

State of Influencer Marketing

*An overview of Canadian
Content Creators*

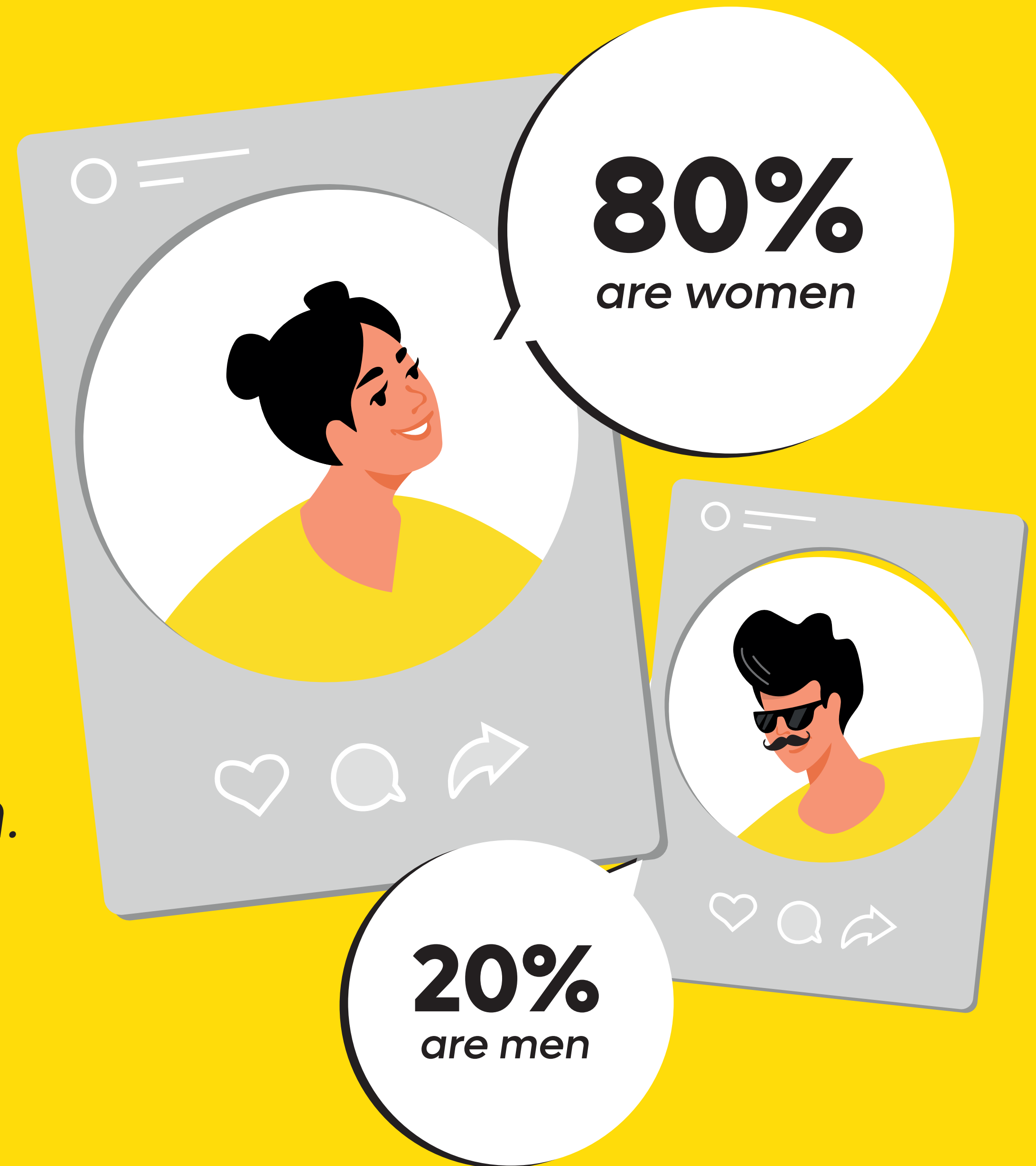


In partnership with

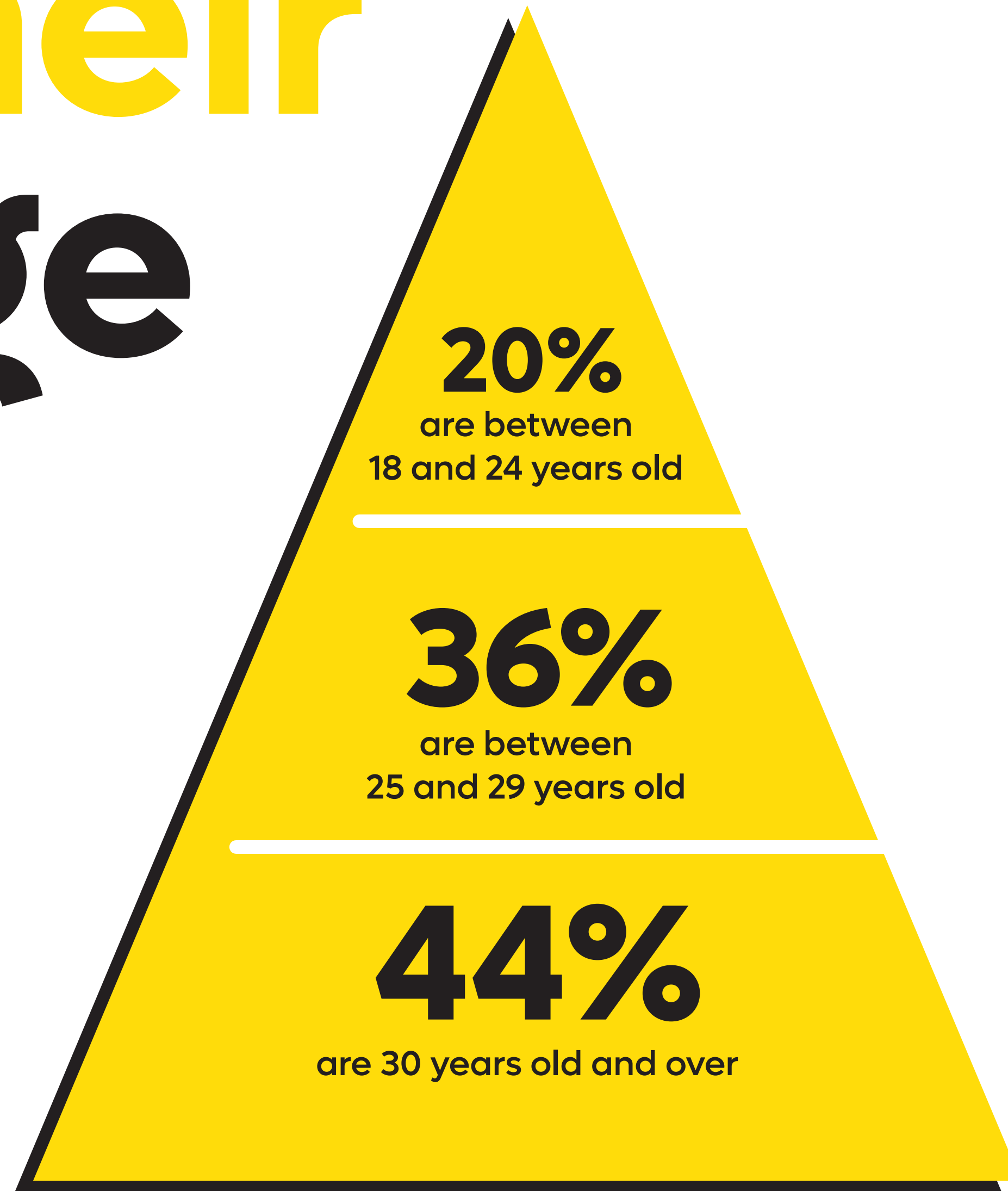
Leger

Creators Profiles

*Creators are most often **women**.*



Their age



The age of Canadian content creators is greatly diversified. While 20% of them are between the ages of 18 and 24, 44% are over 30 years old. These are particularly mothers/parents profiles with parenting-focused social media.

**passionate
creators.**

71% *carry on professional activities on top of their ventures as creators.*

This shows that, contrary to popular belief, their content is created out of passion rather than for monetary gain.

Their favourite subjects

1.



Lifestyle

2.



Foodie



Quarantine's
main winner
due to a rising
number of home
chefs.

3.



Fashion

4.



Travel






Subject to change
considering the health
crisis: It is more difficult to
talk about travel and fashion
when confined at home.





5.



Family
Life

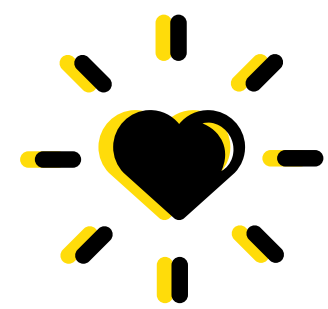
Partnerships

-  **1. Instagram 100%**
-  **2. Facebook 70%**
-  **3. Youtube 41%**
-  **4. Pinterest 38%**
-  **5. Twitter 32%**

-  **6. TikTok 30%**
-  **7. LinkedIn 25%**
-  **8. Snapchat 7%**
-  **9. Twitch 3%**

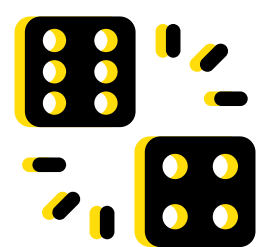


Their **motivation**



1. A desire for expression

Share my passions (77%)
Express my creativity (66%)



2. Happened at random

Often among content creators who have been doing this for a long time. (49%)

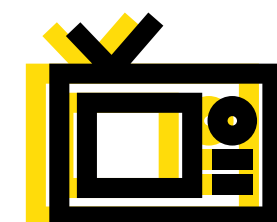


3. Desire to become my own boss (37%)



4. Be an advocate for important issues (21%)

A main motivation for creators and a **necessity** for **44% of them**. Creators know they also act has role models by being aware of the influence they exert on their audience.



5. For a career in traditional media (9%)

- A desire which is present for 30-year-olds and over
- Non-existent for 18- to 29-year-olds

Their Challenges & Stress Factors

Algorithms & Lack of Recognition

- 1.** *I don't have enough time*
- 2.** *Social media-related stress (65%)*
- 3.** *Personal statistics-related stress (61%)*
- 4.** *Others perform better than me (21%)*
- 5.** *I work too much (55%)*
- 6.** *Judgment regarding my work (42%)*
- 7.** *Financial stress (27%)*



Their Income

2019

61% less than \$30 000
15% between \$30 000 and \$60 000
11% entre between \$60 000 and \$99 999
7% \$100 000 and over

2020

58% less than \$30 000
15% between \$30 000 and \$60 000
9% entre between \$60 000 and \$99 999
9% \$100 000 and over

At Clark, deciding an influencer's rate is not limited to their amount of followers.

Other factors are also taken into consideration, such as:

- The engagement rate
- Organic reach
- Number of views per story
- Number of invisible interactions (private messages, recordings, etc.)
- Previous campaigns ROI, thanks to our North American market expertise to maximize return on investment



3 Lessons Brands Should Remember

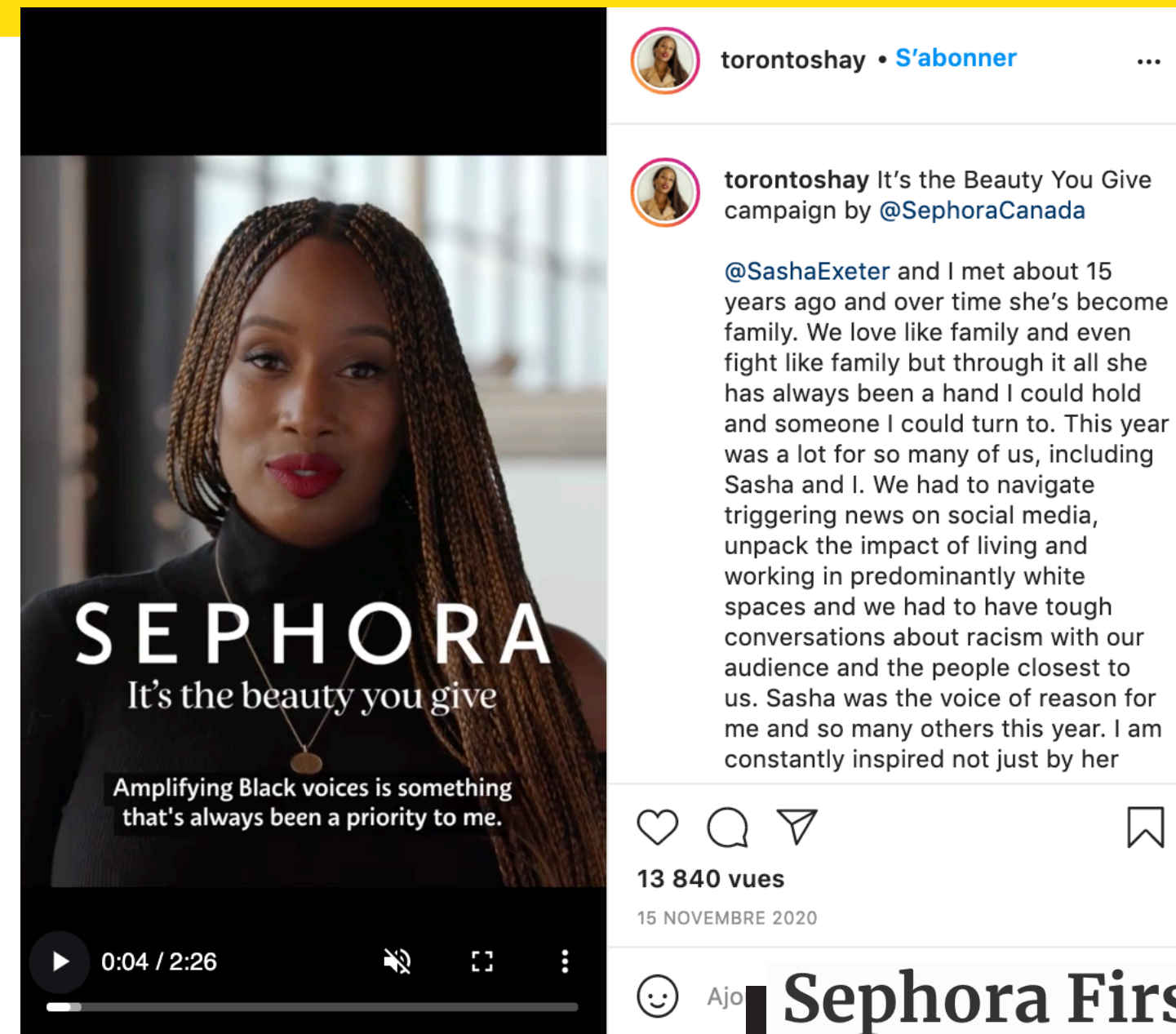
1. Towards more co-creation?



Emma Chamberlain was named main Ambassador of the new skincare line "Bad Habit".

Influencers should therefore be more than additional points of contact to the list of traditional media such as TV, radio and press. Influencer marketing is effective if, and only if, there is serious creative engagement. As a brand, you need to think of influencers as **creators** and **collaborators**.

2. Towards involved partnerships?



Sephora First To Accept '15% Pledge', Dedicating Shelf-Space To Black-Owned Businesses

3. Towards media amplification

Media amplification through influencers' accounts has its fair lot of advantages and helps avoid algorithm risks all while ensuring your campaign's return on investment.

This allows:

1. An increase in our campaigns' reach
2. Reaching a specific audience with socio-demographic targeting and using interests determined by our clients
3. Absorbing the costs of content creation



Methodology

192 Canadian Content Creators,

who can speak French or English have answered Léger's online survey. Data gathering took place from November 17th to December 14th, 2020. Clark Influence handled send outs to their list of over 536 Canadian content creators. 192 of them completed the survey, resulting in a 36% response rate. Margin of error for such sample is about 5,7%, 19 times out of 20.

Let's Clark.

info@clarkinfluence.com

Nicolas Bon
nicolas@clarkinfluence.com

Vincent Bronner
vincent@clarkinfluence.com



MONTREAL
4560B, Boul. Saint-Laurent, #203,
H2T 1R3 - Montréal (Québec)
+1 (514) 570 0508

TORONTO
140 Yonge Street #200,
M5C 1X6 - Toronto
(Ontario)

PARIS
33 rue la Fayette
75009 Paris, France
+33 (0)7 67 51 90 38

Full Léger
report coming
soon

