

The India Influence Report 2018 added that 92 per cent marketers are expected to launch at least one influencer campaign this year

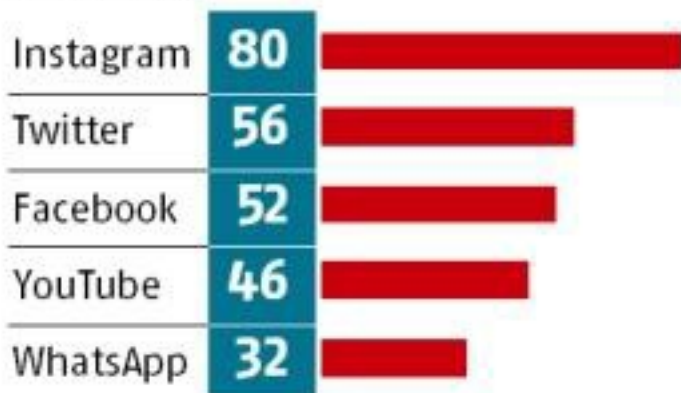
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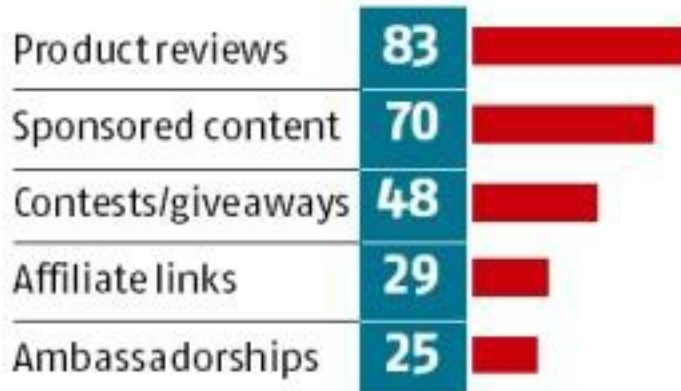
Instagram

An overwhelming 80 per cent of [social media](#) influencers are of the opinion that [Instagram](#) will be growing the fastest in 2018, much ahead of Twitter and Facebook. The findings form part of a survey conducted by influencer marketing platform Zefmo. The India Influence Report 2018 added that 92 per cent marketers are expected to launch at least one influencer campaign this year.

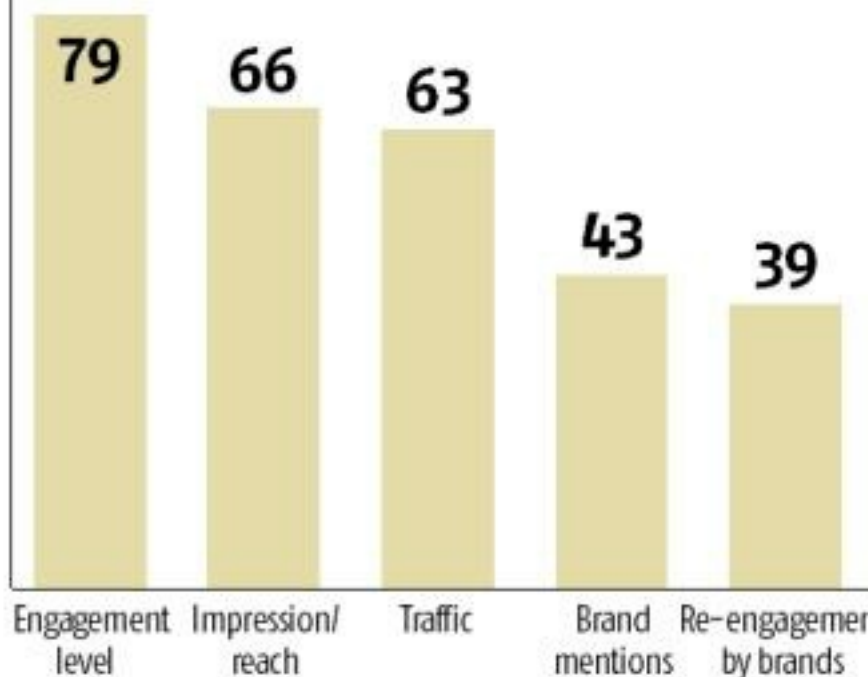
FASTEST GROWING SOCIAL CHANNELS IN 2018



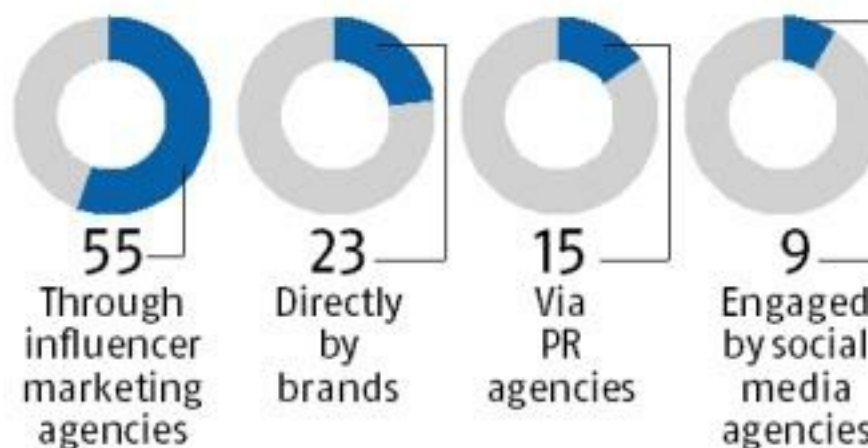
TOP 5 WAYS IN WHICH BRANDS REACH INFLUENCERS' AUDIENCE



MEASUREMENT OF CAMPAIGN SUCCESS BY INFLUENCERS



HOW DO INFLUENCERS GET ENGAGED FOR COLLABORATIONS?



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