

20 Key Insights From The

# 2022 B2B Influencer Marketing Report

## B2B INFLUENCER MARKETING



These 20 key insights from the 2022 B2B Influencer Marketing Report are informed by the team at TopRank Marketing and an impressive group of many of the world's top B2B marketers at leading global brands. Use these surprising take-aways to inform your own B2B marketing efforts in the push towards 2023 and beyond.

**1/3** of B2B brands report influencer marketing has led to increased sales/revenue.



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



**65%** of B2B brands say internal executives have been effective at increasing the influence of the brand.



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



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



**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.



**100%** of B2B marketers who reported having an always-on program said it was successful, with 31% reporting "very successful."



**20%** of respondents said they maintain an active community and network of influencers, while 50% said they would like to.



Employee shares tend to get 8x more engagement and 561% of the reach that brand messages do.



**73%** of those spending under \$50,000 said their influencer marketing was not successful, while 0% of those spending over \$100,000 said the same.



**40%** of the report's respondents said they used no influencer marketing tools.



**87%** of respondents said that having an audience's trust and reaching a relevant audience were must-haves for their influencers. By contrast, only 49% said size of audience was an essential consideration.



**31%** of respondents using always-on influencer campaigns said their organization's B2B marketing efforts were very successful, versus 19% who run periodic campaigns.



77% of respondents said they work with industry experts and analysts, 55% with executives from their own company, 48% with niche experts, and 47% with customers.



Learn hundreds of additional 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 2022 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)