

The 3 key trends that will shape influencer marketing in a post-Covid-19 era

By  Gbeniga Sogbaike

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In a recent session, I shared what I believe are the key trends that will shape influencer marketing in a post-Covid-19 era. Here are three important ones you should pay attention to if you run a business or manage a brand.



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1. The change in consumer behaviour that we have seen this period will not suddenly revert to what it was before Covid-19.

Certain behavioural preferences like social distancing increased usage of social media, and buying online as against in-store, for example, won't fade after the global lockdown ends.

The significant rise in social media usage [Kantar says 61%] necessitated by the pandemic makes marketing via social media [where consumers now congregate for long hours] essential for brands.

And speaking of marketing via social media channels, influencer marketing takes the cake.

Don't take my word for it: 58% of internet users say they have purchased a product because an influencer recommended it

according to research by Edelman. Also, 63% say they trust influencers more than they trust brands.



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2. Following from point one, micro-influencers will prove very useful in helping brands reach and engage consumers.

Here is why: nano influencers, like those we have in our Plaqaad CAP community, with 1,000 to 5,000 followers get 8.8% engagement rate on the average.

Micro-influencers with 5,000 to 10,000 followers record 6.3% average engagement rate while influencers with 10,000 followers or more have just 3.6% engagement rate which is still higher than the average engagement rate which usually falls within 0.05–1.5%.

The difference, you'd agree, is pretty clear.

3. Influencer marketing platforms will become more relevant as more brands seek to automate the process of discovery, campaign management, tracking and measurement, payment for influencer campaigns.

Influencer platforms just make the entire process seamless and far better for both brands and influencers.

Wrapping up

Finally, let me say that businesses most hit by Covid-19, e.g hotels, restaurants and bars, event management companies, airlines, travel agents etc. will need influencers to regain the trust of consumers. Of course, after putting in place all the right safety measures.

Also, as these aforementioned businesses recover, with influencers as their strong allies, those already operating in personal care, cooking, morning routines, wellness and healthy living, DIY, food delivery and pick-up services, entertainment, virtual classrooms, digital wallets and e-meetings etc., will keep experiencing an uptick in consumer interest and share of wallet, hinged strongly on the back of influencer collaborations.

ABOUT GBENGA SOGBAIKE

Marketing, Media and Technology Expert. A thought leader in content and influencer marketing, media and digital PR.

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