

RhythmInfluence

THE 2023

Influencer Marketing Data Benchmarks



CHAPTER 1:

Highlighting the Emerging Influencer Marketing Trends from 2022

During 2022, the influencer marketing industry enjoyed another exceptional year of growth. While the final number is still being tallied, [Forbes](#) expects it to eclipse 16 billion dollars. For context, 6 short years ago in 2016, the influencer marketing industry was valued at a mere \$1.6 billion.

These numbers shouldn't be surprising to anyone in marketing. Influencer marketing has proven its weight in gold, with the ability to boost brand awareness and product sales more effectively than most traditional marketing channels. Audiences feel very connected to influencers and take stock in their recommendations similar to how they would from friends or family. In a way, influencer marketing campaigns are the new celebrity endorsements.

During 2022, we saw some major shifts in the way influencer campaigns were executed. Here's a high level recap of key trends and insights for the year that will help inform your 2023 influencer marketing strategy:



1. TikTok Reigns Supreme

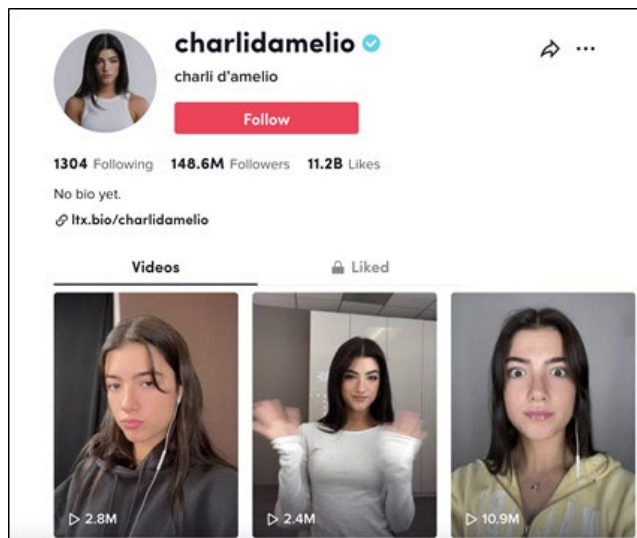


Image source: [TikTok](#)

TikTok continued its social media dominance, expecting to reach **1.8 billion monthly active users** by the close of 2022. What is it about the social platform that makes it so popular?

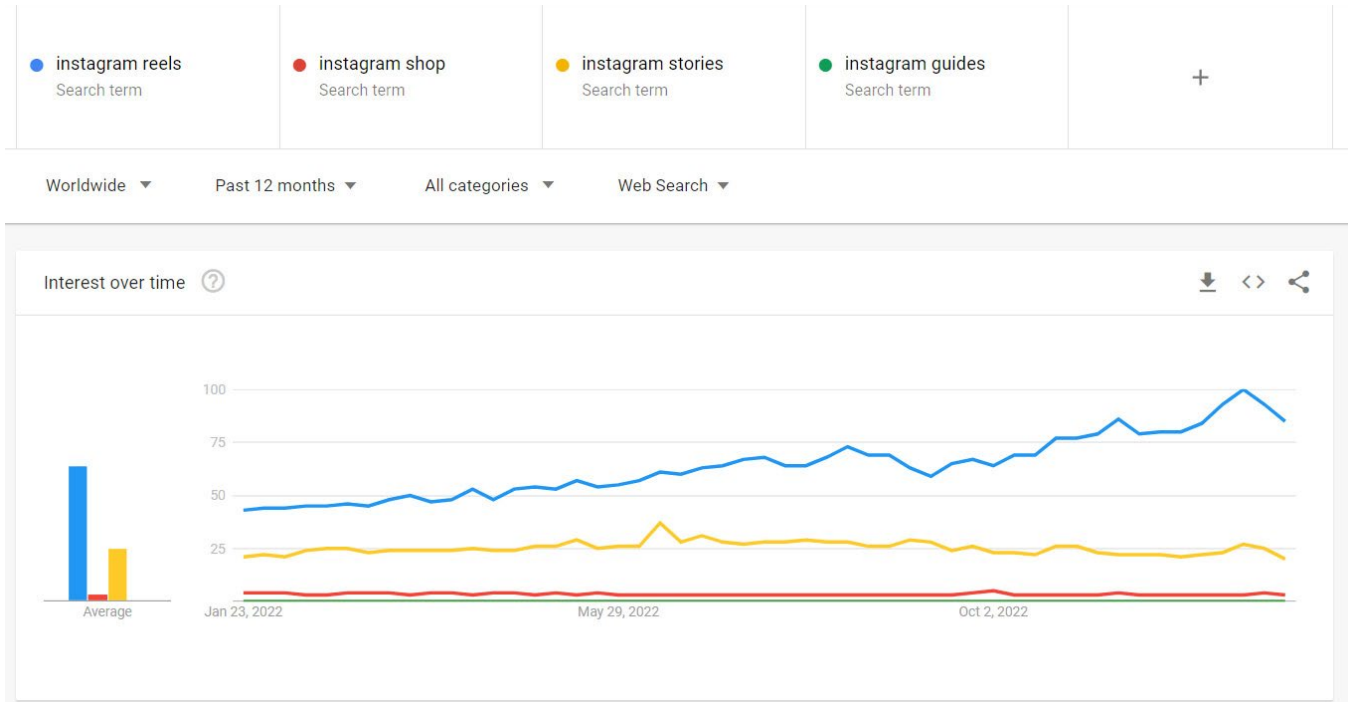
Two words: video content. If you're familiar with the age-old adage "a picture is worth 1000 words", then just multiply that number by 12 for video. That's right—according to research done by [inVideo](#) video content is 12x more engaging than any other types of content.

TikTok creators and brands alike recognize the substantial reach and resonance garnered by influencer campaigns. According to [AdAge](#), the volume of brand-sponsored influencer posts on TikTok rose 76% YoY.

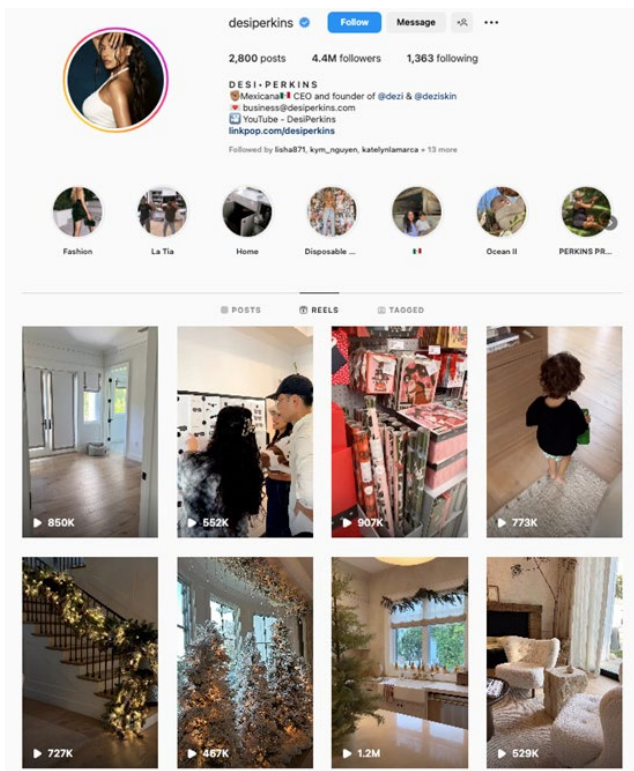
Expect this mutually beneficial relationship to continue its upward trajectory in 2023, and rival Instagram for the top influencer campaign platform.

2. Reels

Reels—15-90 second video clips—took off in 2022. In fact, Reels became so successful on Instagram that they **changed their algorithm** to better support and prioritize them. Reels have higher rates of engagement than any other form of content on Instagram and brands have been evolving their strategy to keep up.



Source: [combin](#)



They are more labor intensive to create, so marketers are adjusting their budget and resources accordingly. The good news for brands? Instagram Reels and TikTok videos are interchangeable, meaning you only need to create one that can be used on both platforms.

Image source: [Desi Perkins' instagram](#)

3. Leveraging Creators from All Tiers

As influencer marketing increases in both cost and popularity, brands are now leveraging creators from multiple tiers—from micro influencers to celebrity. Micro influencers are a subset of influencers who have less followers but are still experts at their craft. Their follower range can vary, but generally it's somewhere in the 1,000 - 100,000 range.

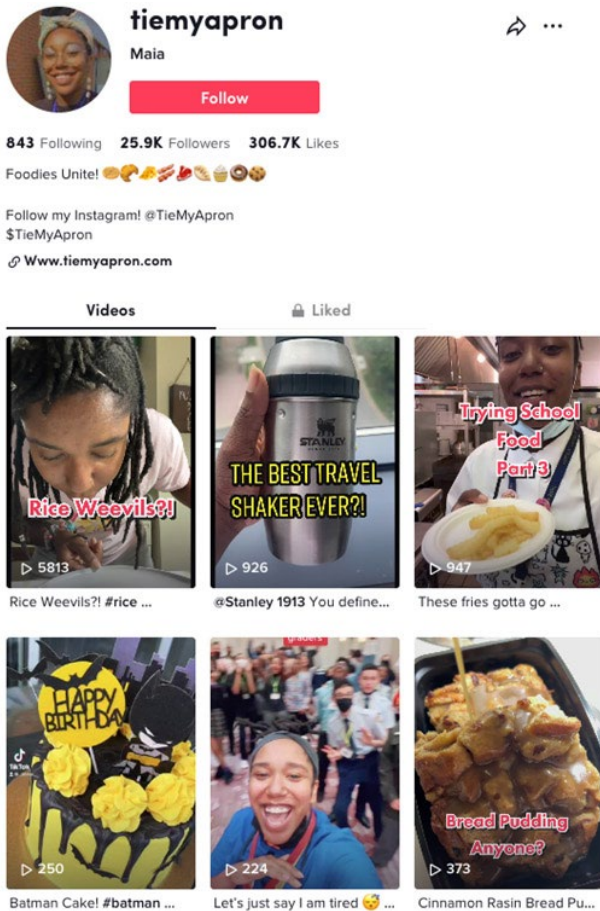


Image source: TikTok

The single most important part of any successful influencer campaign is choosing an influencer that resonates with your target audience. By leveraging influencers across all tiers, you'll have a more well-rounded strategy and boost your campaign effectiveness.

4. The Rise of Influencer Platforms

With any rapidly evolving industry comes the rise of products to support it. Influencer platforms aim to help agencies and brands research and connect with the right influencers for their campaigns. With any newer industry, it's important for brands to do their research as no platform does this perfectly. Here's our tips for navigating influencer platforms effectively:

- » **Leverage multiple platforms:** Some platforms are better for relationship building while others might have more robust data for influencer discovery. That's why it's key to leverage multiple influencer platforms to ensure you have your bases covered.
- » **Ensure there's advanced discovery capabilities:** Identifying the right influencers for your campaigns from a seemingly endless pools means having access to advanced insights. Make sure you partner with a platform that captures a holistic view of influencers including:
 - Key demographics (age, gender, location)
 - Interests
 - Audience analysis
 - Post history
- » **Brand safety:** Choosing an influencer that resonates with your target audience is half the battle. The other half is ensuring they're safe to use and won't land your brand in hot water. While nothing is guaranteed, by leveraging tools that give you robust information about influencers including their post history is an essential—but often overlooked—part of a successful influencer program.

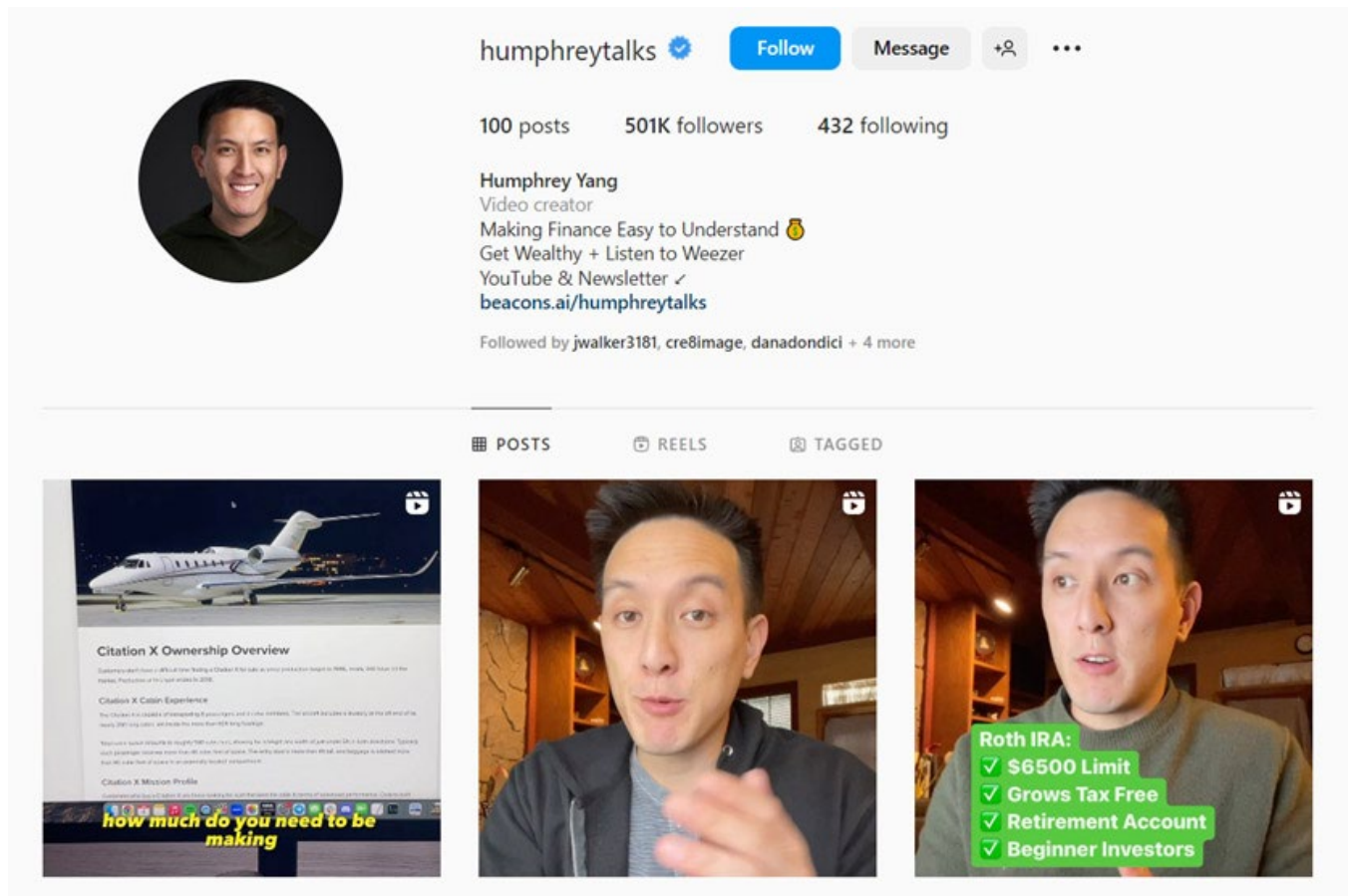
Creator tools are useful for influencers and brands alike, as they help you to more easily scale your marketing efforts since most allow for easy sharing and dashboards highlighting performance results.



5. More Verticals Embracing Influencers

Traditionally, influencer marketing has been B2C as retail and QSR were early adopters—but that’s changing as more verticals embrace the industry.

Recently, there’s been a surge of influencer usage in both B2B and financial services. According to [Kinsta](#), LinkedIn influencers drive “46% of social traffic to B2B sites and is considered the most credible source of content.”



The screenshot shows the Instagram profile for 'humphreytalks'. The profile picture is a circular portrait of a man with short dark hair, smiling. The bio identifies him as 'Humphrey Yang', a 'Video creator' who aims to 'Making Finance Easy to Understand' and 'Get Wealthy + Listen to Weezer'. It also mentions 'YouTube & Newsletter' and provides the link 'beacons.ai/humphreytalks'. The profile statistics show 100 posts, 501K followers, and 432 following. Below the bio, it says 'Followed by jwalker3181, cre8image, danadondici + 4 more'. The main content area shows three posts: a carousel post titled 'Citation X Ownership Overview' with a video thumbnail of a private jet and the text 'how much do you need to be making'; a video post of Humphrey Yang speaking; and another video post of Humphrey Yang with a green overlay listing 'Roth IRA' benefits: '\$6500 Limit', 'Grows Tax Free', 'Retirement Account', and 'Beginner Investors'.

Image source: [Instagram](#)

As we move into 2023, expect to see more verticals beyond B2C begin to partner with brands to help promote their products.

CHAPTER 2

A More Accurate Way to Determine the ROI of Your Influencer Marketing Campaigns

As the influencer marketing industry continues its rapid expansion, many brands are looking for a better way to determine the ROI of their campaigns.

Today, most brands rely on a combination of vanity metrics (likes, shares, comments, etc.) and the uplift in revenue around the time of the campaign to tie attribution back to their campaigns.

While both of these methodologies are important for campaign measurement, they can only tell you a piece of the story. Vanity metrics tell you if your influencer campaign was well received whereas an uplift in revenue can be attributed to more than one campaign. There is a better way, it just takes a bit more planning prior to the launch of your campaigns.





Understanding Your Influencer Marketing Campaign Goal

Most marketers today recognize that paid influencer campaigns—campaigns where you actually pay the influencer to promote your product for an agreed upon amount of time/posts—are far more effective than earned. Earned campaigns are great for getting a quick bump in awareness, but that’s about it.

After you decide between the paid vs. earned route, the next thing you need to do is identify the goal of your campaign. It can vary based on what you’re aiming to do, but here are 3 main influencer marketing campaign goals and how to set your campaigns up for success for each:

Drive brand awareness and lift: Brand awareness happens overtime, so look for influencers open to a long term partnership where they routinely promote your products in an authentic way.

In addition to brand awareness, use a brand lift solution to look at consideration, intent, favorability, and other brand health metrics that make sense based on your brand and campaign. Use multiple brand lift vendors to measure both organic and paid performance to really gauge the impact of the campaign as a whole.

Drive quality engagements: As mentioned, vanity metrics such as likes, comments, and shares only tell one part of a campaign’s success. In order to dig deeper you need to analyze the quality of these comments by looking at metrics like positive sentiment and the relevancy of comments left by Influencer audiences. Understanding whether or not your campaigns are driving quality engagements is essential to optimizing for future success.

Sales generation: There are many ways brands can now attribute direct sales from Influencer marketing efforts. The two main methods are tagging or using a third party vendor to track sales.

- » **Tagging** simply involves tagging the links the Influencers use to promote your product (i.e. UTM for Google Analytics) so you can easily track sales generated.
- » **Third party vendor tracking** is a bit more sophisticated and includes tracking offline sales for CPG products, online sales across 3rd party retailers (i.e. Target, Amazon, Instacart), and site visit and conversion behavior without the use of tags.

By utilizing the right partner, each of the above methodologies can be attributed back to Influencer creative.

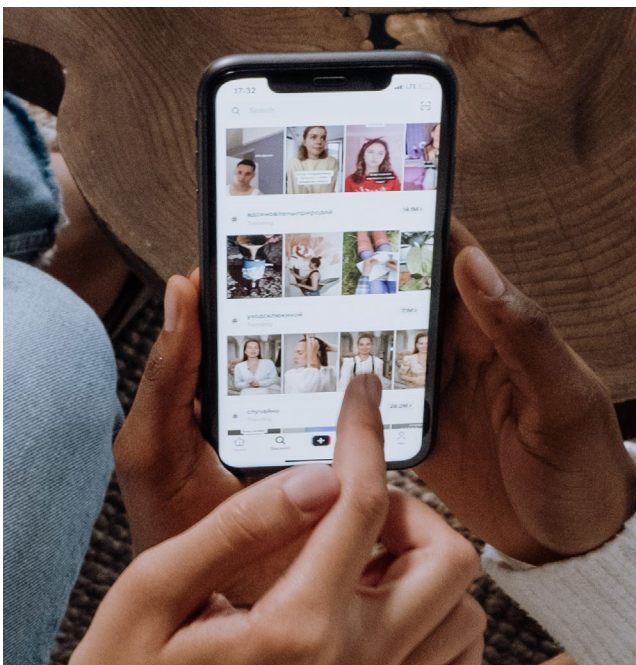
Ways to Accurately Measure for Success

Once you know the goal of your campaign, it's much easier to establish KPIs. From there, you can identify the right metrics to truly gauge performance success and ensure you're implementing the right strategies to achieve them. Below are a few of those tactics:

- 1. Viewability:** With the rise of TikTok and Instagram Reels, video is becoming an important part of most Influencer campaigns. Instead of looking at just impressions or views, dive into metrics such as VCR (video completion rate) and average watch time to see if users are really engaging with Influencer-generated video content. For example, TikTok counts views as about half a second which isn't a great indicator of engagement. We recommend using a metric like 6 second VCR (video completes / 6 second views) to better gauge performance.
- 2. Qualified engagement:** Driving a high volume of engagements and a strong engagement rate is great, but brands need to go beyond these numbers to truly understand the impact to their brand. You can do this by analyzing the

percentage of engagements that are positive versus negative and by looking into what audiences are saying about the Influencer, the campaign, and your brand. This information helps you to truly gauge whether or not the substantial amount of engagements being generated are really indicative of success.

- 3. Online and/or offline sales:** Sales tracking isn't a one size fits all for brands as there are different tactics that should be leveraged based on campaign investment, industry, and product type. Some examples of sales tracking include:
 - UTM tags for link tracking
 - using a vendor like IRI to track offline sales across major retailers
 - tracking online sales through 3rd party retailers (e.g. Amazon, Target and Instacart)
 - analyzing specific site visit and conversion behavior
- 4. In-store visits and sales:** For brands with brick & mortar stores, track how Influencers are driving in-store visits and sales. Both TikTok and Meta allow for this tracking through select data partners.



Attribution is tricky, but attainable

The most important thing to remember when tying attribution to influencer campaigns is that the buyer journey is not always linear. That's why being able to look at the sum of the campaign parts is best:

[site visit behavior + in-store visits + engagement + impressions + revenue generated]

The last piece of the attribution puzzle is making sure you're partnering with sophisticated influencer agencies that can help you to customize and achieve your influencer goals.

CHAPTER 3:

2022 Influencer Marketing Benchmarks

Now that you have a good understanding of where influencer marketing is headed in 2023 and how to measure for success, it's time to dig into the benchmarks.

1. Positive Campaign Sentiment

Vertical	2022 Benchmark	2021 Benchmark	% Growth
Overall	92.34%	93.23%	-0.89%
Auto	91.53%	95.94%	-4.41%
CPG	93.16%	95.01%	-1.85%
Electronics	99.56%	97.83%	1.73%
Finance	80.70%	90.97%	-10.27%
QSR	87.43%	79.13%	8.30%
Retail	99.90%	94.86%	5.04%

Benchmark Description:

Sentiment looks at the percentage of engagements that are positive vs. negative. It's an effective way in gauging the quality of engagements and overall audience perception for a campaign. For influencer campaigns, the sentiment is overwhelmingly positive for all verticals.

Key Data Callouts:

- » Sentiment saw only subtle changes YoY in most verticals
- » Finance and QSR saw the biggest YoY changes:
 - Finance saw a 10% drop YoY
 - QSR saw an 8% increase YoY

Key Data Insights:

- » Brands increased investments into TikTok during 2022 led to slightly lower YoY sentiments, as many are still trying to find their footing on the social channel—especially in the Financial sector
- » QSR brands invested in TikTok early and were able to evolve their strategies over the year leading to the positive uptick in sentiment
- » As a whole, TikTok performed slightly lower than other channels for brand sentiment in 2022

2. Brand Lift

Benchmark Description:

Brand lift is the impact an influencer campaign had on the awareness of your brand or specific products.

Key Data Callouts:

- » Brand lift attributed to influencer campaigns remained relatively flat YoY but still remained strong
- » CPG's high percentage of brand lift correlates largely to new products and brands using influencer campaigns to connect with audiences
- » QSR enjoyed the largest YoY growth

Vertical	2022 Benchmark	2021 Benchmark	% Growth
Overall	5.21%	4.48%	0.73%
CPG	11.75%	16.55%	-4.80%
Finance	1.90%	4.56%	-2.66%
QSR	5.75%	-2.15%	7.90%
Retail	1.32%	0.01%	1.31%

Key Data Insights:

- » Lesser known brands and products saw the highest results for brand lift in 2022. This is due to a high initial awareness across both control and exposed groups for more well known brands and products, making it more difficult to drive brand lift for these particular companies.
- » Early indications point towards stronger results for brand lift in 2023 as industries invest more heavily in TikTok

3. Ad Recall

Benchmark Description:

Ad recall is the ability for audiences to remember (or recall) your influencer campaign.

Key Data Callouts:

- » Influencer campaign ad recall remains relatively high—slightly improving YoY for most verticals
- » The data above takes into account both organic and paid ad recall

Vertical	2022 Benchmark	2021 Benchmark	% Growth
Overall	6.92%	5.30%	1.62%
Auto	8.85%	8.00%	0.85%
CPG	4.23%	3.24%	0.99%
Finance	5.40%	5.76%	-0.36%
QSR	13.30%	8.48%	4.82%
Retail	2.42%	3.17%	-0.75%

Key Data Insights:

- » Despite the use of influencer campaigns expanding across all verticals in 2022, there hasn't been any "ad fatigue" yet. Organic and paid audiences are still engaging and recalling Influencer creative at a high rate
- » Content that is tailored to the audience (e.g. children shown in influencer ads directed at parents) performed strongest
- » The ability to capture the audience's attention within 2 seconds of an influencer campaign video was key to driving positive results

4. Brand Favorability Lift

Benchmark Description:

Brand favorability analyzes how favorable users perceive a brand after being exposed to influencer creative.

Key Data Callouts:

- » All verticals saw significant increase in brand favorability YoY, with Auto seeing the largest uptick

Vertical	2022 Benchmark	2021 Benchmark	% Growth
Overall	7.98%	1.67%	6.31%
Auto	12.65%	1.17%	11.48%
CPG	8.23%	2.08%	6.15%
Finance	2.43%	0.94%	1.49%
QSR	0.87%	-2.75%	3.62%
Retail	7.60%	2.35%	5.25%

Key Data Insights:

- » The strong YoY increases in brand favorability were largely attributed to paid influencer campaigns that used Celebrity or Premium level influencers. However, brand favorability lift was seen across all tiers.
- » Influencers that used channel-specific messaging contributed to higher brand favorability than those who used the same on Instagram and TikTok
- » There is a correlation between high brand favorability lift and lifts seen in consideration (audiences considering using their products)

5. Purchase Intent Lift

Benchmark Description:

Purchase intent is the extent to which audiences are likely to purchase your product/service over a period of time.

Key Data Callouts:

- » Influencer campaigns saw solid results for purchase intent YoY in most verticals
- » CPG's increased investment in TikTok fueled their YoY growth

Key Data Insights:

- » QSR saw a YoY dip largely due to niche influencer marketing campaigns that focused on very specific products—such as a fast-food chain promoting a vegan breakfast sandwich. These campaigns performed lower on average than more broadly used products.
- » Expect stronger growth in 2023 as TikTok evolves their ad products and offers better CTAs
- » Both Instagram and TikTok contributed to the positive purchase intent lift
- » Retail's significant growth is largely attributed to their use of more broad products that cater to a wider audience.

Vertical	2022 Benchmark	2021 Benchmark	% Growth
Overall	2.89%	2.30%	0.59%
CPG	2.02%	0.23%	1.79%
QSR	1.08%	2.35%	-1.27%
Retail	10.03%	6.35%	3.68%

6. Consideration Lift

Benchmark Description:

Analyzes how likely audiences would consider your brand or product in the future.

Key Data Callouts:

- » Influencer marketing campaigns drove significant consideration lift growth YoY

Vertical	2022 Benchmark	2021 Benchmark	% Growth
Overall	8.29%	1.98%	6.31%
Auto	9.93%	-3.40%	13.33%
CPG	4.85%	1.01%	3.84%
Finance	4.23%	3.33%	0.90%

Key Data Insights:

- » The alignment of influencer campaign messaging to target audiences was a key driver in the YoY uptick
- » Similarly to other lift metrics, leveraging Celebrity and Premium Influencers paid off for brands, but all tiers saw strong results
- » Brand favorability lift through influencer campaigns often leads to increases in consideration
- » Consideration lift was stronger than purchase intent. There's an opportunity for brands to remarket to audiences who previously engaged with Influencer content, moving them from the consideration stage to purchasing stage

7. Offline Sales Lift

Benchmark Description:

Offline sales lift analyzes influencer-attributed sales for CPG brands.

Key Data Callouts:

- » Influencers continue to effectively drive offline sales for CPG YoY
- » Optimizing towards video views as opposed to impressions has been significantly more effective in driving offline sales

Key Data Insights:

- » Optimizing influencer creative towards view-based metrics (CPV/VCR) is significantly more effective in driving offline sales compared to optimizing towards CPM/impressions
- » For non-video campaigns, focus should be on CPE (cost per engagement) instead of CPM (cost per impressions) when it comes to driving offline sales
- » Both TikTok and Instagram are effective at driving offline sales—TikTok has seen more growth YoY likely due to newer investments in the social channel

Bidding Strategy	2022 Benchmark	2021 Benchmark	% Growth
Overall	4.03%	3.33%	0.70%
CPM	2.82%	1.90%	0.92%
CPV	6.40%	6.26%	0.14%

8. Cost Per Store Visit

Benchmark Description:

This metric analyzes the cost per store visit for influencer-attributed store visits.

Breakout	2022 Benchmark	2021 Benchmark	% Growth
Overall	\$0.02	\$0.03	\$0.01

Key Data Callouts:

- » The data is based on TikTok only—Instagram cost per store data is coming in 2023

Key Data Insights:

- » Influencer campaigns are effective at both driving in-store visits at a low cost and generating new customer visits and increasing lapsed customer visits
- » Aligning influencer creative with specific locations (vs. just targeting nationally) has positively impacted results. For example promoting hot beverages in cold weather climates and iced beverages in warmer climates.
- » Influencer creative that reaches users at a higher frequency has generated stronger cost per store visit results

9. Engagement Rate: Influencer Type (Organic)

*Engagements are defined as likes/reactions, comments, shares, and link clicks

Benchmark Description:

The organic engagement rate captured by each tier of influencer (micro, mid-tier, premium, celebrity).

Tier	2022 Benchmark	2021 Benchmark	% Growth
Overall	3.63%	2.90%	0.73%
Celeb	1.06%	1.47%	-0.41%
Premium	2.68%	2.13%	0.55%
Mid-Tier	4.71%	4.59%	0.12%
Micro	4.63%	4.85%	-0.22%

Key Data Callouts:

- » Increases in organic engagement rates were largely fueled by Instagram reels
- » TikTok has also contributed to the YoY lift, but relies less on direct followers since most users discover videos via the “for you” page

Key Data Insights:

- » Premium and celebrity talent are more effective in driving brand lift metrics, but less effective when it comes to engagement rates due to their higher following
- » Video continues to be the content format driving the highest engagement rate across all tiers
- » While engagement rates are lower for premium and celebrity influencers, overall engagement is still higher per post for these tiers
- » Micro is often viewed as the tier that drives the highest engagement rate, but we’re seeing mid-tier Influencers generating almost identical engagement rates

10. Engagement Rate: Social Channel (Organic)

*Engagements are defined as likes/reactions, comments, shares, and link clicks

Benchmark Description:

Influencer engagement rate broken down by social channel

Key Data Callouts:

- » Instagram and TikTok are the most effective channels at driving organic engagement rate
- » Instagram surpassed YouTube for influencer engagement rate during 2022
- » Facebook continues to decline in organic growth as Meta focuses their creator efforts on Instagram

Key Data Insights:

- » Reels drove a significant amount of the YoY growth for Instagram
- » TikTok has the highest engagement rate, but it's less related to followers as their algorithm favors engagement over followers
- » As TikTok evolves their search functionality, expect to see TikTok's engagement rates continue to grow as creators incorporate SEO best practices into their video and copy during 2023
- » Instagram saw the largest engagement growth in older audiences and now caters to all demographics

Channel	2022 Benchmark	2021 Benchmark	% Growth
Overall	3.63%	2.90%	0.73%
Instagram	4.11%	2.92%	1.19%
TikTok	5.25%	3.53%	1.72%
Facebook	1.45%	2.01%	-0.56%
YouTube	3.52%	3.47%	0.05%
Pinterest	2.12%	2.74%	-0.62%





11. Engagement Rate: Content Format (Organic)

*Engagements are defined as likes/reactions, comments, shares, and link clicks

Benchmark Description:

The engagement rate of specific content types used during influencer campaigns

Key Data Callouts:

- » All content formats experienced YoY growth—with short-form video seeing the highest growth
- » Static content includes carousels, which saw slightly higher engagement rates than their single image counterparts

Key Data Insights:

- » Short-form video is most effective at driving engagement—as there’s a significant drop-off seen in view rate for longer video content
- » Stories tend to have lower engagement rates due to their nature and less engagement functionality
- » Instagram’s algorithm prioritizes reels which has contributed to the growth in organic engagement rates YoY
- » Brands should have influencers focus on the format they typically post to capitalize on the most organic engagement

Content Type	2022 Benchmark	2021 Benchmark	% Growth
Overall	3.63%	2.90%	0.73%
Short-Form Video	4.52%	3.17%	1.35%
Long-Form Video	2.72%	2.42%	0.30%
Static	3.23%	3.04%	0.19%
Stories	2.34%	2.23%	0.11%

12. Engagement Rate: Paid Campaigns

*Engagements are defined as likes/reactions, comments, shares, and link clicks

Benchmark Description:

An analysis of how paid engagement rates vary across different bidding strategies when promoting influencer content

Optimization Tactic	2022 Benchmark	2021 Benchmark	% Growth
CPE	12.38%	9.22%	3.16%
CPM	0.16%	0.31%	-0.15%
CPV	0.79%	1.10%	-0.31%

Key Data Callouts:

- » Paid engagement rates saw YoY growth for campaigns optimizing towards CPE (cost per engagement)
- » There's a significant drop off in engagement rates when a campaign is optimized towards CPM or CPV

Key Data Insights:

- » Brands that view engagements as a primary KPI should be running their influencer campaigns on CPE (cost per engagement)
- » Static content is most efficient in driving "standard" engagements since Meta counts video views as an engagement
- » Prioritizing influencer creative that is most effective in driving engagement rates has a significant positive impact on results
- » TikTok recently launched "focused view optimization" which optimizes towards 6 seconds views or an engagement, whichever happens first. Since the feature launched in October, it's not included in this analysis but will help to increase engagement rates for TikTok paid ads in 2023
- » It's important to make daily optimizations (i.e. shifting towards top performers, tweaking audience, setting bid caps, etc.) to maximize engagement rate performance



CHAPTER 4:

Influencer Marketing Predictions for 2023

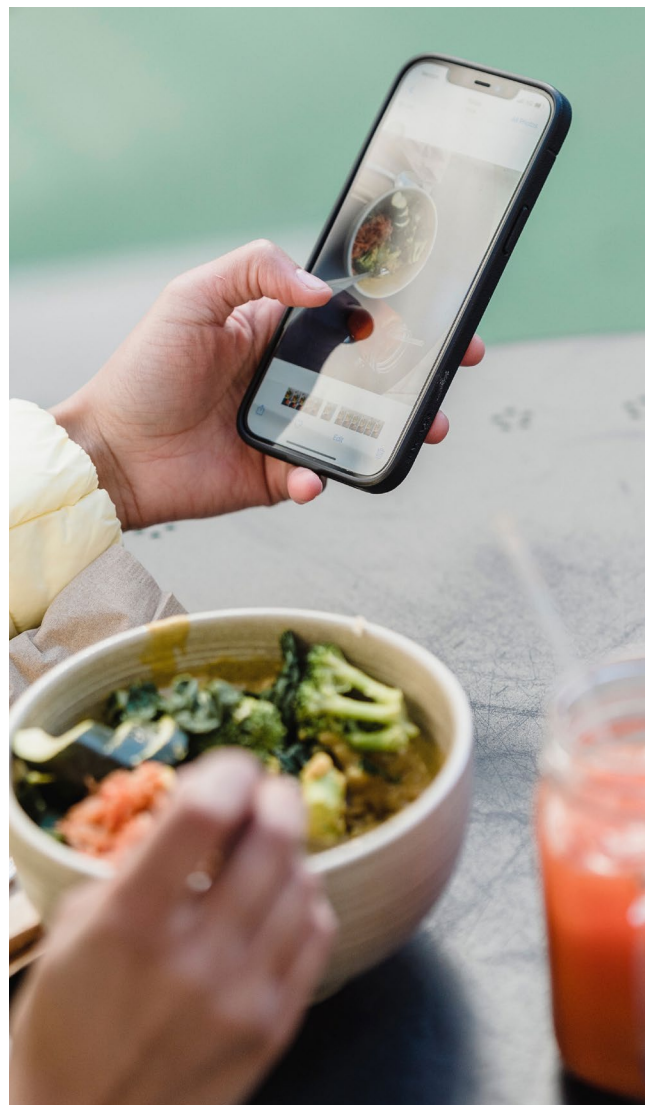
Knowing what to measure against is key to optimizing strategy, which is why the benchmarks from the previous chapter will help you to set yourself up for success in 2023.

But what else should you consider to create a successful influencer campaign this year? Below are 5 key trends expected to take over the influencer marketing space in 2023:

1. More Targeted Programs:

Influencer marketing has come a long way from its early days, and brands are getting far more sophisticated with how they identify and select influencers for their campaigns. In regards to influencer discovery, expect to see brands focusing on:

- » Data surrounding both the influencer and their audiences
- » Leveraging influencers who are current customers and organically promote the brand for more authentic campaigns
- » Due diligence around brand safety both from an influencer content perspective and vetting their follower base to confirm authenticity and engagement
- » Brand safety will be an important part of vetting Influencers, both in terms of looking at suspicious follower / engagement growth but also ensuring their content is in line with brand standards
- » Long-term influencer partnerships that span multiple campaigns as a way of creating stronger engagement and brand validity with audiences.

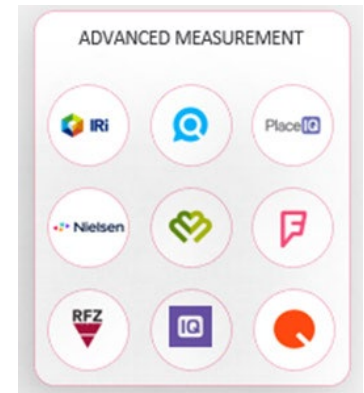




2. Advanced Measurement:

With marketers dedicating increasingly more budget towards influencer campaigns YoY, there's a need to validate their investment. That's where advanced measurement comes in to play. Expect brands to focus on ensuring they have the right tools in place to determine the ROI of their campaigns.

While traditional measurement KPIs like impressions, engagements, and video views will still be important, brands will focus on more sophisticated KPIs like sales, consideration, in-store visits, and comment sentiment to truly understand the impact campaigns are having on driving sales.



In addition, expect brands to place more of an emphasis on attribution modeling—how their influencer campaigns are impacting things like search and other marketing channels.

Brands who use paid social amplification for their influencer campaigns see considerably higher ROI than those that run organic-only. With brands investing more time and money into influencer strategies YoY, tapping into social amplification helps minimize the risk while maximizing return.



Image source: [NYT](#)

3. Video content:

TikTok's meteoric rise in popularity and Instagram's algorithm shift to prioritize reels reveals one thing: *video content is king.*

Our benchmark findings validate this notion, with short-form videos capturing higher engagement rates than any other format. Be sure to invest in influencers who have a talent for creating catchy, short-form videos to capitalize on the movement.



Image source: [Forbes](#)

4. Channel specific content:

As the benchmark on Brand Favorability Lift revealed, influencers who used channel-specific messaging contributed to higher brand favorability than those who used the same on Instagram and TikTok.

Yes, reels are very popular on Instagram, but their look and feel shouldn't be identical to those found on TikTok. In fact, Instagram's algorithm will **deprioritize content** containing the TikTok watermark.

Instagram reels are typically used to show off products, events, or influencers. They tend to be more polished than the content you see on TikTok, and are stylized similarly to typical Instagram posts.

TikTok, on the other hand, focuses on trends, pop culture, and aren't very polished or branded.

RhythmInfluence specializes in a full-service approach to Influencer marketing that leverages authentic Influencer connections to bring brands closer to consumers. With over 10 years of experience executing Influencer marketing campaigns, we offer marketers and agencies an experienced partner who delivers the most advanced, comprehensive, and agile approach to Influencer marketing. If you're looking to run high performing Influencer campaigns to drive power brand engagement and conversions, [let's chat](#).

Ready to bring your brand story to life?

We help you partner with talented digital content creators to reach new audiences.

RhythmInfluence can help you:

- » Create high-performing Influencer content
- » Identify the right combination of Influencers for your campaigns
- » Provide detailed reporting and campaign analytics
- » Build relationships with Influencers
- » Execute and optimize Influencer campaigns

Since 2012 RhythmInfluence has:

- » Managed over 350 Influencer Marketing campaigns
- » Activated assignments with 1,500+ influencers and content creators
- » Co-created 3,000+ pieces of branded content
- » Achieved an 80% customer renewal rate

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RhythmInfluence

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