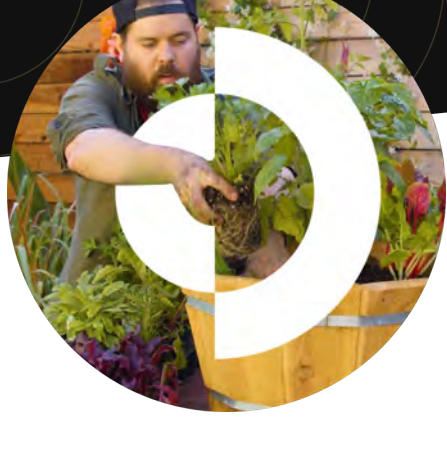
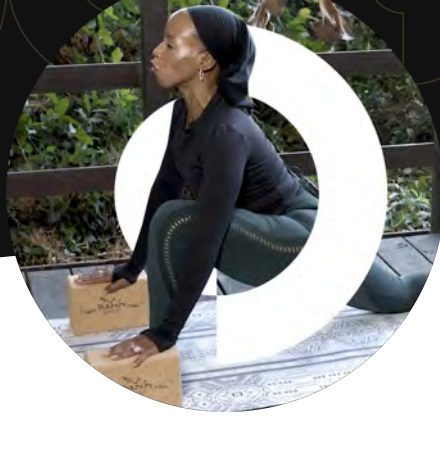


NEW SURVEY FINDINGS

HOW INFLUENCERS CONTRIBUTE TO RETURNS WHILE EXPERTS CREATE CONFIDENCE

Influencers Drive Awareness But New Data Finds Consumers Are Skeptical and More Likely to Return Influencer-Recommended Products. Experts Earn Trust and Build Shopper Confidence.



For centuries, high-profile spokespeople have influenced consumer buying decisions and today's social media influencers have taken on a similar role. Today, nearly a quarter (26%) of consumers say they have been swayed to make a purchase by an influencer's push. Influencers hype something up, and the consumer buys, often leading to buyer's remorse when they realize the product is not as described. But the tide is turning as shoppers become savvier to the ways of influencer marketing in the Information Age.

Here we examine the rise and fall of influencer marketing using the findings of a new consumer survey commissioned by The Desire Company, and we discuss how the rise of expert marketing has solidified its rightful place in today's buying decision process.

17th CENTURY

Citizens turn to kings and queens for advice on which medicines to take.



EARLY 1900s

Roscoe Arbuckle became one of the first celebrity influencers when he agreed to promote Murad cigarettes (although he refused to actually smoke them).



80s AND 90s

Michael Jordan promoted everything from his own Air Jordans to Wheaties to Gatorade to McDonalds (this list could go on). "Got Milk?" revives the California dairy industry. Fabio can't believe it's not butter.



2000s

With the invention of the internet, bloggers surged in popularity writing about travel, parenting, food – the lifestyle business was born.



2010s

With the arrival of social media, influencer marketing as we know it emerged. Early-adopter Instagram influencers were able to build huge, loyal followings.



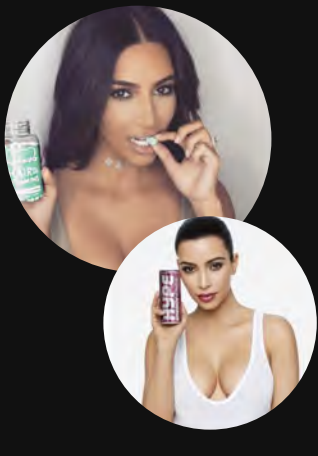
2019 AND 2020

Scandals, fake followers, bot technologies, and the pandemic crisis converged creating skepticism among social media followers.



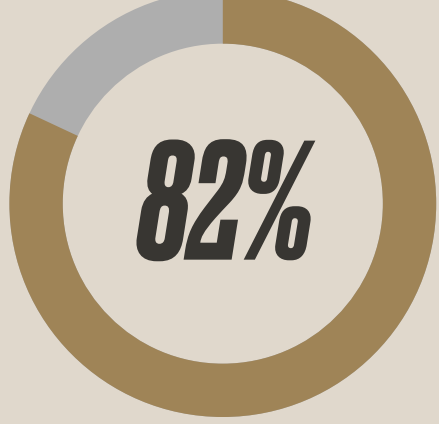
2021 AND 2022

Influencer marketing continues to be a part of marketing strategies, but consumers are no longer buying into the hype, with the majority stating that they do not believe that influencers actually use the products they are hawking.



THE STATS

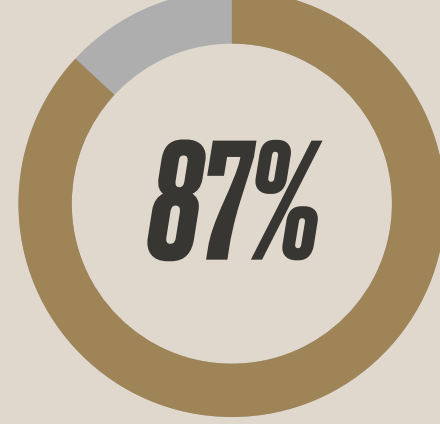
Many consumers have had a bad experience when purchasing an influencer-promoted product.



More than 4 in 5 consumers (82%) who have purchased something based on an influencer's push say they have had some sort of negative experience with the product, with the most common being that the product didn't match the influencer's claims (41%).



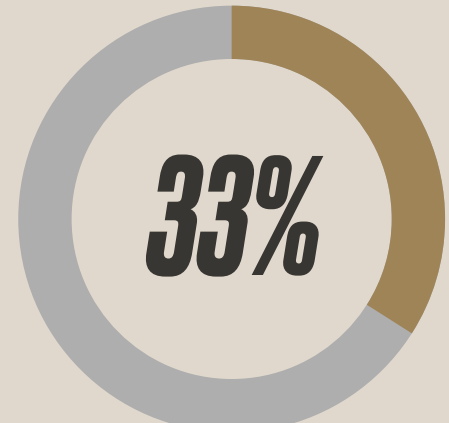
More than 2 out of 5 (42%) consumers who have dealt with the consequences of purchasing influencer-recommended products say they are unlikely to purchase from that company again.



say it is likely that influencers don't even use the products they advertise.



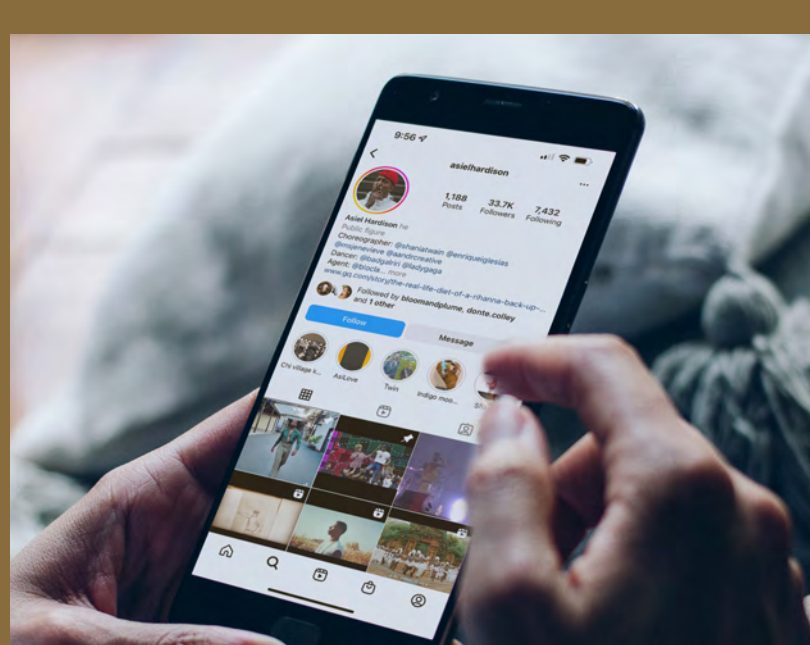
More than 1 in 3 of those who say they purchased a product pushed by an influencer say they found a higher quality version of the product after they made their purchase.



A third said they ended up never using the product.



CONCLUSION: THE RISE OF EXPERT-DRIVEN MARKETING



Experts with 1k followers are more than

TWICE AS LIKELY TO BE CONSIDERED TRUSTWORTHY

(23%) by consumers when compared to an influencer with millions of followers (11%).

When it comes to cutting through the clutter, the majority of shoppers (51%) say

ALL THEY REALLY NEED IS AN EXPERT

demonstrating how to use a product to be confident in their purchase. Millennials were the most likely to say this (63%), followed by Gen Z (55%), Gen X (49%), and Boomer (41%).



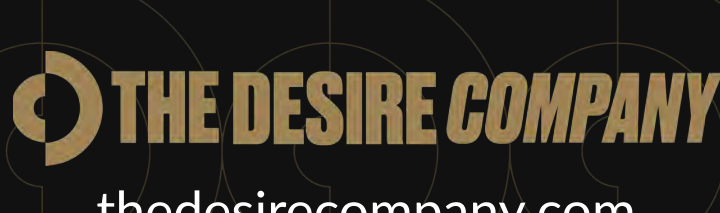
Perhaps because they have been burned before, consumers that purchased a product because it was promoted by a social media influencer are significantly more likely (62%) than those who have not (47%) to agree that an

EXPERT PRODUCT DEMO

is all they need.

WELCOME TO THE DAWN OF EXPERT MARKETING.

Follower count and popularity is no longer a good indicator for success in influencer marketing. Today's savvy consumer appreciates authenticity. They consider expertise before pulling the trigger to make a purchase. For their part, brands in search of a tangible ROI are making the transition from paying influencers for popularity to compensating experts for their expertise, understanding that you can buy reach, but you can't buy credibility. The age old concept of "quality over quantity" wins again.



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ABOUT THE DATA

The Desire Company Survey was conducted by Wakefield Research among 1,000 nationally representative U.S. adults ages 18+ between July 25th and July 31st, 2022, using an email invitation and an online survey. Data was weighted to ensure an accurate representation of U.S. adults ages 18+.