



WHAT INFLUENCERS REALLY WANT

EXCLUSIVE RESEARCH
JULY 2019

bc branded content
ma marketing association

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01

INTRODUCTION

Influencer marketing has rapidly developed from activities that were almost imposed on companies by unexpected market situations, driven by two key factors. First, the widespread diffusion of social media platforms and their ubiquity due to the explosion of mobile devices, and on the other, the spontaneous birth of online personalities/celebrities, which have been able to attract increasingly substantial audiences by exploiting the full potential of these new 'stages'.

It is estimated that \$10 billion will be invested in this sector globally by 2020.

This report surveyed 250 Influencers/Content Creators and was undertaken by the BCMA in partnership with Whalar, to understand the main challenges faced by them and what changes they'd like to see across the industry.

**INFLUENCER MARKETING
IS PROVING ITSELF TO BE
AN INCREASINGLY
EFFECTIVE STRATEGIC
MARKETING SOLUTION
FOR COMPANIES**

02 ASKING THE RIGHT QUESTIONS

WHAT QUESTIONS DID WE ASK?

We asked Influencers and Content Creators three questions as follows...

1. WHAT ARE YOUR THREE BIGGEST FRUSTRATIONS?

2. WHAT DO YOU NEED SUPPORT WITH?

3. WHICH INFLUENCERS DO YOU ADMIRE AND WHY?



03 BIGGEST FRUSTRATIONS



"MANY IN THE INDUSTRY DON'T TREAT IT AS A BUSINESS AND THEREFORE NOT GIVING US THE IMPORTANCE WE DESERVE"

The biggest frustrations for Influencers and content creators were not being paid on time, feeling undervalued (by brands), not enough time to create content and the increasing reliance on algorithms, in particular on Instagram.

Other areas that caused frustration included, a lack of diversity of influencers in brand collaborations, being able to retain ownership of content with photographers brought in by brands, inconsistencies with brand collaboration guidelines and expectations, consistently needing to adapt to an ever-changing and volatile field of marketing.

It was clear from many responses that mental health issues were prevalent due to the pressure and stress of the role. This was illustrated by the following comments, "I didn't feel like I could leave work"; "I find it hard to balance influencer life with work like and keeping my creativity sparked"; "It is tough getting regular work, growing a following, posting content daily – it is relentless"; "There is little support and I feel quite exposed and alone."

04 WHAT THEY REALLY WANT



The most important areas of support that Influencers and Content Creators said they needed, were as follows:

1. Legal advice
2. Financial advice
3. Marketing support

Other areas included, licensing and merchandising opportunities, making this a recognised profession, being able to work with brands that resonate with their profile, future forecasting, should they work with an agent or a platform.

**“I WOULD LIKE
MARKETING,
FINANCIAL
ADVICE AND THE
OPPORTUNITY
TO NETWORK”**



05 WHO DO YOU MOST ADMIRE

We wanted to understand who the Influencers and Content Creators most admired. Generally, they tended to choose those from their own community, i.e. if they were 'health and beauty' bloggers then they admired people from that vertical. They tended to pick out those that they related to more closely, rather than the more famous Influencers with millions of followers. Those that came out well were @aimeesong, @allthatisshe, @tezza and @me_and_orla.

The specific comments were as follows:

"I admire @aimeesong for her authenticity and ability to stay relatable even as an influencer in the luxury fashion space."

"@tezza! She's built a strong brand, clear identity, loyal following, and dream partnerships. And she seems relatable and human still. No ego."

"Sara from @me_and_orla because she manages to stick to her style, stay true to herself, grow and share her knowledge."

"@allthatisshe because of the brands she works with and her amazing creativity."

"SHE'S AN INSPIRATIONAL INFLUENCER AND BUSINESS WOMAN. VERY RELATABLE AS A PERSON. LOVE HER BRAND IVY REVEL TOO!"

06 CONCLUSION

WHAT INFLUENCERS REALLY WANT?

It is abundantly clear from this report that Influencers and Content Creators need support. Whether that is legal and financial advice or marketing support, it is important that as an industry, we collectively recognise those needs.

One of the recurring themes from the respondents was the increasing pressure and stress put upon them from brands. Also as many of them work alone, they often feel isolated and exposed when coming into contact with brands and agencies.

At the BCMA we have already taken steps to address many of these issues with the launch of a new global Chapter, BCMA Influence that focuses on best practice, giving Influencers and Content Creators a voice and the support they need.



ABOUT US



The BCMA is the leading global member association promoting the value of branded content. It is designed for anyone involved in branded content. Through best practice it leads the debate on what makes great branded content and how brands, producers, agencies, platforms, media owners, publishers and influencers can engage audiences for maximum benefit and payback. Through its referral programme the BCMA helps members attract new revenue opportunities. Our members include world leading brands, agencies, production companies, influencers, publishers and platforms. We invest in groundbreaking research and have developed a proprietary effectiveness measurement tool with our global partner Ipsos MORI.

Please visit www.thebcma.info for more information





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