

THE STATE OF INFLUENCER MARKETING FOR CONSUMERS IN 2023

(Australia Edition)



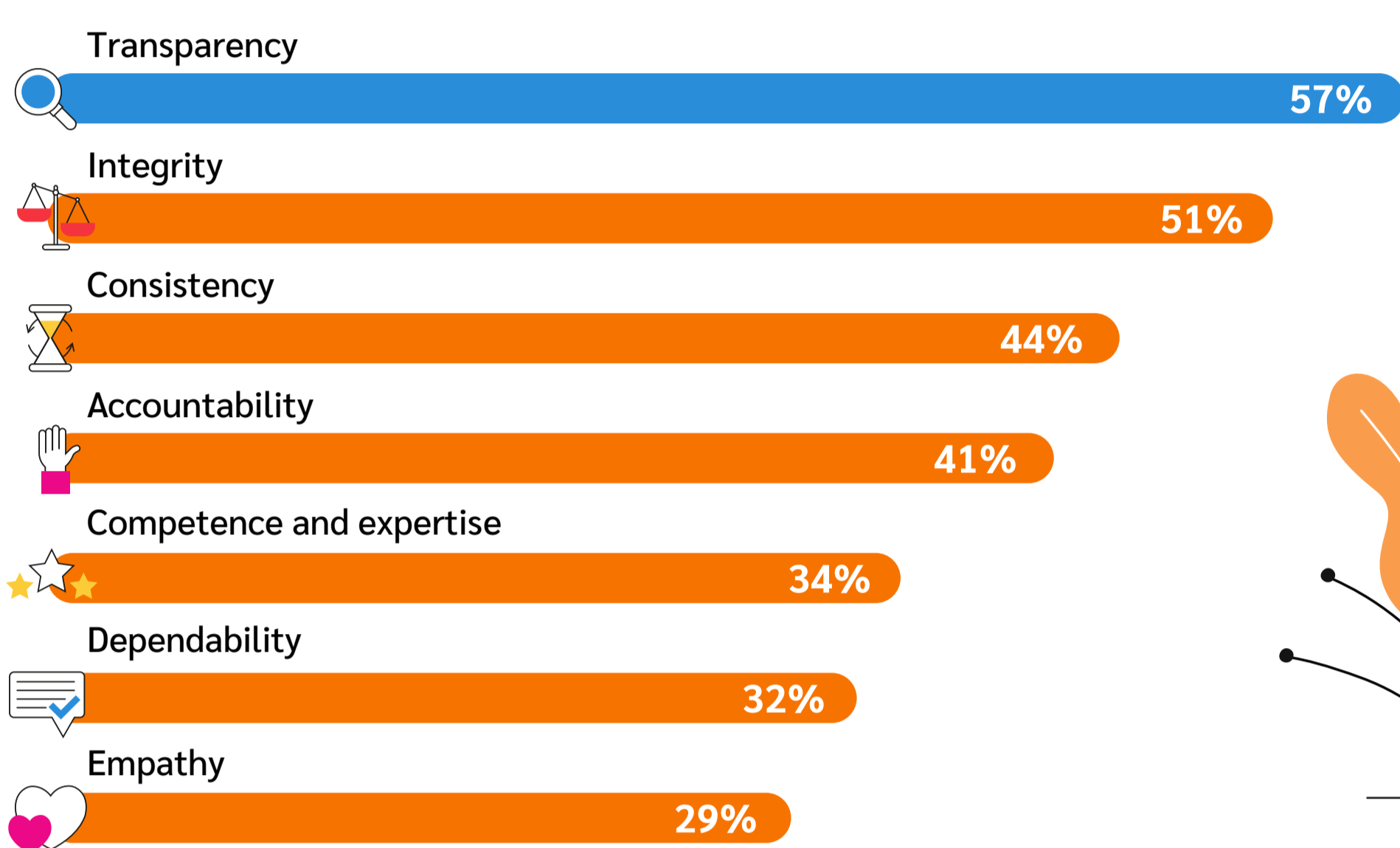
At impact.com, we conducted a customer research study of more than 1,000 social media users globally to discover how much they trust the influencers they follow.

In this infographic, learn what customers truly value and what cultivates trust in the influencers they follow. By aligning these values with your influencer campaign, you can convert social media users into loyal customers.

How to increase consumer purchase intent

57% of consumers globally state that they want influencers to be transparent about their paid relationships with brands.

Top Characteristics that consumers globally feel trustworthy influencers display:



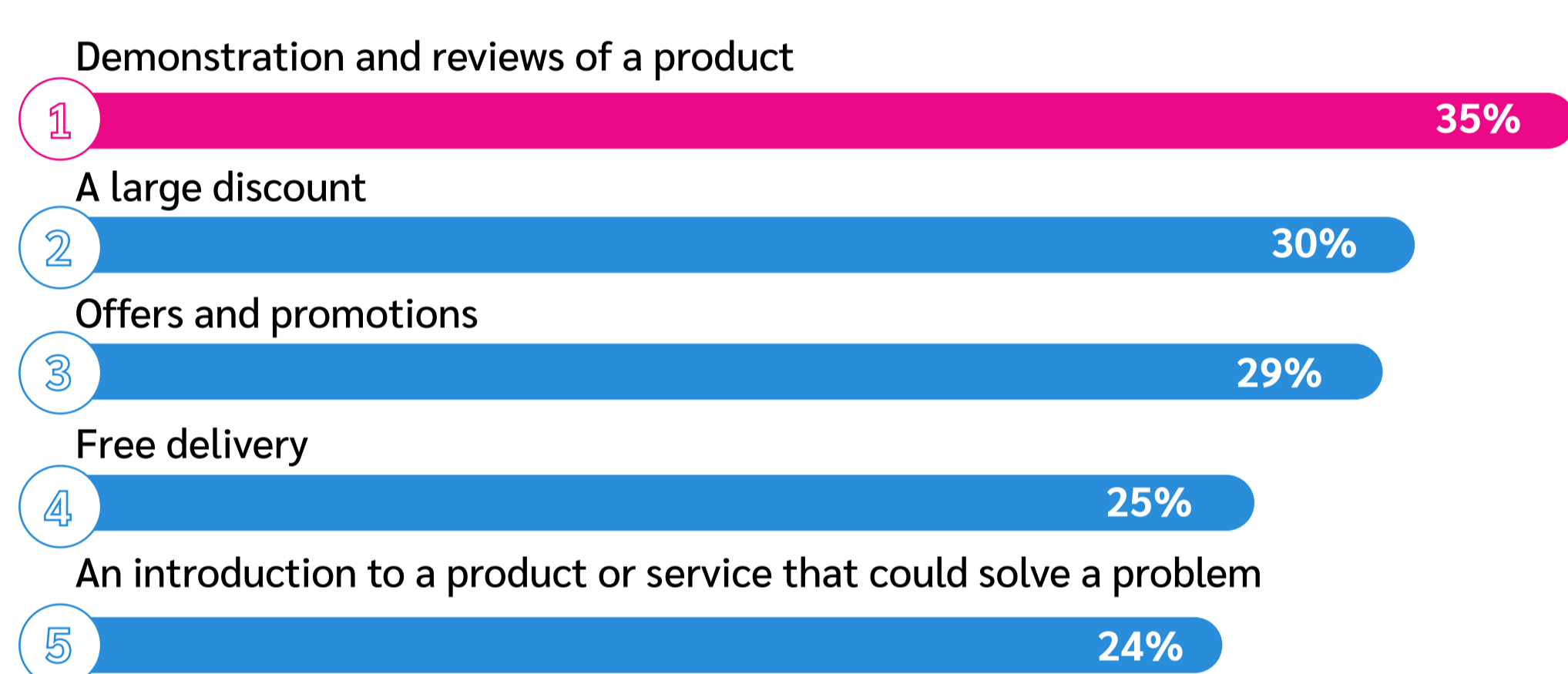
Question: Select the top 3 characteristics that trustworthy influencers display.

Discounts and deals drive purchase decisions

64% of consumers globally make purchases based on an influencer's recommendation at least some of the time.

Only 9% of consumers globally follow influencers for discount codes and 14% follow influencers for deals or promotions.

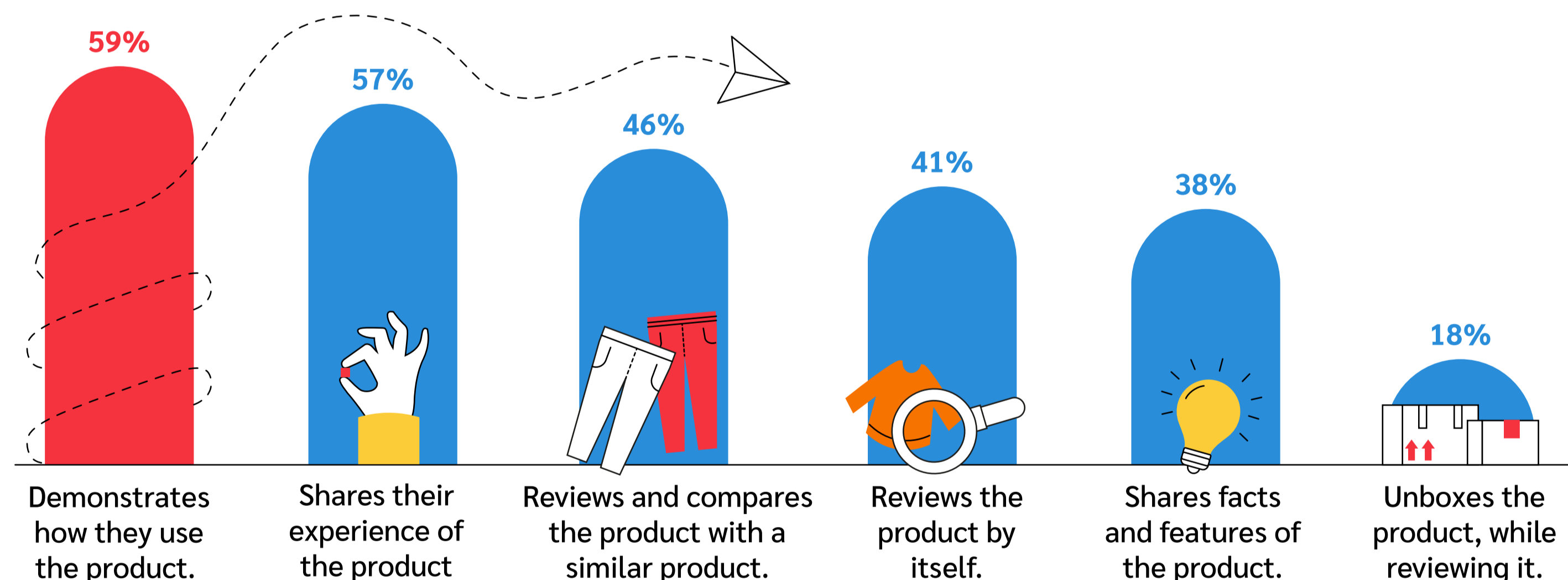
Top 5 factors that encourage consumers globally to act on influencer recommendations:



Influencer authenticity matters

MORE than half of Australian consumers find a product review authentic when an influencer shares their experience of a product and demonstrates how they use it.

During product reviews, Australian consumers feel influencers are most authentic when:



Question: When an influencer does a product review, it feels most authentic when the influencer... (select all that apply)

85% of consumers globally indicated that posts with some form of recurrence feel most authentic. 29% Australian consumers see influencers who post daily as authentic.

4 ways to leverage consumer trust in Australia

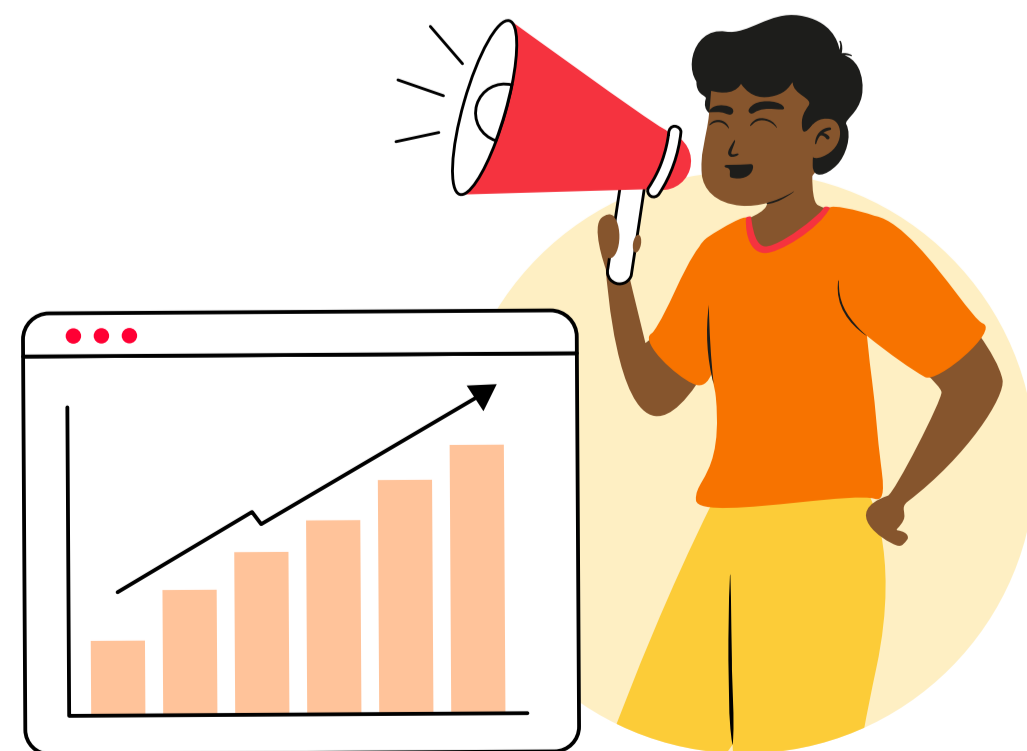
Brands should consider the following when recruiting influencers:

- 1. Repost Influencer Content**
 46% of Australian consumers like it when brands reuse or reshare influencer content.
- 2. Use livestream shopping**
 15% of Australian consumers frequently or always watch livestream shopping. Here creators can share their experience with the product and offer exclusive live deals.
- 3. Partner with different influencer tiers**
 45% of consumers find it helpful when multiple creators recommend a product on the same day.
- 4. Go beyond unboxing**
 20% of Australian consumers find unboxings authentic. But combining this with a product demonstration moves consumers from awareness to conversion.

When brands offer deep discounts and time-limited offers, coupled with leveraging influencers that consumers already trust, they can boost brand awareness and drive followers toward becoming customers.

IMPACT.COM – CREATE LASTING PARTNERSHIPS

Partnerships can be your company's fastest engine of growth. It connects brands with consumers in the most effective and authentic way possible.



To learn more, download *The state of influencer marketing for consumers in 2023* research report.