

# 15+ Ways The B2B Influencer Marketing Industry Is Changing



From the 2022 B2B Influencer Marketing Report

These 15+ top insights from the 2022 B2B Influencer Marketing Report highlight key industry shifts in B2B influencer marketing, informed by the team at TopRank Marketing and an impressive group of many of the world's leading B2B marketers at major global B2B brands.



There's much to learn from these eye-opening take-aways, to inform your own B2B influencer marketing efforts in the push towards 2023 and beyond, so let's take a look.



**79%** of marketers indicated that B2B influencer marketing will grow in importance for their business over the next 12 months



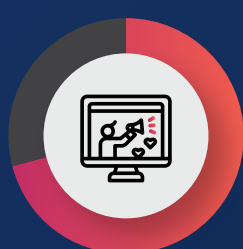
**63%** said their marketing would have better results if they had a B2B influencer marketing program



**85%** of B2B brands believe interest in working with influencers in the coming 12 months will increase.



**96%** of B2B marketers plan to keep some or most changes made in the past 2 years including working with influencers.



**71%** of marketers indicated influencer marketing became more important during the pandemic.



**86%** of B2B brands consider their influencer marketing successful.



**69%** of respondents using always-on influencer campaigns said their organization's B2B marketing efforts were moderately successful, versus 55% who run periodic campaigns.



**69%** of respondents using always-on influencer campaigns said their organization's B2B marketing efforts were moderately successful, versus 55% who run periodic campaigns.



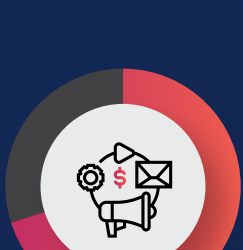
Over **73%** of B2B marketers report an increase in interest in influencer marketing over the past year



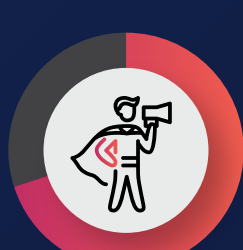
And **80%** say they expect interest to continue to grow over the coming 12 months



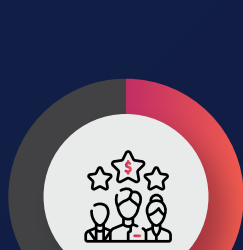
**80%** of B2B marketers' influencer marketing budgets will increase or stay the same into 2022



**70%** of the marketers with extremely successful marketing programs include influencer marketing in their mix



Over **70%** of those who changed strategies due to the pandemic said that influencer marketing became more important



**42%** of B2B marketers say their B2B influencer marketing spending will stay the same over the next 12 months



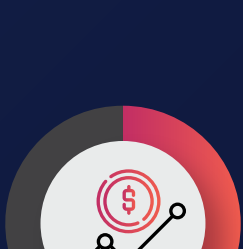
Over **70%** of B2B marketers agree that their customers rely on advice from industry experts and insiders.



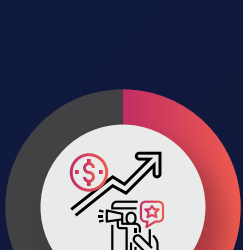
**31%** of B2B marketers use influencer marketing software themselves



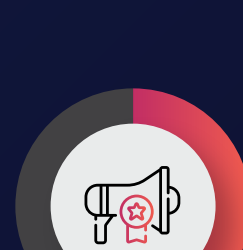
And **43%** work with an agency to source influencers



**38%** of B2B marketers say their B2B influencer marketing spending will increase over the next 12 months



**1/3rd** of respondents said influencer marketing directly contributes to sales and revenue.



And **50%** said it helps with brand recognition, awareness, and lead generation.

Learn hundreds of additional B2B influencer marketing insights from the world's top B2B marketers at major global brands including LinkedIn, SAP, Adobe, Intel, Cisco,

Demandbase, Oracle, SAS, Deloitte Digital and many more featured in our groundbreaking free 59-page B2B Influencer Marketing Research Report, available at:

[2022.InfluencerMarketingReport.com](https://2022.InfluencerMarketingReport.com)

Learn how to elevate your B2B marketing with influence by visiting:

[TopRankMarketing.com](https://TopRankMarketing.com)