

15+ Reasons B2B Brands are Leveraging Influencer Marketing

and how adding humanized content strategy is driving more results than traditional marketing



B2C brands aren't the only ones creating impact through influencer programs. B2B companies are leveraging B2B content creators, subject matter and industry experts, authors and thought leaders more and more.

Let's check out the advantages that B2B influencer marketing holds over traditional marketing strategies.



New analysis published in the Harvard Business Review has shown that average brand boost could reach **16.6%** by properly utilizing influencer marketing.



With influencer originality accounting for a **15.5%** percent rise in return on investment (ROI).



As **59%** of marketing leaders noted that they considered B2B influencer marketing a priority today, and



64% pinpointed it as a top priority over the upcoming three to five years, according to recently-released survey data from the Association of National Advertisers (ANA).

Influencer marketing has emerged as the key way B2B brands can create impact and help recession-proof their marketing strategy.



U.S. organizations are expected to spend **\$6.16 billion** on influencer marketing during 2023

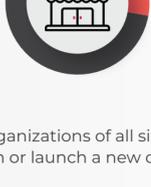


Climbing from the **\$5 billion** seen during 2022, as influencer marketing has been more resilient than other forms of marketing, with influencer marketing budgets staying strong, according to recently-published forecast data from Insider Intelligence.

Enduring Relationships & Increased Thought Leadership



42% of organizations with more than 1,000 employees work with influencers and content creators.



While only **28%** of smaller businesses with under 100 workers do, according to Hootsuite's newly-released annual social trends report.

2023 is likely to see more B2B organizations of all size either expand their existing influencer program or launch a new one.



85% say influencer marketing is on the rise. B2B marketers expect to see an increase in influencer marketing and plan to continue to invest in the level of program sophistication and their always-on, relationship-based influencer communities.

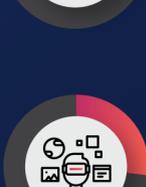
B2B influencer marketing programs help boost brand awareness and content engagement.



In fact, **32%** of marketers and influencers have said that influencer marketing has increased engagement.



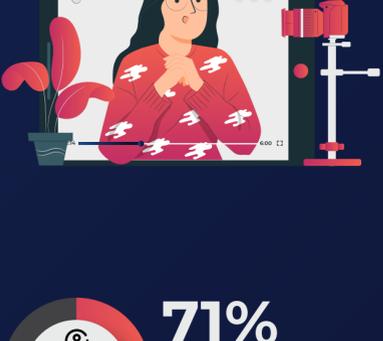
While **65%** of marketers said that influencer marketing works more often than it fails, recent data has shown.



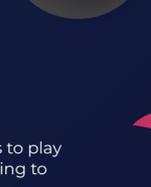
30% of consumers have reported that recommendations from influencers are among the most important factors in purchase decisions.



More than the **27%** who pointed to friends or family, while an upcoming greater reliance on influencers has joined greater adoption of virtual reality (VR) and augmented reality (AR), according to HubSpot's look at the future of social media.



25.5% of internet users between 16 and 64 say they watch influencer videos and vlogs each week, according to Meltwater.



20.8% of social media users use social platforms specifically to follow influencers, according to Meltwater.



71% of brands expect influencers to play a bigger role in 2023, according to Meltwater.



In 2022, \$27.51 billion was spent on online influencer activities, which was a **20.4%** increase year-over-year, according to Meltwater.



Influencer advertising represented **4.1%** of total digital advertising spending during 2022



A rise of **4.6%** percent year-over-year, according to Meltwater.

Check out more B2B influencer marketing insights from the world's top B2B marketers from major global brands like LinkedIn, SAP, Adobe, DemandBase, Deloitte Digital and more in the 2022 B2B Influencer Marketing Report, available here:

2022.InfluencerMarketingReport.com

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