

# Influencer marketing in Ukraine

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Influencer marketing is a form of the social media marketing that includes the recommendation and product placement of influencers. In other words, Influencer Marketing is a way to promote products or services through influencers.



You can criticize bloggers and opinion leaders as much as you want, but the fact is that people tend to believe them.



According to the Influencer Marketing Hub\* 82% of consumers are more likely to pay attention to advertised products or services if they receive information about them from influencers.

\*Influencer Marketing Hub is one of the world's leading marketing resources with > 6M monthly users.

# About the market and the crisis of confidence

Over the past year, the global influencer marketing market has almost doubled. 63% of global brands plan to increase their marketing budgets in the next 12 months to include spending on influencer marketing. The consumer confidence in the recommendations of influencers has reached its highest: 92% are more likely to trust a blogger than traditional advertising.

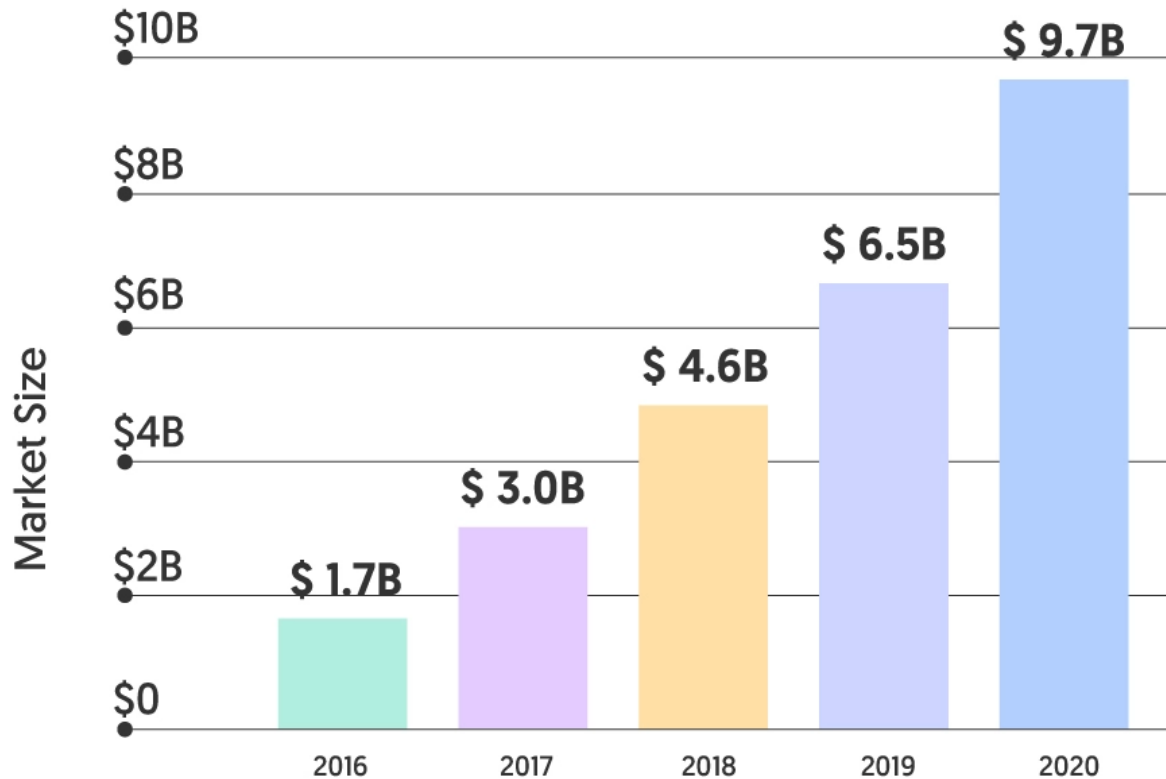
As for the Ukrainian market, it is perhaps too early to talk about a disaster for traditional advertising. Influencer marketing in Ukraine is only gaining momentum and is gradually becoming an integral part of the marketing mix of an increasing number of companies. The slower, in comparison with the world, rate of development of the domestic market is due not only to economic crises, which have repeatedly thrown the industry of Ukraine back a few steps, but also to the peculiarities of working with influencers.

While for several years of active development of influencer marketing in the world certain rules of the game have been formed in this field, the Ukrainian market in this respect is only at the very beginning of its journey. Most of the world's largest companies have already developed and implemented certain procedures for working with opinion leaders, as well as KPIs\* by which it is possible to assess the results of the campaign. Gradually, these standards are being introduced by brand headquarters and in Ukrainian representative offices. But the human factor, alas, has not been canceled.

**\*Key Performance Indicators (KPI) are numerical performance indicators that help measure the degree of achievement of goals or the optimality of the process, namely: effectiveness and efficiency.**

At the beginning of the year, the American agency Influencer Marketing Hub predicted that the global influencer marketing (IM) market would grow by \$ 3.2 billion to \$ 9.7 billion.

### Estimated Influencer Marketing Growth (YOY)



# Some Interesting facts

One of the finest examples of how collaboration with an influencer grew into a brand ambassador is the Heinz brand case with the British musician Ed Sheeran. The story has been going on since 2012 when the artist literally everywhere confessed his love for the famous ketchup and even placed it among his many tattoos. In 2019, the packaging of the limited edition of Heinz ketchup demonstrated Sheeran's tattoos (a total of 150 bottles were produced). **Even in the classic series of the tomato sauce, launched a little earlier, the tomato resembled the musician - the hairdo and glasses looked particularly the same.**





# Influencer marketing in Ukraine



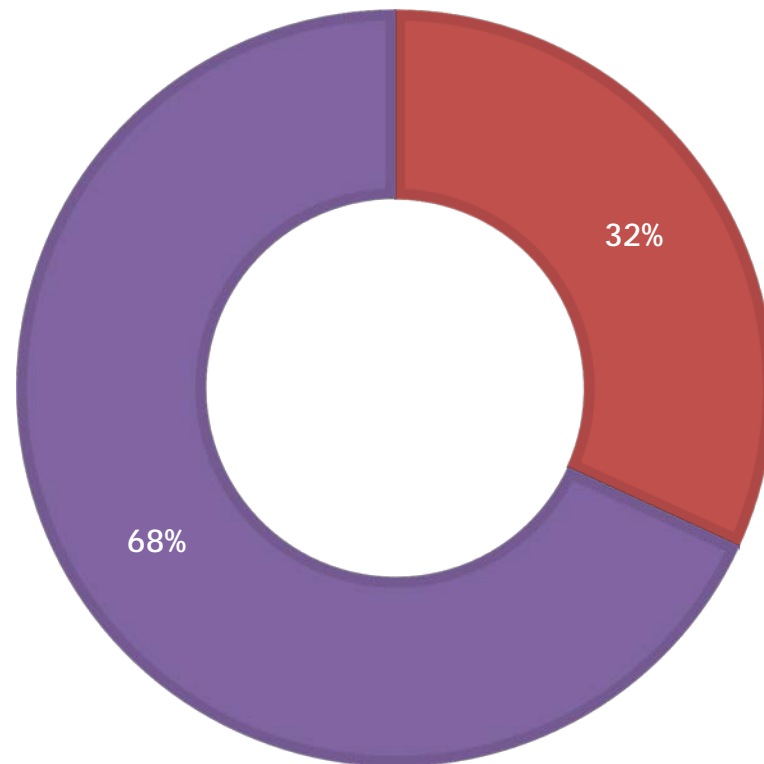
# For my project I investigated:

1. Instagram
2. Accounts of over 1 thousand subscribers
3. Bloggers located in Ukraine

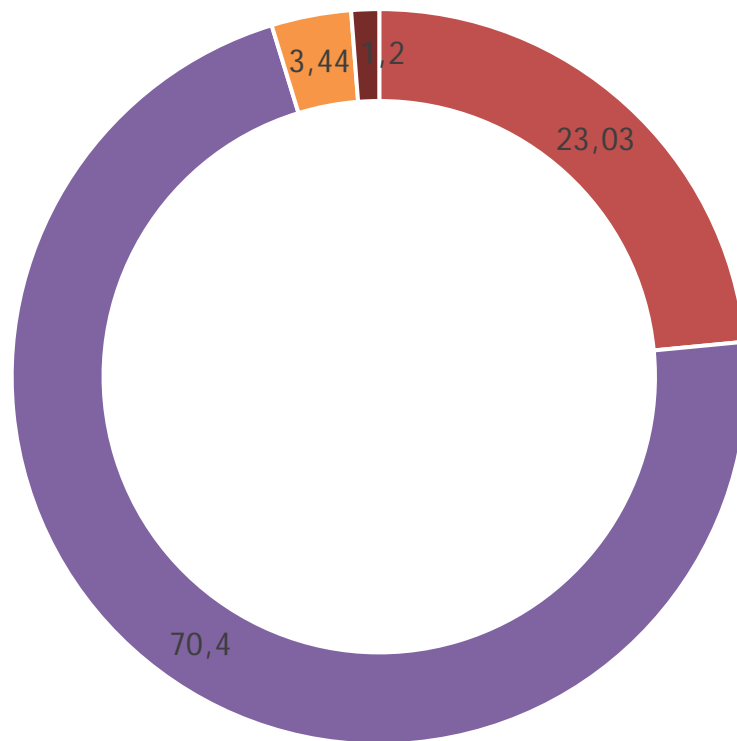


# Ukrainian influencers by gender

■ Men ■ Women



# Languages used by Ukrainian bloggers

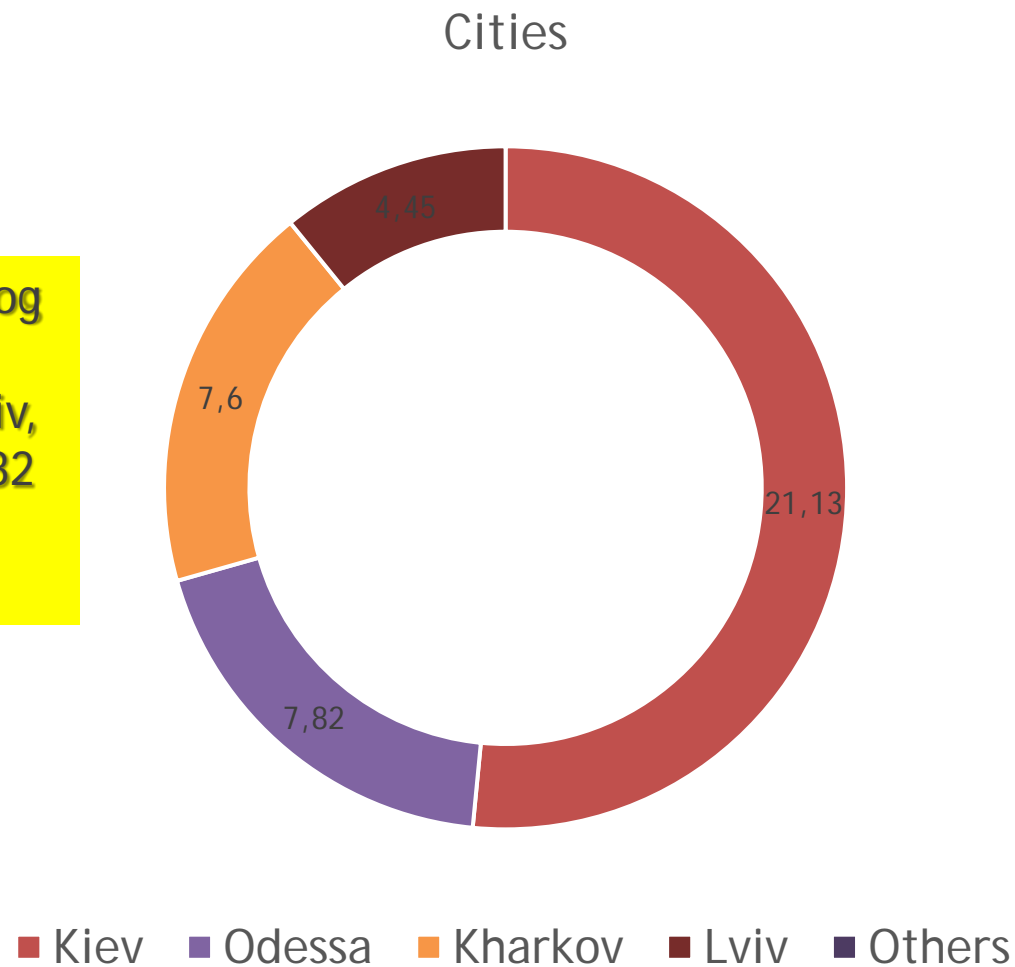


■ Ukrainian ■ Russian ■ English ■ Ohters

70,4% of Ukrainian influencers are blogging in Russian, 23,3% in Ukrainian, 3,44% in English, and 1,2% in other languages.

# Ukrainean cities with a high blogging activity

21,13% of influencers blog from Kyiv, 7,82% from Odesa, 7,6% from Kharkiv, 4,45% from Lviv, and 7,82 from other cities and countries.



# The number of subscribers is not the key to success

The first metric by which bloggers are compared is the audience. The main media characters, followed by millions and hundreds of thousands of people, are called macro-influencers. Those who have tens of thousands of audiences are micro-influencers. And nano influencers imply authors with an audience of up to several thousand people.

But marketing is never about numbers. The low engagement of a **celebrity in influencer marketing** is the price of great popularity, and a star with a million subscribers may be inferior in "efficiency" to a humble blogger.

The audience, in turn, likes the feeling of being close to the content author, and it converts into money - 49% of people say they follow the recommendations of influencers when shopping. No wonder 89% of marketers believe that spending money on influencer marketing is more profitable than on traditional channels.

# Bloggers conventionally fall into the following categories:

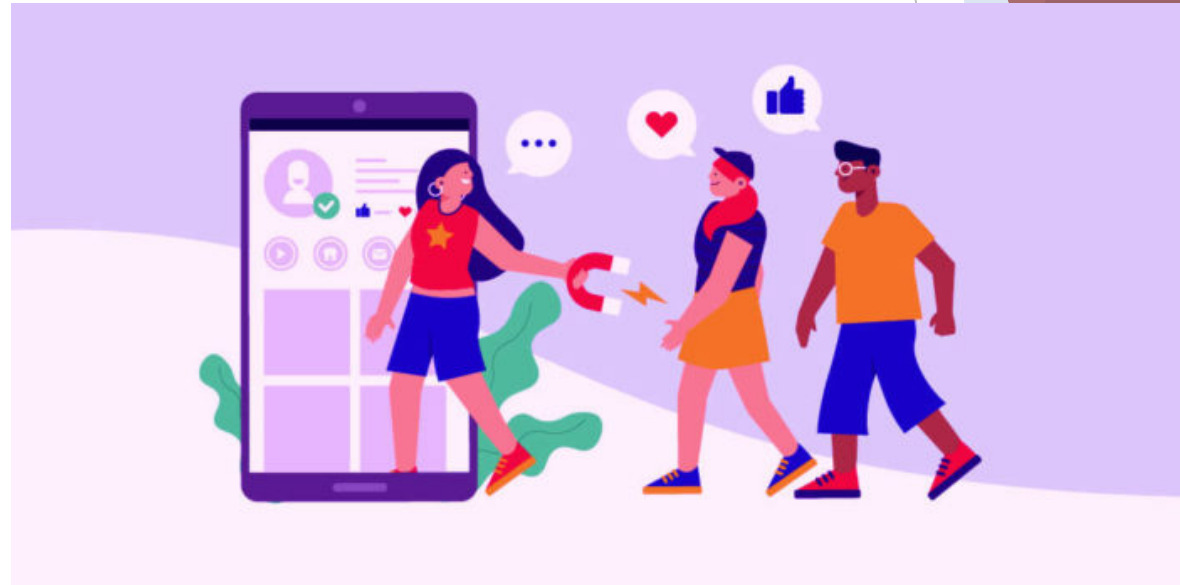
Nano-influencers - 1-10 thousand subscribers

Micro-influencers - 10-100 thousand subscribers

Macro-influencers - 100 thousand - 1 million subscribers

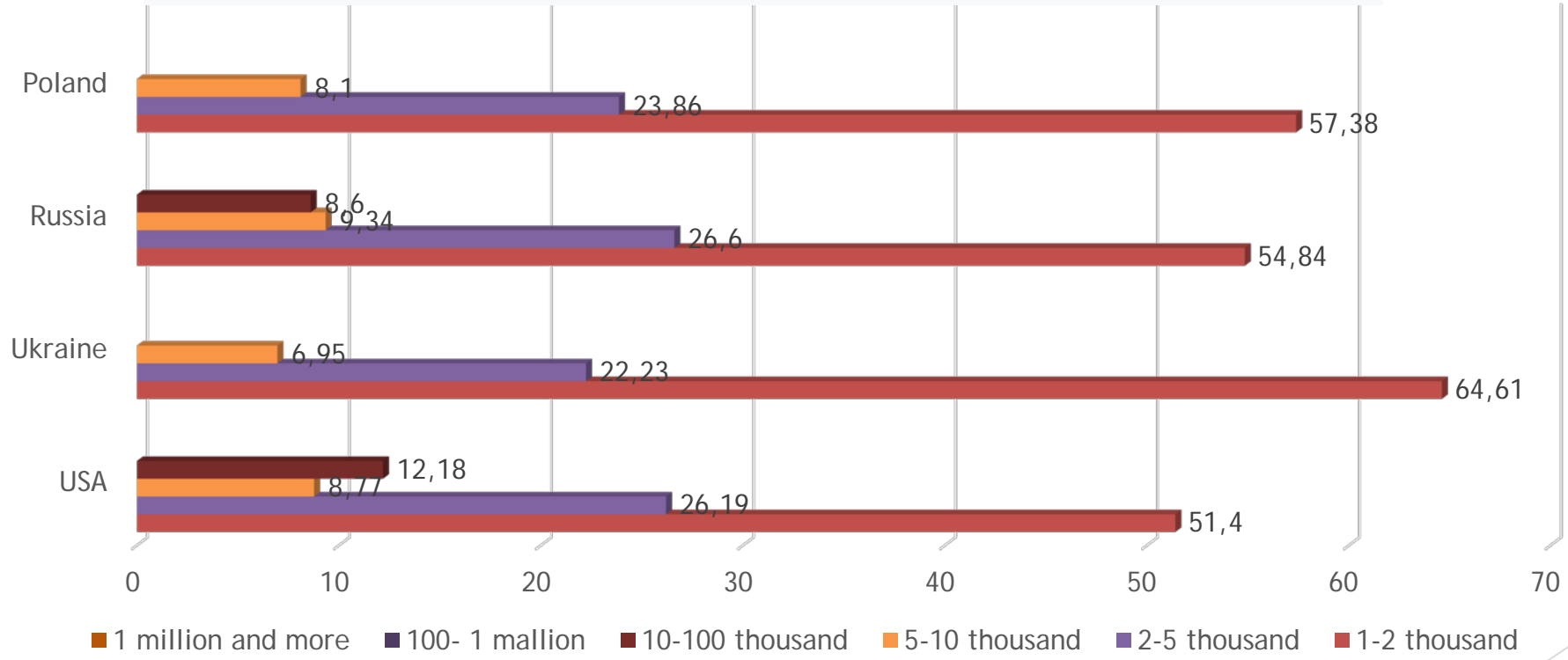
Millionaires - 1 million subscribers or more

The main working segment in Ukraine is nano-influencers (1000-10000 thousand).



# Structure by size of bloggers in different countries

let's compare the structure by the size of bloggers in Ukraine and other countries



From this we can see that Ukraine has half the number of macro bloggers than in Russia and 3 times fewer than in the States.

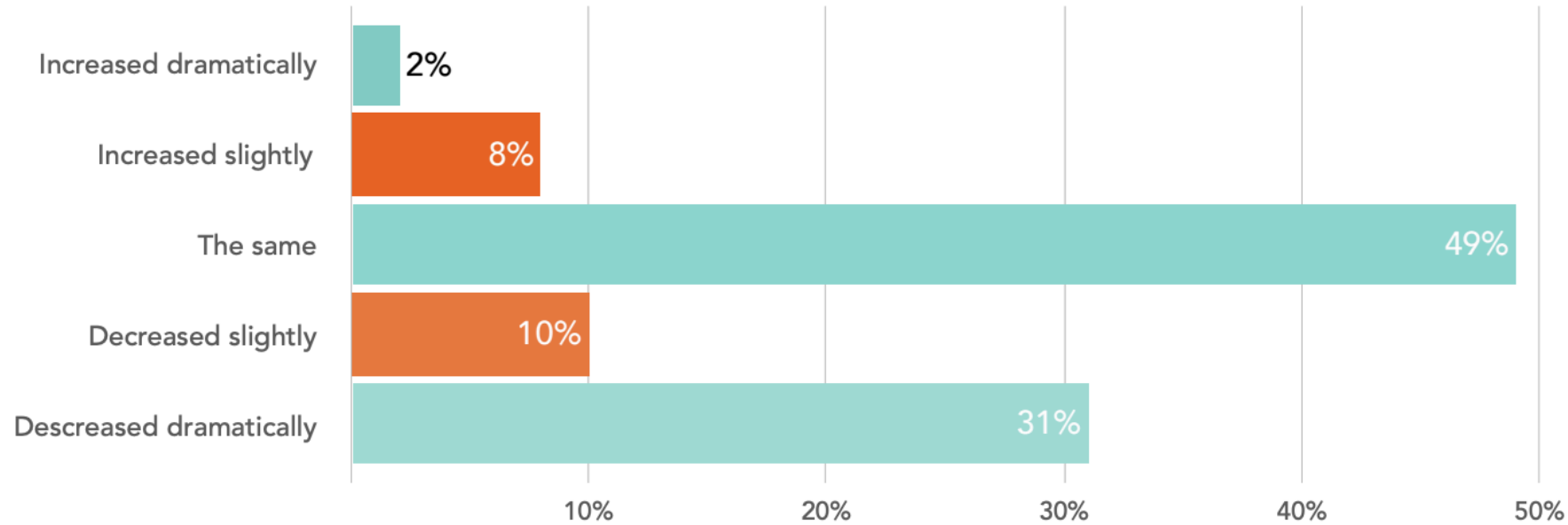
# Influence marketing in a pandemic COVID-19: business forecast



At the moment, there are two scenarios for what the years 2020 - 2021 will be like for IM. An optimistic scenario. The IM market in Ukraine will remain at the planned level. According to a study by the American agency Linqia, 50% of the marketers surveyed answered that they did not cut their investment in IM. It even grew by 2%. Everyone expects that by the end of the pandemic, the IM market will receive investments that were lost. This can happen through budget reallocation. For example, funds that were not realized in offline events due to quarantine, can be invested by companies in digital tools.



How has your influencer marketing budget changed in Q2 in light of COVID-19?



**Pessimistic forecast.**

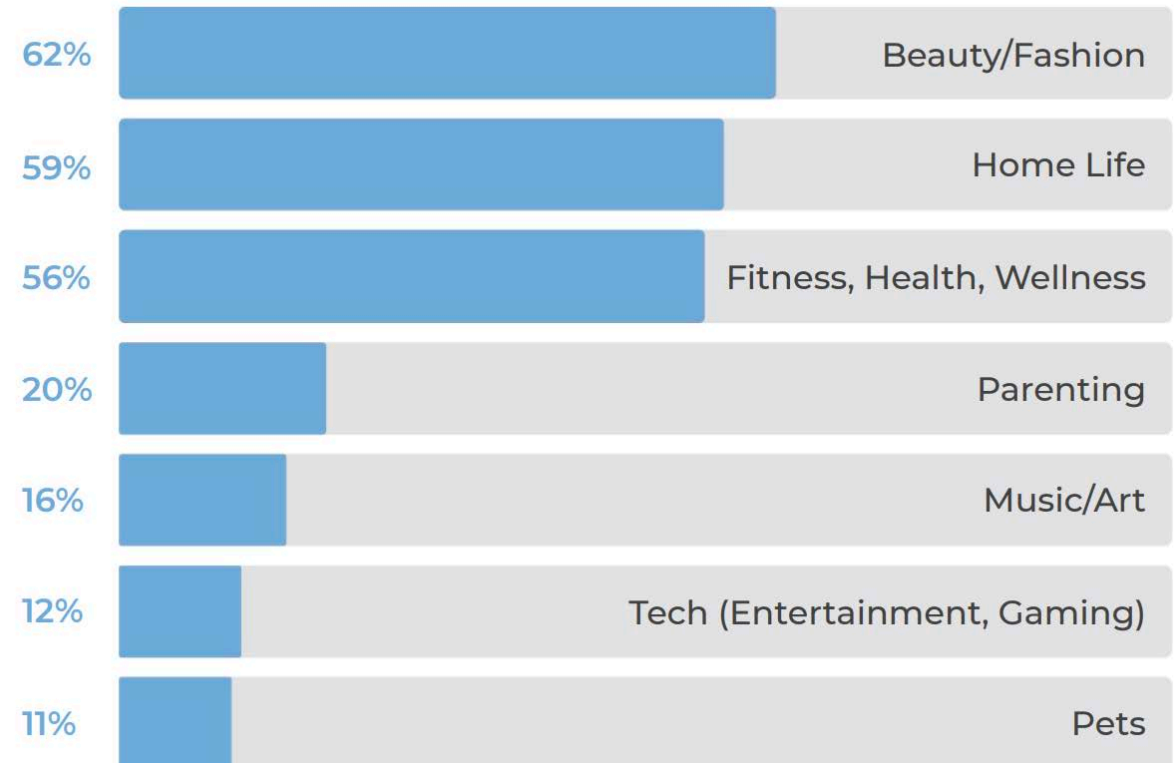
**The fall in market volume around 10%**

During the quarantine, a significant part of the marketing activities were stopped. The same happens in the whole world: according to eMarketer, the volume of the digital advertising market in the US and Europe declined by about 10% in the second half of 2020. As restrictions continue around the world, brands may choose not to invest in digital technologies, including influencer-marketing.

# Activity by area

In April, the European agency Obviously surveyed several thousand influencers and analyzed about 7.5 million Instagram posts. As a result, three main areas were identified that generate the most content in the midst of the pandemic: beauty/fashion, home, fitness, health. These trends are also relevant for Ukraine.

*Influencers identified their top two content verticals.*



## Meet Bloggers from Ukraine!

Masha Efrosinina, TV presenter and blogger is known to many Ukrainians. On her Instagram, she often shares beauty tips. For many years the girl has been the face of the Activia company in Ukraine, advertising a healthy lifestyle and proper nutrition. She is also often approached for advertising beauty salons, various brands of cosmetics, and clothing.







Anton Pushkin, known to us as the host of the popular travel show "Eagle and Tails", is also a well-known blogger on Instagram and YouTube. In social networks, he often advertises applications that facilitate travel abroad. The blogger is an active user of video equipment, he often shares his experience on his Instagram, holding a particular camera.



Thank you for your  
attention