

State of Influencer Marketing 2023



Trends and Performance metrics



Digital in 2022: new challenges, new milestones

1/4

Short-form videos continue to dominate

YouTube, Instagram, and TikTok have primarily relied on short video formats as their main type of content. Instagram has continually added more features to Reels, and now all videos uploaded to the platform become Reels. YouTube also reported that 1.5 billion users engage with YouTube Shorts content each month and has focused on a new monetization program for Shorts creators.

2/4

Platforms are developing social selling and streaming sales, but success is still to be determined

Despite limited success so far, platforms are continuing to develop social selling and streaming sales, including experimenting with live-stream shopping which has proven hugely successful in Asia (the market size of live streaming e-commerce in China reached 500 billion USD in 2022).

3/4

Platforms follow each other and instantly copy new features

In 2022, Instagram tested a full-screen, TikTok-like format for its main feed, but faced a huge user backlash and had to roll back the changes. In 2022, a new hit app called BeReal emerged, where every user was notified to capture and share a photo during the same 2-minute period every day – and not long after, BeReal's main functions were cloned by TikTok and Instagram. These platforms have realized that successful features on one platform can often be carried over to others and may even create their own versions to iterate upon.

4/4

TikTok becomes a new home for entertainment

According to the Wall Street Journal, TikTok users are spending significantly more time consuming content on the app compared to Instagram users viewing Reels. This shift in user behavior can be attributed to a shift in focus from following friends and their personal posts to following trends and engaging with popular and engaging content from across the platform. The next generation seems to be more focused on entertainment and cultural trends, rather than personal insights.

TikTok

TikTok's short videos are fun and entertaining. Given that video encourages more engagement than images, TikTok seems unstoppable, becoming the fastest growing social media platform in recent times.

Its popularity has caused a knock-on effect, with other social media apps introducing their own short-form video features.

>7M

Active users in Australia and this number is growing.

66.2%

of Australian TikToker users are female. If your brand or product is aimed at young women, TikTok is an ideal avenue for communication.

2/3

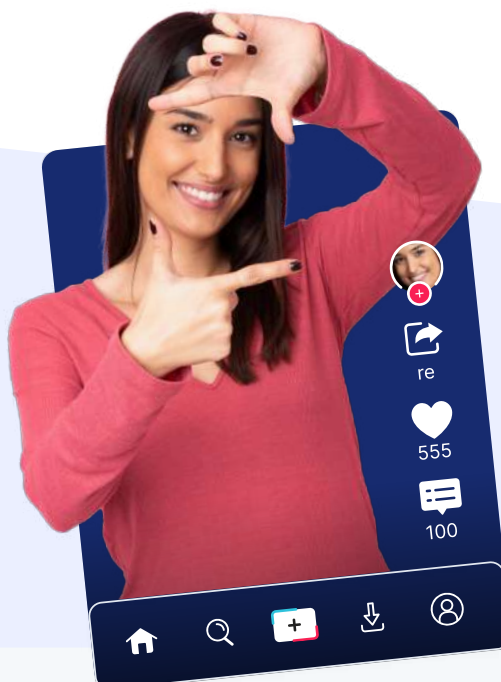
of TikTok users are under 24 years old.

48%

of TikTok influencers in Australia are Nano-influencers with 1k-10k followers. They have the highest ER (12.6%) among all influencer tiers.



Junpei.zaki, **Unicewani**, and **Howridiculous** are the fastest-growing TikTok accounts in Astralia.



YouTube

YouTube has managed to maintain its prominent place in the marketing scene of influencers.

Thanks to the video format, brands can easily create quality influencer marketing campaigns and increase brand awareness.

YouTube content also has a long-term impact on audiences because users can access the videos months after publication, thanks to the evergreen nature of the platform.



>16M

Total number of Monthly Active Users from Australia.

65%

of YouTube users in Australia are **between 18 and 34 years old**, making it ideal for targeting this age group.

However, it is still widely used by those between **35 and 44 years old (13%)**.

YouTube is also more popular among a male audience in general.

**Video Games,
People & Blogs,
and Entertainment**

More than 46% of influencers' channels on the platform are associated with these three categories.

56%

of marketers believe that YouTube videos are the type of content more important for marketing influencer.

Instagram

Key findings

When it comes to influencer marketing, Instagram is the undisputed leader of the pack.

>12M

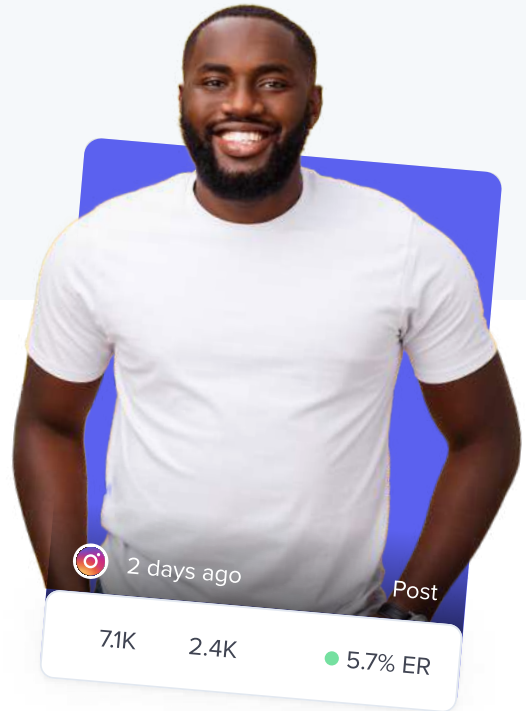
Monthly Active users from Australia and this number is growing.

Lifestyle, Photography and Beauty

Most Instagram influencers produce content related to these topics.

57%

of Instagram influencers are **Nano-influencers** with **1k-10k followers**. They have the highest ER (**2.78%**) among all influencer tiers.



47%

of users in Australia are **25-34 years old**, making Instagram the perfect platform to target this age group.

68%

of marketing specialists consider Instagram important for their influencer marketing campaigns



Woolworths_au, kmartaus and colessupermarkets are the most talked about brands on Instagram in Australia.

The USA is the global leader in terms of Influencer Marketing

Country	Number of brands with over 50 mentions	Total number of brands with Instagram account	% of brands with over 50 mentions
USA	6.786	333.821	2.0
Brazil	2.232	182.421	1.2
UK	1.273	67.500	1.9
Indonesia	1.075	90.211	1.2
India	1.039	51.100	2.0
France	671	42.815	1.6
Australia	646	41.211	1.6
Spain	589	39.742	1.5
Germany	531	38.621	1.4
Italy	523	42.713	1.2

Countries by number of Instagram brand accounts with over 50 mentions from at least 20 Instagram influencers for 90 days

The United States is the undisputed leader in terms of the use of Instagram influencer marketing, **with 6786 US brands having over 50 mentions in posts from at least 20 influencers in 90 days.**

It's important to understand that this does not mean that these mentions are all sponsored. Either way, if a brand is mentioned with such frequency, it means that they actively interact with their Instagram audience and are serious about building an influencer community.

In terms of brand categories that are most active in influencer marketing, the top 3 leaders are **Beauty, Music, and Clothing & Outfits.**

Category	Brands
Beauty	2.457
Music	1.642
Clothing & Outfits	1.303
Shows	1.082
Fashion	903
Sports with a ball	903
Accessories & Jewellery	782
Fitness & Gym	529
Shopping & Retail	515
Literature & Journalism	472

Brand categories by number of Instagram brand accounts with over 50 mentions from at least 20 Instagram influencers for 90 days

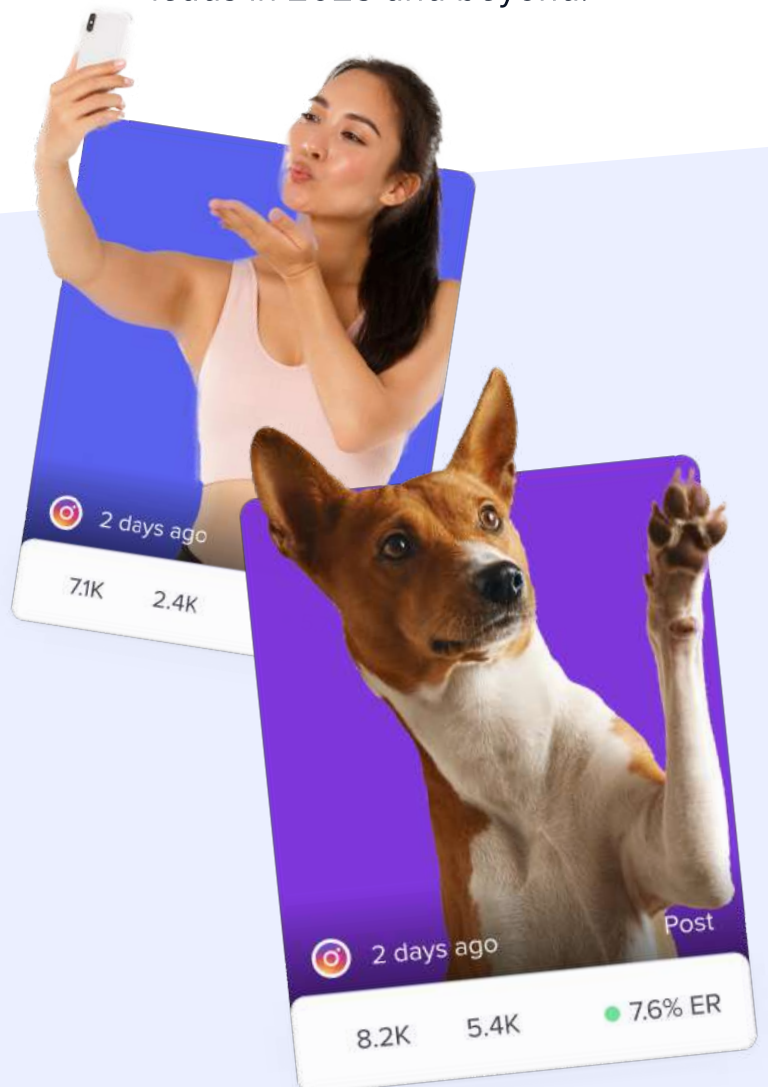
79% of marketing specialists use instagram for their influencer marketing campaigns

Instagram is a great platform for influencer marketing due to its large and active user base with **more than 1.4 billion monthly active users worldwide.**

This makes it the most popular social media channel for influencer marketing, with **79%** of marketing specialists considering it an integral part of their campaigns.

Instagram creators provide businesses with the opportunity to market their products and services in an authentic way, with customers getting to know about the brand from someone they trust on a platform they use regularly. Influencer marketing on Instagram removes the barriers of traditional advertising as recommendations from creators are seen as credible, and thus can prove effective for brands' marketing efforts.

After seeing posts containing product information on the platform, 87% of users take a specific action such as following a brand, visiting its retail store, or making a purchase – and it is facts such as these that make Instagram a valuable source of leads in 2023 and beyond.



Instagram Updates 2022: Reels, Creator Monetization, Media Kits and Product tags

1/4

Instagram now feeds all video uploads into Reels

All video uploads will now become Reels, whether you want them to or not; Instagram has also added a range of new creative tools for Reels as it doubles – and triples – down on the short video format, with the transition of all video into Reels.

Opportunities for Influencer Marketing

As we can see after this update, Reels are now the most popular type of content on Instagram. They receive more reach and engagement because they have a large proportion of views from users beyond just account followers.

If Reels aren't yet a part of your influencer marketing campaign strategy, we strongly recommend that you give this format a try.

2/4

Instagram is testing MediaKits to help creators find brand deals

Instagram has officially announced its coming 'Creator Portfolio' option, which will enable creators to build what's essentially a media kit type package, in order to showcase their audience reach, as well as previous brand work.

Opportunities for Influencer Marketing

Creators will be able to set up a portfolio to share their unique story and position themselves for brand partnerships. With a portfolio, creators can share an overview of who they are, highlight previous content and showcase their past brand partners.

HypeAuditor has also launched a free media kit service this year. You can check it out via this [link](#).

3/4

Instagram product tags are now available to all users in the US

Originally available only to approved creators, by giving everyone the capacity to provide a direct link to products and brands in their uploads, more users will be encouraged to organically share product links while simultaneously prompting more people to click-through, and ideally, buy items in the app.

Opportunities for Influencer Marketing

This change could provide a big boost for brands – and with 1.6 million users tagging at least one brand, on average, on a weekly basis, there's clear reason there to make this a bigger element of the in-app experience.

4/4

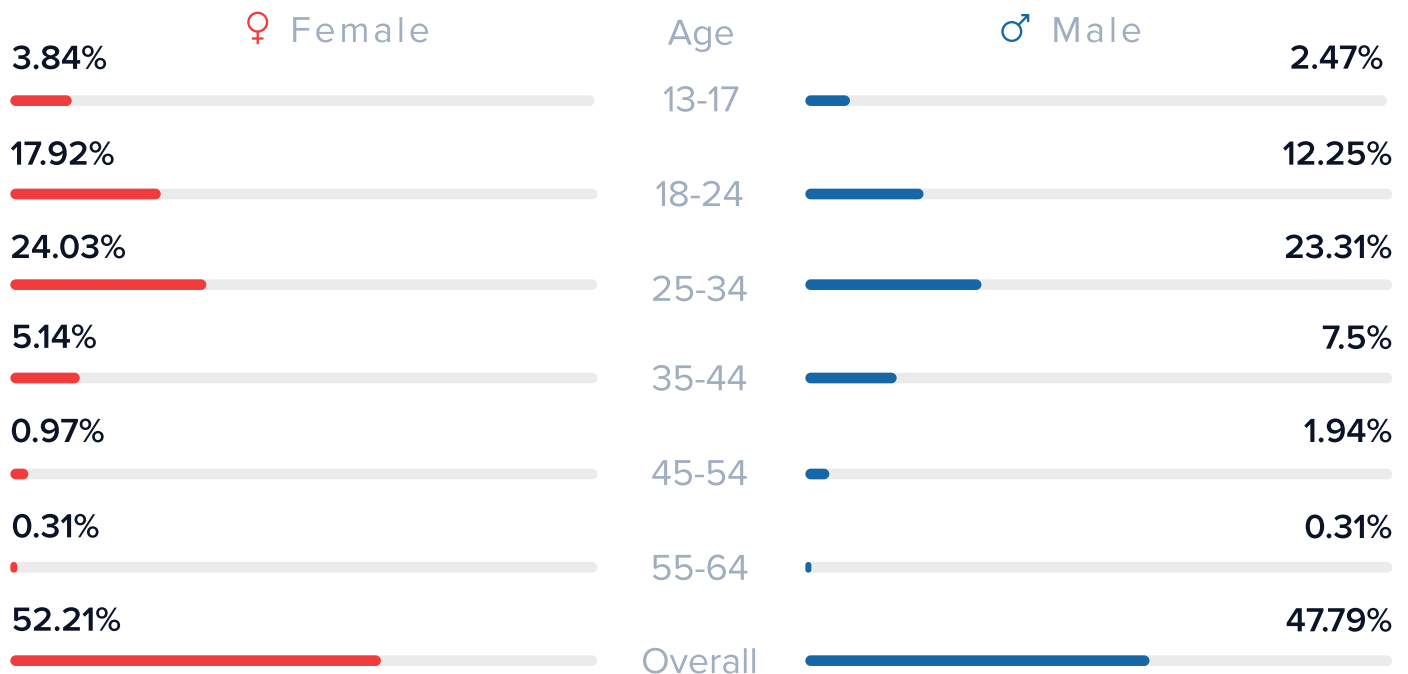
Meta launched new creator monetization initiatives, including more Reels payments, NFTs, and subscriptions

Meta is working hard to establish the most appealing creator monetization programs to ensure that top stars continue posting to their apps.

Opportunities for Influencer Marketing

New ways to make money with content will bring more creators to the platform. As a result, brands will have a greater choice of influencers for potential collaboration.

47% of Instagram users in are aged between 25 and 34 years



Distribution of Instagram Audience by age and gender

User demographic data is an essential element of a successful influencer marketing strategy no matter which social media platform you work with. Knowing exactly who's on the platform helps businesses and brands better tailor their approach with specific research, analysis, and planning.

The research reveals that:

Around 47% of Australian Instagram users are aged **between 25 and 34 years** (2.5% lower than last year)

23.31% of this age group are **male** and **24.03%** are **female**

More than half of global audiences (**83%**) are **34 and younger**, which makes Instagram the perfect platform for brands wanting to target this age group.

Distribution of Instagram influencers by categories:

Lifestyle content takes the lead

Category	2022,%
Lifestyle	14.84
Photography	6.79
Beauty	6.75
Family	6.41
Music	6.39
Art	5.16
Sports with a ball	4.25
Cinema & Actors	4.01
Travel	3.77
Fitness & Gym	3.67

Distribution of Instagram Influencers by categories

Most of the Instagram influencers produce content related to:

Lifestyle **14.84%**

Other popular topics include:

Photography **6.79%**

Beauty **6.75%**

Family **6.41%**

Less competitive niches are:

Cinema & Actors **4.01%**

Travel **3.77%**

Fitness & Gym **3.67%**

Category	2022, ER, %
Winter sports	3.74
Sports with a ball	3.03
Racing sports	2.59
Comics & sketches	2.57
Extreme Sports	2.4

Distribution of Instagram Influencer categories by ER

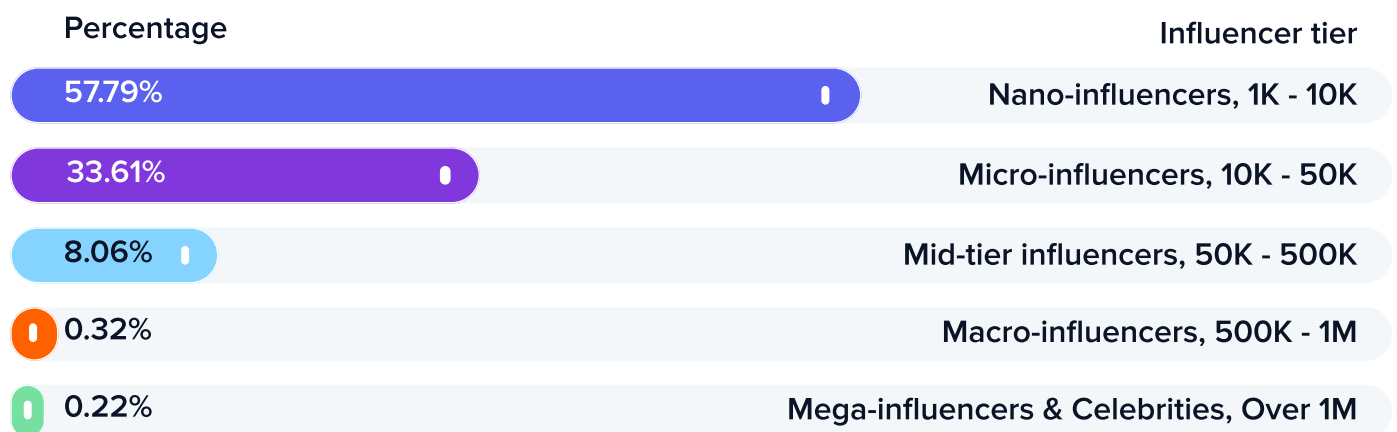
In terms of Engagement Rate, different kinds of sports activities head the list.

Top 5 places are taken by **Winter sports, Sports with a ball, Racing sports, Extreme sports,** and **Comics & sketches.**

The audiences of athletes and sports clubs are very active, often leaving a lot of comments and likes under posts.

Over Half of Australian Instagram Creators Are Nano-Influencers

When it comes to classification, we break down Instagram influencers into five main groups (influencer tiers) based on their Instagram follower count.



Distribution of Instagram influencers by number of followers










The largest group of creators by far is **Nano-influencers who account for more than half of all influencers (57.79%)** This type of creator has between 1,000 and 10,000 subscribers.

The second most popular group is **Micro-influencers (33.61%)**

Mid-tier influencers with around 50,000-500,000 followers account for **8.06%**

Macro-influencers and **Mega-influencers & Celebrities** represent the smallest groups: **0.32%** and **0.22%** respectively.

Top Growing Instagram Accounts in Australia: Dacre Montgomery Grew His Account by 3.3M in 2022

	Account	Instagram Followers	2022 Followers' Growth	Followers' Growth, %	ER (%)
	dacremontgomery	9.1M	3.3M	58%	2.8%
	chrishemsworth	56.1M	3.2M	6%	1.6%
	rubyrose	20.7M	2.5M	14%	0.3%
	tammyhembrow	15.9M	2.1M	15%	0.4%
	davidwarner31	9.6M	1.8M	23%	2.2%
	danielricciardo	7.7M	1.6M	26%	8.1%
	maiamitchell	9M	1.4M	19%	0.8%
	thenewclassic	16.8M	1.3M	8%	1.3%
	jacobelordi	12.8M	1.2M	10%	8.2%
	annecurtissmith	18.6M	1.2M	7%	0.4%



Dacre Kayd Montgomery-Harvey, an Australian actor, leads the list with **3.3M new followers** gained in 2022. He is known for his roles as Billy Hargrove in the Netflix series Stranger Things.

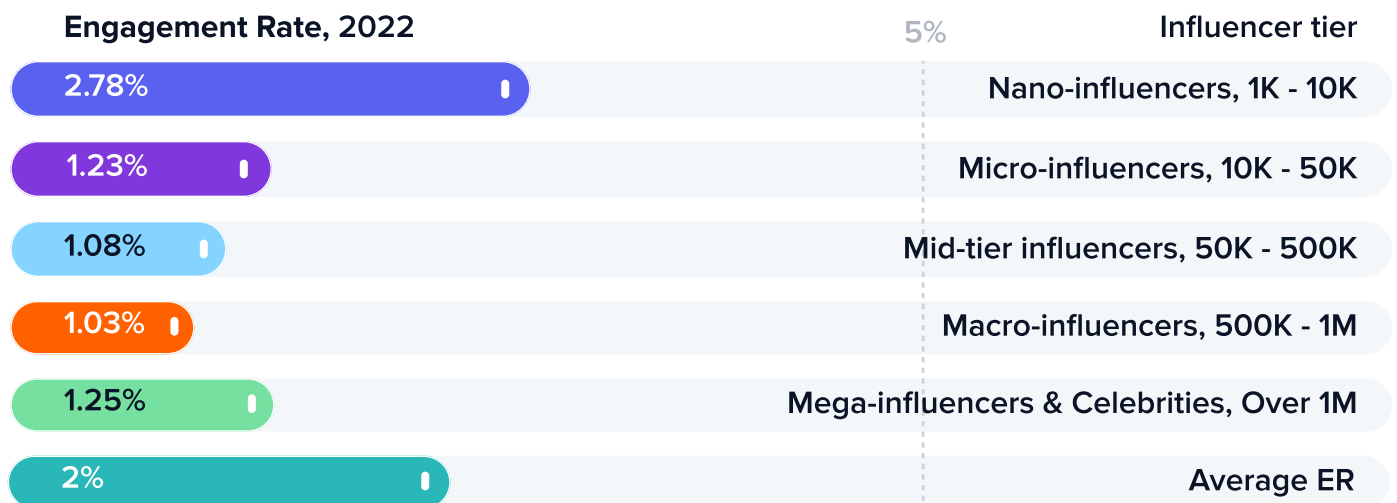


Second place is also taken by an actor - **Chris Hemsworth** gained **3.2M new followers**.



Ruby Rose Langenheim, an Australian model, actress, disc jockey and television presenter, is on the third place with **2.5M new followers**.

Nano-influencers have stronger connections with their audience, showing the highest Engagement Rate



Nano-influencers tend to have stronger connections with their audience, and as such their ER is higher than the ER of other influencer groups: 2.78%

Engagement Rate or ER is a commonly-used benchmark of success on Instagram as it can determine how well an influencer connects with their audience. Highly engaging content with many likes and comments often stands a better chance of organically appearing on an Instagram feed as opposed to posts with poorer levels of engagement.

ER on Instagram is calculated as the total number of likes and comments divided by the total number of followers, multiplied by 100%:

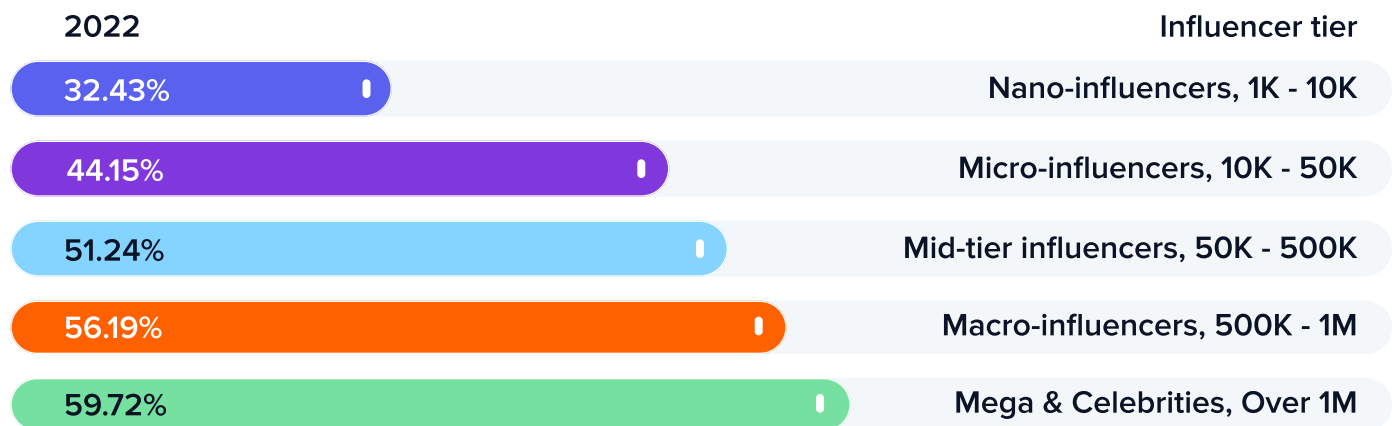
$$\text{ER} = \frac{\text{Likes} + \text{Comments}}{\text{Followers}} \times 100\%$$

Engagement Rate

Average ER for all tiers of Australian Instagram influencers has decreased by 0.1% compared to 2021

	Average ER
2020	2.23%
2021	2.1%
2022	2%

The average % of Instagram accounts impacted by fraud decreased by 12.5%



Percentage of influencers impacted by fraud by follower number

Compared to 2021, the average percent of Instagram accounts impacted by fraud **decreased by 12.5%**.

This is a **highly positive trend** that shows that Instagram has begun to fight fraud more effectively, and that influencers themselves have realized that fraudulent methods of promotion do not work in the long term.

But the number of influencers impacted by fraud is **still very high (36.28%)**, **especially among influencers who have more than 50K followers**. Fake influencers and engagement could cost advertisers millions of dollars each year.





















	Average
2019	63.53%
2020	55.39%
2021	49.23%
2022	36.68%

Among the most popular gray hat tricks are:

- Buying followers
- Buying likes and comments
- Buying stories views
- Comments Pods

It is important to understand that not all influencers who are impacted by fraud perform fraudulent actions/violate Instagram guidelines/use gray hat techniques, but rather might be victims of fraud themselves.

The Most Talked About Brands on Instagram in Australia in 2022

		Brand username	Mentions	Influencers	Est. Reach
1		woolworths_au	4.6K	1.45K	8.1M
2		kmartaus	6K	1.43K	11.6M
3		colessupermarkets	3.8K	1.24K	6M
4		vividsydney	2.6K	1.21K	9.3M
5		ausfashionweek	3.2K	1.2K	6.1M
6		bigwaustralia	2.7K	1K	4.7M
7		targetaus	2K	0.91K	6.6M
8		chemistwarehouseaus	2.8K	0.87K	5.8M
9		bunnings	2.2K	0.84K	10.2M
10		davidjonesstore	1.7K	0.72K	2.9M
11		myer	1.9K	0.72K	5.4M
12		ngvmelbourne	1.2K	0.7K	4.4M
13		afl	1.6K	0.69K	4.6M
14		naidocweek	1.5K	0.67K	5.5M
15		splendourinthegrass	1.2K	0.61K	5.9M
16		melbfashionweek	1.5K	0.61K	2.3M
17		abctv	1.5K	0.61K	4.5M
18		pricelineau	2.9K	0.61K	3.1M
19		channel9	3.3K	0.6K	13.2M
20		cottonon	1K	0.61K	2.8M

Instagram has proven itself to be a highly-captivating app, attracting countless users who consume millions of pictures and videos daily – and as such, is a gold nugget for brands and marketers wanting to reach wider audiences.

The most tagged brand in Australia is Woolworths Supermarkets. Woolworths is an Australian chain of supermarkets and grocery stores owned by Woolworths Group.

The brand with the second-most tags this year was Kmart Australia Limited. Kmart is an Australian chain of department stores owned by the Kmart Group division of Wesfarmers.

Coles, an Australian supermarket, retail and consumer services chain, is on the third place with 3.8K mentions.

Instagram integration price and Earned Media Value: the Average Min. and Max. for each influencer tier

\$1 you pay for Instagram Influencers promotion

\$4.12 of Earned Media Value you will get

	Ave. Post Price from	Ave. Post Price to	Ave. EMV from	Ave. EMV to
1K - 10K	\$20	\$100	\$25	\$200
10K - 50K	\$35	\$450	\$50	\$800
50K - 500K	\$150	\$2500	\$250	\$7120
500K - 1M	\$350	\$7000	\$450	\$14350
Over 1M	\$1200	∞	\$5000	∞



EMV, or Earned Media Value, is the accepted advertising industry standard for measuring PR activities and influencer marketing campaigns. HypeAuditor EMV is based on a proprietary methodology and shows what it would have cost to gain the same reach through paid social among an audience with similar demographics.



To calculate the price, we take into account several components including the influencer's country, follower number, and ER, and use a machine-learning model trained on market values. The actual price may vary depending on several factors like production complexity, hours needed to produce, and assistant work.



Knowing the EMV of creators you work with can help you to better understand how efficient your influencer marketing efforts have been. On the chart, you can see the average minimum and the average maximum EMV for each influencer tier.

TikTok Becomes the New Home for Entertainment in 2022

Despite ongoing challenges from rival platforms, regulatory concerns, and even restrictions in some regions, TikTok continues to go from strength to strength and has now reached a new milestone of one billion monthly active users.

According to the Wall Street Journal, TikTok users are spending significantly more time consuming content on the app compared to Instagram users who spend time viewing Reels.

This shift in user behavior can be attributed to a shift in focus from following friends and their personal posts to following trends and engaging with popular and engaging content from across the platform. The next generation seems to be more focused on entertainment and cultural trends, rather than personal insights.



TikTok Updates 2022: New Creator Monetization, Expansion of Video Description, 'Nearby' Content Feed

1/4

TikTok Announces a Huge Increase to its Video Descriptions

TikTok is giving users more room to explain their content and connect with interested users with a massive expansion of its video description field.

The expansion sees the post description field jumping from 300 characters to 2,200 – a 730% increase in the space available to outline your clip.

Opportunities for Influencer Marketing

This change allows you to express more details about your creations and describing what your videos show, giving you the opportunity to get closer to your audience and generate more engagement while becoming more searchable and better recommended by TikTok to viewers.

2/4

TikTok Tested a New 'Nearby' Content Feed

TikTok is currently experimenting with a new 'Nearby' content feed in addition to the current 'For You' and 'Following' tabs.

Opportunities for Influencer Marketing

For example, if your For You page often displays restaurant recommendations or must-see hiking spots, the Nearby feed should show you videos of restaurants and hiking trails that close by.

TikTok will be able to highlight more posts from local business, events and locations that relate to the user's interests.

3/4

TikTok Launches New Shopping Ads

TikTok is taking the next steps forward in its eCommerce integration push with the introduction of new Shopping Ads, providing more ways for brands to promote their products in-stream.

Opportunities for Influencer Marketing

Shopping Ads is a simpler, smarter, and more advanced ad solution that helps brands meet shoppers wherever they are in the purchase journey, both sparking demand and boosting sales. A three-in-one solution, it features new formats to adopt and combine: Video Shopping Ads, Catalog Listing Ads, and LIVE Shopping Ads.

4/4

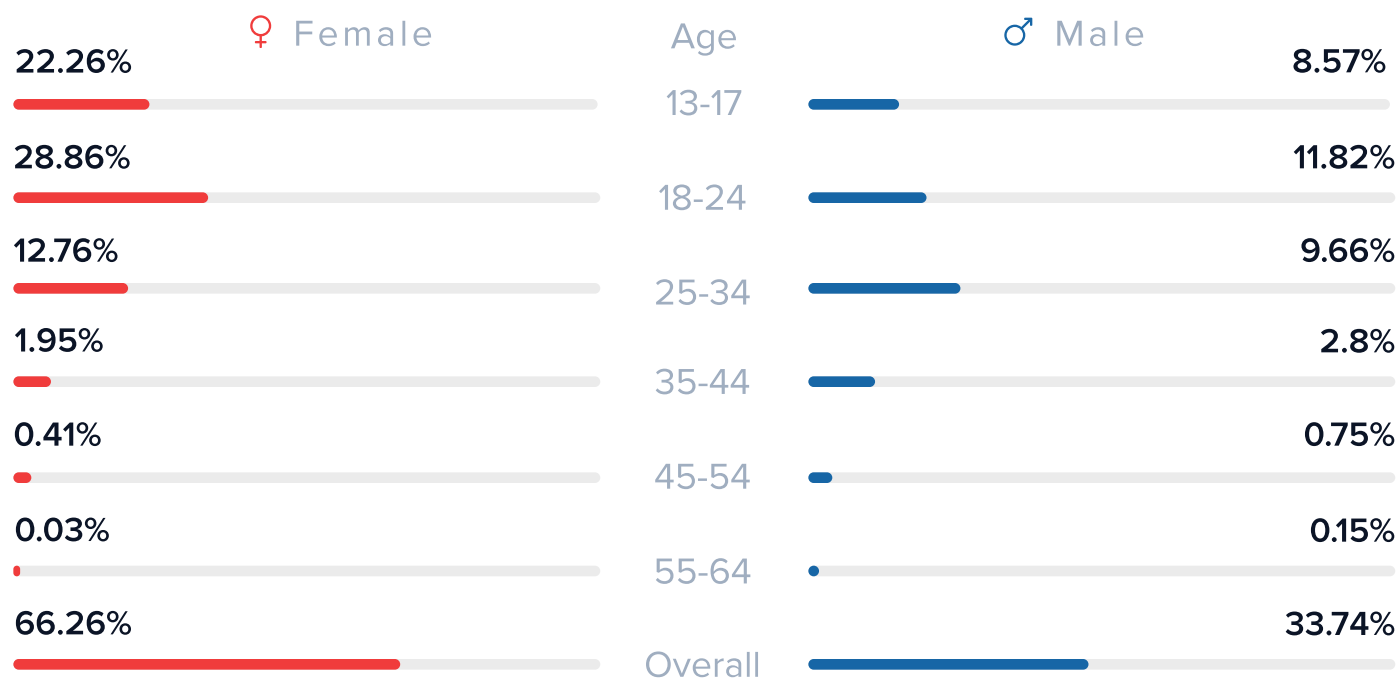
TikTok is "exploring" its first ad-revenue sharing program

The revenue sharing is linked to a new kind of advertising called TikTok Pulse which would start letting advertisers pay to place their branded posts next to the top 4% of TikToks each day.

Opportunities for Influencer Marketing

With TikTok Pulse, brands would be able to buy ad placements next to the "top 4% of the most culturally relevant content on TikTok" in a dozen subject categories such as fashion, music, auto, beauty, sports, and TV and movies.

Over Half of All TikTok Users Are Under the Age of 24



Distribution of TikTok audience by age and gender in 2022

2/3 of TikTok users (**71.5%**) are under the age of 24 with 40% between 18 and 24, which makes people of this age the largest user group.

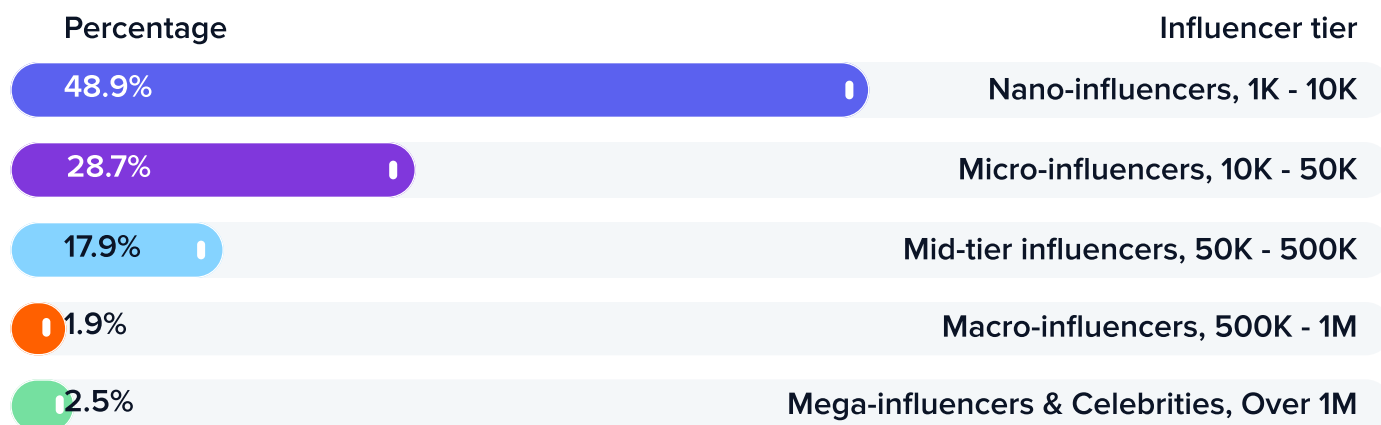
In terms of age, we see a distinct tail off among older users: 45-54-year-old users account for less than **1.1%**, and users older than 55 account for a mere **0.1%**.

The number of users between the ages of 13 and 17 decreased by **1.2%** compared to the previous year.
The female audience grew by **4%**.

Overall, female TikTok users outnumber male users, accounting for **66.2%** and **33.7%** respectively.

Over 58% of TikTok Creators in Australia Are Nano-Influencers with 1K-10K Followers

The TikTok influencer landscape bears similarities to what we see on Instagram.



More than half of the TikTok creators are **Nano-influencers (48.9%)** who have from 1,000 to 10,000 subscribers.

The second and third largest groups are **Micro-influencers (28.7%)** with 10,000-50,000 followers and **Mid-tier influencers (17.9%)** with 50,000-500,000 followers. There are **1.9% of Macro-influencers** and **2.5% of Mega-influencers & Celebrities** on TikTok.

Working with nano- and micro-influencers is a good way to build a brand on TikTok, especially for small and medium businesses. These creators may have fewer followers, but they usually have a more niche audience. Therefore, their message better appeals to the audience as people tend to trust them, while some larger mainstream influencers have been accused of using their influence just to make money.

TikTok Nano- and Micro-Influencers Have the Highest Engagement Rate

The ER for all tiers of the TikTok influencer in Australia has decreased slightly compared to 2022.

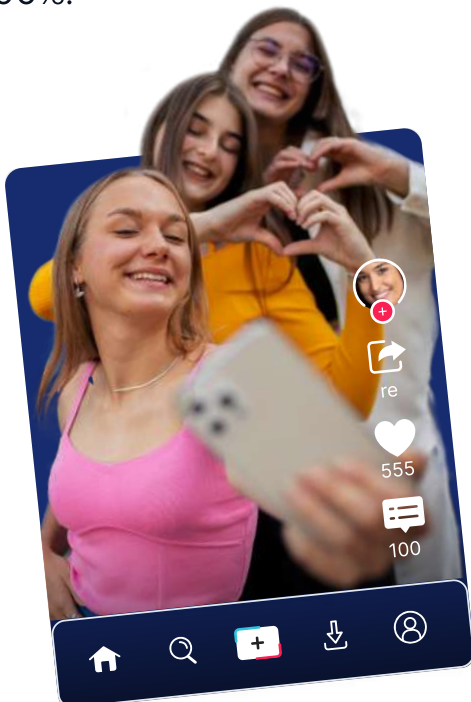
If we look at the ER of TikTok influencers, we'll see that **Nano-influencers have the highest ER: 12.6%**

To calculate ER on TikTok, we use a slightly different formula than that of Instagram. The total number of likes, comments, and shares is divided by the total number of views, multiplied by 100%:

	2021	2022
1K - 10K	12.9%	12.6%
10K - 50K	11.8%	11.4%
50K - 500K	10.8%	10.5%
500K - 1M	10.15%	10.11%
Over 1M	11.12%	10.21%

$$\text{ER} = \frac{\text{Likes} + \text{Comments} + \text{Shares}}{\text{Views}} \times 100\%$$

Engagement Rate



The ER of **Mid-tier-, Macro and Mega-influencers** slightly differs and accounts for **around 10%**.

High ER can be explained by the fact that user behavior on TikTok differs from how people interact with other platforms. TikTok was built for users to easily create and interact with content, encouraging them to post videos, like and follow frequently, and increases engagement.

Top Growing TikTok Accounts in 2022: MrBeast Grew His Audience by 102%

	Account	TikTok Followers	2022 Followers' Growth	Followers' Growth, %	ER (%)
	junpei.zaki	15.2M	6.7M	79%	9.1%
	unicewani	7.8M	4.6M	144%	8.3%
	howridiculous	14.6M	4.3M	42%	7.0%
	anna..paull	5.8M	4.1M	241%	18.4%
	_angelomarasigan	4M	3.6M	1025%	14.9%
	andy_cooks	3.7M	3.2M	731%	6.2%
	shammilt d	6.4M	2.9M	83%	7.8%
	swagboygorringe	7M	2.9M	71%	15.1%
	katclark86	3.5M	2.7M	341%	17.1%
	adammilardovicc	9.1M	2.6M	40%	9.1%



The fastest-growing TikTok account in Australia belongs to **Junpei Zaki**. Junpei Zaki is a short form comedy and skit content creator who is recognized for creating videos featuring a Mickey Mouse plush doll. His content has gone on to receive more than 336 million total likes on the platform.



Unice Wani is on the second place with **4.6M** new followers, Unice is a digital creator who posts fashion content, dance trends, and comedy videos.



Third place is taken by **How Ridiculous**, an Australian YouTube channel based in Perth, Western Australia. The channel's main personalities are Brett Stanford, Derek Herron and Scott Gaunson.

TikTok integration price: the Average Min. and Max. for each influencer tier

	Ave. Post Price from	Ave. Post Price to	Average Post Views
1K - 10K	\$20	\$150	5121
10K - 50K	\$30	\$400	7611
50K - 500K	\$80	\$1650	10244
500K - 1M	\$150	\$3500	38517
Over 1M	\$1200	∞	329382

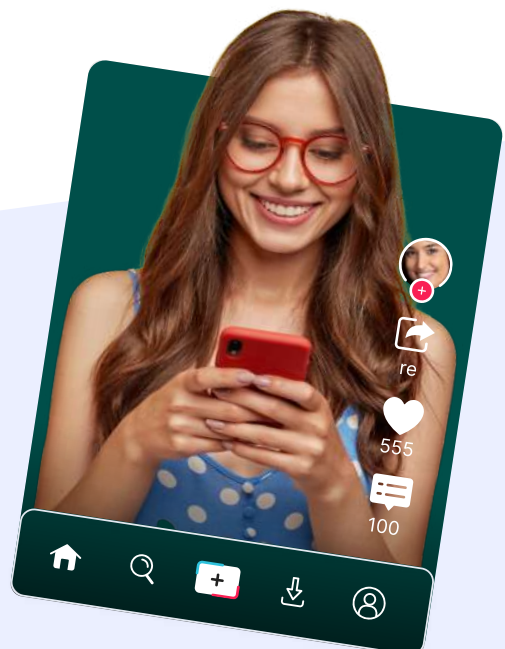
To calculate the price per TikTok integration, we apply several criteria, including:

- 👍 influencer country
- 👍 follower number
- 👍 ER
- 👍 the overall audience quality, using machine learning trained on market values



The actual price may vary, depending on other factors like production complexity, hours needed to produce a piece of content, and assistant work.

Even though many influencers charge brands for their talents, there is a lot of variation in creativity, audience size, and prices on TikTok – even among creators with the same number of followers.



6 in 10 YouTube Subscribers Would Follow Advice on What to Buy From Their Favorite Creator

YouTube is a highly engaging visual platform with a large viewer base, with **2.6 billion logged-in monthly users** who spend an average of **11 minutes and 24 seconds per day** on the platform.

Influencer marketing on YouTube can be effective when done well and can help brands and businesses reach large audiences.

There are **27,100 YouTube influencers with more than 1 million subscribers**.

Teenage YouTube subscribers report that they relate more to YouTube creators than traditional celebrities. Television has a smaller influence on Generation Z than it did on previous generations, and they are less interested in traditional celebrities.

Instead, they have grown up with the internet and find their own celebrities there.

6 in 10 YouTube subscribers would follow the advice of their favorite creator on what to buy over that of their favorite TV personality, highlighting the differences between generations.

It is important for marketers to understand these differences in order to effectively reach their target audience.

YouTube Updates 2022: @handles for channels, Shoppable Links, and Shorts Monetization

1/4

YouTube Launches @handles for Channels, Providing Another Way to Promote YouTube Presence

YouTube is moving more into line with other social networks with the addition of @handles for channels, making it easier to drive traffic to your profile and promote your channel on the platform.

Opportunities for Influencer Marketing

Handles are a new unique identifier (example @youtubecreators) & ALL YouTube channels will have one. Your unique @handle will help people find and interact with you and your YouTube channel – and, because handles are unique (unlike channel names), it's easy to confirm if you're engaging with the right person or not.

2/4

YouTube is Providing More Creators with Shoppable Links

Members of YouTube's Partner Program in the US, UK, Brazil, and India with at least 20,000 subscribers will be able to tag their videos, Shorts, and live streams with shoppable links.

Opportunities for Influencer Marketing

This could see a lot more direct shopping options appearing in numerous places within the platform.

3/4

YouTube Outlines New Monetization Program for Shorts Creators

Starting in early 2023, Shorts-focused creators can apply to the YouTube Partner Program. These new partners will enjoy all the benefits the program offers, including various ways to make money such as ads and Fan Funding.

Opportunities for Influencer Marketing

As YouTube puts more emphasis on short-form content, more advertisers are going to be paying attention – and with YouTube also building its inventory of very short video ads, there's clearly going to be a lot of ad dollars to go around.

4/4

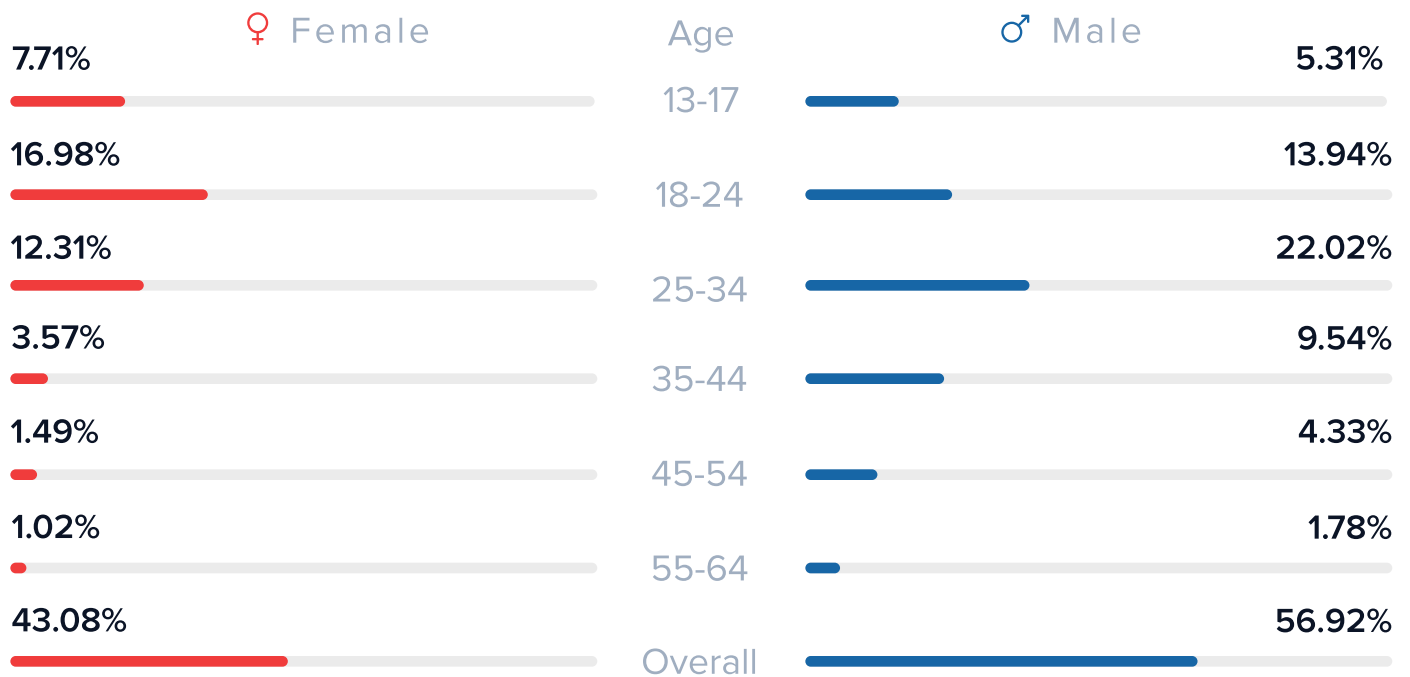
YouTube Announces New Shopify Integration

YouTube is taking the next steps in its gradual integration of eCommerce tools via a new partnership with Shopify, enabling Shopify merchants to feature their products across their YouTube channels and content.

Opportunities for Influencer Marketing

Creators who link their stores can display their products across their channel and benefit from Shopify's real-time inventory syncing so that viewers are never disappointed to find a product out of stock.

65% of YouTube users are aged between 18 and 34



Distribution of YouTube audience by age and gender in 2022

65% of YouTube users in Australia are aged **between 18 and 34**. However, the platform doesn't just appeal to grown-up audiences. **Teenage** users are the third-largest group accounting for **almost 13%** of all YouTube viewers.

13% of all users are aged **between 35 and 44**. Older groups use the platform less than younger audiences. We see declines in numbers as we climb through the age categories: the **45-54** age bracket accounts for **5.8%**, while the **55+** user group accounts for only **2.8%**.

In terms of the gender split, male users outnumber female viewers: **56.92%** and **43.08%** respectively. The gender imbalance is most pronounced in the **25-34** age category: **22.02% male** users and **12.31% female** users. However, if we look at younger viewer groups, we'll see that YouTube is a bit more dominant among female users: **7.7%** versus **5.3%** in the **13-17** age group and **16.9%** versus **13.94%** in the **18-24** age bracket.

The Age and the Gender split of YouTube audience remained virtually unchanged compared to 2022.

Distribution of YouTube influencers by category in 2022

Category	2022,%
Video Games	17.2
People & Blogs	14.7
Entertainment	14.0
Music	11.2
Education	8.5
How-to & Style	7.8
Movies and TV	5.7
Sports	5.0
Cars & Motorbikes	4.3
Technology & Science	3.5

In terms of content topics, the top three most popular categories are:

Video Games	17.2%
People & Blogs	14.7%
Entertainment	14.0%

The least popular categories are:

Sports	5.0%
Cars & Motorbikes	4.3%
Technology & Science	3.5%



Top growing YouTube accounts in Australia in 2022

			2022		
	Account	YouTube Subscribers	Subscribers Growth	Subscribers Growth,%	ER (%)
	howridiculous	14.6M	6.5M	80	2.63
	Jiemba Sands	3.9M	3.7M	1865	6.29
	VuJae	5.4M	3.7M	216	12.28
	x2Twins	5.2M	2.4M	85	3.45
	eystreem	6.2M	2.3M	61	2.15
	SunnyV2	3.1M	2.2M	259	3.2
	andy_cooks	2.5M	2.2M	622	5.94
	bouncepatrol	27.2M	1.9M	8	0.18
	TheMikMaks	6M	1.7M	40	0.07
	ChloeTing	24.3M	1.6M	7	2.88



Howridiculous heads the list with 6.5M new subscribers.

Australian channel with ridiculous experiments, challenges and feats of the impossible.



Second place is taken by **Jiemba Sands**, an Australian free runner, acrobat, stunt actor, and street performer who is best recognized for his acrobatic performances.



VuJae, comedic social media star who has gained fame for his original comedic sketches, public interviews, and social experiments, is on the third place with **3.7M new followers**.

How much do sponsored YouTube videos cost?

Views	From	To
1K - 10K	\$60	\$850
10K - 50K	\$180	\$2240
50K - 500K	\$389	\$5859
500K - 1M	\$1105	\$16234
Over 1M	\$2500	∞

To calculate the price we take into account several components, including:

♥ the average video views

♥ audience location

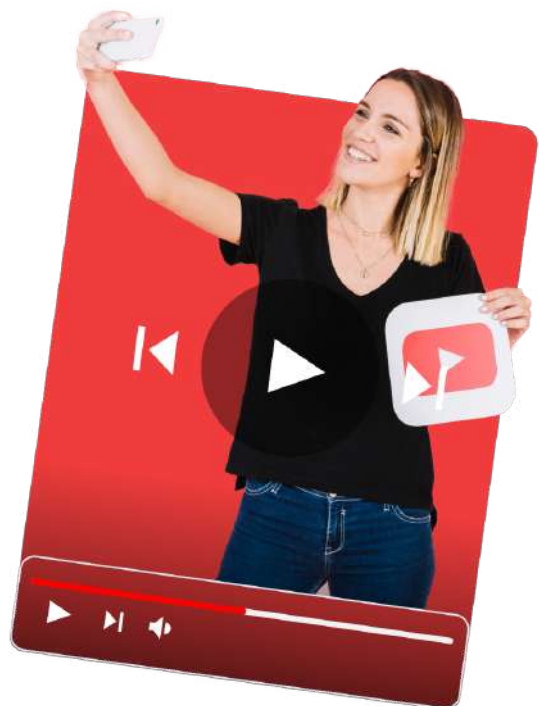
♥ audience attitude

♥ other factors



The actual price may vary, depending on several factors like production complexity, hours needed to produce, and assistant work.

We can see that the more subscribers influencers have, the higher the average price. Naturally, mega-influencers earn much more than nano- and micro-influencers – most social media creators charge brands for their creative vision and the size of their audience. However, the final price is a matter of multiple factors, and the cost of influencer marketing varies from creator to creator even within the same subscriber band.



Important Influencer Marketing Trends to Watch Right Now

A push for influencer marketing in the wake of economic slowdown **1/6**

Despite stalling economies and reviewed marketing budgets, brands are still expected to continue to invest in influencer marketing - mainly because it is one of the cheapest forms of branded content. We also expect to see brands working on activities with influencers in-house rather than just once-off as influencer marketing gets pushed higher up in marketing objective hierarchy.

Gaming influencers take center stage **2/6**

Gaming influencers are a rapidly growing niche globally with a range of content, from those who stream their gameplay to fans, to professionals who compete in the growing esports space. The esports industry was valued at \$1.38B in 2022, with gaming as a whole overtaking the film and music industries combined in value.

TikTok and Instagram continue their meteoric rise **3/6**

Instagram's reputation remains undisputed as it continues to offer brands the most potential for their influencer marketing strategy. However, competition remains sharp with the ever-growing popularity of TikTok among GenZ. Recent analysis shows 40% of 18-24y/o users prefer TikTok to Google for online searches. Marketers will need to diversify their strategies to capitalize on each platform's potential.

The ever-growing importance of live shopping **4/6**

Live shopping has gained momentum thanks to the unique experience it provides to consumers. We expect retailers to increasingly prioritise live shopping in 2023, while also navigating the challenges of Instagram and TikTok to both attract shoppers on these platforms and maintain a positive purchase journey.

More videos - but shorter length, please **5/6**

By now it's become evident that more and more users prefer video to text-based content - 72% in fact! In fact, video content currently accounts for over 80% of global internet traffic, and is only predicted to rise in the coming year (no doubt thanks to TikTok and Instagram Reels).

But not all videos are equal, and shorter content is king. It's important to keep bite-sized video at the forefront of your influencer marketing strategy to maximize engagement.

Influencer marketing isn't just for consumers: B2B companies want in **6/6**

B2B brands are beginning to see the potential for their own marketing activities. B2B-focused influencers have the ability to promote to niche, specialized audiences that businesses are looking for.

With 73% of B2B marketers citing an increased interest in influencer marketing activities this year, more businesses are beginning to account for this in their marketing budgets - with this only expected to rise come 2023.

Step by step influencer marketing

Influencer marketing is much more than hiring an influencer with a huge number of followers to promote products. It is a strategy that requires planning to define the campaign objective, structure the message, and find and select the right influencer.

Influencer marketing experts recommend the following influencer marketing flow:



Of course, you can search for influencers on various social media platforms by using relevant keywords or hashtags, and track campaigns using spreadsheets such as Excel, but this is time consuming and the probability of creating errors is immense.

Fortunately, there are several tools that can help with influencer research and campaign management.

For example: HypeAuditor



These platforms help brands and marketing agencies discover relevant creators from their huge databases.

Many of these platforms also include resources to analyze influencers and to create and manage marketing campaigns.

In this e-book, we will use the HypeAuditor tool to present the flow:

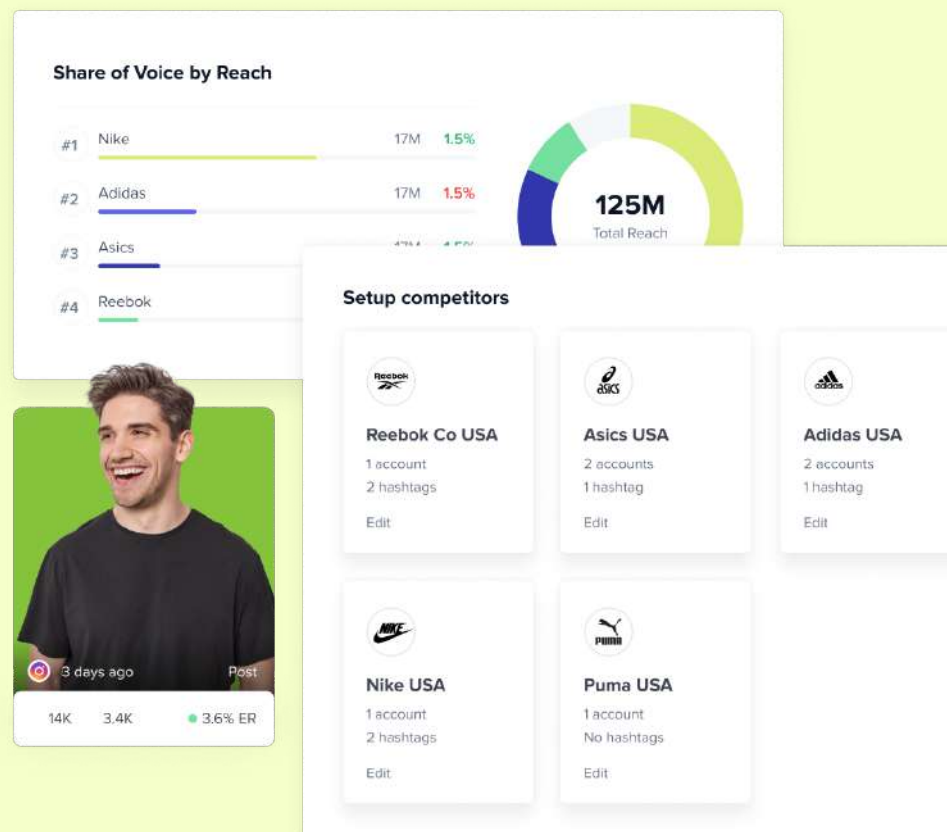
Step 1. Market and trends research

Before you start planning a successful influencer marketing campaign, you need to understand your market, the influencers present in your industry and analyze your competitors to evaluate the results of their campaigns, learn from competitors' mistakes and get inspired with best practices.

Competitive analysis allows you to save your budget, formulate an opinion about the active influencers in the sector, make a first estimate of potential results and formulate some ideas for your future marketing campaign.

Performed manually, this analysis can take a lot of time and effort. With the help of tools such as **Competitor Analysis and Comparison** with HypeAuditor, you can easily arm yourself with the information relevant on:

- ♥ the budget
- ♥ the number and type of influencers that use your competitors
- ♥ most used hashtags
- ♥ the results of these campaigns (reach, engagement)



Step 2. Influencer Discovery

It's time to look for suitable influencers for your campaign.

Remember that the key to a successful influencer marketing campaign is choosing creators with a relevant audience for your brand and product.

In most cases, it is not worth investing in an influencer that has an audience who would not relate to your products based on age or interest.

To create your list of potential collaborators, you can use the Search functions on Instagram, YouTube and TikTok.

However, to save time and receive more relevant results, we recommend using specialized influencer discovery tools and platforms.

68.3M+ influencers

For example, with the tool **Influencer Discovery** from HypeAuditor you can find the influencers with the audience that you need inside a database of +68.3M and filter your search by:

♥ age

♥ gender

♥ category

♥ number of followers

♥ country of the audience

The screenshot displays the HypeAuditor Influencer Discovery tool interface. On the left, there are search filters for 'Influencer size' (From 10 000 to 500 000), 'Influencer gender' (Any, Male, Female), and 'Account type' (Brand, Influencer, Community, Other). On the right, a list of influencers is shown with their profiles, follower counts, engagement rates, and quality scores. Below the filters, there is a preview of an influencer's post featuring a woman in a yellow sweater.

Influencers			
	_Cheyenne Siphron @cheyenne	181.53M	4.01% Excellent
	Ani Grass @anigrass	18.53M	3.13% Excellent
	Leo Kenter @leoda	191.53M	18.57% Good
	Kris Carpenter @krissca	281.53M	3.13% Good

Influencer size
From 10 000 To 500 000

Influencer gender
Any Male Female

Account type
☐ Brand 34 500
☐ Influencer 134 500
☐ Community 134 500
☐ Other 134 500

Post preview:
2 days ago Post
3.4K 3.4K 3.6% ER

Step 3. Influencer Outreach

With your list of ideal creators for your campaign in hand, you can move on to the crucial step in the flow: contacting the influencers.

During your various meetings or calls, you can discuss the conditions of the collaboration, the number and format of the publications, as well as pricing and remuneration.

You can search for a creators' contact details on LinkedIn, send messages on Instagram, or look for their email addresses in the contacts section on YouTube.

Modern tools of influencer marketing allow you to reach out directly from the tool's Interface, centralizing all communication and simplifying the process.

Step 4. Influencer Analysis

Now that you've contacted your ideal influencers, you can begin refining your choices by selecting those with the highest quality audience.

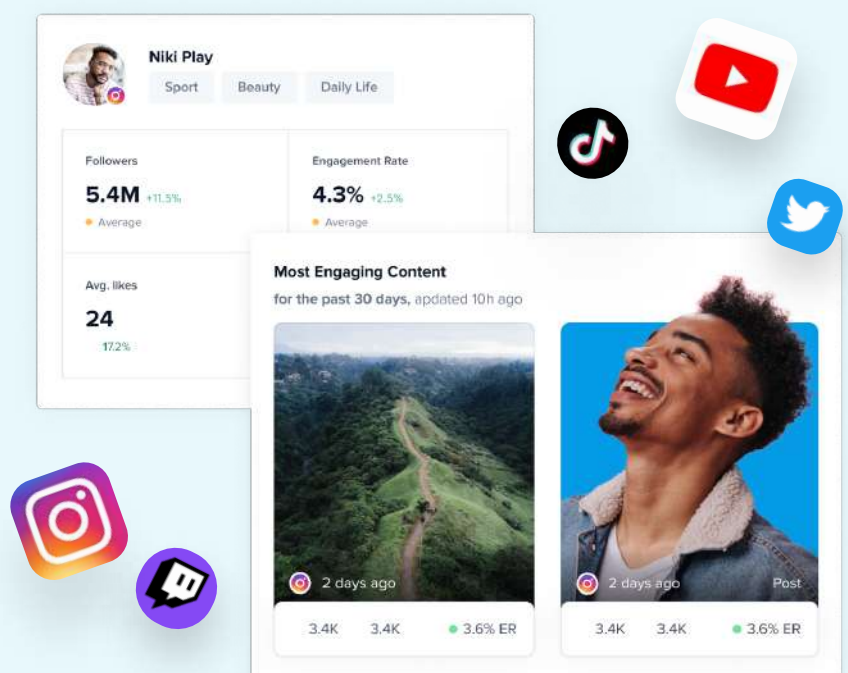
It is always necessary to make an in-depth analysis of metrics of the chosen influencers.

To make your job easier, some Influencer marketing analytics tools have created proprietary scoring systems which allow for comparison based on a single figure which contains all the vital metrics of the actual performance of an influencer.

For example, HypeAuditor has developed the **AQS (Audience Quality Score)**. The higher the AQS (on the scale from 1 to 100), the better the influencer (to be considered for your marketing campaigns).

If you want to analyze in depth the influencers of Instagram, YouTube, TikTok, Twitch and Twitter, you can count on more than 35 metrics from the reports of HypeAuditor influencers, including:

- ♥ Audience demographics (country, age, gender)
- ♥ Quality of the audience
- ♥ Brand affinity
- ♥ Followers growth
- ♥ Engagement rate (ER)



Step 5. Media Planning

Having finalised the list of influencers who agreed to collaborate with your brand, you can create a plan for your campaign, where you can collect information about the chosen influencers and the conditions (number of publications, budget, etc.)

HypeAuditor's **Media Plans** tool allows you to do this and get an estimate of the results of your campaign:

Influencer marketing tools allow you to set your KPIs based on data. You don't have to do any manual calculations, as all KPIs are automatically calculated within HypeAuditor.

♥ Target audience percentage

♥ Engagement rate (ER)

♥ CPE/CPM

♥ EMV and ROI

The screenshot displays the HypeAuditor Media Planning interface. On the left, a 'Select target audience' form includes a country dropdown (UK), gender buttons (Both, Male, Female), and an age dropdown (Select age). Below this is a 'Campaign dates' section with 'From' and 'To' date pickers, an 'Upload hero image' button, and a 'Cancel' link. To the right of the form is a profile card for a male influencer with a blue background, showing a post from 2 days ago with 3.4K likes and 3.6% ER. On the right side of the interface is a 'My Media Plans' list. It contains three entries: 'My Media Plan Name' (2 Oct — 10 Nov • 12 influencers, Active), 'My Media Plan Name' (30 Oct — 10 Nov • 9 influencers, Active), and 'New Year Plan' (20 Dec — 31 Dec • 13 influencers, Archived).

Step 6. Campaign Management

Your campaign has gone live and it's time to follow the work of your influencers.

Now it's time to approve creatives and posts and control the use of hashtags as well as the amount and frequency of posts.

All this can be done manually or ideally, via influencer marketing tools.

The **Campaign Management tool** allows you to automate your review and approval process and monitor the status of the campaign to understand its progress and the tasks you need to complete.

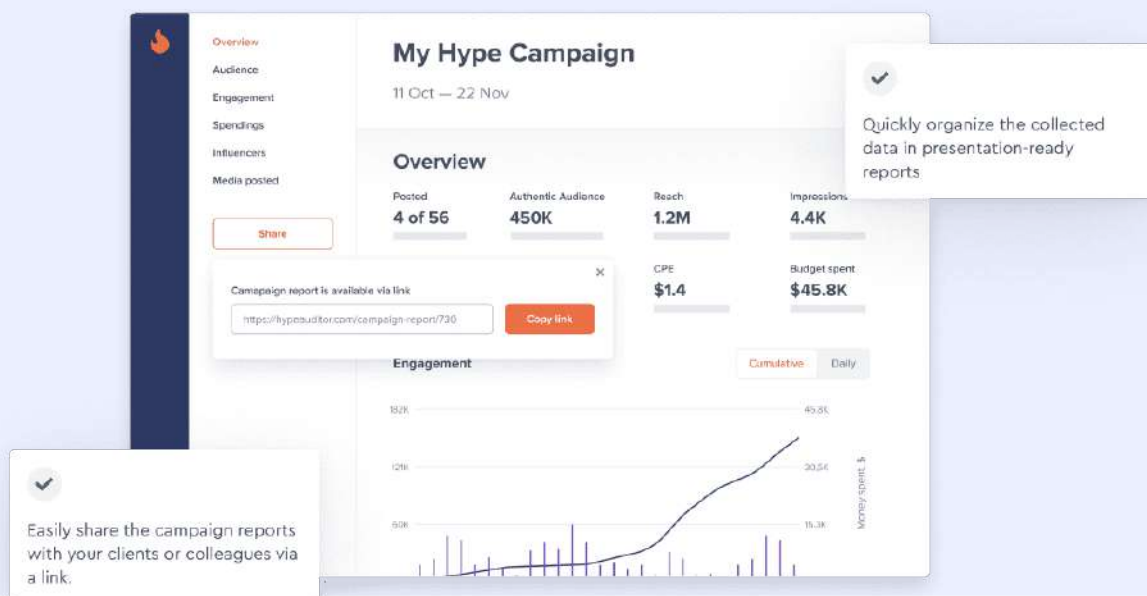
You can also get real-time information about the results of your campaign.

Step 7. Reports and analysis

With your campaign over, it's time to collect metrics and perform a final analysis of its performance.

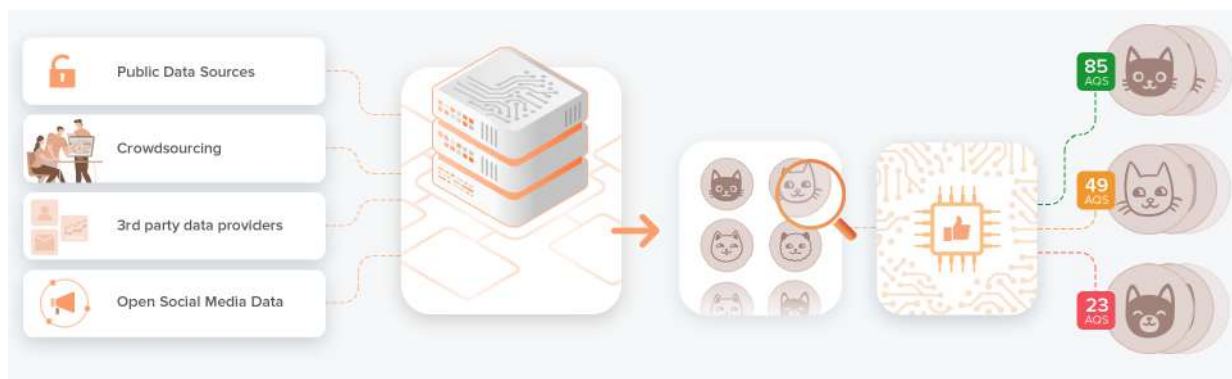
Did you manage to reach expected results? What can you learn from this campaign to make an even better campaign in the future?

Fortunately, today there are tools that help you create practical and self-explanatory reports in a single click so you can analyze results, show them to your manager and colleagues, or present them to clients.





METHODOLOGY



The report uses data from a wide variety of sources, including market research agencies, the internet, social media companies, news media, and our internal analysis.

We have collected and aggregated open data from a variety of sources: social platforms, catalogs, websites, crowdsourcing, and many more. After that, we processed the data by anonymizing, sorting and structuring, cleaning and removing any irregularities, and enriching the data.

Then we transformed the data into intelligent estimations by using best-in-class estimation and machine learning algorithms developed by our team of leading data scientists and influencer marketing experts.

The research conducted by HypeAuditor involved the analysis of **40.8 million Instagram**, **6.7 million YouTube**, and **7.9 million TikTok influencer accounts** from internal database.