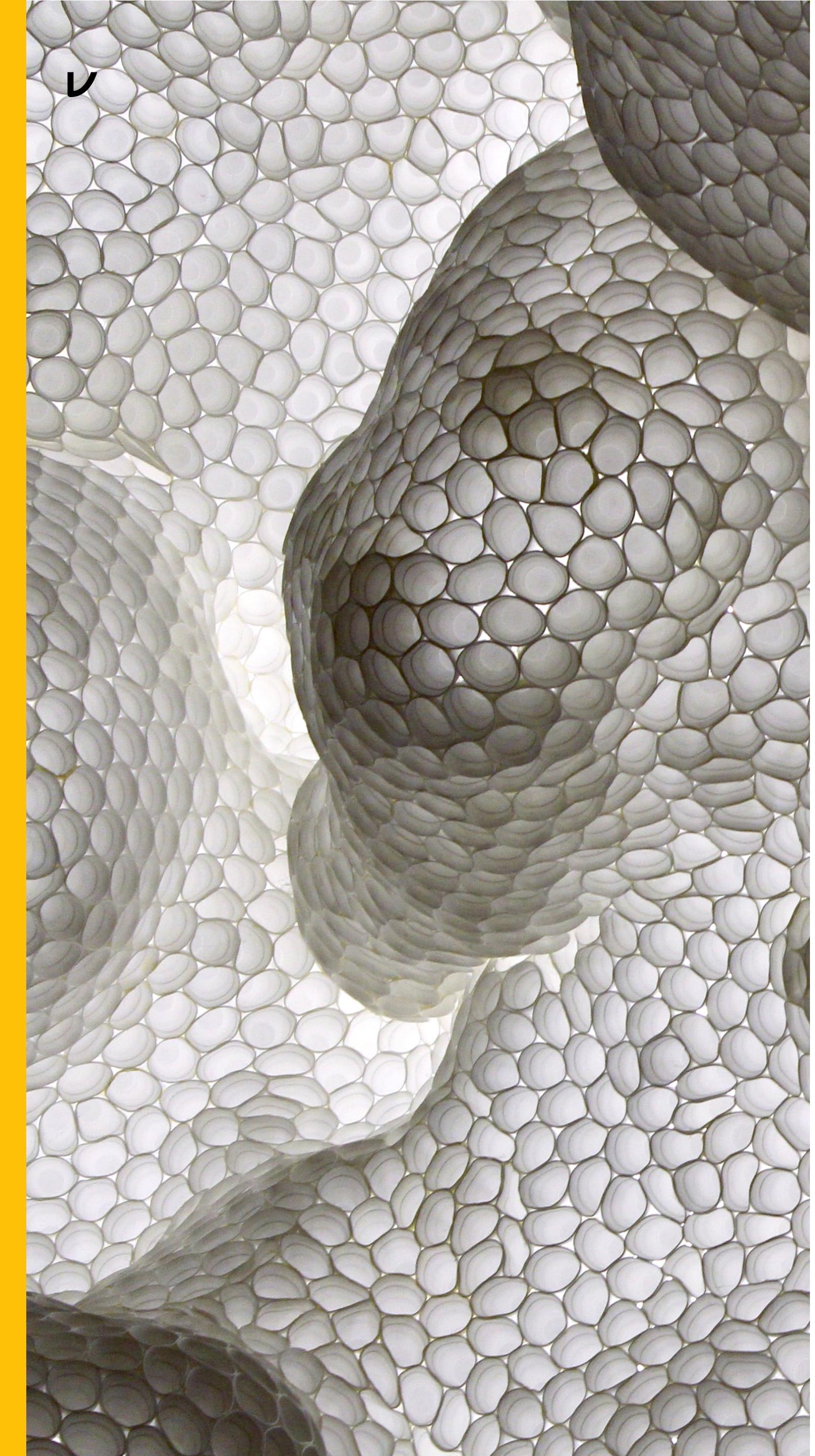


Influencer Marketing Trends & Strategies

2021



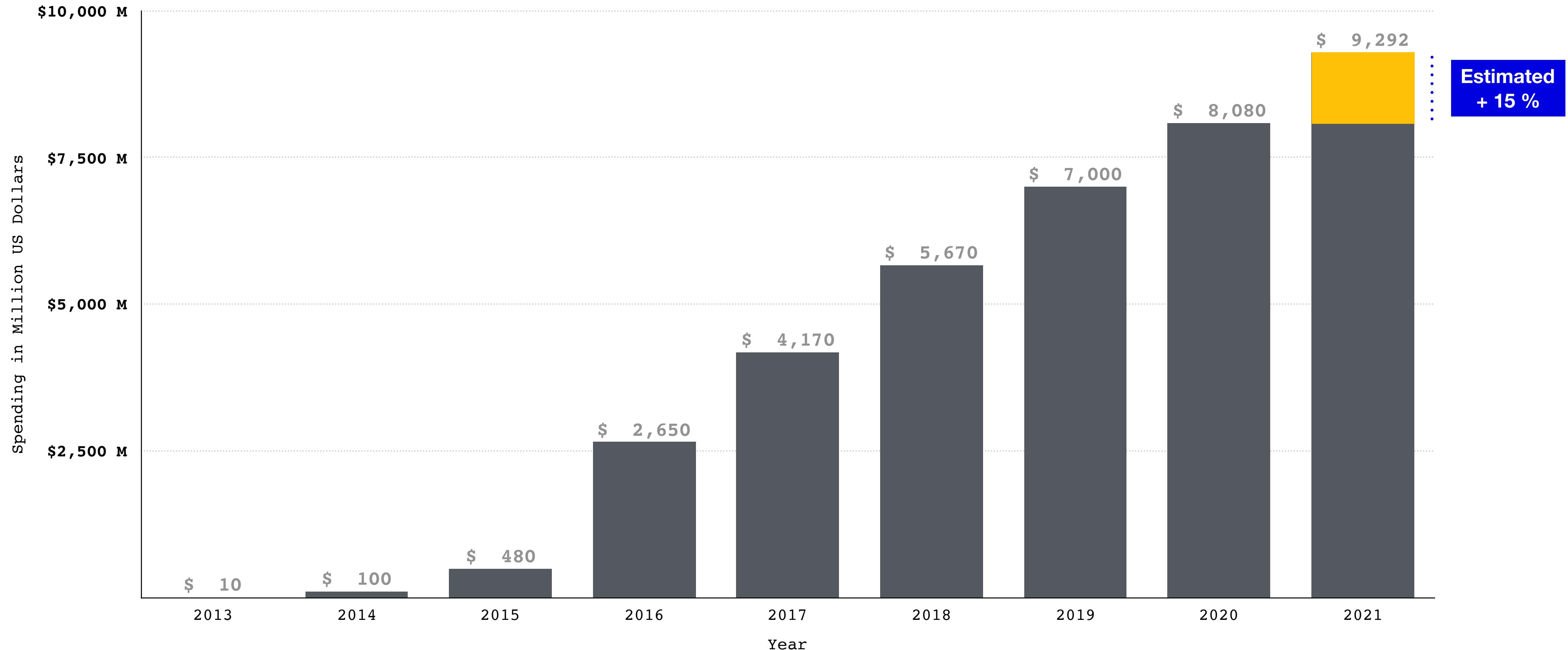
Agenda

- Industry Overview
- Social Media
- eCommerce
- Culture Landscape
- Trend spot



INDUSTRY TRENDS

Influencer Marketing Spending Is On The Rise

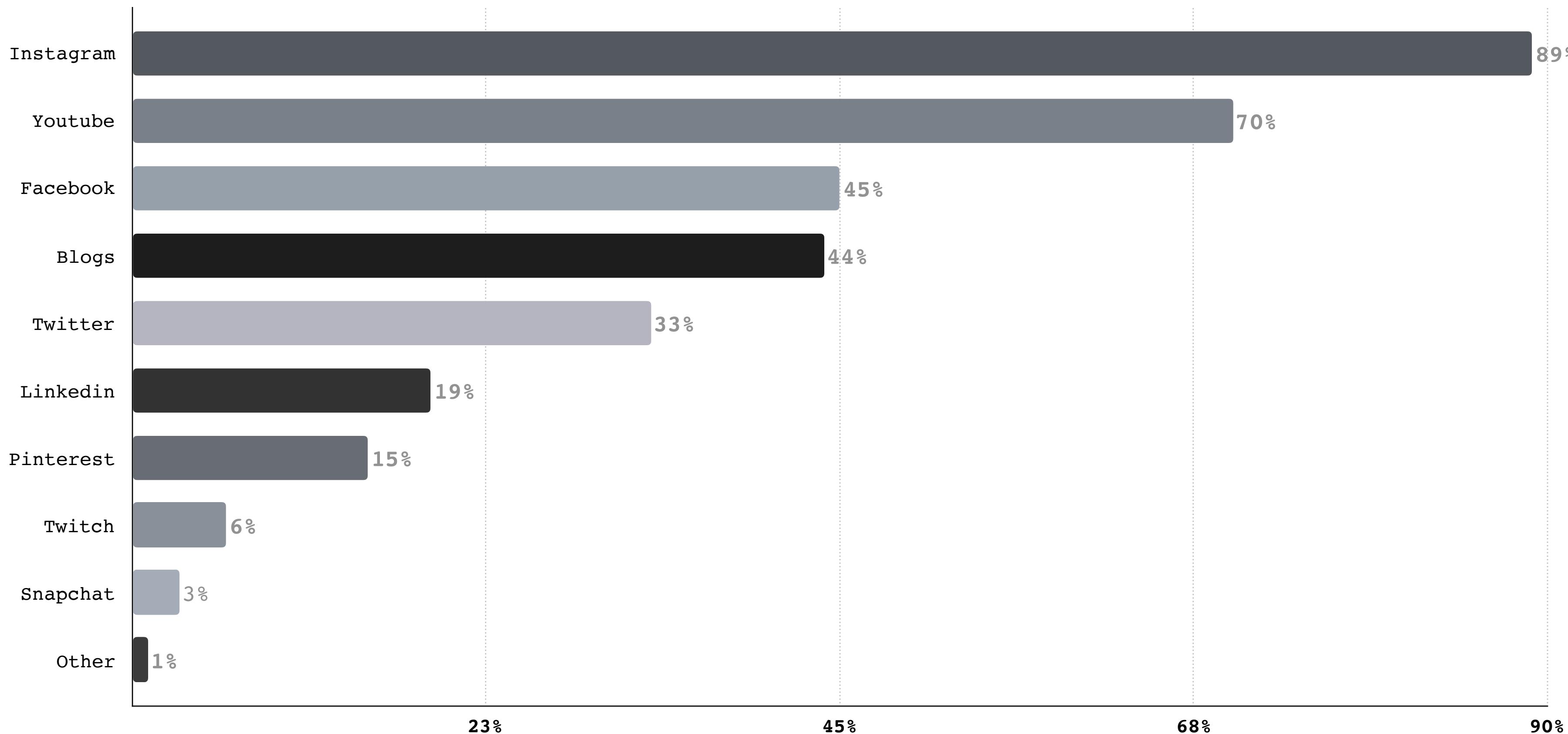


Source: Statista | Global Instagram Influencer Marketing Spending From 2013 To 2020 (In Million U.S. Dollars).



INDUSTRY TRENDS

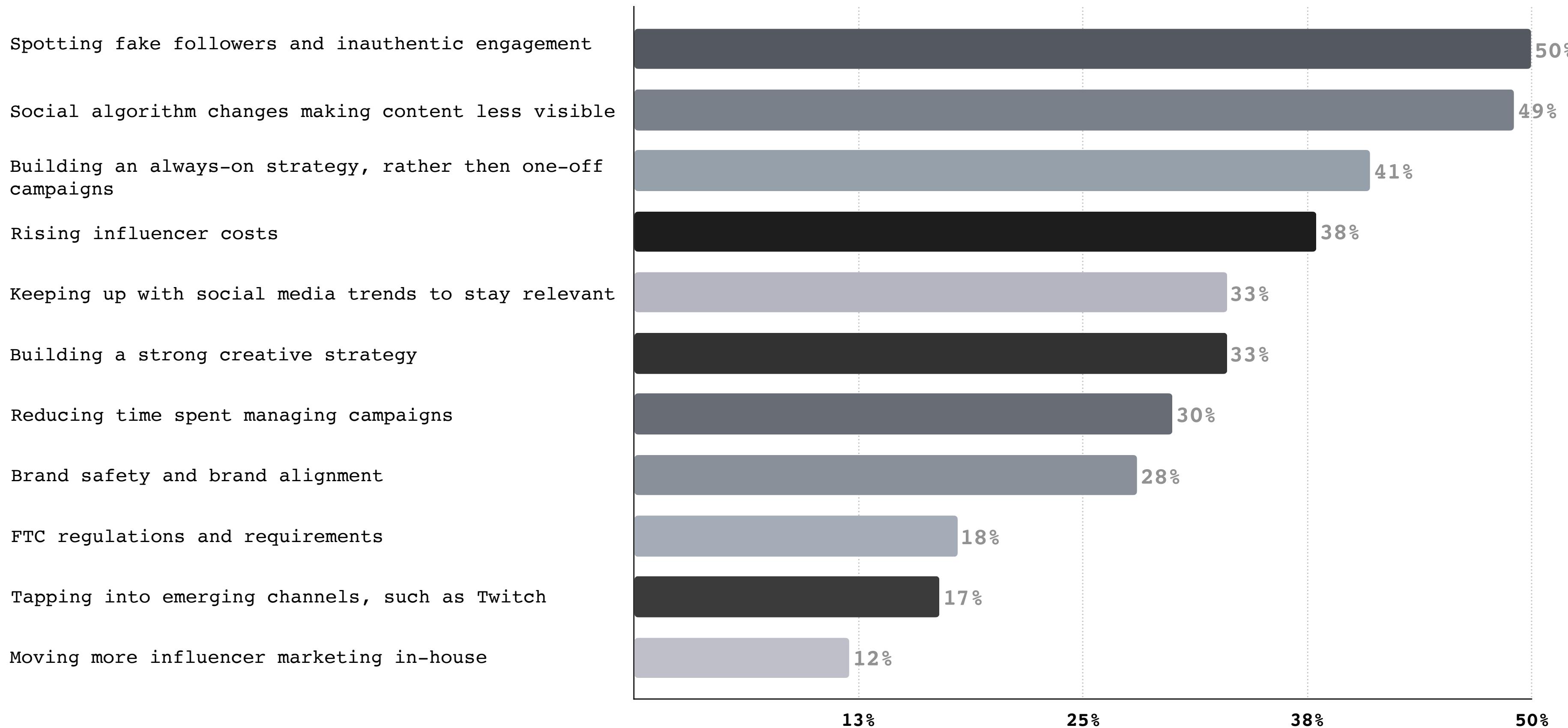
Which Social Media Channels Are Most Important For Influencer Marketing?





INDUSTRY TRENDS

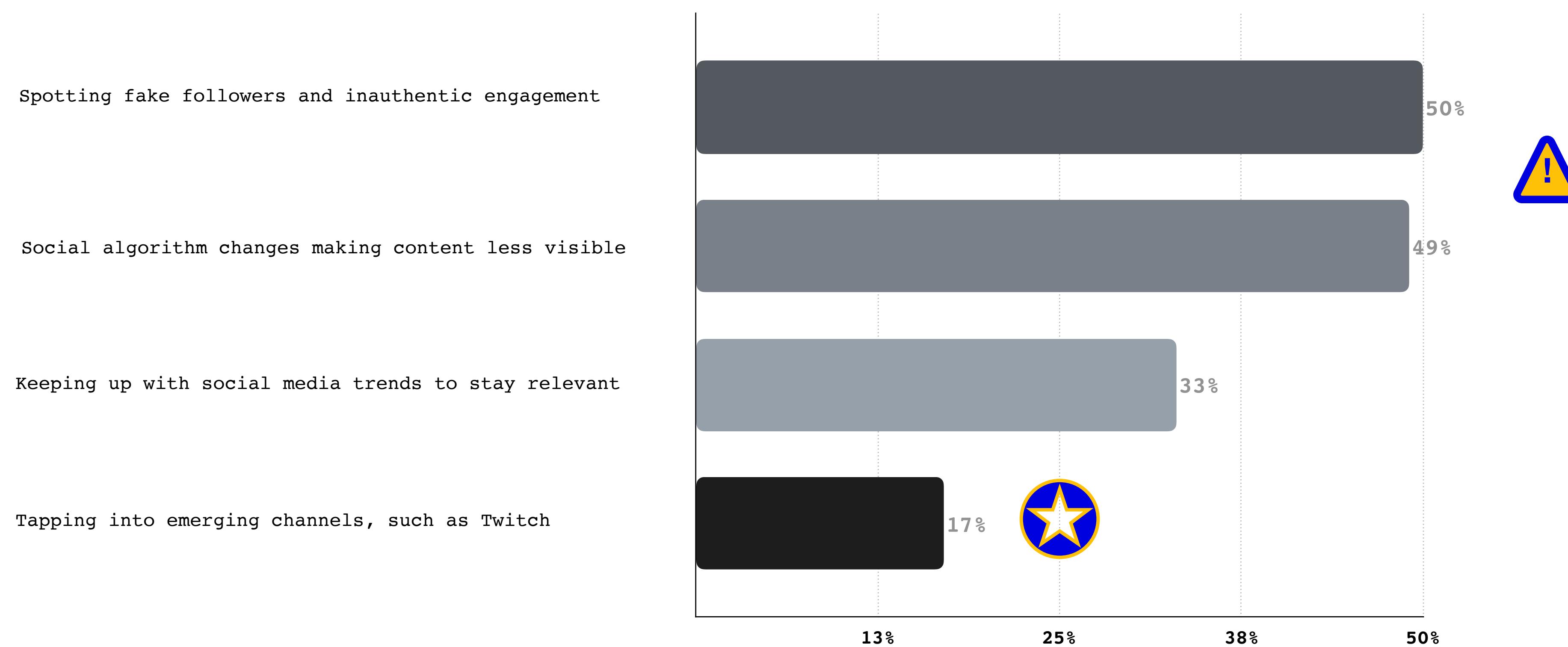
What Are Your Chief Influencer Marketing Challenges?





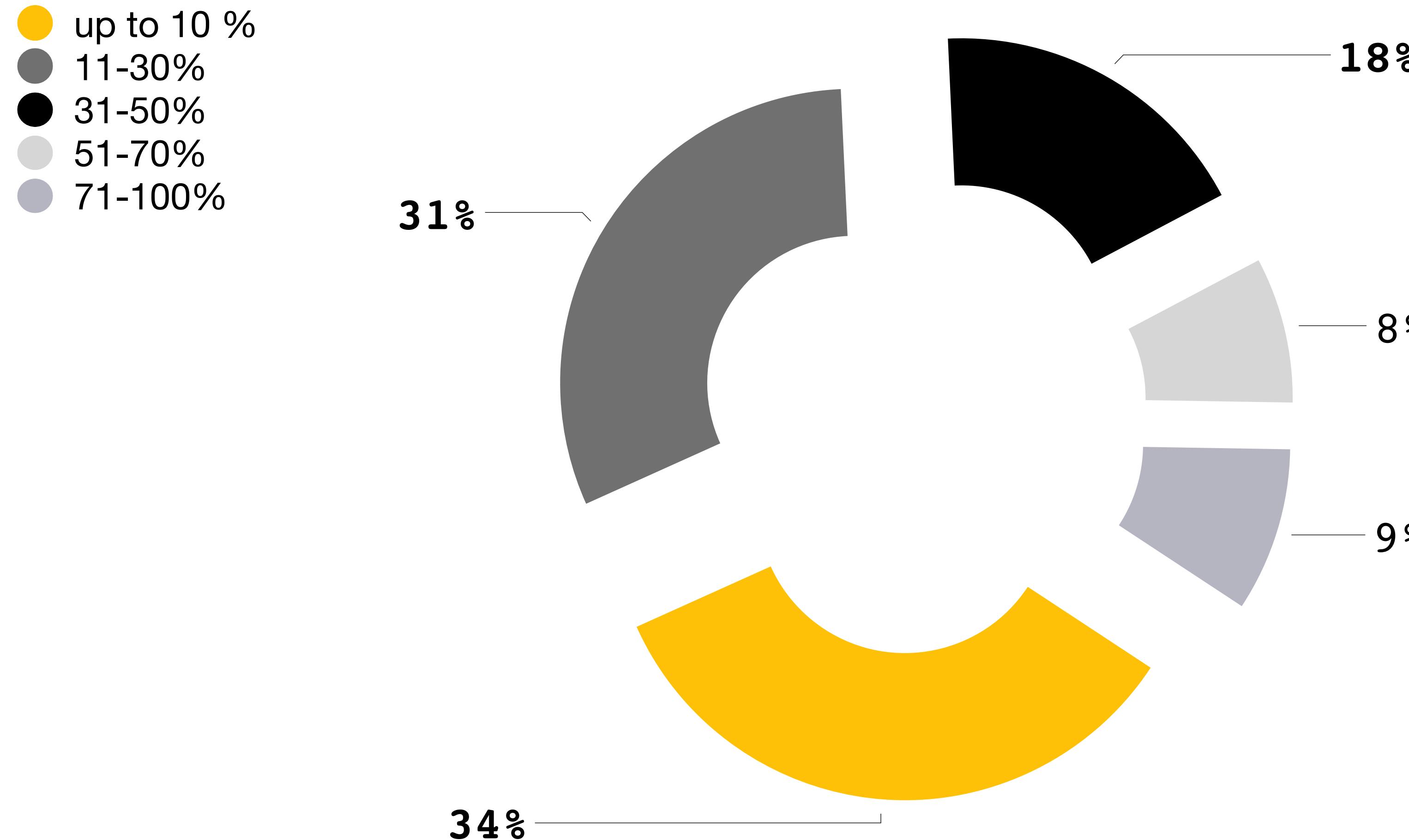
INDUSTRY TRENDS

What Are Your Chief Influencer Marketing Challenges?



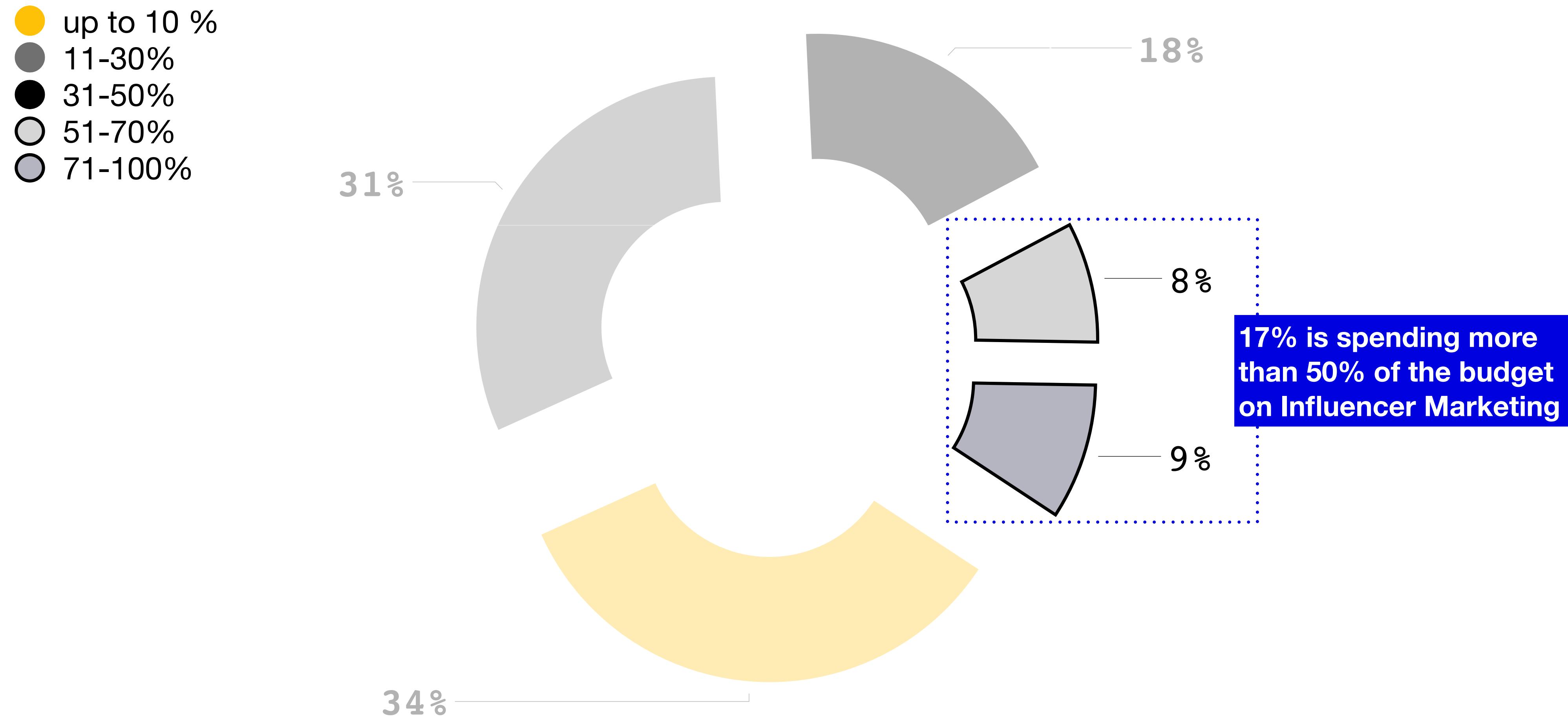
INDUSTRY TRENDS

What % Of Marketing Budget Goes To Influencer Marketing?



Source: Mediakix, 2019.

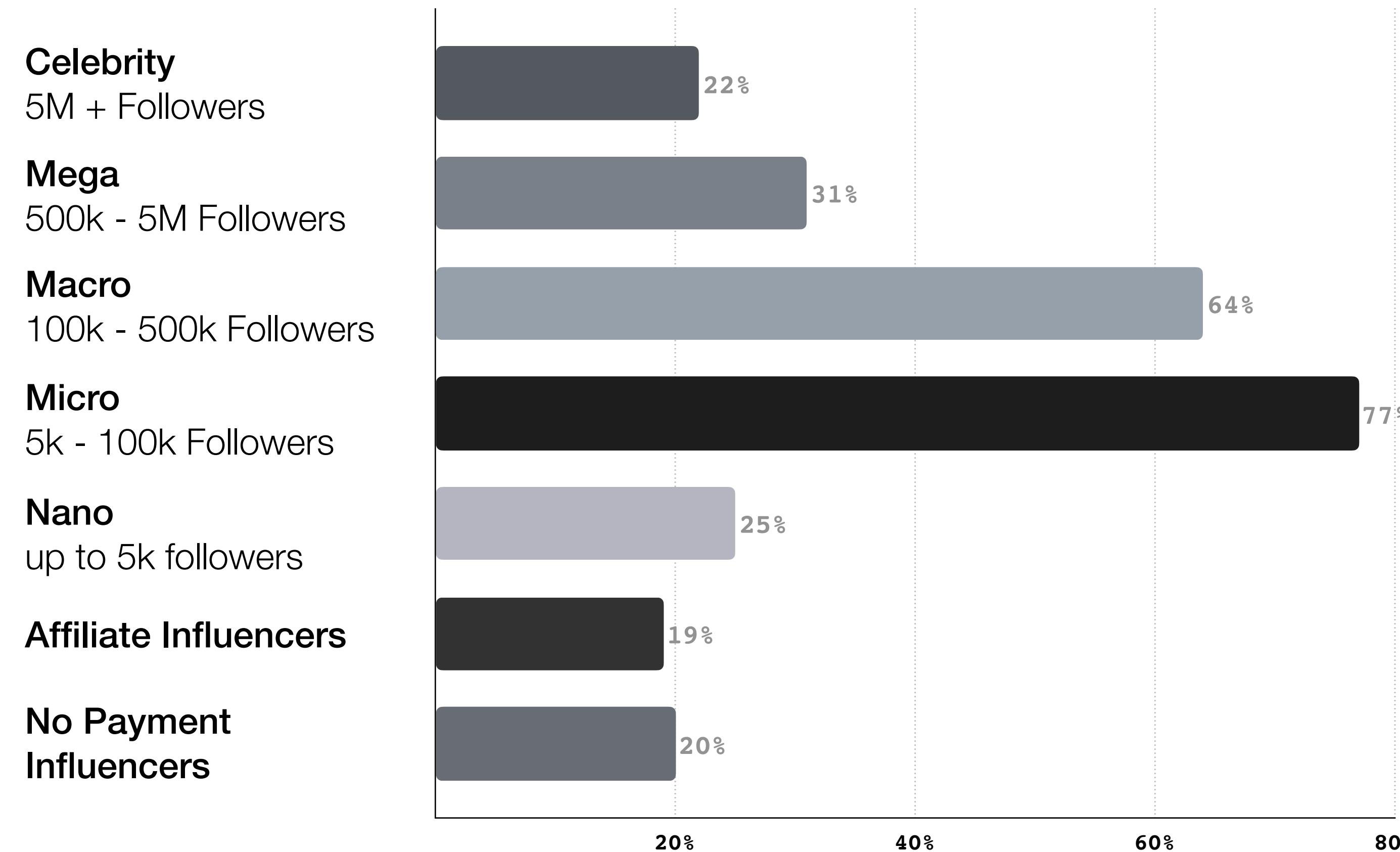
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INDUSTRY TRENDS

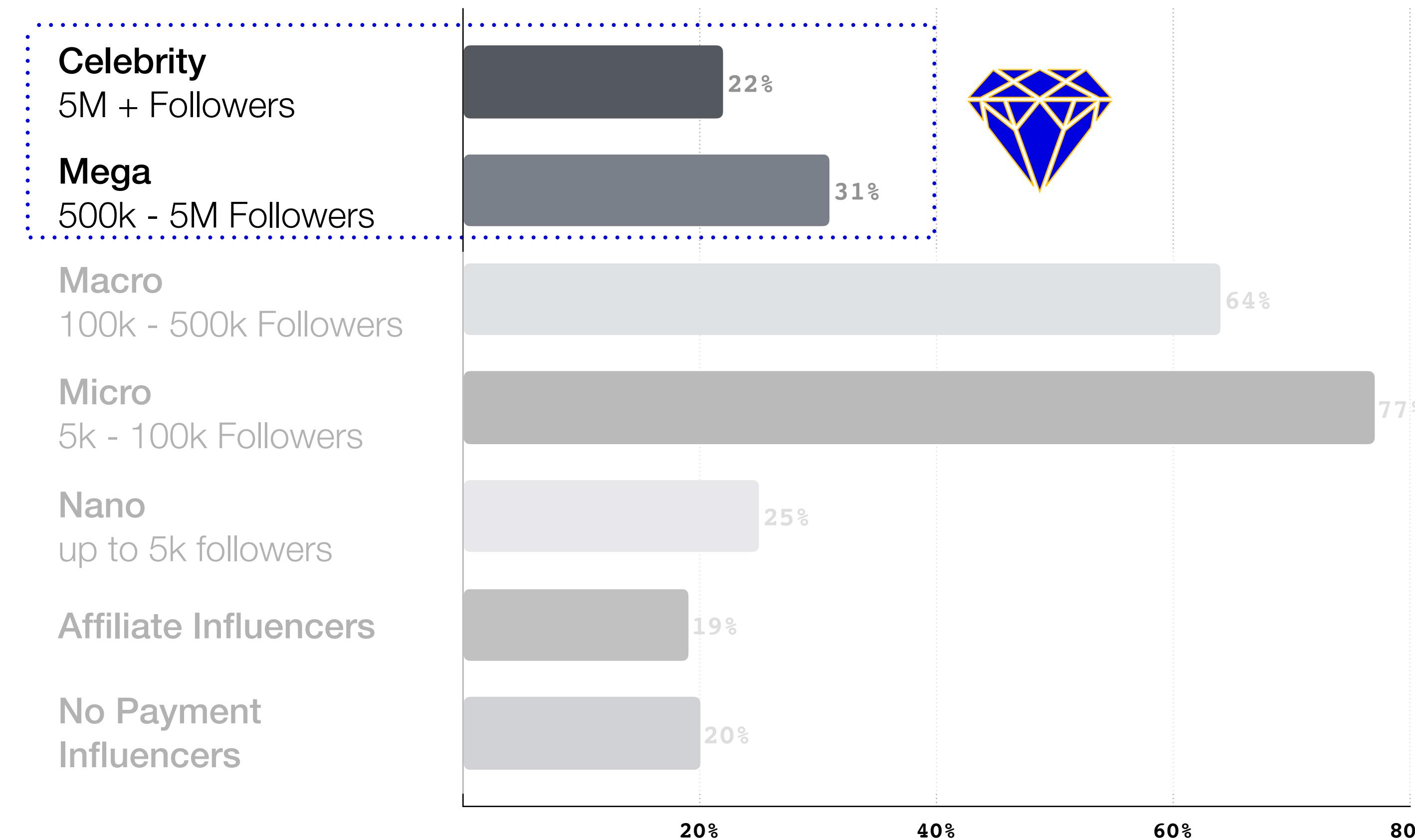
What Influencer Type Do You Want To Work With In 2020?





INDUSTRY TRENDS

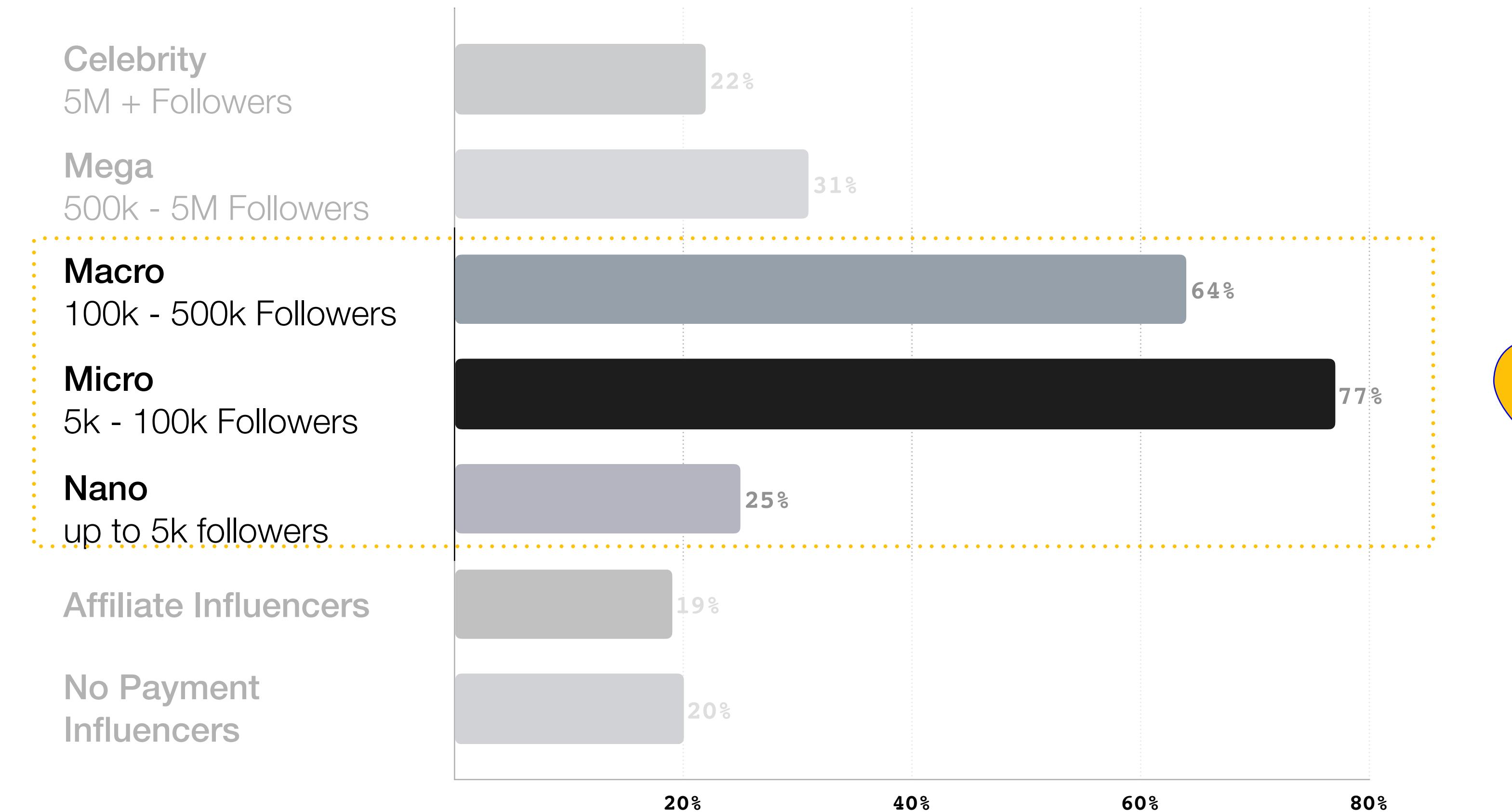
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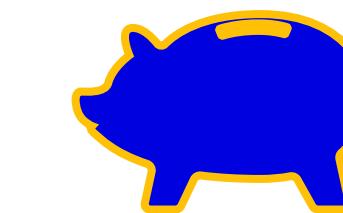
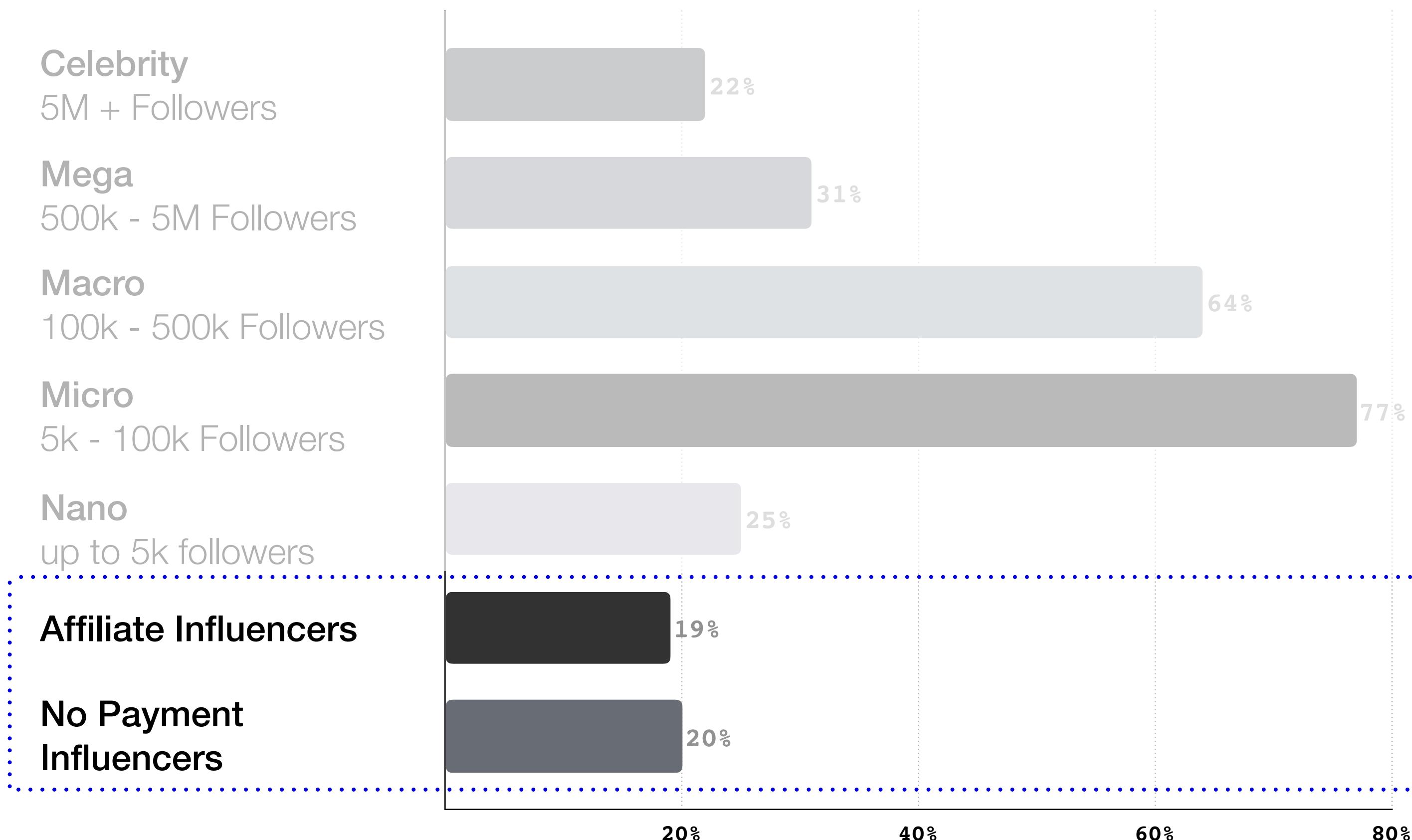
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INDUSTRY TRENDS

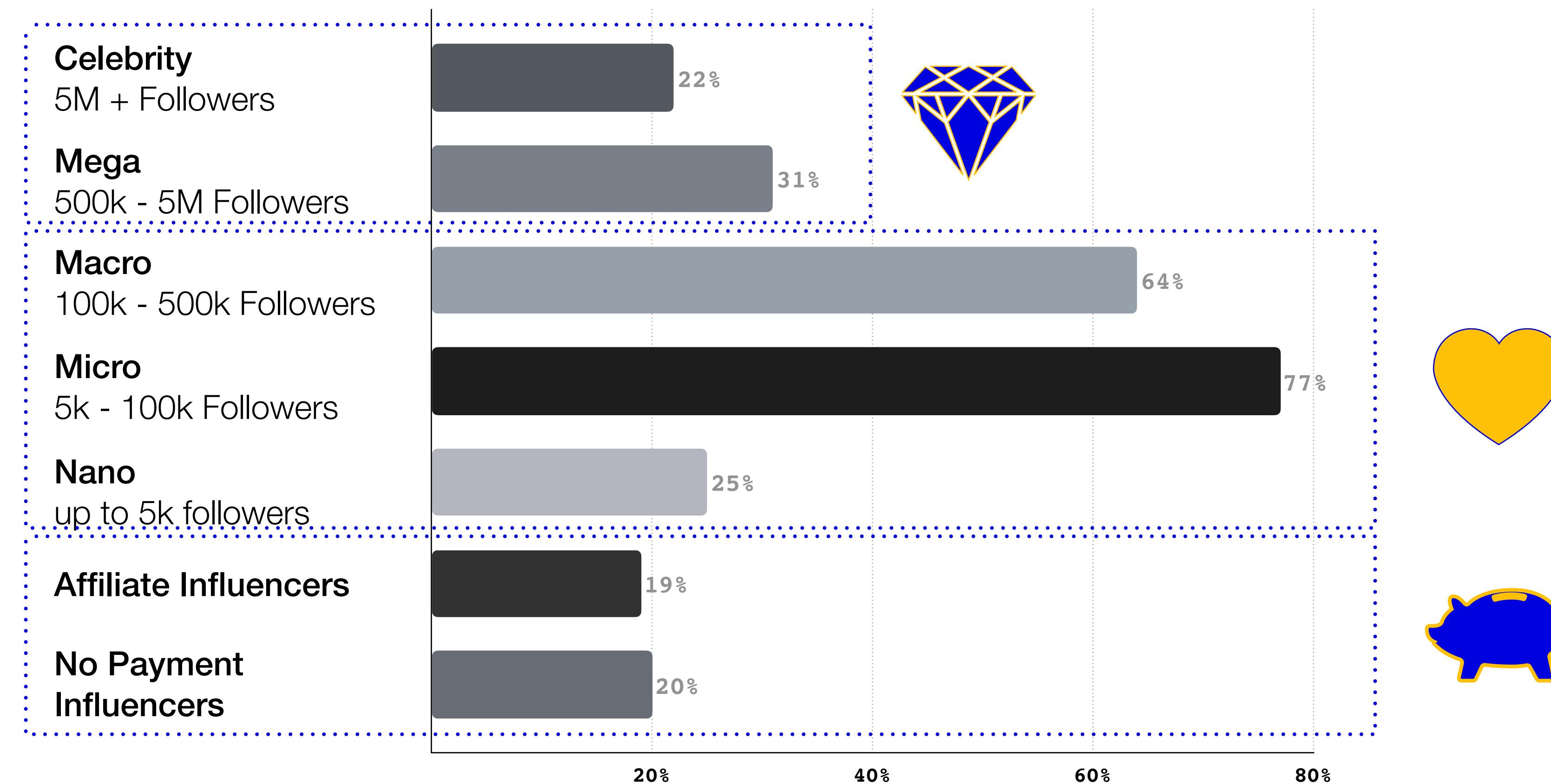
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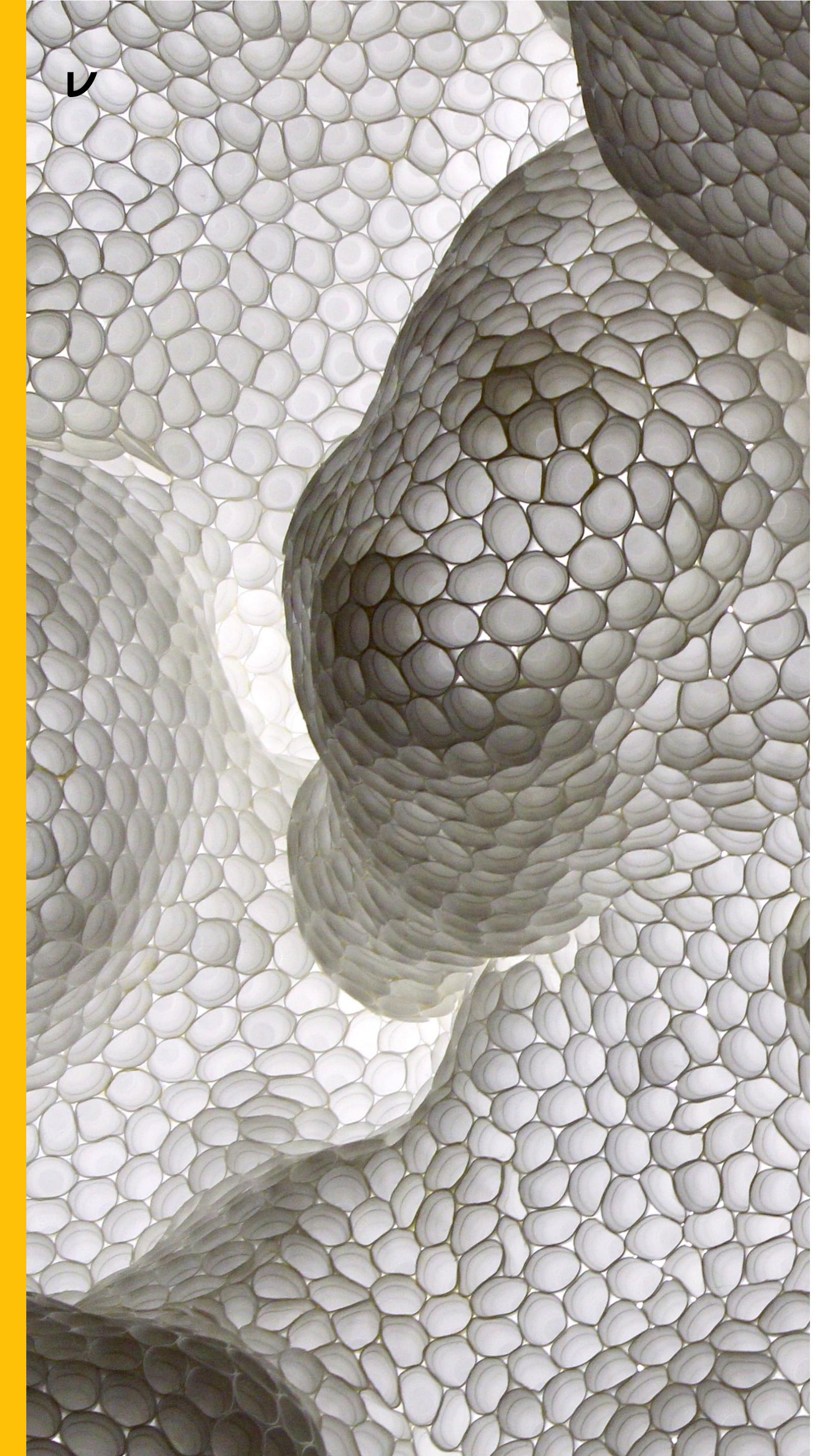




INDUSTRY TRENDS

What Influencer Type Do You Want To Work With In 2020?





“In 2021, the COVID-19” pandemic will accelerate industry trends, with shopping shifting to digital channels and consumers continuing to champion fairness and social justice.”

– McKinsey, Dec 2020.

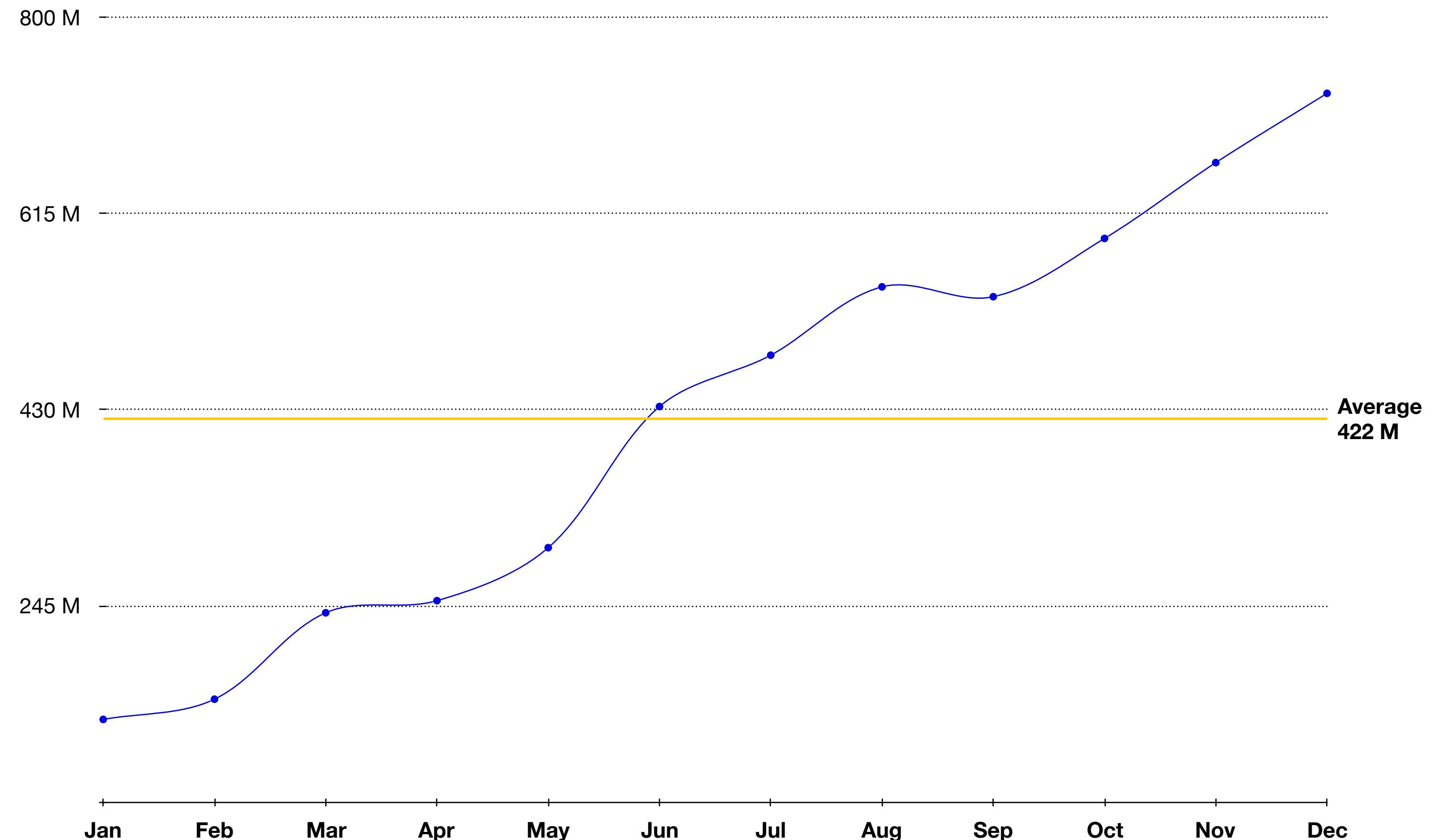
“The e-commerce retail market, excluding China, may grow to \$2.8 trillion by 2025.”

– Bloomberg Intelligence, Dec 2020.



INDUSTRY TRENDS

New Emerging Platforms For Creators

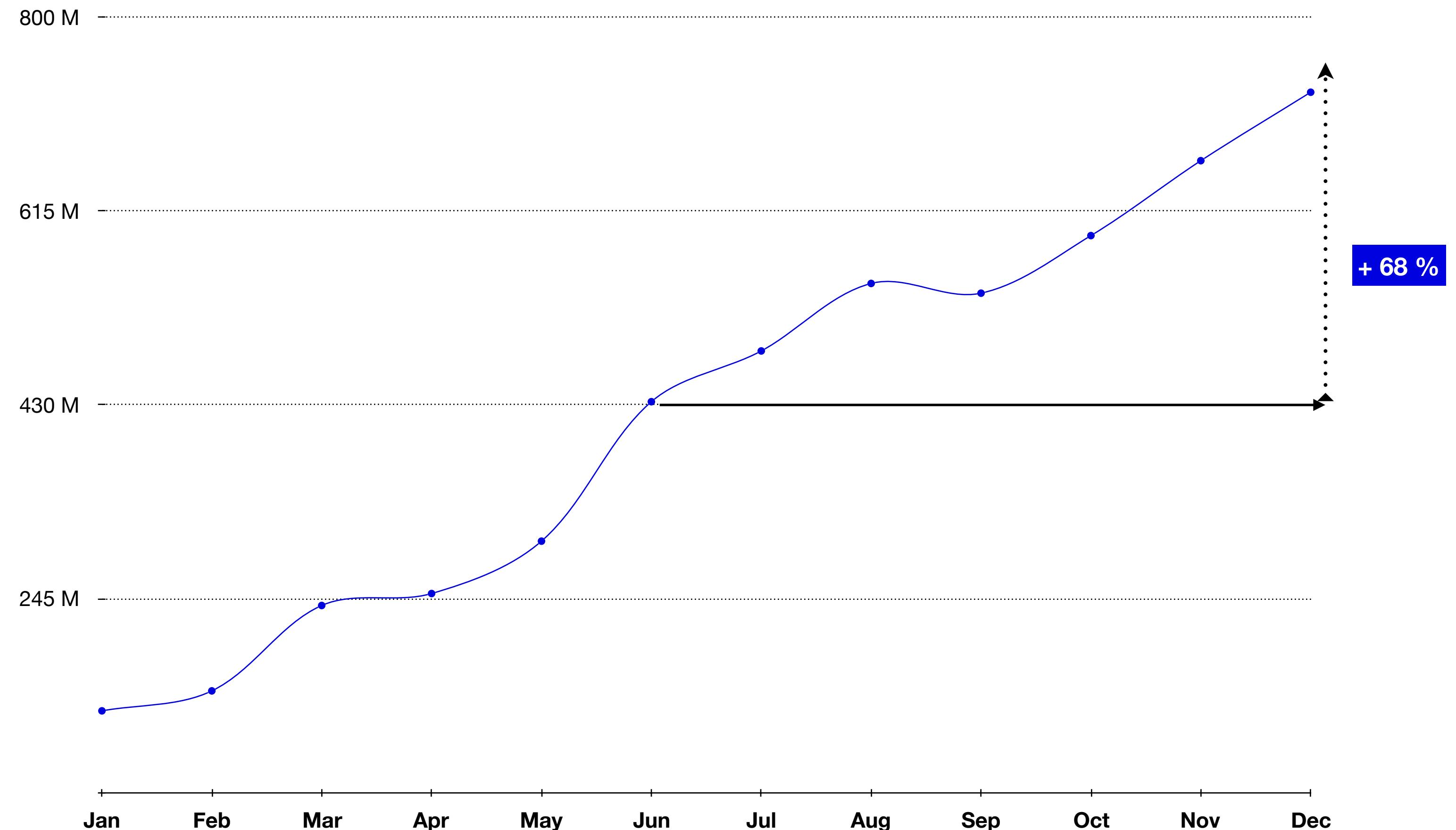


Source: TikTok , Jan 2021.



INDUSTRY TRENDS

New Emerging Platforms For Creators

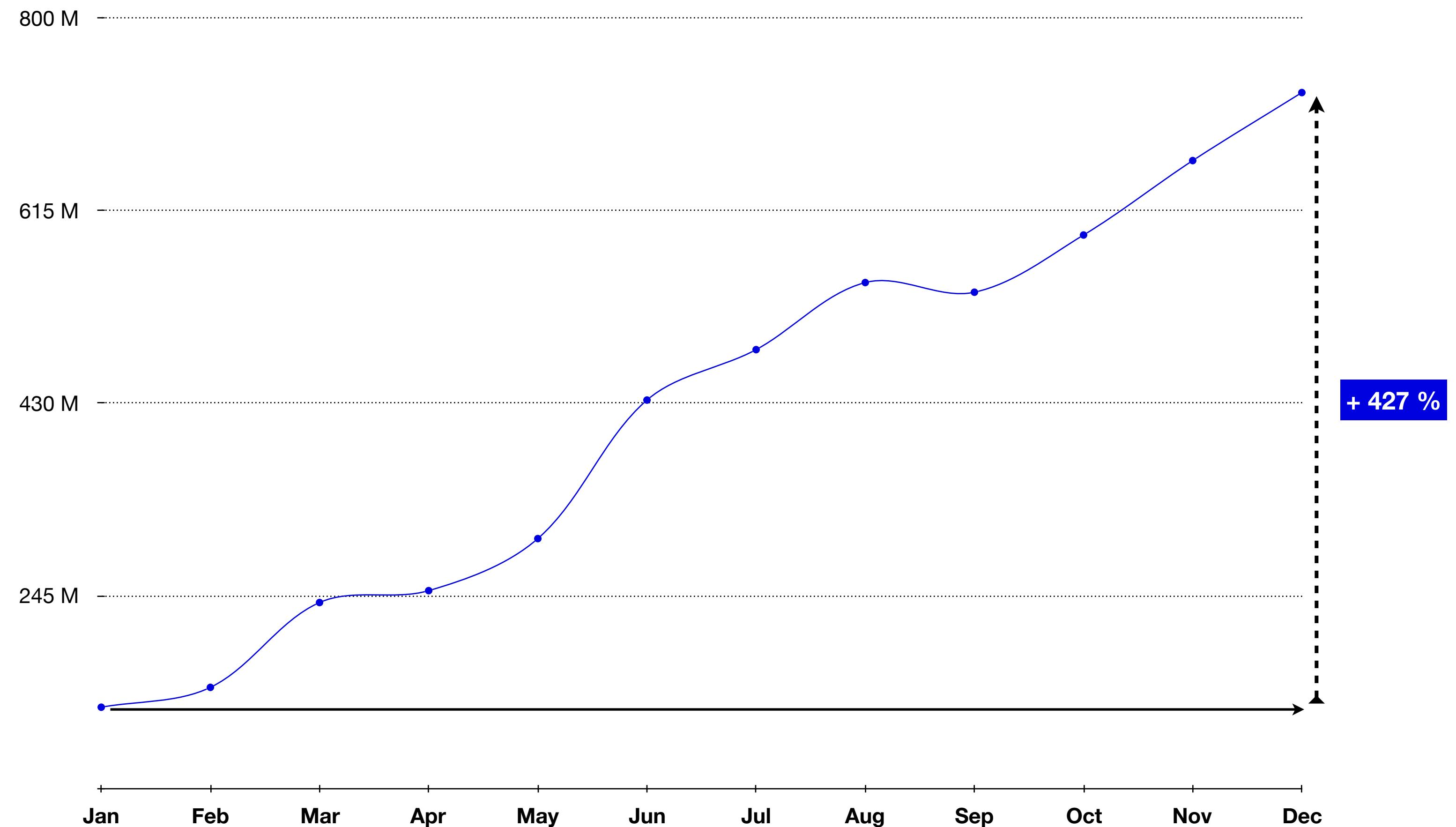


Source: TikTok , Jan 2021.



INDUSTRY TRENDS

New Emerging Platforms For Creators

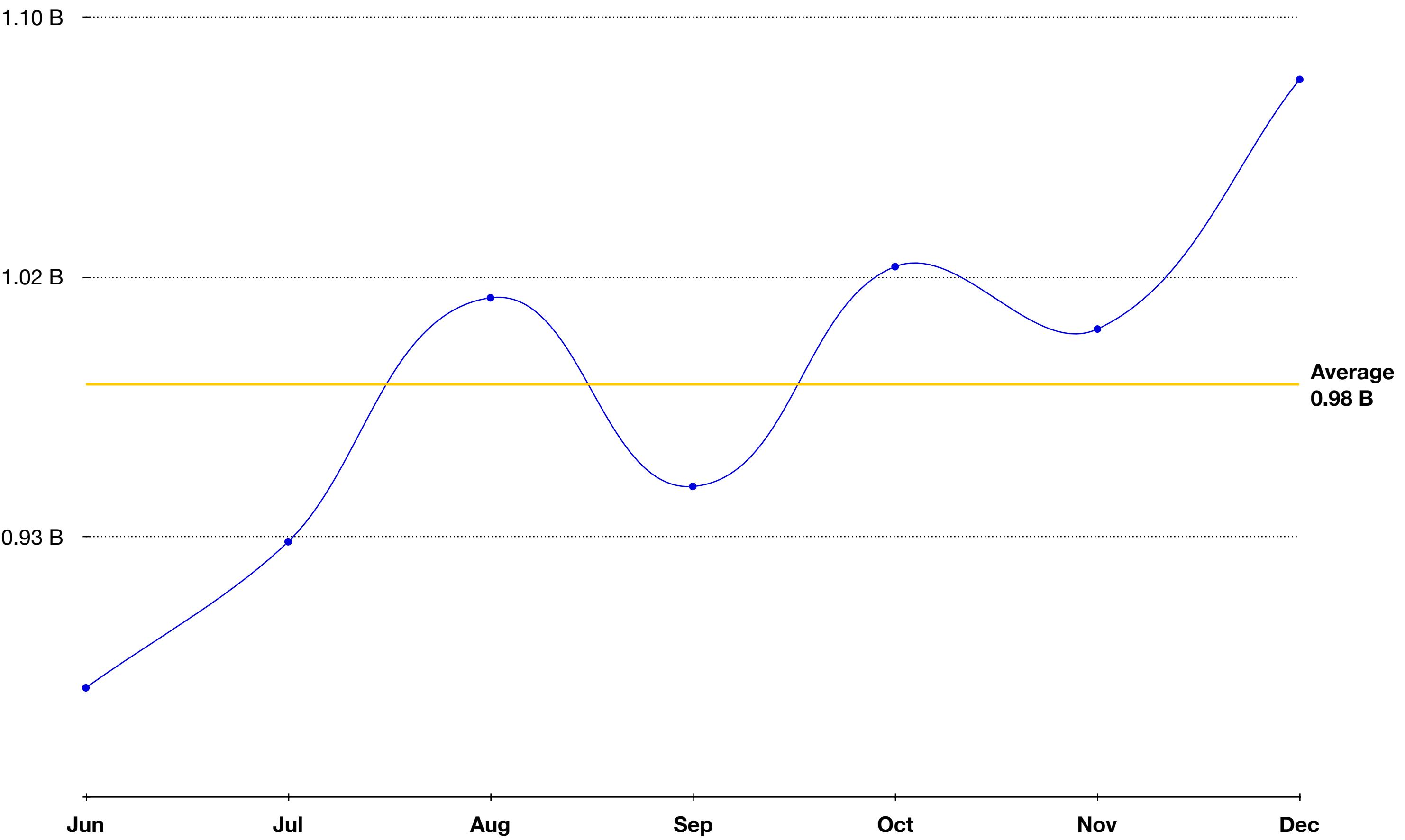


Source: TikTok , Jan 2021.



INDUSTRY TRENDS

New Emerging Platforms For Creators

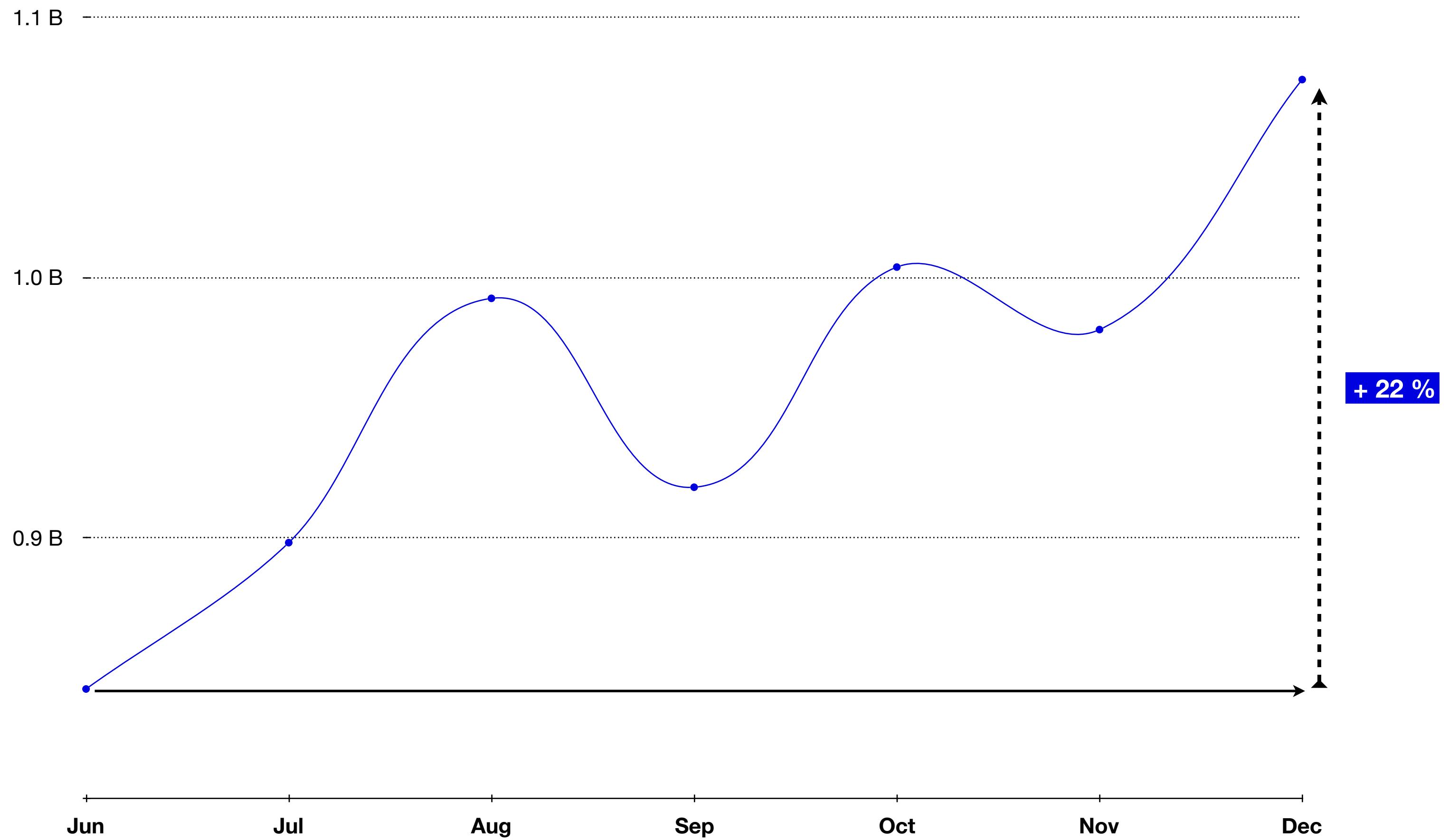


Source: Twitch, Jan 2021.



INDUSTRY TRENDS

New Emerging Platforms For Creators

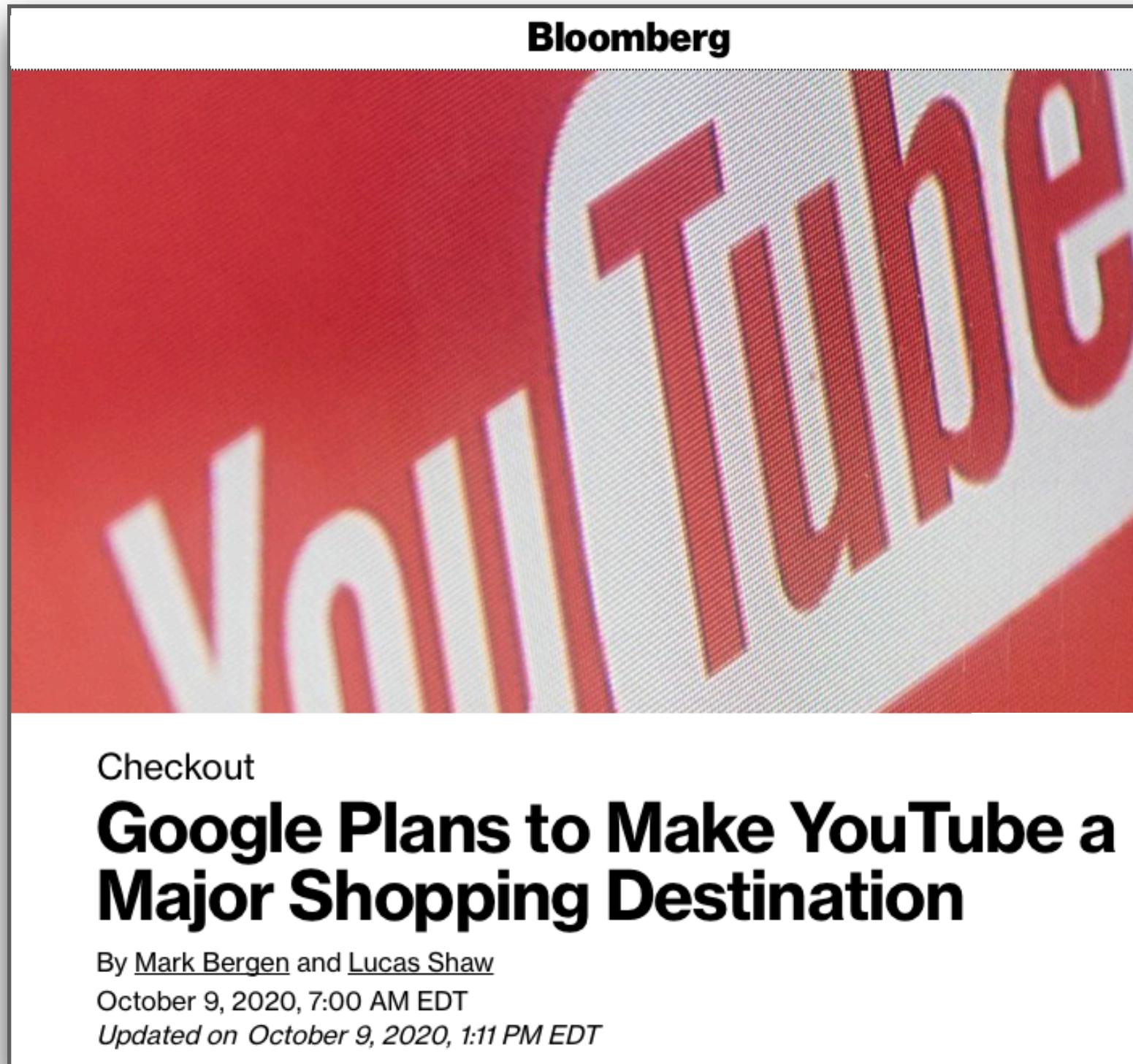


Source: Twitch, Jan 2021.

✓

SOCIAL MEDIA TRENDS

Content Becoming More Shoppable in 2021



Youtube recently started asking creators to use a proprietary software **to tag and track products featured in their clips**. The data will then be linked to analytics and shopping tools from parent Google.

The goal is to **convert YouTube's bounty of videos into a vast catalog of items** that viewers can peruse, **click on and buy directly**. The company is also testing a new integration with Shopify for selling items through YouTube.

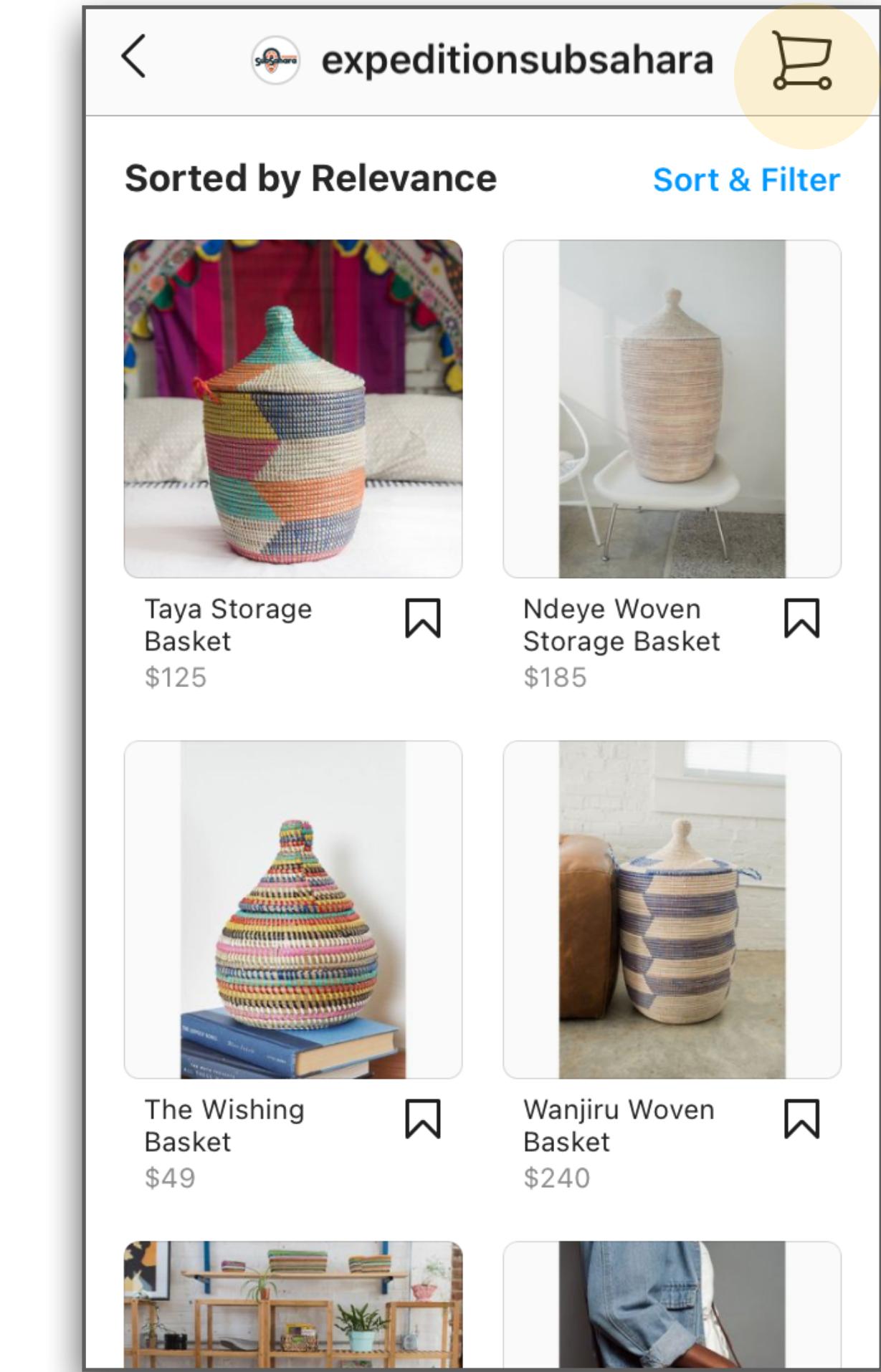
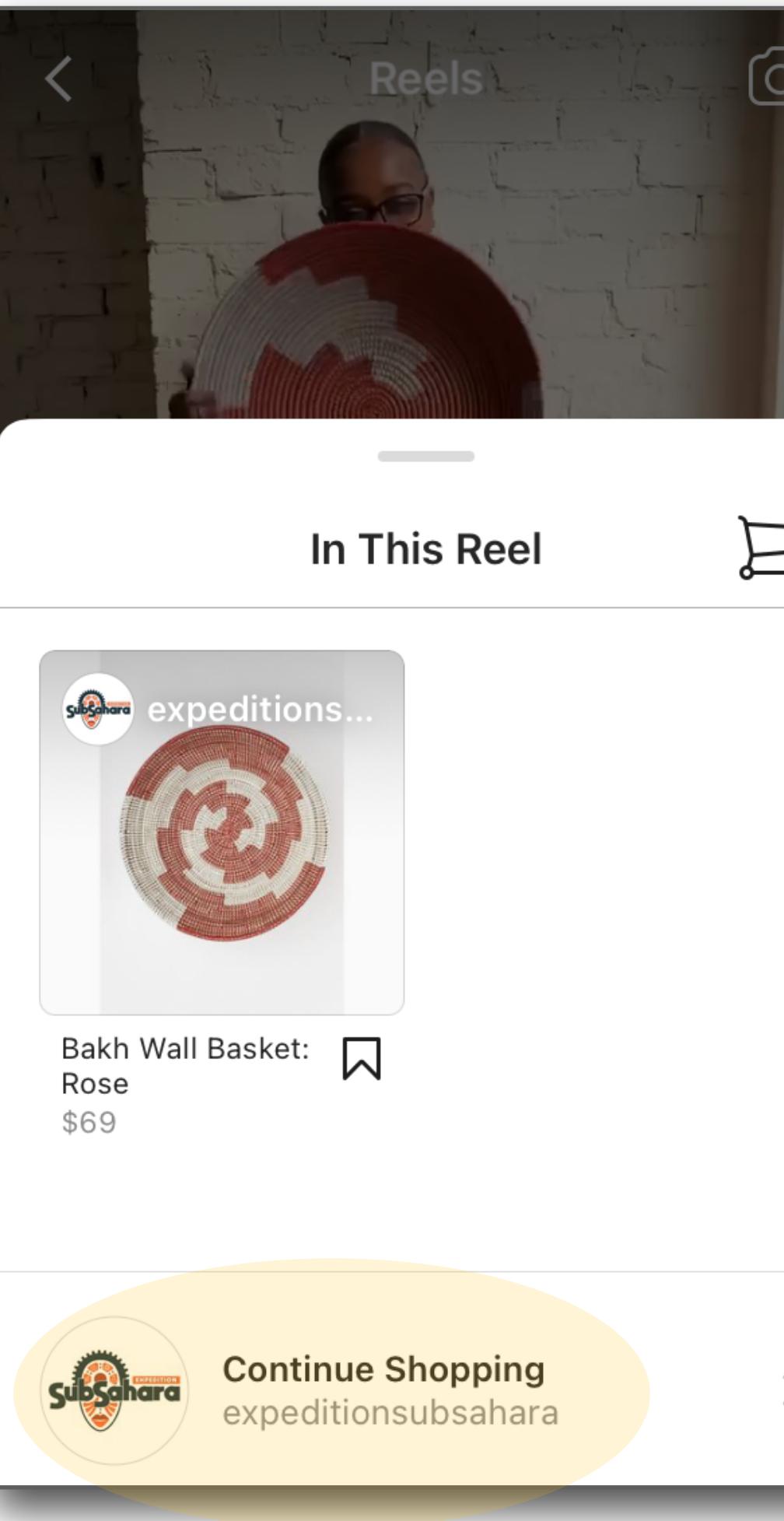
The moves have the potential to **transform YouTube** from an advertising giant **into a new contender for e-commerce** leaders.

– Bloomberg, Oct 2020.

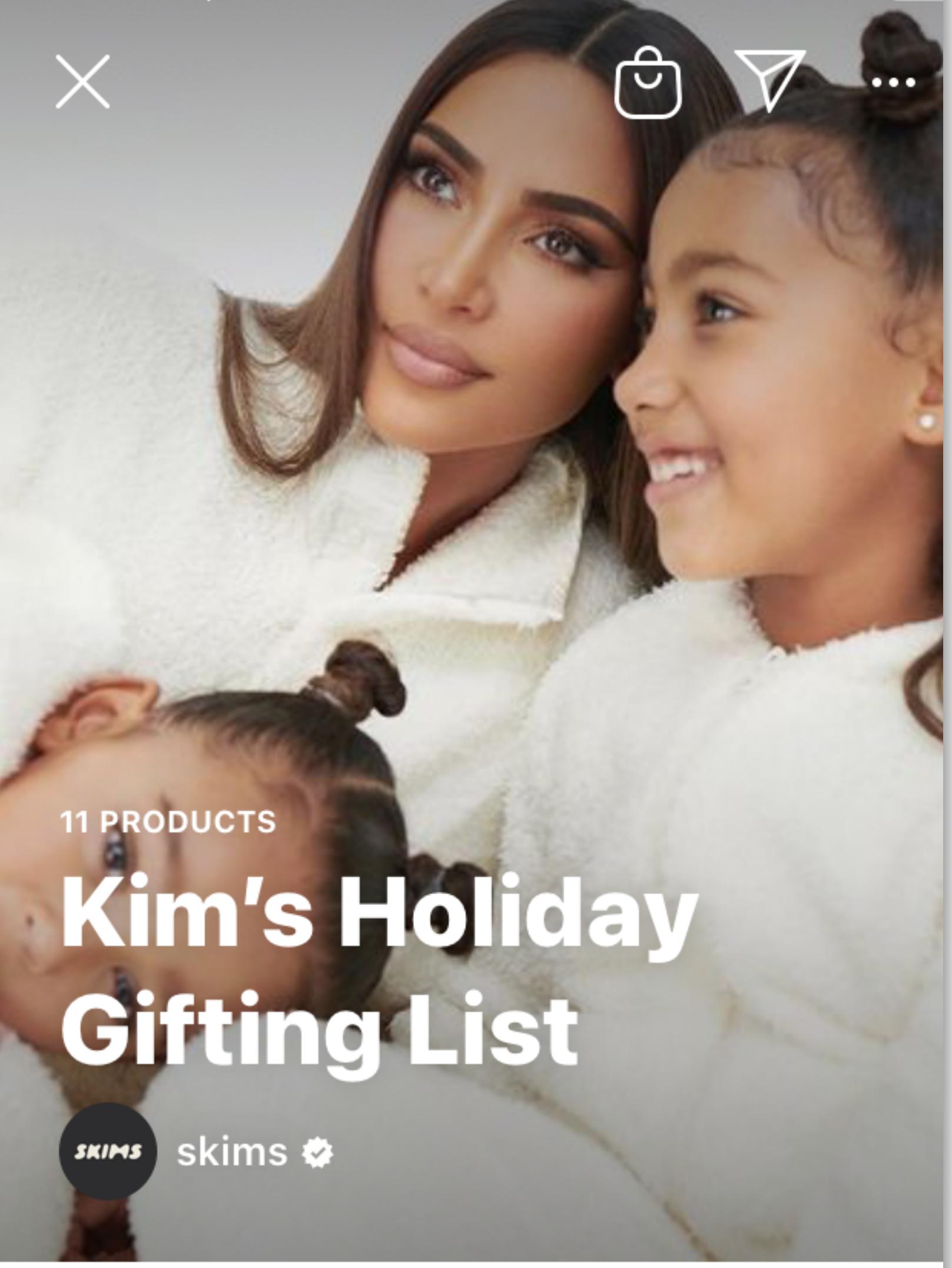


SOCIAL MEDIA TRENDS

Content Becoming More Shoppable



Source: Official Shop Instagram Account, Dec 2020.

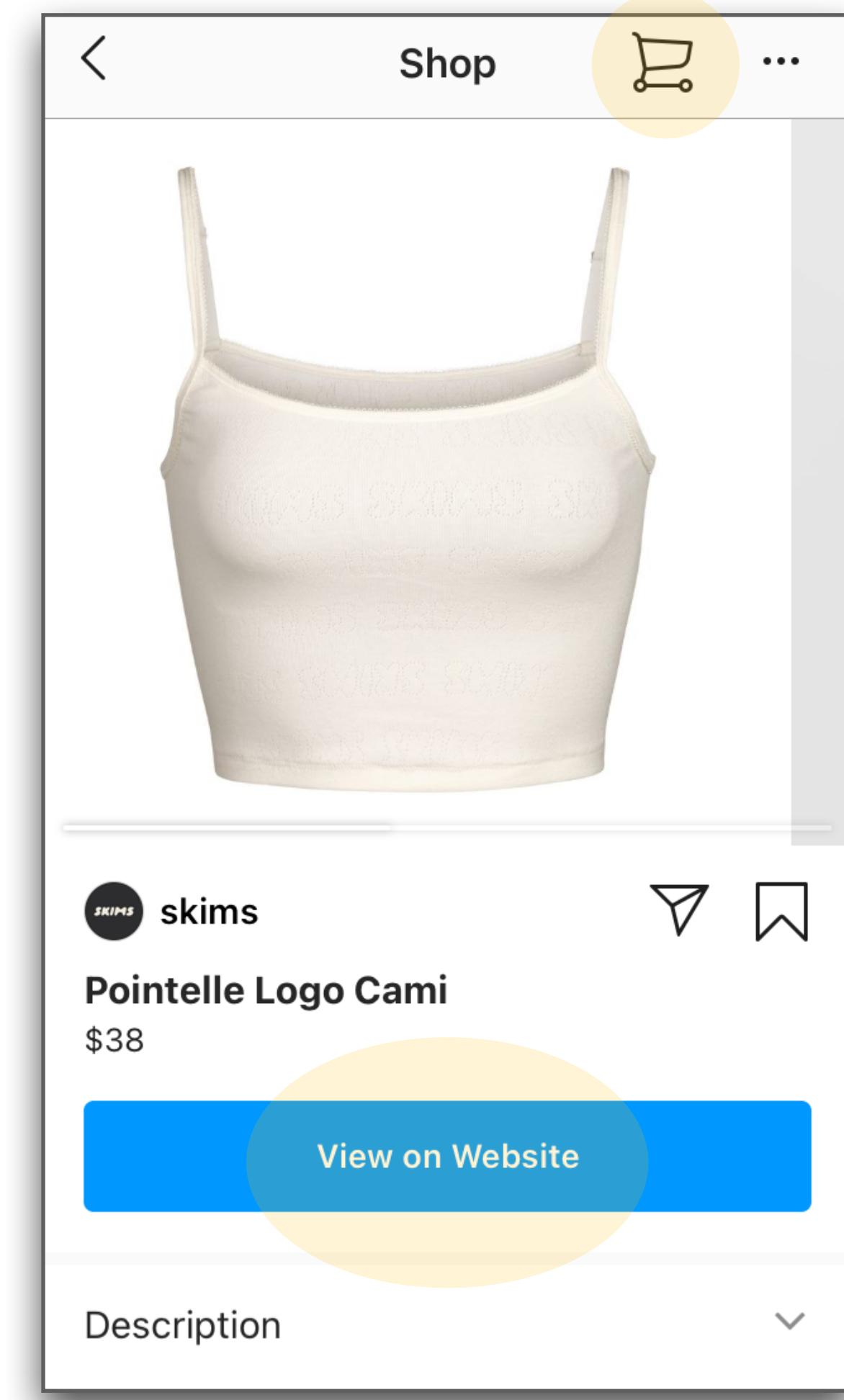
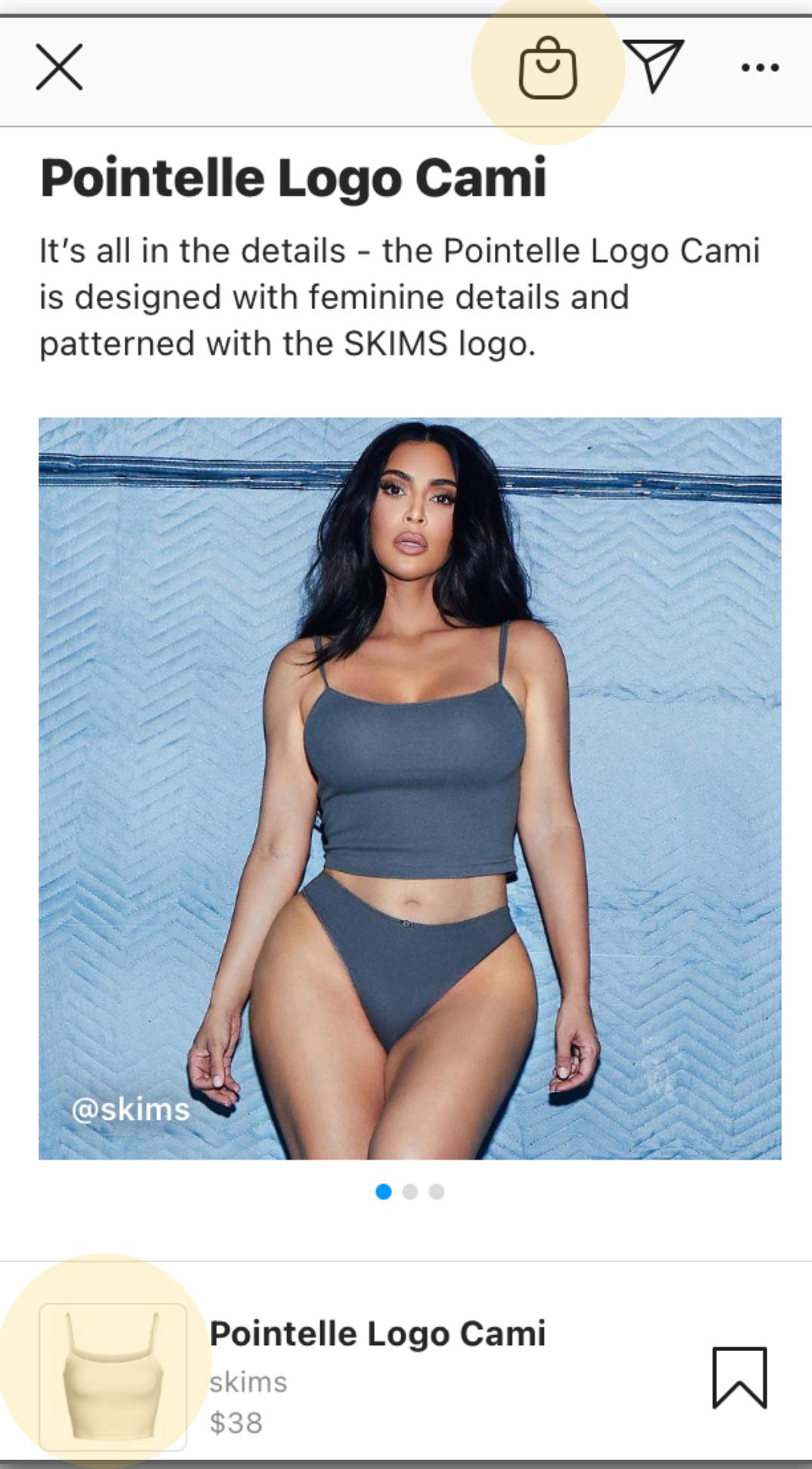


From cozy lounge pieces to everyday essentials, Kim has picked the best gifts for everyone on her list.

Last updated 2 weeks ago

SOCIAL MEDIA TRENDS

Content Becoming More Shoppable

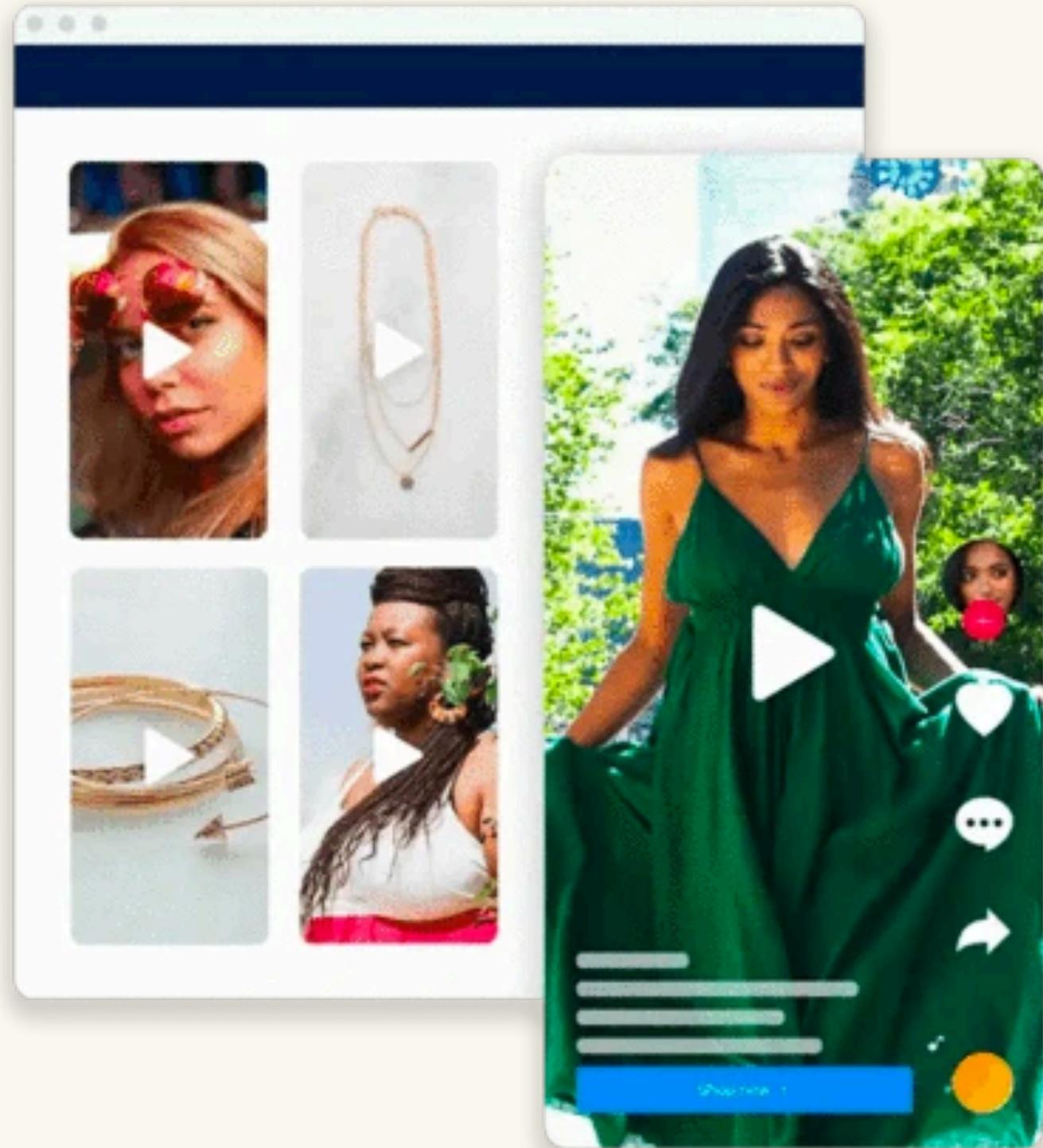


Source: Official SKIMS Instagram Account, Dec 2020.



x

TikTok:
For Business



ECOMMERCE TRENDS

E-Commerce Becoming More Social & Live

"TikTok is one of the world's fastest growing entertainment platforms with over 100 million highly engaged users in the US alone.

The TikTok channel means Shopify merchants — even those without a strong TikTok following of their own yet — can connect with these new audiences using content that feels authentic and genuine to the TikTok experience."

– Satish Kanwar, Vice President of Product at Shopify.

"We are delighted to partner with Shopify and provide a channel for their merchants to reach new audiences and drive sales on TikTok,"

– Blake Chandlee, Vice President, Global Business Solutions at TikTok.

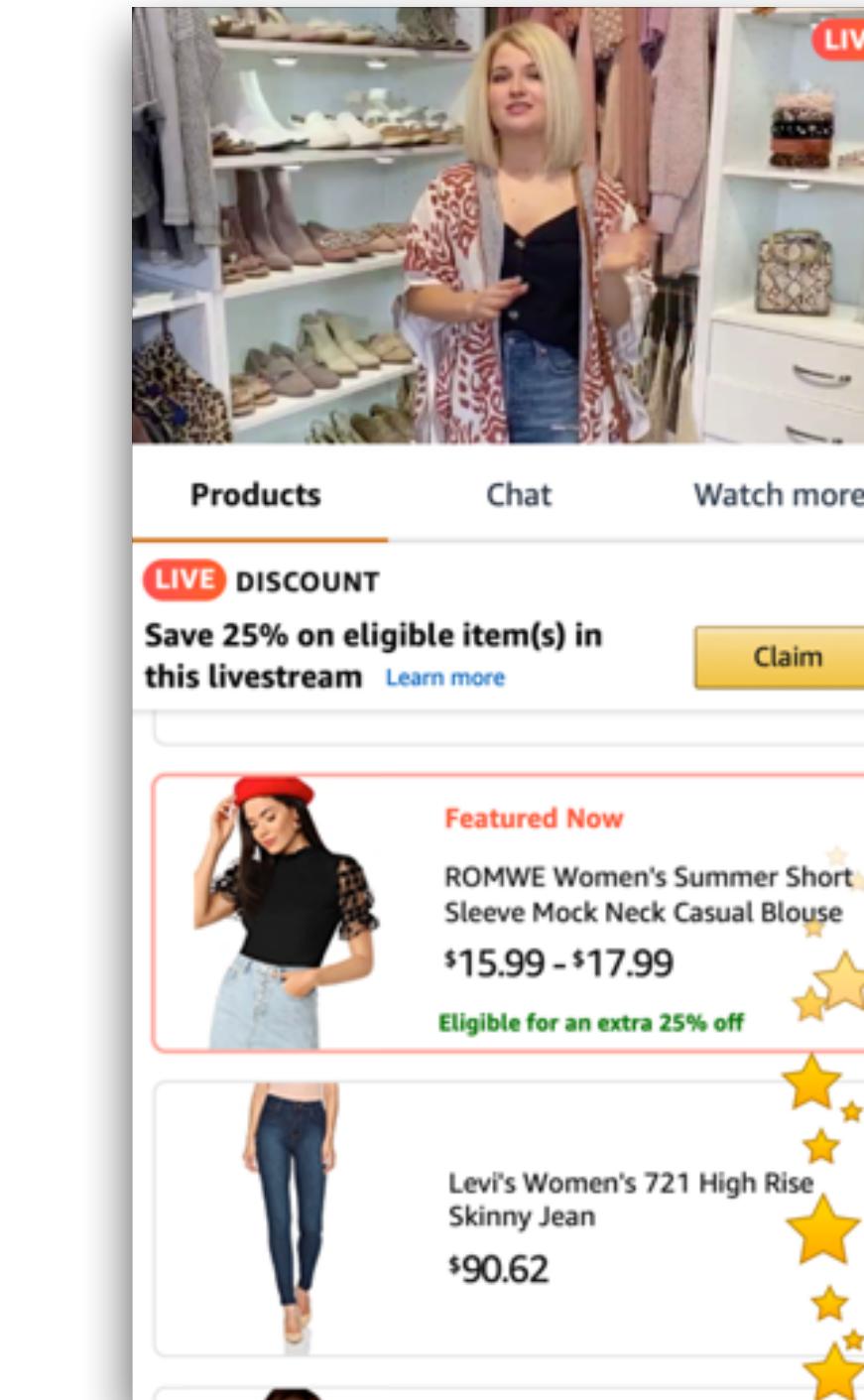
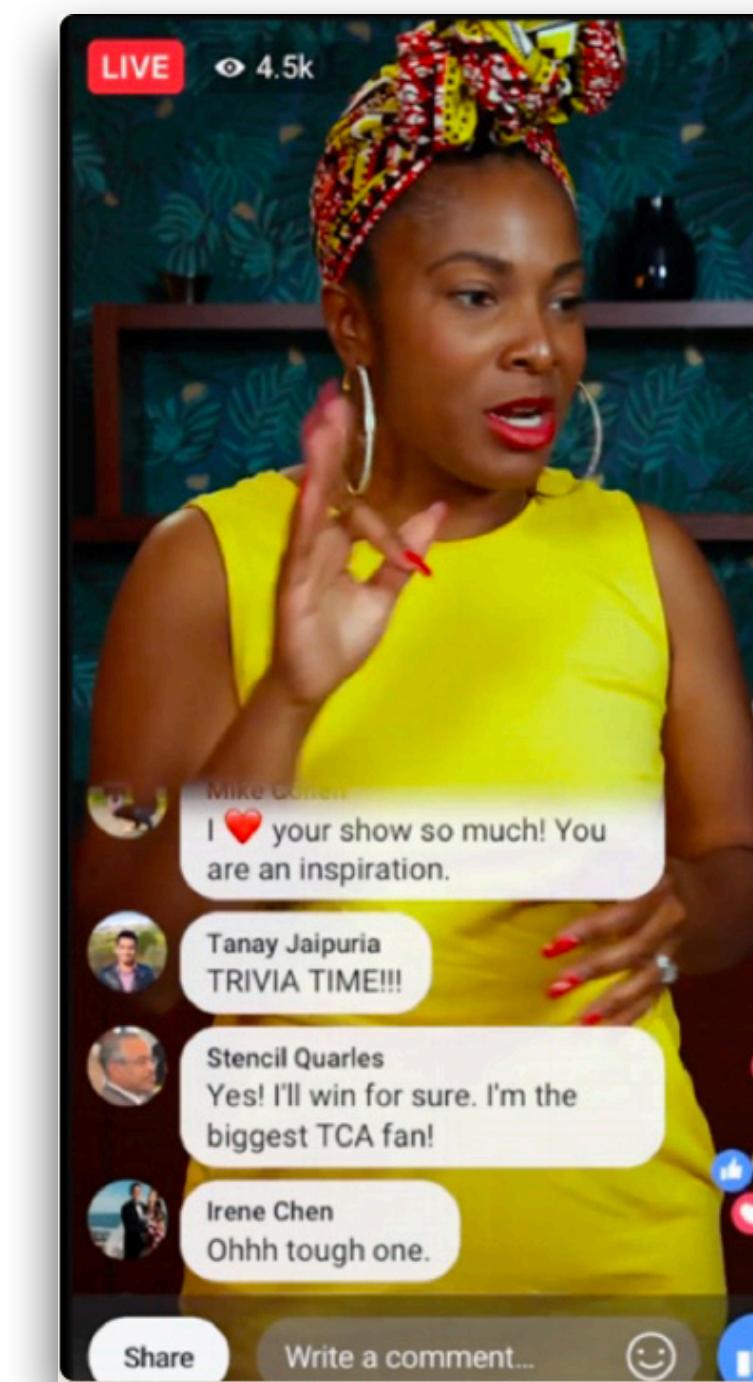
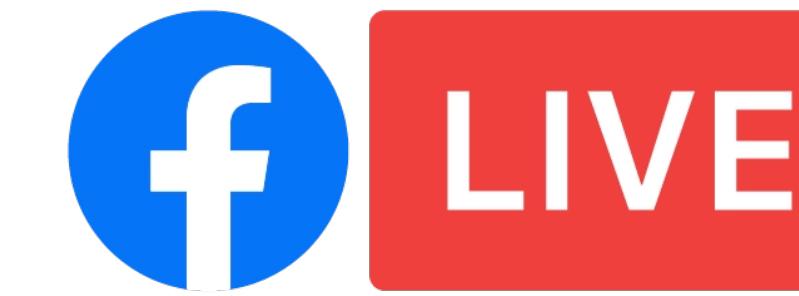


chiaraferragni 12m



ECOMMERCE TRENDS

Live Video Shows Are the Future Of eCommerce

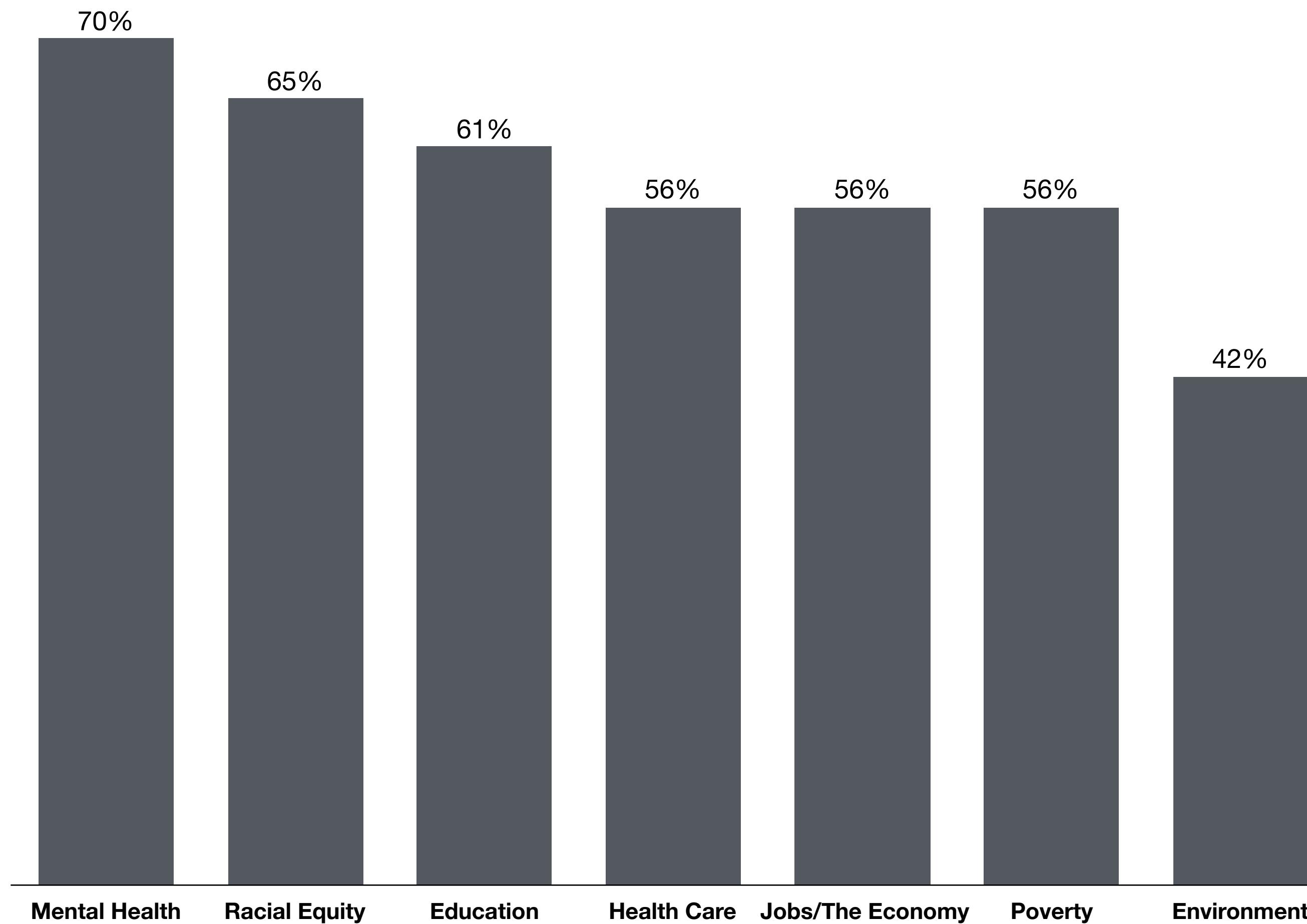


Source: Official Chiara Ferragni Instagram account | Facebook.com | Amazon.com, 2020.



CULTURE TRENDS

The Rise Of Socially Conscious Audiences



Source: DoSomething.org | "Have any causes/issues become more important to you in light of COVID-19?". Member Survey, August 2020.



CULTURE TRENDS

The Rise Of Socially Conscious Audiences

49%

of Gen Z say it's important for a brand to have social change initiatives that consumers can be part of.



CULTURE TRENDS

The Rise Of Socially Conscious Audiences

92%

of young people say a brand should be involved in, supporting or promoting a social issue or cause.

**WE STAND HERE WITH YOU
YOU ARE SAFE HERE**

* Content adapted from the original "We Welcome" sign created by IPRC members Lisa Mangum and Jason Levitan



CULTURE TRENDS

The Rise Of Socially Conscious Audiences

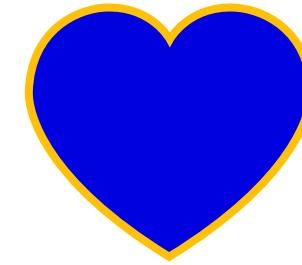
71%

of young people buy from a brand specifically because the brand is involved in, supports, or promotes a social issue or cause they care about

* Content adapted from the original "We Welcome" sign created by IPRC members Lisa Mangum and Jason Levitan.

TREND SPOT

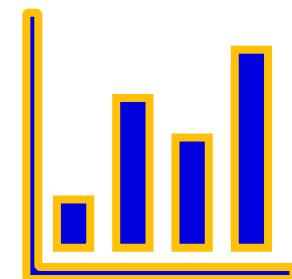
What Will Look Like Influencer Marketing In 2021?



VALUE & PURPOSE-FIRST CONTENT STRATEGY
(FOR INFLUENCERS AND BRANDS)



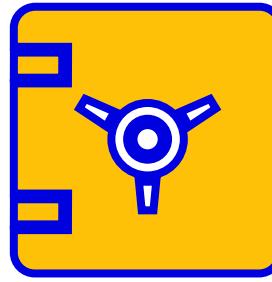
MICRO INFLUENCERS WITH AUTHENTIC CONTENT
AND ENGAGED AUDIENCES WILL RISE



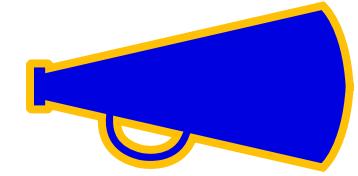
PERFORMANCE MARKETING & ANALYTICS WILL BE AT
THE CENTER OF THE STRATEGY

✓

TREND SPOT To Watch In 2021



FIRST-PARTY DATA & SOCIAL MEDIA PRIVACY



ADVOCACY AND SOCIAL ACTIVISM PROJECTS

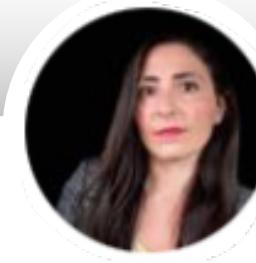


PERFORMANCE MARKETING & ANALYTICS

Have questions or comments?



Image Credit: Gautam Krishnan



Maria Lorenza Veltri

WhatsApp Business Account



Influencer Marketing
Strategy



Digital Business
Development & Partnerships



Strategic Research &
Analysis



SM Competitive
Intelligence



Image Credit: Gautam Krishnan



Maria Lorenza Veltri
Founder & CEO

T: +1 (201) 744-5442
E: ml.veltri@veltmon.com
W: www.veltmon.com

Online Events, Q&A Live Sessions & Webinars: register [here](#).



Influencer Marketing
Strategy



Digital Business
Development & Partnerships



Strategic Research &
Analysis



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