



The State of Influencer Marketing

An industry analysis of branded partnerships and the strategies that reach success



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In *The State of Influencer Marketing* annual report, we share with you the results and insights from 1.5 million Instagram #ad posts'. This report offers a unique viewpoint on a rapidly growing industry which doubled its size in just one year. This year's edition includes selected works of influencers who have partnered with the industry's top brands. We hope this will help you get inspiration from the best performing brands when shaping your influencer marketing strategy for 2018.

Key Findings:

- 1,504,383 Instagram posts were tagged with #ad in 2017.
- Influencer marketing grew by 198% in 2017.
- Fashion and Beauty are the leading industries for partnerships.
- 83.9% of the #ad posts were posted by women.

Key Topics:

- * Growth of Instagram partnerships in 2017
- * Growth in times of FTC transparency guidelines
- * Industry demographics.
- * Industries leaderboard
- * Inspirational portfolio of influencer works

How We Measured:

- * Tracking influencer partnerships on Instagram that follow the FTC guidelines and included #ad or #sponsored hashtags in the caption.
- * Matching brands mentioned in the posts.
- * Statistical analysis of trends.

◆ X 2

Influencer marketing on
Instagram doubled in 2017.

Influencers published 1,504,300 Instagram posts with an #ad hashtag in 2017, compared to 767,800 in 2016.

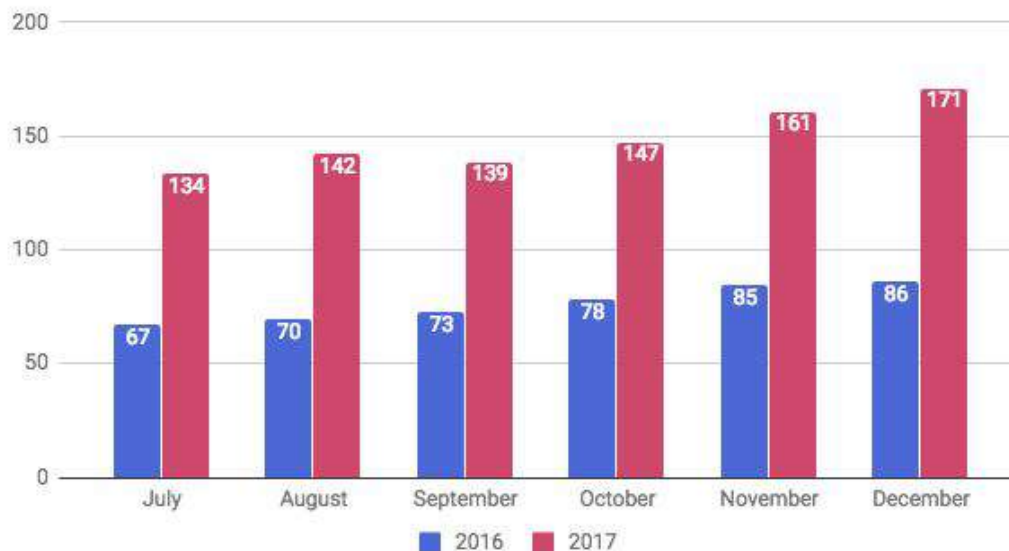
2017: The Year Influencer Marketing Doubled Its Size

1.5 million #ad posts were posted during 2017, double than the previous year



There were 1.5 million posts with an #ad hashtag on Instagram during 2017 - double the number of posts in 2016.

Volume of #Ad Posts on Instagram



◆ #Ad

Influencers posted
1,504,383 sponsored
posts on Instagram
during 2017.

2017: Sponsored Posts Reach New Heights

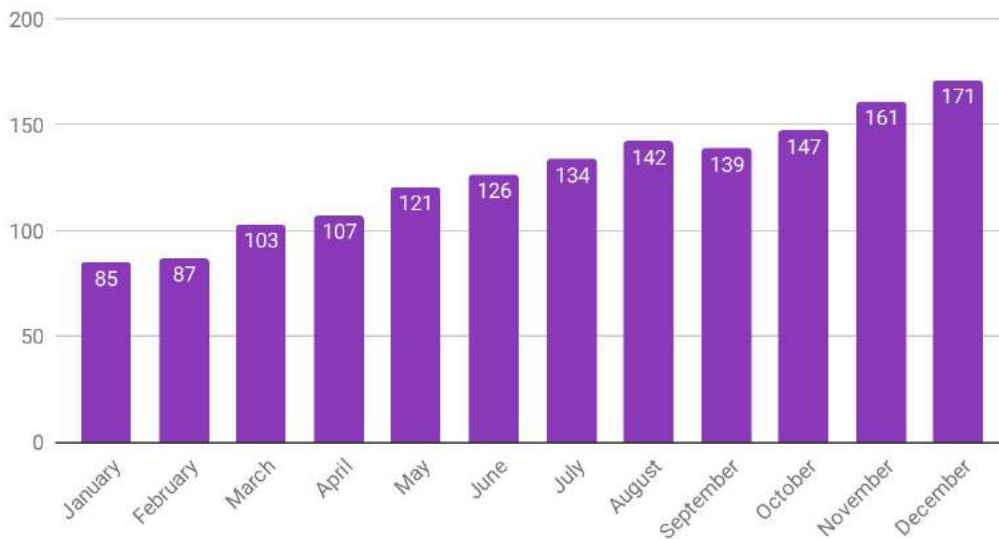
The new FTC guidelines set a new level of transparency, while not hurting the industry's growth.



2017 was the year where sponsored content reached a new level of transparency. On September '17, the Federal Trade Commission (FTC) guided marketers and influencers to clearly disclose their connections to the brands they promote or endorse.

The FTC's new guidelines of transparency were adopted quickly. As can be seen here, the new rules did not change the growth trend of sponsored partnerships.

#Ad Posts Volume on Instagram 2017 (K)



◆ #Love

#ad Instagram posts got 1B likes in 2017 with an average of 682 per post.

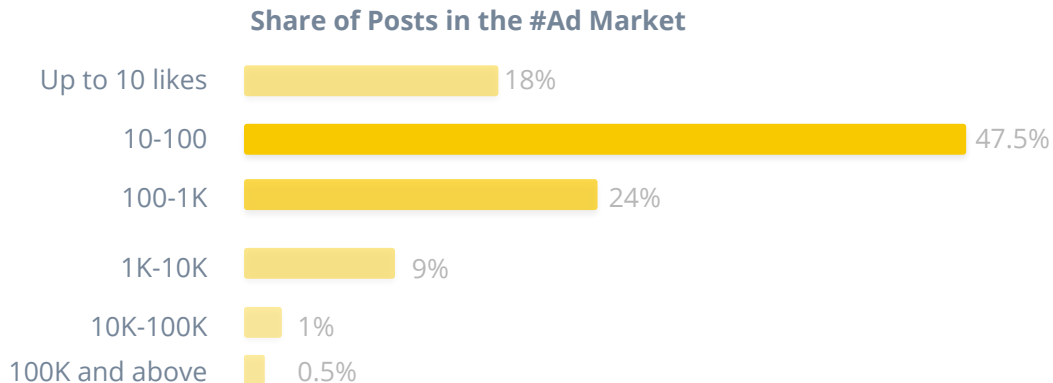
Brands Focus on Micro-Influencers



Micro-Influencers were all the buzz in 2017. Marketers heard the rumor and follow through.

Micro-influencers enjoyed a lot of attention in 2017. More companies took their first steps in the field and did so by connecting with niche mid-ranged influencers.

The data shows that almost 90% of the sponsored posts in 2017 received up to 1,000 Likes per post, signaling the level of influence involved in #ad posts. The average #ad post got 682 Likes.

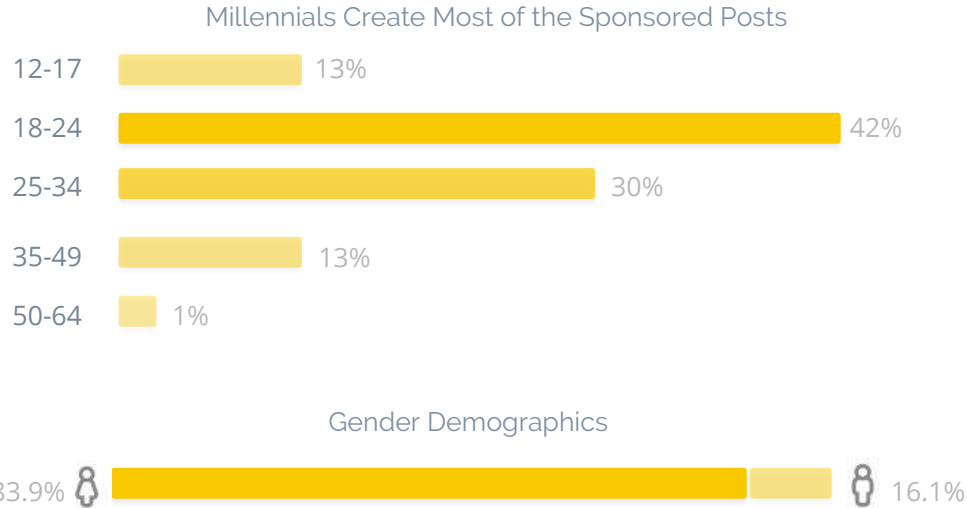


◆ Gender

83.9% of the #ad posts were posted by women.

Millennials Create Most of the Sponsored Posts

Young Instagrammers welcome brand affiliation in their posts. Women are the top contributors.



Influencer Partnerships: Top 10 Industries

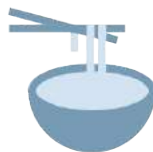
We categorized each sponsored post by company and industry. Here are the top 10 industries that partnered with influencers in 2017:



#1 Fashion & Accessories



#2 Beauty & Cosmetics



#3 Food & Beverages



#4 Automotive



#5 Consumer Electronics



#6 Travel



#7 Entertainment



#8 Retail



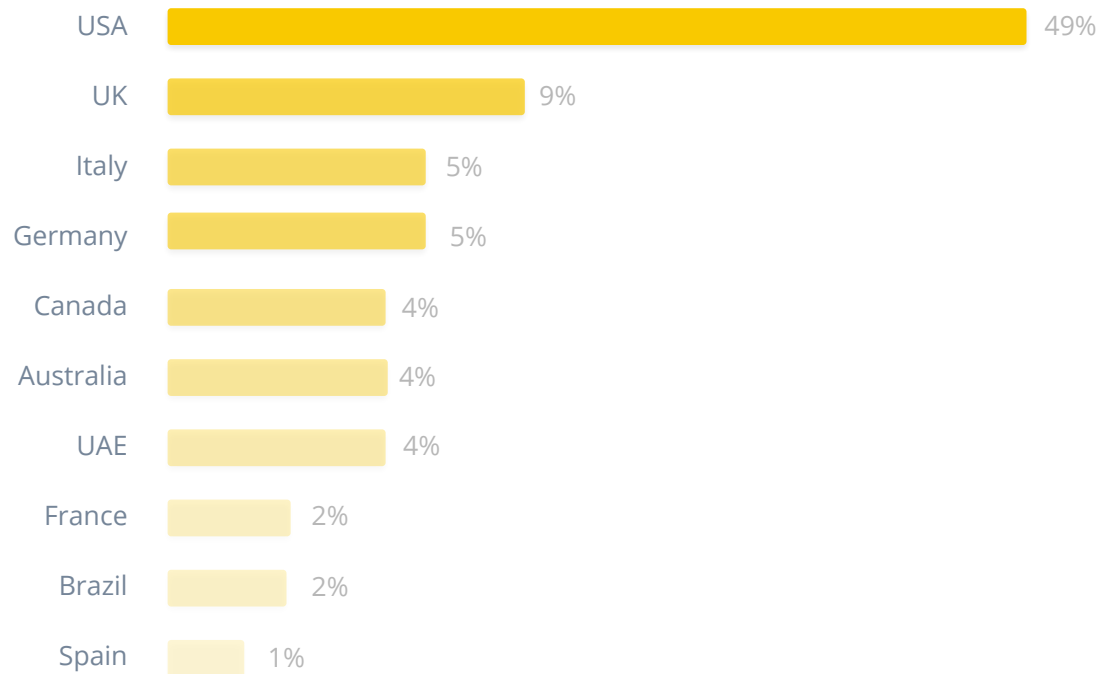
#9 Tech



#10 Fitness & Wellness

Global Distribution of Sponsored Posts

The top countries in which sponsored posts were posted during 2017.





Fashion



* These are the most active fashion brands utilizing influencer partnerships in 2017 based on the Klear Annual Review.

1. Fashion

73% of luxury fashion brands have an active influencer marketing program.



Fashion is the no.1 category in influencer marketing on Instagram.

Following our research, 25% of sponsored posts are for fashion & accessories brands.

The Daniel Wellington Sensation

A fabulous example of a fast growing fashion brand in influencer marketing is Daniel Wellington. The company owes a huge part of its success to Instagram influencers.

The Swedish watches company was founded in 2011. Four years later, its earnings reached revenues of \$220M/year by selling 1 million watches worldwide.

To raise brand awareness, Daniel Wellington partners with thousands of influencers globally. Each month, the company gets more than 50,000 new Instagram mentions from many different types of creators including both celebrities and niche influencers.

The Opportunity of UGC

Fashion brands thrive on Instagram.

According to eMarketer, 96% of US fashion brands are on Instagram and 73% of luxury fashion brands have an active influencer marketing program. More than any other industry, fashion greatly enjoys the power of user-generated content. People love sharing new looks and being inspired by them. This leads to the greatest opportunity for brands to encourage customers and creators to share their outfits and raise brand awareness.

#1 Daniel Wellington

Selected Works of Influencer Partnerships

DW
Daniel Wellington

Elanna McGowan

82

Thirapat Ekbundit

75

Davina

84

Francis Dominic

86



♡ 93K

"The perfect accessory to this simple outfit."



♡ 1.1K

"Introducing a new icon - The #DWClassicPetite"



♡ 3.7K

"I would never order a cookie, but I like stealing (parts of) people's cookies."



♡ 2.2K

"I'm always on vacation time according to my Daniel Wellington."

#2 Coach

Selected Works of Influencer Partnerships



Vanessa Balli

72

Jana Rose Carrero

70

Megan Welker Bravinder 66

Denise Johnson

61



♡ 186

"Obsessed with my new @coach bag and this color"



♡ 441

"To be you is to be strong." - A message sewn into each Selena Grace @coach bag



♡ 118

"Heading into the weekend with this pretty little @coach"



♡ 179

"Time to bring out this little @coach cutie and explore the town a bit!"

#3 Nordstrom

Selected Works of Influencer Partnerships



Irina Bond

76

Kristin Johns

98

Crystalin Da Silva

77

Krystal Faircloth

85



♡ 926

"Sharing my favorite style of midi dress for everyday #momlife"



♡ 62K

"Feeling sooo glowy with this look!! ✨ All the products are from [Nordstrom](#)"



♡ 1.1K

"Photos from the Tulip Farm in this adorable dress from [Nordstrom](#)"



♡ 2K

"Wearing white after Labor Day - Yay or Nay?!"

#4 Lulus

Selected Works of Influencer Partnerships

Lulus

Anna Rochella

86

Chelsea Lankford

84

Bree Kleintop

83

Laura Jade Stone

84



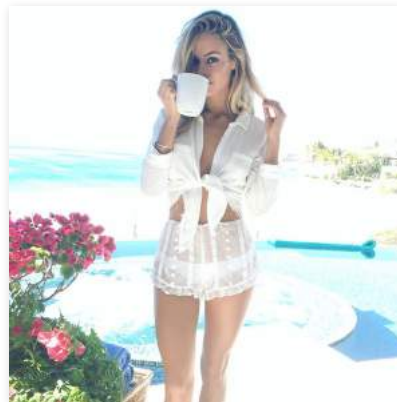
♡ 14.7K

"This dress is so pretty. Lulus is the best place to shop for formal occasions."



♡ 1.2K

"I love how many shades of burgundy there are in this red velvet Lulus jumpsuit"



♡ 7.4K

Life is good ☺☺☺ #lovelulus



♡ 15.2K

"A cup of tea always makes you feel better ☺☺☺ Wearing lulus."

Kelsey Floyd

85

Alaine Kristina Limjoco

87

Nicole Glover

62

Evelynn Escobar Thomas 67



♡ 8K

“👉 Boots and shirt dress from @forever21”



♡ 4.8

Always a good time in Palm Springs esp in my @forever21 cut offs “



♡ 225

“see ya l8r @forever21 #weareforever”



♡ 521

“Looking back at it in @forever21”



Food & Beverages



* These are the most active food and beverages brands utilizing influencer partnerships in 2017 based on the Klear Annual Review.

2. Food & Beverages

For millennials, Instagram food pictures are more than aesthetic, but are a part of their identity.



Instagram changed the way we think and treat food. From a mundane activity, it became an opportunity to share parts of your identity.

A Google survey found that when cooking at home, 27% of respondents were likely to share the experience of with friends.

Food is not just for Foodies

Brands on Instagram consider food and drinks as a lifestyle experience.

As you can see from the Top 5 Food brands, they are not seeking foodies to be their ambassadors. Their teams of influencers are people of lifestyle, sports, creative, family, and entertainment.

Stunning food pictures became so ordinary on Instagram, that food brands were looking for something completely different. Instead of focusing on the product, they encourage influencers to showcase their experiences. This virtue fits millennials best:

food is not just what you eat, it's a way to define your self-identity.

Meeting the New Food Values

The challenge for the big food brands in today's world is not just the high-end aesthetics standards, but other values people now seek in their food. Organic, local, vegan, or healthy food are just some examples of what people look for. For brands, partnering with relevant influencers who cherish these values is a great opportunity.

#1 McDonald's

Selected Works of Influencer Partnerships



Hailee Lautenbach

87



♡ 1.8K

"I only feed my pet seal (aka my bae) the best of food"

Andrew Kuttler

80



♡ 3.3K

"Skatin' through Summer 🍷
Always on board with a
[#McCafe](#) Strawberry Shake"

Katie Stauffer

93



♡ 4.5K

"When you ask Finn what he wants for pretty much any meal he always says [McDonald's](#)"

Matt Crump

87



♡ 11.5K

"No dessert pairs better with my intergalactic magical wall travels than a [McDonald's](#) McCafe Shake!"

#2 Coca-Cola

Selected Works of Influencer Partnerships



Athina Oikonomakou

92

Vasiliki Laskaraki

94

Teresa Barajas

79

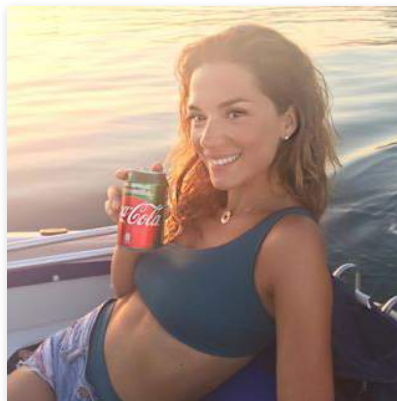
Amy Purdy

89



36.8K

"Summer moments with [Coca-Cola](#) & inspiration from [#crete!](#)"



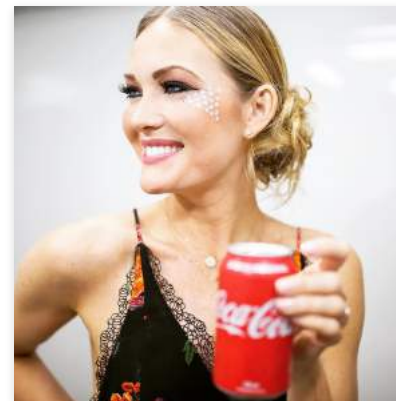
33.6K

"Lost in paradise!"



4.3K

"In celebration of Hispanic Heritage month I have partnered with [Coca-Cola](#)"



2.6K

"That one time I dressed up all crazy and danced on the top of a float at Carnaval!"

#3 HelloFresh

Selected Works of Influencer Partnerships



Mary Kate Robertson

97



♡ 25.4K

"John Luke and I have been having fun with @hellofresh as you can obviously tell haha!"

Katie Shelton

82



♡ 1K

"When our @hellofresh box showed up on our porch, she was the one to ask to get cooking."

Amelia (Emmy) Jones

83



♡ 2.3K

"My kids live for helping in the kitchen!"

Sarah Fortune

78



♡ 562

"Always wanting to 'help' with dinner on @hellofresh nights."

#4 Oreo

Selected Works of Influencer Partnerships



Adam Goldberg

91

Chrisa Sparkles

82

Juj Winn

73

ÄL

76



♡ 2.5K

"How good does a matcha green tea @Oreo cookie sound?"



♡ 1.2K

"My #MyOreoCreation would be Strawberry-Lavender Sundae Oreo cookies, topped off with love!"



♡ 696

"I've just been sitting at my desk dreaming of a vacation in the sun..."



♡ 948

"Oreo as thin as my origami butterflies"

#5 Dunkin' Donuts

Selected Works of Influencer Partnerships



Alyssa Amoroso

79

Krystal Faircloth

85

Sierra Furtado

98

Jeremy Cohen

83



♥ 1.2K

"Mondays are always a bit better when iced coffee is involved"



♥ 7.1K

"y'all they have a S'MORES flavor for summer."



♥ 170K

"Give me a donut and you'll get this reaction"



♥ 5.9K

"I am working with [Dunkin' Donuts](#) to make it rain in NYC on a sunny day"



Consumer Electronics

#1

SAMSUNG

#2

dyson

#3

BOSE[®]

#4

Canon

#5

ASUS[®]

* These are the most active fashion brands utilizing influencer partnerships in 2017 based on the Klear Annual Review.

3. Consumer Electronics

Consumers seek genuine reviews leaving brands on the look-out for the best influencers to share them.



For the consumer electronics industry, being noticed on social media is a must. 72% of Instagram users said they make purchasing decisions based on products they saw on their feed.

Embracing Authenticity

The buyer decision process for an electronics product is quite different from fashion or food products. The time people take to make a decision is much longer with more thought put into it. Consumers today

support buying decision with more knowledge. This is exactly where influencer recommendations comes into play.

In this industry, brands do not partner with influencers just for a photo display. They put a huge focus on encouraging their partners to share a genuine first-person experience. This is why it's so common to see a variety of experts involved in each influencer campaign including product reviewers, photographers, lifestyle influencers and more.

Long-Term Relationship

The electronics industry evolves rapidly. New devices are launched every day and shelf lives are relatively short. Brands in this industry partner with influencers on the long run to inform them about new products and upgrades. For the companies, loyal influencers can lead to loyal customers.

#1 Samsung

Selected Works of Influencer Partnerships

SAMSUNG

Jim Chapman

100 



♡ 64K

"Adding the finishing touches to my look. My watch of choice tonight is the Samsung gearS3"

Allan Dixon

95 



♡ 41K

"Yes this is a real grizzly bear!
[@lgusamobile](#)"

Roman Königshofer

88 



♡ 7.9K

"Exhausted but happy we made it back to the parking lot in darkness... #DoWhatYouCan"

Nataly Osmani

90 



♡ 29.6K

"Be free, be wild, be yourself
Cuba mood"

#2 Dyson

Selected Works of Influencer Partnerships



Katie Stauffer

93

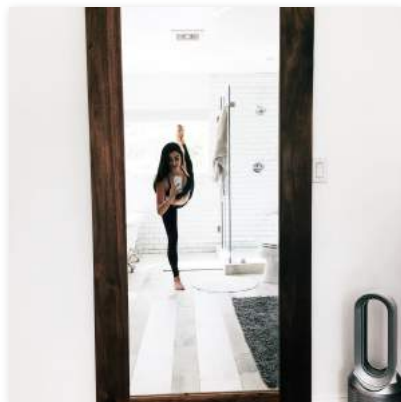


8.2K

"They're having just as much fun playing with the vacuum as I am using it."

Daniella Monet

98



41K

"This **Dyson** purifier that not only cleans the air but it cools and heats the space so I can do yoga"

Anissa

82

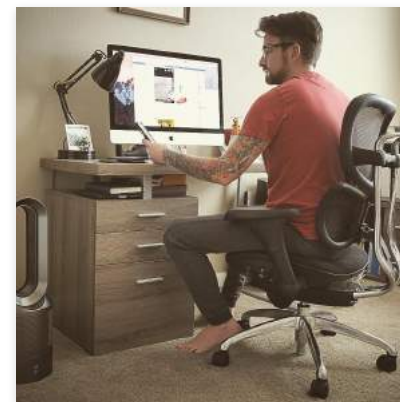


1K

"my new **Dyson** cord-free has made vacuuming way more fun the past few weeks"

Samuel Anthony

90



4.5K

"The **Dyson** Pure Hot + Cool Link Purifier eliminates 99.97 of allergens and pollutants in my home"

Selected Works of Influencer Partnerships

Kirsten Alana

86



2.8K

"Thank you to [@bose](#) for gifting me this [#Soundlink Micro](#) that made our recent picnic at The Old Sugar Mill so much better"

Terri

82



2.9K

"I cannot believe the power behind this [@BOSE](#) SoundLink Micro speaker ✨ it's incredible AND it's waterproof"

Dominic Loneragan

75



460

"No wires, no distractions"

Atsuna Matsui

86



11.6K

"Playing my favorite tunes helps set the vibe, especially as [@BOSE](#) Micro speaker has great sound quality."

Selected Works of Influencer Partnerships

Amelia (Emmy) Jones

83

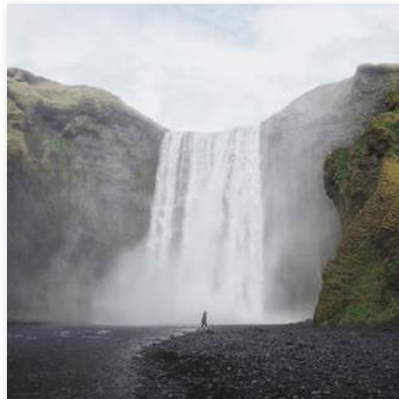


2.7K

"I'm a long time supporter of [@CanonUSA](#) and the Canon80d doesn't disappoint!"

Morgan Phillips

90



10.4K

"Patiently waiting while working with [@Canonusa](#), my #Canon80d in my hand, the sun finally came out but only for a brief moment."

David Clark

84



4.2K

"I'm constantly asked what camera I use. So for this trip [Canon](#) is equipping me with Canon EOS Rebel T7is..."

Robert & Christina

93



15.2K

"Spent the day shooting around town for a fun project."

#5 **Asus**



Selected Works of Influencer Partnerships

Noémie

92

Sara

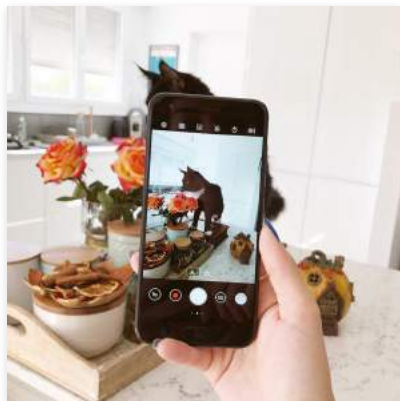
95

JNEL

85

Mark Matthews

86



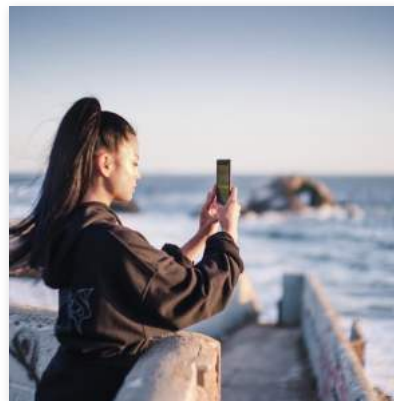
♥ 37.8K

"Did you see the new @asus phone?"



♥ 11.8K

"Today I had the opportunity to test the phone brand ASUS Zenfone 3 MAX 5.5-inch"



♥ 1.2K

"Capturing this view in style using my #ZenFone3Zoom from @ASUSUSA"



♥ 5.2K

"Stoked I was able to set a high shutter speed for this shot using my #ZenFone3Zoom"



Automotive

#1



#2



#3

UBER

#4



#5



* These are the most active automotive brands utilizing influencer partnerships in 2017 based on the Klear Annual Review.

4. Automotive

The tech giants fight traditional car brands for millennials' attention and the future of car ownership.



Car ownership among young people is declining. Millennials have a lower rate of car ownership than previous generations at their age. The car industry decided to fight back.

Ridesharing vs. Car Ownership

The top 5 companies in the field reveals a fascinating view about the transportation industry. The short list encompasses giants like Toyota, Kia and Mazda, alongside the new shiny ridesharing rivals, Uber and Lyft.

While both groups are fighting for millennials' attention, their strategies are completely different.

The traditional car brands partner with instagram influencers to promote values like the freedom to travel and living life to its fullest with no geographical boundaries.

The ride-sharing companies are going in a different direction. Uber and Lyft attract their target audience by pushing the

buttons of who they are instead of what they own. On their influencer campaigns you'll find lifestyle experiences like LGBTQ events, eating out and Netflix binging.

Shaping a Flexible Lifestyle

The automotive industry tries to win millennials' trust, by shaping the way they think about their lifestyle and freedom. The top 5 brands here are a great example of how to show these values effectively with influencers.

#1 Kia Motors

Selected Works of Influencer Partnerships



Marta Carriedo

91



♡ 14K

"Check out the awesome day I had with @KiaMotorsUSA during NYFW "

Jenna Ezarik

96



♡ 14.8K

"Got the chance to see the new 2018 @KiaMotorsUSA Stinger... and it looks absolutely amazing!"

Africa Miranda

76



♡ 1.2K

"Another year of great designers and a game changing addition to the @KiaMotorsUSA family"

Ashley Outrageous

85



♡ 488

"I linked up with @KiaMotorsUSA to take the new #Cadenza17 for a spin"

#2 Toyota

Selected Works of Influencer Partnerships



Sam Landreth

86



♡ 5.2K

"Marfa sunsets with @ToyotaUSA Highlander"

Alberto Ortiz Rey

88



♡ 5.8K

"The new #ToyotaCHR will make you fall in love, not only for its engine or design, but for everything that goes with it!"

Dannon K. Collard

80



♡ 288

"Thank you @ToyotaUSA for making our trip to Maggie Valley so comfortable!"

Marissa Pedersen

71



♡ 1.3K

"I was lucky to be driving a Land Cruiser from @toyotausa that smoothly went over all the snow and ice"

Selected Works of Influencer Partnerships

Jessica Wang

91

Tommy Lei

84

Kim Genevieve

80

John Philp Thompson

79



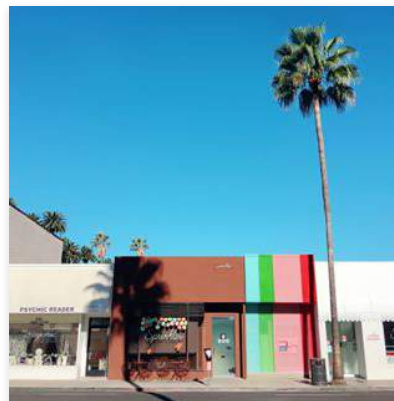
♡ 9.8K

"Showing you how to manage that holiday stress on the blog with [Uber](#) today"



♡ 2.1K

"Always on the go, always on time. Thanks to [Uber](#)"



♡ 1.1K

"[Uber](#) makes adding extra pick ups easy w/ their new multiple locations"



♡ 2.8K

"A sneak peek into a 'typical day' of mine & how much I rely on [Uber](#) to get around!"

#4 Mazda

Selected Works of Influencer Partnerships



Goldenwoofs

80

Andrea Khoury

69

Devan

86

Erika Batista

71



♡ 702

"Woofs for a #zoomzoom weekend adventure"



♡ 3.2K

"Feeling a little sporty this week in the @mazdausa #cx3!"



♡ 13.7K

"Woke up to gorgeous Bay Area skies today + The New #MazdaCX5 To Get Me Around"



♡ 196

"This @mazdausa has the prettiest interior, #obsessed with the white leather seats "

Annabelle Fleur

93



♡ 17.5K

"Thank you @lyft for getting me to the airport on time!"

Miles Mckenna

98

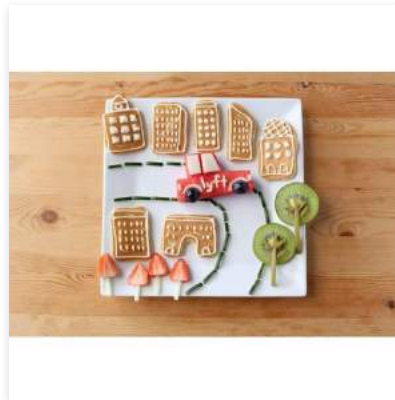


♡ 70.6K

"HUMANS!! Round up and donate your @Lyft ride to support the Human Rights Campaign."

Samantha Lee

92



♡ 27.6K

"Zooming through the big city with @Lyft! Where is your ride?"

Ryan Minaj

96



♡ 12.1K

"In honor of pride month @Lyft is asking you to Round Up and Donate"



Travel

#1



#2



#3



#4



#5



* These are the most active travel brands utilizing influencer partnerships in 2017 based on the Klear Annual Review.

5. Travel

Instagram is now a leading source for travel inspiration and travel influencers are the trendsetters.



Millennials are inspired to take their next vacation to destinations they've seen on Instagram. According to an academic research that analyzed travel decision-making, 82% of the respondents indicated Instagram had influence on their travel planning.

Promising Adventures

Instagram took over the travel industry. In the top 5 companies you can find a variety of companies, from AirBNB, to airlines,

hotel chains, and agencies. Although it's clear that no company can afford to ignore partnering with influencers, each brand goes in a different direction.

The top travel companies partner with photographers, travelers, and even fashion influencers. AirBNB promote experiences, while brands like Marriott focus on showcasing luxurious comfort. You also have brands like VisitDubai, who portray possible adventures.

Unfolding the Unknown

The promise in travel is for a new and exciting adventure. Travel encompasses the hope for meeting new people, seeing stunning sceneries, and experiencing foreign culture. Influencers play the role of helping the target audience decide where to go and what to do when they arrive.

#1 Airbnb

Selected Works of Influencer Partnerships



Amelia Fullarton

78

Ryan Field

85

Veronica Ferraro

96

Olya Hill

95



2.9K

"last minute weekend escape in this cosy [@airbnb](#) beach shack."



9K

"Weekend well spent [@airbnb](#)"



9.4K

"Enjoyed the best [@airbnb](#) experience today in Barcelona."



26.2K

"We took full advantage of new [@airbnb](#) experience and escaped for an afternoon of "us" time together mixed with the cocktail craft class.."

#2 Delta

Selected Works of Influencer Partnerships



Carolyn Yuen Marino

71

Mariann Yip

83

Josh Fu

82

Shay Mitchell

100



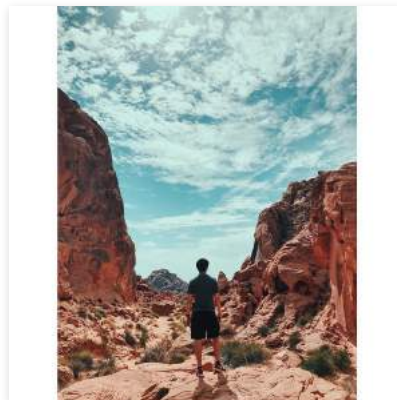
♡ 1.1K

"Thank you to [@Delta](#) and [@AmericanExpress](#) for a delicious evening last night with Chef."



♡ 3.2K

"For those who think they can't be in two places at once, think again!"



♡ 1K

"I can get out there using the Blue [@Delta](#) SkyMiles® Credit Card from [@AmericanExpress](#)."



♡ 261.4K

"Last night, I hosted the launch event for the new Blue [@Delta](#) SkyMiles Credit Card"

#3 Royal Caribbean

Selected Works of Influencer Partnerships



Shay Mitchell

100

Anika Morjaria

78

Dan Moore

77

Oliver Vegas

92



♡ 685.3K

Had the thrill of a lifetime last week on board [Royal Caribbean's](#) ship, Oasis of the Seas”



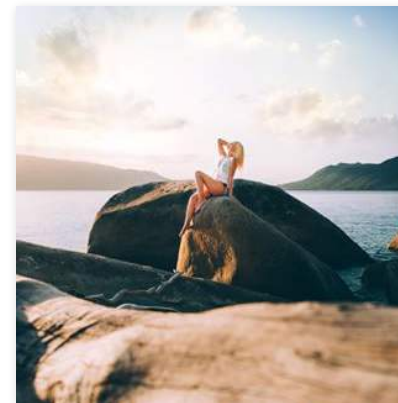
♡ 2.1K

“Harmony is truly an incredible ship!”



♡ 500

“Home sweet home. Arriving at Airley Beach, Queensland”



♡ 10.9K

“It's Caribbean time, for enjoy the most beautiful beaches, islands and sea.... with [@royalcaribbean](#) ”

#4 Marriott Hotels & Resorts

Selected Works of Influencer Partnerships



Christine Hsu

85

Keira

89

Kirsten Ortez

73

Peggy Dean

82



♡ 5.7K

"Let's set sail!"



♡ 23.5K

"Taking in my last few moments in Bangkok. Time for some home time with my fur kids 🐾💕🐾
[@marriotthotels](#)"



♡ 468

"Loved my stay at the [@marriotthotels](#) in Torrance last weekend!"



♡ 1.7K

"What if... all those ideas that are born in the shower could be effortlessly captured?"

#5 Visit Dubai

Selected Works of Influencer Partnerships



Kenza Zouiten Subasic

99

Samantha Lee

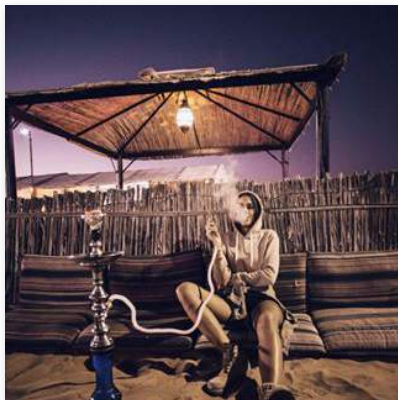
92

Caroline Daur

97

Nina May

83



♡ 45.5K

"Arabian nights. ✦ One of my favorite moments from Dubai!"



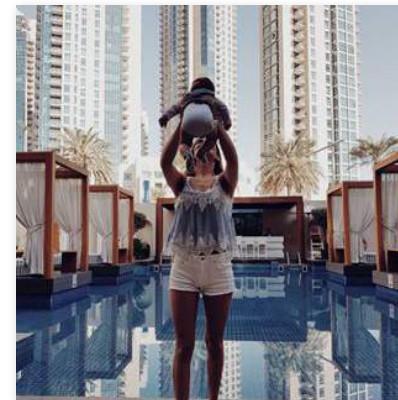
♡ 5.4K

"Making music video with my desert guide while admiring the breathtaking view 📸. Dubai is mesmerising. (@visit.dubai)"



♡ 68.3K

"Visited the desert in Dubai today 🦋👉👈 caught this beautiful and special sunset "



♡ 9.5K

"We arrived in DUBAI ♡ the journey was great - Malina mastered the flight wonderfully"

Master Influencer Marketing in 2018

About Klear

Klear is an influencer marketing platform used by the world's leading brands and agencies.

With the power of 6 years' worth of historical data, Klear is proud of setting a new market standard for: measuring influence, vetting social creators, and measuring influencer campaigns.

2017 was the year Influencer marketing boomed. Don't let 2018 slip away. Schedule a demo today.



[Request a Demo](#)