influencers will become increasingly more selective.

These partnerships provide brands with access to reliable, established creators and minimize the onboarding needed for new creators.

Long-term partnerships present benefits on both sides:

- Efficiencies (time, cost and resources)
- Stronger, more credible collaborations as influencers gain a stronger understanding of a brand/product
- Benchmarking and continual optimization throughout the partnership
- Lower-funnel engagement for brands

Customer Story: Taco Cabana



QSR

Overview

Taco Cabana engaged IZEA to run an Influencer based social campaign designed to drive consumer trial and purchase of Taco Cabana meals leading up to Cinco de Mayo.

Strategy

We activated creators across Instagram and TikTok to tap into key trends and highlight the range of Taco Cabana menu items through video and static imagery with a strong call-to-action encouraging consumers to order from Taco Cabana online and plan ahead for their Cinco de Mayo celebrations.



vibewithade Might have to get lunch from there today 🤔👀

1w Reply



hawkerrose I love those quesadillas with a marg. 😊

1w Reply



50

PCS. OF CONTENT

13.14%

ENGAGEMENT RATE

1.36M+

ENGAGEMENTS

10.4M+

TOTAL REACH





Prioritize Long-Term Partnerships

Long-term partnerships should take center stage for brands with one-off partnerships complimenting the overall strategy.

Identify Key Stages for Review

For long-term partnerships to be truly effective, marketers must carve out periods for review. This will enable optimization and the opportunity to shift gears in the ever-changing digital landscape.

Expand Partnerships Beyond Influencer Placements

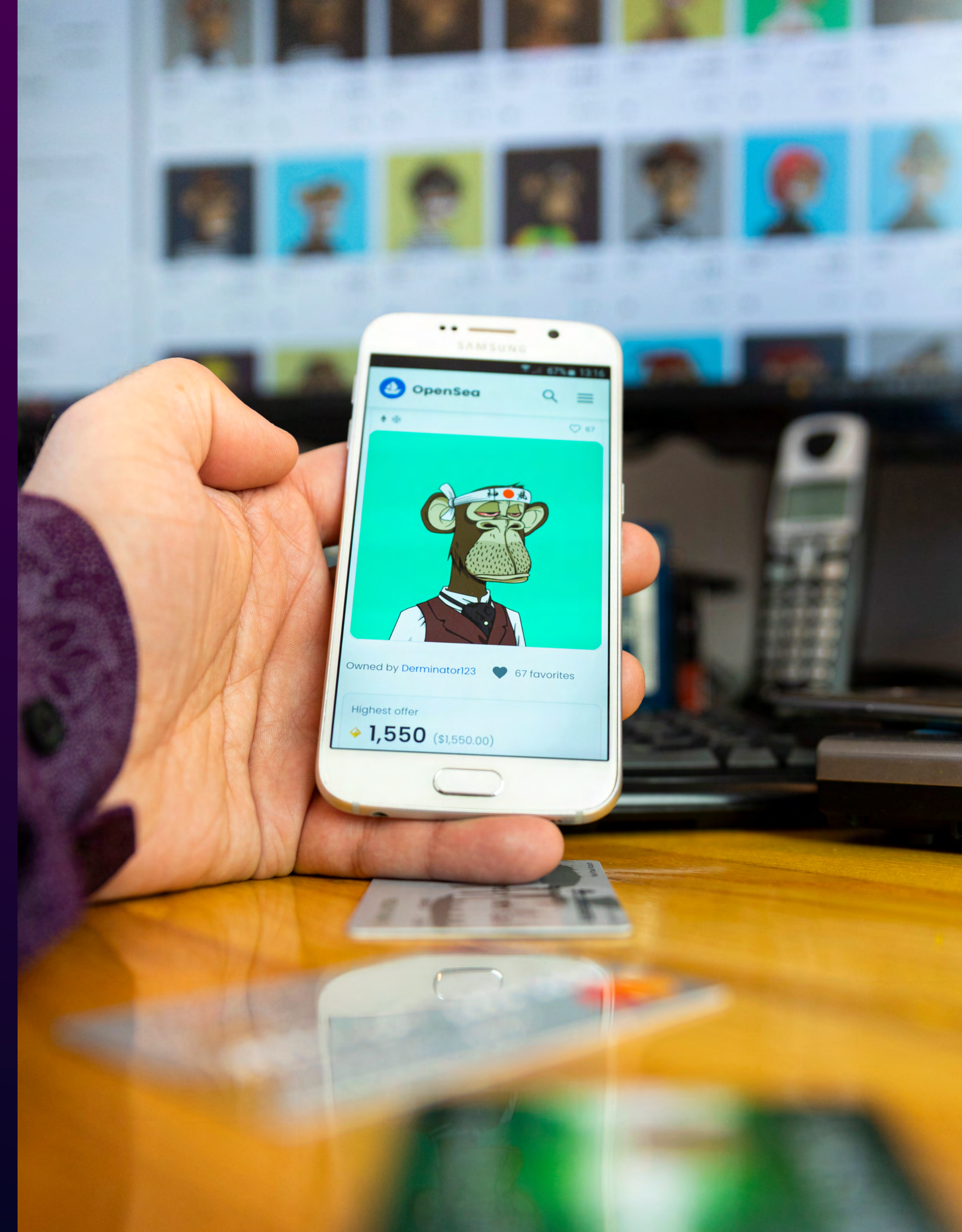
There's considerable opportunity with influencers, and brands can collaborate with them in a multifaceted approach. The opportunities are endless: brand-owned content, product collaborations, secret menu items, live commerce and so much more!



Immersive Digital Experiences that Increase Community Engagement

The metaverse literally and figuratively offers a world of new experiences and opportunities. Metaverse experiences will continue to develop and become more accessible to the public. Consumers crave new experiences and connectivity.

It's human nature to crave what's exclusive, which is why we saw the rise of NFTs. After the initial craze, what's next?





The future of the internet and social media within the next decade remains unclear. What is clear is that **we're at the beginning of a massive shift in the way we engage online and within our society.**

The demand for NFTs isn't stopping, but after the initial wave, it's apparent that in 2023 we'll continue to see a rise in brand integrations with Web3 technology and they will become more prominent.

We can anticipate further developments and eventually oversight from the government which will provide a framework and guidance as the landscape continues to evolve. Security and privacy will take shape over time.

The big social platforms such as Meta are making considerable investments in Web3. In 2021 alone, Meta spent \$10B designing its own metaverse. - Forbes

Meta is focusing on interoperability between devices to enable a native in-browser metaverse. If that's any indication of the direction of digital media, we can certainly expect to see it increasingly grow in prominence in 2023.







Experiment with the Metaverse

Marketers should get ahead of the curve by planning Web3 integrations as tests as a learning phase. Historically, early adopters typically see many benefits. There are many new platforms that are being developed and released. Marketers should focus on the platforms that are a priority for their audience.

Work with Experts to Navigate the Fast Moving Landscape

The space moves fast and can be hard to keep up with. Lean on the experts, influencers and agencies that specialize in Web3 to stay current with the latest developments and trends.

NFTs and Metaverse Activations Prioritize Creativity

Bottom line, brands should have fun with Web3 activations and encourage creativity. Influencers and early adopters who are dialed into the latest happenings are the best avenue to enable creativity. Interest levels are high among viewers which translates to strong engagement.

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Champion the Creators.

