

Influencer ROI

Influencer marketing *investments* & *impact*

Brands are bullish on influencer marketing's ability to drive business results—but are their efforts ready to scale?

sproutsocial

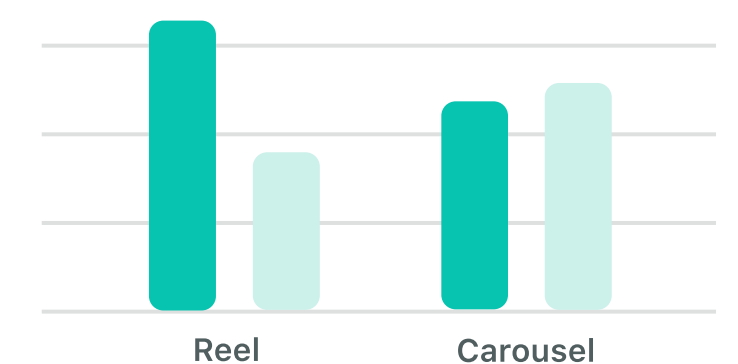


Instagram Likes
4.8K ↗



CAMPAIGN RESULTS

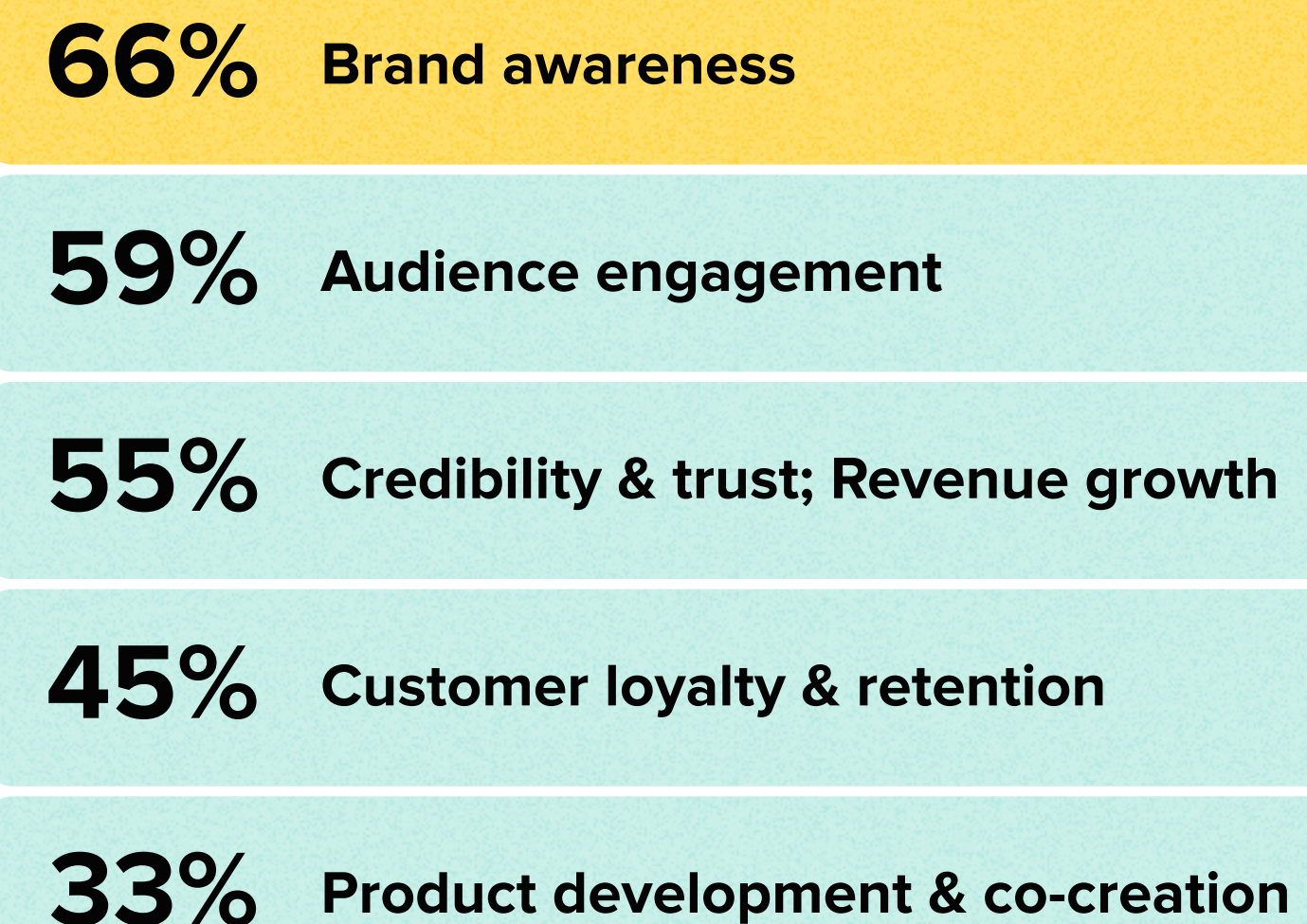
EMV by Content Type



Influencer partnerships are a means to *multiple* ends

Marketers across industries turn to influencer collaborations to fulfill a number of goals, from brand awareness to revenue growth. So it's no surprise that brands are looking to expand their influencer investments going forward. Over half of marketers (59%) plan to partner with more influencers in 2025 compared to 2024.

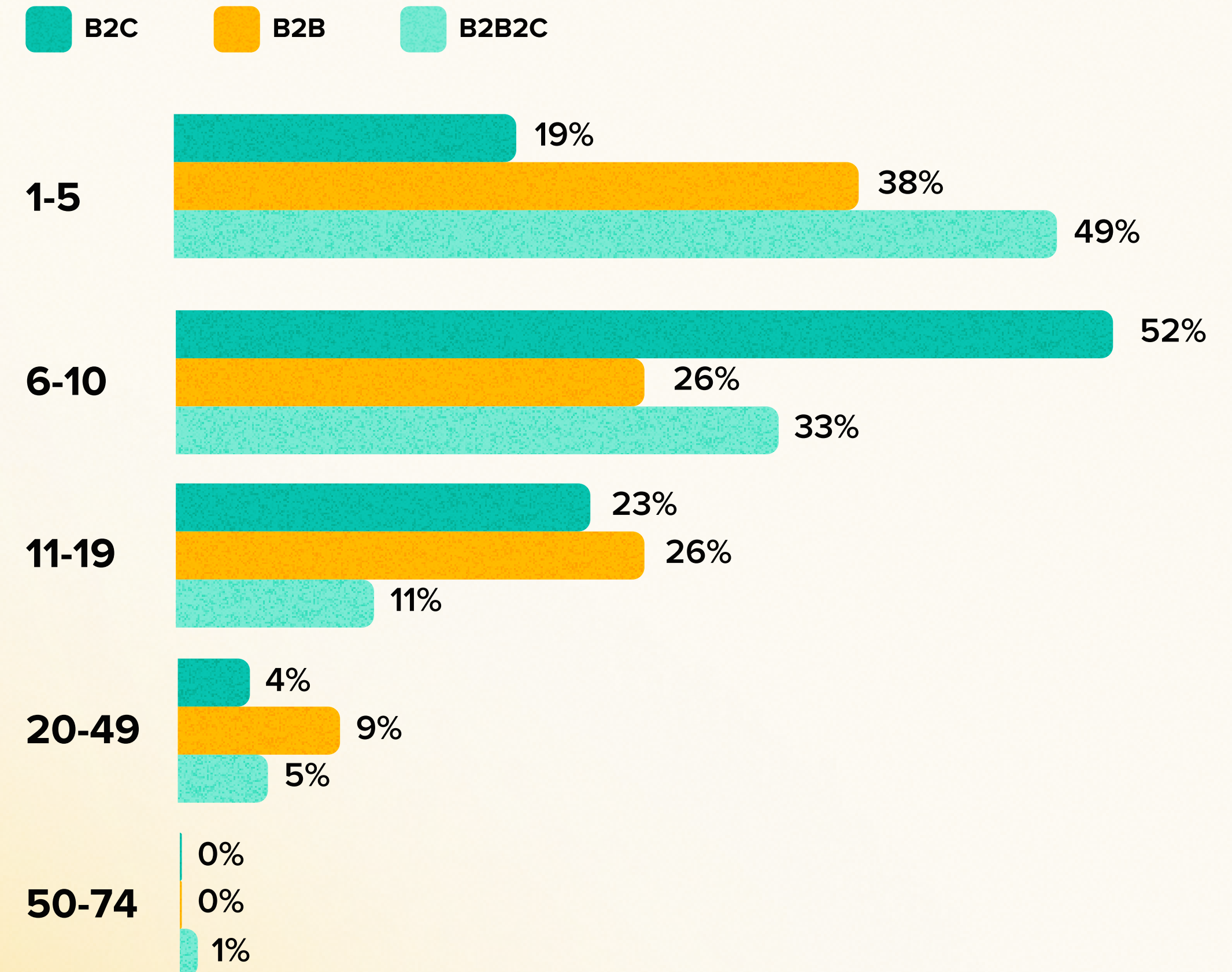
Brands use influencer marketing to support...



The more (influencers) the merrier

The vast majority of brands partner with 10 influencers or less at any given time. But with so many marketers planning to contract more influencers in 2025, teams need to ensure they have the right systems in place to find and manage this growing roster.

How many influencers brands partner with at any given time



Influencer sourcing is a mixed bag

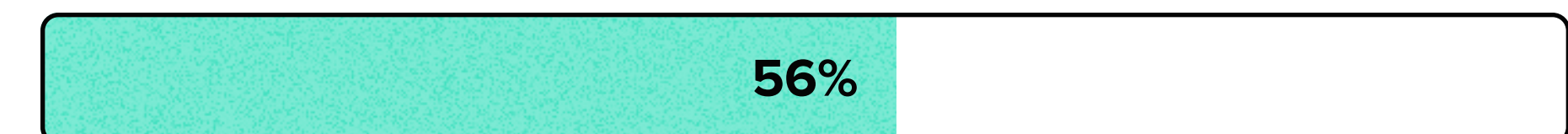
There are millions of influencers worldwide (and counting). Finding potential partners isn't as simple as doing a quick search based on age, location or demographics. This traditional approach no longer mirrors how consumers seek out content, or how social networks suggest it. To effectively scale their influencer efforts, marketers need tools that make quick work out of sourcing relevant, brand safe partners.

Resources marketers use to source influencers

Influencer agencies

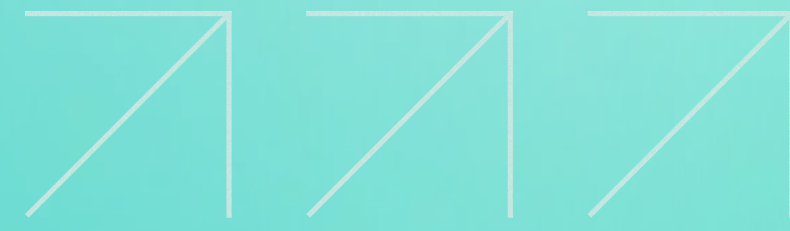


Dedicated IM software or databases



Manual research





Average sponsored influencer content performance compared to organic content posted on brand accounts

92%

of marketers say it performs better in terms of **reach**

90%

of marketers say it performs better in terms of **engagement**

83%

of marketers say it performs better in terms of **conversion**

Across the board, influencer content outperforms

Social networks are more saturated than ever. Consumers continue to demand authentic, original content and quality in the businesses they buy from. The right influencer partnerships are helping brands cut through the noise and engage their audiences in ways that traditional content can't. Influencers' impact isn't limited to the top of the funnel either—marketers are seeing results across the customer journey.

Influencer ROI feels like a sure thing

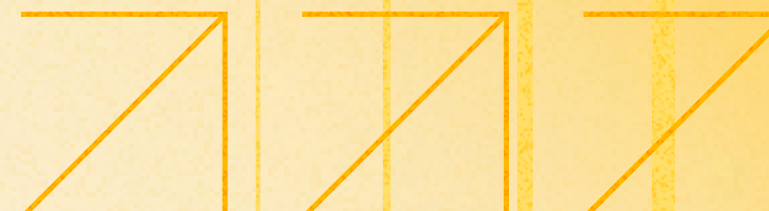
Marketers today are confident in their ability to quantify the impact of influencer partnerships and in their executives' understanding of influencers' ROI. However, rising investments in influencer efforts means teams will face even higher expectations to prove results. Don't let influencer programs exist in a vacuum. Integrate them across your organic and paid social strategies, and work with your analytics team to ensure influencer metrics are built into your overarching marketing models.

65%

of marketers are very confident in their team's ability to show the business impact / ROI of influencer partnerships

65%

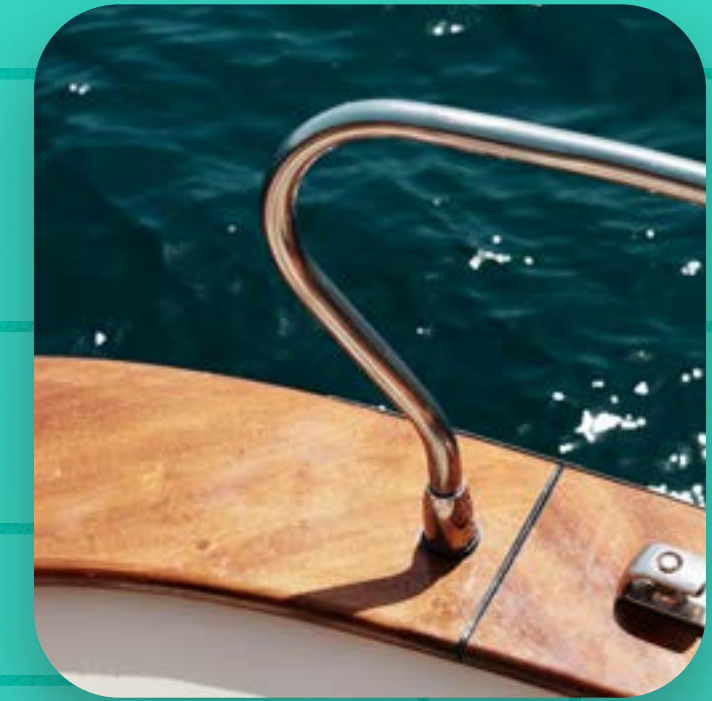
of marketers are very confident that their leadership team sees the business value of investing in influencer partnerships



The bottom line

Effectively scaling your influencer marketing program requires more than just increasing the number of partnerships you pursue. To make the most of your growing influencer investments, ask yourself:

- ✓ **Do we have alignment between our primary influencer marketing goals and the metrics we're using to track performance?**
- ✓ **How resource-intensive is our current approach to influencer sourcing? Where are the bottlenecks?**
- ✓ **To what extent are your influencer activations integrated into other channels (e.g., PR, out-of-home, email)? What would it take to pull influencer content across these efforts?**



About the data

This research cited in this report was conducted online by Glimpse, a global market research firm, on behalf of Sprout Social. Participants included 650 marketers across the US, UK and Australia whose responsibilities include managing their organizations' social media presence and influencer marketing efforts. The survey was conducted from January 9 to January 27, 2025.

For questions about the data, please contact content@sproutsocial.com

About Sprout Social

Sprout Social is a global leader in social media management and analytics software. Sprout's intuitive platform puts powerful social data into the hands of more than 30,000 brands so they can deliver smarter, faster business impact.

With a full suite of social media management solutions, Sprout offers comprehensive publishing and engagement functionality, customer care, influencer marketing, advocacy and AI-powered business intelligence. Sprout's award-winning software operates across all major social media networks and digital platform.

Learn more at sproutsocial.com

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