
THE STATE OF SOCIAL MEDIA AND INFLUENCER MARKETING IN AUSTRALIA

AN INDUSTRY REPORT PUBLISHED BY



THE EXPOSURE CO.

ABOUT THIS REPORT

Welcome to the State of Social Media and Influencer Marketing report! In conducting this survey we aimed to uncover how *Australians really* use social media and what they *really* think of influencers and bloggers in the digital space.

This data is unprecedented in Australia and we hope it will enlighten marketers, business owners and operators around the world as to the nuances of the Australian social media landscape to ultimately do social media better!

If you find this report valuable, please share it with your peers.

You can find the page for the report on our website.



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REPORT OVERVIEW

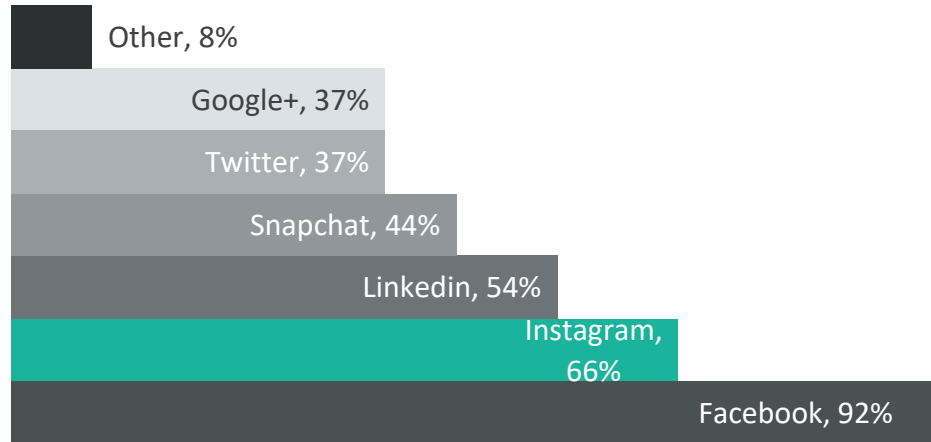
In this report you will discover:

- **How and why Australians use social media:** Where Australians spend their time on social media, why they use social media and the frequency and duration of their social media activity.
- **How Australians interact with brands on social media:** How many brands they follow, why they follow brands on social media, which categories are the most popular and what they like to see when they look at a brand owned social media account.
- **Australian attitudes towards sponsored social content:** Sentiment towards sponsored content, understanding of common disclosure techniques and usage of discount codes.
- **How Australians engage with Influencers and the effect on purchase decisions:** Why people follow influencers, the most popular influencer categories and how Australians utilise Influencer and bloggers reviews to inform purchase decisions.

MAJOR FINDINGS

- **Instagram and Facebook dominate Australian social media usage:** 92% of people surveyed have an Facebook account and 66% have an Instagram. They are also the most frequently used platforms.
- **Influencer product reviews carry weight:** Over half of people surveyed read influencer blogs and reviews to find out what they think of a product the reader is thinking about purchasing.
- **Influencer promotion impacts sales:** 2 in 5 people are more likely to purchase a product they see an influencer or blogger posting about.
- **Discount codes work:** 1 in 4 people have used a discount code from a blogger or influencer.
- **Australians use social media to research pre-purchase:** Over 70% of people will research products or services on social media they are interested in purchasing.
- **Social media drives purchases:** Nearly one quarter of people will purchase a product online on the same day they have researched it on social media.

SOCIAL MEDIA PLATFORM USAGE

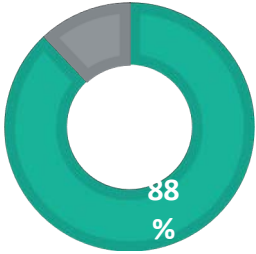


We asked participants which social media sites they currently have an account with.

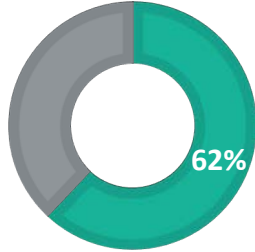
Despite an upwards trend in Instagram adoption, Facebook dominated first position with 92% of participants currently holding an account.

REASONS FOR USING SOCIAL MEDIA

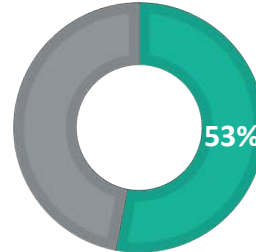
TO CONNECT WITH FAMILY AND FRIENDS



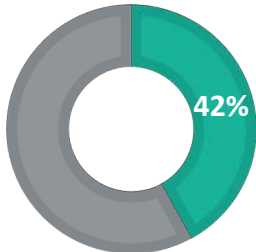
FOR NEWS/ARTICLES



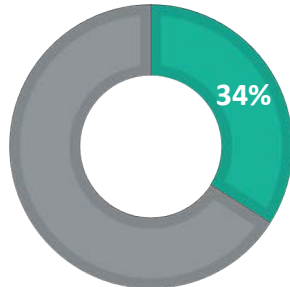
TO KNOW WHAT'S GOING ON IN MY LOCAL AREA



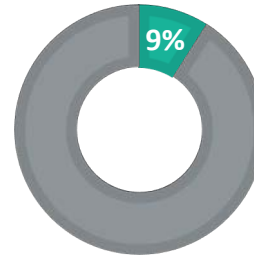
TO KEEP UP TO DATE WITH BRANDS



FOR MY OWN BUSINESS



OTHER



We asked participants why they use social media and to select all that apply.

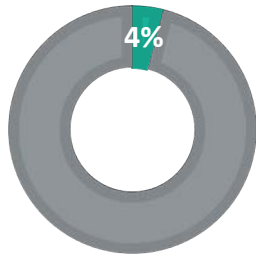
Connecting with friends and family was the primary reason with 88% of participants selecting this answer.

Other reasons included:

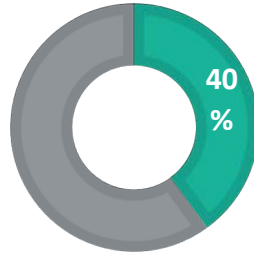
- Managing social media accounts for their employer
- Videos/Memes
- Procrastination
- Networking/Connecting with like minded individuals

DAILY SOCIAL MEDIA USAGE

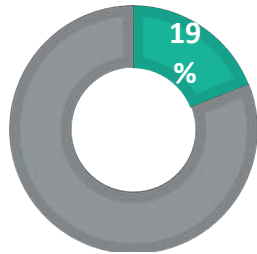
0 TIMES



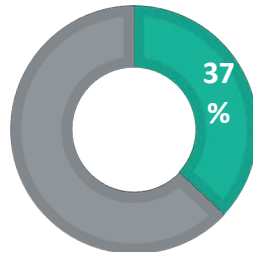
1-5 TIMES



6-9 TIMES



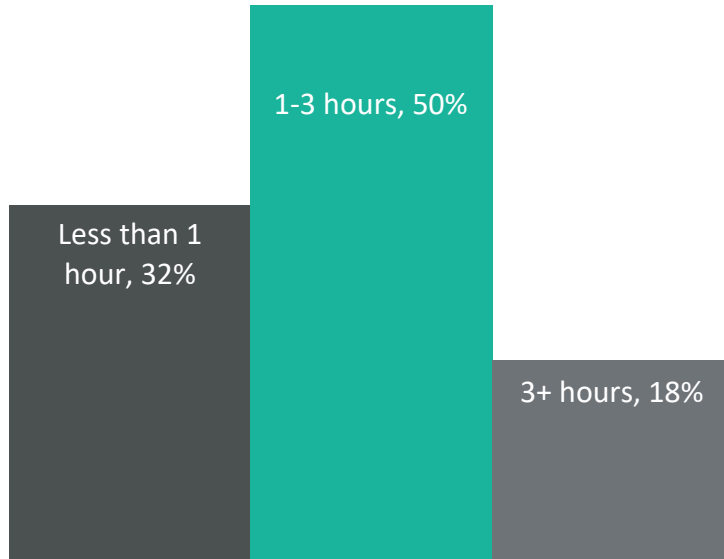
10+ TIMES



We asked participants how many times they use social media in a typical day.

Over half of the participants say they use social media 6+ times per day.

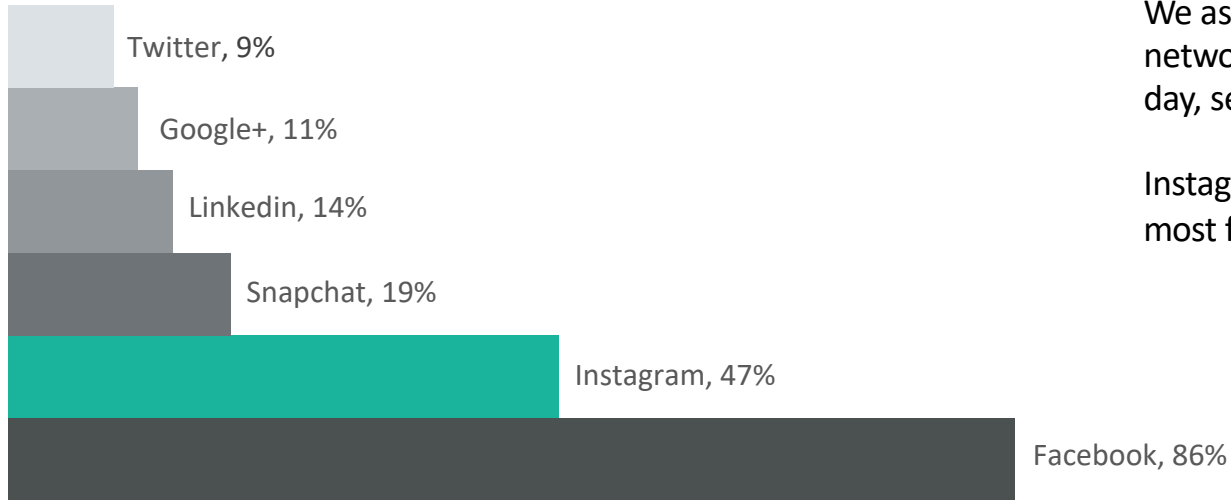
DAILY SOCIAL MEDIA USAGE (HOURS)



We asked participants how many hours they spend using social media in a typical day.

68% of participants say they use social media for one hour or more per day.

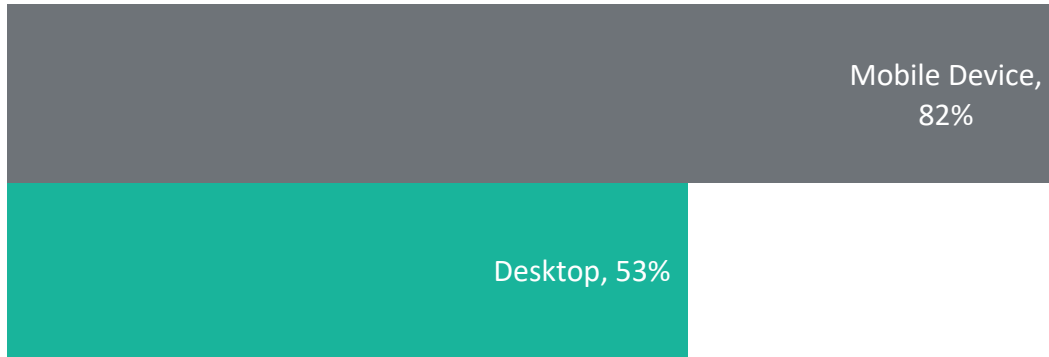
MOST FREQUENTLY USED SOCIAL NETWORKS



We asked participants which social networks they use most often on a typical day, selecting all that applied.

Instagram and Facebook were by far the most frequently used social networks.

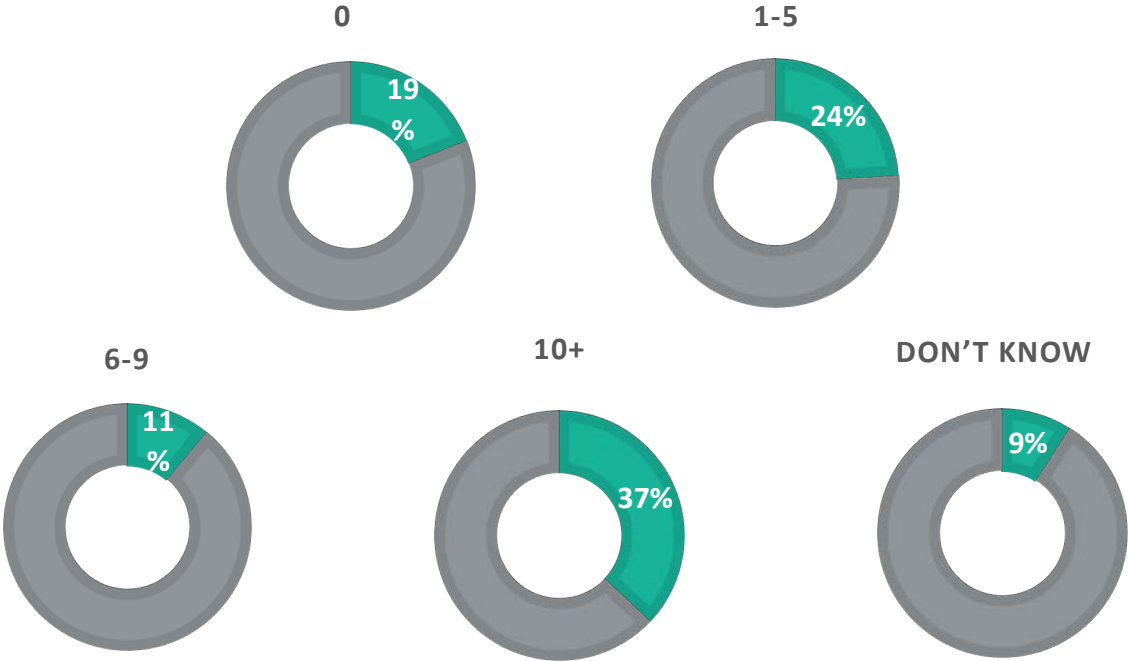
ACCESSING SOCIAL MEDIA NETWORKS



We asked participants how they access social media by device.

Mobile device usage far outweighed desktop usage. However, the results indicate that many social media users are accessing social media across multiple devices, highlighting the potential for businesses who employ a “mobile first” and “cross device” social media strategy.

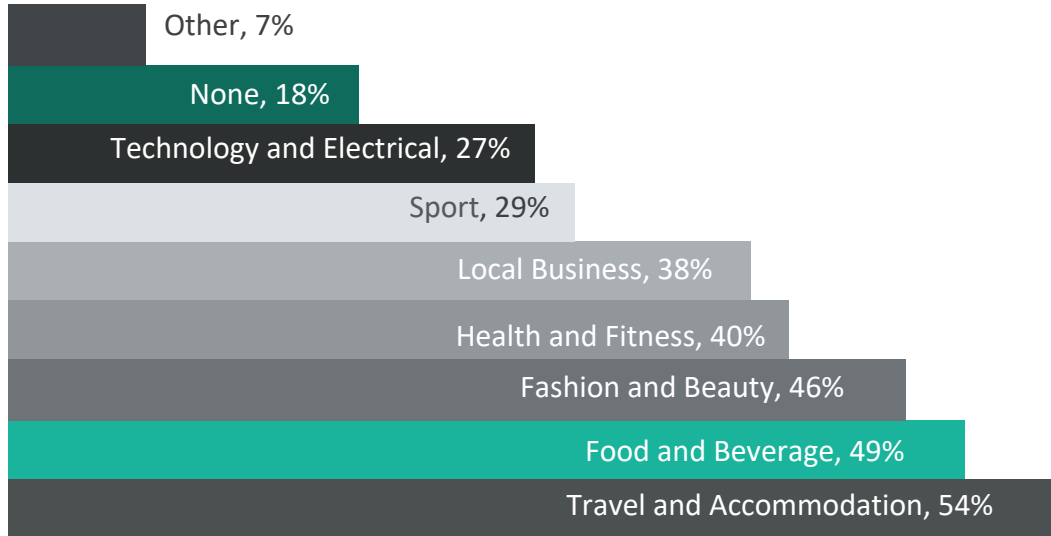
NUMBER OF BRANDS FOLLOWED ON SOCIAL MEDIA



We asked participants how many brands they followed on social media.

Nearly half of all participants follow six or more brands.

MOST POPULAR BRAND CATEGORIES FOLLOWED

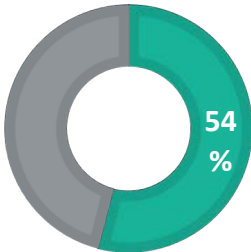


We asked participants which type of brands they followed on social media.

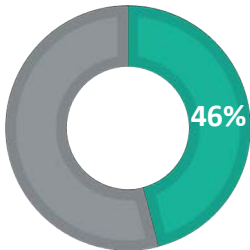
Travel and Accommodation ranked number one, corresponding with top influencer categories followed and popular products and services researched on social media.

REASONS FOR FOLLOWING BRANDS ON SOCIAL MEDIA

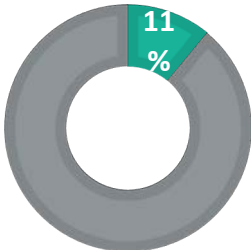
**INSPIRATION AND
MOTIVATION**



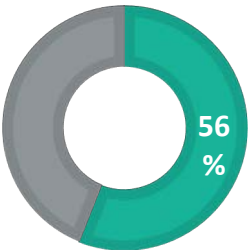
**DISCOUNTS AND
COUPONS**



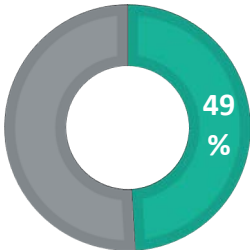
OTHER



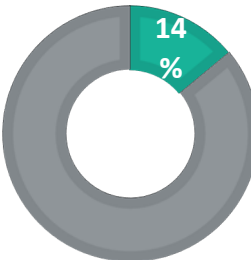
**PRODUCT
INFORMATION**



TIPS AND ADVICE



DON'T KNOW

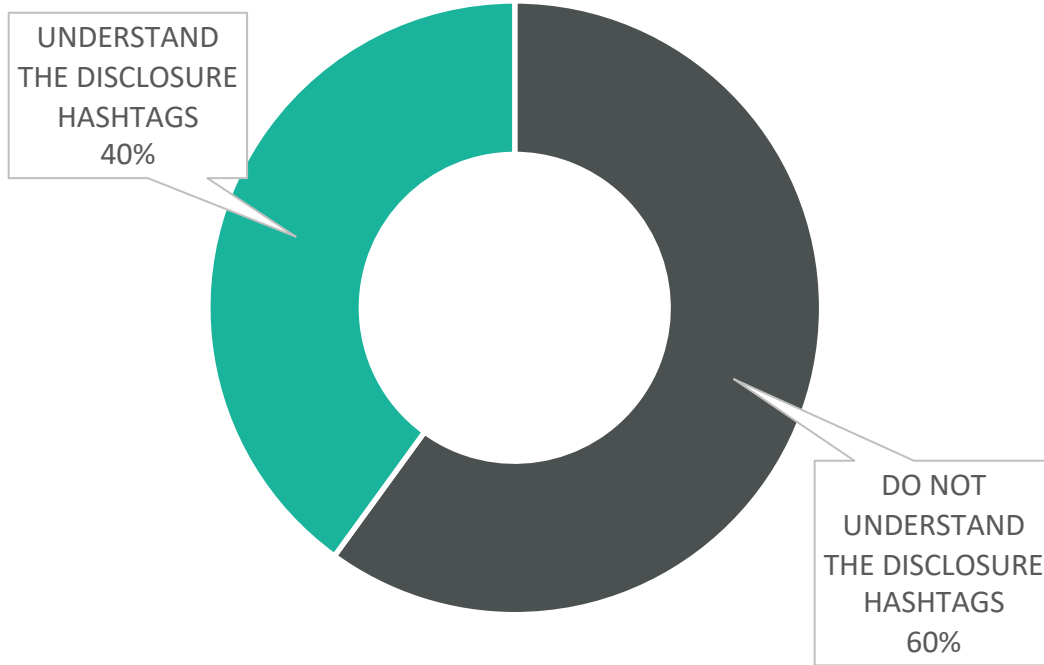


We asked participants why they follow brands on social media.

Most people said they follow brands for product information, closely followed by inspiration and motivation.

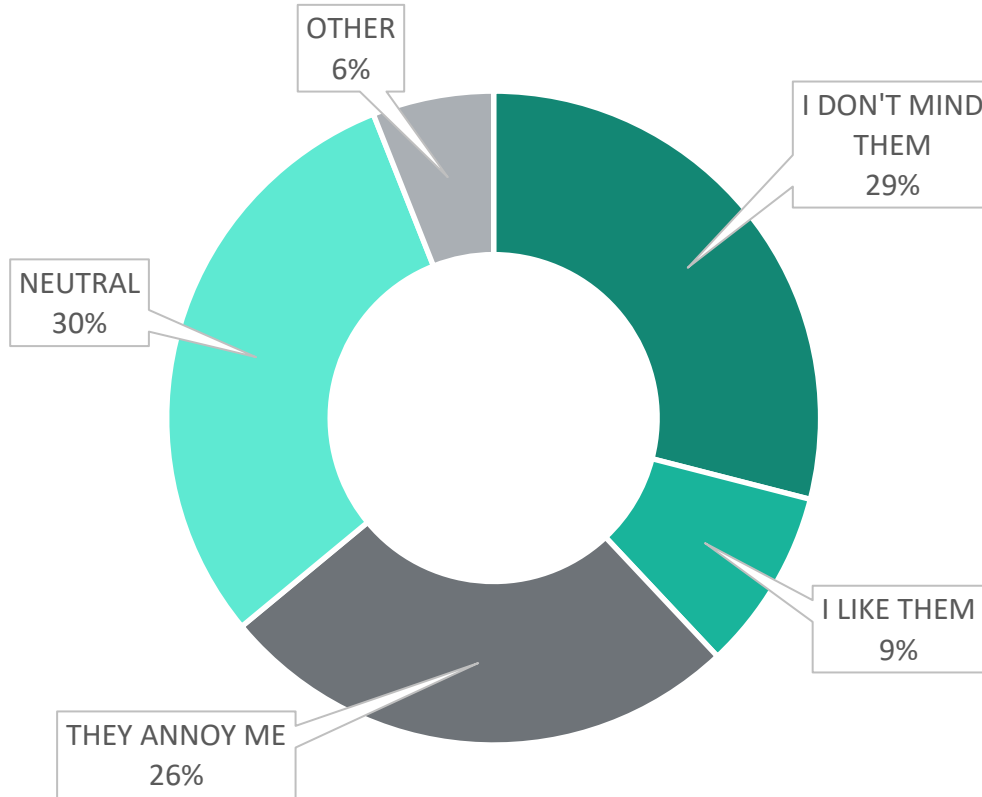
Almost half of participants say they are motivated to follow brands for discounts and coupons.

DISCLOSURE: UNDERSTANDING #SP OR #AD



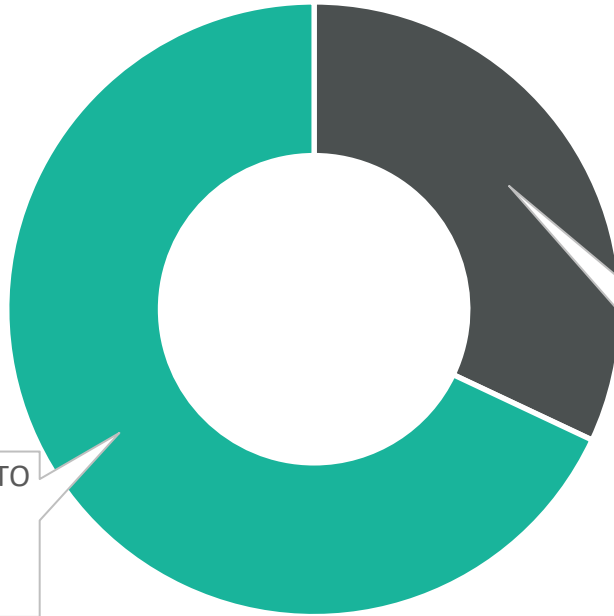
6 out of 10 participants said they did not know the meaning of #sp or #ad. Interestingly, this is one of the recommended measures for disclosing sponsorships and paid partnerships on social media according to the Australian Association of National Advertisers Clearly Distinguishable Advertising Best Practice Guide.

SENTIMENT TOWARDS SPONSORED POSTS



74% of participants have positive or neutral feelings towards sponsored content on social media.

RESEARCHING PURCHASE DECISIONS ON SOCIAL MEDIA



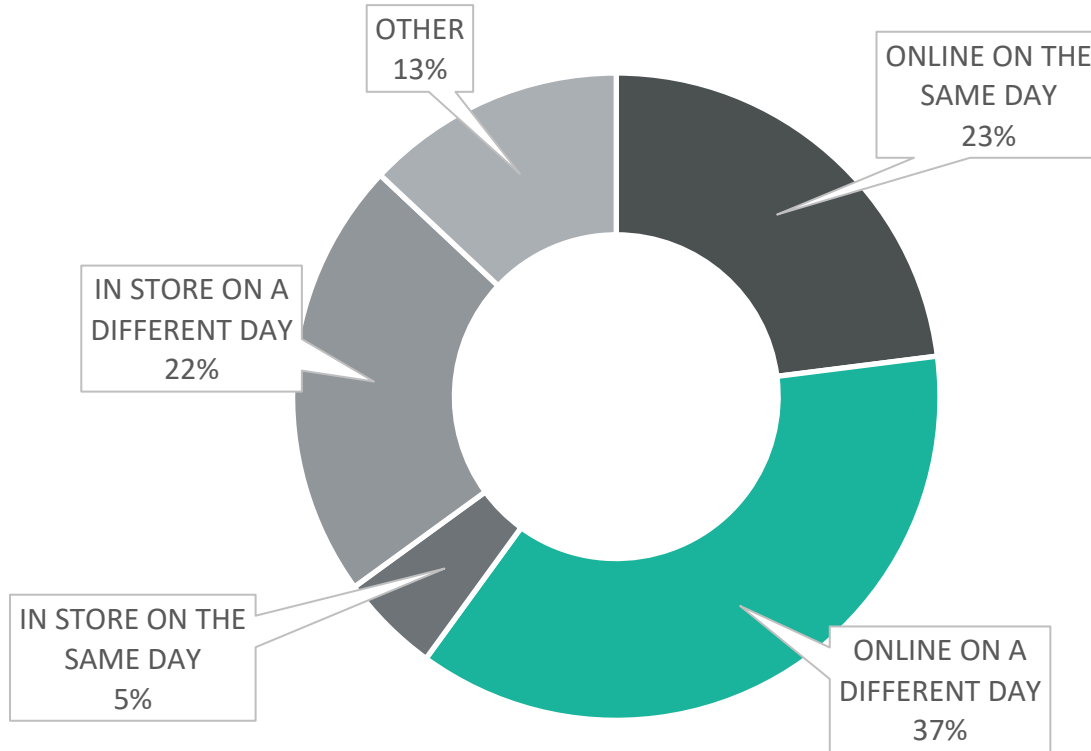
USE SOCIAL MEDIA TO
RESEARCH PRE-
PURCHASE
68%

DO NOT USE SOCIAL
MEDIA FOR PURCHASE
RESEARCH
32%

We asked participants if they use social media to research things they want to buy before they purchase them.

Almost 70% of people use social media to research things they want to buy.

PURCHASING ITEMS SEEN ON SOCIAL MEDIA

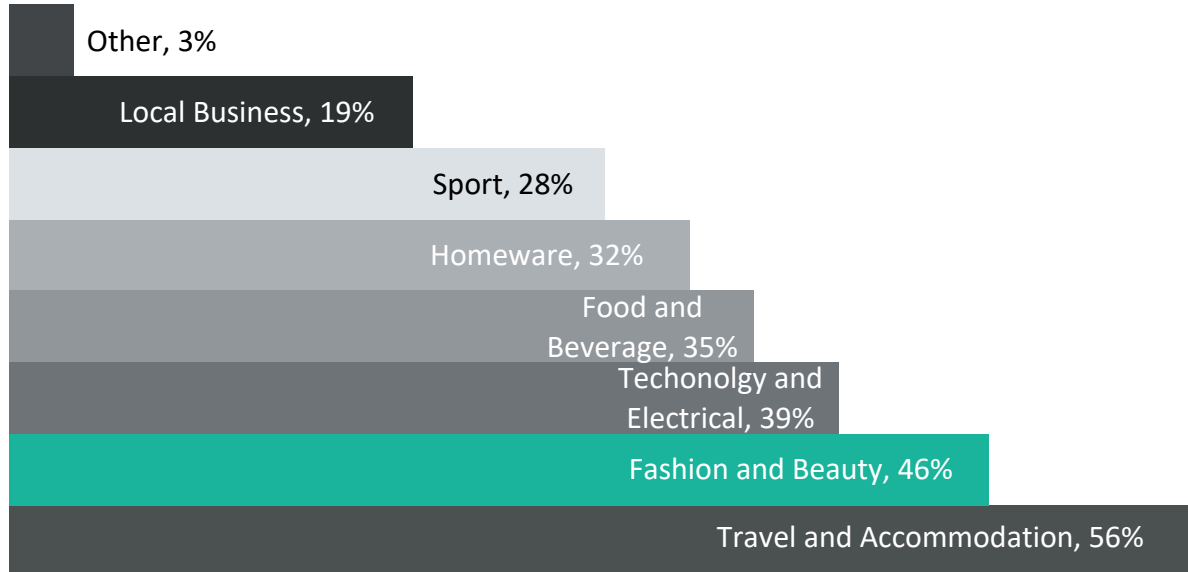


We asked participants where and when they purchase the things they research on social media.

Most people said they would purchase on a different day to when they were researching on social media, whether they were purchasing online or in a physical store.

Around a quarter of people say they purchase the products they research online on the same day.

PRODUCT CATEGORIES RESEARCHED ON SOCIAL MEDIA



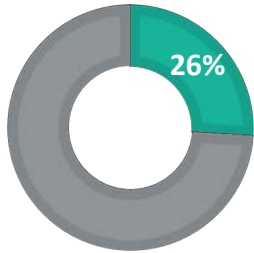
1. We asked participants which type of products they research on social media.

Travel & Accommodation and Fashion & Beauty were listed as the most popular categories for products researched on social media. This is in line with the two categories also being listed as the top categories of brands followed on social media.

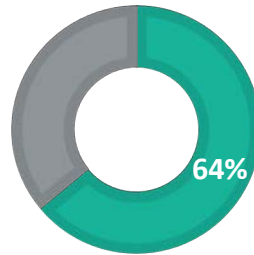
In contrast, 39% of participants listed Technology & Electrical products as ones they would research on social media, whereas only 27% of people follow brands in this category.

WHAT PEOPLE WANT TO SEE ON BRAND ACCOUNTS

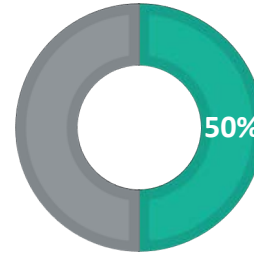
LOTS OF FOLLOWERS



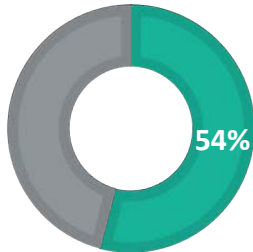
POSITIVE CLIENT TESTIMONIALS AND REVIEWS



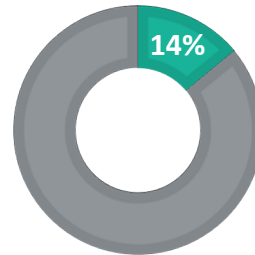
BEAUTIFUL IMAGERY AND PROFESSIONAL LOOKING PHOTOS



POSITIVE COMMENT SENTIMENT ON POSTS



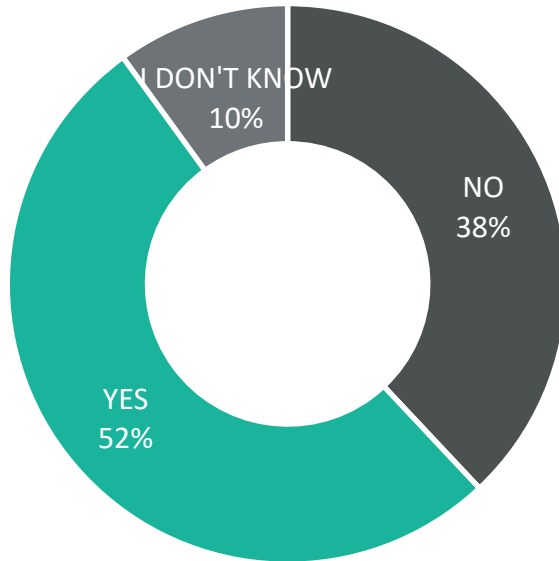
OTHER



We asked participants what they like to see when they are researching brand accounts on social media.

Positive testimonials and comments were most important. While quality imagery was more important than a large follower count.

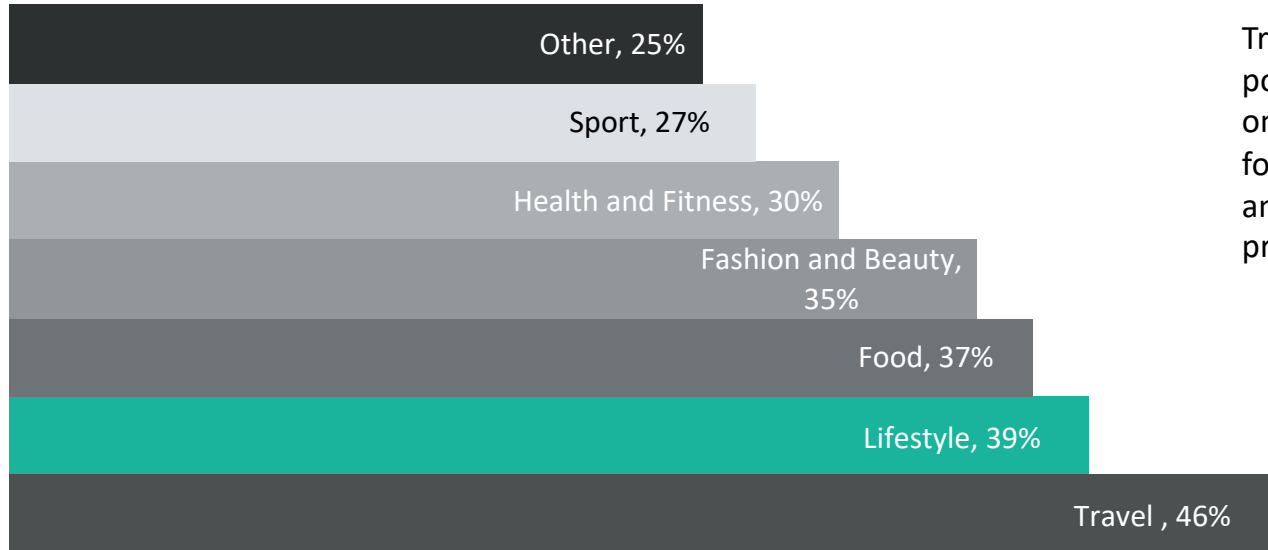
PEOPLE THAT FOLLOW BLOGGERS OR INFLUENCERS ON SOCIAL MEDIA



We asked participants if they follow influencers or bloggers on social media.

While more than half of participants indicated that they do, some indicated they were unsure and others did not identify as following any bloggers or influencers. This could indicate that the distinction of what defines an influencer or blogger is unknown or unclear to some users.

MOST POPULAR INFLUENCER CATEGORIES



Travel influencers are noted as the most popular category of influencer to follow on social media. Travel is also the most followed brand category on social media and most likely category to research products pre-purchase.

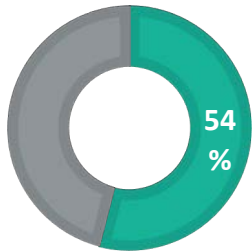
WHERE USERS FOLLOW INFLUENCERS



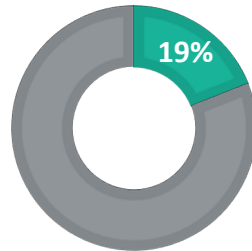
Similar to the most used social media networks overall, Instagram and Facebook are the most popular social media networks on which to follow influencers.

MOTIVATION TO FOLLOW INFLUENCERS

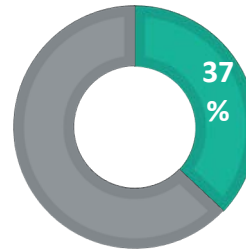
INSPIRATION AND
MOTIVATION



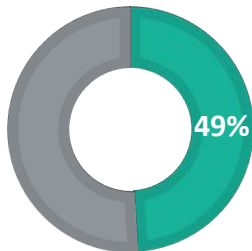
DISCOUNT CODES



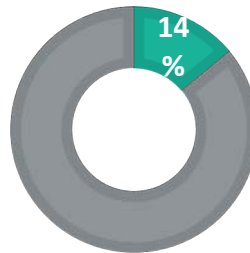
PRODUCT
INFORMATION



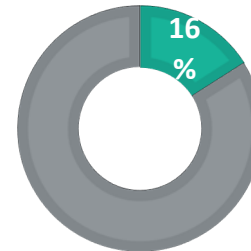
TIPS AND ADVICE



OTHER

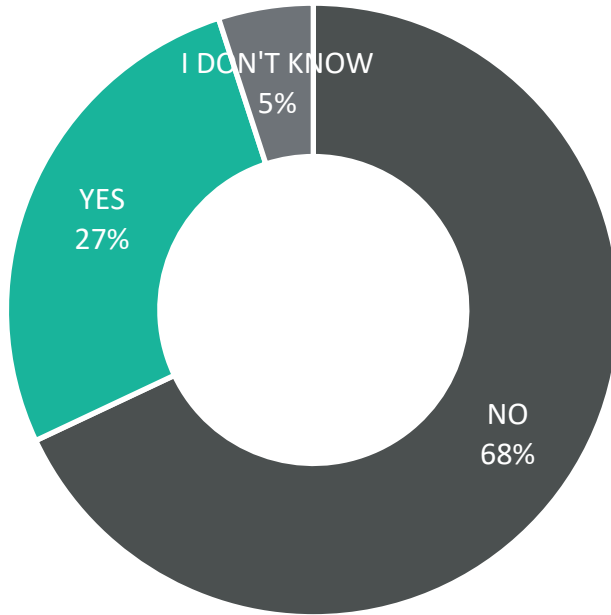


I DON'T
KNOW



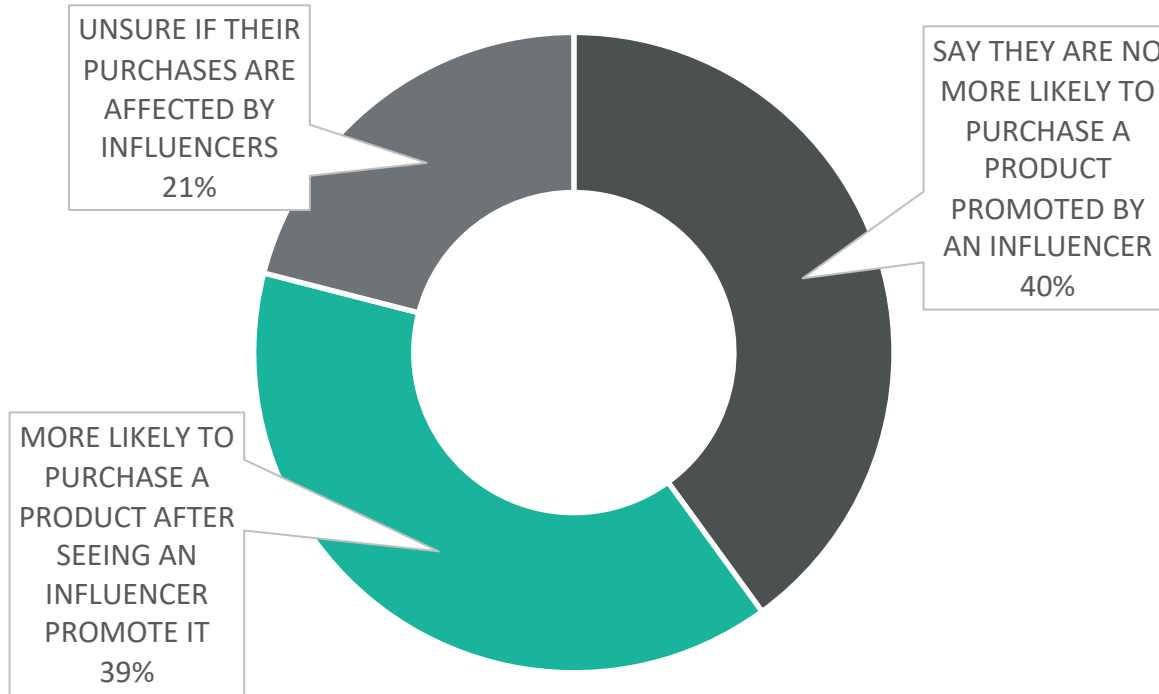
Inspiration and motivation is the top reason participants say they follow influencers and bloggers on social media. This is closely followed by tips and advice and product information.

INFLUENCER CODE DISCOUNT USAGE



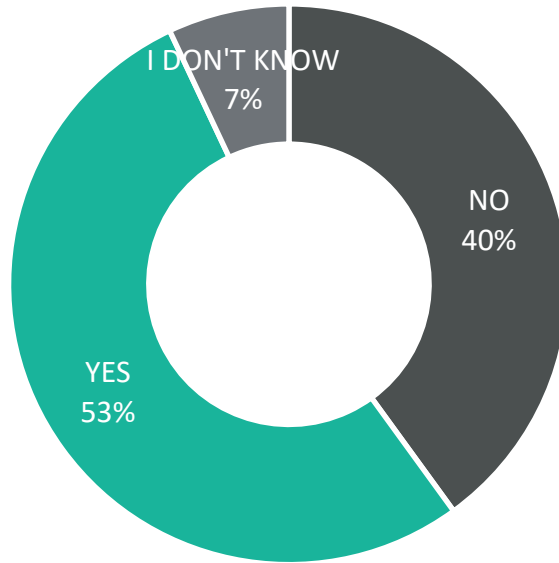
While less than 1 in 5 people say they are motivated to follow an influencer or blogger for discount codes, over 1 in 4 participants stated they have used a discount code from an influencer or blogger.

EFFECT OF INFLUENCER PRODUCT PROMOTION



39% of people say they are more likely to purchase a product after seeing an influencer posting about it.

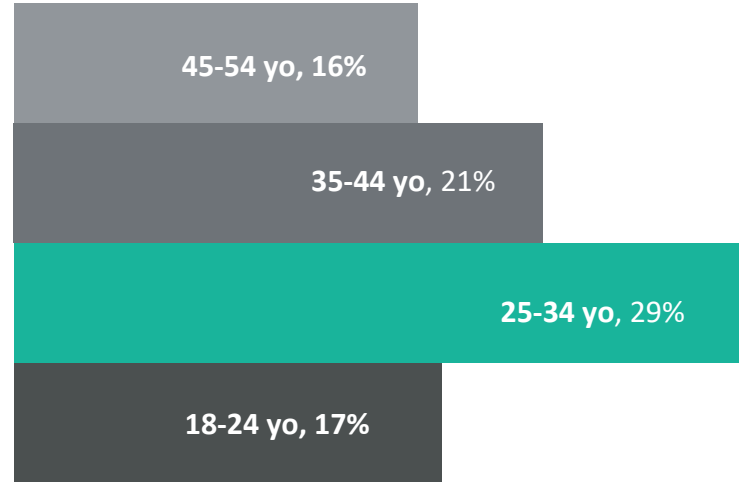
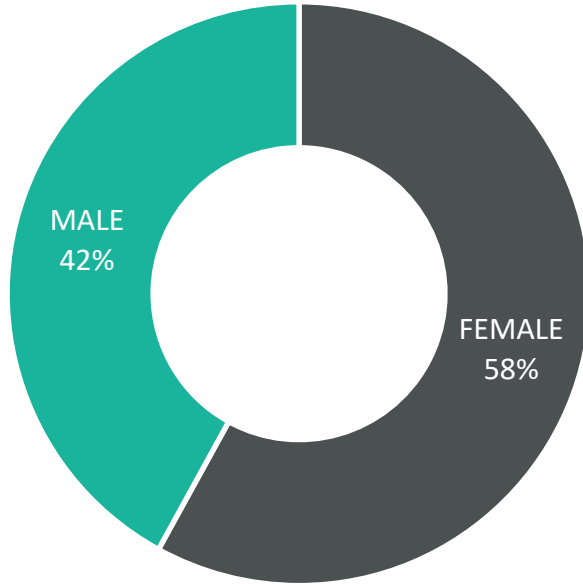
USING INFLUENCER BLOGS AND REVIEWS TO RESEARCH PRODUCTS AND SERVICES



53% of people say they read influencer reviews and blogs to find out what the influencer thinks about products or services they are interested in purchasing.

SURVEY PARTICIPANTS

1027 participants over 18 years of age, who use social media and live in Australia participated in this survey.



ABOUT THE EXPOSURE CO.

The Exposure Co. is a leading full-service Influencer Marketing Agency specialising in activating campaigns in Australia and New Zealand. The specialist team works with over 4000 hand picked social influencers to gain exposure and build influence for brands.

To speak to the team about a custom influencer program, visit www.theexposure.co or email hello@theexposure.co.