10 TRENDS TO ACE YOUR 2023 INFLUENCER MARKETING GOALS
Influencer Marketing works because of Trust. Word-of-mouth has been the most prominent form of marketing for decades because people trust others over business entities. Influencers help amplify this Word-of-mouth.

As the fear of recession looms, more budgets will move toward influencer marketing. Nearly $16.4B was spent on influencers in 2022, which is expected to surpass $20B in the next two years. Influencer Marketing isn’t a fad anymore.

Brands have also been focusing more on diversity and inclusion in their Influencer selection. Data helps drive more diversity by reducing human bias. At affable.ai, we continue to innovate and improve our data-driven influencer recommendation engine to remove these human biases and promote diversity in Influencer selection.

As marketing budgets shrink, every dollar will be carefully spent. We already see early signs of affiliate-like influencer programs where influencers are compensated based on the sales they drive for the brands. It aligns incentives for the brands and influencers. In 2023 and beyond, we will see more and more brands leveraging influencers as affiliates to drive sales for them.

Said that influencers are also looking for other monetization opportunities. In the last couple of years, we have already seen mega influencers launching their brands. Through the combined power of platforms like Shopify and Instagram/TikTok Shopping, more micro-influencers can launch their own brands.

At affable.ai, we lead the industry by developing data-driven tools to enable marketers to stay ahead of the curve. We look forward to our continued partnership with leading brands and agencies in the industry to learn from and continue innovating further!

Read on for a high-level overview of Influencer Marketing in 2022 and our take on what’s to come in 2023.

Nisarg Shah
Co-founder and CEO, affable.ai

10 Trends To Ace Your 2023 Influencer Marketing Goals
In This Report

Summary

TREND 1
Meta’s Chase To Beat TikTok And YouTube Shorts Continues

TREND 2
After Micro, It’s Time For Nano-Influencers To Run The Show

TREND 3
Growing Viewership To Make Short-Form Videos More Powerful

TREND 4
Big Bets On Live Shopping. Will It Entice Shoppers In The US And Europe?

TREND 5
Get User Generated Content And Make It Count

TREND 6
Extending The Life Of Influencer Content. What Better Than Paid Media

TREND 7
Branch Out To Metaverse With Celebrity Influencers

TREND 8
Shape Up B2B Marketing With Content Creators

TREND 9
Creator-hosted Vodcasts: Capturing The Uncaptured Audience

TREND 10
Affiliates, A Hybrid Model To Work With Influencers

About affable.ai
Summary

As 2022 draws to a close, now is a great time to assess how you'd want to create an effective Influencer Marketing strategy for next year—and, equally important, what you should leave behind. In light of this, we talked to a few social media and digital marketing professionals to learn about the top 10 trends in influencer marketing for 2023.

Interestingly, some common themes emerged, such as the growing popularity of nano-influencers, dominance of snackable videos, paid boosting, recruiting influencers as affiliates, metaverse, and much more. In this report, you'll also read how brands and consumers will talk more about podcasts with videos in 2023. Not just that, but how live shopping will give rise to new platforms like Pinterest TV and Amazon Live to help you scale the reach of your niche product.

Our report is based on primary interviews with nearly a dozen industry specialists and digital and social media marketing experts. It is also supplemented by research reports published by other agencies in the past. The exciting perspective shared by the experts is supported by affable.ai's platform data, which has scanned 1M+ influencer profiles to give an insight into how Millennials and Gen Zs are engaging with TikTok, Instagram, Facebook, and YouTube. Also, how influencer posts have escalated on video platforms TikTok and YouTube Shorts. (Results are pretty interesting!).

We have carefully spotted these trends and predictions to help you put the 2023 influencer marketing strategy in place now.

A special thank you to Jason Falls, Vinnie Potestivo, Yuhwen Foong, Neal Schaffer, Neve Fear-Smith, Amar Jacob, Pamela Seow, Lindsey Heppner, Gordon Glenister and Shenaz Bapooji who graciously lent their resources and time to bring out this report.
TREND 1

Meta’s Chase To Beat TikTok And YouTube Shorts Continues
TikTok is now the unprecedented arch-rival of Meta! So much so that in 2022 Meta’s Instagram Reels faced backlash for emulating TikTok style videos, an extremely algorithmic main feed, and introducing a TikTok style remix feature. YouTube, too, has imitated short-duration vertical video format for its YouTube Shorts. It is more likely, as experts believe, 2023 will be more about Meta chasing TikTok and YouTube.

TikTok is a fun and interactive social platform. And brands also see an enormous marketing potential there. “Believe that the success of YouTube Shorts and the popularity of YouTube has a good chance of pulling people away from Instagram, which has become a bit saturated and boring,” says Neal Schaffer, Digital and Social Media Marketing Consultant, Speaker and Author, pointing out why TikTok and YouTube will emerge as powerful platforms.

“There will be greater growth for TikTok and YouTube at the expense of Instagram and Facebook. Instagram will be squeezed between the two,” says Schaffer.
Pamela Seow, Strategic Lead, Seventeen Brand, suggests that TikTok will remain Millennials and Gen Z’s favorite. “Instagram continues to be so for millennials and above. Instagram is used for product recommendations and socializing to keep tabs on your community, while TikTok is used largely for entertainment and tutorials. Since its inception, TikTok has successfully disrupted other social media platforms, but mostly, its algorithms give users personalized feeds and specific video content, making it highly addictive,” she says.

Owned by Beijing-based ByteDance Ltd, TikTok has now amassed more than 1 billion active users, with an increasing number of content creators on the platform. Neve Fear-Smith, a UK-based journalist who extensively covers the influencer marketing industry, believes TikTok will be the king in 2023.

“TikTok is a second-generation platform and has learned many lessons from social platforms like Instagram and YouTube that have been around for a lot longer. The platform is so innovative and has it on-lock when it comes to keeping users engaged and keeping them coming back. With this in mind, I think we will see increased investment in influencer marketing on TikTok as there is more evidence of how campaigns can blow up on the platform,” says Fear-Smith.
YouTube Shorts Vs TikTok

YouTube Shorts, a tool for sharing short videos, is also forced to compete. The capacity of YouTube to monetize videos sets it apart from TikTok. For long-form content creators, YouTube Shorts is a terrific way to attract viewers to their channels. For this reason, TikTok has been increasing the video length from 15 seconds to 60 seconds and now 10 minutes to further escalate the consumer use of TikTok.

“How YouTube stars make more money is through the ad revenue generated from their channels. The investment by YouTube into “Shorts” will be TikTok’s main competitor in 2023, especially as YouTube is in more countries than TikTok. Instagram will remain the most popular, but the TikTok gap is closing, and YouTube Shorts will start to make strides. Audiences are on TikTok, but brands are still adding this to their social marketing set. In Ireland, the budgets will be between IG and TT,” says Amar Jacob, Social and Content Development Director, Group M- Ireland.

Audience Split %

(Source: affable.ai)

10 Trends To Ace Your 2023 Influencer Marketing Goals
We will see greater growth for TikTok and YouTube at the expense of Instagram and Facebook. Believe that the success of YouTube Shorts and the popularity of YouTube has a good chance of pulling people away from Instagram, which has become a bit saturated and boring. TikTok will continue to grow and attract an older audience, and Instagram will be squeezed between the two.

Neal Schaffer
Digital and Social Media Marketing Consultant, Speaker and Author
After Micro, It's Time For Nano-Influencers To Run The Show
While marketers continue to favor micro-influencers in 2022, analysts predict that in 2023, more companies will gravitate towards nano-influencers — a powerful category of influencers with fewer than 10,000 followers. They could be our friends, neighbors, or coworkers. However, with a high rate of social media engagement, where people frequently interact with their content.

**High Engagement Rate By Nano-Influencers**

According to statistics from affable.ai, nano influencers on Instagram had an engagement rate of around 4.41% in 2022, which was substantially greater than that of other influencer categories (see the chart). Contrarily, Facebook displays an engagement rate of 1.17%, fueled by nano influencers. Nano-influencers could engage more users on both platforms than micro-influencers.

TikTok, which disrupted the social media market with its short-form videos in 2016, has the edge over the others. Due to the increased likelihood that a video will become viral, a nano influencer on TikTok generated an average view of approximately 127% in 2022. It is substantially higher than a micro-influencer, which receives an average view of 77.73%.
“The popularity of TikTok is because of its rawness of people showing up in front of the camera and being themselves. And that taste in the content will continue, making nano influencers the king of content, way more than micro. Smaller communities are authentic. Also, with the potential recession coming up in 2023, nano influencers become more attractive, especially when we look at the value of content creation and influencers,” says Neal Schaffer, Digital and Social Media Marketing Consultant, Speaker and Author.

Value in Small Communities

Nano-influencers are distinctive due to their authenticity, trustworthiness, and closeness to the original target audience. Lindsey Heppner, the co-founder of Vampped, Los-Angeles-based influencer marketing agency, says, “Brands are getting on tiny influencers because there is value in a small community. Brands are seeing more trust, which means more purchase power,” says Heppner.

With their access to purpose-driven, highly targeted audiences, nano influencers will go a long way in connecting with Millennials and Gen Z.
“The world as a whole is changing, and consumers and social media audiences want to feel supported and like they have figures they can relate to. Micro and nano influencers provide that relatability that we all crave. Brands have to invest less of their spend in micro and nano influencer activations and will still get that top tier engagement,” says Neve Fear-Smith, a UK-based journalist.

Experts also suggest long-term collaboration with nano-influencers, like hiring them as brand ambassadors, considering their ability to target a hyper-niche audience. “Definitely, with Instagram and TikTok’s marketplace growing, the nano and micro-influencers will be much easier to find, hire, and engage for jobs. Celebrity influencers have so much access! They can do merchandise collaborations, release music albums, open cafes, essentially entrepreneurs,” says Yuhwen Foong, Founder of SushiVid.

### Avg. Engagement Rate

<table>
<thead>
<tr>
<th>Follower Count</th>
<th>Eng. Rate (avg. views)</th>
<th>Eng. Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000-10,000</td>
<td>143967.51%</td>
<td>1.17%</td>
</tr>
<tr>
<td>10,000-50,000</td>
<td>245322.72%</td>
<td>0.91%</td>
</tr>
<tr>
<td>50,000-100,000</td>
<td>334275.81%</td>
<td>0.92%</td>
</tr>
<tr>
<td>100,000-250,000</td>
<td>337053.67%</td>
<td>3.70%</td>
</tr>
<tr>
<td>250,000-1000000</td>
<td>1192325.05%</td>
<td>0.88%</td>
</tr>
</tbody>
</table>

10 Trends To Ace Your 2023 Influencer Marketing Goals
Micro-influencers will continue to grow because audiences see them as authentic, relatable, and credible. They are also more cost-effective from a cost-per-reach perspective. Marketers should separate micro and nano influencers from celebrity influencer marketing because they are different. The power of an influential celebrity that is ‘mainstream’ famous severely outweighs a ‘big time’ social influencer.

Amar Jacob
Social and Content Development Director,
Group M- Ireland
Growing Viewership To Make Short-Form Videos More Powerful
Make Instagram Instagram Again—the catchphrase hogged the limelight in 2022 for two reasons. First, it was posted by two of the biggest celebrity influencers, Kylie Jenner and Kim Kardashian, to stop Instagram from promoting short-form videos, Reels and instead get back to their static posts. Second, facing the backlash Adam Mosseri, Instagram Head, pulled out some features but made it clear that "more and more of Instagram is going to be video over time. So, we're gonna have to lean into that shift."

Mosseri said so due to the constant disruption by the short-form video app - TikTok. It is clear that short videos will be a game-changer in 2023. We can evaluate this through affable.ai’s data on how the number of influencer posts/videos on the four major social platforms has escalated or declined in the last two years, giving a projection of what the next year looks like.

**Influencer Posts on TikTok, YouTube Shorts Rises**

As of 2022, there were 79 million influencer posts on TikTok, a rise of 11.52% from 2021's 70.27 million. Similarly, YouTube, which has both long and short-form content, has seen a growth of almost 7% in its total posts. From 102 million videos in 2021, the figures have climbed to 109 million.

On the other hand, Meta’s Facebook and Instagram saw a decline. Instagram’s overall influencer posts dropped from 139 million in 2021 to 119 million in 2022. It shows a downfall of almost 15%.

Facebook has been the most affected, showing a decline of nearly 69%, from 71 million influencer posts to 34.16 million posts in 2022.
The scope of short-form videos has been expanding. "More and more people on TikTok consume 15 and 30-second videos. With the growing popularity of YouTube shorts, we are becoming attuned to watching more short-form videos. And I believe long-form videos and live streams will exist. Still, this easily stackable, consumable, and whenever you-wanna go back and see it type of content is the big change that we have seen after the TikTok," says Neal Schaffer, Digital and Social Media Marketing Consultant, Speaker and Author.

He believes static posts will be hidden between Reels and Shorts. "As the TikTok generation grows, there will be more demand for short-form video. If you are creating static image posts, you will still be hidden between the feeds as Reels," says Schaffer.

**Explainer, Education Videos To Dominate**

Videos have undoubtedly been around for a while. Still, TikTok is the app that has effectively experimented with content kind and length. Brands can collaborate with influencers to create product teaser videos, product tutorials, or product review videos. Also, explainer, short-form educational videos that are primarily used by financial and technology influencers to break complicated concepts into simple language. Brands can also give a sneak peek behind the brand, product, or service and the people involved to build trust and credibility.

"How to" and "Day in the life" types of content streams on all platforms will continue to dominate. A seismic shift has happened within the GenZ audience where they use social media platforms to search rather than a traditional Google search. It means that brands will have to create content based on what ‘people' are searching for and just what messages they want to communicate," says Amar Jacob, Social and Content Development Director, Group M- Ireland.

Even Pamela Seow, Strategic Lead, Seventeen Brand, opines it will be a year dedicated to more educational video content and tutorials. "I think our focus and attention spans have shortened incredibly with the advent of video popularity. Nearly 15 seconds for entertainment may be too long now, while short-form tutorials may hold a viewer’s attention slightly longer. Short-form tutorials will be a mainstay as more influencers have product collaborations and or produce their merchandise. These tutorials would act as a follow-up of the products with a 'how-to' video," she says.
2021 Vs. 2022: Influencer Posts

Instagram:
- 2021: 139 million
- 2022: 119.42 million

Facebook:
- 2021: 71 million
- 2022: 34.16 million

TikTok:
- 2021: 70.27 million
- 2022: 79 million

YouTube:
- 2021: 102 million
- 2022: 109 million

(Source: affable.ai)
Voice, Video, and Vernac were touted to be the three drivers of the marketing world for a decade and continue to rule the roost even now. Videos continue to hold good, and with the advancement in phone technology, short videos are easy to pull off. Reels have a fanbase of their own, and so do tutorials. A large part of conversational commerce is driven by video today and will gain even more traction tomorrow.
TREND 4

Big Bets On Live Shopping. Will It Entice Shoppers In The US And Europe?
Live stream Shopping is no longer an unconventional concept. It has already swept China, bringing in $387 billion in 2022. The response in the USA and Europe continues to be mixed. The question now is if the success of live stream shopping in China will be replicated in the USA and Europe in 2023.

“Live stream shopping will likely continue to be popular, particularly in larger countries like the US or Europe, in 2023. However, viewers will drop in and out of live streams instead of sitting through one for an hour. Locally, overseas live streams showcasing popular branded products in Europe will target viewers who cannot travel to Europe but still covet a bag,” says Pamela Seow, Strategic Lead, Seventeen Brand.

Marketers are already betting on live stream shopping, the hottest retail trend across all sectors. They view it as a unique way to connect the digital and physical shopping experience. Ultimately leading to better engagement, rapid sales increase, and increased brand awareness in a fun and interactive way.

The shoppable e-commerce space has constantly been evolving since the Covid-19 pandemic with the growing consumer demand for an improved shopping experience. e-Commerce companies recognize that, in addition to offering limitless collection and quick shipping, the next stage is browsing the products and virtually creating a regular buying experience.
Live Streaming For Product Launches

Big industry players like Walmart, Amazon, and NBC Universal have worked towards this since 2022. The largest retailer in the US, Walmart, partnered with TikTok’s TalkShopLive and hosted more than 160 live shopping events. Mainly through enlisting heavy-hitter content creators for shoppable live stream.

Since content is the core of product discovery and purchase, all these platforms heavily rely on influencers to take the lead — a strategy to capitalize on an influencer’s existing social media following to talk about topics that interest shoppers. “Live stream shopping for product launches can be extremely successful based on the talent used with the right effort being put into creating a ‘shopping moment’ online. Exclusivity would be a driver to garner more attention here,” says Amar Jacob, Social and Content Development Director, Group M- Ireland.

Even with the long-term commitment to influencers and a proper commissioning system, Seow sees all the more reason for influencers to bring in the desired conversions through shoppable live streaming. “In the US, influencers are engaged for the longer-term by brands, even competing ones where the influencers specialize in specific categories (e.g., fashion) and specific price points (e.g., mass pricing), and have direct links to shop, for which the influencer is paid a percentage commission for each sale.

Thereby also increasing the influencers’ drive to promote the brand’s products. This could be an added trend on top of live streaming shopping,” says Seow.

New Social Platforms For Live Streaming

Subsequently, social media platforms are upgrading to enable live stream shopping. In 2022, Facebook shut down its live streaming space to divert attention towards Instagram Reels, a short-form video product that aligns well with the ongoing video demand. Also, to compete with TikTok, which already has a strong foothold in the USA. Having failed in the first attempt to entice US customers with Live Shopping, TikTok entered the race again with the TalkShopLive app later this year and roped in celebrities and popular influencers.

“The future of content is programmable, shoppable, immersible, interactive media. Expect to see more scheduled live streams on newer social platform surfaces, such as Pinterest TV, Amazon Live, and LinkedIn Audio Events, as influencers lean into the consistency. Expect to see more pop-ups live streams on video and audio platforms, TikTok, Facebook, and Instagram Live, that make it easy to engage and quickly scale brand reach,” says Vinnie Potestivo, Emmy Award-Winning Media Advisor and Creator Economist.
The future of content is programmable, shoppable, immersible, interactive media. Expect to see more scheduled live-streams on newer social platform surfaces, such as Pinterest TV, Amazon Live, and LinkedIn Audio Events, as influencers lean into the consistency. Expect to see more pop-ups live streams on video and audio platforms, TikTok, Facebook, and Instagram Live, that make it easy to engage and quickly scale brand reach.
TREND 5

Get User Generated Content And Make It Count
With social media also becoming a product discovery and a shopping destination tool, brands have started looking at User Generated Content (UGC) as a way to carve a niche for themselves and attract consumer attention. After all, consumers and influencers sharing their feedback after using the product, open the gateway for brands to establish credibility and trust among untapped customers in the most authentic way.

"Brands are more interested in influencer programs that drive real ROI. That's why I think focusing on the influential voices in your brand community will become more of a focus for many in 2023. Identifying the voices in your followers, customers, employees, and partners that can drive more genuine word-of-mouth recommendations and a better return on the effort are emerging as what's next and more effective for brands," says Jason Falls, Executive Vice-President, Marketing, CIPIO.ai.

By doing reviews, unboxing, and tutorials on social media, consumers or influencers increase a brand’s chance to get more eyeballs on its product or service and grow its community. For a while, a brand like GoPro has significantly benefited from the UGC by giving away the newest products to aspiring photographers who actively share their vacation photos on social media.

According to Deloitte’s 2022 Digital Media Trends report, which interviewed 2,000 US consumers and 4,000 consumers from Brazil, Germany, Japan, and the UK, US Millennials and Gen Zers engage with user generated content for longer than planned.

Four out of ten US respondents indicate they watch more user generated video material than TV series and movies on video streaming services.
Lindsey Heppner, the co-founder of Vampped, Los-Angeles-based influencer marketing agency, says, "Social Commerce is where we are heading. It will reach a point where each individual on every social platform will have a uniquely curated feed to sell what they think is essential to the consumer of their niche audience. We've seen that UGC (user-generated content) is becoming vital in social commerce because brands realize that they don't need to have influencers posting; instead, they need the value of the strategic content to create buzz around their brand."

In the long run, UGC is a way forward for brands to stand out and give more reasons to consumers to choose their products over others.
10 Trends To Ace Your 2023 Influencer Marketing Goals

TREND 6
Extending The Life Of Influencer Content. What Better Than Paid Media
In 2022, Google's senior vice president Prabhakar Raghavan revealed that approximately 40% of young people choose TikTok and Instagram over Google Maps and Search when looking for a place for lunch. His statement made it evident that the moment had come to expand your chances for product discovery on social media.

Influencer marketing strategy is the first step in that direction. And the second step is to boost your influencer content through paid ads to expand the reach of your niche product.

More than just exposure, it also has advantages, such as increasing website traffic and clicks, accessing untapped markets, growing social media engagement and followers, boosting impressions, and much more. Above all, allocating paid media dollars to campaigns makes it possible to monitor and track the results and tweak the influencer marketing strategy accordingly.

**Paid Boosting: Can Be Unavoidable**

Experts say that paid media is a continuous trend from 2022 but will broaden in scope in 2023. "Paid boosting will only increase in 2023 and become mandatory in contracts to support influencer campaigns," says Amar Jacob, Social and Content Development Director, Group M- Ireland.
According to DataReportal statistics for October 2022, one in six adults see TikTok advertisements each month, representing a 14.6% increase in reach over 2021. Facebook Reels' audience has grown by over 50%, reaching 700 million people. Similarly, Instagram Reels advertising now reaches 758.5 million people, an increase of 0.5 percent over the 754.8 million users Meta's ad planning tools estimated back in July 2022.

Instagram Branded Content Ads, Facebook Ads Manager, and TikTok Promote feature can hyper-target people based on their age, location, interest, behavior, etc., and people similar to your current customers or influencer's followers. Using these features, brands can extend the life of influencer-generated content and use it to drive conversions.

Optimistic of the trend, Neve Fear-Smith, a UK-based journalist who extensively covers influencer marketing, believes 2023 will see much more experimentation and adaptation of paid boosting.
It's impossible to ignore that as a society and planet, we face turbulence regarding the economic and actual climate. Both affect consumer behavior, and it would be irresponsible to disregard these facts. So in response to this, it's essential to be hyperaware of the desires of the influencers you're working with and the consumers you're targeting. In alignment with this, we will see a lot more spending going into top-of-funnel activities, like paid social and influencer gifting. Targeting these areas will focus more on driving brand awareness and trust rather than driving a hard sale.
10 Trends To Ace Your 2023 Influencer Marketing Goals

TREND 7

Branch Out To Metaverse With Celebrity Influencers
In the next ten years, Millennials and Gen Zers will depend more and more on the futuristic, modern metaverse environment, which brands desire to penetrate. Brands are expanding their presence, with luxury brands, big technology companies, and retail giants like Walmart investing heavily in it. Mainly through collaboration with celebrities and mega influencers to reach their potential customers.

The metaverse is already bustling with activity. In August 2022, Miley Cyrus made her metaverse debut as the face of Gucci’s Flora Gorgeous Jasmine fragrance. Before her, other known names like Snoop Dogg started Snoopers on the metaverse platform, The Sandbox. Paris Hilton owns Roblox’s Paris World on the Wave Platform, and Justin Beiber hosted a virtual concert.

Likewise, celebrity gaming influencers Lanky Box World, having nearly 4.2 million subscribers on YouTube, are making waves in the USA for actively playing games on Roblox and then reviewing them.

**Luxury and Esports To Remain Popular In Metaverse**

"Metaverse will continue to play strongly in 2023. Esports (electronic sports) will expand as gaming is a large global industry. Celebrity influencers may likely branch out to other luxury items in other industries, e.g., metaverse. Celebrity influencer marketing tends to be focused on larger brands (e.g., jewelry, high fashion) and luxury items, as they provide the desirability for a product due to their lifestyle," says Pamela Seow, Strategic Lead, Seventeen Brand.
Big brands are already aware of the shifts happening, with metaverse holding the potential to build strong communities. By bringing in celebrity influencers, there are high chances of penetrating their existing community on metaverse. "Like a giant store chain, Macy's hosted a Thanksgiving parade in the metaverse with an NFT design contest to increase its reach among tech-savvy consumers," says Gordon Glenister, a UK-based digital and social media marketing expert. According to him, the metaverse will generate $2.6 trillion for e-commerce and $5 trillion overall by 2030.

Like Macy's, the famous tech company Samsung focused on its flagship digital store in 2022. In an interview published on August 23, 2022, on affable.ai, Amar Jacob, Social and Content Development Director, Group M, Ireland, mentioned how Samsung's flagship digital store, 837 X, is a replica of their massive 837 store in New York. "You can use a digital avatar to browse through this online store. It is the next step in the evolution of e-commerce. You're essentially creating virtual online stores where people can walk around and have a digital experience," says Jacob.

Some marketers also point out that celebrity influencers will take their share of the spotlight even if they are not in the metaverse. "There is nothing that will take away from the shine of celebrities. I think the stronghold on costs that celebrities and certain content creators command today may change. And the cartelization will break to give way to newer influencers who will shine through," says Shenaz Bapooji, Group CMO, MatchMove and Shopmatic.

Bringing Social Media and Influencer Marketing Into Metaverse

According to him, the next innovation in influencer marketing is the metaverse. "I greatly appreciate brands that have integrated marketing campaigns like social media and influencer marketing into the metaverse—and connecting that to their overall brand objective. Like the Samsung’s metaverse store has games, a conference room, a disco, and a slew of other activities, all related to the product. It connects brands to consumers while they are in a virtual space," says Jacob.
Metaverse will continue to play strongly in 2023. Esports (electronic sports) will expand as gaming is a very large global industry. Celebrity influencers may likely branch out to other luxury items in other industries, e.g., metaverse. Celebrity influencer marketing tends to be focused on larger brands (e.g., jewelry, high fashion) and luxury items, as they provide the desirability for a product due to their lifestyle.
10 Trends To Ace Your 2023 Influencer Marketing Goals

TREND 8

Shaping Up B2B Marketing With Content Creators
Brands will leverage the credibility these influencers have gained with their fan base to boost brand exposure, reputation, and lead generation. But what will matter to most brands is how these influencers' values align with that of the brand, their ability to create content, professional credentials, and how highly active they are on one platform - LinkedIn.

Amid the high possibility of an economic downturn in 2023, B2B influencer marketing will be an essential strategy to devote marketing spending on. More businesses seek to use the power of social media, particularly LinkedIn, to promote their brands better and showcase their products or services.

"Influencer Marketing has almost picked up traction overnight, and 2023 will also see huge growth on this front. While the space for B2C brands has already hotted up quite a bit, B2B brands will also find ingenious ways to engage with relevant influencing sets to help tell their story," says Shenaz Bapooji, Group CMO, MatchMove and Shopmatic.

Even though there was a limited talent pool of B2B influencers in 2022, brands began using their executives as influencers. It will still be the strategy that people are looking for in 2023. Partnerships with subject matter experts or industry influencers that don't necessarily have a large following but produce relatable, likable, and reliable material that connects with the audience will be equally accepted.

**Creators Active on LinkedIn**

According to Neal Schaffer, a Digital and Social Media Marketing Consultant, Speaker and Author, we will continue to see the growth of B2B influencer marketing. "It often targets external subject matter experts, who are not on TikTok but maybe LinkedIn, Twitter, YouTube and have podcasts, authors of books — together with internal influencers or subject matter experts or employee influencers," says Schaffer.
LinkedIn is one of those platforms that will continue to bolster B2B influencer campaigns in 2023. The social platform comprises key executives handling market budgets or running the companies. According to LinkedIn 2021 data, it had 65 million decision makers as its users. Influencers on the platform have access to a unique network of entrepreneurs who engage through meaningful and sophisticated content.

"LinkedIn will come in 2023 as not a new platform, but one where a different set of influencers in professions and industries will dominate for B2B. Personal branding becomes a must-do on LinkedIn, although the requirements are quite different from a C2C social media platform," says Pamela Seow, Strategic Lead, Seventeen Brand.

Until December 2021, LinkedIn had more than 144,000 members with "creators" in their job titles. Compared to 2020, this number has increased by 16%. And some 11 million active users turned to creator mode, which allows a LinkedIn user to be identified as a content-producing authority with expertise in a particular subject.

Influencer Marketing To Fulfill Multiple Goals

B2B influencer campaigns still represent a very small portion of the total amount spent on influencer marketing. By the end of 2022, B2B influencer marketing will bring in $11.7 billion in revenue, predicts a Research and Markets analysis published this year. "In B2B, purchases are not based on impulse but on well-thought-through decision-making that sometimes takes a lot of time. Today IM is seen as one big box. Tomorrow, we will see it play disparate roles across different decision-making goalposts of the funnel," says Bapooji.
Influencer Marketing has almost picked up traction overnight, and 2023 will also see huge growth on this front. While the space for B2C brands has already hotted up quite a bit, B2B brands will also find ingenious ways to engage with relevant influencing sets to help tell their story.

Shenaz Bapooji
Group CMO, MatchMove and Shopmatic
TREND 9

Creator-hosted Vodcasts: Capturing The Uncaptured Audience
In April 2022, Spotify, the leading audio subscription service, forayed into Vodcasts or Videocasts — a podcast with video, graphics, and static content. The purpose was to connect more meaningfully with the listeners, expand viewership and deepen audience engagement for fans and creators, considering video podcasts can reach the untapped audience.

Podcast Index had 39,194 video podcasts in its database as of November 2016. According to Podnews, as of June 2022, the total had increased by more than 25% to 50,863. The number of podcast listeners worldwide reached 383.7 million in November 2022. By the end of 2022, there will likely be 424 million podcast listeners globally.

A recent report from Cumulus Media and Signal Hill Insights found that of podcast newcomers, 31% prefer playing them as videos in the background, and 33% prefer actively watching video podcasts. The report also found weekly podcast listeners use YouTube most often for podcast consumption, compared to 23.8% who use Spotify most and 16% who use Apple Podcasts most.

"Looking at how long-form video will evolve, I would be shocked if by the end of 2023, pretty much every podcast out there doesn't have a video offering — especially creator-hosted podcasts. Personally, just listening to audio is enough for me, but I know that lots of people like that added entertainment factor," says Neve Fear-Smith, a UK-based journalist.

The advantage of video podcasts is that they help build audience trust through their authenticity, which ultimately reflects on the engagement driven by the creator host. There are multiple video podcast formats, like saving an audio file in a video with a static background image, interview, or dialogue, livestreaming the event you want to do a podcast about, and using animation.
Popular video podcasts, such as The Joe Rogan Experience hosted by Joe Rogan, The Michelle Obama Podcast, The James Altucher Show, The Jordan Harbinger Show, and The Sales Evangelist, have successfully captured the audience's attention. Highley conceptualized video podcasts hold the potential to keep viewers deeply engaged and push them to come back again because of the personalized experience.

Interestingly, ad revenues show an upward trend with the increasing number of podcasts and their listeners. According to eMarketer, it's anticipated that US marketers will spend nearly $2.2 billion on podcast ads in 2023 and $2.5 billion in 2024. Vinnie Potestivo, Emmy Award-Winning Media Advisor and Creator Economist, believes, "Brands will begin working with podcasters in a deeply unique way as podcasts continue to generate the talent brands that become largely influential on social media."
TREND 10

Affiliates, A Hybrid Model To Work With Influencers
As 2022 ends, we see brands struggle under pressure to increase conversions amid concerns about an expected recession. It also applies to influencer campaigns, where success should be measured by how much each influencer contributes to brand visibility and sales. The collaboration between an influencer and a business is, therefore, essential. Experts anticipate that affiliate influencer collaboration will be a significant trend in 2023 due to this.

“Influencer collaborations will continue strongly through to 2023, where influencers are involved in the design and even production of products, documenting this process, then fronting the campaigns to market,” says Pamela Seow, Strategic Lead, Seventeen Brand. She cites multiple reasons why she sees long-term influencer brand collaboration.

“I see genuine stories and reviews have been gaining more traction than ‘perfect and polished’ ones, although the general covets for beauty and brands will still be a draw. Cross-channel campaigns would be another unavoidable draw as social media users consume more platforms over time. With these trends, more influencers will likely be engaged by brands for the long term or turned into brand ambassadors,” says Seow.

Considering the long-term partnership with influencers, more brands will be switching towards coupon codes, affiliate links, and compensation based on each sale driven by influencers. Instead of being restricted to just product gifting, brands will have to track and monitor affiliate offers and payments.
There is a reason to do so. Online shopping will boom in 2023, with the market likely to touch $1.3 trillion globally. Amid the fierce competition among brands, how you release your promotional campaigns using the right influencers can bring a difference.

Pooja ParasuRaman, marketing director, affable.ai, looks at the evolving trend as a hybrid style of running a campaign. “Influencer marketing is no longer for pure brand building. We’re seeing more serious collaborators using their influence among their follower base to drive sales for brands well. A long-term influencer and affiliate hybrid campaign give creators the opportunity to boost impressions, engagement, and sales. Followers continue to engage with brands’ posts over a period of time and move through the customer journey with special or discounted affiliate codes.”
affable.ai is one of the fastest-growing influencer marketing platforms. 5000+ smart marketers from global brands and agencies use affable.ai to scale their influencer marketing strategy.

**affable.ai provides marketers with,**

- Discovery, for finding the right influencers across 6Mn+ profiles using 20+ filters
- In-built CRM to track and manage influencers and conversations in one place
- Campaign tracking of content in real-time
- Analytics to measure the impact that the influencers drive for your campaigns
- Shopify and Magento integration to keep track of gifting, campaigns and fulfilment
- Industry listening, brand and competitor analysis

**Book A Demo Today**