

INFLUENCER-BRAND INAUTHENTICITY EXPOSED: A CONCISE DATA REPORT

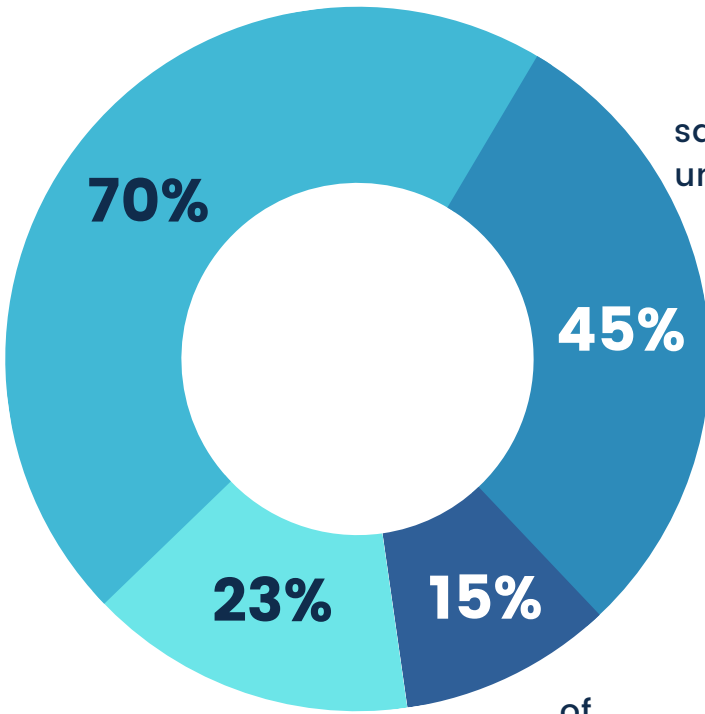


TABLE OF CONTENTS

- 01** Inauthentic Relationships
Between Brands and
Influencers
- 02** Avoiding Inauthenticity
- 03** Implications & Consequences
- 04** Future Outlook
- 05** Contacts

INAUTHENTIC RELATIONSHIPS BETWEEN BRANDS AND INFLUENCERS

of influencers feel a top challenge is the "lack of creative freedom"



of influencers say brands don't understand their audience.

35%

of women think influencers are dishonest when content is sponsored

of influencers don't feel they're able to be authentic with brand-sponsored content

of influencers say they don't like the brand



said their audience considers brand-sponsored content "about the same" as their regular content

only **1%** of influencers said their audience responds negatively toward brand-sponsored content

Top Reasons Why People Unfollow Influencers

72%

Disingenuous Endorsements

69%

The promotion of unrealistic or unsustainable lifestyle or body images

69%

Influencers dramatically misrepresenting themselves or their lifestyle

68%

Has fake followers



AVOIDING INAUTHENTICITY

What is a Cindex Score?

A **Cindex Score** tells you how authentic and trustworthy an influencer is. Think of it like a credit score, but instead of measuring an individual's creditworthiness, it measures their credibility online.

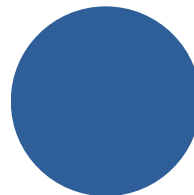
Cindex Scores range from 100 to 350 and are broken down as such:



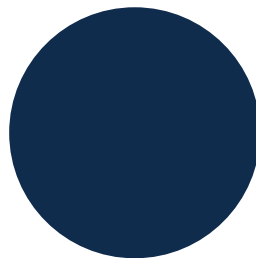
160 or less - Poor



160-225 - Fair



225-285 - Good



285 or higher - Excellent

What Criteria Do We Use to Generate Cindex Scores?

- Profile
- Content
- Audience
- Performance

Type of audiences

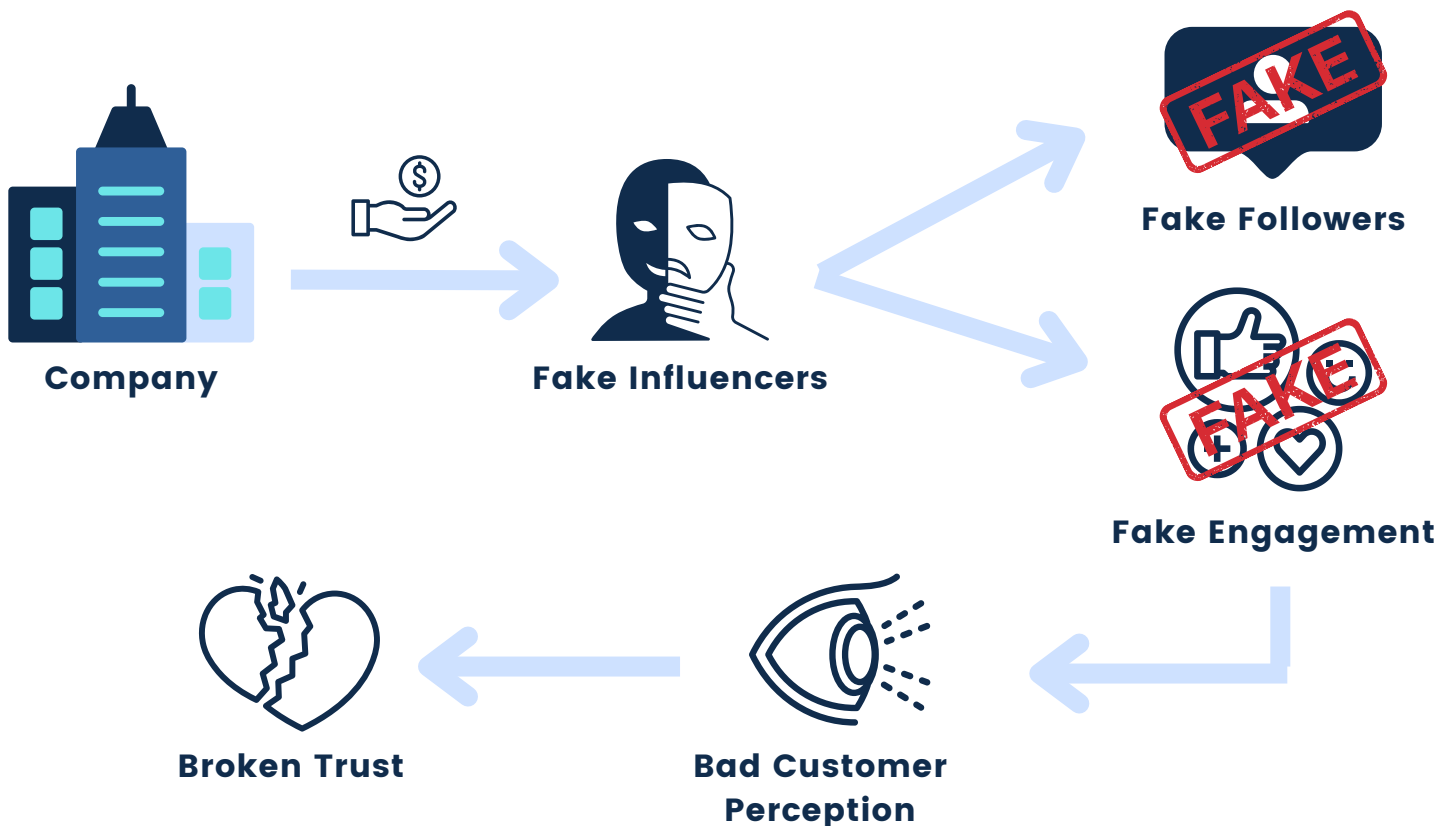
- Real People
- Mass Followers (>1000 accounts followed)
- Suspicious Accounts (bot or fraudulent profiles)
- Influencers

IMPLICATIONS & CONSEQUENCES

What are the Consequences of Working with a Fake Influencer?

There are a few consequences of working with fake influencers.

1. It damages your brand's reputation.
2. It wastes your time and money.
3. It negates your chances of long-term organic growth



FUTURE OUTLOOK

5 Upcoming Trends



Performance-based Deals Will Increase in Popularity

Clients will expect influencers to deliver on their promises, such as a specific number of sales or clicks.

Influencers Will Become More Specialized

The influencer industry is transitioning towards professionalization, with influencers adopting the term "creators" or "content creators" and the overall shift marking the end of amateurism in influencer marketing.

Authenticity will be the watchword

Authenticity is vital in influencer marketing, emphasizing content alignment, genuine enthusiasm, and deep connections to foster trust and integrity.

Brands will Appoint Chief Influence Officer

The sector as whole will be seen as a field in its own right and a common element to corporate functions. In most companies, influencer marketing will be included in all marketing strategies.



Employee-Driven Content will Increase

An influencer marketing trend for 2023 that stems from the demand for more authentic content is the desire to see employee-driven or employee-based content increase.

THANK YOU

Contacts

Get In Touch:

info@influencernexus.com



+1 (760) 284 3119



www.influencernexus.com



Founder: Sarah Saffari

“Influencers are the new power players in the world of advertising, and the key to unlocking the hearts and minds of today’s consumers.” –
Jeff Bullas



References

- CISION PR Newswire
- Marketing Charts
- Cipio.ai
- Influencer Marketing Hub