
MARKET FACTS!

MARKET FACT #378

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46%

of MARKETERS in the U.S.A. were working with 1-to-5 influencers per campaign (2023).

DATE: September 28, 2024

COMMENT: Marketers are in control when it comes to defining how many CREATORS should get work (and also get paid). Additionally, because of MASSIVE competition online nowadays, Creators are having to fight every single post from everyone else to get attention. Hence why this: "That's a big drop compared with 2021, when the most common number of influencers per campaign was between 11 and 20." SOURCE: EMARKETER - 3 shifts and opportunities in the creator economy. The Game of Winning Attention for your business has never been so brutal. Not even Creators are keeping up. The days of throwing money at Influencers and expecting sales to grow are long gone.

A MESSAGE FOR BRANDS

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