

EVERYTHING YOU NEED TO KNOW ABOUT YOUTUBE INFLUENCER MARKETING FROM SUPERBOWLS TO CHANNEL GROWTH



DRIVING CONSUMER DECISIONS

YouTube is actively driving consumer decisions. According to Google, 70% of users have bought a product as a result of seeing it on YouTube. In 2020 alone, at least 4,449 unique brands used influencer marketing to advertise their products. Of those brands, some the top product categories advertised were in tech, gaming, beauty, finance, and fitness. Of those top categories, some notable brands were Honey, Bang Energy, Express VPN and Epic Games.

BRAND	VIDEOS	INFLUENCERS	TOTAL VIEWS
Honey	234	151	866,385,800
Bang Energy	748	35	446,680,146
ExpressVPN	999	113	364,295,695
NordVPN	341	153	293,408,601
Epic Games	600	170	304,270,946
Skillshare	1,132	497	215,916,830
Ridge Wallet	1,009	271	201,139,304
Raycon	293	156	209,484,792
Audible	484	153	154,937,801
Squarespace	685	139	134,941,520

(By Sponsored YouTube Views)

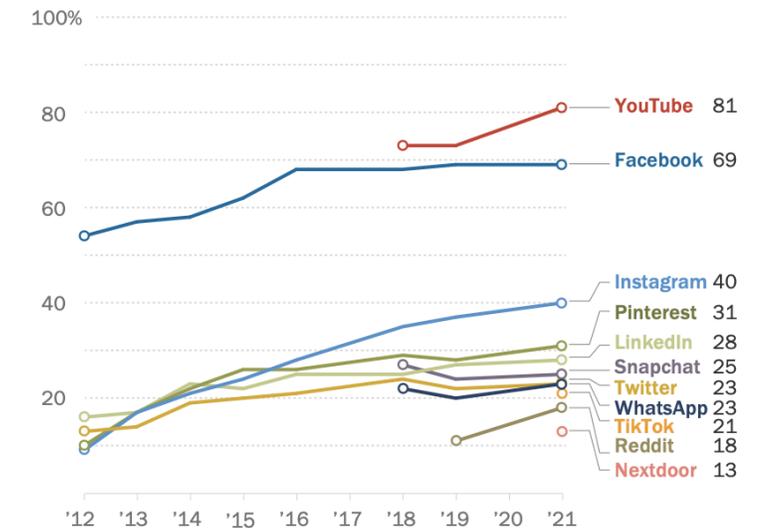
NOT ONE SIZE FITS ALL... MICRO VS MEGA

Because YouTube has such a diverse range of influencers on its platform, it has become a haven for almost any brand. From traditional brands like fitness and automotive, to more controversial or new age like CBD/cannabis, and alcohol, nearly any type of product or service has an audience on YouTube. Additionally, YouTube influencers come in all sizes. It is possible to activate a brand using almost any budget. Some smaller brands may opt for micro influencers; these can be channels with a couple thousand subscribers, a low cost per spot and a niche community. These can be highly leveraged to hyper target a certain demo. While other large brands may activate mega influencers with millions of followers to get the word about their products out as quickly as possible. One influencer study showed that if a brand allocated 10% of what it costs to run a Superbowl ad, they could achieve 5x the number of impressions on YouTube.

Superbowl Ad	YT Influencer
~\$8,500,000	\$850,000
110M Impressions	Over 550M Impressions

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



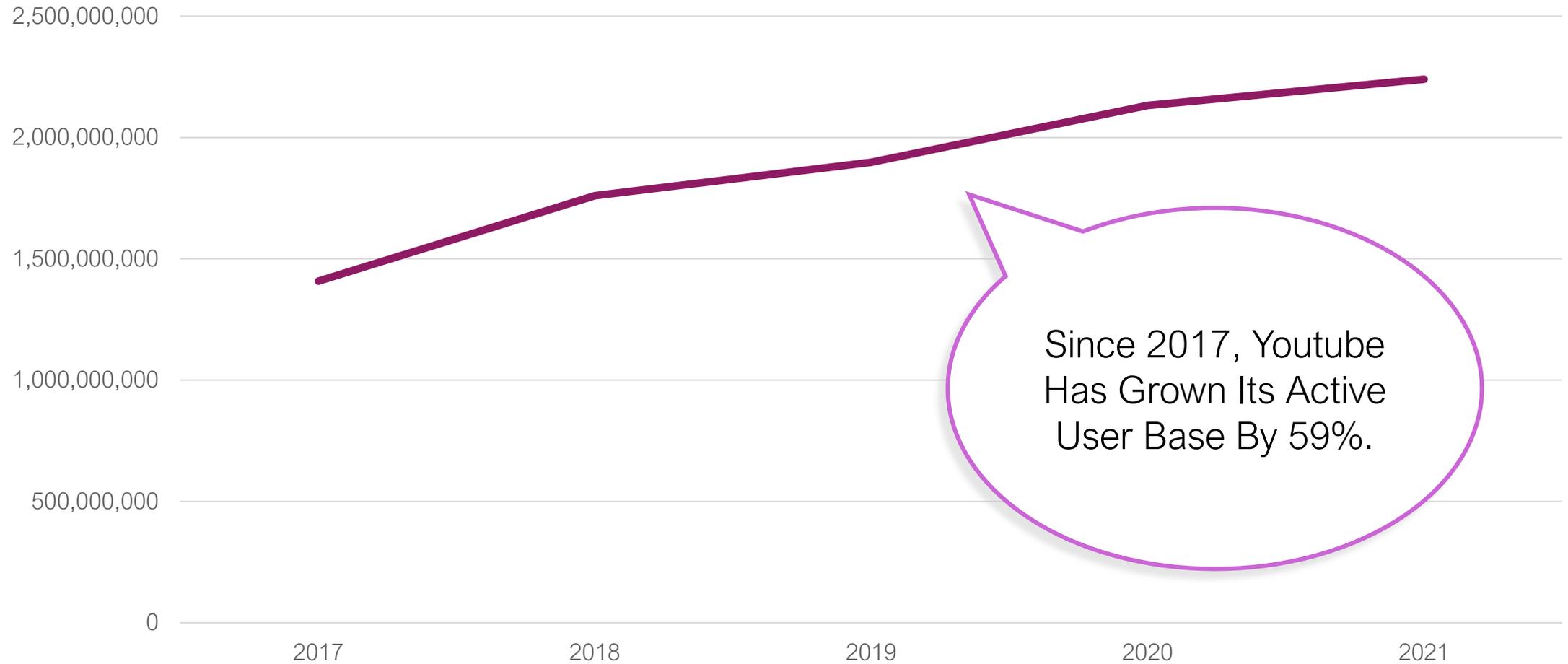
Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

NUMBER OF ACTIVE USERS ON YT BY YEAR



GROWTH OF INFLUENCER AND YOUTUBE PLATFORM

GROWING GROUP

The number of channels that earn over \$10,000 per year on YT grew by 50% in 2021.

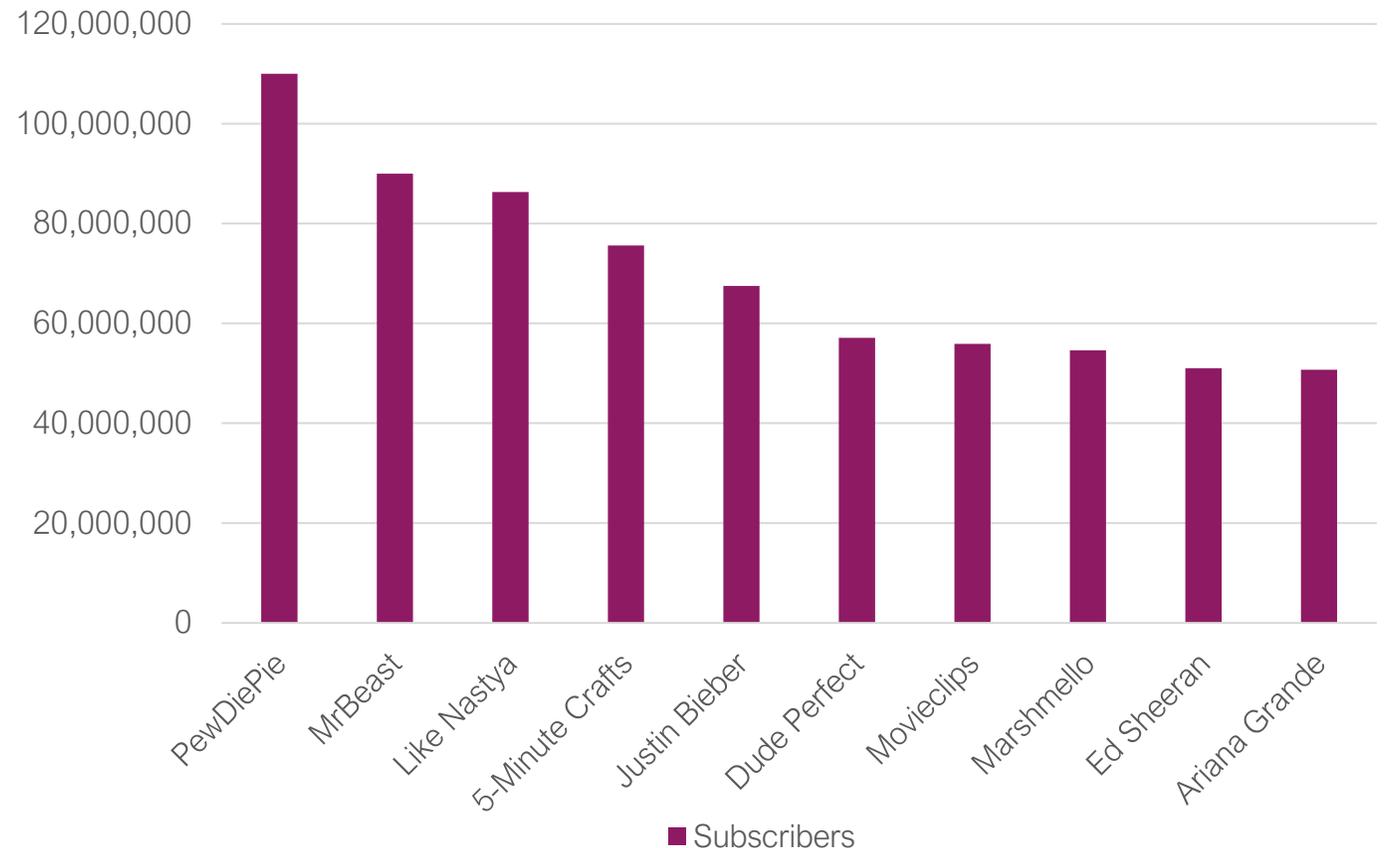
SOMETHING FOR EVERYONE

Because of the sheer number of influencers and channel genres, brands can pick and choose based upon their budgets, target demo, and more.

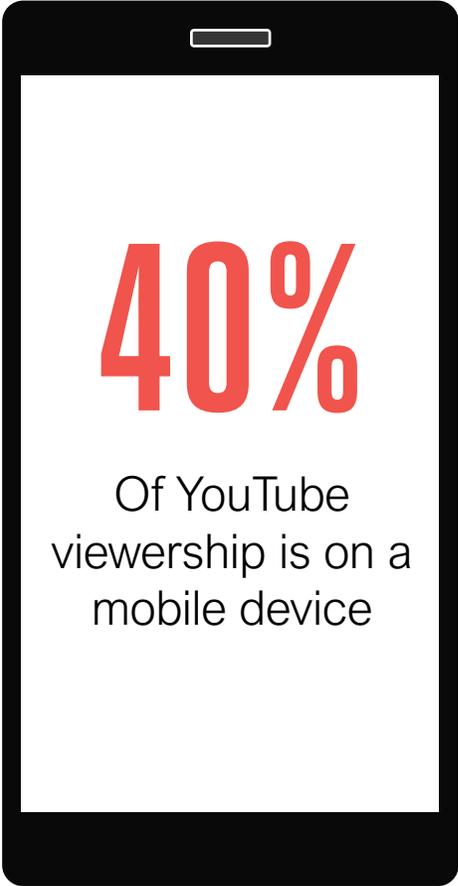
2M CREATORS

YouTube claims to have over 2 million channels that are part of their partnership program. Meaning they have enough viewership in the eyes of YT to earn money from their content.

TOP TEN (NON-BRAND) INFLUENCERS IN THE US BY SUBSCRIBER COUNT



YOUTUBE AS A SEARCH ENGINE



40%

Of YouTube viewership is on a mobile device

YouTube is the second largest search engine in the world. The platform is only beaten in search volume by Google / Google Images. Every month over 2 billion people access YT, and that number is only growing. This means that nearly 43% of global internet users are considered active YouTube users as well. With over 500 hours of content uploaded every minute, there are constantly new videos for every type of individual, demo, brand, etc. When it comes to daily usage, the typical user is spending about 19.5 minutes on the platform and during that time will visit about 11 pages across many different devices (mobile, desktop, smart-TV, and more). With a growing user base and so much content being posted every day, the ability to captivate nearly any audience is becoming more prevalent and readily available every day.

“Relationships power performance. We believe that strong relationships on the network side lead to better opportunities for brands. Our strong relationships yield competitive advantages that drive success for your company. We cultivate network partnerships like we do with clients, creating lasting collaboration that produce long-term benefits that we then extend to brands”

-Luke Slota, SVP Influencer Marketing

ABOUT THE AUTHORS



Luke Slota is the Senior Vice President of Influencer Marketing at Havas Edge. He specializes in YouTube influencer marketing and has been a notable leader in the influencer space, working with hundreds of influencers and creators from Justin Bieber, to Shaquille O’Neal. Luke believes that building strong, lasting relationships is the foundation to any successful campaign.



Tyler Lombardi is a Growth Coordinator at Havas Edge. He specializes in marketing research, project management, and business development across all verticals. Tyler strongly believes in value of learning something new every day and utilizing newfound knowledge to drive success for his team, and the clients he works with.

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