

**ASSEMBLY**

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# 2024 Influencer Trends Report

Quarter 2

# 2024 Outlook

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Influencer marketing is currently a substantial force and with **marketers predicted to spend over \$7.1B on influencers in 2024\***, it shows no signs of slowing down. Every year we see new social media platforms, different content formats, and innovative ways for brands to interact with potential customers continue to emerge.

It's crucial for influencers to promptly capitalize on the latest trends and technologies, **like AI integration and TikTok Shop**, to provide brands with the necessary tools to stand out. By doing so, they can establish their credibility and competence, increasing their demand as a potential partner. While creating a brand appeal is important, **the best influencers find the balance between creating relevant content that stands out and remaining authentic** to who they are and what they value.

Meanwhile, brands will be interested in capitalizing on these trends and innovations to enhance their viewership, garner fresh prospects, and increase overall revenue, all while **keeping DEI representation and increased influencer budgets** top of mind.

With such a saturated market and rapidly evolving social media landscape, how can creators and brands stand out? **More on that inside >>**

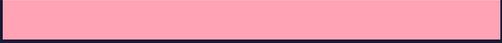
*\*Statista.com*



# The Numbers: A 2024 Outlook



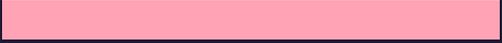
**\$6.16B**



Amount of US marketing spend in 2023.\*



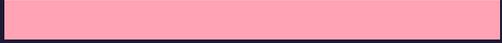
**67%**



Of marketers plan to increase their influencer marketing budget in the next year.\*



**\$22.2B**



The estimation of global influencer marketing market size by 2025, more than double what it was in 2020.\*\*

\*Influencermarketinghub.com, \*\* Statista.com,



# 2024

## Ins

Pay Transparency

Increased Influencer Budgets

Trusting Influencers

Value-added Content

Trendjacking Where It Makes Sense

Paying Influencers In Product and \$

Size Options For All

Researching A Product Before Buying

Ads That Fit Organically Into The Content

## Outs

Paying Influencers In Product Only

Overconsumption

Too Curated Of Content

Influencer Not Taking Up a Significant Share of Marketing Budget

Content That Feels Like An Ad

One Size Fits All

Too Much Brand Control Over Content

Trendjacking Every Trend

Seeded Content



# The Key Themes of 2024



## *Authenticity*

Authenticity is your brand currency. Consumers are getting smarter; they crave real connection and can easily spot ingenuine content.



## *Money Talks*

Influencers begin to educate each other on partnership fees, aiming to create equal pay for all.



## *Beyond The Creator*

Brands aim to reach new audiences by tapping into AI advancements and diverse style of influencers.



## *Shop 'Til You Drop*

Popular online retail methods in China begin to trickle into the US markets, creating a surge for social commerce.



# Trends



# The Trends

## **Micro-influencers drive macro impact**

Fostered communities drive strong conversion rates.

## **Long-term partners are the new norm**

Ongoing partners unify brand messaging, increase visibility, and build deeper relations with audiences.

## **Curb The Curation**

Audiences welcome less polished content as they are looking for deeper connections.

## **Inclusive Community For All**

Diverse representation is a must for healthy influencer programs.

## **Show Me The Money**

Influencers expect higher budgets as pay transparency increases.

## **Hi Ai**

Integration of AI in the influencer space will increase.

## **Employee Influencers**

A new wave of brand ambassadors.

## **LinkedIn has entered the group chat**

Brands are tapping into thought leaders to reach new audiences.

## **QVC Meets Reality TV**

Live-stream shopping has become an integral tool for social commerce.

## **TikTok Enters the E-Commerce World**

And becomes another funnel for affiliate marketing.



# The Authenticity Loop

*Authenticity Has Three Main Factors: Value, Content, Communication*



- + Identify + build relationships with partners whose values align with your brand's. As you learn who is the right fit, **drive efficiencies with long-term partnerships.**
- + Partners can easily create content that is authentic to their unique storytelling style *and* your brand + products (#winning).
- + Creators *must* bring authenticity to their feeds as well. **When identifying potential partners**, look for those **whose content** (voice, message, creative) **feels unique, genuine, + trustworthy.**
- + This is especially important today as **consumers expect influencers to share more raw moments** alongside their glossy feeds.
- + Ensure **conversations with influencers are personal and one-to-one**, to demonstrate that *your brand* is authentic, values their work, and genuinely wants to partner.
- + Resist the urge to control the content or put words in their mouths. **It's never just 'pay to say.'**



# Micro-influencers drive macro impact

*Fostered communities drive strong conversion rates.*

- + Master of their niches, these creators are passionate, enthusiastic thought leaders who focus on fostering their community – creating a loyal audience that *trusts* the influencer. When they promote a product, their followers listen as it feels like getting a recommendation from a friend.

### What This Means For Brands >>

- + Smaller influencers are eager to work with brands (often at a lower fee) making them ultra-appealing to work with. **Almost 70% of brands are planning to mostly utilize nano and micro-influencers in 2024\***.
- + The organic engagement created cannot be bought with traditional advertising. These cost-effective partnerships are appealing as they drive strong conversions, at a fraction of the cost.
- + The more authentic the content, the deeper the connection. The deeper the connection, the more trust is built. The more the audience trusts the influencer, the more they will trust your brand when they partner with you.

\*Influencer Marketing Hub



# How To Identify Micro-Influencers



All Assembly influencer clients have access to analytical tools and influencer management platforms. Captiv8 is our platform of choice for identifying partners more efficiently through technological and AI features.



Search your existing following base! Creators often follow brands they want to work with. Seek out creators who stand out based on their name and high-quality profile pictures.



Assembly works with clients to identify relevant hashtags, using them to search for influencers in their brand's niche to partner with.



As part of Assembly's standardized outreach practice that we implement through all clients, once an influencer is deemed a potential fit, we reach out via social DMs or email (if included in bio).

# Long-term partners are the new norm

*Ongoing partners unify brand messaging, increase visibility, and build deeper relations with audiences.*

- + A trend that held strong in 2023 for its ability to drive scale and efficiencies, brands will continue to seek out long-term partnerships to facilitate trust and authenticity with their consumers, **with 63% of brands planning to use the same influencers over one-off partnerships.\***

## What This Means For Brands >>

- + Long-term partners facilitate qualities of trust and authenticity, showing consumers the relationship with the creator is genuine, and that the influencer truly backs their products. In turn, this helps build trust in *your* brand.
- + Rather than securing as many partners as possible, consider locking in a few key creator partners for the season. Having go-to partners reduces the need for outsourcing content creation and takes the pressure off your internal teams, reducing time spent seeking out and negotiating partnerships.

**Reminder>>** Partner consistently, but don't lean too hard into a single creator. Audiences fatigue.

\*Influencer Marketing Hub



# Curb The Curation

*Audiences welcome less polished content as they are looking for deeper connections.*

- + As consumers crave real, raw relationships they seek this out in social content. Gone are the days of spending hours perfecting and planning posts to create an aesthetically pleasing grid. Thanks to TikTok, this casual “Facetime” style, more in-the-moment content has trickled over to all platforms as audiences resonate with these real-life moments.

## How To Inspire Content Creation >>

- + Give creators the freedom to create! Authenticity shines when they can express their creativity and be themselves. Trust that they know their audience best. Provide clear campaign objectives in your brief but don’t micromanage the process.
- + Tap into personal storytelling! **With 57% of consumers thinking content feels most authentic when they share their experience with the product\***, encourage creators to share theirs. This a good opportunity to showcase how and why to use your brand.
- + Educate influencers on your product, rather than give scripted messages.

\*Impact.com



# Inclusive Community For All

*Diverse representation is a must for healthy influencer programs.*

- + The recent backlash of branded Superbowl Ads including mostly white, male celebrities and the Oscars for the lack of female representation in the nominees shows that diversity across *all* industries is still critical to keep top of mind, and with **nearly 60% of influencers feeling like they've been discriminated against,\*** it should remain a key area of focus for brands wanting to create a sustainable, inclusive program.
- + It's important to note **diversity is not a trend.** Brands need to embed it in their ethos, focusing not only on inclusivity but also on removing any traces of exclusivity, like biases and outdated norms that you might not realize are showing up in your owned or partnered content.

## ACCOUNTABILITY>>

As you continue thinking about diversity and inclusivity, we challenge you to conduct an internal DEI audit of brand and partnered content. **See our DEI Audit Checklist ->**

#JusticeForGretas: The Oscar Nominations Proved We're Still Living In A Man's World

**Super Bowl Ads: Diversity efforts fall far short of a touchdown**

\*Influencer Marketing Hub



# DEI Audit Checklist

## Talent Lists

*Who's on yours? Is your talent list as diverse as you think it is? Do your target creators/past partners effectively represent your brand values and the brand you are trying to become?*

## Fees Paid

*Are you paying partners fairly? Audit your last partnerships to ensure you know who you've paid what. While there is no universal fee chart and each creator is unique, you should establish some guardrails to help determine how you pay partners. These should be based on followership, engagement, and deliverables.*

## Creative Briefs

*Does your campaign and/or brief include stereotypes, non-inclusive language, or micro-aggressions that are offensive or exclusionary?*

## Team Diversity

*Is the team running things behind the scenes bringing diverse perspectives when identifying partners? Have team members undergone inherent bias training? If not, consider organizing.*



# Show Me The Money

*Influencers expect higher budgets as pay transparency increases.*

@kelly.marcelo



- + Dubbed the “Glassdoor for Influencers,” ‘F You Pay Me’ challenges the influencer space, urging for pay transparency and educating creators on their worth, allowing them to leave and read reviews on what it’s like to work with a brand and how they pay.
- + “What I made in 2023 ” videos aim to empower others to charge more for their services. In some cases, the fee hikes may seem high, but influencers have something brands want, and brands have proven they are willing to pay.
- + **Caution>>** Stay wary of coming into the partnership thinking you’ll only “pay” in product as this might risk brand reputation by disrespecting the influencer.

**#salarytransparency**  
14.3K posts

*Conversations around pay transparency grow on TikTok, with many creators taking the “we’re all in this together” approach. The more influencers are educated in this space, the more fair wages they can receive.*

**#paytransparency**  
5184 posts



# How To Manage Rising Influencer Fees

**Transparent and consistent pricing model rooted in measurable metrics** such as followership, engagement rate, and content deliverables.

**Be willing to give a budget first.** Provide context around where it came from. Don't play chicken with the influencer re: "standard rates."

Consider **longer-term relationships with your favorite creators** to drive efficiencies. As you offer more consistent work, you can potentially negotiate discounted rates.

**There are more fish in the sea!** If an influencer is outside of your budget, that's okay. Find someone else that fits your brand values and campaign budget.

**Avoid choosing partners based on low fees alone.** These partnerships likely won't yield the results you want as they tend to feel inauthentic and transactional.

*With over 10 years of influencer experience, ASM has developed a standard approach to navigating through budgeting and fee conversations with clients. If you have any questions or choose to discuss our programs further, please reach out to our EVP Toni Box at [toni.box@assemblyglobal.com](mailto:toni.box@assemblyglobal.com)*



# Hi Ai

*Integration of AI in the influencer space will increase.*

@victoria\_winter



- + Whether you're ready to embrace it or not, AI is forging new pathways and quickly transforming the way brands and creators interact with their audience, streamlining the marketing process to enhance campaign accuracy and effectiveness.

## How The Influencer Space Is Using AI >>

- + *Analytic Tools*: Suggests content strategies, optimal post times, and best formatting to maximize engagement.
- + *Content Curation*: Generate captions + images, or suggest themes based on trends + current audience interests, allowing high-quality content to be produced quickly.
- + *Partner Identification*: Recommend influencers that meet brand or campaign standards.
- + *Virtual Influencers*: While there is much debate over robot influencer, [Lil Miquela](#), on whether audiences can genuinely connect with a non-human, [Nobody Sausage](#) is shaking up the conversation. This AI creator aims to entertain through relatable, yet humorous videos. With 7.8M followers on Instagram, this mighty meat proves AI influencers can drive results, if done in a way that sparks real human emotion.

*Some creators are becoming a resource aiming to educate others on the best use cases and what to stay cautious of as AI rapidly evolves. In this video, Victoria shows how misleading it can be by sharing a clip that was fully created by AI, with many of her followers shocked that it wasn't her.*



# Considerations For AI Integration

*While there are many advantages, concerns about authenticity arise as AI-generated content lacks key elements of influencer marketing – genuine experiences and human touch. When planning your AI integration strategy, consider how to find the balance between artificial and personal touch to maintain brand integrity.*

Be **cautious of relying too much on AI** (remember authenticity reigns supreme). Overuse can make the content seem over-polished or fake, **risking the loss of a real-life connection** with the audience.

Trust issues may arise as AI can create too artificial of a scene, **misleading followers and creating a potential disconnect** with the audience who follows you for your true brand values.

AI-created influencers spark concerns around diversity as **many argue that using AI to mimic diverse backgrounds lacks real depth and reduces the importance of cultural experiences** down to aesthetics.



# Employee Influencers

*A new wave of brand ambassadors.*

@branbran1997



- + A trend that aligns with the desire for transparency and authenticity, brands are tapping into employee-based content, utilizing them to build brand trust through personal + professional stories and behind-the-scenes looks. This ambassador-style content aims to push brand credibility, while also promoting products from a genuine lens.

## Why Use Employees >>

- + Serve as advocates who can humanize your brand and mission, helping to align your messaging and core values as your staff should embody the key characteristics of your brand.
- + Power in the people! Employee endorsements feel more organic and genuine as they are not hired spokespersons. Since there is no monetary requirement, they can also be a cost-effective way to increase reach and visibility.

*TikTok Creator + Coach Retail Employee, Brandon Nguyen, has dedicated his page to showcasing Coach products through casual, yet informative videos. With 186K followers and the top three videos driving 12M views, his ambassadorship plays a vital role in brand awareness and education.*



# LinkedIn has entered the group chat

*Brands are tapping into thought leaders to reach new audiences.*

- + Due to its volatile nature, it's predicted that thought leaders are shifting focus from X to LinkedIn, making waves for LinkedInfluencers – active members who've mastered the art of personal branding through thought-provoking conversations and sharing expertise on their niche subject matter.
- + As one of the only text-heavy platforms with high engagement rates, we've seen brands like [Intel](#) and [Hootsuite](#) tap into these creators to promote product or speak to company events.

## Things To Consider>>

- + The algorithm offers much organic visibility, with content focused on sharing knowledge and insights tending to get the most reach.
- + A less saturated platform offers more opportunity but remember **it won't be a fit for all brands**. Consider your industry and objectives before deciding if it's the right move for your business.
- + A successful partnership not only depends on creators that align with the campaign's focus, but creating a detailed brief that ensures content formatting supports what resonates on the channel and ties into relevant trends or topics.



# QVC Meets Reality TV

*Live-stream shopping has become an integral tool for social commerce.*

- + As live shopping has taken China by storm, with 87% of consumers attending live-shopping events at least once per month,\* this modern-day version of HSN has become increasingly popular in the US markets; and with platforms rolling out more live capabilities, we anticipate demand will grow in 2024.
- + While the Chinese markets prefer live shopping for functional reasons, like ease of use, US shoppers see it as a form of entertainment – emphasizing the need to create an immersive experience where viewers can discover products through interactive sessions.
- + Long-term partners can be the key to a successful live shopping event as they already understand your brand and know what the audience likes. A strong level of trust in the influencer will be needed to drive the “shoppertainment” piece. Giving creators the freedom to express their personalities allows the experience to feel more authentic and avoid coming off as overly scripted or too much like a commercial.

# Livestream Shopping

## How to Get it Right

### ENTERTAIN

Live videos can get boring fast. Keep audiences engaged with an **entertaining host**, **incentives to stay tuned in** (like giveaways or exclusive offers), **video-friendly visuals**, and a clear reason for being there.

### ADD VALUE

As with other content, your Live should be informative and provide added value to the audience. Ensure to **teach viewers and focus on things that can be easily demonstrated on camera** (product uses, style tips, etc..) Remember to ask questions to drive engagement.

### BE TIMELY

Focus on **collection drops/ product launches** or center each shopping promotion around a **timely theme**, such as “summer must-haves.” This helps spur interest and helps you avoid overwhelming shoppers.

Consider a series (e.g., the Tuesday drop) to stay top of mind. Be sure to go live when your audience is online!

### NOTABLE HOSTS

**Influencer hosts help broaden your reach and guarantee a fun dialogue.** Empower partners to bring their personalities to the forefront and be natural.

Consider “guest hosts” who can interact with each other and keep viewers engaged.

### DOUBLE DOWN

**Livestreams can also be repurposed into supplemental ad content** to help drive visibility and revenue.



# TikTok Enters the E-Commerce World

*And becomes another  
funnel for affiliate  
marketing.*

## TikTok Shop >>

- + Rivaling Amazon, TikTok Shop allows brands and creators to set up storefronts to showcase and sell products. Where it thrives is how it seamlessly pairs creators with brands and products – users can make purchases while navigating through short videos and live streams, offering a more engaging and interactive shopping experience.

## A New Affiliate Funnel>>

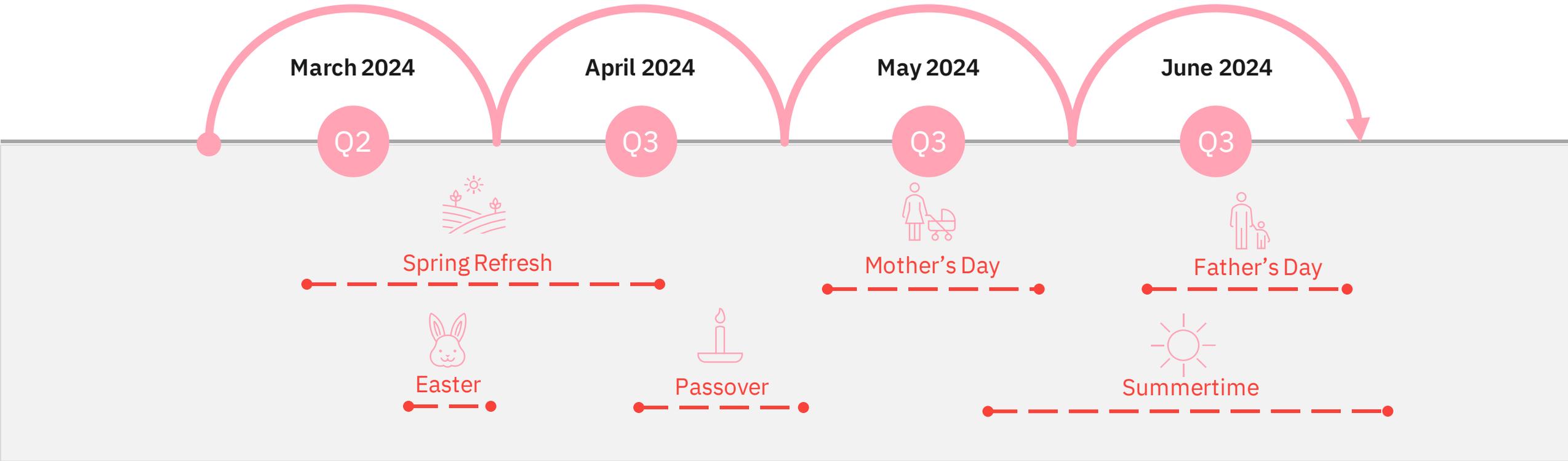
- + TikTok Shop's Affiliate Marketplace allows brands to advertise products and reward creators based on sales driven. Consider building out a diverse mix of content creators to produce authentic content featuring affiliate linking to reduce advertising costs, drive organic traffic, and extend brand reach. TikTok will be eager to attract new sellers and will likely keep commission fees lower than Amazon, while also offering payout and commission flexibility.



# Inspiration



# Key Dates To Inspire Content



# Content Trends Crushing It

*As you plan your influencer campaigns, consider tapping into trending content styles to increase brand relatability. If there's a specific trend you would like to tap into, seek out influencers who are already creating this type of content to ensure it can be done efficiently and in a way that will feel natural to their audience.*

## ASMR

Playing on the psychology of “satisfying” sounds, ASMR–style content (tapping, whispering, etc.) causes a sense of relaxation and comfort to those listening. Mostly seen in unboxing and product demo videos, this trend is a great way to draw people in.

## Silent Reviews

Charades, but for influencing. As content becomes saturated, creators are finding new ways to stand out. Silent reviews rely solely on facial expressions and visual cues to express how one feels about a product, book, recipe, etc. This engages the audience as they must fully watch the video to understand the review.

## ‘Of Course’

Involves filling in “I’m \_\_\_\_, so of course I \_\_\_\_.” Centered around humor, this trend is used to gently make fun of common stereotypes associated with a profession/identity or perceptions about an individual.

## POV

One of the most versatile trends, POV content speaks directly to the viewer, inserting them into a scenario from a first-person perspective. Content can range from a funny skit to a shared childhood experience, giving flexibility of how this trend can be done.



# Brands Crushing It

## *Poppi Is Poppin'*

- + At this point, we're sure you've seen at least one of your favorite influencers hop on the Poppi train. Through unique gifting and relevant content, the brand has positioned itself as the new name for soda.
- + Their recent partnership with TikToker, Connor Wood, hits all the boxes for a well-executed campaign. Leaning into the "ins and outs" trend that is common at the beginning of each year, this partnership spoke perfectly to authenticity. The video was low production and casual, Facetime-with-a-friend-like, as Connor sat in a park and spewed off his ins and outs for 2024.
- + Outperforming his organic content with 9.7M views, this example shows that brands don't need super-branded content to extend awareness and reach. The more relatable the content, the more natural to their feed it feels.

[@fibulaa](#)



what'd I miss ? [#sodasback](#) [#poppipartner](#) [@Poppi](#)



# Brands Crushing It

## Tuckernuck

- + Tapping into less curated, more in-the-moment content, Tuckernuck's partnership with chef Serena Wolf is a great example of integrating promotional content in a way that's authentic to the influencer and their feed. Serena shares a recipe, which is common for her content, while wearing Tuckernuck, referencing the brand in a subtle way that doesn't even feel like you're being served an ad. The video lives both on her feed and theirs.
- + Some content has an employee-focused angle, using their co-founder, Jocelyn Moore Gailliot, to show off their brand personality and give style advice. As a micro-influencer herself, she often engages with the audience, speaking directly to them to the camera in a casual manner that makes it feel like you're listening to a friend.

[@serenagwolf](#)



serenagwolf 🌟 **HOMEMADE HOT CHOCOLATE 3 WAYS!** Whether you keep it classic, get creative, or go boozy, homemade hot chocolate is fun for all ages. Check off Tuckernuck's seasonal Find the Fun List and head to Stories for my favorite toppings to add to a "Hot Chocolate Bar" as well as my @tuckernuck outfit details! Comment "recipes" if you'd like a printable recipe document sent directly to your DMs. #tuckernuckpartner #tuckernucking

[@jomoga](#)



tuckernuck 🌟 @jomoga rocking red in our new Poppy Stripe Hutton Dress ❤️



*Thank You.*

