

The 2022 Influencer Consumer Trust Report

New research reveals how marketers must align their strategies to put customers first.



This new study reveals widespread consumer distrust with influencers, highlighting what marketers need to do to adapt their strategies and put their customers first.

Increase eCommerce by Putting your Customers First

Marketers who are early adopters understand that customers drive their business. Already **52.8%** of marketers are exploring using their customers to create video content. Get ahead of the curve while you can and regain consumer trust by putting your customers first.

Customer Reviews

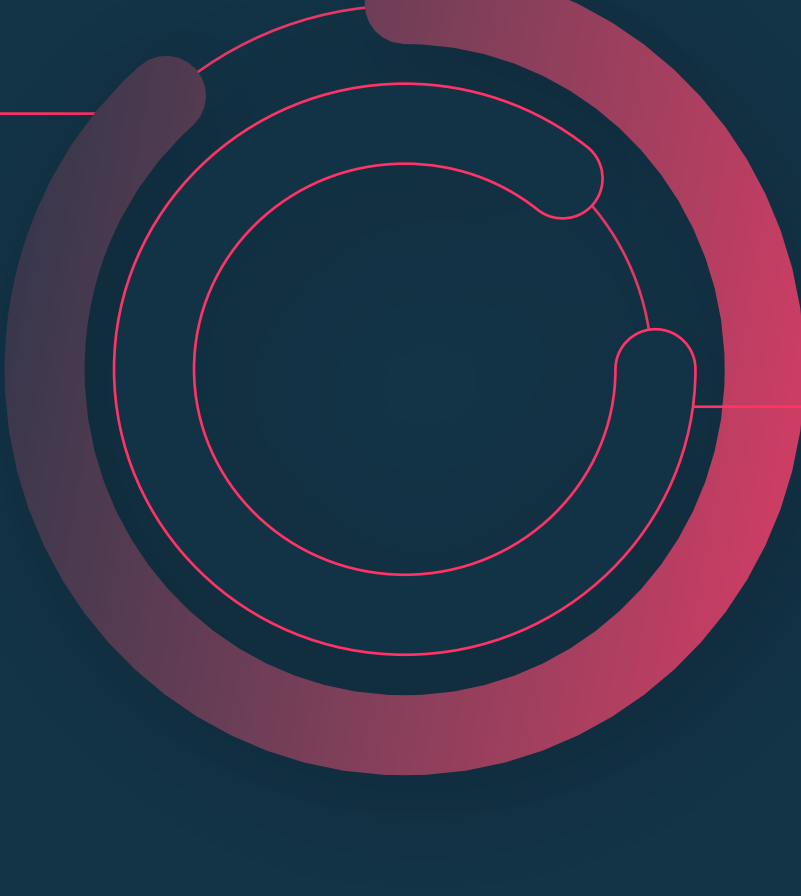
97.3% of consumers look for a customer review before shopping online

66.1% of consumers are very to extremely likely to purchase something based on a customer review.

Consumers vs. Influencers

88.5%

find real customer reviews more trustworthy than influencers



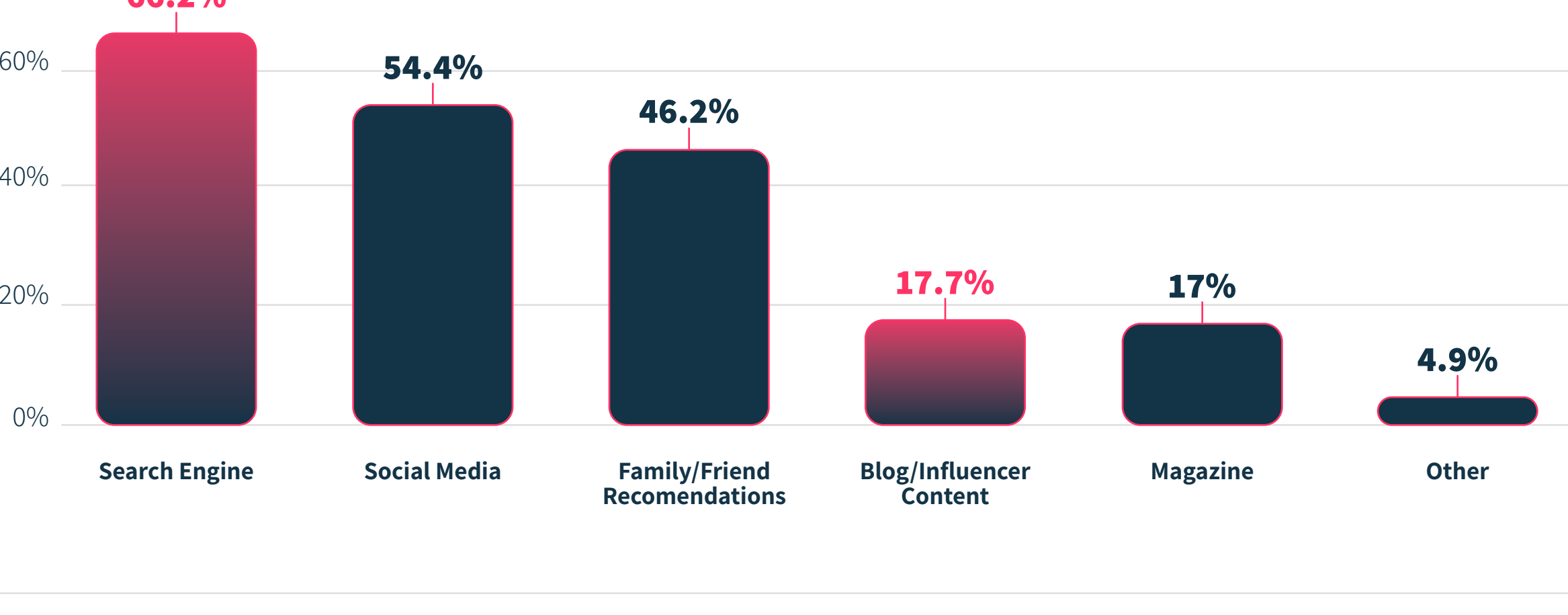
88.2%

of consumers find real customers review more authentic than influencers.

“Since using direct consumer feedback in our media, we achieved an improvement in ROI and will expand our use of our consumers’ voice to connect and engage with the community while building brand awareness,” explained a member of the Reckitt Digital Team.

The survey discovered that **66.2%** of consumers go to search first for brand discovery, with only **17.7%** looking to influencers as their first choice when finding a new product or brand.

Where do consumers discover new brands or products to purchase?



When an influencer provides product reviews, consumers:



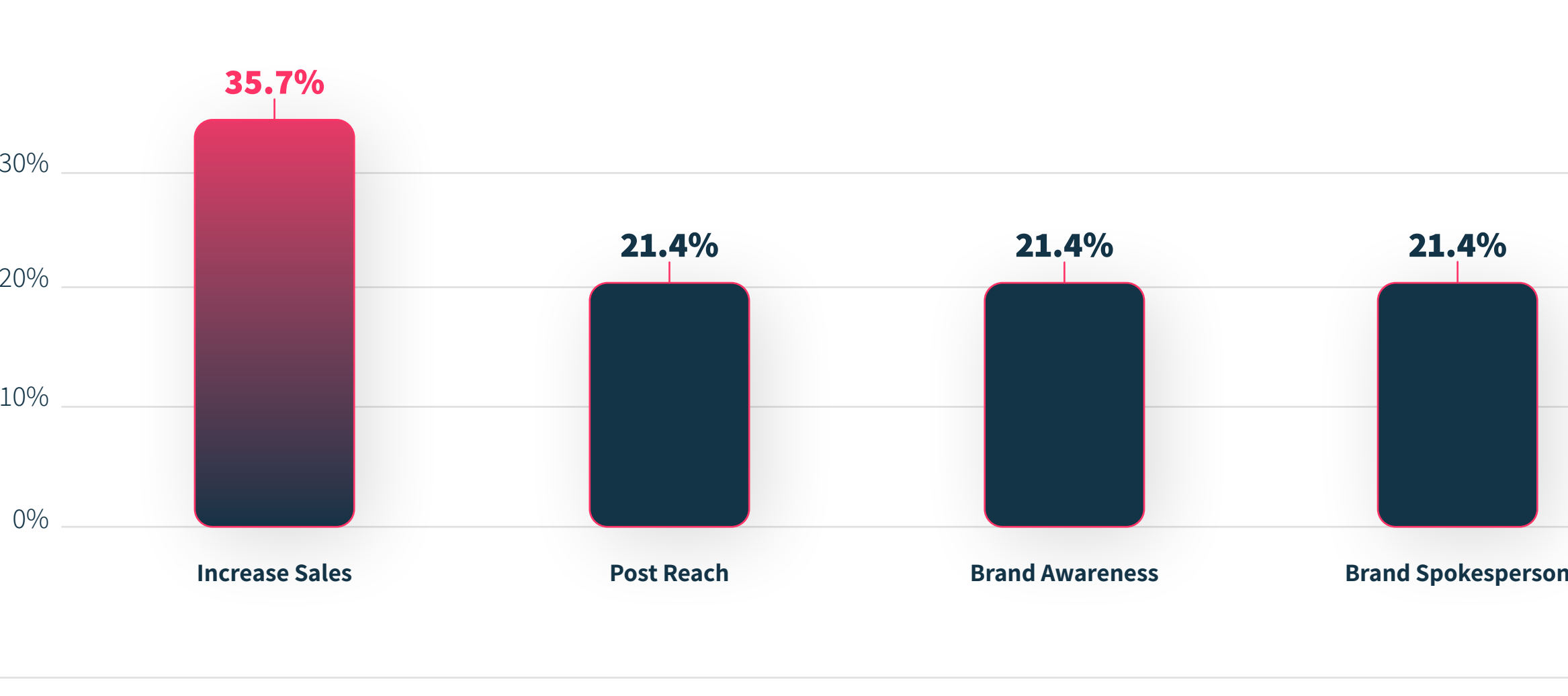
The consensus from respondents states:

“[Influencers] are getting paid to sell the product so [consumers] wouldn’t know if they like it and support it or they are doing it just for the money”.

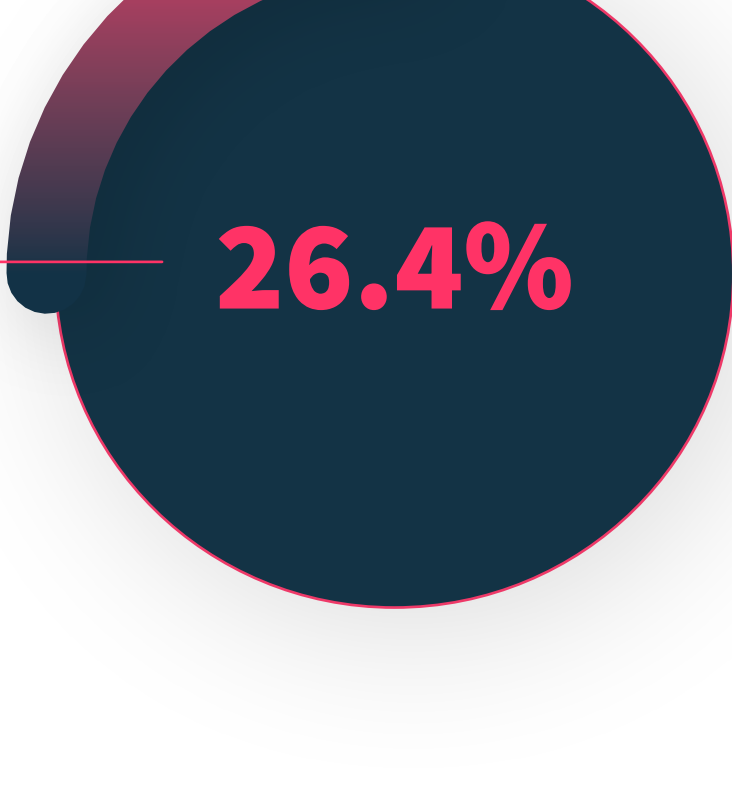
The State of Influencer Marketing in 2022

Even though **35.7%** of marketing and communications professionals have cited increased sales as their greatest benefits of using influencers, there are still struggles when it comes to working with influencers.

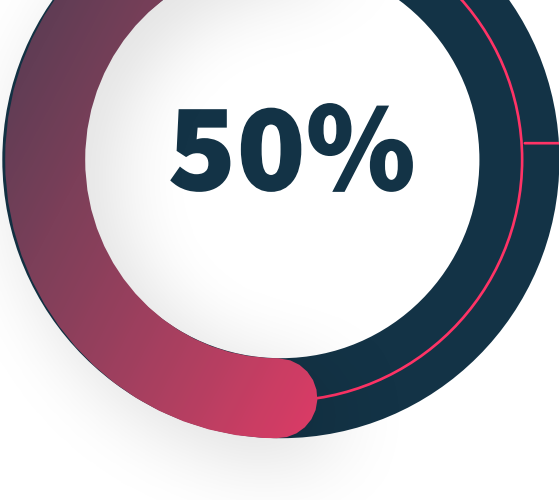
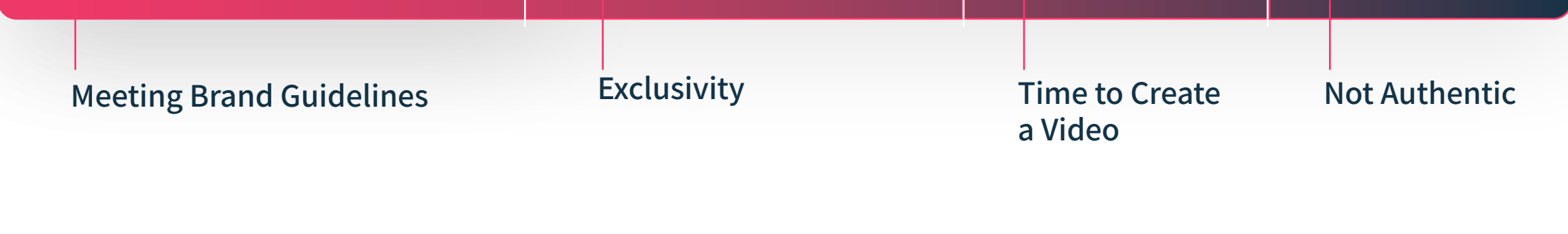
The Benefits of Influencer Marketing



When surveyed, **26.4%** of respondents mentioned that their following of influencers had somewhat decreased since 2019.

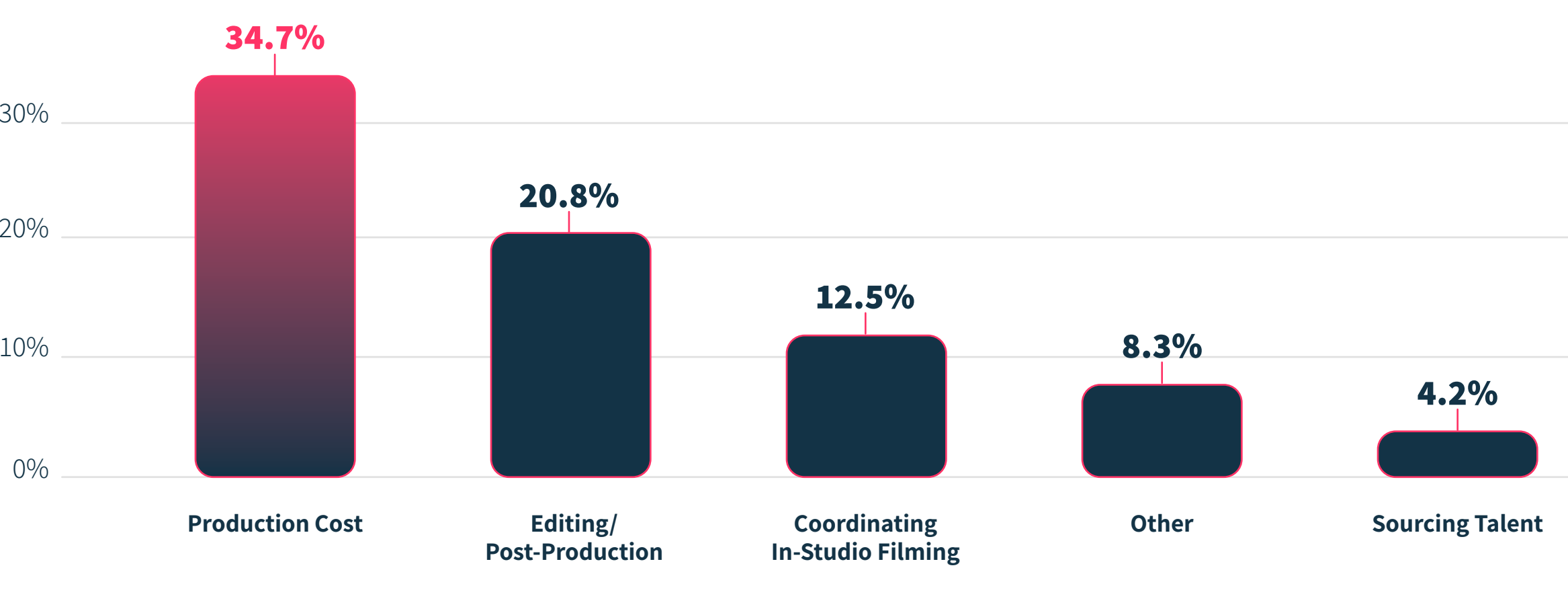


Even though marketers shared that their primary use for influencers is brand awareness, these are the biggest issues when working with influencers:



of marketers have increased their budget for 2022 to account for rising influencer costs.

Marketers share that their roadblocks for creating video content are:



“In 2021, our enterprise customers used influencers and our customers in their social ads. Surprisingly, the ads that featured customers shared the same if not better than those with influencers, and the ROI was much higher,” shared **Bernadette Butler, StoryTap CEO and co-founder**. “They are using StoryTap to connect with customers much more in 2022 to create videos that engage the online community on social media while building brand awareness.”

Methodology

The Influencer Consumer Trust Survey is a proprietary survey that identifies marketing priorities for 2022 and provides insights into how brands can adapt their strategies to meet consumer interests.

StoryTap fielded the dual study based on responses from the general public (ages 18-60 plus) and a secondary survey geared towards marketing and communication professionals working with enterprise brands. Respondents were based in Canada and the United States with an average age of 39. The fieldwork was conducted in January 2022 through the real-time market research company Appinio.

About StoryTap

StoryTap is a Venture-backed video technology company with global customers that cater to the video scaling appetite of fortune 500 brands, for authentic videos from real people, globally that are rapidly deployed to brand assets and social channels for hyper-growth in awareness, conversion, call center volume, and boosting bottom-line results.

Learn how StoryTap can help you build trust at every stage of the consumer journey.

