

Rising Influence: 19 Surprising B2B Influencer Marketing Insights

TopRank Marketing

These 19 insights from the TopRank Marketing 2020 State of B2B Influencer Marketing Report show how B2B influencer marketing grows brand awareness, delivers better customer experiences and results, and why an ongoing always-on approach can substantially increase performance.



Growing Influence & Brand Awareness



69% believe influencers are effective for attracting prospective customers.

84% of B2B marketers are focused on building brand awareness with their influencer marketing efforts.

Deliver Better Customer Experiences

74% of marketers agree that influencer marketing improves customer and prospect experience with the brand.

77% of marketers say their prospective customers rely on advice from industry experts.



Driving Better Results



63% of B2B marketers say their marketing would have better results if they had a B2B influencer marketing program.

96% of B2B marketers that engage influencers consider their program to be successful.

The Power of Always-On Influence

Only 5% of marketers who do periodic campaigns are very successful

VS.

60% of marketers who implement always-on influencer marketing programs.

60% of B2B marketers who use always-on influencer marketing programs are very successful

VS.

5% who only use periodic campaigns.

94% of B2B influencers using an always-on influencer strategy believe influencer marketing will grow in importance over the next 12 months.

60% of marketers who do not implement ongoing influencer marketing programs report not having the right skills in house or knowledge to execute.

A Future of Growing Influence

79% of B2B marketers believe influencer marketing will grow in importance over the next 12 months.

90% of B2B brands expect their budget for influencer marketing to increase or stay the same.



Influence Builds On Technology, Social & SEO

50% of the most successful influencer marketers use software to identify influencers.

63% of marketers say they enlist agencies to help integrate influencer marketing programs with other marketing tactics from social media to SEO to PR.

50% of B2B marketers integrate influencer marketing with SEO.

Only half of B2B marketers include a plan for influencer activation in their strategy and **41%** are not using any technology.

The vast majority of B2B marketers integrate influencer marketing with

90% social media

83% content marketing activities

Only 25% of less successful influencer marketers use software vs. half of the most successful to identify influencers.

83% of marketers engaging in influencer marketing do so to be seen as thought leaders, and

39% of marketers state their top challenge with influencer marketing is that the process is too manual.

TopRank Marketing's research supports optimism for B2B influencer marketing for these key reasons, and you can learn more about each, along with 45+ pages of strategy, tactics, operations, software, best practices, integration, measurement, budgeting, trends and predictions from hundreds of the world's top influencers. It's all in our groundbreaking free 2020 State of B2B Influencer Marketing Report available at 2020.influencermarketingreport.com.

Learn more about B2B influencer marketing by visiting

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