

RESEARCH SHOWS MICRO-INFLUENCERS HAVE MORE IMPACT THAN AVERAGE CONSUMERS

Nationwide study sheds new light on the importance of this emerging influencer marketing channel.

The status of influencer marketing

Many marketers today are interested in influencer marketing. Yet, there isn't a strong view of how to measure influence or understand how experts and other types of consumers influence others.

The growing importance of influencer marketing has led marketers to openly question exactly how impactful word of mouth is when coming from different types of consumers. Dr. Jonah Berger, marketing professor at the Wharton School of the University of Pennsylvania and author of the bestselling book *Contagious: Why Things Catch On*, and Keller Fay Group, the leading authority on word of mouth marketing research, partnered to examine how micro-influencers are driving buying behavior by measuring the volume and impact of their recommendations on consumers.

With the concept of influencer marketing quickly growing from a buzz word to a full-fledged industry, the results of this study will be important to marketers struggling to find a more holistic view of how micro-influencers directly impact consumer buying behavior. The survey shows that micro-influencers are a reliable and credible channel that has real impact in swaying consumer behavior.

Who is a micro-influencer?

An influencer is best defined as a person who has a greater than average reach or impact through word of mouth in a relevant marketplace. Micro-influencers are not traditional celebrities, but rather individuals who work in their category or are truly knowledgeable, passionate and authentic and are seen as a trusted source when it comes to recommendations for what to buy.

Methodology

Drawing from Experticity's unpaid influencer network, Jonah Berger and Keller Fay Group randomly surveyed micro-influencers from across the United States about the number of buying conversations they have with consumers each week. They then polled average consumers nationwide to measure the volume of expert influencer recommendations. Additionally, they polled peers of both groups to evaluate the impact of recommendations received.

The study was conducted with online interviews of more than 6,000 individuals from the United States drawn from Experticity's micro-influencer network and the general population. In addition, more than 800 peers of these individuals were surveyed to evaluate the impact of the recommendations they had received.



How frequently are influencers sought out for their opinions?

- Micro-influencers have up to **22.2 times** more “buying conversations” that include product recommendations each week than an average consumer.
- 87% of influencer recommendations happen face-to-face compared to 78% of general population recommendations.
- Influencers are more direct in their recommendations with 74% encouraging someone to “buy it or try it” compared to 66% of the general population who encouraged those actions in their recommendations.



The value of an influencer recommendation

Consumers are more likely to act on influencer recommendations.

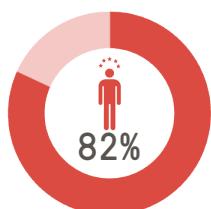
- 82% of consumers are “highly likely” to follow a recommendation made by a micro-influencer, compared to 73% who are highly likely to act on a recommendation from an average person.

Micro-influencers tend to have a wider range of influence.

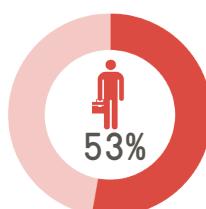
- 53% of influencers’ recommendations happen at work, compared to 19% of general population recommendations.

Influencers tend to get their own firsthand information vs. asking others.

- 26% of the general population became aware of brands through friends & family while only 15% of influencers find brand information that way.



Consumers “highly likely” to follow a recommendation made by an influencer



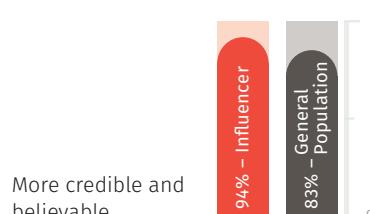
Micro-influencers’ recommendations happen at work



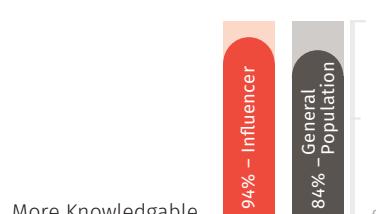
Influencers became aware of brands through friends and family

What drives influence?

Individuals that received recommendations were also asked to help shed light on what made an influencer more impactful. The following is the ranking of perceived values versus the general population or an average person:



More credible and believable



More Knowledgeable



Better at explaining how the product works or could be used

Conclusion

Due to the high number of recommendations they make, the results show that micro-influencers are more valuable compared to the general population. While being passionate about or working in a particular category leads to an even higher impact than the average expert, the mere fact of being an expert leads to higher influence overall.



About Experticity

Experticity is a platform for marketing through influencers, including retail associates. They have built the world's largest community of influential category experts and connects them with more than 600 of the world's top brands to create a new breed of buying experience — one that is informed, genuine and mutually beneficial. Experticity's community of nearly 2 million experts is comprised of industry professionals, category opinion leaders and influential retail sales associates that are actively sought out for trusted recommendations on what to buy. Experticity is based in Salt Lake City and led by Tom Stockham, a CEO with an impressive track record of championing companies like Ancestry and Ticketmaster.com. To learn more about Experticity and how its rapidly growing community of brands and experts are transforming today's buying experience, visit experticity.com.



About Jonah Berger

Jonah Berger is a marketing professor at the Wharton School at the University of Pennsylvania and author of the recent New York Times and Wall Street Journal bestseller *Contagious: Why Things Catch On*. Dr. Berger has spent over 15 years studying how social influence works and how it drives products and ideas to catch on. He's published dozens of articles in top-tier academic journals, consulted for a variety of Fortune 500 companies, and popular outlets like the New York Times and Harvard Business Review often cover his work.



About The Keller Fay Group

The Keller Fay Group is the leading market research company focused on consumer word of mouth and social influence. Now part of Engagement Labs (TSXV:EL), a data and technology company and creator of eValue™ Analytics, the global benchmark for social media scoring. The Keller Fay Group owns TalkTrack®, the only continuous study of consumer conversations about brands across all channels, online and offline. Founders Ed Keller and Brad Fay are the authors of the award winning book, *The Face-to-Face Book: Why Real Relationships Rule in a Digital Marketplace*, published in 2012 by Free Press. For more information visit www.kellerfay.com or www.engagementlabs.com.

What categories are the most recommended by micro-influencers?

Not only do sporting goods and outdoor gear get the highest number of recommendations, these recommendations were calculated to have the highest cumulative impact.

- 1 Sporting goods / outdoor gear
- 2 Fashion / footwear
- 3 Fitness / nutrition / wellness
- 4 Beauty
- 5 Consumer electronics