

Consumer Expectations

What *consumers* want from influencer marketing

sproutsocial



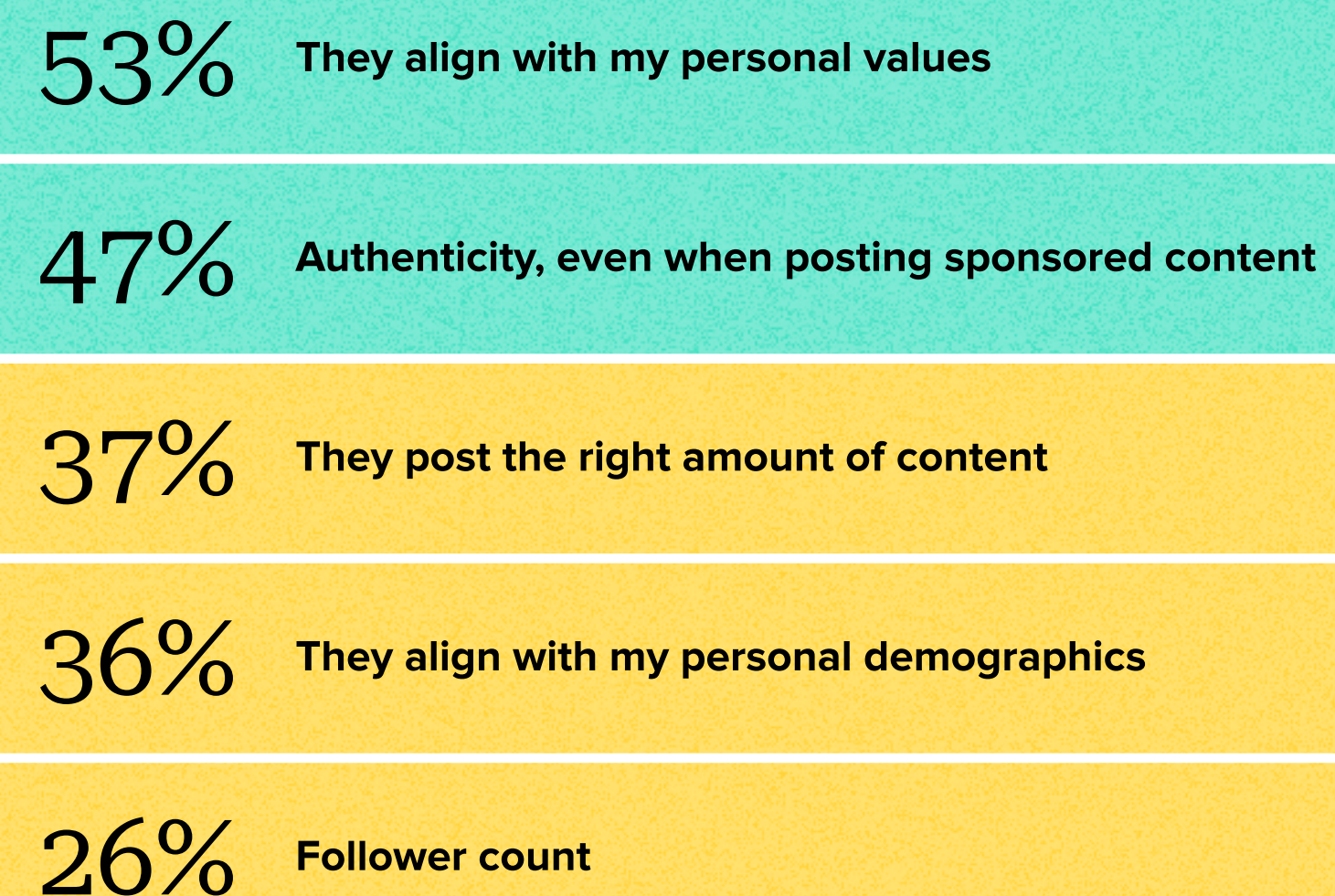
Consumers across generations have different expectations

Do you know what your audience wants? Most consumers follow influencers who align with their personal values and seem authentic. This is especially true for Millennials, Gen X and Baby Boomers.

But that's not the case for Gen Z—only 35% of these respondents said they care about authenticity, while 47% care about follower count.

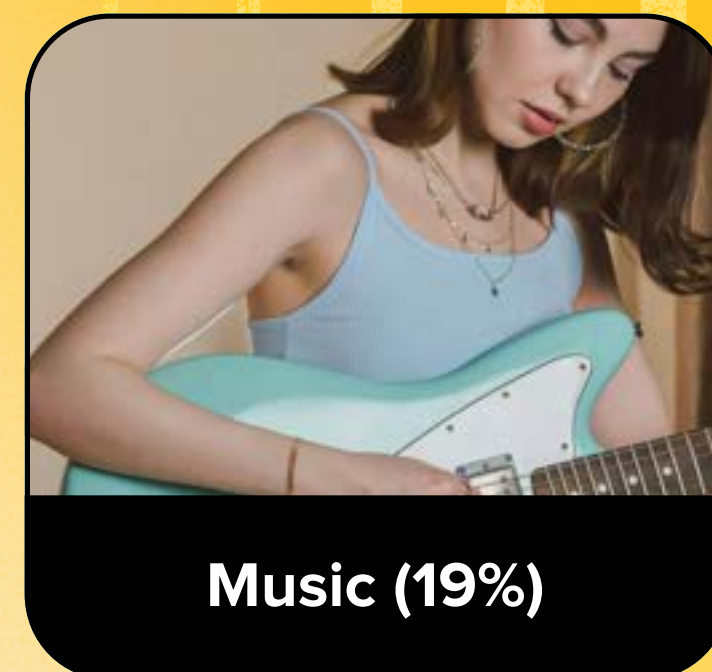
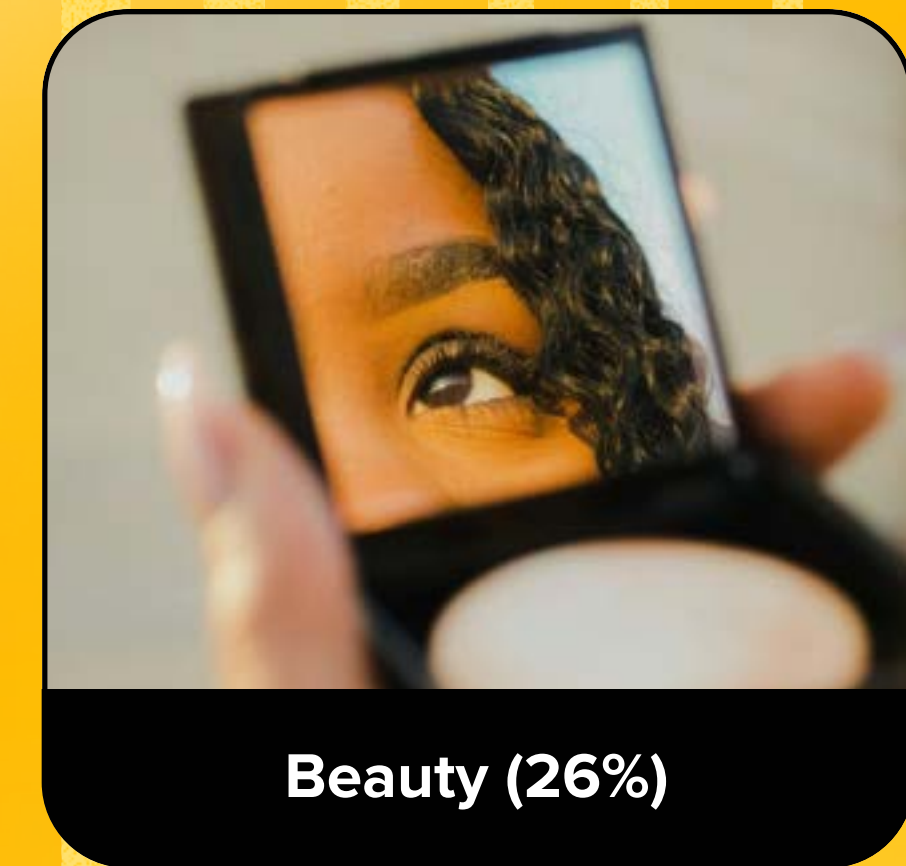
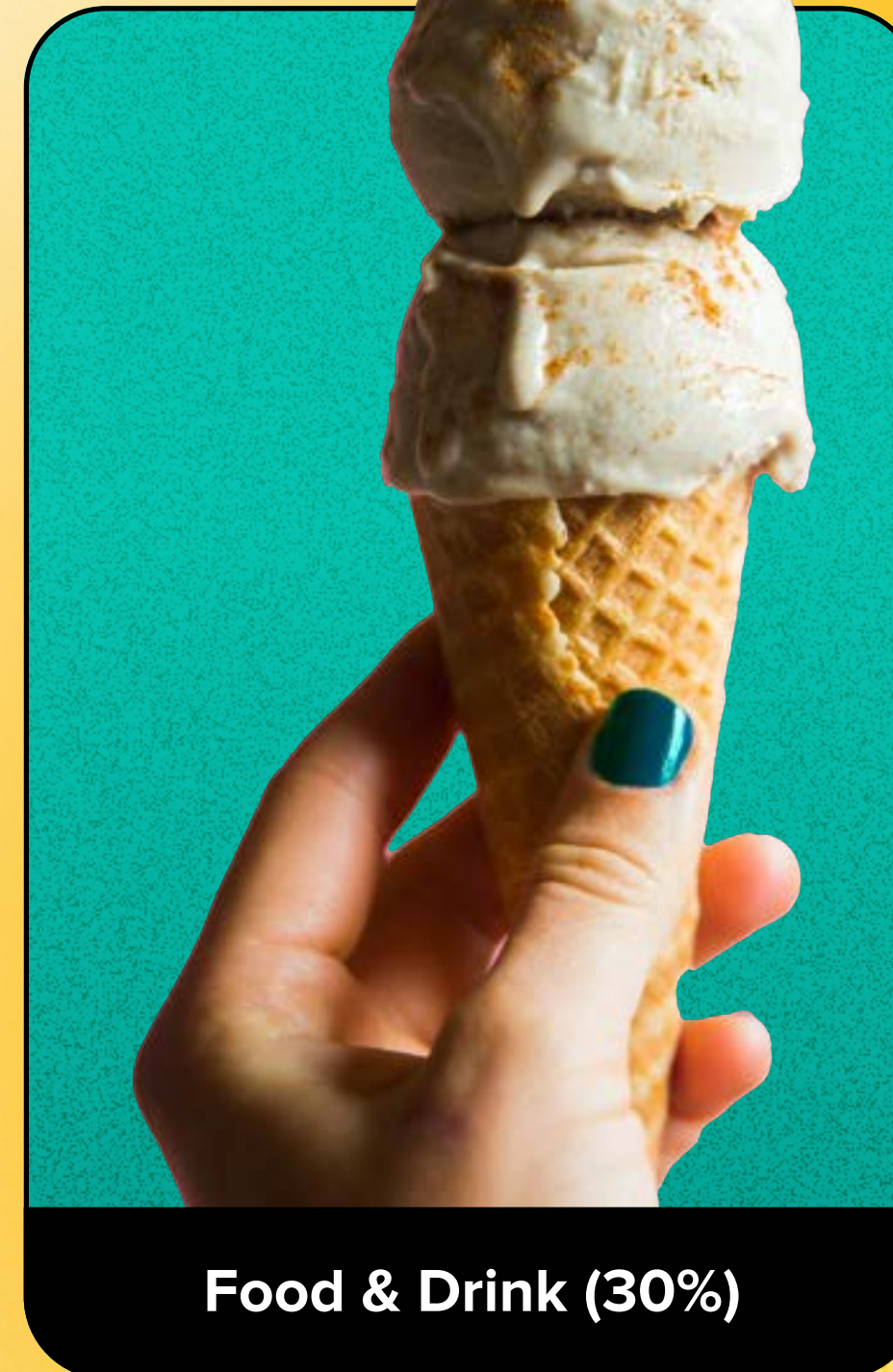
This increasingly discerning generation tends to put less stock in “authenticity” at face value, and more in quantifiable credibility.

The qualities consumers look for in influencers



Consumers' favorite influencer marketing topics

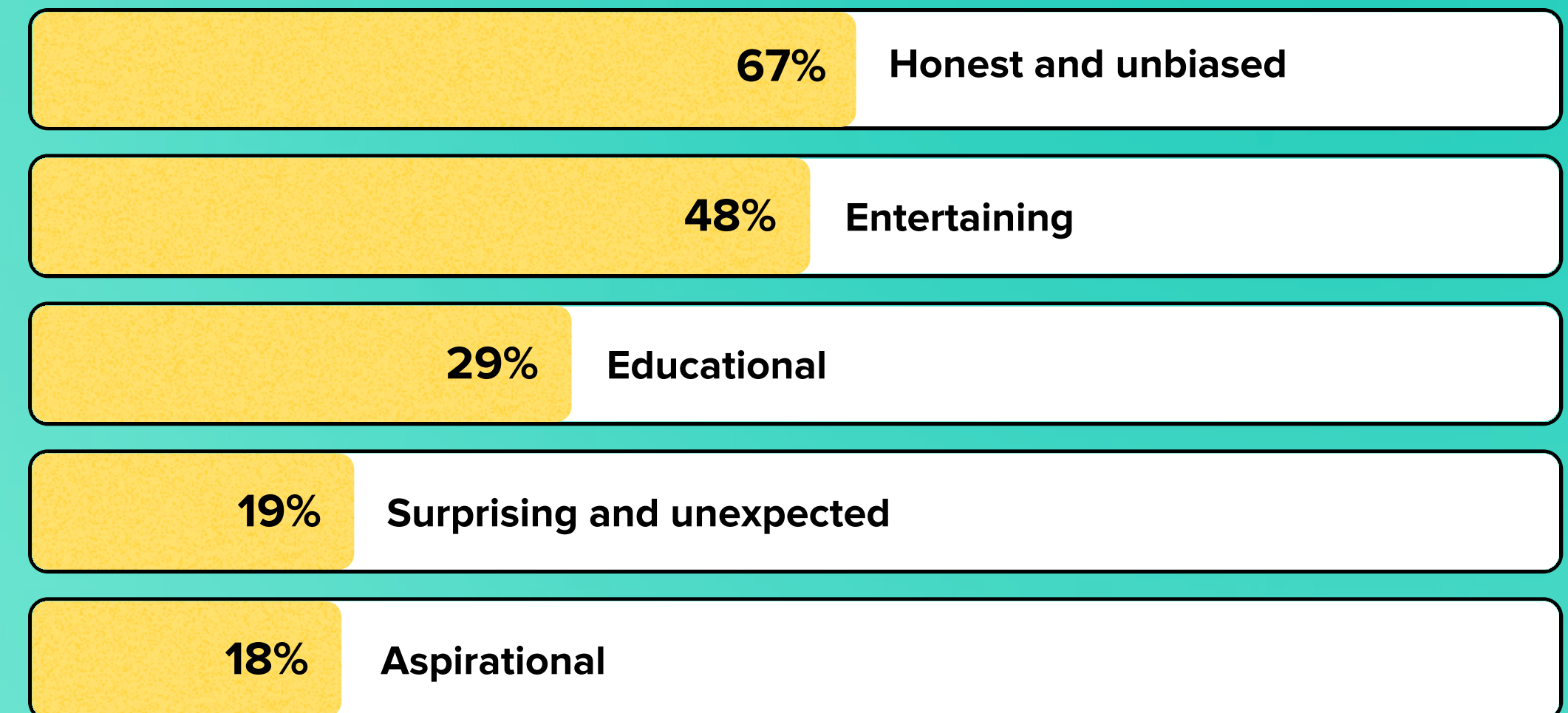
Food and drink (30%) and beauty (26%) influencer content captures consumer attention most often, though preferences vary by age. While younger consumers are more interested in fitness, gaming and lifestyle content, Gen X prefer movies/TV and sports content.

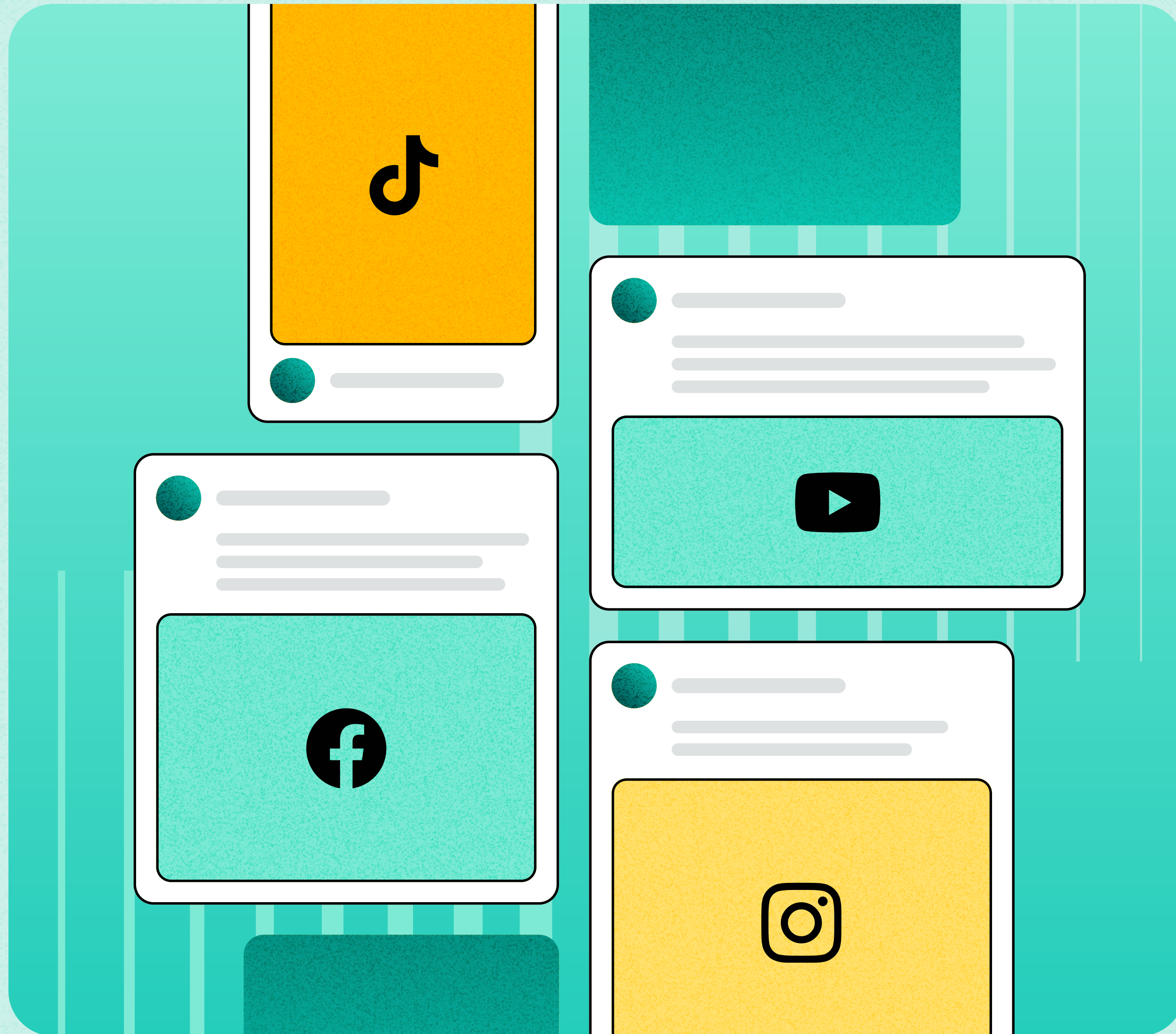


What makes for winning partnerships

Across ages and genders, honest and unbiased influencer content stops consumers mid-scroll, while aspirational content is least likely to catch their attention. They also want to be **entertained rather than be educated or surprised.**

The best brand and influencer collaborations are...





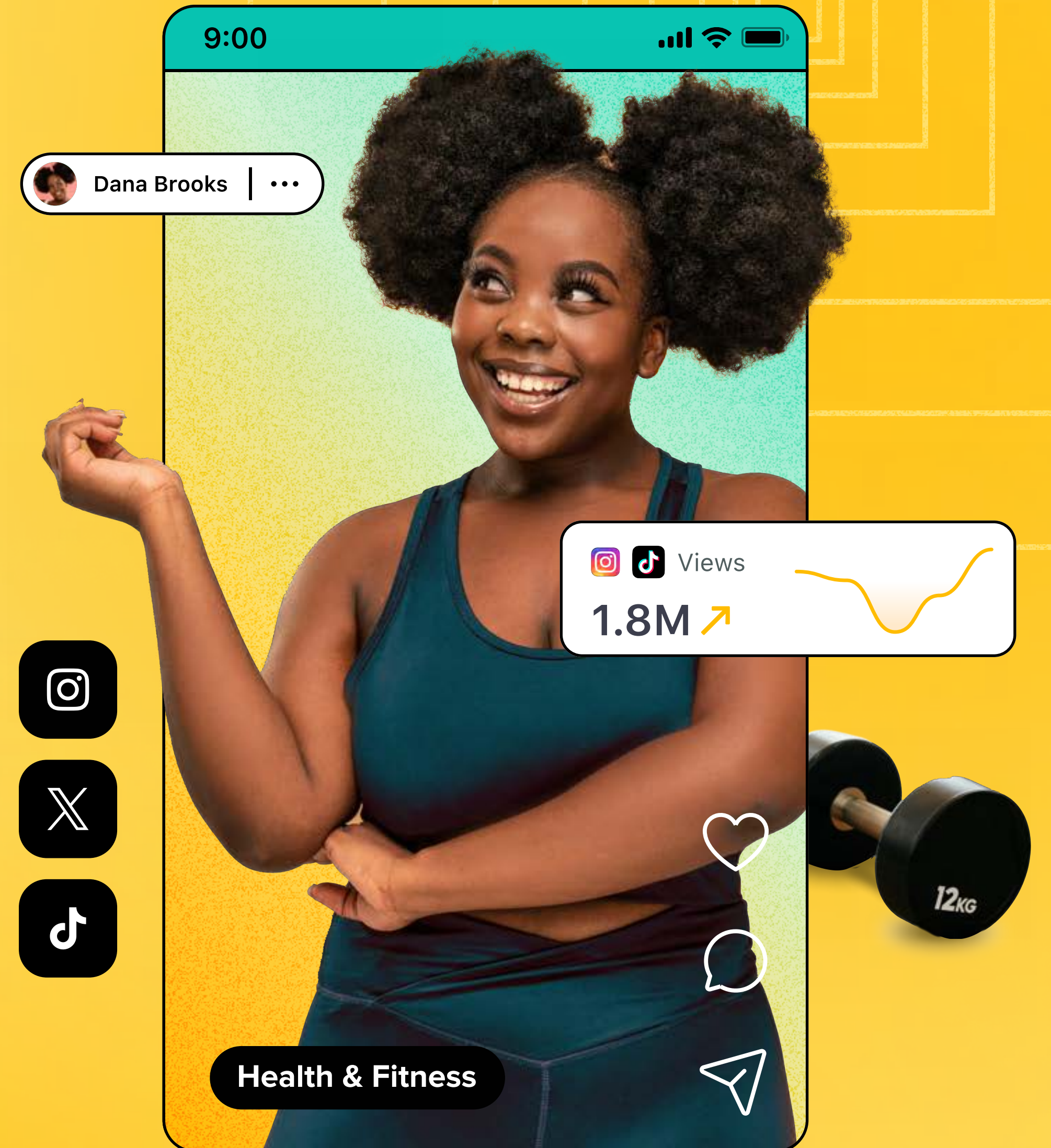
Networks consumers use most to engage with influencers

Consumers are most likely to use the same platforms influencers do: **Instagram, Facebook, TikTok and YouTube.** Yet, consumer platform preferences vary by age. 50% of Baby Boomers are most likely to engage on Facebook, while Gen X and Millennials are almost twice as likely as Boomers to engage on Instagram. Over one-quarter (27%) of Gen Z engage with influencers on TikTok, compared to 15% overall.

The bottom line

The generational divide in consumer behavior makes it critical to understand your audience. When planning your influencer marketing campaigns, ask yourself:

- ✓ **Is our influencer marketing strategy rooted in consumer data? What assumptions should we challenge to make our strategy more audience-first?**
- ✓ **Are we partnering with the right influencers? Do our audiences' preferred channels and content demands overlap?**
- ✓ **Are we giving influencers freedom to share unbiased reviews?**



About the data

This research cited in this report was conducted online by Cint on behalf of Sprout Social. Consumer participants included 2,000 respondents across the US and UK who have at least one social media account and follow at least five brands on social media. Influencer participants included 300 respondents across the US and UK who identify as social media influencers, with an audience of 10,000+ followers on at least one social network, who earn at least half of their annual income from brand partnerships on social media. The consumer and influencer surveys were conducted from February 13, 2024 to February 20, 2024.

For questions about the data, please contact content@sproutsocial.com

About Sprout Social

Sprout Social is a global leader in social media management and analytics software. Sprout's intuitive platform puts powerful social data into the hands of more than 30,000 brands so they can deliver smarter, faster business impact.

With a full suite of social media management solutions, Sprout offers comprehensive publishing and engagement functionality, customer care, influencer marketing, advocacy and AI-powered business intelligence. Sprout's award-winning software operates across all major social media networks and digital platform.

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