



LEADERSHIP IN BRAND MARKETING:

Influencer Marketing Trends

INFLUENCER TYPES

INFLUENCERS COME IN ALL SHAPES AND (FOLLOWER) SIZES



MEGA

Followers:
1 million +

*Ex: Chris Burkhard,
Surf, Landscape,
Travel, Lifestyle*



MACRO

Followers:
100k - 1M

*Ex: Janae Brown,
Home Decor,
Wellness*



MICRO

Followers:
10k - 100k

*Ex: Adam Gonan
Fashion*



NANO

Followers:
1k - 10k

*Ex: Carla Jian,
Chicago Mom and
wellness blogger*



NICHE

Followers:
Varies

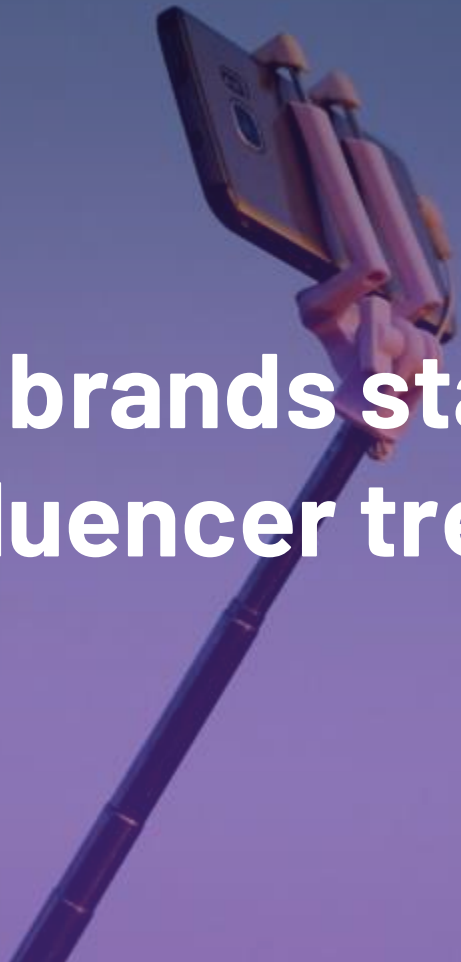
*Ex: Mandy Gubler,
Happy Happy
Houseplant*

**The industry of influencers is
expected to grow to \$24 billion
by the end of 2024**

Source: Marketing Hub



**41% of consumers have purchased
a product based solely on
influencer recommendation**



How can brands stay ahead of influencer trends?

We're still betting big on beauty

Inside Selena Gomez's beauty juggernaut: The Rare Beauty founder on makeup, Gen Z, and navigating social media

Rare Beauty expects to exceed \$300 million in sales in 2023, triple what it earned in 2022



Authenticity is everything

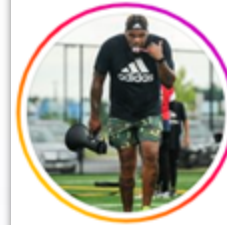


65% are looking for
a cohesive message
across platforms

Micro influencers are on the rise...

SOCIAL & INFLUENCERS

Influencers and celebs mix in this year's Super Bowl campaigns



thecoachsavage

Follow

Message



1,025 posts

64.6K followers

7,239 following

Martino Savage

@thecoachsavage

Coach

🏆 5x Awarded Trainer + Coach of the YEAR

NFL - NCAA - Middle/High School - Youth Training

Speed - Agility - Footwork - Skills - Drills

📍 VA



85% see smaller influencers as more relatable

...Don't count out the celebrity influencer



55% are willing to
pay a premium for
celeb products

AI & influencers

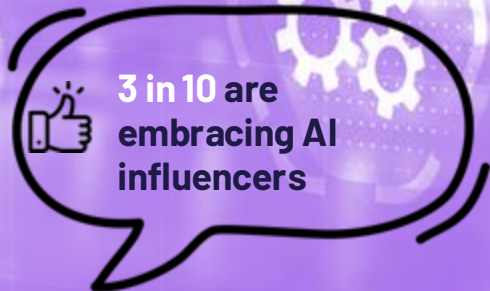


This Influencer Has Nearly 150,000 Instagram Followers and Makes Over \$10,000 a Month. There's Just One Catch — She's Not Real.

Aitana López has over 149,000 Instagram followers and brands love her. Is she the future of social media marketing?

BY JONATHAN SMALL • JAN 19, 2024

Entrepreneur



**An omnichannel approach to
influencer content is key in 2024**



THANK YOU!

**Let's stay in touch:
Redacted contact information**

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