

WHAT INFLUENCERS WANT FROM BRANDS

The definition of the term 'influencer' has become so broad in 2016, that critically, it's naive of brands to be considering a one-size-fits-all approach.

The 'Voice of the Influencer' report by Fashion and Beauty Monitor, in association with Econsultancy, breaks down the highly targeted influencer base, surveyed for the report, into four distinct profiles, to build a bespoke picture of what each group expects and needs from their brand collaborations.



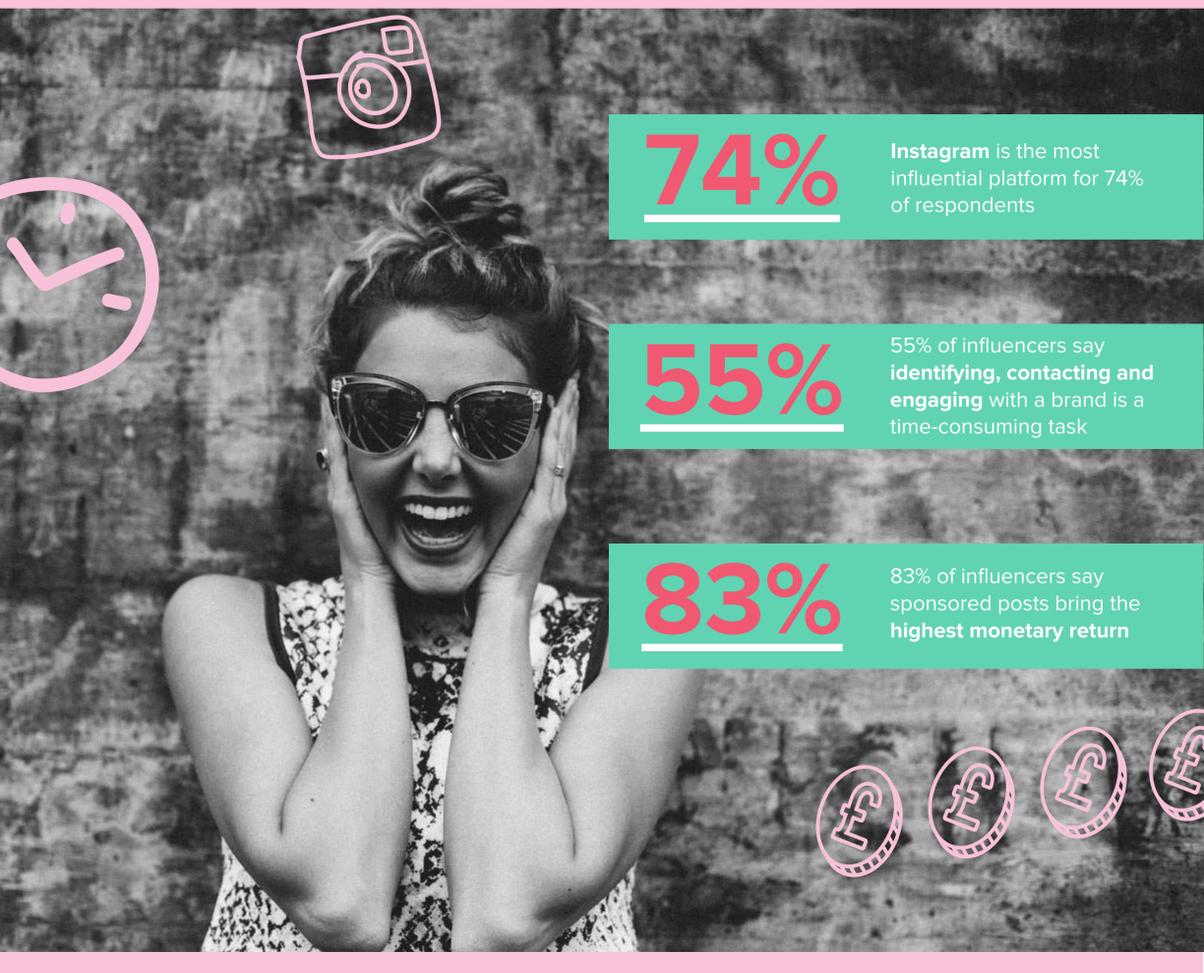
THE MANY FACES OF AN INFLUENCER

The largest majority of influencer respondents (34%) claim to have "a niche yet highly engaged following" and define themselves as "creative, visual and entrepreneurial"

By contrast, one quarter of respondents "have a strong online network with a wide audience and high reach"

The remaining groups fall equally between those with "a highly targeted following"...

...and those with a "small but strong and emerging social presence"



74%

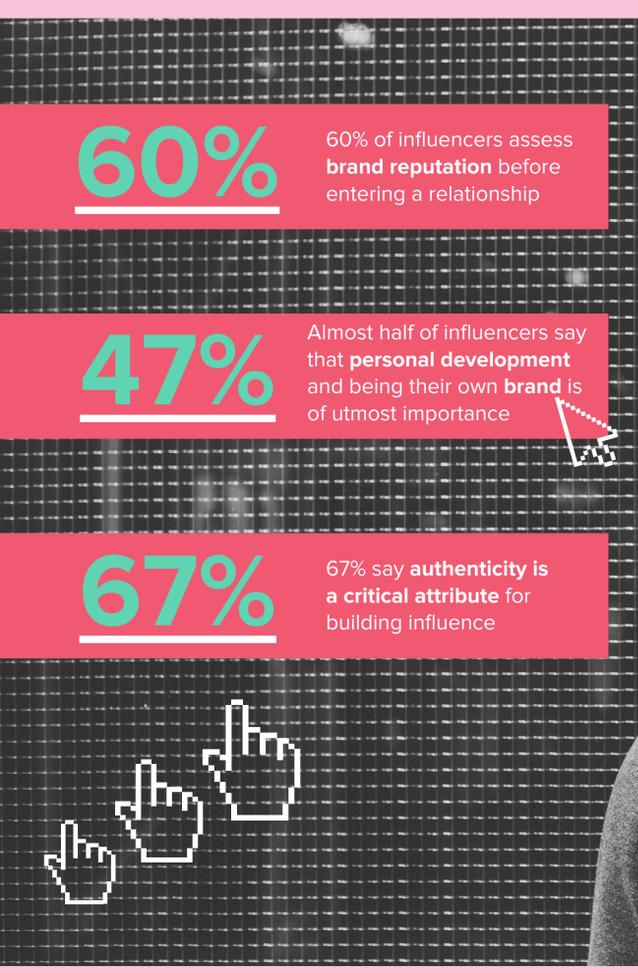
Instagram is the most influential platform for 74% of respondents

55%

55% of influencers say identifying, contacting and engaging with a brand is a time-consuming task

83%

83% of influencers say sponsored posts bring the highest monetary return



60%

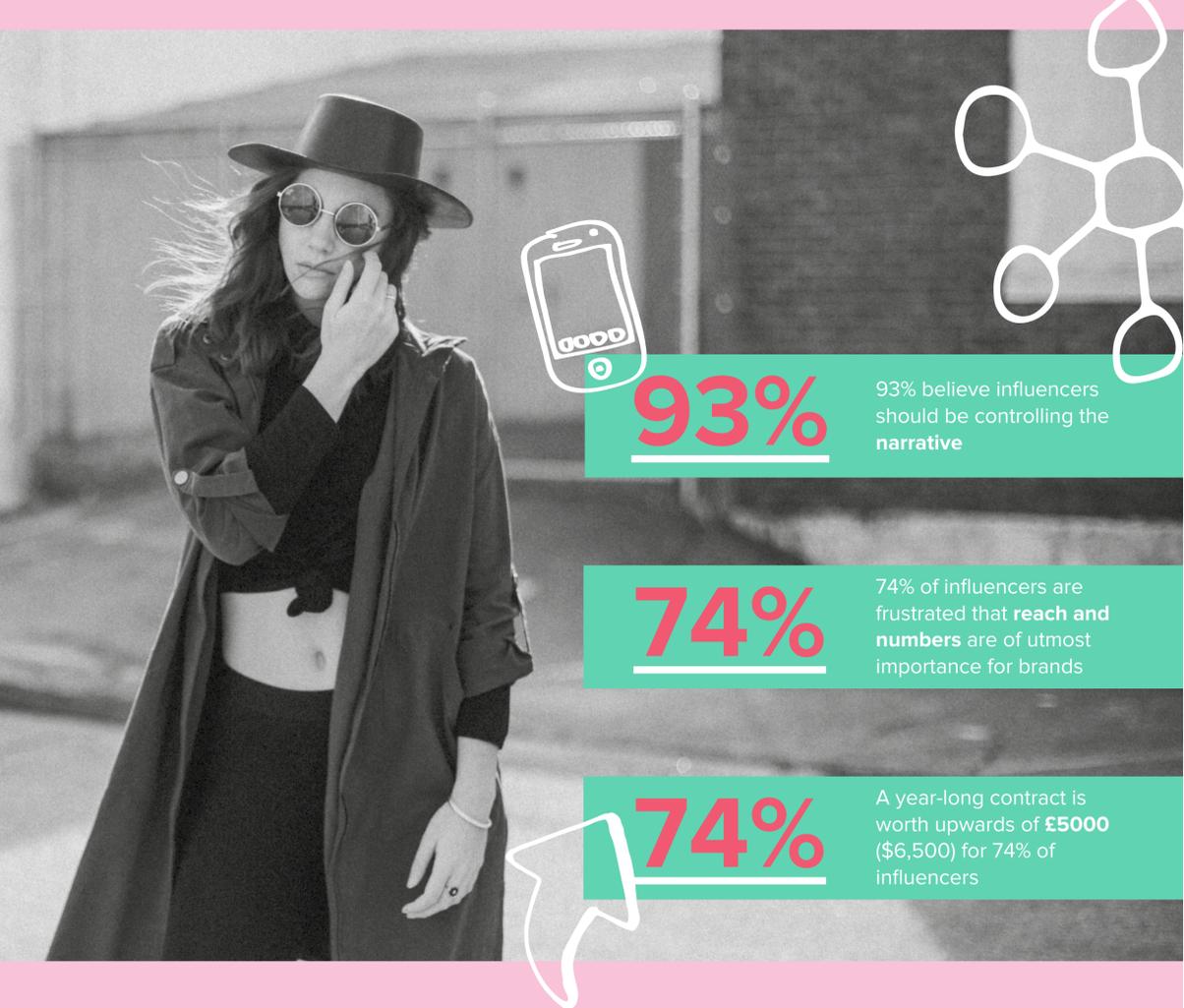
60% of influencers assess brand reputation before entering a relationship

47%

Almost half of influencers say that personal development and being their own brand is of utmost importance

67%

67% say authenticity is a critical attribute for building influence



93%

93% believe influencers should be controlling the narrative

74%

74% of influencers are frustrated that reach and numbers are of utmost importance for brands

74%

A year-long contract is worth upwards of £5000 (\$6,500) for 74% of influencers