

Brand Partnerships

What *influencers* want from brands

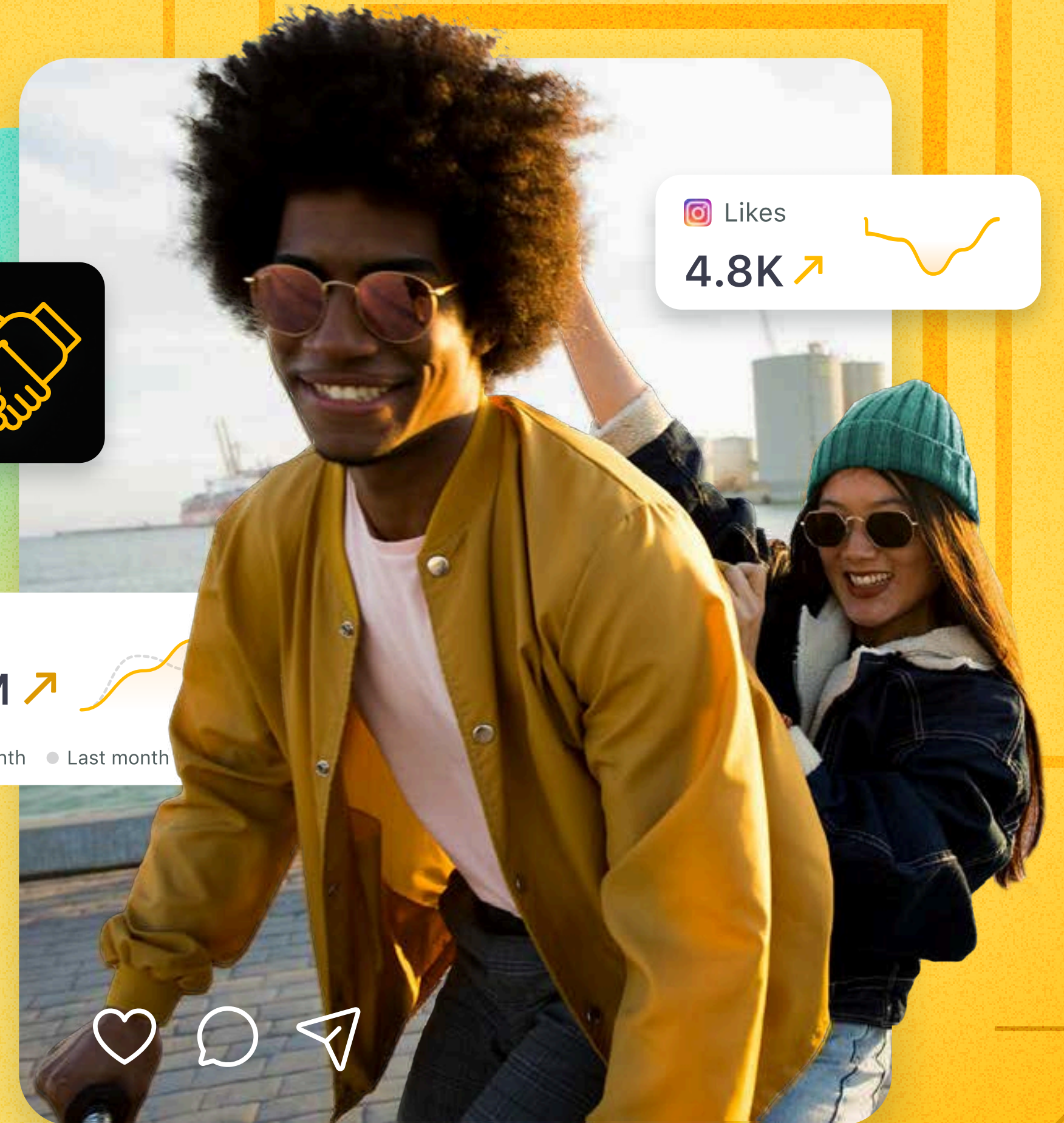
Influencers are looking for brand partners
who pay up & prioritize their creative input

sproutsocial



Growth
6.2M ↗
● This month ● Last month

Instagram Likes
4.8K ↗

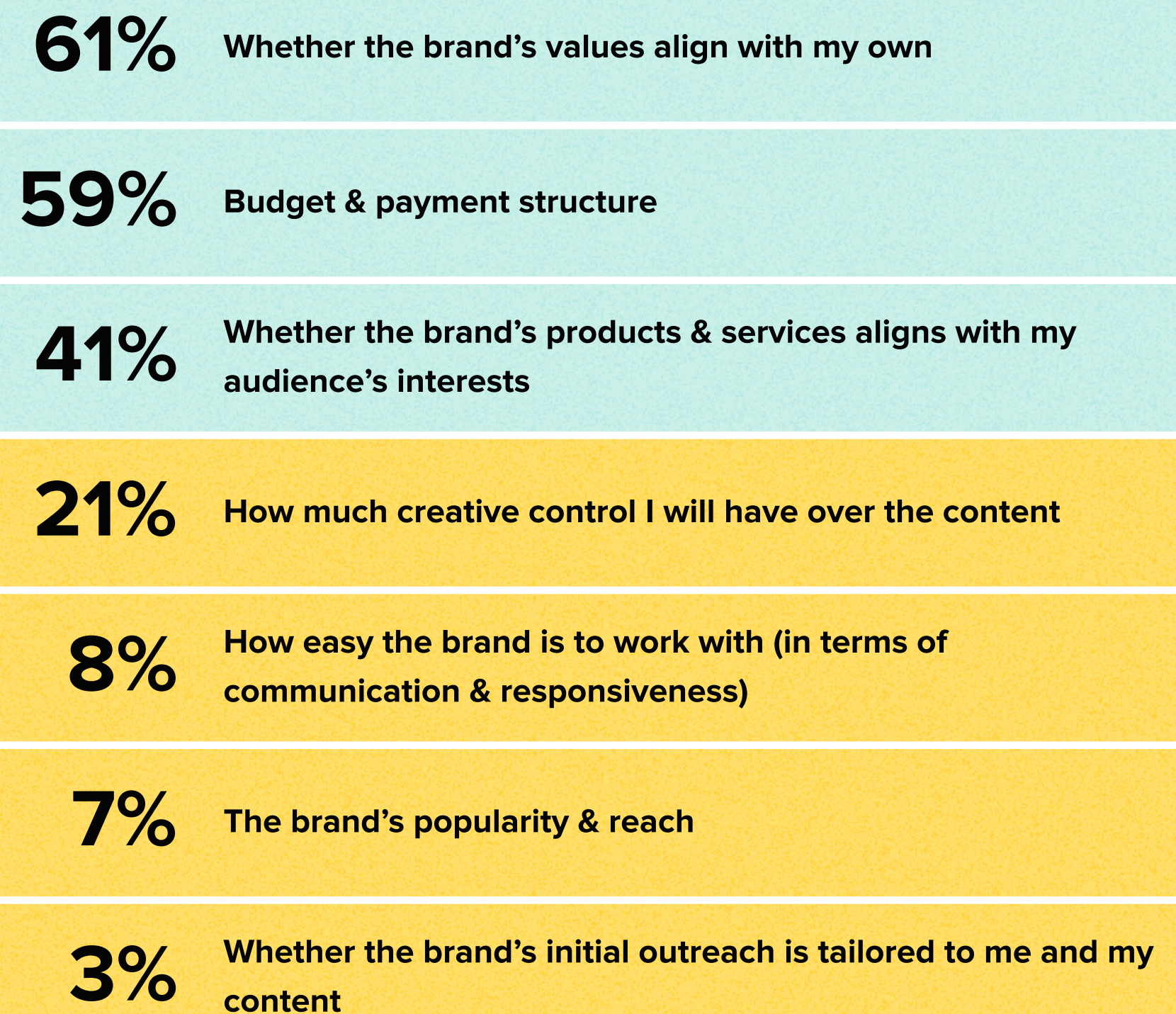


Influencers say...

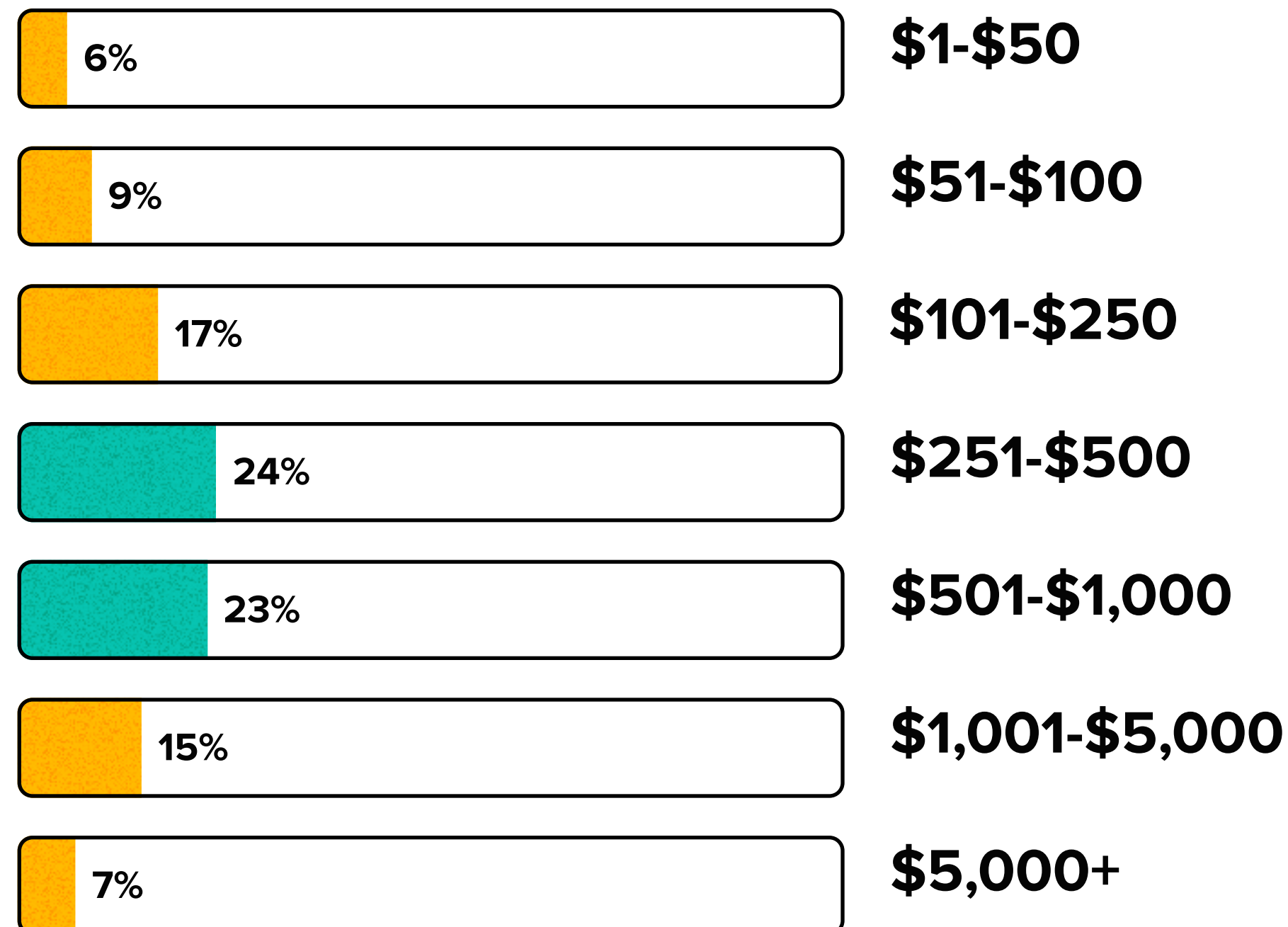
Brands with shared values & clear budgets and payment structures are the ones they'd most like to work with

Another 93% agree the quality of a brand's existing social content impacts whether they agree to partner. Put another way: influencer collaborations aren't an antidote for teams who underinvest in their organic content strategy.

Influencers' most important criteria when choosing a brand partner



The average cost of an influencer post



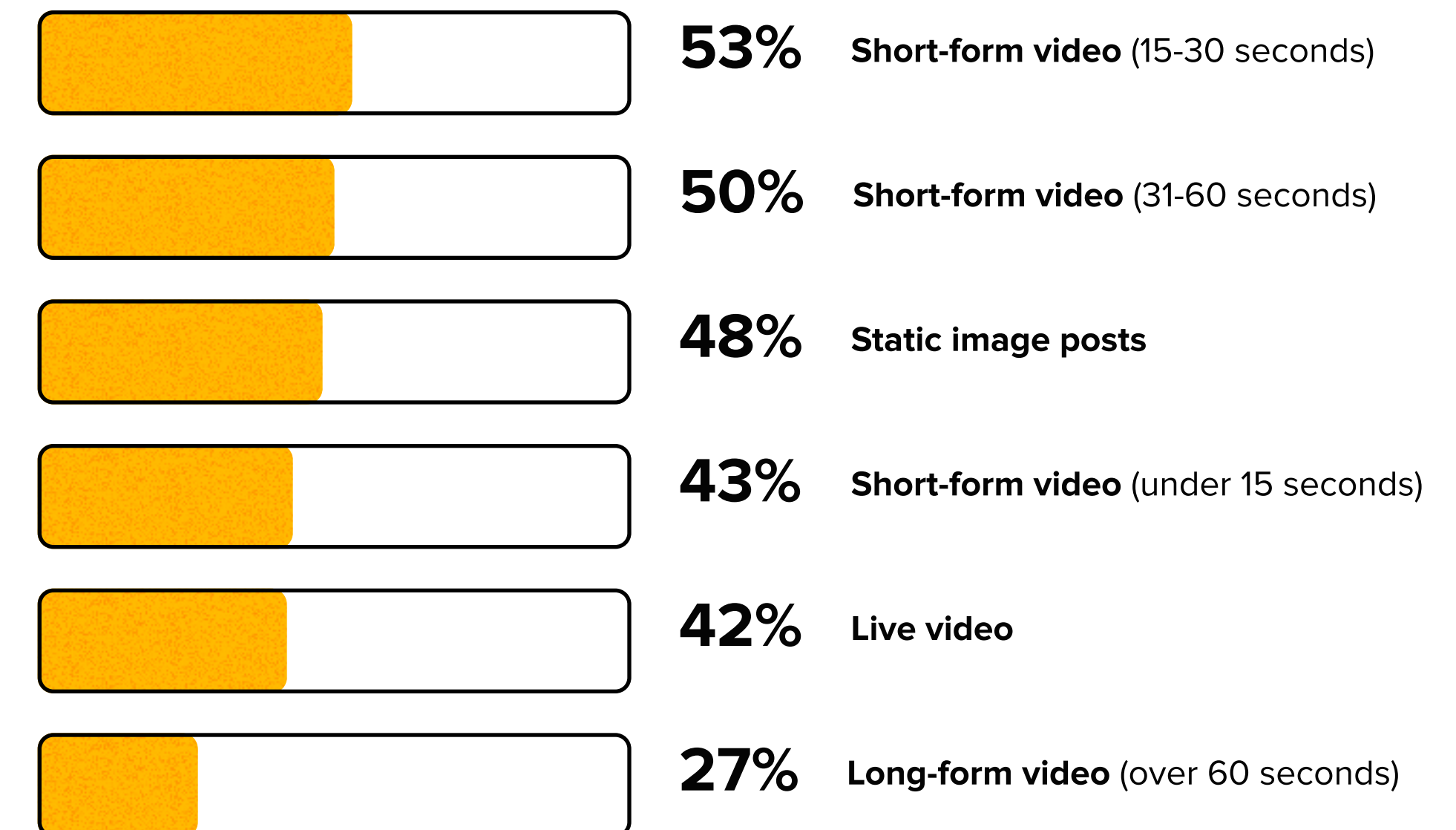
When it comes to expected pay rates, almost half of influencers charge between \$250-\$1,000 per post

But a majority of influencers (71%) offer discounts when partnering with brands on multiple posts, while another 25% would consider it in the future—suggesting that long-term relationships are as valuable to influencers as they are to brands.

Influencers like crafting short-form videos, giveaways & product collaborations for brands

They're less likely to want to work on interviews (19%), content takeovers (14%) and evergreen activations (5%), and shy away from long-form and live formats. Most likely because this content is more time-consuming to produce, making it a bigger resource risk.

Influencers' preferred content to create with brands



How influencers measure the success of brand partnerships

1. **Social media engagement metrics** (likes, shares, comments)
2. **Growth in followers & subscribers on my social platforms**
3. **Link traffic from posts** (e.g., link in bio) **or used promotion codes**
4. **Increases in website traffic during/after campaigns**
5. **Social mentions and hashtags**
6. **Media mentions related to the campaign**

When evaluating performance...

Influencers are most concerned with social media engagement metrics, audience growth & link traffic

This differs only slightly from marketers, who are most likely to measure success with social media engagement metrics (68%), link traffic from posts (50%) and increased website traffic during campaigns (45%), according to a Q3 2023 Sprout Pulse Survey.

Almost half (45%) of brands always share performance results from influencer partnerships with influencers, while another 48% sometimes do.

It pays to prioritize influencers' creative input

Overall, most influencers (65%) wish they could be brought into creative or product development conversations with brands sooner to help inform strategy, rather than following a rigid brief. Influencers live and breathe internet culture and understand your audience deeply—their input is invaluable.

How influencers would improve brand partnerships

35% Involve influencers in creative & content brainstorming earlier

30% Involve influencers in product & service development conversations before promotions even begin

16% Embrace more lo-fi content instead of polished or highly produced work

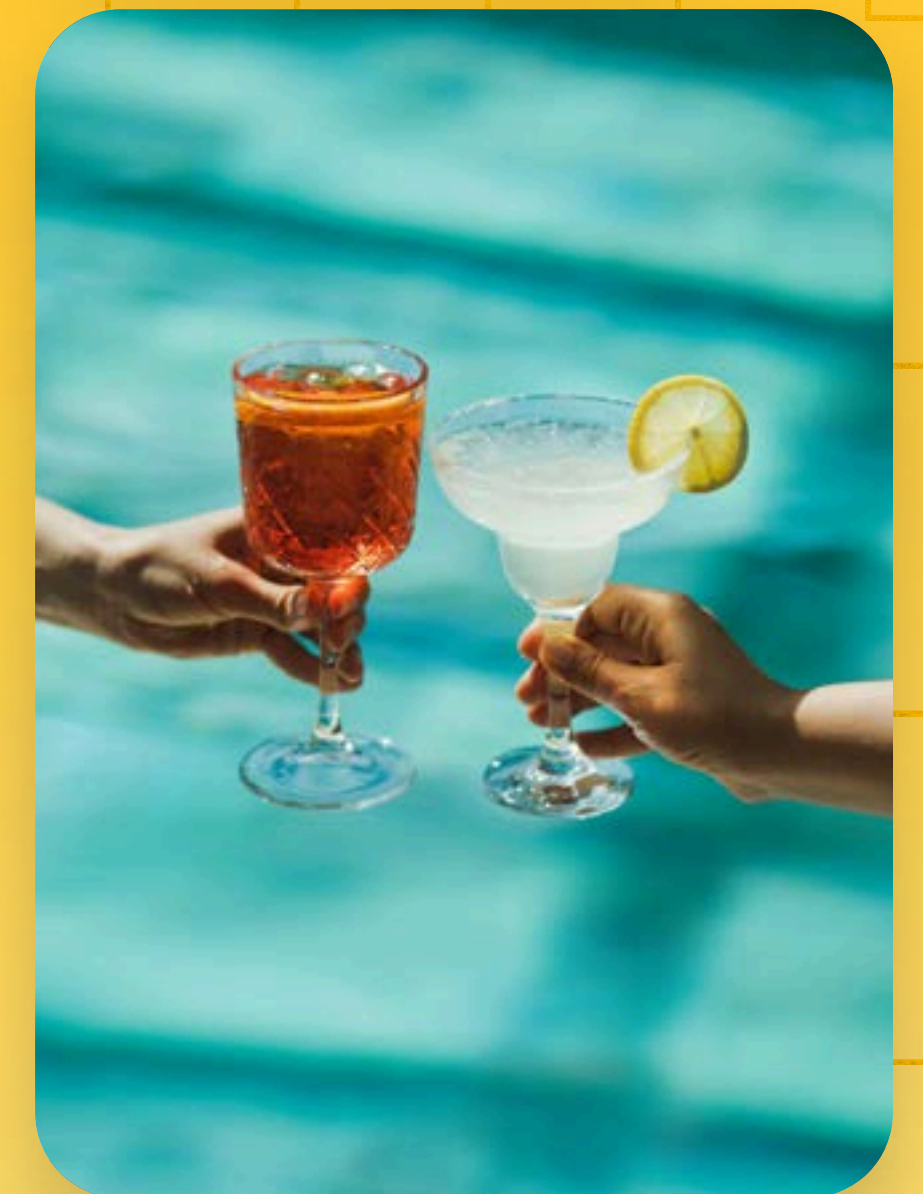
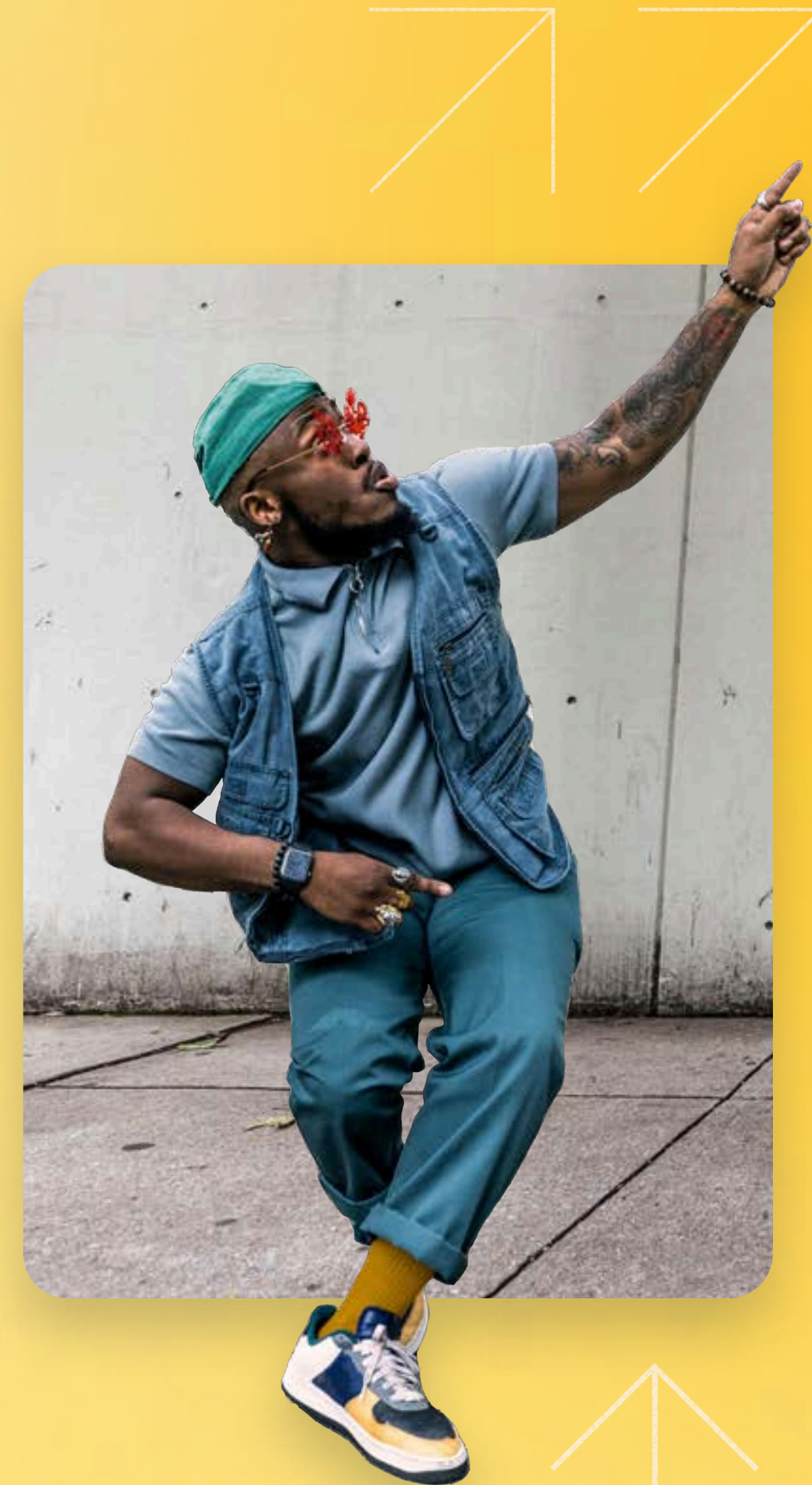
10% Collaborate with more diverse influencers

8% Forge long-term partnerships with influencers rather than pursue one-off projects

The bottom line

Building true partnership with influencers means compensating them fairly and listening to their perspectives. If you want to create high performing influencer content, ask yourself:

- ✓ **Is our brand fairly compensating influencers and creators?**
Do our rates reflect the scope of the work?
- ✓ **Are there opportunities to bring influencers into our creative and product development conversations?**
What rituals can we change?
- ✓ **Are our influencer briefs too prescriptive?**
Could we make space for more creative freedom?



About the data

This research cited in this report was conducted online by Cint on behalf of Sprout Social. Consumer participants included 2,000 respondents across the US and UK who have at least one social media account and follow at least five brands on social media. Influencer participants included 300 respondents across the US and UK who identify as social media influencers, with an audience of 10,000+ followers on at least one social network, who earn at least half of their annual income from brand partnerships on social media. The consumer and influencer surveys were conducted from February 13, 2024 to February 20, 2024.

Data attributed to the Q3 2023 Sprout Pulse Survey was from a survey of 300 full-time US marketers who are responsible for their brands' social media strategy (i.e., performed the job themselves or managed someone who does). The marketer survey was conducted from August 16, 2023 to August 21, 2023.

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.

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