



Influencer Marketing Trends Across Social Platforms

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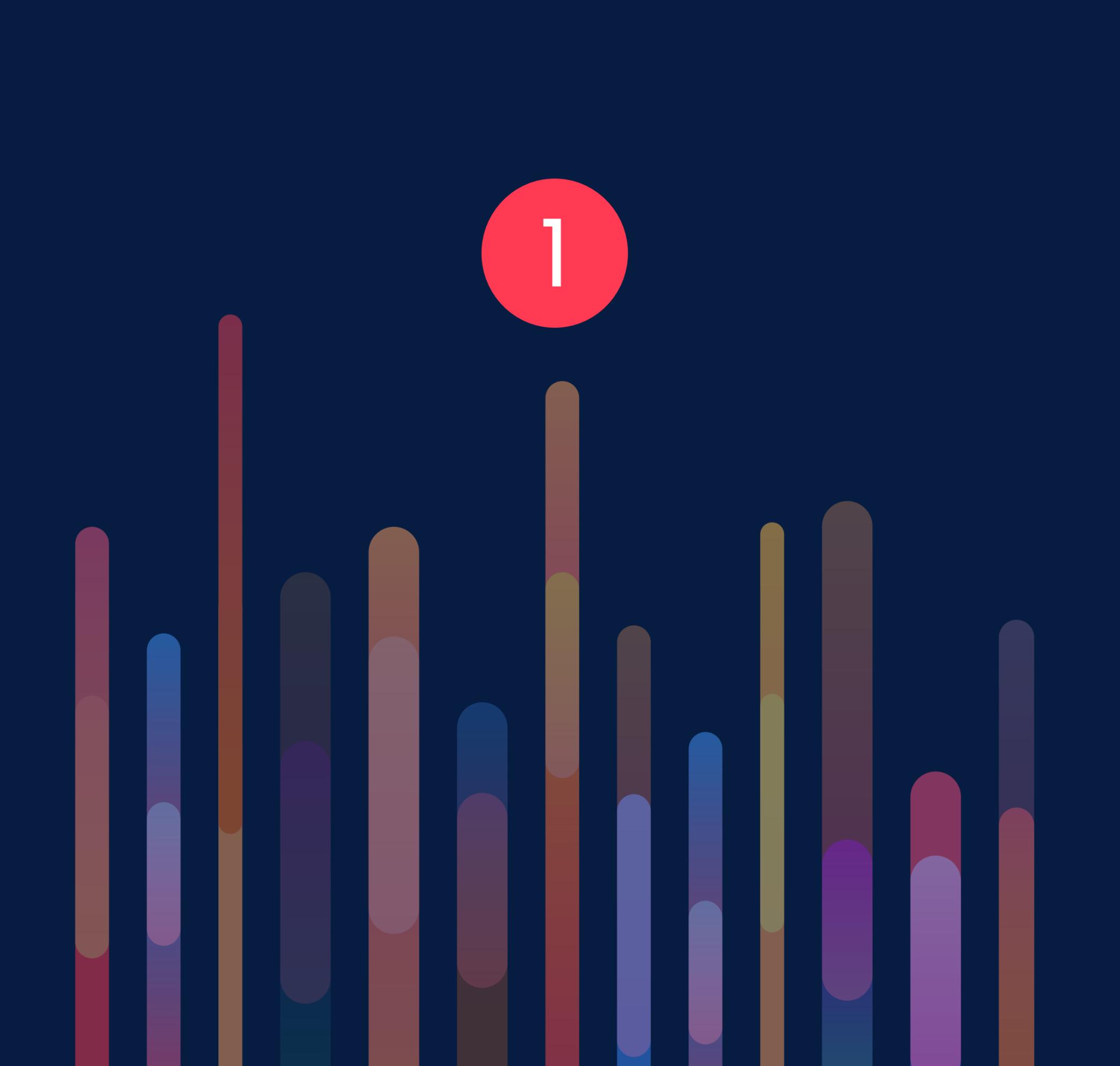
Introduction

Influencer Marketing Trends Across Social Platforms

As the creator economy evolves, so does the social media landscape. The rise of TikTok triggered a surge of interest in short-form videos, prompting platforms like Instagram to adopt the dynamic, engaging format. With users continuing to embrace both TikTok and Instagram Stories, influencer marketers must think critically about which types of creators and topics are best positioned to make an impact on each platform.

To better understand how brands can build effective influencer programs in a changing social media ecosystem, CreatorIQ conducted an analysis of audience engagement with content on major social platforms. By looking at trends in engagement rate (the number of likes and comments a post receives relative to its creator's follower count), as well as other key metrics, we sought to answer two questions:

- 1 How does a creator's audience size impact their performance across platforms?
- 2 Which categories of brands perform best on which channels?



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Part 1 Trends Across Creator Tiers

How does engagement with creators' content change as these creators' followings grow? Do different platforms favor larger-scale or smaller-scale creators? This section of our report aims to answer these questions by examining how engagement metrics for posts from creators with different follower counts vary across major social platforms.

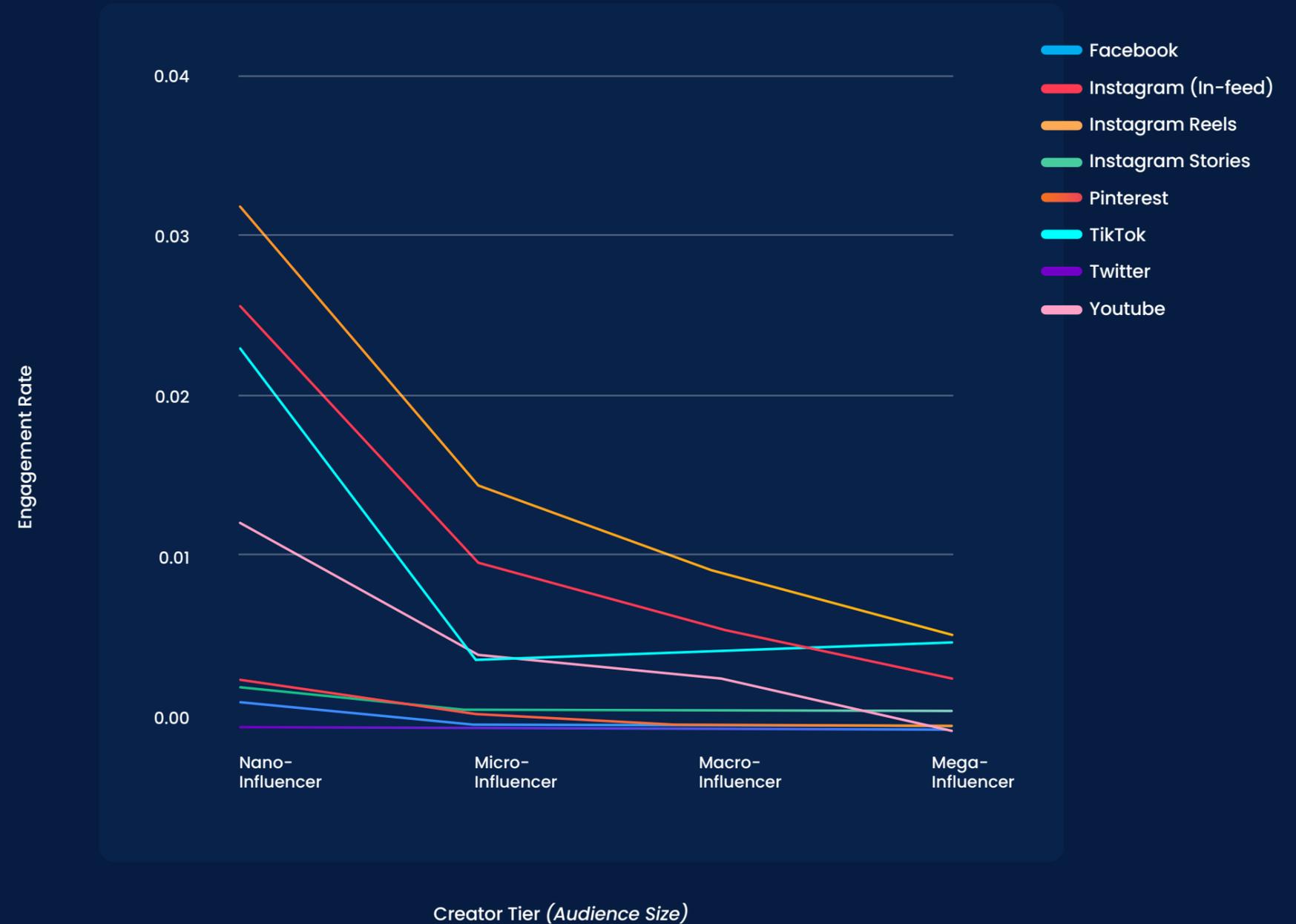
Topline Insights:

- ✓ Across all major social media platforms, nano-influencers boasted the strongest engagement rates among creators of any tier.
- ✓ After creators surpassed 10k followers, engagement rates declined in proportion to follower growth on all platforms except TikTok and Instagram Stories.
- ✓ On TikTok, engagement rates increased with creators' audience sizes for creators with over 10k followers. However, view rates continued to decrease.
- ✓ On Instagram Stories, engagement rates were relatively consistent among creators with over 10k followers.

Notes:

All data referenced in this section pertains to the time period of July 2021 to June 2022. Creator tier definitions follow CreatorIQ's internal criteria: a nano-influencer has <10k followers on their primary social channel, a micro-influencer has 10k-100k followers, a macro-influencer has 100k-1M followers, and a mega-influencer has >1M followers.

Engagement Rate by Creator Tier Across Social Platforms



Across Platforms, Nano-Influencers See Strongest Audience Engagement

Broadly speaking, smaller-scale creators tend to boast more engaged followings than their more established counterparts. Across all major platforms, nano-influencers enjoyed significantly higher engagement rates than influencers of any other tier. On Instagram, for example, in-feed posts from nano-influencers garnered an average engagement rate of 2.65%, while in-feed posts from mega-influencers averaged just 0.32% engagement. Similarly, nano-influencers on YouTube enjoyed a 0.48% engagement rate, well above mega-influencers' 0.01% average. Nano-influencers also tended to see a significantly higher impressions rate (number of impressions relative to follower count) than larger-scale creators.

Nano-influencers' universally strong content performance underscores their value to brands: regardless of social channel, brands that include up-and-coming creators in their influencer marketing initiatives stand to benefit from these creators' close-knit, passionate fan bases.

Highlights

Instagram In-feed Posts



Youtube

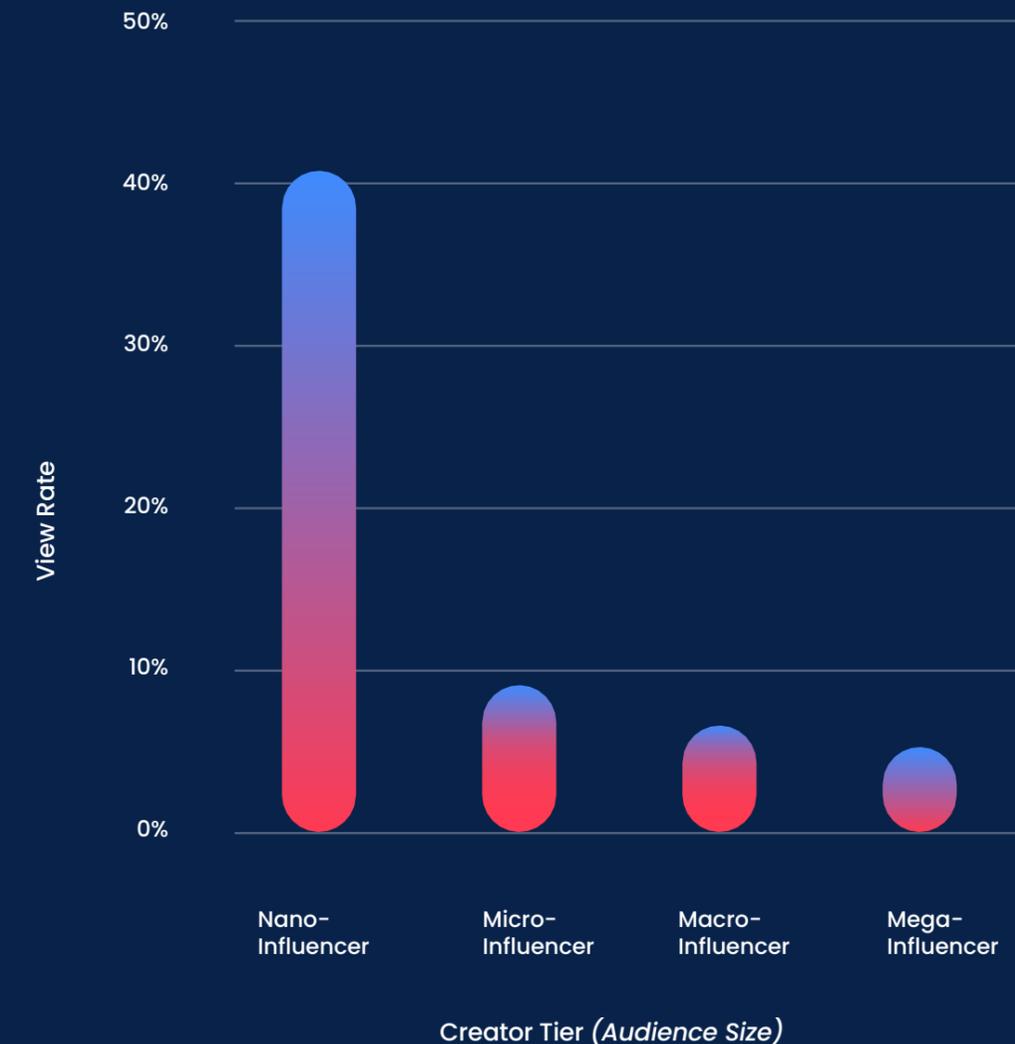


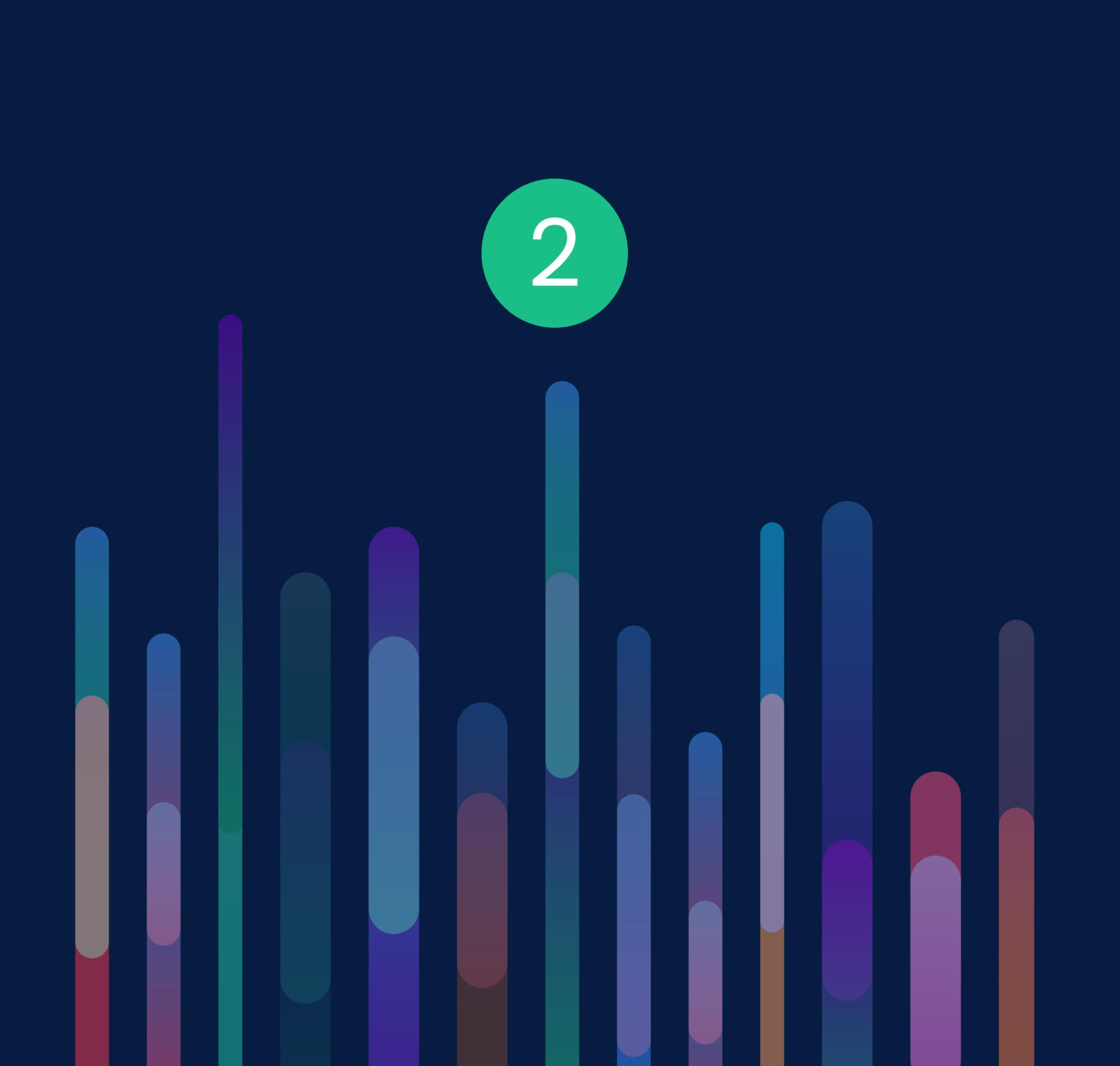
Engagement Rate Declines With Follower Growth on Platforms Except TikTok, Stories

On nearly all major social platforms, creators' engagement rates steadily declined as their audiences expanded.

- ✓ Micro-influencers on Instagram averaged a 1.05% engagement rate for in-feed content, and a 1.52% engagement rate for Reels. Among macro-influencers, these figures fell to 0.64% for in-feed posts and 0.98% for Reels, with mega-influencers averaging just 0.32% and 0.59% engagement rates for Stories and Reels, respectively.
- ✓ TikTok represented the only platform on which engagement rates significantly increased with creators' follower counts. Although nano-influencers still boasted the strongest engagement rates (2.37%) among creators of any tier, this figure grew from 0.47% among micro-influencers to 0.49% among macro-influencers, then rose to 0.54% for mega-influencers. However, smaller-scale TikTokers enjoyed higher view rates (number of content views relative to follower count) than larger-scale creators, which was consistent with trends across most other platforms. While micro-influencers averaged a 9% view rate, macro-influencers and mega-influencers posted view rates of 8% and 7%, respectively.
- ✓ Engagement with Instagram Stories content also remained consistent as creators' fanbases grew: both micro- and macro-influencers averaged 0.13% engagement rates for Stories posts, while mega-influencers averaged a 0.14% engagement rate. The rate of impressions with Stories posts proved similarly consistent across tiers: both micro- and mega-influencers averaged 5%, while macro-influencers averaged 4%.
- ✓ These findings reaffirm the crucial role that smaller-scale creators play in brands' overall influencer marketing strategies. Established creators may boast greater reach than micro-influencers, but the benefits of accessing a large audience are partially offset by the fact that, on most platforms, top-tier creators' followers are less likely to interact with their posts.

 View Rate by Creator Tier on TikTok





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Part 2

Trends Across Brand Categories

Should brands prioritize creator partnerships on specific platforms based on their industry? This section of the report investigates how creator content about brands in distinct categories performs across major social media platforms, accounting for both share of voice (the total volume of posts mentioning brands in a particular vertical) and engagement rate.

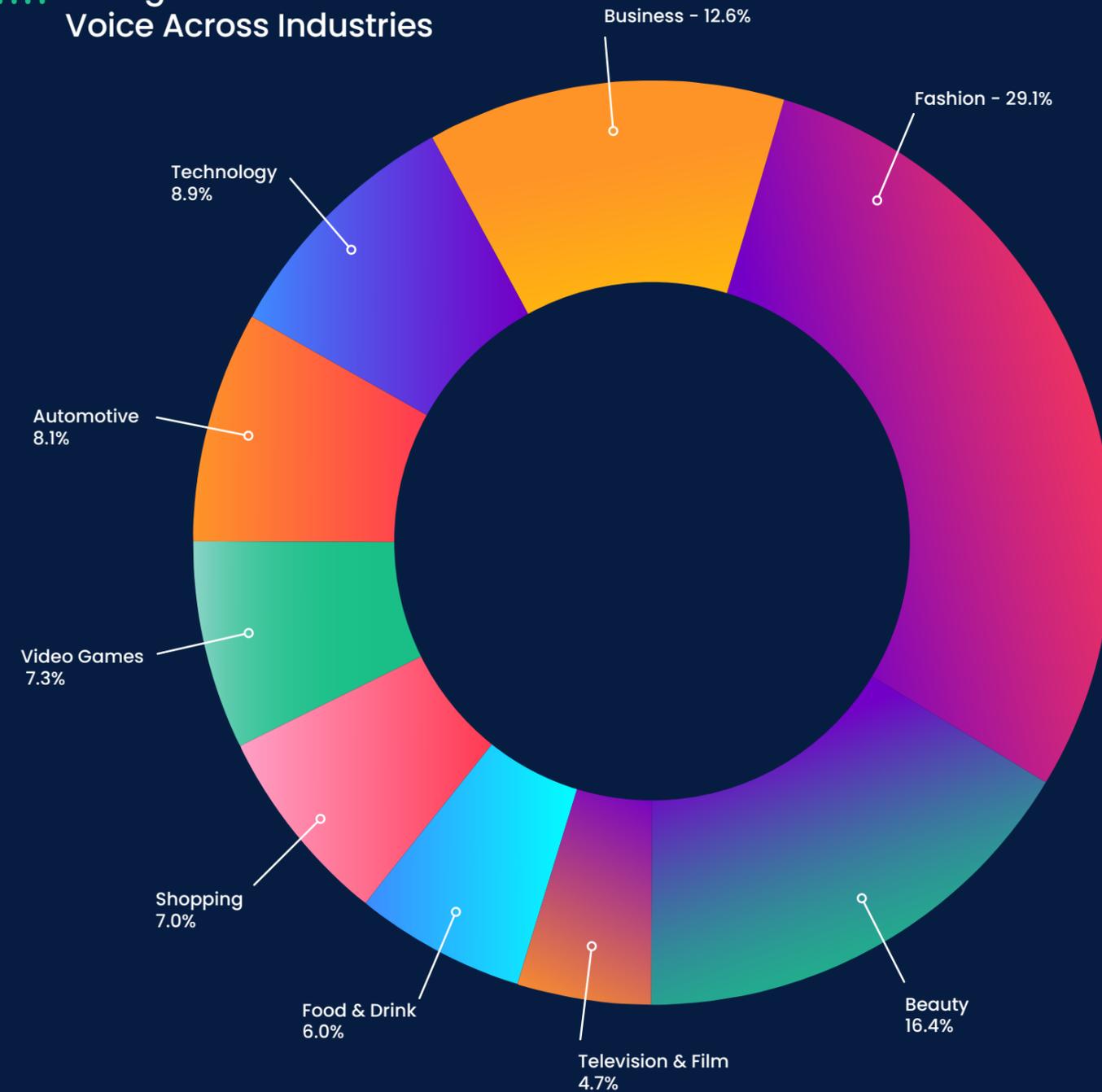
Notes:

All data referenced in this section pertains to the time period of July 2020 to June 2022.

Topline Insights:

- ✓ On Instagram, while fashion and beauty brands claimed the greatest share of voice, children's toys and sports brands garnered the highest engagement rates.
- ✓ On TikTok, video game and events brands saw the strongest engagement rates of brands across all categories. However, beauty and fashion brands enjoyed the largest share of voice.
- ✓ Video game brands dominated YouTube by share of voice, while fashion and beauty brands ranked No. 1 and No. 2, respectively, by engagement rate.

Instagram Share of Voice Across Industries



This chart is limited to the top 10 categories by share of voice on Instagram.

Fashion and Beauty Brands Rule Instagram by Share of Voice, but Toys and Sports Claim Highest Engagement Rates

As fashion and beauty creators continue to flock to Instagram, the platform remains a pillar of influencer marketing for brands in these categories. By a wide margin, fashion saw the highest volume of in-feed Instagram content of any vertical at 333.5k posts, followed by beauty (188.0k posts). Fashion and beauty conversation also inspired strong audience engagement: Instagram posts about fashion brands saw an average engagement rate of 1.8%, while beauty posts boasted an engagement rate of 1.6%, both of which ranked well above the platform benchmark of 1.2%.

While fashion and beauty dominated Instagram by share of voice, brands in two other categories—children’s toys and sports—enjoyed stand-out engagement despite seeing a considerably lower number of overall posts. Brands specializing in toys and other products for babies and children, though they appeared in just 25.5k posts, achieved the highest Instagram engagement rate of any category at 2.0%. Sports brands, which featured in 44.7k posts, boasted an impressive engagement rate of 1.9%, the second-highest rate after toys and children’s goods.

Highlights

Instagram Posts

Fashion Brands



Beauty Brands



Sports Brands



Children’s Toy Brands



TikTok Represents a Key Opportunity for Gaming, Events

As brands across categories rush to capitalize on TikTok's momentum, gaming companies are seeing noteworthy success on the short-form video platform. Although the total volume of gaming content on TikTok (3.6k posts) proved moderate relative to other verticals, video game brands saw the highest engagement of any category at 0.93%. TikTok also proved a valuable platform for companies specializing in events and attractions, which enjoyed the second-highest engagement rate (0.92%) after gaming, despite a similarly modest post count (2.2k mentions).

As was the case on Instagram, fashion and beauty brands saw TikTok's greatest share of voice: beauty took the lead with an impressive 19.9k posts, while fashion followed with 15.4k posts. However, widespread coverage did not necessarily translate into strong audience engagement: TikTok content about beauty brands saw an average engagement rate of 0.56%, matching the platform benchmark (0.56%). Fashion's 0.67% engagement rate outperformed the benchmark, but proved well below the rates set by gaming and events.

Top Five Categories by TikTok Engagement Rate



Gaming Creators Crowd YouTube, While Fashion and Beauty Content Proves a Crowd Pleaser

With the growing popularity of video game streaming, YouTube has emerged as a hub for gamers. Relative to other verticals, video game companies boasted the greatest volume of YouTube content by a wide margin, featuring in 42.6k posts. (In comparison, No. 2-ranking Beauty accrued 14.4k posts.) However, gaming content saw a middling engagement rate of 0.43%, only slightly above the platform benchmark of 0.35%.

In contrast, though fashion brands saw the just third-highest share of voice on YouTube with 12.5k posts, the category ranked first for engagement rate (0.91%), with Beauty following at 0.83%. YouTube also proved an impactful channel for the automotive industry: the 4.6k posts about the category garnered an engagement rate of 0.6%, well above the platform benchmark.

Highlights

YouTube Posts

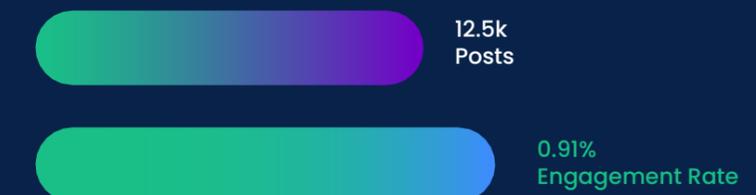
Gaming Brands



Beauty Brands



Fashion Brands



Automotive Brands



The Bottom Line

Select Social Platforms Deliberately, and Strategize Accordingly

Most influencer marketing professionals know that creators behave differently on different platforms, so it's only natural that their audiences do, too. When planning campaigns, brands should choose their target platform based on both their industry and their specific campaign objectives. Correspondingly, brands should let their priority social platform inform the types of creators they activate. For example, a campaign by mega-influencers will see a strong performance on TikTok, while brands should take care to include smaller-scale creators in Instagram and YouTube initiatives. By understanding the unique dynamics of each channel and vertical, and building platform-specific strategies, brands can maximize the impact of their influencer marketing efforts.

Another way to maximize the impact of your influencer marketing efforts?

Checking out the offerings at CreatorIQ.

We're proud to provide data-backed insights that help brands across categories identify the right channels and creators for their influencer marketing campaigns. To access our full suite of software solutions, including creator discovery and campaign management, schedule a free demo with CreatorIQ today.

[Schedule a demo today >](#)

Advance your influencer marketing maturity in the age of the Creator Economy with the industry's most trusted software solution.



CreatorIQ is the industry's most trusted creator marketing software, powering advanced creator marketing insights and program management for the world's most innovative enterprise brands. Supported by cutting-edge data science, our Intelligence Cloud enables creator discovery, streamlines marketing teams' workflow, ensures brand security, and provides customized performance metrics. Our intuitive, comprehensive features have helped make CreatorIQ the chosen creator marketing software solution for brands such as AB Inbev, Airbnb, Calvin Klein, CVS, Disney, H&M, Sephora, Unilever, and more.

Founded in 2014, CreatorIQ is headquartered in Los Angeles, with offices in New York, Chicago, London, and Ukraine. In September 2021, CreatorIQ further bolstered our benchmarking and insights capabilities by acquiring Tribe Dynamics, a leading influencer marketing platform that helps passion-driven brands understand the value of their digital earned media.

For more information, and to learn how CreatorIQ can help your brand, visit:

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