



How much do you *really* know about influencer marketing?

Influencer marketing is not a new concept. In fact, some believe it can be traced back as far as ancient Rome where gladiators endorsed products.¹ However, the explosive growth of social media gave influencer marketing an entirely new lease of life – and also gave marketers a new way to generate sales and revenue. Searches for “influencer marketing” in Google UK grew by 400% between 2016 and 2021,² so it’s clearly becoming a big part of the marketing conversation.

But as a practitioner in the field, how much do you really know about the influencer marketing landscape? Well, there’s only one way to find out - answer our quiz questions and see...

[Take the quiz](#)

Sources: ¹Forbes | ²microbizmag



Question 1:

What percentage of marketers believe influencer marketing to be an effective form of marketing?

90%

75%

60%

33%

Correct!

Well done – you’re off to a great start. Yes, 90% of respondents to an influencer marketing survey indicated that they believe influencer marketing to be effective.³ It’s so good in fact, that 89% of marketers say that the ROI of influencer marketing is comparable or better than other marketing channels.⁴

Next question

Sources: ³Influencer Marketing Hub | ⁴Shopify



Question 1:

What percentage of marketers believe influencer marketing to be an effective form of marketing?

90%

75%

60%

33%

Incorrect!

Incorrect. It was 90% of respondents to an influencer marketing survey that said they believe influencer marketing to be effective.³ It's so good in fact, that 89% of marketers say that the ROI of influencer marketing is comparable or better than other marketing channels.⁴

[Next question](#)

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Question 2:

What percentage of brands use the same influencers across different campaigns?

31%

56%

74%

92%

Correct!

Bang on. Just over half of brands prefer to develop long-term relationships with influencers rather than finding another influencer every time they run a campaign.⁵ Larger businesses might have a list of influencers to choose from, but it's clear that authentic relationships are important.

[Next question](#)

Source: ⁵Internet Retailing



Question 2:

What percentage of brands use the same influencers across different campaigns?

31%

56%

74%

92%

Incorrect!

Actually, just over half of brands prefer to develop long-term relationships with influencers rather than finding another influencer every time they run a campaign.⁵ Larger businesses might have a list of influencers to choose from, but it's clear that authentic relationships are important.

[Next question](#)

Source: ⁵Internet Retailing



Question 3:

What percentage of marketers *don't* measure the ROI from their influencer campaigns?

4%

16%

28%

33%

Correct!

Spot on - 33% of firms don't measure their influencer marketing ROI.⁶ Whilst this of course means that two-thirds do, it's still staggering to hear that so many influencer marketers are unable to prove their worth to the business.

[Next question](#)

Source: ⁶Influencer Marketing Hub



Question 3:

What percentage of marketers *don't* measure the ROI from their influencer campaigns?

4%

16%

28%

33%

Incorrect!

Nope, and you may be surprised to read that actually 33% of firms don't measure their influencer marketing ROI.⁷ Whilst this of course means that two-thirds do, it's still staggering to hear that so many influencer marketers are unable to prove their worth to the business.

[Next question](#)

Source: ⁷Influencer Marketing Hub



Question 4:

What is the average engagement rate for micro-influencers on Instagram? Be aware that for mega-influencers it's 1.21%.

0.21%

1.37%

3.86%

5%

Correct!

Well done! Believe it or not, micro-influencers on Instagram boast an average engagement rate of 3.86% – declining to just 1.21% for mega-influencers. On TikTok, micro-influencers enjoy 18% with mega-influencers just under 5%.⁸ It would seem that reach is not all it's cracked up to be.

Next question

Source: ⁸Shopify



Question 4:

What is the average engagement rate for micro-influencers on Instagram? Be aware that for mega-influencers it's 1.21%.

0.21%

1.37%

3.86%

5%

Incorrect!

Nearly, but not quite. Believe it or not, micro-influencers on Instagram boast an average engagement rate of 3.86% – declining to just 1.21% for mega-influencers. On TikTok, micro-influencers enjoy 18% with mega-influencers just under 5%.⁸ It would seem that reach is not all it's cracked up to be.

[Next question](#)

Source: ⁸Shopify



Question 5:

What percentage of influencer marketers believe that engagement is the ultimate marketing KPI?

19%

34%

62%

81%

Correct!

Yup. 81% of influencer marketers believe that engagement is the ultimate marketing KPI – with all others paling in comparison.⁹ The engagement content receives is a definite measure of success, however, other metrics such as website traffic, impression, follower growth and sentiment data can prove just as valuable.

[Next question](#)

Source: ⁹Shane Barker



Question 5:

What percentage of influencer marketers believe that engagement is the ultimate marketing KPI?⁹

19%

34%

62%

81%

Incorrect!

Nope it's more than that. 81% of influencer marketers believe that engagement is the ultimate marketing KPI – with all others paling in comparison.⁹ The engagement content receives is a definite measure of success, however, other metrics such as website traffic, impression, follower growth and sentiment data can prove just as valuable.

[Next question](#)

Source: ⁹Shane Barker



Question 6:

What percentage of brands running influencer campaigns in-house say that finding influencers is the most significant challenge for them?

14%

34%

47%

89%

Correct!

Correct. 34% of brands running influencer campaigns in-house say that finding influencers is the most significant challenge for them.¹⁰ This number has decreased from 39% last year due to the rise in influencer marketing platforms.¹⁰ But whilst the difficulty in finding influencers is decreasing, does this necessarily mean they are choosing the right people?

[Next question](#)

Source: ¹⁰BB3 Advertising



Question 6:

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Source: ¹⁰BB3 Advertising



Question 7:

Influencers in which follower range offer the best combination of engagement and broad reach?

<5k followers

5k-10k followers

10k-100k followers

+100k followers

Correct!

Well done. It's Influencers in the 10k-100k follower range who offer the best combination of engagement and broad reach.¹¹ Research has found that an increase in followers can result in a decrease in engagement rates, this follower range could be considered the influencer marketing sweet spot.

Next question

Source: ¹¹Influencer Marketing Hub



Question 7:

Influencers in which follower range offer the best combination of engagement and broad reach?

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Incorrect!

Unlucky. It's actually Influencers in the 10k-100k follower range who offer the best combination of engagement and broad reach.¹¹ Research has found that an increase in followers can result in a decrease in engagement rates, this follower range could be considered the influencer marketing sweet spot.

[Next question](#)

Source: ¹¹Influencer Marketing Hub



You got 2 out of 7 correct

Aspiring Expert

It's no secret that influencer marketing can be a difficult task. But unfortunately, the time you spend learning and planning is also time spent missing opportunities and revenue. So, let us make it easy for you. At Influencer Intelligence, we do things differently. We know that developing authentic, collaborative relationships with influencers is invaluable to your marketing strategies, which is why, we've combined a data-driven platform with a dedicated team of in-house analysts to help you navigate the influencer marketing landscape with ease.

With Influencer Intelligence, you'll be able to:



Discover

Access hundreds of thousands of verified influencers and celebrities globally



Evaluate

Find talent that aligns perfectly with your audience by comparing influencers across multiple data points



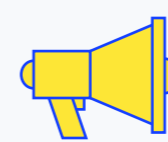
Plan

Maximise campaign impact with access to over 7,000 key events and awareness days



Manage

Handle all your influencer marketing activity in one place. From running multiple campaigns, accessing important contact details and collaborating with teams using profile and data exports



Measure

Quantify your campaigns using our powerful measurement tool and personalised dashboard

Plus, our dedicated team of expert analysts are on hand to help support you in your bespoke projects, so you can be sure that you have the insights, metrics and expertise you need to deliver real results in your influencer campaigns.

To see why we are *the number one choice for global brands and agencies*, and to hear more about how we can help you maximise your influencer marketing efforts, simply complete the form below and we'll be in touch...



Your name

Company

Email address

Phone number



You got 4 out of 7 correct

Rising Star

Look at you go, you're doing great. Like so many businesses, you clearly have enough knowledge to see results from your influencer marketing. But, what if you could easily take that next step and become an industry leader? Well, we can help. We know that developing authentic, collaborative relationships with influencers is invaluable to your marketing strategies, which is why, we've combined a data-driven platform with a dedicated team of in-house analysts to help you navigate the influencer marketing landscape with ease.

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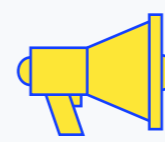
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You got 6 out of 7 correct

Hall of Famer

It's clear you know your way around influencer marketing. You're likely seeing good results and even measuring the ROI of your campaigns. But remember, good is the enemy of the best. The fact you are seeing good performances doesn't mean it couldn't be better... or easier. So, let us help. At Influencer Intelligence, we do things differently. We've put authentic data and meaningful ROI metrics at the heart of our influencer marketing platform, allowing you to quantify your campaigns with advanced analytics and successfully track and evaluate the value of your influencer relationships over time.

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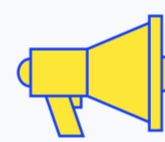
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