

Influencer Marketing Strategies to

# Win Customers in 2024

**Conversion Rate**  
8.76%  
↗ 6%

**App Downloads**  
3,280  
↗ 12%

**Impressions**  
1,413,605  
↗ 40%

**Comment Sentiment**  
99.2%  
Total Comments 46,925

DIGITAL VOICES

DIGITAL VOICES

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# Executive Summary

## Win in the New Year 🦹

Win in the New Year by partnering with influencers who motivate audiences and inspire positivity.

## Tap into communities 👥

Tap into creator communities to speak directly to your audience.

## Act fast! 🌪

Influencers get booked fast! Make sure to plan campaigns and book them in advance.

# Making New Year's Resolutions 🤔

# *New Year, New Me*

*The words on the tip of everyone's tongues come January. It feels like a good time to start afresh, putting the previous year behind us, and focussing on becoming our best selves.*

As each new year rolls around, we tend to think “I’ll do better this year” – eating more nutritious food, exercising more, getting out in nature and focusing on saving – meaning that during this time, consumers become open to investing in tools and products that will support their journeys.

This report highlights how brands can work with influencers to win customers during this peak time of year and beyond, and how diving into January headfirst and listening to consumers’ desires will set you up for the year ahead.



# What are the most common New Year's Resolutions?

Brands can tap into the conversations surrounding resolutions to convert consumers and long-term loyalty.

Order of popularity →

- 😊 Improve mental health
- 💪 Boost physical health
- 💰 Enhance finances
- 👨‍🎓 Learn a new skill
- 🎨 Make time for hobbies
- 🍷 Reduce alcohol consumption

Areas of health are prioritised differently depending on age; Gen Z are more likely to prioritize mental health, whereas Baby Boomers cite losing weight as a top resolution.

Over the past couple of years “save more money” has seen the biggest increase in being a resolution - this will undoubtedly grow even more in 2024 based on the continued cost of living crisis.

Millennials are keener to give up alcohol than Gen Z (8% compared to 4%). However, Gen Z’s alcohol consumption is already about 20% less than Millennials, and we’re seeing that changes to drinking alcohol is about moderation more than abstinence.

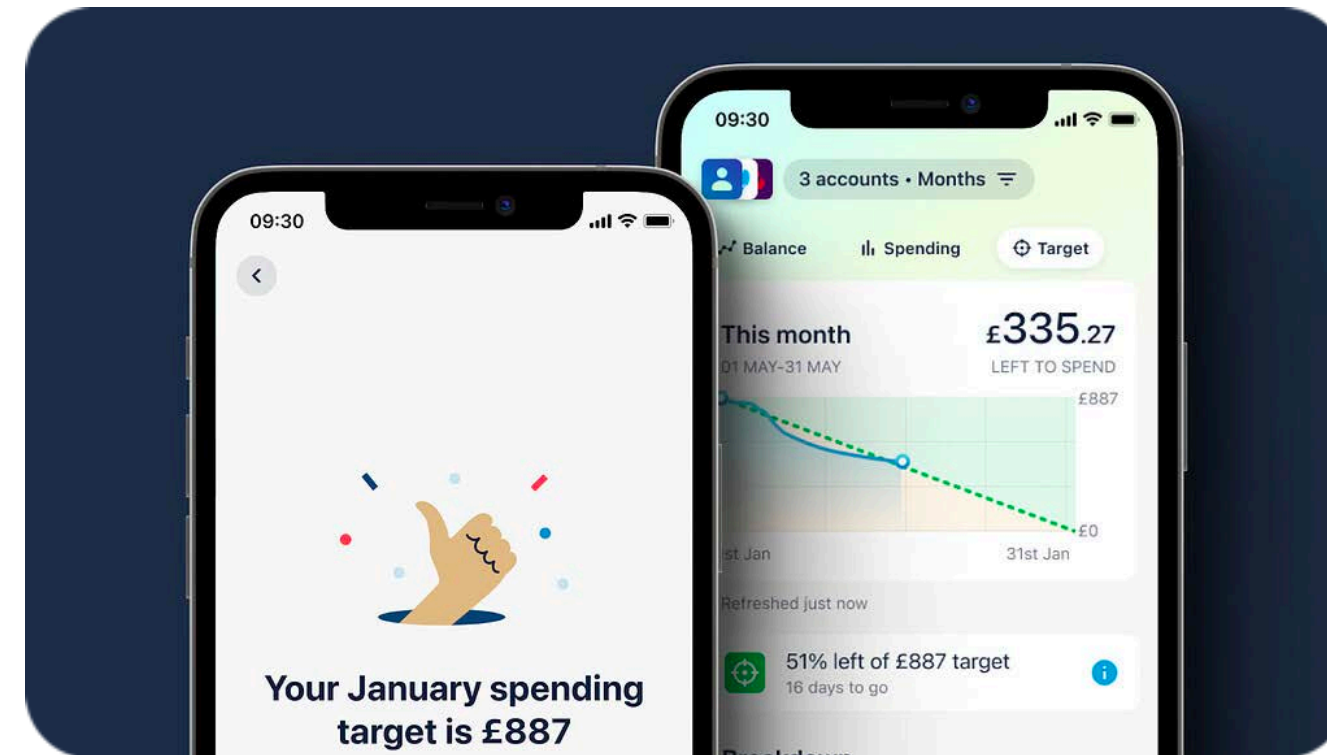
The **most popular** retail sectors in January are health & wellness, financial services, and travel & hospitality.

# The **most popular** retail sectors



## 1 | Health & Wellness 🛒

This is the most prominent retail sector when January rolls around each year. After a period of indulgence and festivities, consumers are ready to dive head first into their new healthy lifestyles. From food, fitness, to mindset, consumers are on the lookout for products and services that will support their journey.



## 2 | Financial Services 🏦

Come the new year, having spent lots over the festive period, it's common practice to be stricter with budgeting, saving and spending wisely. Tools and services that make it easier for consumers to save, invest, and earn money suddenly become very attractive in the new year, ahead of April tax deadlines.



## 3 | Travel & Hospitality ✈️

Annual leave has reset, the joy of the festive period is over and consumers need something to look forward to... With mega sales across the retail industry each January, this is the time you find more holidays deals, low deposit fees, and straight-up discounts.

Brands who **partner** with influencers to motivate audiences and inspire positivity will **win** in the New Year 🙌🙌



Influencers make advertising **more engaging** for everyday consumers, who are overloaded with advertisements on a daily basis.

**82%**

of consumers have had some part of their buying journey impacted by influencer content.

Source: [Business Wire](#)

**61%**

of consumers trust influencers' recommendations, compared to 38% who trust branded content.

Source: [Influencer Marketing Hub](#)



Vertical Trends

# Health & Wellness

# Health & Wellness

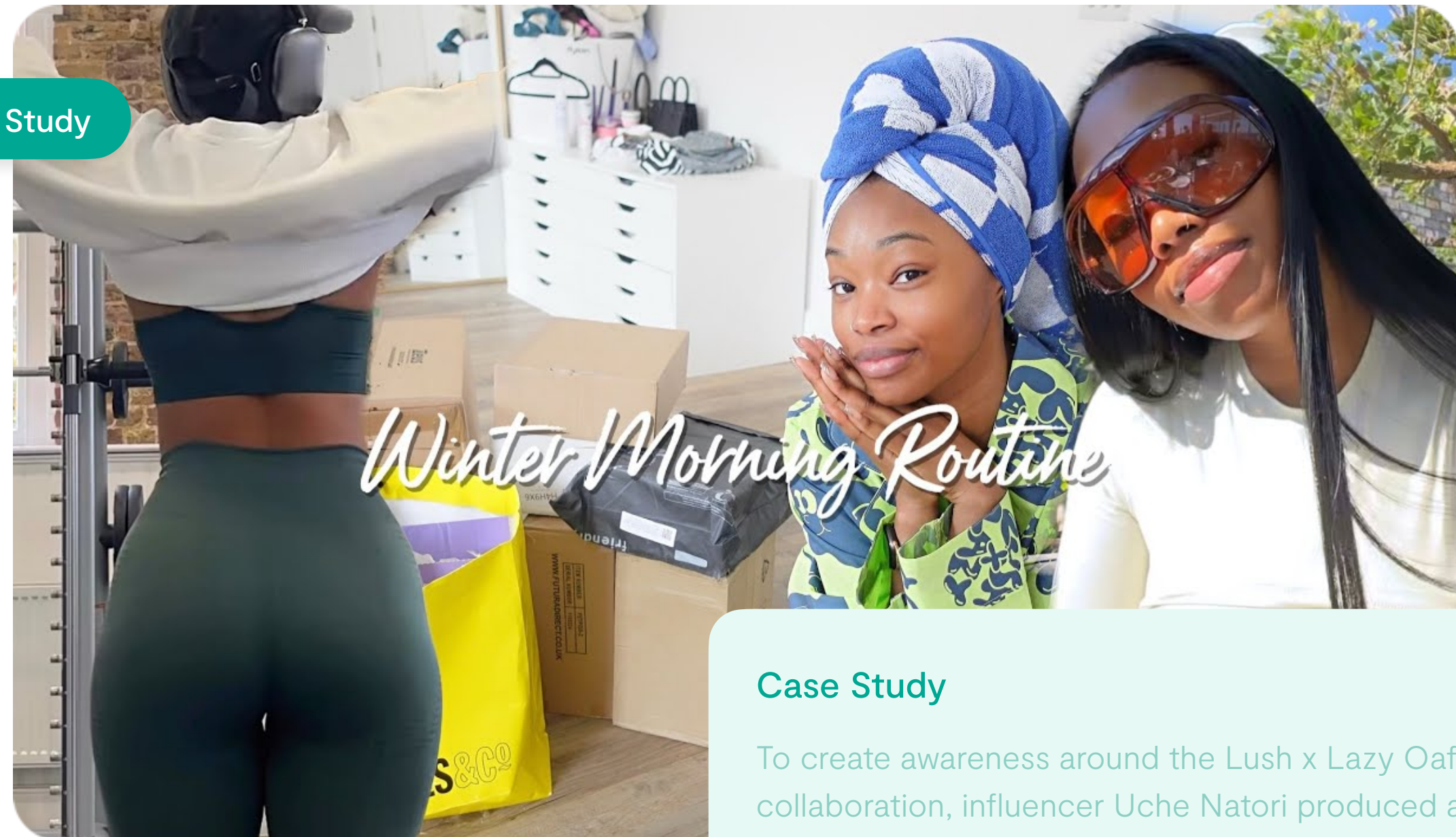
Grab customers attention where they look for health information

**47.6%**

of people cite “Social Media” as their main source of health information.

By aligning with a trusted influencer your brand can benefit from instant credibility amongst consumers.

Case Study



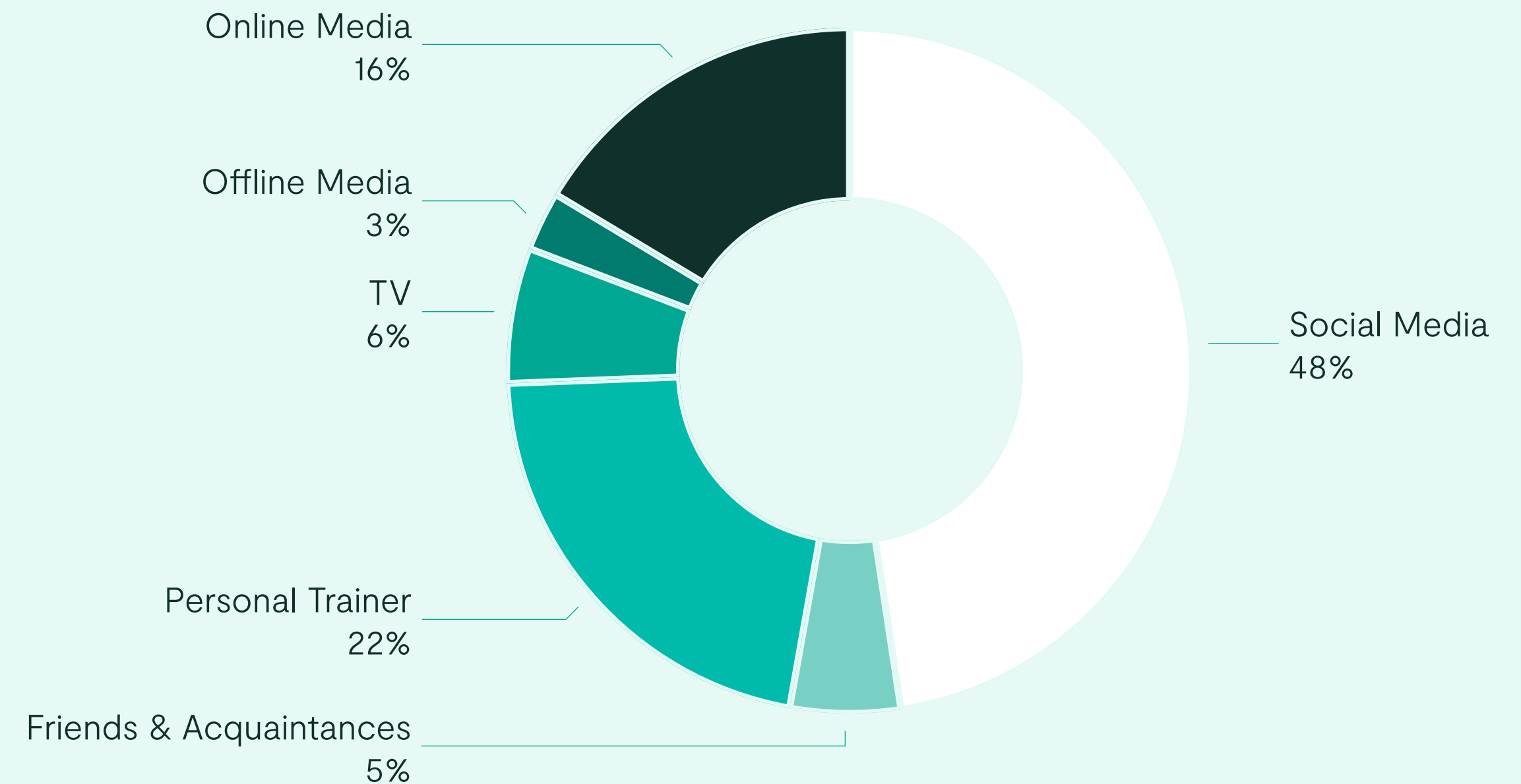
Case Study

To create awareness around the Lush x Lazy Oaf collaboration, influencer Uche Natori produced a YouTube video showcasing her wholesome night time routine whilst ensuring the key messaging and collection were integrated throughout the content.

## What's your main source of health information?

### Top Tips 🙌

- Health & Wellness campaigns should not be limited to partnering with fitness and wellbeing influencers.
- Familiarize yourself with trends on TikTok and Reels to align with the 'edutainment' content that audiences are engaging with.
- Instagram dominates this space in terms of the amount of Health and Wellness influencers active on the platform, followed by TikTok then YouTube.
- Brands should tap into a variety of verticals to share relevant tips and tricks – such as foodies, general lifestyle, and even integrate into relevant comedy (see the La Vie case study on page 11).



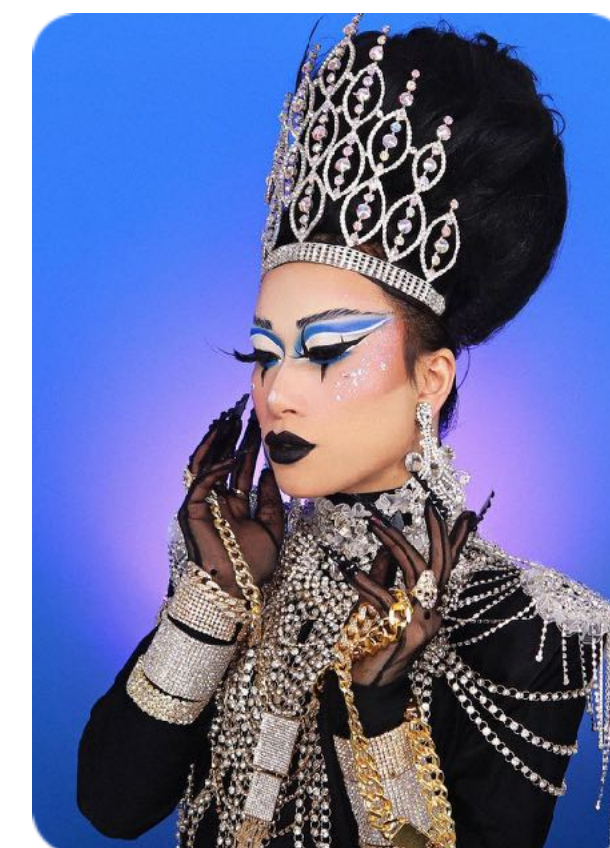
# Influencers help brands reflect our diverse society 🤝

Health & Wellness needs are different across cultures, ethnicities, sexualities, genders and many more contributing factors. By partnering with a diverse range of influencers for a campaign, messaging can be adapted to resonate with an inclusive audience.

## Industry Spotlight 💡

YouTube is launching [THE-IQ Creator Program](#) to support health professionals creating high quality health content highlighting underrepresented communities. YouTube Health's mission is to increase equitable access to high-quality information, giving people the tools to make smart decisions about their own health.

Creators in the US, Canada, UK and Brazil can apply for the program, which includes access to workshops on YouTube best practices and video production, dedicated support from YouTube specialists, and up to \$10,000 USD to assist with content creation.



# LA VIE

La Vie, a playful food brand that creates 100% vegan bacon, challenged us to help their mission to challenge conventional eating habits through their Veganuary campaign.

## Brief

Digital Voices was tasked with; driving vast brand awareness of La Vie's award-winning plant-based bacon on social media, highlighting La Vie's inclusive ethos, and bring to life the La Vie national OOH campaign that encourages curious Gen Z and veggie/vegan audiences to try La Vie for themselves during Veganuary.

## Execution

We carefully selected six TikTok creators to showcase the brand's inclusive and playful personality in TikTok videos amongst a plethora of UK audiences - from die-hard vegans, to meat-eating Gen Z. To further drive reach and impact of the campaign, we secured usage rights for some influencer content to boost as Spark Ads on TikTok.

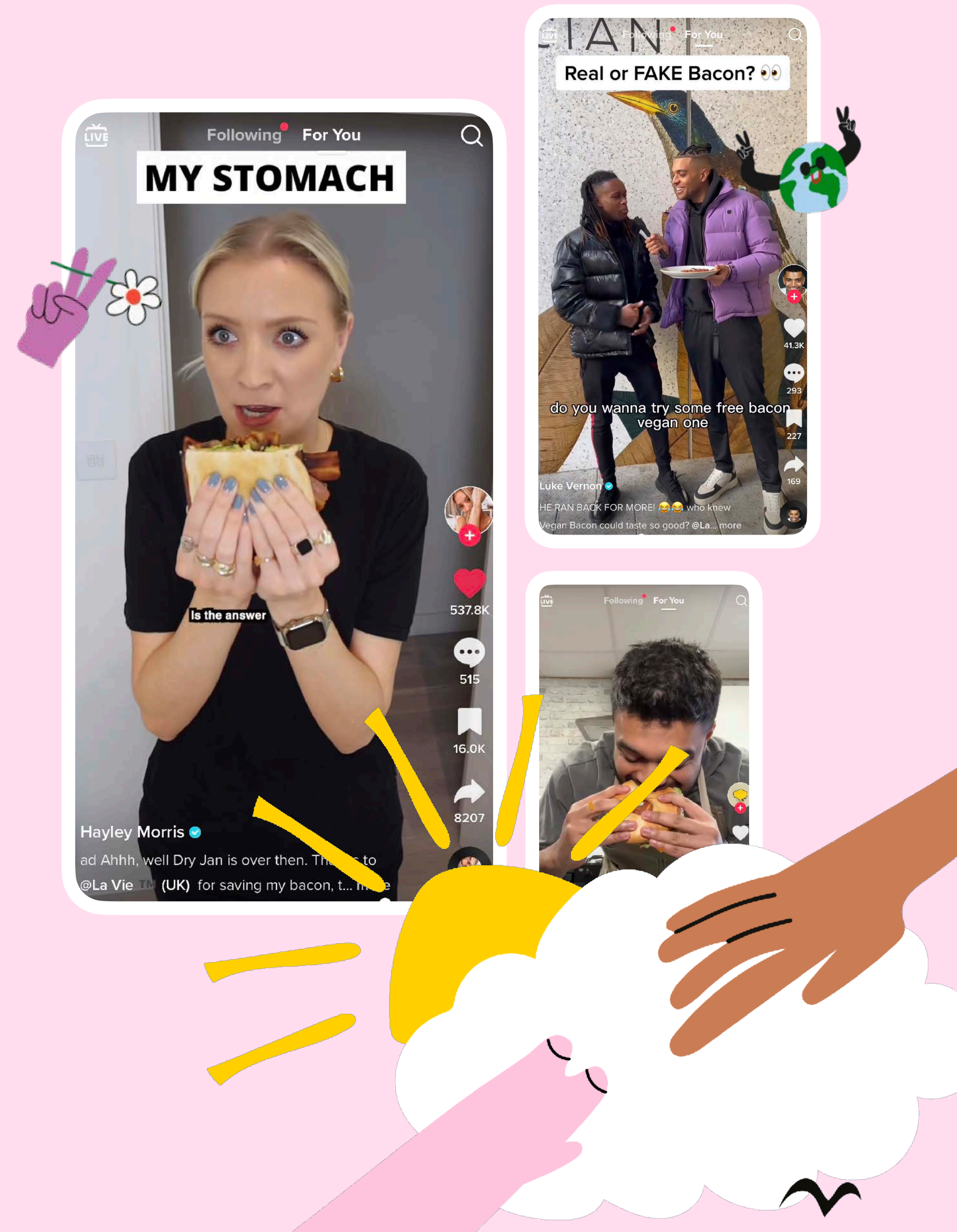
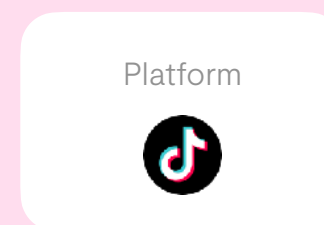
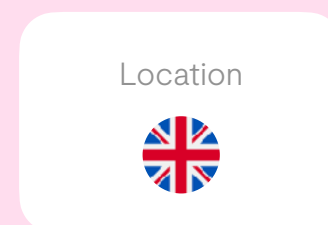
## Results

# 5,697,801

organic TikTok impressions  
(exceeding the target by an extraordinary +770%)

# 9.83%

engagement rate



Vertical Trends

# Financial Services



### Financial Services

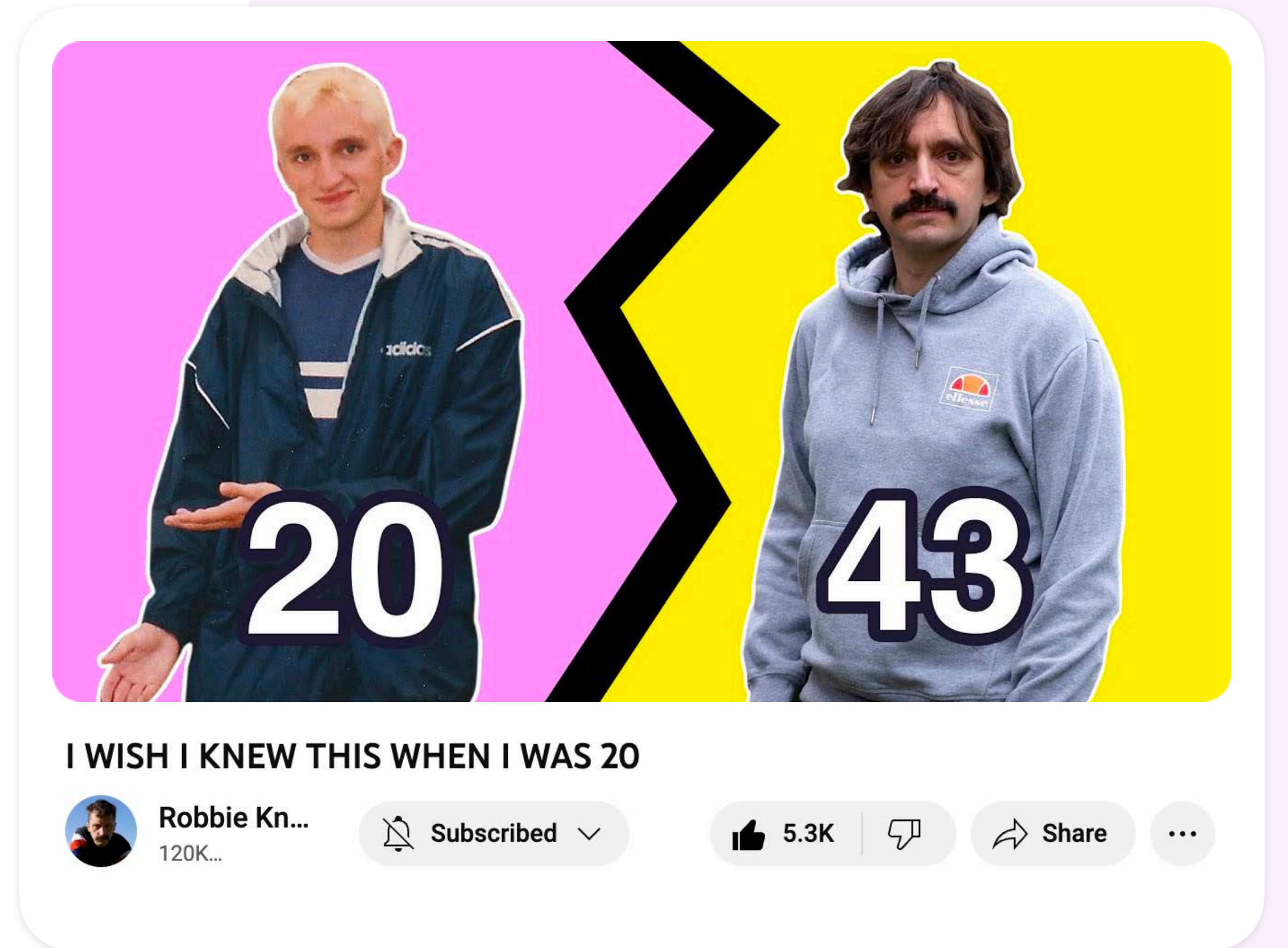
# Use influencers to humanise your brand 🤝

Influencers can explain potentially complex financial topics in a way that is engaging, easily digestible and relatable to their audience.

Influencers ultimately enhance consumer connection and make your product more accessible.

#### Case Study

To promote Claro, a financial coaching app, influencer Robbie Knox explains why you should get a pension as if he's explaining it to his younger self.





## The Campaign

**Plum**, is a financial saving and investing app. The aim of this campaign was to drive brand awareness and downloads of Plum, and provide a competitive cost per acquisition (CPA) to use as a benchmark for future campaigns.

## Our Solution

We partnered with **16 different creators**, across a range of verticals, to educate viewers about Plum's offering in an easily digestible way within a relatable YouTube video. We guaranteed 800,000 organic views and **achieved over 2.1 millions views**, exceeding our target by 260%.

## Attributable Conversions

Mid-way through the campaign we integrated a strong incentive for viewers to trial Plum, which **increased conversion rates from 18% to 31%**.

## Extending the lifecycle

We also extended the lifecycle of content beyond the initial interest spike when content is first posted, allowing Plum to not only target the creator's organic and immediate audience, but also **reach new audiences with emotive, personable ads with credible creators**, building trust in Plum.



Vertical Trends

# Travel & Hospitality

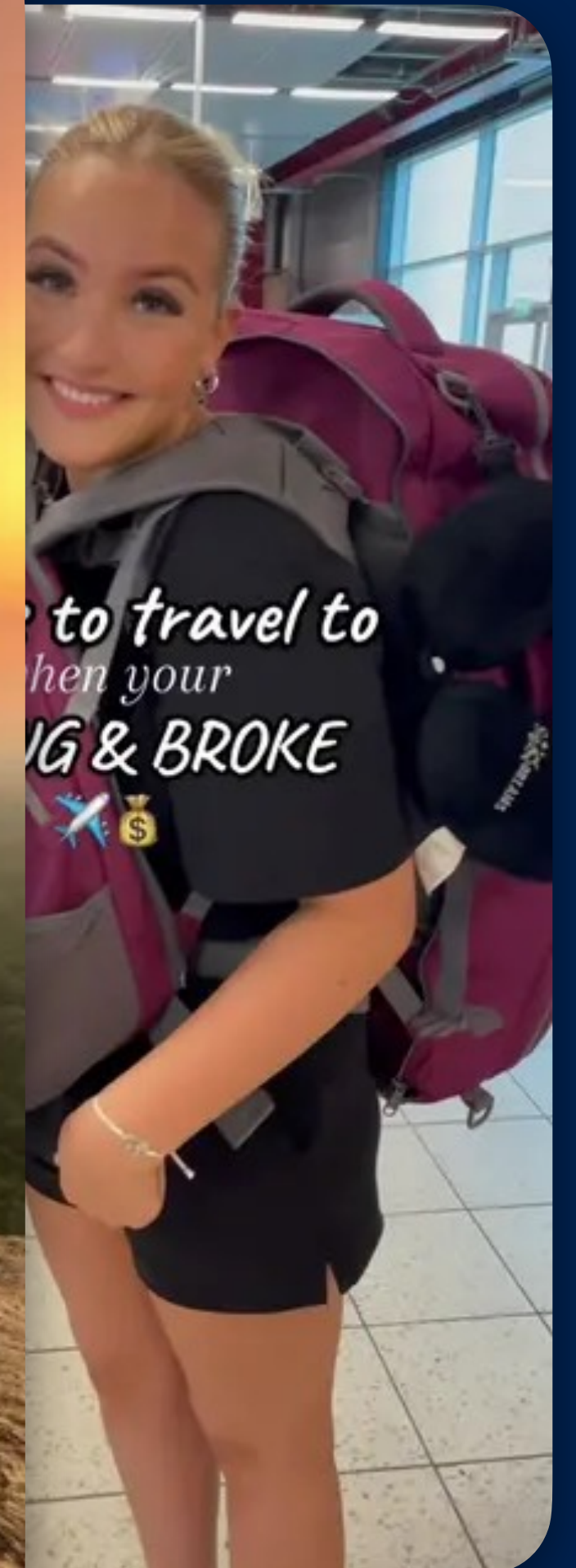


### Travel & Hospitality

## Influencers make sure your brand is **front-of-mind** when customers are planning trips

The most common source for people to discover information related to travel is social media platforms (80.1%), and these platforms are cited as especially important during the planning phase of a trip.

# TikTok is Gen Z's Travel Agent...



TikTok is a powerful search engine for discovering new locations due to the personalized algorithm, social validation, and engaging content.



**74%**

of users are likely to book a holiday based on TikTok recommendations



**+410%**

growth in travel-related content views on TikTok between January 2021 and January 2023, with a noticeable spike during the start of the year



**50%**

of users post about their travels on TikTok, fuelling the cycle of travel inspiration and destination discovery

You can win, too...



Tapping into more sectors...

As well as the health & wellness, financial services, and travel and hospitality sectors, influencers can drive results in these verticals too.



### Education 📖

With people looking to upskill themselves, make sure to be the solution to do this (see the Duolingo case study on page **X**)



### Home Improvement 🏠

Show how your brand can be the DIY, cost friendly solution at a time when people are looking to improve their properties.



### Food & Drink 🍷

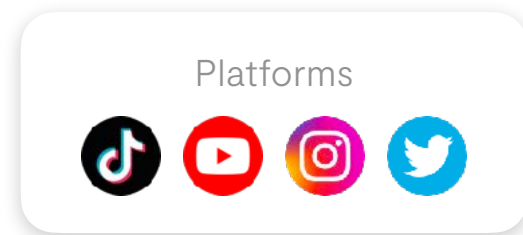
People are looking to improve their diets and live a healthier life - tap into trends like *Veganuary* and *Dry Jan*.



### Media & Entertainment 📺

After an expensive December, people stay in more to spend less, relying on their devices and streaming services for entertainment.

# duolingo



## Challenge

Duolingo is the world's number one way to learn a language. Our challenge was to cut through the New Years noise to drive downloads and new users of Duolingo. Digital Voices needed to ensure the creators had an authentic way to integrate Duolingo.

## Brief

We partnered with 9 creators throughout January focusing on New Year messaging. The creators produced a mix of YouTube integrations and TikToks with supporting Instagram Stories and Tweets. We used a cross-vertical approach focusing on lifestyle, **travel** and entertainment creators that were able to integrate Duolingo in an authentic and fun way.

## Results

# 5,697,801

organic TikTok impressions  
(exceeding the target by an extraordinary +770%)

# 9.83%

engagement rate



**Working with Influencers to access  
communities will be a powerful  
strategy going into 2024**

Unlock the Power of Communities 

# Speak Directly to your Customers

Influencers connect brands with their audiences, serving as catalysts of ideas within their communities and facilitating personal connections that individuals desire.

Through influencer partnerships that foster a sense of belonging and community among like-minded consumers with shared resolutions and goals, brands can enhance customer relationships and boost loyalty.

Social algorithms prioritize personal interests over demographic factors. As a result, influencer partnerships empower brands to actively engage in meaningful cultural dialogues.

Influencers can affect their followers' **decision-making**, encouraging them to trust their advice & take desired actions.

Brand ambassadors or influencer partnerships over a longer period allows brands to build deeper, more genuine relationships with influencers and their communities.





## Spotlight

# Influencers **inspiring** your customers

**Sydney Cassidy**[@sydgrows](#)

Sydney creates fitness content that aims to empower women to find their strength, and is the founder of @gymgirlslocker room, “a safe little corner of the internet for the gym girls” .

Her clear passion and authenticity to support her community makes her a fantastic brand ambassador.

**Yes Theory**[@yestheory](#)

Yes Theory believe that life's greatest moments and deepest connections exist outside your comfort zone – and their adventurous travel and challenge content reflects this.

They have built “Yes Fam” communities across the globe, developing a Discord and many Facebook pages where like-minded audience member can connect.

**Nella Rose**[@nellarosee](#)

Nella Rose has built a following thanks to her infectious personality and ability engage audiences across social and mainstream media.

Rather than sticking to one niche, and using her humor as a leverage, Nella has developed a community that supports her brand work across multiple verticals, making her an ideal ambassador for almost any brand.

# Platform Selection is Key

# 52%

of people plan on using a resource, such as an app, online platform or membership, for assistance in sticking to their resolutions. Consider which platforms you activate on and how this will resonate positively with customers.

Source: [Forbes](#)



# Brands can access **communities** on the largest social media platforms...



## TikTok

Tap into hyper-targeted niches, and benefit from communities being built around trends and hashtags.



## Instagram

An exciting opportunity for brands to test out new features, like Broadcasts, for announcements or exclusive content/offers.



## YouTube

The leading platform for long form storytelling where your brand messaging and values can be deeply explored.

## But there are some **exciting** platforms you may not have considered...

### Pinterest

Pinterest is a positive social media platform – not somewhere people go to fend off FOMO or doomscroll.

Audiences are on the platform to try new things, save new ideas and often, make their next purchase, making it the perfect place to showcase your brand and products.

61% of Pinners say that Pinterest is where they go to start a new project – an ideal platform to capture people looking to “Learn a new skill” or “Make time for hobbies”.

#### Note

Digital Voices is a Pinterest agency partner, get in touch to find out more! 💡

### Discord

Many influencers have their own Discord communities (known as “servers”) where video, voice, and text, can be used to strengthen their connection with audiences.

Audiences can join Servers that encourage and support them to continue with their resolutions, surrounded by a community of people with similar goals. Understanding the way that influencers interact with their communities will help your brand to build stronger affinity with them too.

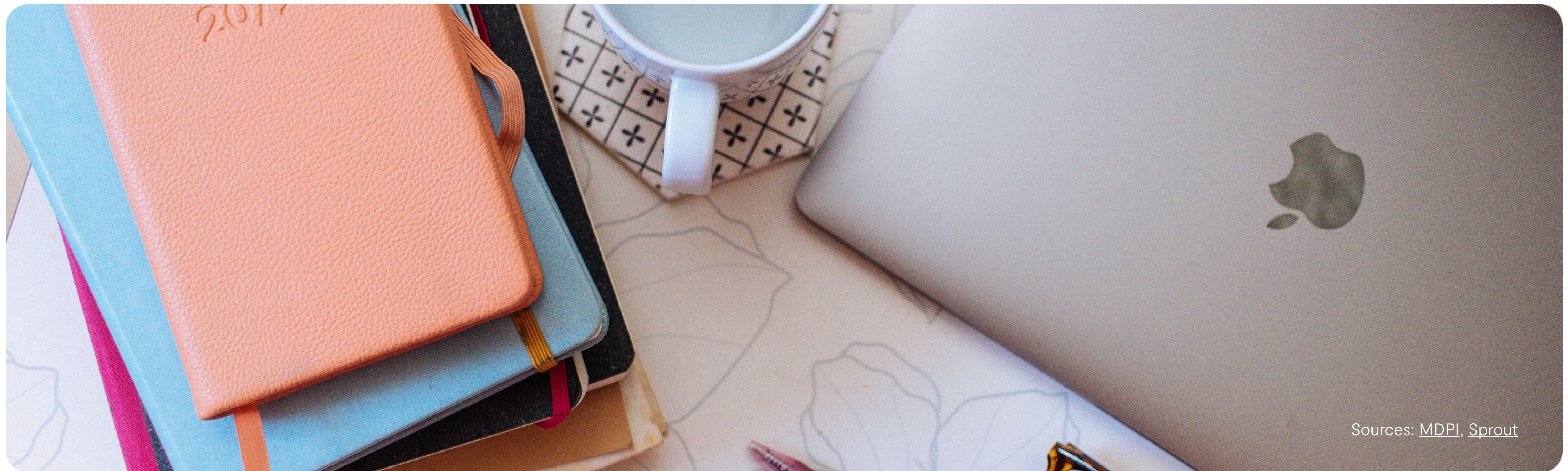
A Harvard study found that if people use social media in an active way to connect with other people, it is more likely to enhance well-being.

Continue success  
throughout 2024 🚀

## Resolutions are common to make, however **64% of people** abandon their New Year's Resolutions **within a month**

Brands can support people to keep to their goals, and win customers.

74% of people want brands to be positive contributors to society, and 64% of people want brands to use their power to help people.



Sources: [MDPI](#), [Sprout](#)

# Long-term Partnerships

Embark on long-term brand partnerships with influencers to **enhance** your campaigns throughout the year.

When consumers see that an influencer is **consistently** promoting your brand, they will begin to build deeper trust.

## Cost-effective

Longer term financial security may lead influencers to offer discounted rates, and positive partnerships see influencers posting organically about the product.

## Reduce competition

Work exclusively with influencers that align with your brand to avoid competitors partnering with them. This is especially important within markets with smaller talent pools.

## Reactionary

Ambassadors can quickly react to key brand moments or trending events to keep the product front of mind and part of the conversation.

# What success looks like

Digital Voices specialises in Influencer Marketing campaigns that deliver on every stage of the marketing funnel.

## Awareness 🙌

Influencers are commonly used to raise awareness of a brand or product.

## Consideration 🤔

They can also play a key role engaging audiences, driving event attendance, social following, conversation or competition entries.

Awareness

Consideration

Conversion

Advocacy

## Conversion 📈

Driving sales is the second most popular aim for working with influencers

## Advocacy 🤝

This is an under-utilised way to work with influencers, but driving UGC and brand love

# What to measure

## Awareness 🙌

- Impressions
- Views
- Watch Time
- Engagement Rate
- Comment Sentiment
- CPV
- CPM

## Consideration 🤔

- Traffic to Site
- Brand Mentions
- Comment Sentiment
- Search Uplift
- On-site Activity
- Lead Capture

## Conversion 📈

- Sales - Discount Codes
- Traffic to Site
- On -Site Activity
- Search Uplift
- AOV
- ROAS
- CAC/CPA
- App Downloads
- Active New Customers

## Advocacy 🗨️

- UGC Content
- Brand Mentions
- Share of Voice
- PR Coverage
- Impressions
- Comment Sentiment

How does it help  
brands? 🤔

# Brand Benefits



**Drives conversions** through clear CTAs and authentic storytelling.



**Reach target audiences & beyond** by partnering with influencers within specific verticals across different platforms.



**Create brand trust, authority & credibility** by aligning with influencers who have built strong relationships with their community.



**Tailored creative to niche communities** allow brands to provide audiences with relatable, hyper-relevant ads.



**Reactive & flexible** as influencers are able to turnaround content far quicker than traditional advertising.



**Learn & scale** through analytics and first-party data allowing brands to gain nuanced insights into what is working and what isn't – set benchmark to grow and scale their success, reinvesting in influencers, verticals and content.



**Join or lead social movements & trends** to ensure brands are staying relevant and reliable to their audience.



**Minimal production overhead** as Influencer Marketing is far cheaper than traditional advertising as the influencer take on the responsibility of shooting, editing and posting content.



## Key Takeaways

1. Partner with influencers to motivate audiences and inspire positivity will win in the New Year
2. Work with Influencers to access communities
3. Plan your Influencer Marketing campaign in advance

