

2022

THE STATE OF INFLUENCER MARKETING

The Consumer Edition





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METHODOLOGY

To understand the state of influencer marketing in the UK in 2022, Cure Media conducted extensive research into the channel and the people who work within it, surveying over 1,000 consumers and 208 consumer marketing decision-makers across the UK.

The surveys were carried out in Spring 2022 to ensure findings were relevant and contemporary, and respondents were sourced from across different age groups, regions and genders to offer a broad spread of insights and opinions indicative of the wider market.

While this report focuses on the experiences, challenges and priorities of consumers, a separate report details the marketer's perspective and can be found [here](#).

Now, let's dive in!

THE PREMISE

Influencer marketing may still feel like uncharted territory in the marketing world, but this is not the case for Gen Z and millennials; influencers were mainstream before many of these consumers were old enough to make their own purchasing decisions.

Now, after more than a decade since their debut on social media, influencers have become an established source of fashion and lifestyle inspiration for all ages of consumers.

When taken together, Gen Z and millennials span nearly three decades. In this survey, consumers ages 18-25 denote Gen Z, ages 26-35 represent young millennials, and ages 36-45 are older millennials.

In the research that follows, we will explore the behaviour and preferences of these two hyper-connected generations as it relates to influencer marketing. And although no group of people this large can be generalised or typecast, we've managed to identify some of their common expectations of the brands and influencers they interact with.





SECTION 1.

INFLUENCERS' PREVALENCE IN SOCIAL FEEDS

THE PREVALENCE OF INFLUENCERS IN GEN Z AND MILLENNIALS' SOCIAL FEEDS



75%

of Gen Z and young
millennials see influencer
content at least once a day

30%

OF GEN ZERS AND YOUNG
MILLENNIALS VIEW
INFLUENCER CONTENT
MULTIPLE TIMES A DAY

When asked how often influencer content appears in their social feeds, the most common answer among Gen Zers and millennials was every day.

However, Gen Z and the younger subset of millennials are also quite likely to see influencer content even more often. 30% of Gen Zers and young millennials report seeing influencer content multiple times daily.





SECTION 2.

WHAT GEN Z AND MILLENNIALS LOOK FOR IN AN INFLUENCER

WHAT QUALITIES DO GEN Z AND MILLENNIALS LOOK FOR IN INFLUENCERS?

- 1 Enjoyable
- 2 Informative
- 3 Authentic



**AND WHAT QUALITY IS LEAST
IMPORTANT TO THEM?**

Being aspirational.

QUALITY #1: ENJOYABLE

The most important characteristic for an influencer to have according to Gen Z and millennials is that they are enjoyable.

This is a departure from the general survey population that ranked informativeness as the most vital influencer characteristic. Gen Z and millennials' preference for 'enjoyable' influencers may be a surprise for those who still associate influencers with envy-inducing lifestyles above all else, especially considering that being aspirational is the lowest ranking influencer characteristic. This indicates that Gen Z and millennials no longer expect influencers to live lavishly to merit a following, and instead, are more interested in how entertaining they are as a content creator.



QUALITY #2: INFORMATIVENESS

With so many influencers to choose from, these generations seem to prioritise those that add real value to their feeds. Today's consumers want the influencers they turn to for advice to be true experts in their field, whether that be fashion, beauty, interiors, or more niche areas like mental health or finance.

QUALITY #3: AUTHENTIC

The final characteristic Gen Z and millennials prioritise in influencers is that they are authentic. This is closely followed by how relatable they are for Gen Z.

Both of these characteristics, authenticity and being relatable, speak to Gen Z and millennials' savviness as consumers. They realise that while influencers are people just like them, they are also making a living or at least supplementing their income through product promotions and brand collaborations. By emphasising the importance of authenticity, these young consumers are asking influencers to be genuine advocates of the brands they work with, to accurately represent the products they promote, and above all else, to be their true selves while doing it.





SECTION 3.

THE INFLUENCERS

GEN Z AND MILLENNIALS

ARE MOST LIKELY TO FOLLOW



Gen Z is most likely to
follow micro-
influencers

Millennials are most likely
to have no preference for
the size of influencers they
follow

15. THE INFLUENCERS GEN Z AND MILLENNIALS
ARE MOST LIKELY TO FOLLOW

GEN Z

When Gen Z was asked what size of influencer they are most likely to follow, the most common responses were:

1. Micro-influencers (10,000 to 99,000 followers)
2. Macro-influencers (100,000 to 1 million followers)
3. And, being indifferent to the size of an influencer's following

Gen Z's preference for micro-influencers is indicative of the characteristics they look for in creators: enjoyable, informative, and authentic. For an influencer to embody these traits, they have to put great thought into their content and interact closely with their audience. This is simply not possible for mega or celebrity influencers who have too many followers to engage with them closely.



16. THE INFLUENCERS GEN Z AND MILLENNIALS
ARE MOST LIKELY TO FOLLOW

MILLENNIALS

Millennials were most likely to have no preference regarding the size of influencers they follow.

From this, we can infer that millennials are far more concerned with how enjoyable, informative, and authentic an influencer is than how well known they are. The takeaway here is that Gen Z and millennials alike are indifferent to how popular an influencer is as long as they are entertaining and a trusted source of information.



SECTION 4.

GEN Z AND MILLENNIALS' FAVOURITE CONTENT FORMATS

WHAT CONTENT FORMATS DO GEN Z AND MILLENNIALS ENJOY MOST?



Gen Z

Favourite: pre-recorded video

Least favourite: live video

Millennials

Favourite: impromptu posts

Least favourite: planned posts

Gen Z's content preferences tells us a lot about what young people look for when browsing social media.

When comparing pre-recorded and live videos to one another, the biggest differences are their production value and entertainment per second. Pre-recorded videos enable creators to thoughtfully plan out their content and edit it to be as engaging as possible throughout. Live videos, on the other hand, can suffer from disorganisation, lags, and lengthy voids in content. Simple adjustments like ensuring a stable internet connection and more thorough pre-planning could help this content format regain Gen Z's interest.



IMPROMPTU POSTS ARE MILLENNIALS' FAVOURITE CONTENT TYPE.

Impromptu content provides an authentic and more honest look into influencers' lives. The importance of spontaneity and authenticity to millennials is especially clear considering planned posts are the content type they enjoy least. All creators should keep this in mind when working on their content plan. Millennials want to see the unairbrushed version of influencers' lives and will engage more with content they interpret as being impromptu.



21. GEN Z AND MILLENNIALS' FAVOURITE
CONTENT FORMATS



SECTION 5.

GEN Z AND MILLENNIALS' VIEW ON INFLUENCERS' TRUSTWORTHINESS



GEN Z IS MOST LIKELY TO TRUST A
RECOMMENDATION FROM A MICRO-INFLUENCER

MILLENNIALS TRUST RECOMMENDATIONS FROM ALL
SIZES OF INFLUENCERS EQUALLY



72%

Gen Z and young millennials are 72% more likely to trust an influencer's recommendation if they recommend the same products or brand multiple times



The importance of relationship-building as an influencer is clear when you look at how consumers trust different sizes of influencers.

In our survey, Gen Z respondents said they would be the most likely to trust a recommendation from a micro-influencer, while millennials most commonly said they trust all sizes of influencers the same. Gen Z and millennials' responses around what size influencer they are most likely to follow therefore matches those they trust most. This affirms the importance of creating trust when using influencer marketing.



25. GEN Z AND MILLENNIALS' VIEW ON INFLUENCERS' TRUSTWORTHINESS

A clear way to deepen Gen Z and millennials' trust in influencer marketing even further is through ongoing campaigns with the same influencers.

We found that when an influencer recommends the same product or brand multiple times, as opposed to only once in a paid ad, Gen Z and young millennials were 72% more likely to trust their recommendation. For those in the influencer marketing industry, this shows that building long-term relationships between brands and influencers is key to earning consumers' trust, especially among younger audiences.

LET'S WRAP THINGS UP

Influencer marketing is a highly valuable channel for consumers and brands alike. However, to ensure the continued growth of this channel, there are some things that brands, content creators, and influencers need to keep in mind.

Gen Z and millennials are looking for influencers that provide entertaining content, are experts in their fields, and are authentic while doing it. Brands that embrace influencers with these qualities are likely to stand apart from the competition. Especially from those still focused on creating envy-inducing content with mega and celebrity influencers.

Trust is at the core of influencer marketing and sets it apart from all other channels. Brands eager to catch the attention of Gen Z and millennials can confidently turn to long-term influencer marketing partnerships as a way to nurture this trust.



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REPORT

Curious to learn more?

Check out "The State of Influencer Marketing 2022: The Marketer's Edition" and "The State of Consumer Behaviour"

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