INTRO

From new content strategies and social platform features to advancements in data and targeting, the industry took major leaps in 2017 to solidify the effectiveness of influencers in the marketing space.

What can marketers and influencers expect for the year to come? Discover the trends that will dominate 2018 in our annual Influencer Marketing Forecast Report.
2017 INFLUENCER MARKETING IN REVIEW
What were some of the driving forces behind the success of influencer marketing in 2017?

- 86% of marketers implemented an influencer campaign.
- 92% of influencer marketers believe it’s an effective strategy.
- 51% of marketers say that video content produces the best ROI.

Consumers are more likely to purchase based on social media reference.

ROI for every $1 spent on influencer marketing: $6.50

http://www.ion.co/essential-stats-for-influencer-marketing-in-2017
WHAT WILL HAPPEN NEXT YEAR?

Influencer marketing is growing at a rapid pace, and shows no signs of slowing down in 2018.

Keeping our finger on the industry’s pulse, we have forecasted nine major trends for influencers, social media and marketers that will rule 2018.
2018 TRENDS FOR INFLUENCERS

- Dramatic Shift Towards Video
- Influencer E-Commerce
- Disclosure Regulation
DRAMATIC SHIFT TOWARDS VIDEO

Video consumption is projected to hit 80% of global online traffic by 2020.

86% of marketers currently using video content in online campaigns because key messaging is retained 95% more through video.

Influencers’ use of video is forecasted to reach an all time high in 2018. Influencers will become more skilled in video production across all social platforms, not just YouTube.
INFLUENCER E-COMMERCE

Influencers are going to start owning their own brands - literally.

With their reach and authority growing at an accelerated rate, influencers will start to explore new avenues of revenue generation, primarily e-commerce.

In 2018, we will see influencers creating their own branded products that compliment their online personality and niche.
With the FTC cracking down on paid endorsement disclosure regulations and 90% of endorsed content still not being properly disclosed, the influencer space will be under increased scrutiny.

Influencers can expect more settlements being passed, so brands and creators should be mindful of the new rules regarding disclosure.
2018 TRENDS FOR SOCIAL PLATFORMS

- Shoppable Content Features
- Rise in Ephemeral Content
- Increased AI/VR Integration
SHOPPABLE CONTENT FEATURES

Pinterest paved the way for shoppable content features on social media in 2017, and we don’t expect it to stop there.

With social media being a lucrative sales platform, we’re predicting immersive social media shopping experiences to dominate 2018.

Naturally complimenting the influencer space, we anticipate consumers being able to purchase products directly from their favourite influencers’ content.
RISE IN EPHEMERAL CONTENT

Consumers love ephemeral content. Why? Its fleeting nature of ephemeral content creates FOMO in audiences across social media.

With both Instagram and Facebook jumping on the ephemeral bandwagon, 2018 will see a spike in new ephemeral features on social media. This is a great opportunity for influencers and marketers to capitalize off the high engagement rates ephemeral content sparks.
INCREASED AI/VR INTEGRATION

With large advancements in the artificial intelligence and virtual reality industry, marketers and influencers can expect to see more AI and VR features integrated into their social channels.

AI features we predict to see a rise in include image recognition software and a rise in social chatbots. In terms of VR, we see social channels expanding the technology from filters to more immersive experiences.

2018 TRENDS FOR MARKETERS

- Higher Budgets
- Always-On Campaigns
- ROIS Measurement
Who’s ready for larger influencer budgets?

39% of marketers plan to increase their influencer budgets in 2018. On average, 2018’s influencer budgets will range between $25K and $50K.

52% of marketers aim to leverage several different types of influencers in 2018, with 44% planning to enhance other digital channels’ performance with influencer content.

ALWAYS-ON CAMPAIGNS

No longer are the days of one-off, short-term influencer campaigns. 2018 will usher in a new era of “always-on” influencer marketing.

Engaging influencers that brands have already worked with, long-term campaigns will produce more authentic content and leave stronger impressions on social audiences.
ROIS MEASUREMENT

Measuring the return of an influencer campaign can be difficult. In fact, 76% of marketers listed it as their No.1 challenge in 2017.

Coining the term Return on Influencer Spend or ROIS, Influicity anticipates an increase effort from marketers to perfect influencer campaign measurement. In an effort to better measure ROIS, Influicity predicts marketers will increasingly engage turn-key solutions, agencies, and influencer software companies.

2018 is projected to be a ground-breaking year for influencer marketing. From new content styles and social media advancements, to increased marketing budgets and longer campaigns, there’s a lot for the industry to look forward to in the upcoming year.