

# 2025 Social Media Engagement Strategy

*A Data-Driven Review of Key Trends and Insights*

**C20305696 Lovely Fernandez**  
**Computer Science International TU858-4**

**28<sup>th</sup> March 2025**  
**Data Visualisation CMPU4091**

Technological University Dublin (TUD)  
Grangegorman Central Quad Campus

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## Abstract

This report presents a comprehensive analysis of the “*Top 100 Social Media Influencers 2024 (Country Wise)*” dataset from Kaggle. (*Top 100 Social Media Influencers 2024 Countrywise*, n.d.)

The study delves into the performance of leading influencers across various countries, and platforms, analysing key metrics such as follower count, engagement rate and reach to determine primary drivers of account growth. The analysis reveals key insights into the factors driving engagement, including content, platform and geographical location. These findings provide valuable implications for influencers, social media strategists, and brands seeking to optimise their social media strategies for 2025.

By exploring “*Top 100 Social Media Influencers 2024 (Country Wise)*”, this report provides valuable insights to inform data-driven strategies for influencer growth, content engagement and brand development, ultimately driving business success.

# Introduction

In today's digitally connected world, online social media platforms continue to dominate business' preferences for reaching and engaging with their customers. As a result, influencers have emerged as a crucial brand figure in marketing strategies, playing a vital role in connecting with their followers – shaping consumer opinions, preferences, and purchasing decisions.

Influencers unique approach to authentically promote products, services and/or experiences had made them indispensable assets for brands seeking to expand their online presence, build brand awareness and accelerate business growth. The rise of influencer marketing opened opportunities for businesses to directly interact with their target audiences, offering a more personalised, engaging, and effective approach to traditional marketing methods.

Operating in a fast-paced, and highly competitive market, it is essential for businesses to stay informed about the latest trends, widely used platforms , and strategies for leveraging influencer partnerships to achieve their marketing goals.

This report aims to provide valuable insights and data-driven analysis to help businesses make informed decisions about their marketing strategies in 2025.

## Data Overview

### Source

The data utilised in this report is the “*Top 100 Social Media Influencers 2024 (Country Wise)*” available on Kaggle and published by Bhavya Dhingra. (*Top 100 Social Media Influencers 2024 Countrywise*, n.d.)

### Description

The dataset consists of multiple .csv files from various countries and platforms – *TikTok, YouTube, Instagram, and Threads*. These files provide structured information on the top 100 influencers from various countries globally. Each entry represents an influencer and includes the following attributes:

Attributes	
Rank	Ranking of the influencer in the top 100 of specific country
Name	Name and/or username of the influencer
Follower Count	Total number of followers/subscribers of specific platform
Engagement Rate	Level of interaction that the influencer receives from userbase
Country	Location of where influencer is based
Topic of Influence	The niche or category which the influencer specialises/creates content

Reach	Number of users the content was shown to
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## Data Preparation

The original dataset consisted of multiple .csv files provided from “*Top 100 Social Media Influencers 2024 (Country Wise)*” by Bhavya Dhingra. A review is conducted to understand the folder structure, available platforms and the layout of individual datasets. This included examining columns, data types and the consistency of structure across different files.

After a quick brief through the source, a draft structure was drawn to merge the different data attributes into a single, comprehensive dataset. The aim was to align the data across platforms and countries (target market) while ensuring no changes were applied to the data.

The final dataset structure was designed to include the following:

- Name
- Follower Count
- Country Base
- Content
- Reach
- Engagement Rate
- \*Target Market
- \*Platform
- \*View Rate

*\*Target Market: The country in which the influencer operates*

*\*Platform: Social Media Platform the account operates on*

*\*View Rate: A metric that shows the % of reach audience from follower count (reach/follower \* 100).*

Once the data structure was defined, the next process was to merge, clean and refine the dataset.

## Data Cleaning

The original data was distributed across multiple .csv files, categorised by platform (*Instagram, YouTube, TikTok and Threads which is not included in this analysis*) and country. To efficiently manage and analyse the data, the files were reviewed and merged into one main dataset.

Each platform’s data was loaded separately, combining all countries into 3 primary datasets – one per platform. At this stage, a ‘*target market*’ column was added to each entry by extracting the country name from the source folder. An additional column, ‘*platform*’ was added in each dataset to indicate the relevant media platform. Once the two columns are added, the 3 datasets were merged into a single dataset.

## Data Uncertainty

The unified dataset displayed multiple data quality issues, including:

- ➔ Missing values (NAs)
- ➔ Incomplete or incorrectly formatted records
- ➔ Inconsistent Data Structures
- ➔ Incorrect Data Types

## Handling Uncertainty

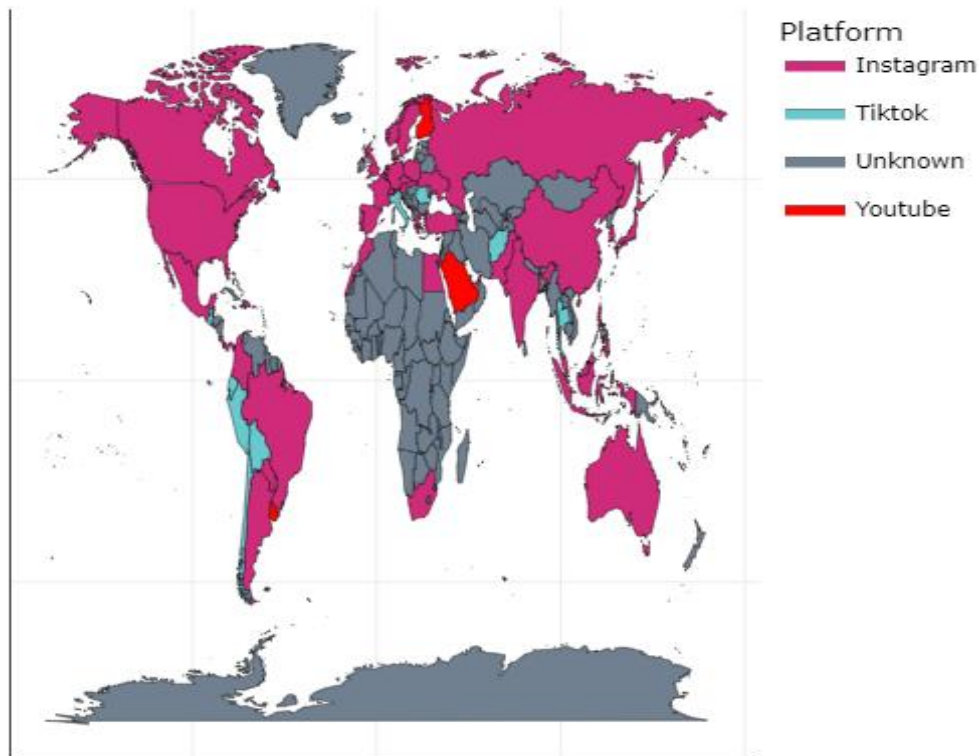
Given the high volume of data available, entries that contain null values were removed, where appropriate. However, it was noted that extreme deletion of data in this concept may skew the data and introduce bias, hence, this approach was only applied on cases where data is unfixable.

Column	Action Taken
Name	Removed entries with missing values as this is a primary identifier
Follower Count	Excluded rows with no follower count as this is also a key metric
Rank	This column is dropped entirely die to unreadable and redundant values. May also use follower count to provide rank status.
Engagement Rate	Imputed missing values using K-Nearest Neighbour (KNN) algorithm with similar follower count, country, platform and content.
Country Base	Auto-assign folder name where missing values, with the assumption influencer operates where they are based if information is not provided.
Content Topic	Removed missing values and grouped topics into broader categories to reduce fragmentation.
Reach	Removed entries with no key values as this is a key metric as well.
View Rate	Additionally, this column is added to showcase the rate of reach audience from follower count. Following the formula, $\text{reach/follower\_count} * 100$ .

# Exploratory Data Analysis

## Leading Social Media Influencers by Country (Map Chart)

**Leading Social Media Influencers by Country**

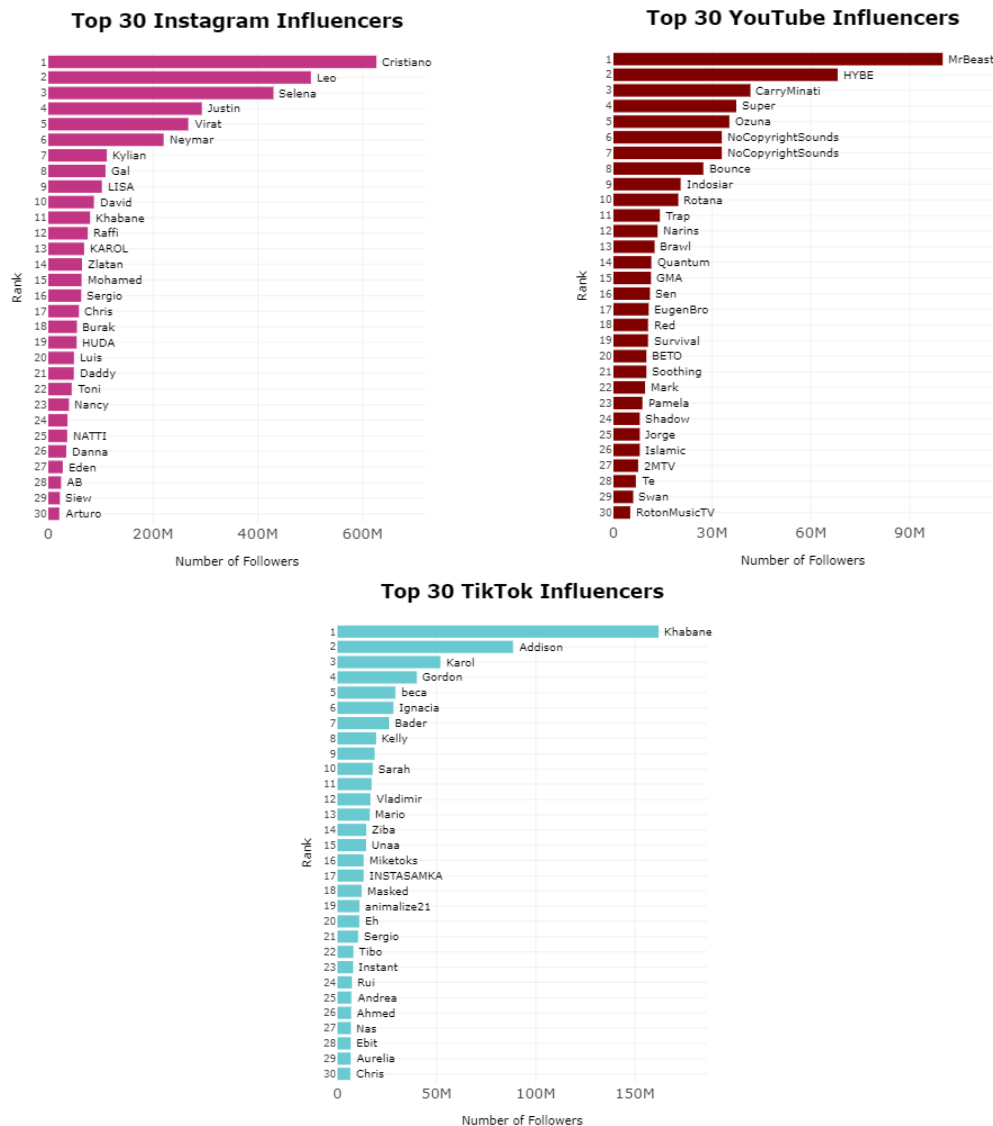


The map visualisation provides a global view of the social media landscape, highlighting the dominance of *TikTok*, *Instagram*, and *YouTube* based on the top influencers in each country. Each country represents the top influencer of that region, with the area color-coded according to the platform on which the influencer is most active. This provides a clear indication of which platform dominates influencer activity on a per-country basis.

Each influencer is analysed based on their platform usage, with additional details available in the tooltip when hovered. These details include the influencer's name, follower count, content topic, and platform. This interactive feature offers users deeper insights into how influencers are shaping the digital marketing space across various regions.

The map also highlights global trends in influencer marketing, allowing businesses to identify which platforms are most relevant to their target audiences in each region.

## Top Influencers per Platform



The dashboard includes three interactive bar charts displaying the Top 30 influencers on YouTube, Instagram, and TikTok, ranked by their follower count. Each chart offers insights into the top-performing influencers on these platforms, with detailed information on their content and audience.

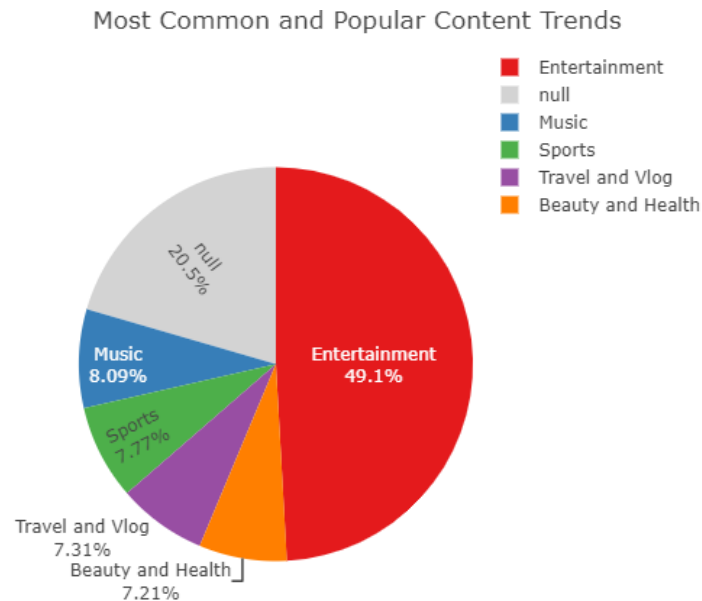
By analysing the top influencers on these platforms, brands can better understand who is driving the most engagement in each country and use this information to inform their advertising strategy.

By identifying who the trending influencers are on each platform, brands can align their advertising campaigns with the right content creators who already resonate with their target audience. If a brand is focused on sports, partnering with Cristiano Ronaldo on Instagram would be highly effective. If they are targeting a younger, entertainment-focused audience, working with MrBeast or Khaby Lamé would be more appropriate.



This data-driven approach ensures that brands are not just targeting influencers, but the right influencers, whose platforms and content align with the brand's messaging and audience preferences, maximising the effectiveness of their marketing.

## Most Common and Popular Content Trends



The pie chart displays the most common content trends among influencers across different platforms. Entertainment clearly dominates, making up approximately 49.1% of the content categories. This highlights that audiences are most engaged with entertainment-based content, which includes areas like lifestyle comedy, vlogs, cooking shows, and other entertainment formats.

For brands looking to create engaging content, there is a significant opportunity to focus on entertainment, as it captures the largest share of influencer activity. Collaborating with influencers who produce content in this space could help brands tap into a wide and engaged audience.

Sports and Music, each taking up about 8% of the share. This indicates that there is also a dedicated audience for sports content and music-related content, offering additional opportunities for brands targeting those interests.

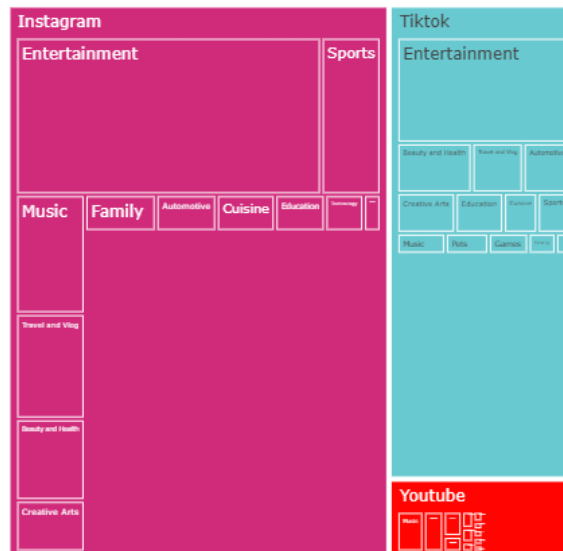
Travel and Vlog, alongside Beauty and Health, each taking about 7% of the total. These categories still present promising opportunities, especially for brands in the travel, health, and beauty sectors.

While entertainment takes the largest share, the other categories show balanced interest, with sports, music, travel vlogs, and beauty and health equally important.

Brands can look into influencer partnerships in these areas to cater to more niche markets.

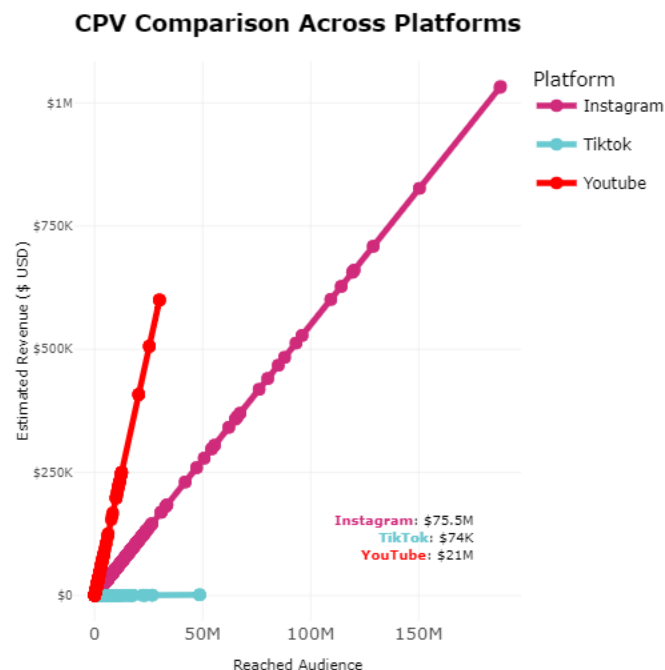
## Most Common and Popular Content Trends by Platform

Most Common and Popular Content Trends by Platform



Similar to the "Most Common and Popular Content Trends," this treemap also visualizes the most common content trends across Instagram, TikTok, and YouTube, breaking down the popular content categories for each platform. This breakdown provides valuable insights into content preferences across different social media networks, helping brands identify where to focus their efforts based on the dominant content trends specific to each platform.

## CPV Comparison Across Platforms



The graph above presents a Cost Per View (CPV) comparison across Instagram, TikTok, and YouTube, showing the estimated revenue generated relative to the reached audience for each platform. Despite differences in content usage and platform popularity, the CPV comparison reveals interesting insights into how each platform monetises its audience.

Despite having a smaller audience in terms of influencer content creation, YouTube shows a significantly higher CPV, with an estimated revenue of \$21M for a much smaller audience reach. This indicates that YouTube's CPV is one of the highest in the market, ranging from \$15 to \$10 per view. The platform's established monetisation model, which has been refined over the years, provides higher returns per view, especially for long-form content.

Instagram, as the middle ground between the two, shows a more balanced CPV at around \$5 to \$6 per view, reaching a broader audience of \$75.5M. This is consistent with Instagram's role as a leading social media platform with a variety of content types, from stories and posts to sponsored ads and IGTV. Instagram's established presence and high engagement rates give it a healthy CPV return, making it a strong contender for brands that want to reach both large and niche audiences.

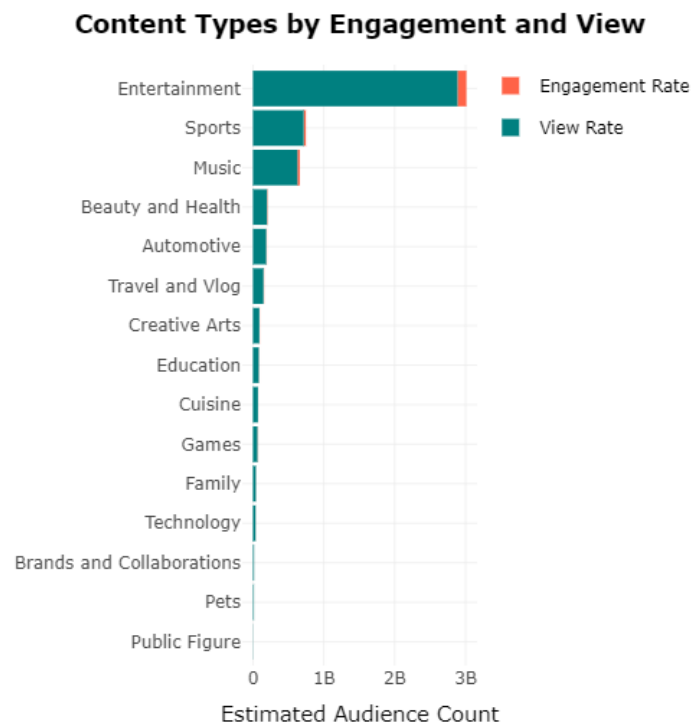
TikTok, with the lowest CPV, generates approximately \$74K from its audience reach but with much lower revenue per view. The CPV on TikTok is between \$0.02 to \$0.05 per view, which is reflective of the platform's growing status and its focus on short-form, viral content. While TikTok is still in its growth phase compared to YouTube and Instagram, its potential for explosive growth, especially among younger demographics,

presents significant opportunities for brands targeting Gen Z and millennial audiences. This displays TikTok's ability to reach massive audiences at lower costs, which makes it an attractive option for businesses looking to run high-volume campaigns at a lower cost per view. Brands looking to optimise their advertising strategy can leverage these CPV insights to tailor their campaigns

## Big Idea

In a highly competitive digital landscape, understanding what content and which regions drive the best engagement and view rates is crucial for developing a targeted, data-driven marketing strategy. The key to maximising a brand's impact lies in identifying which types of content resonate most with audiences across different platforms, as well as understanding the regional nuances that drive engagement.

## Content Types by Engagement and View



The chart above visualises the engagement rate and view rate for different content types, ordered by estimated audience count. The entertainment category stands out as the dominant content type, showing the highest engagement relative to its audience size. This suggests that entertainment content not only reaches large audiences but also generates significant interactions, making it an ideal choice for brands aiming to engage users at a deeper level.

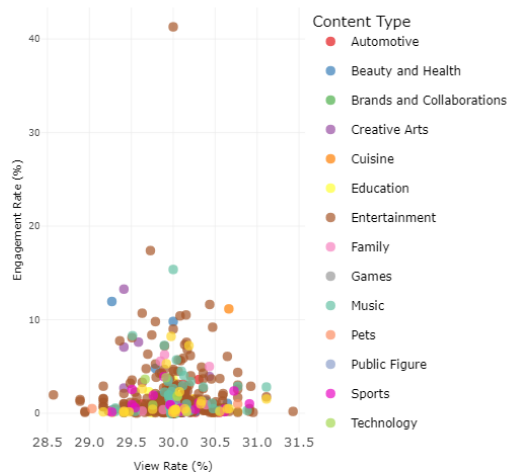
Sports and Music follow closely behind, with Sports content demonstrating a balanced performance in both engagement and view metrics. While Music has a higher view rate, its engagement rate is slightly lower. This indicates that while music content reaches a

large audience, its interaction rate may not be as high as entertainment or sports content, though still valuable for brands targeting these specific groups.

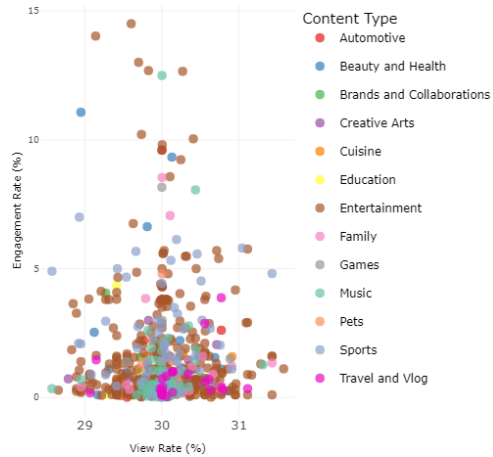
Other content types such as Beauty and Health, Automotive, and Travel and Vlog show a more balanced distribution between view and engagement rates. While their audience reach may not be as large as entertainment or sports, they still offer opportunities for brands to target niche markets, particularly in the beauty, health, and automotive industries. Despite lower engagement rates, these categories represent an untapped potential for brands seeking to engage specific audiences.

**Content Preference by Continent: What contents are driving engagement and view rates?**

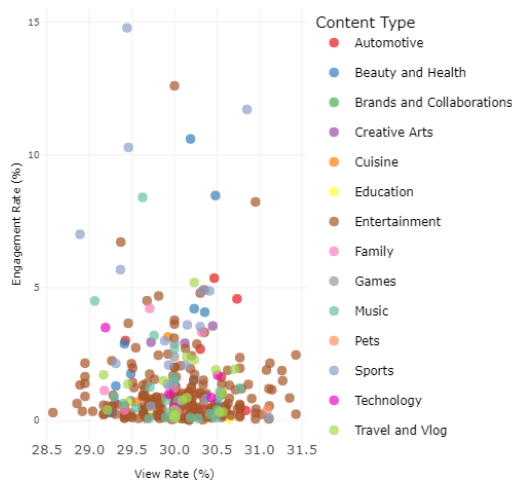
**Content Performance in North America**



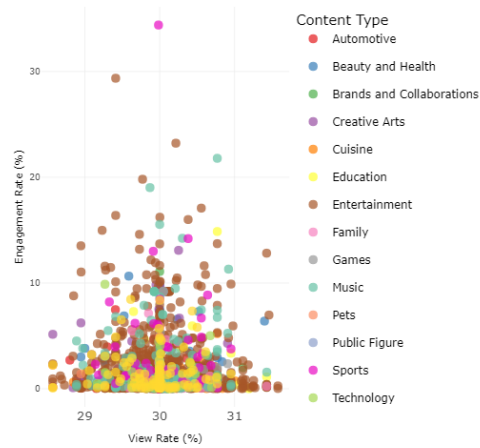
**Content Performance in South America**



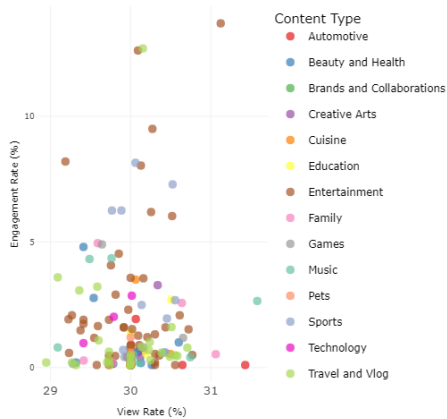
**Content Performance in Africa**



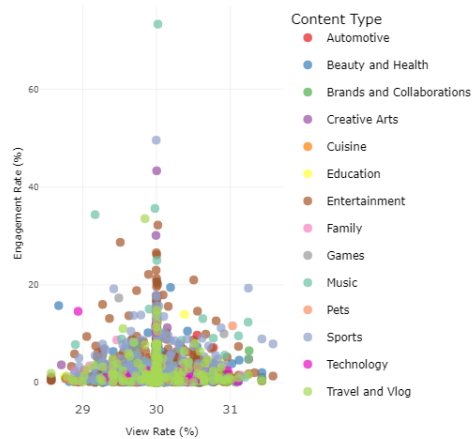
**Content Performance in Asia**



**Content Performance in Oceania**



**Content Performance in Europe**



The scatter plots above reveal how content types perform across different regions in terms of engagement rate and view rate, offering key insights into regional content preferences.

In Asia, Entertainment content stands out with a high engagement rate, though it does not necessarily have the highest view rate. This suggests that while entertainment-related content draws significant interactions, it may not always reach as many viewers

compared to other content categories. Music also shows a considerable level of engagement, indicating strong interest in wellness and lifestyle topics. Sports follow, performing with moderate engagement and view rates. This region shows a blend of popular, globally recognised content types like entertainment and music, with more niche categories such as sports.

In Europe, Entertainment content dominates, showing both a solid engagement rate and view rate, meaning it appeals to large audiences and generates significant interaction. Travel and Vlog content stands out with a balanced performance in both metrics, indicating a growing interest in travel-based content across the region.

North America sees Entertainment as the most engaging content type, with a notable engagement rate and a substantial view rate, indicating that entertainment content is not only widespread but also generates significant audience interaction. Beauty and Health content performs strongly, especially in terms of engagement, reflecting ongoing trends in the wellness and beauty industry. Sports, Music, and Technology also show considerable engagement, making North America an important region for brands in sports and tech-related content.

In South America, Entertainment content once again dominates in engagement, but Sports and Travel and Vlog content perform particularly well in both view rate and engagement. This suggests that audiences in South America are highly engaged with both sports-related and travel-based content.

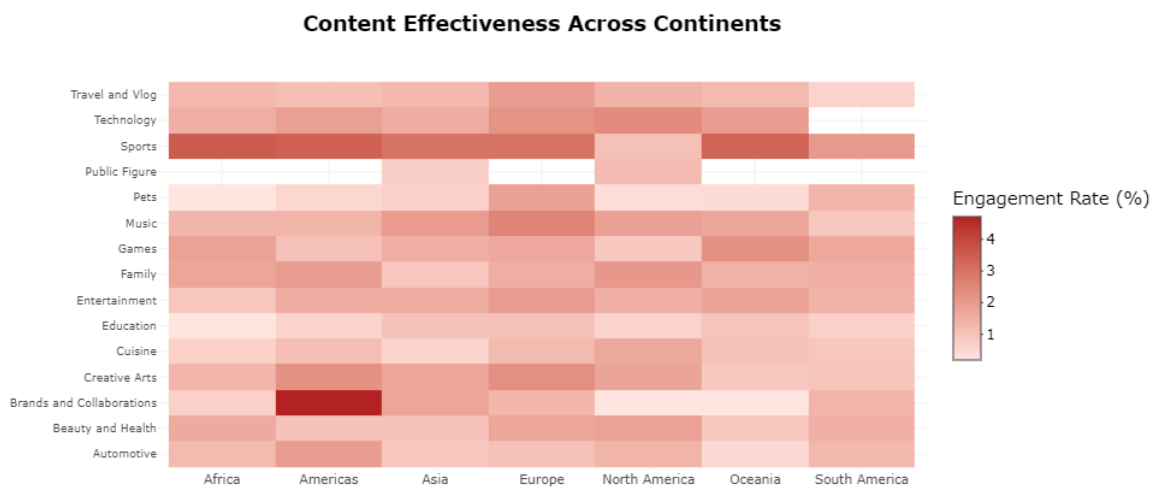
Oceania displays a trend similar to other regions, with Entertainment content having the highest engagement rate. However, the view rate for entertainment is relatively lower, showing that audiences are highly engaged but may not be as many audiences.

In Africa, similarly to Oceania, Entertainment content continues to lead with the highest engagement rate, though it has a more moderate view rate compared to other regions. This indicates that while entertainment content performs well, it may not reach as many viewers as in Europe or Asia either.

Overall, the scatter plots indicate that Entertainment consistently drives high engagement across all regions, but Sports, Music, Beauty and Health, and Travel and Vlog show varying levels of success depending on the region. Asia and Europe have strong performances in Music, while South America and Africa show a growing interest in sports and travel content.

Brands should tailor their strategies based on these regional insights, focusing on entertainment and sports for broader appeal and targeting niche categories like beauty, music, or travel for more specific demographic groups.

# Engagement Rate Across Markets and Contents Types



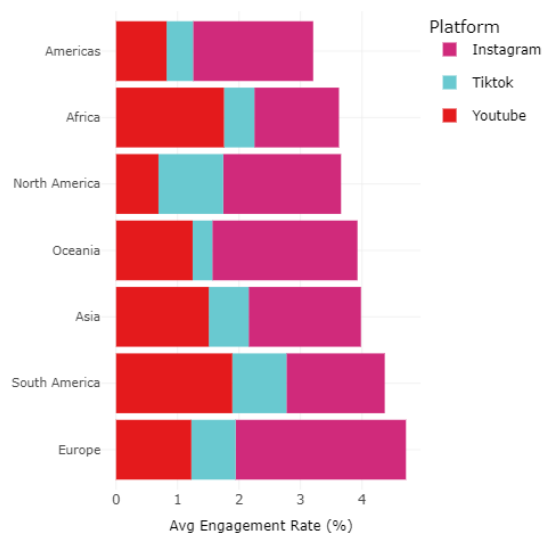
The heatmap above provides a clear visualisation of content effectiveness across continents, with a focus on engagement rate for different content types. It offers valuable insights into which types of content are driving higher engagement in each region, allowing brands to tailor their marketing strategies based on regional preferences.

The heatmap clearly demonstrates that regional content preferences differ significantly across continents. In North America, content related to sports, brands and collaborations, and creative arts shows higher engagement, making it a key region for sports-related and brand-centric campaigns. On the other hand, Asia shows strong performance for technology and beauty and health content, while South America shines for cuisine content. This information is invaluable for brands to strategically plan their influencer marketing campaigns based on regional content preferences and audience engagement.

## Platform Engagement Performance by Continent



**Platform Engagement Performance by Continent**



The chart above shows platform engagement performance by continent, highlighting the average engagement rates of Instagram, TikTok, and YouTube across different regions. Instagram leads in engagement across most continents, with particularly high performance in North America, South America, and Europe, suggesting it remains the dominant platform for audience interaction. TikTok, while growing rapidly, shows strong performance in North and South America and Asia, especially among younger audiences, but still lags behind Instagram in overall engagement. YouTube, on the other hand, holds strong in regions like Africa and Asia, though it generally shows lower engagement rates compared to Instagram and TikTok, especially in regions where short-form content is more popular.

In regions like North America and Oceania, Instagram is the clear leader, while TikTok is catching up with increasing engagement, especially in younger demographics. YouTube shows the highest engagement in Africa, but generally has lower engagement rates in other regions compared to Instagram and TikTok. This pattern reflects the ongoing shift towards more visually engaging and shorter content, making Instagram and TikTok more appealing for interactive campaigns. These insights provide brands with valuable information on which platform to prioritize based on regional preferences and engagement trends.

## Conclusion

In conclusion, the analysis of content types, regional preferences, and platform performance across continents highlights the importance of a data-driven approach to marketing. Entertainment consistently proves to be the most engaging content type across all regions, making it a powerful tool for brands aiming to reach large audiences and drive significant interaction. However, regions like South America and Africa show a rising interest in sports and travel content, while Asia and Europe demonstrate a strong

affinity for music and technology. By understanding these trends, brands can strategically tailor their campaigns to align with local content preferences, enhancing engagement and view rates.

In terms of platform performance, Instagram remains the leader in engagement across most continents, followed by TikTok, which is growing rapidly, particularly among younger demographics in North and South America and Asia. YouTube, while showing higher engagement in regions like Africa and Asia, lags behind in areas dominated by short-form content. This underscores the shift towards more visually engaging and short-form content, which Instagram and TikTok capitalise on.

For brands, understanding regional content preferences, as well as platform-specific engagement trends, offers a competitive edge in designing targeted marketing strategies. By focusing on entertainment and sports for broader reach, and leveraging niche content types like beauty, music, or travel for specific audiences, brands can ensure they are reaching the right people in the most effective way. In this ever-evolving digital landscape, these insights are essential for maximising return on investment and staying ahead in the game.