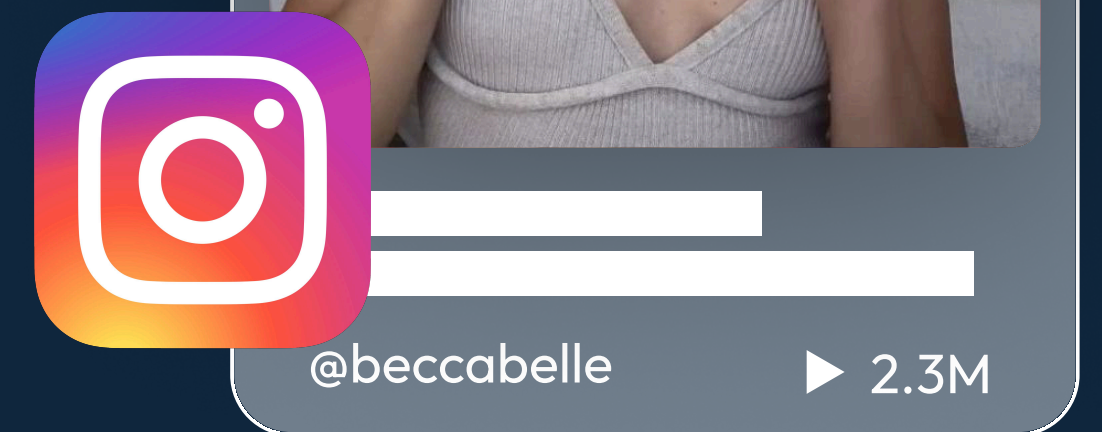
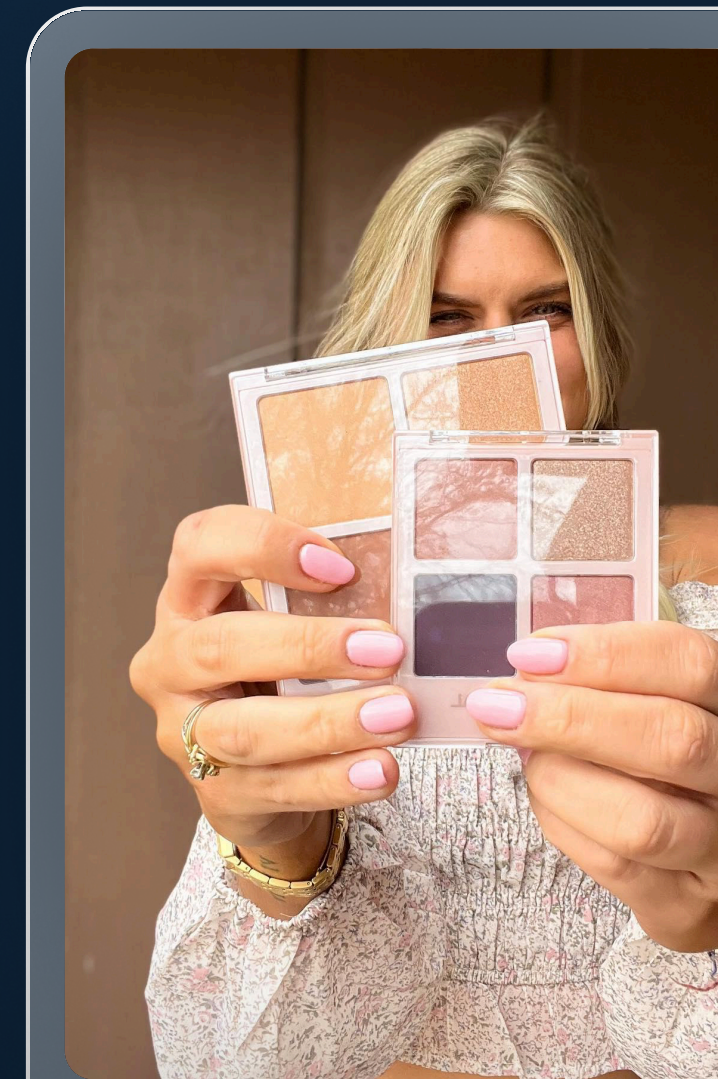
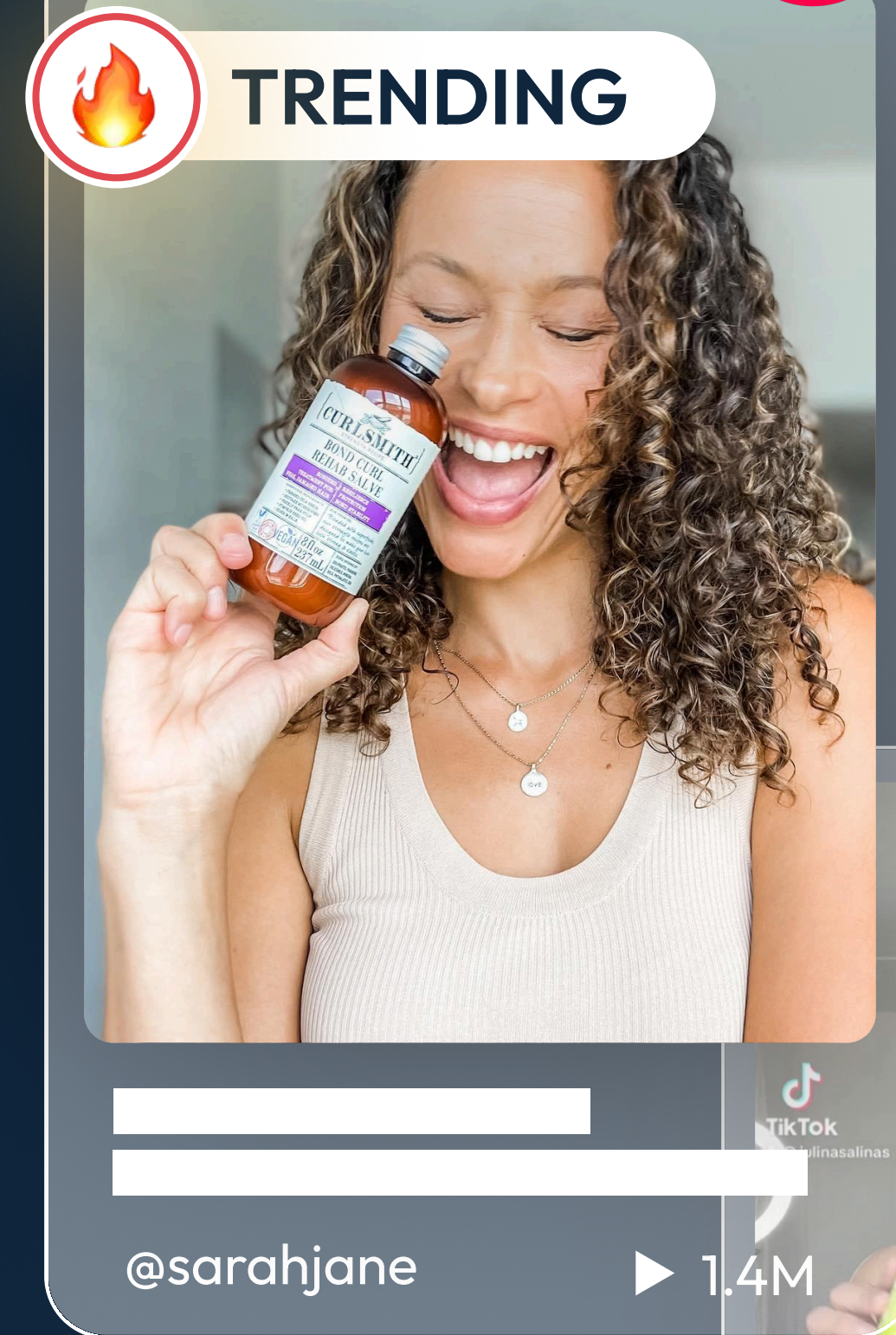


THE STATE OF

Micro-Influencer Marketing in 2025

Benchmarks & Opportunities for B2C Brands



About the Data

The information featured in this report was gathered through influencer partnerships sourced via the Statusphere platform between January 2022 and August 2024.

This data spans **34,896 creator posts across 974 campaigns** on TikTok and Instagram.

These numbers reflect the performance of vetted influencers partnering with brands using our platform's unique matchmaking algorithm. Creators were paired with brands based on 250+ unique targeting parameters for best campaign outcomes.

As a result, many of these outcomes reflected here may trend higher than campaigns run off of the Statusphere platform.

If you have questions about our data or methodology, please contact us at marketing-team@joinstatus.com!

* Statusphere tracks performance metrics from creators and campaigns in real-time. Permissions for these metrics are granted by brands and creators through API access and our integration with both Meta and TikTok.



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We Analyzed 34,896 Pieces Of Content From Statusphere (And This Is What We Found)

Key Findings

Short form video has an

average  engagement rate* of

11.9%

* Short form video engagement rates (TikTok & Reels) were calculated by dividing total likes, comments, and saves by views.



Increasing Awareness

is the #1 goal

of brands working with micro-influencers.




TikTok videos rank as the top requested

influencer content type by brands.



33%

YoY Increase

in how many creators brands collaborate with on average. 

The Top Industries

investing in micro-influencer collaborations are:



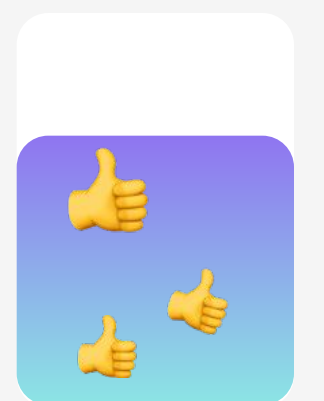
 Beauty

 CPG

 Health and Wellness

Brands rate

81%



of content from micro-influencers as meeting or exceeding expectations and

34% of their content as repurposable.



2024 Micro-Influencer Marketing Benchmarks

To kick things off, we'll look at how brands are collaborating with micro-influencers and changes in these trends between January 2022 and August 2024.

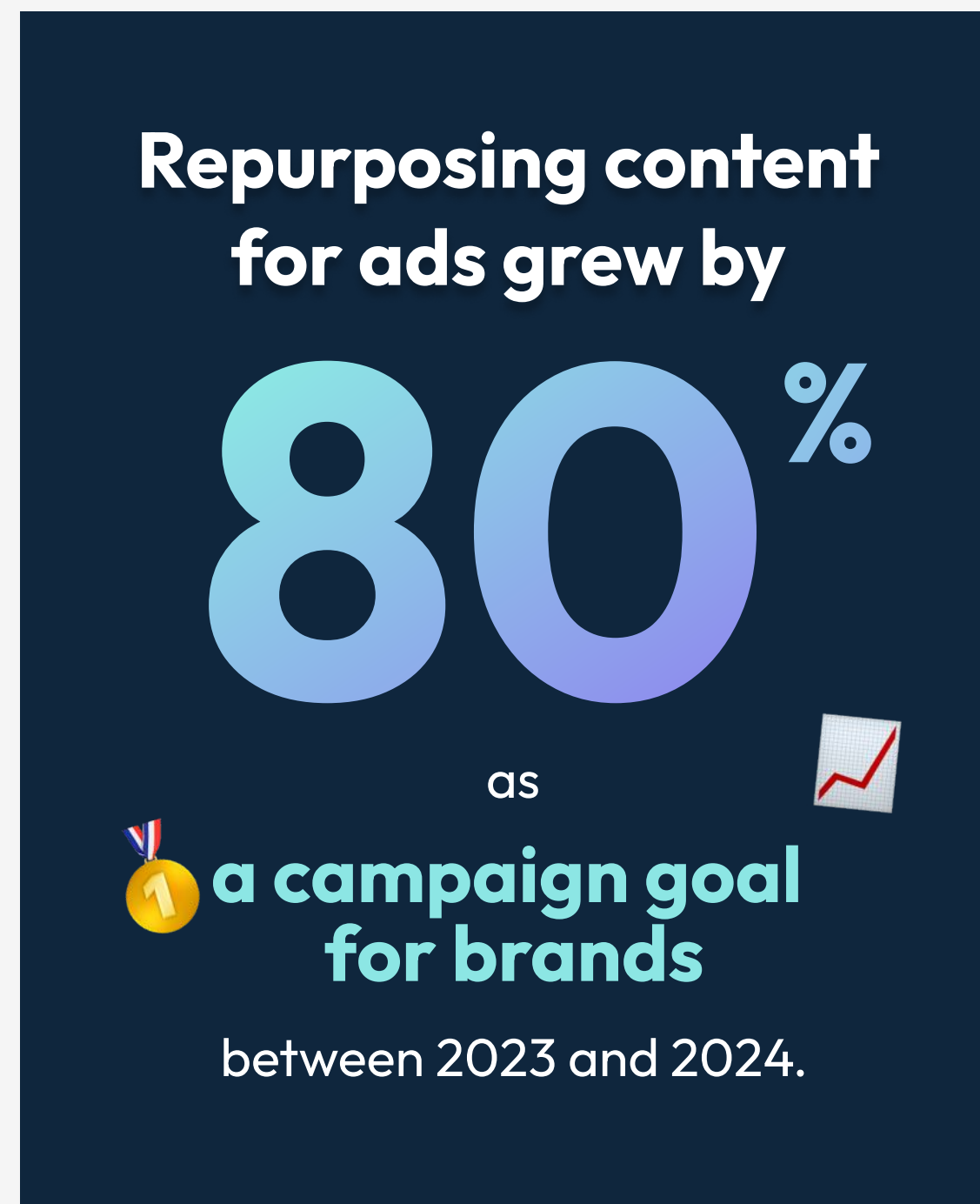
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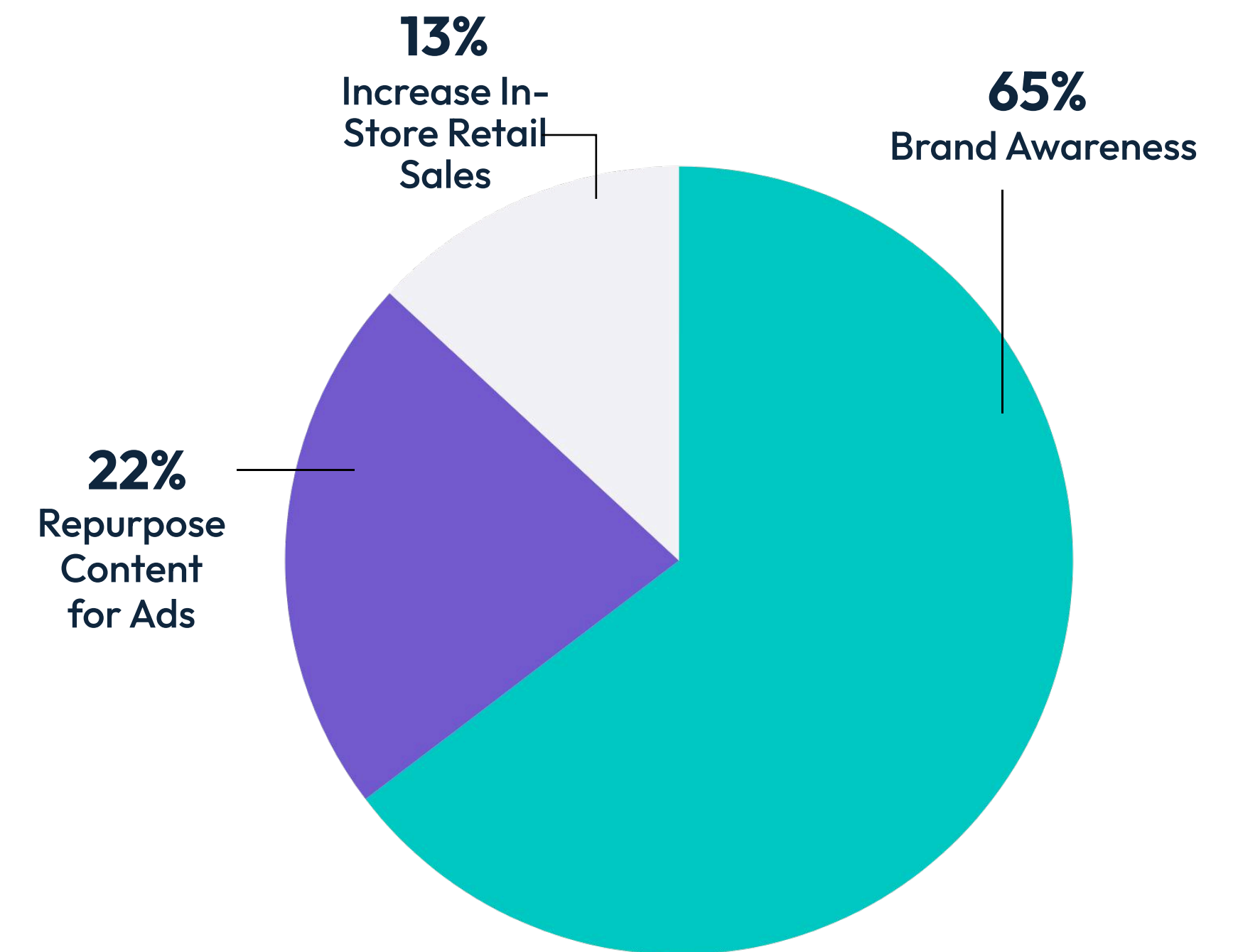
What are Brands' Top Influencer Marketing Goals?

Repurposing content for ads grew by **80%** as **#1 a campaign goal for brands** between 2023 and 2024.



- **“Increase in-store retail sales”** doubled as a campaign goal from 2023 to 2024. It’s also the top goal of brands that partner with 1,000+ influencers in a single campaign.
- **Brands plan to Spark** content in 66% of their TikTok influencer campaigns this year.
- Awareness has been cited as the #1 campaign priority for brands for three years in a row. But its growth has plateaued.

Top Brand Goals for Micro-Influencer Marketing Campaigns



Data taken from 500+ micro-influencer campaigns run through the Statusphere platform between January 2023 and August 2024.

Statusphere | joinstatus.com

Rising Goal: Repurposing Influencer Content for Ads



 Brands selected

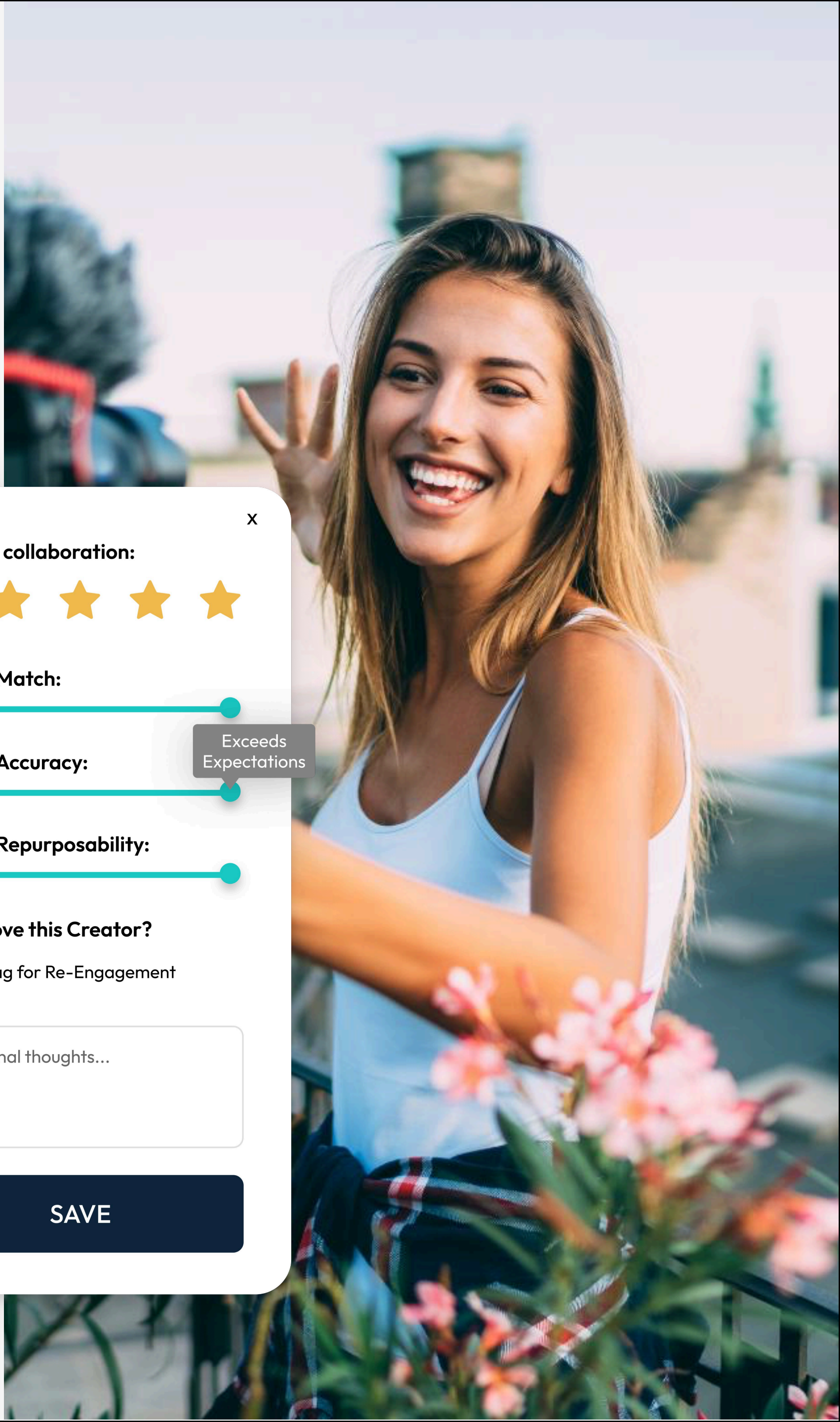
“Repurposed content for social media ads”

as a goal for

1-in-4


micro-influencer campaigns in 2024 


- More brands are entering into influencer collaborations hoping to get repurposable content in 2024 than in 2023 and 2022 combined.
- 34% of all brands **rate their micro-influencer content as repurposable**, regardless of the campaign goal.
- Brands rate 81% of their content as **“meeting or exceeding”** expectations.




Rate this collaboration: x

★★★★★

Creator Match: 

Creator Accuracy:  Exceeds Expectations

Creator Repurposability: 

Do you love this Creator?

Flag for Re-Engagement

Additional thoughts...

SAVE

What Types of Micro-Influencer Content Do Brands Request the Most?

Short-form videos
 (TikToks and Instagram Reels) accounted for

87.3%

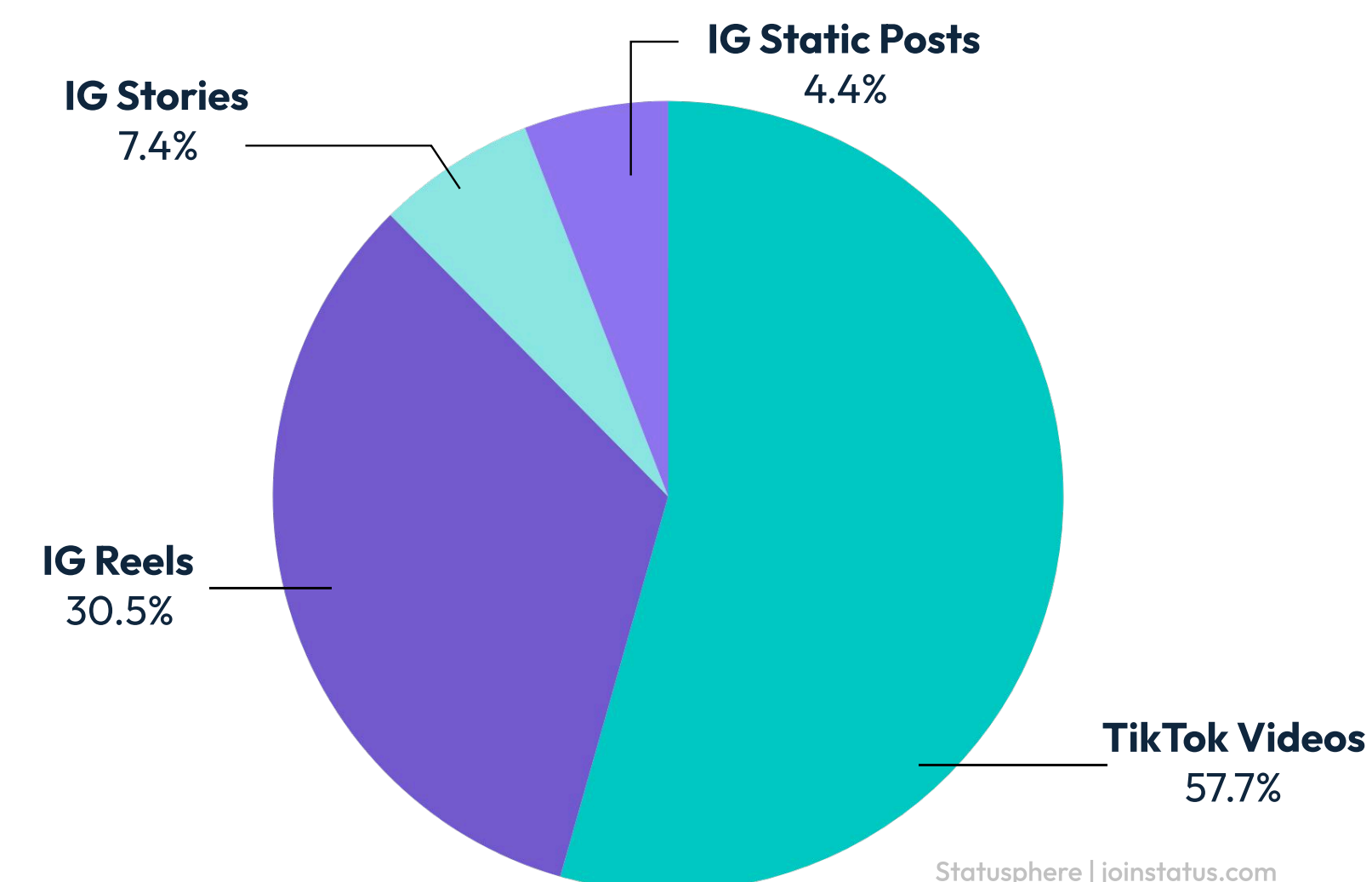
of all micro-influencer posts in 2023.

This is a 37% increase in short-form video YoY.

- TikTok videos were the most-requested content type among brands working with micro-influencers in both 2023 and 2024, with Reels coming in second.
- **TikTok video continue to grow as the most-requested content type.** As of August 2024, TikToks represent **62.3%** of all influencer posts requested (up from 54.8% the previous year).
- However, some industries (including CPG) prioritize Instagram content over TikTok.
- Static **Instagram posts (photos)** saw a **74% drop** among micro-influencers year-over-year, indicating that it's a content type most brands are moving away from.

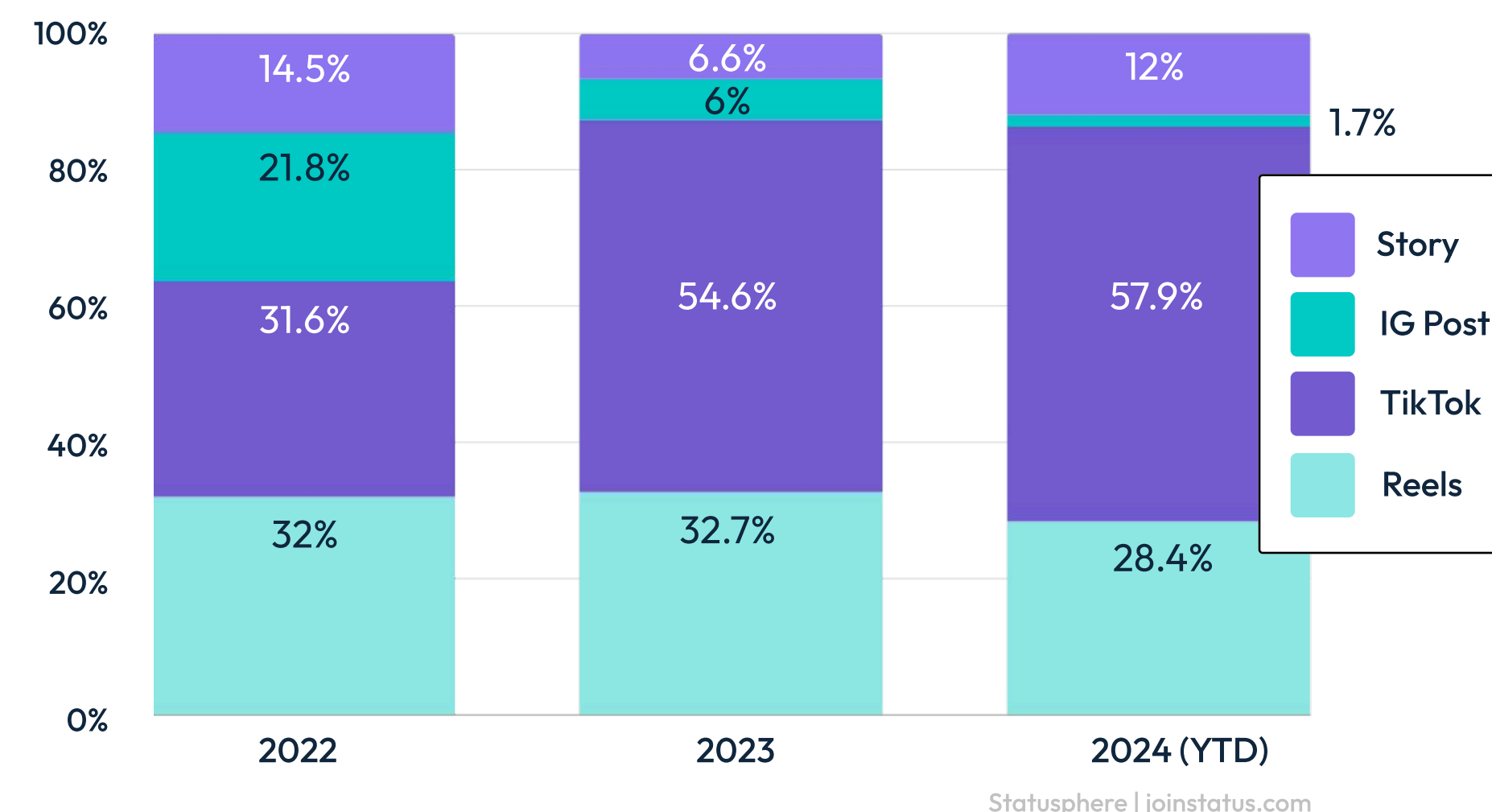
Most Requested Micro-Influencer Content Types

Data taken from 21,218 micro-influencer posts sourced through the Statusphere platform between January 2023 and August 2024





YoY Changes in Micro-Influencer Content Requests

Data taken from 34,896 micro-influencer posts and 974 campaigns on the Statupshere platform between January 2022 and August 2024.



What is a "Good" Engagement Rate for Short-Form Video?

Pet micro-influencer campaigns have the  **highest average engagement rate of 16.9%**  of all industries.

- Micro-influencer campaigns focused on short form video had an **average engagement rate of 11.9%**.
- Beauty campaigns showed the lowest engagement rate at 9.9% while the pet industry had the highest campaign engagement rate at 16.9%.
- **Regardless of your industry, aiming for an overall campaign engagement rate of 11-12% is a good rule of thumb.**

Disclaimer: Our report analyzed firsthand data from campaigns featuring micro, nano and power-middle influencers. These influencer tiers are known for their higher engagement rates compared to macro-influencers and brand accounts. Creators were also screened for engagement before being accepted into Statusphere's creator network.

Average Engagement Rate for Short Form Creator Videos

Data taken from 500+ micro-influencer campaigns run through the Statusphere platform between January 2023 and August 2024.

Industry	Campaign Engagement Rate
Beauty	9.9%
Fashion	14.2%
CPG	15.5%
Pet	16.9%
Health and Wellness	13.1%
Home and House	13.6%
Publishing	10.7%
Other	15.3%
All	11.9%

Campaign engagement rates were calculated by dividing the total number of creator interactions (likes, comments, and saves) per campaign by combined view count.

Statusphere | joinstatus.com

02

Most Active Industries for Micro-Influencer Collaborations

Discover how the most active industries for micro-influencer partnerships are structuring their collaborations and how their approaches compare.

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What Are the Most Active Industries for Micro-Influencer Marketing?

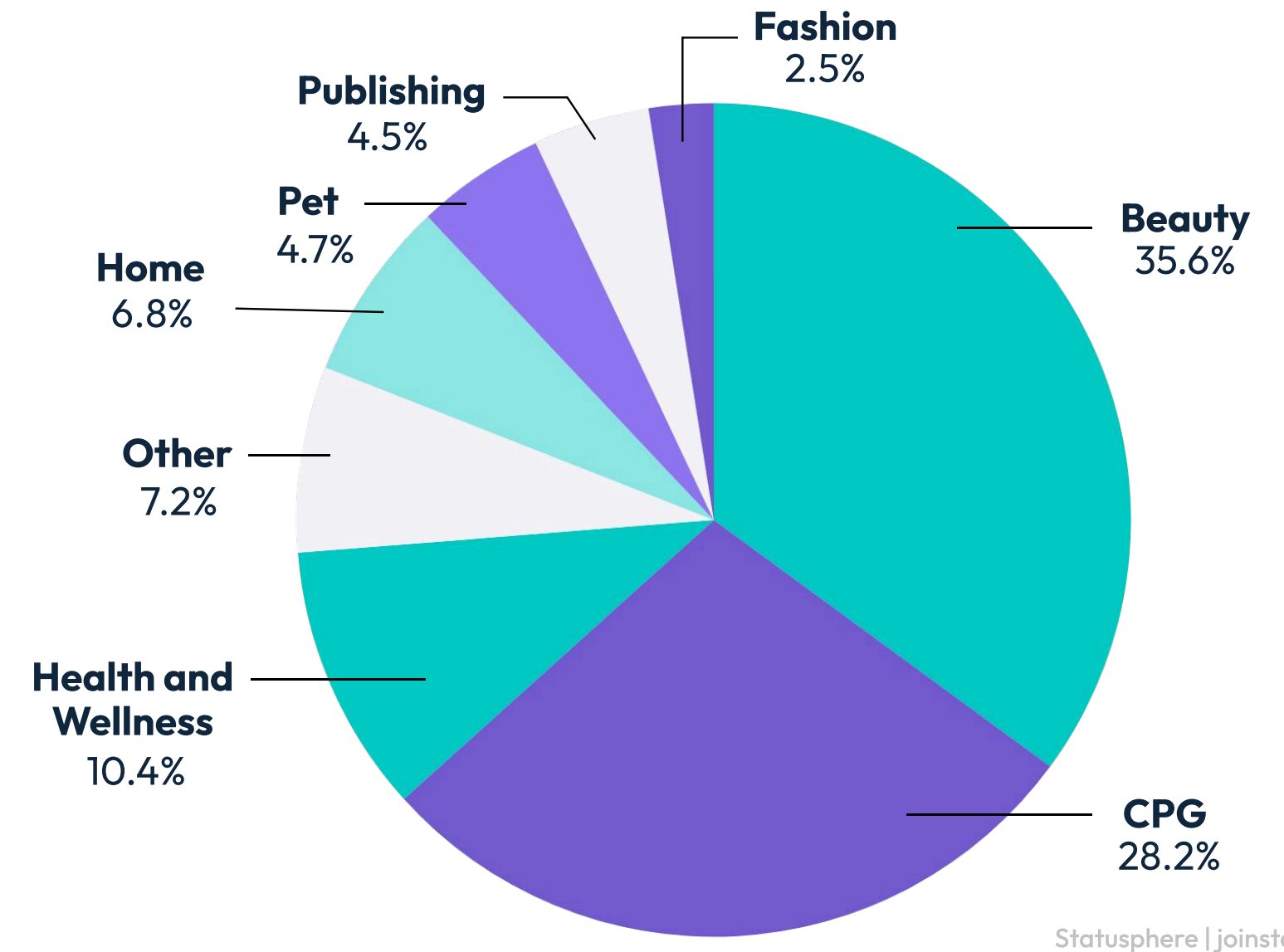
Beauty brands collaborate with **2.5x** as many total creators as the next most active industry.

This cements **beauty as the #1 industry** for influencer collabs.

- The most active industries for micro-influencers based on campaign volume:
 - **Beauty (35.6%)**
 - **CPG (28.2%)**
 - **Health & Wellness (10.4%)**
- Beauty brands continue to outpace all other industries in terms of unique campaigns and individual creator collaborations (52% of all posts).

Share of Campaigns by Industry

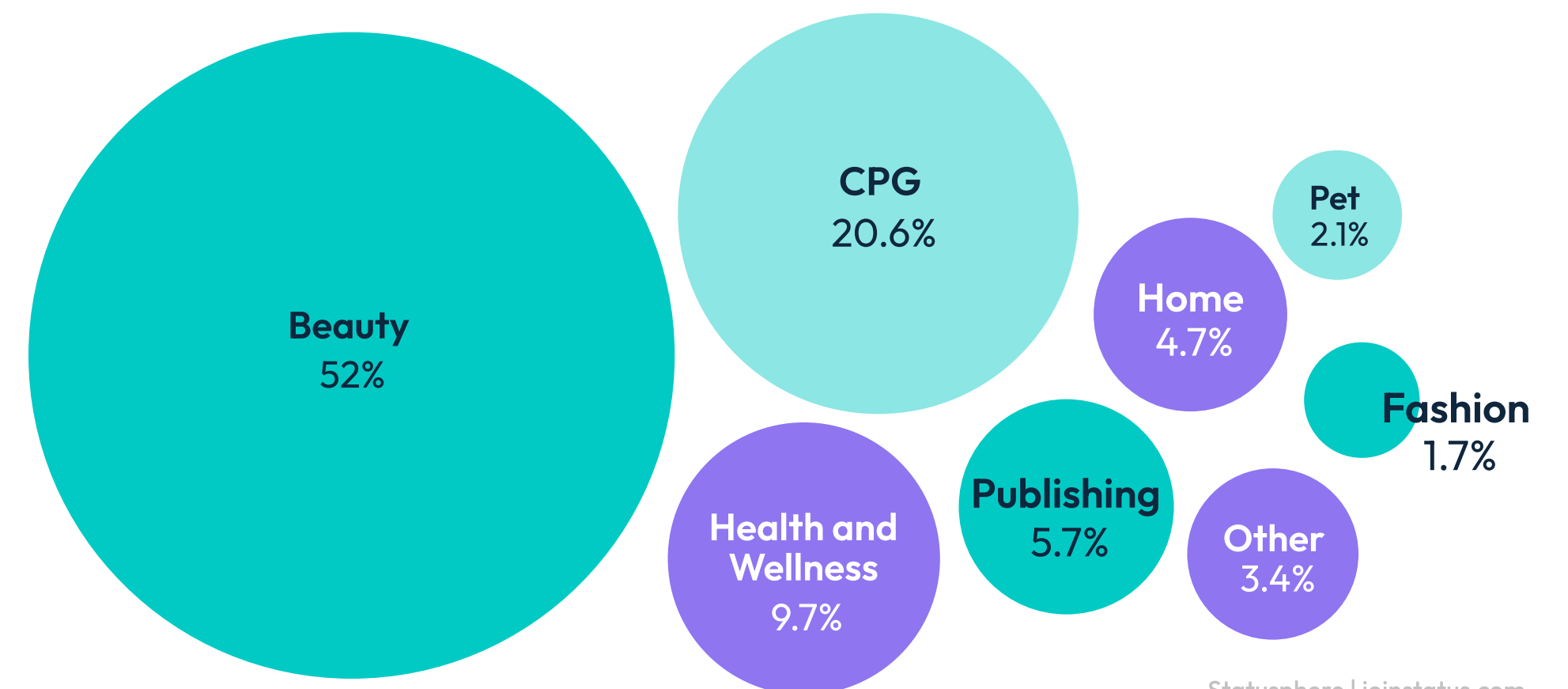
Data taken from 500+ micro-influencer campaigns run through the Statusphere platform between January 2023 and August 2024.



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Share of Influencer Posts by Industry

Data taken from 21,218 micro-influencer posts sourced through the Statusphere platform between January 2023 and August 2024



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Top Micro-Influencer Industries:

Beauty



#1 for most creator partnerships

Brand Awareness

Top Influencer Goal

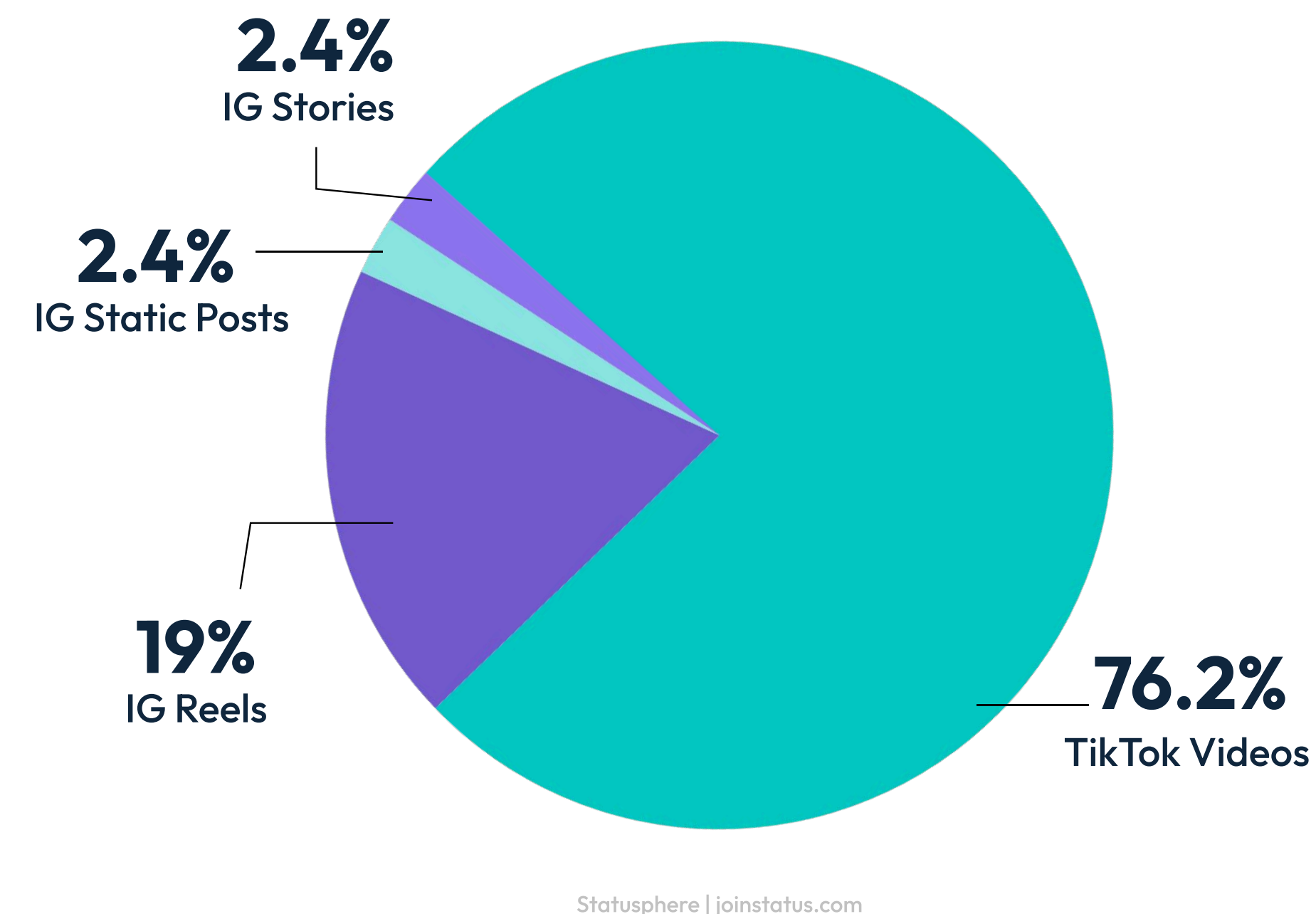
9.9%

Average influencer video campaign engagement rate

- Brands in the beauty space **rank #1** for the most influencer posts (52%) and most campaigns (35.6%).
- Between 2023 and 2024, the most active brands in the beauty industry have requested **1,000+ influencer posts in a campaign.**
- **TikTok videos are the most requested content type** by beauty brands (76.2%) compared to all other industries combined (38%).

Most Requested Influencer Post Types by Beauty Brands

Data taken from 21,218 micro-influencer posts sourced through the Statusphere platform between January 2023 and August 2024



Top Micro-Influencer Industries:

CPG



#2 for most creator partnerships

Brand Awareness

Top Influencer Goal

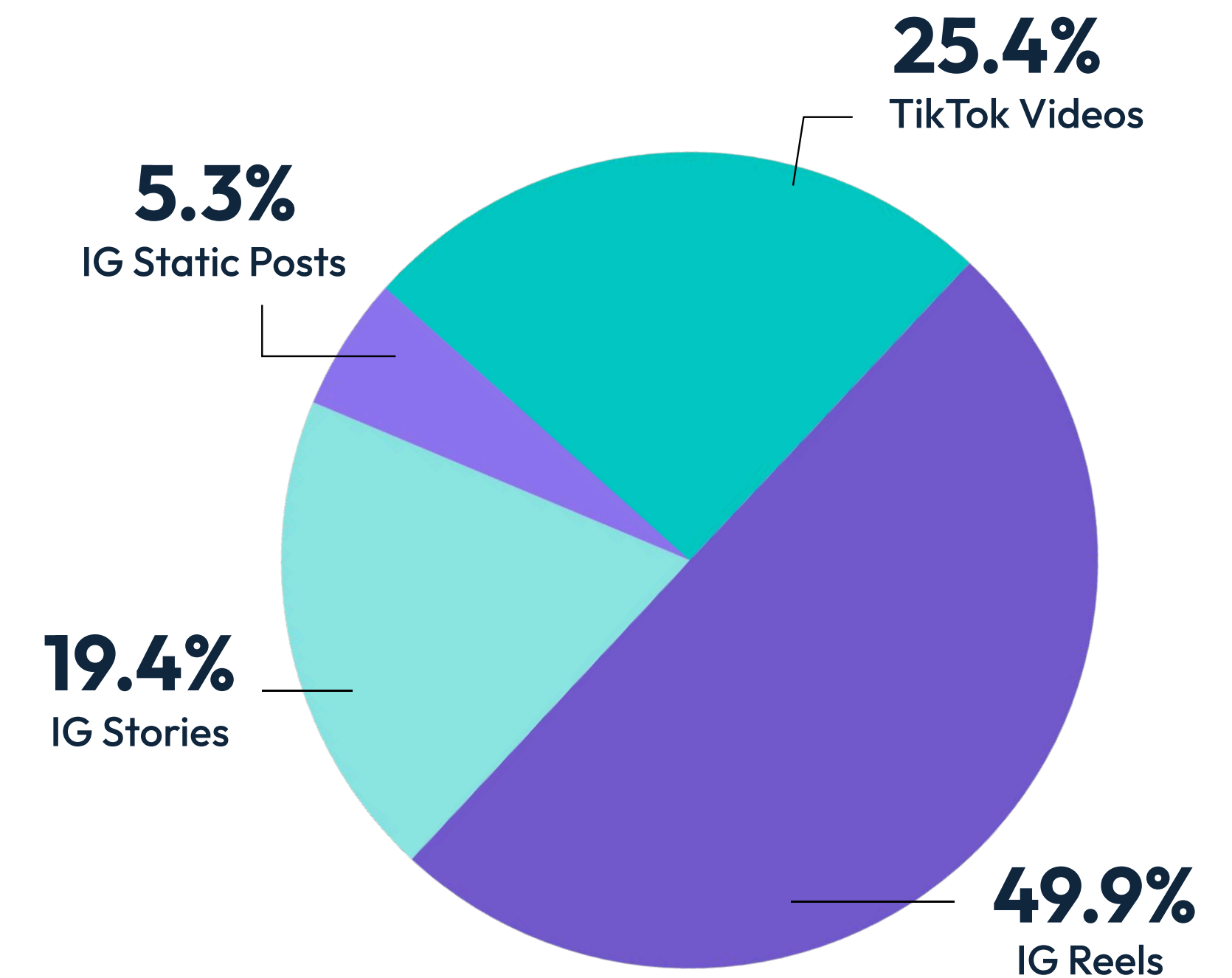
15.5%

Average influencer video campaign engagement rate

- CPG **ranks 2nd** for most influencer posts (20.6%) and most campaigns (28.2%).
- “Increase In-Store Retail Sales” is the **2nd most popular influencer goal for CPG brands**, making up 28% of their collabs (the highest percentage of all industries).
- **CPG brands request nearly twice as many Instagram Reels as TikTok videos from creators** (and request more Reels than any other industry).

Most Requested Influencer Post Types by CPG Brands

Data taken from 21,218 micro-influencer posts sourced through the Statusphere platform between January 2023 and August 2024.



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Top Micro-Influencer Industries: Health & Wellness



#3 for most creator partnerships

Brand Awareness

Top Influencer Goal

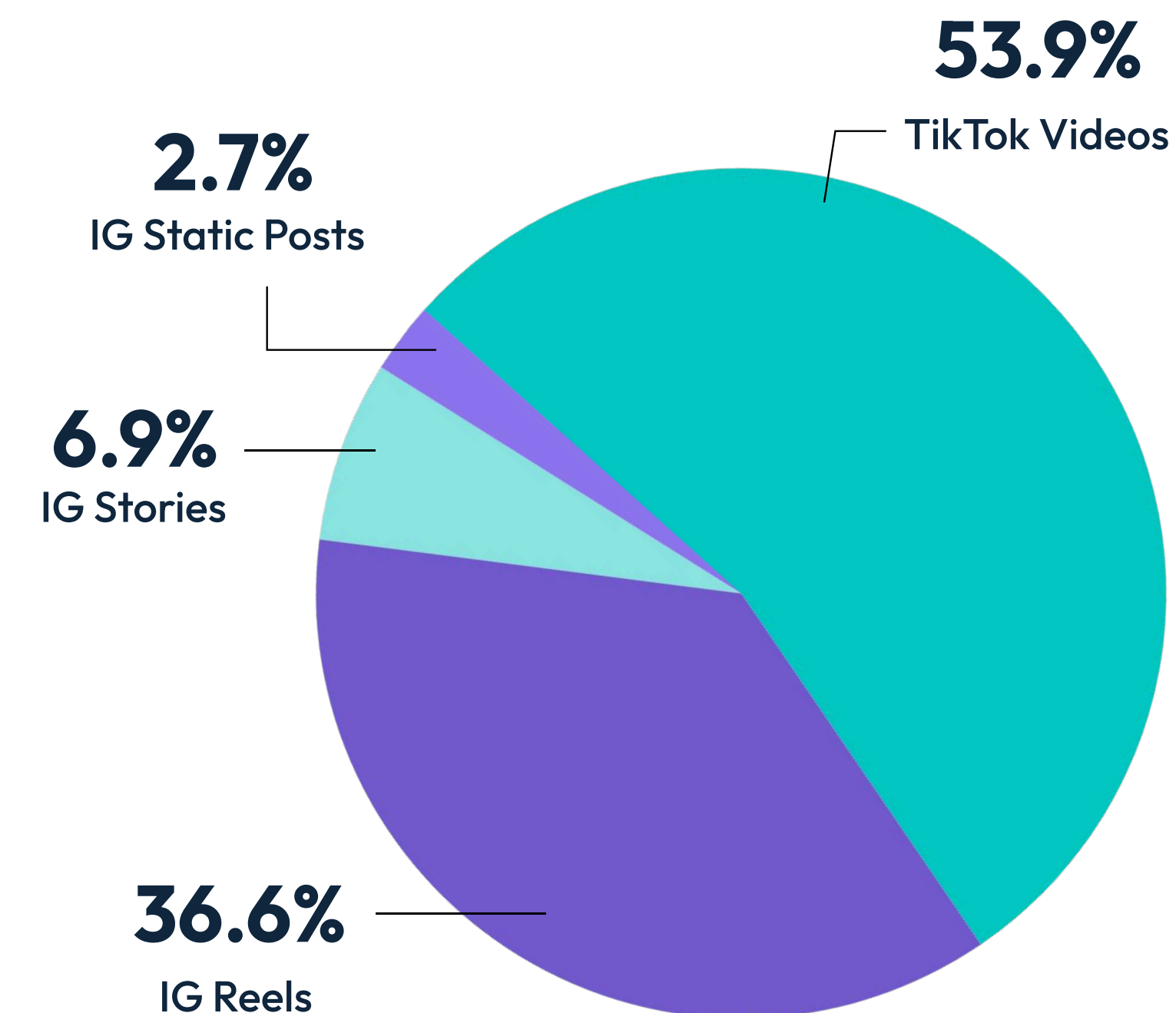
13.1%

Average influencer video campaign engagement rate

- Health and wellness brands rank **third for most influencer posts** (9.7%) and campaigns 10.4%.
- Influencer content goals were most consistent across the Health & Wellness industry with **“Brand Awareness” as the goal in 79% of collabs.**
- Brand preference for TikTok videos from creators has grown steadily in the Health & Wellness industry YoY. **Between 2022 and 2024, requests for TikTok content have increased by 260%.**

Most Requested Influencer Post Types by Health & Wellness Brands

Data taken from 21,218 micro-influencer posts sourced through the Statusphere platform between January 2023 and August 2024



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03

The Science Behind Getting Creators to Collab

Feedback from 1000s of micro-influencers on the collaborations they accept, the ones they don't, and why.

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STATUSPHERE

Collaboration Acceptance Rates: How Often Do Brands Get Rejected by Creators?

 Brands see a

290%

increase in collaboration acceptance rates 

when they implement niche creator targeting, self-reported product interests, and similar creator experience process improvements.

Brands report spending **hundreds of hours** getting just a handful of creators to post. **The biggest time-sink?** Finding creators, pitching them and following up – only to get rejected.

Brands have reported an average off platform collab acceptance rate 10%.

By contrast, the **average collaboration acceptance rate* for a collab on our platform is 39%.**

This goes to show the value in targeting the right creators with the right product.

***Collaboration Acceptance Rate** = Collaborations Accepted / Total Collaboration Views × 100

How to Exceed Influencer Expectations with Gifted Collabs

We recently sat down with creators from our team to spill the tea on what influencers expect from brands when it comes to product seeding and gifted collabs. Here's what we learned:

Creators **want**...



- ✓ Freedom to choose products based on their audiences and preferences
- ✓ Better unboxing experiences (ex: handwritten notes, unique packaging, etc)
- ✓ More relaxed content restrictions and requirements

Creators **don't** want...



- ✗ Random freebies and sample-sized products
- ✗ Products that potentially clash with their current routines or audiences
- ✗ Pushback and excessive expectations from brands on gifted collabs

Q: What will make you more likely to post about a brand that sends you a product?

A: "If I receive a skin care product that gives me great results, I'm always happy to share it with my followers. Typically, the more product that is gifted, the more likely I am to love at least one of them. But, it should be products I actually have use for.

Sometimes brands will send branded gifts that don't really have to do with the brand/product. That always feels very wasteful to me."

Alexa G. - Beauty Creator

Q: What's the worst "random" product you've received from a brand?

A: "As a pet influencer, I've been sent multiple products to help with dog shedding. But my dog is a breed that doesn't shed."

Mia I. - TikTok Pet Creator

How to Select Engaging Products for Creator Collaborations

Based on data and conversations with 1000s of creators, **product interest** is a determining factor in collaboration acceptance rate.

It's also a factor in campaign success.

Engaging products are engaging to creators and contribute to overall **campaign engagement**.

While brands can use niche creator targeting and creator surveys to determine creator interest in products, brands can also **influence campaign outcomes by selecting products that are well-suited for creator collaborations**.

Formula for Choosing Highly Engaging Products for Collabs

Here are the 4 categories to consider when choosing the right product for your campaign.

CATEGORY ADOPTION ●

How many people are familiar with and already use products in this category?

PRODUCT DIFFERENTIATION ●

Unique selling points paired with how the product stands out visually in its category?

TREND SCORE ●

Is the product in the top trends for the coming months?

CURRENT MOMENTUM ●

Are there signs of current momentum that can be used to build upon?

Category Adoption

+

Product Differentiation

+

Trend Score

+

Momentum Ranking

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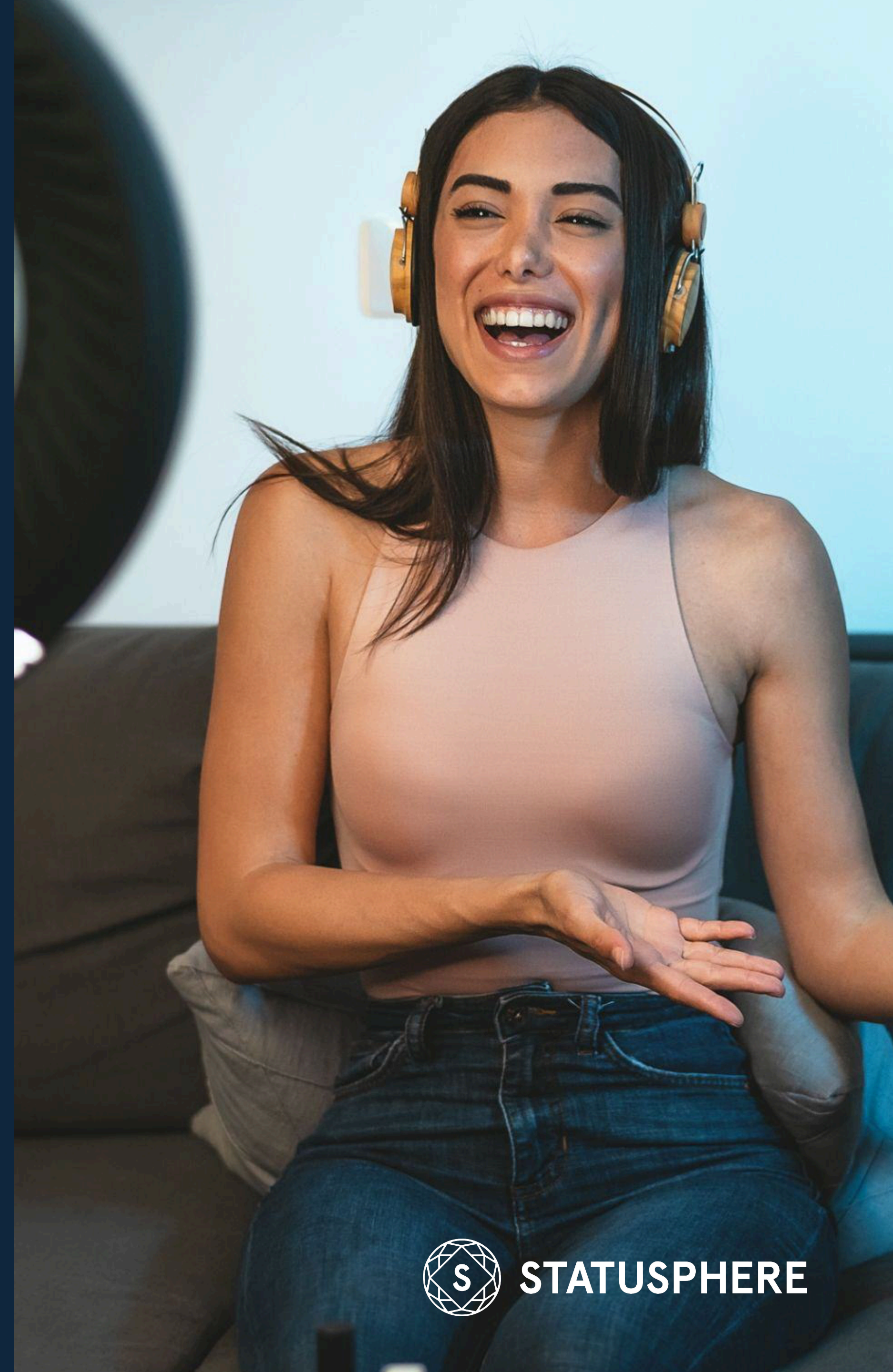
04

Influencers In-Action: Strategies & Insights from Real Brand Collabs

Explore recent collaboration examples and data points from brands who've achieved success with micro-influencer partnerships.

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Case Study: Viori

Full-Funnel Impact from Awareness to Sales

Some brands are rightfully skeptical of “awareness” as a campaign goal. However, increased sell-through and higher conversions are a common byproduct of building awareness at scale. Especially for brands running creator-based social ads.

This was the case with Viori, a sustainable shampoo brand that worked with 1,000+ micro-influencers across TikTok and Instagram in 8 months.

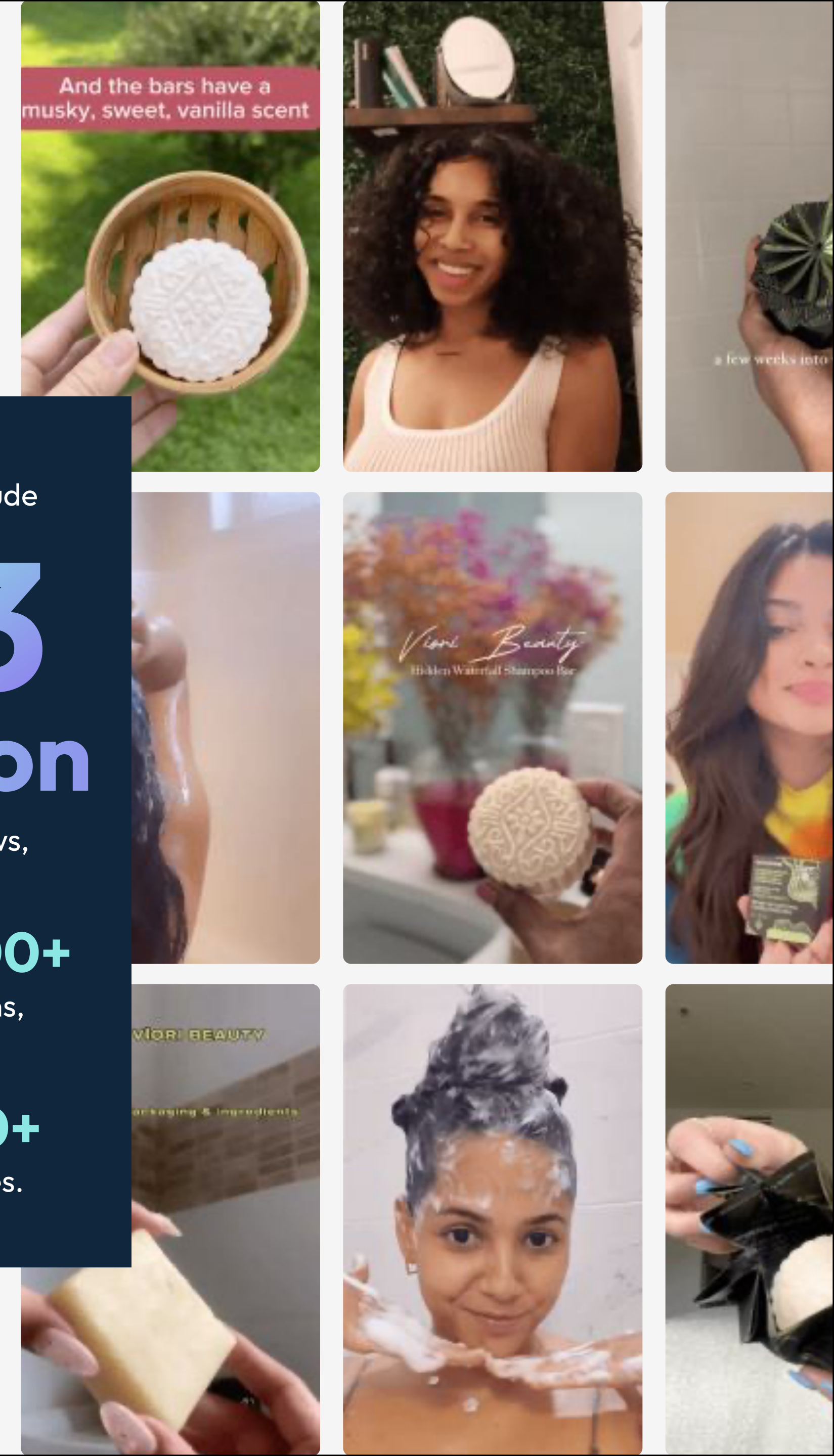
Generating so much unique content did more than raise awareness, though.

Takeaway

Awareness and sell-through aren't separate goals. High volumes of influencer content for awareness can drive direct and indirect sales alike. Granted you have the infrastructure to track all of the above and connect the dots.

Viori saw a noticeable spike in sales as their influencer content scaled. This was partially attributed to the brand ranking for competitive TikTok search terms related to their products (including “shampoo bar” and “best shampoo bar”) as their influencer campaign grew.

The brand also translated its UGC into increased sales via TikTok Spark Ads, rapidly cycling through ad creatives to increase conversions and prevent performance decay.



Case Study: Lifetime (A&E)

Building Awareness for Multiple Promotions at the Same Time

Juggling new launches and existing promotions is an ongoing challenge for B2C brands. You can only generate so much promotional content yourself. Limited resources result in unbalanced promotions where some products fall by the wayside.

But that's where micro-influencers can pick up the slack.

Look no further than Lifetime's 2023 holiday micro-influencer campaign as an example of how creators can promote new products simultaneously without breaking a sweat.

Lifetime partnered with 400+ micro-influencers in <35 days to build time-sensitive awareness for their holiday programming block. The brand targeted three separate segments of creators to promote three different TV films at the same time.

Takeaway

For brands with regular product launches or diverse audiences, micro-influencers can seamlessly fill in the gaps in your promotional calendar by targeting specific audience segments for multiple products at once.

Results include

1.2
million

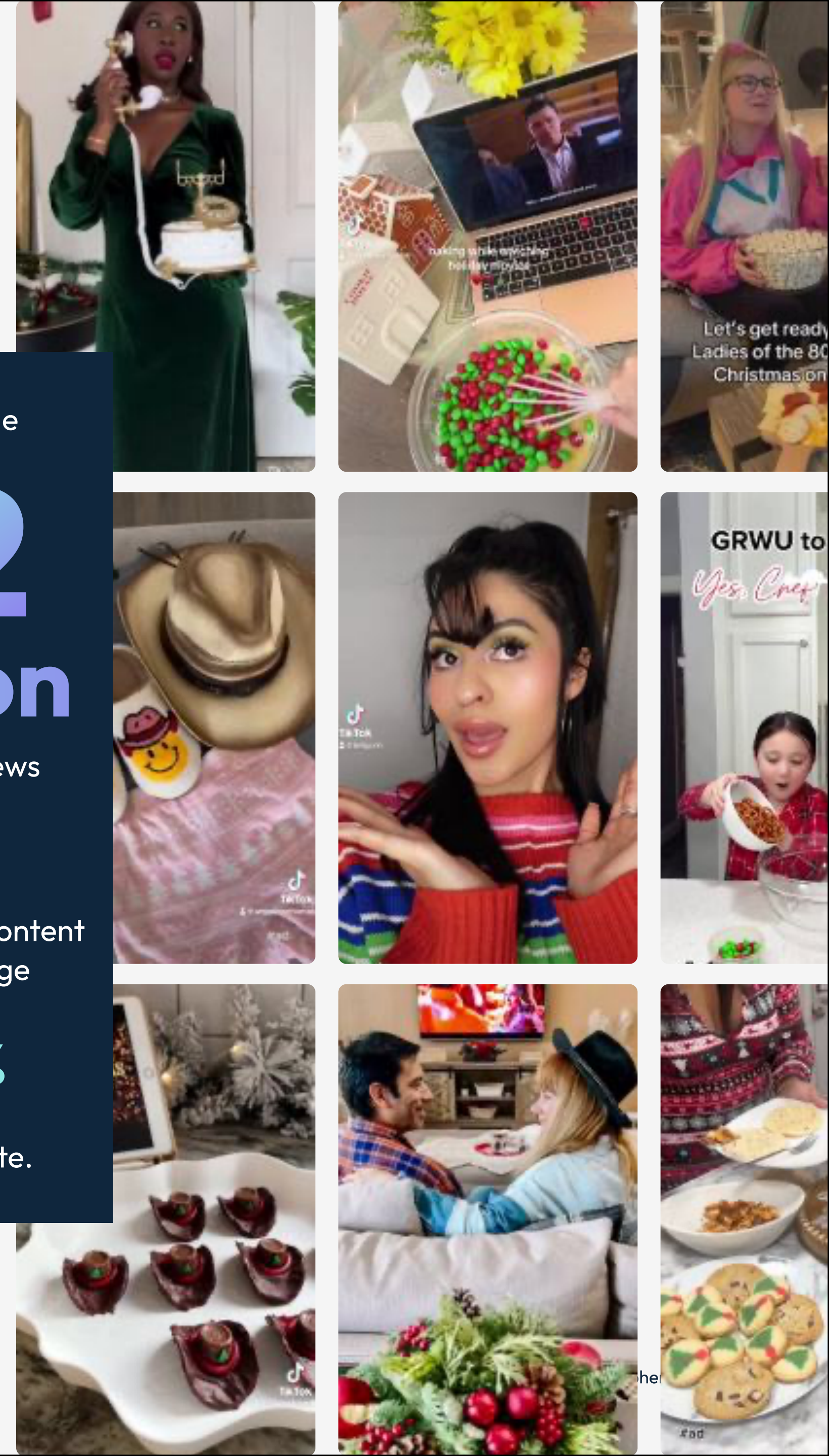
social video views

424

unique pieces of content
with an average

14.42%

campaign
engagement rate.



Case Study: Afia

Bringing Products to Life with Unique, In-Store Content

Some products simply can't shine without creators bringing them to life.

This is the case for countless brands in the food space. **The challenge is two-fold:**

- Self-produced promotional content becomes repetitive
- Food brands are tasked with promoting themselves and their retail partners

Too many static food photos or in-house recipe videos and your content quickly gets stale.

Afia Foods worked with 200+ micro-influencers to promote their frozen Mediterranean fare across multiple brick-and-mortar grocery chains like Sprouts and Whole Foods.

For the campaign, creators documented purchasing Afia's products in-store and then featuring them in a recipe. From pretty and polished to "real" and raw, each creator brought a unique style to their content.

Takeaway

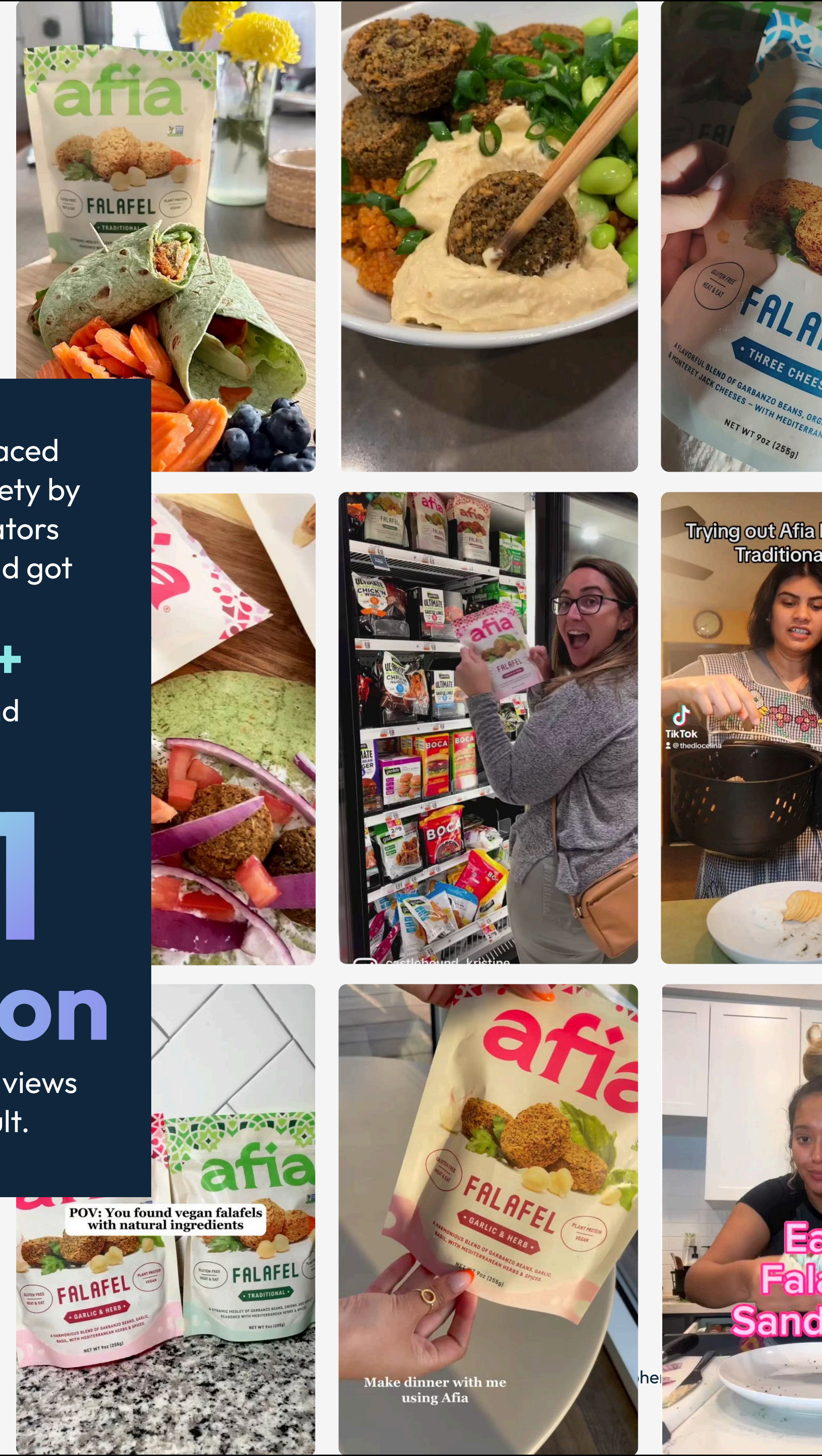
Some of the most engaging types of content across social media can only happen with the help of influencers. With micro-influencers, brands can get a wider variety of authentic content without art-directing every creator.

Afia embraced content variety by giving creators freedom and got

220+
posts and

1.1
million

social video views
as a result.



05

Micro-Influencer Marketing Predictions for 2025 and Beyond

To wrap up our report, we'll offer our predictions for the future and advice for brands working with creators long-term.

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- 24 Future Micro-Influencer Campaign Predictions
- 25 How to Succeed with Micro-Influencers in 2025



Future Micro-Influencer Campaign Predictions

To wrap things up, here are our key predictions for the future based on recent trends and the data we've gathered so far in 2024:

The growth of social SEO.

Brands are increasingly citing social SEO as their priority campaign goal. This makes sense as social product searches continue to outpace Google among young consumers. We've seen firsthand how brands can dominate social search terms through influencer content. If you haven't already, check out our [social SEO webinar](#) for more insights and inspiration.

Strategic UGC repurposing.

The fact that repurposing content has seen 80% growth as a campaign goal in 2024 speaks for itself. From on-site reviews to featuring creators on product pages and ads, brands are right to squeeze as much as they can out of their UGC. This signals the value of ongoing creator content and a streamlined means of obtaining content rights to test and repurpose UGC faster.

More creator-based ads for CPG brands.

Trends such as TikTok Shop have blurred the line between organic content and paid social promotions. The high performance of creator ad campaigns over traditional ads is well-documented. Through channels like TikTok Spark Ads, brands can boost paid campaign performance by double-dipping their proven influencer content.

The rise of retail support.

Despite the boom of ecommerce, recent research confirms that consumers are largely split between in-person and online shopping. In-store influencer content empowers brands to build both digital and brick-and-mortar awareness at once. We've seen a steady rise of brands requesting retailer-specific content and that doesn't look to slow down anytime soon.

How to Succeed with Micro-Influencers in 2025 & Beyond

It's no exaggeration that micro-influencers are more valuable than ever for B2C brands.

Consumers continue to gravitate toward everyday creators over celebrities for brand recommendations. Coupled with the rise of social search and shopping, creators of all sizes are the key drivers of product discovery for brands today.

But what makes micro-influencers different is their authenticity and engagement rates.

Our data confirms that when done consistently and at scale with the right creators, micro-influencers help brands hit multiple marketing goals and KPIs that would otherwise be unattainable.

We encourage brands to approach influencer marketing like any other channel: data-driven and backed by realistic goals.

We hope that these benchmarks help you build awareness and fine-tune your creator strategy in 2024 and beyond.



About Statusphere

Statusphere is a micro-influencer marketing platform built to help B2C brands scale their creator communities and collaborations in a fraction of the time.

Through our platform, brands get:

- Guaranteed, rights-ready creator posts at scale
- Campaign optimization based on tens of thousands of successful creator collabs
- Community management tools and automations
- One convenient portal to track content and ROI
- Product seeding with guaranteed delivery
- Fulfillment technology tailor-made for VIP creator experiences

Learn more at joinstatus.com or [book a demo](#) today to see our platform in action!

