

Zo belangrijk is influencermarketing

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Het inzetten van influencers is een bewezen effectieve vorm van digitale marketing. De ROI ligt elf keer hoger dan die van traditionelere vormen van marketing, blijkt uit onderzoek van Invesp. Maar voordat je de eerste de beste vlogger een royale vergoeding betaalt om een van je producten in beeld te houden, moet je je goed realiseren wat je precies wilt bereiken. Meer bekendheid, omzet of een grotere klanttevredenheid? Deze infographic laat zien wat de voornaamste doelen van influencermarketing zijn en hoe effectief dat in de praktijk uitpakt.

Statistics and Trends

Statistics and Tr

94% of marketers who used influencer marketing believe the tactic to be effective



The infographic features a blue megaphone with a white thumbs-up icon inside. Below the megaphone, there are 14 orange person icons arranged in two rows of seven. The first six icons in the top row are orange, and the seventh is grey. Below the icons, the text '94%' is displayed in a large, bold, orange font.

48% of marketers in the US plan to ramp up budget for influencer-focused campaigns



48%

Influencer marketing delivers **11x** higher ROI than traditional forms of digital marketing



Influencer Marketing **11x >** Traditional Marketing

**Expected Change
in Influencer
Marketing Budget**

Bar chart showing a money bag icon with a dollar sign, representing financial growth. Below the chart are three donut charts showing the percentage of respondents for each category:

Category	Percentage
Increase	48%
Stay the same	23%
Not sure	25%

Aspects Of Influencer Marketing That US Marketers Would Like To See It Improved

Measuring ROI	Tracking Influence	Influencer Discovery
80%	66%	60%
Reporting back	Valuing Influencers	Managing Risk of Influencers
55%	55%	46%
Engaging Influencers	Influencer Relationships	
41%	26%	

77% of marketers believe that ongoing ambassadorships are the most effective form of influencer marketing.



The infographic features a blue megaphone with orange sound waves. Below it, there are two rows of person icons. The top row has 10 orange icons, and the bottom row has 10 icons, with the first 7 being orange and the last 3 being grey. The number '71%' is displayed in large orange text at the bottom.

Most Effective Influencer Marketing Techniques

Ongoing Advertisement	Product Review	Brand Postback
		
70.6%	66.7%	53.9%
Event coverage	Sponsored content	Affiliate links
		
52.9%	50.0%	10.8%
Others		
		
14.7%		

Influencer Marketing Goals By Importance

Improve Brand Awareness	Engage Brand Awareness	Reach New Targeted Audience
94%	92%	88%
Increase share of voice	Improve sales of campaign	Manage reputation
86%	74%	68%
Drive local presence	Accelerate digital transformation	Improve Customer and Sales
67%	64%	63%
Improve Employee Influence		
	53%	

Effectiveness Of Influencer Marketing According To Professionals By Objective

Strategy	Extremely Effective	Effective	Somewhat Effective	Not Effective
Building Awareness	39%	49%	8%	4%
Increasing Customer Loyalty	24%	41%	27%	8%
Delivery Skills	20%	33%	34%	13%

