

SUMO | Influencer Marketing Trade Body

Influencer Marketing Salary Survey and Benefits Analysis

2023

SUMO

IMTB

INFLUENCER
MARKETING
TRADE BODY

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Welcome to the Influencer Marketing Salary Survey and Benefits Analysis

About SUMO London

SUMO London are a media recruitment agency based in London. Specialising in Influencer Marketing, Talent Management, Social Media, Creative & Design and Digital Marketing industries.

SUMO made our first influencer marketing placement in 2015 and has enjoyed working deep within this exciting and ever-evolving channel ever since.

During this time, we've seen the market grow year on year and have watched the emergence of some remarkable businesses who have defined the huge impact influencer marketing can make when done fantastically well. So, we thought now was about time to collate and share statistics which we hope will prove equally valuable for employers wanting to attract and retain their greatest asset (employees), and for employees to understand how their current and future employers balance against the wider market.

2021, then more-so again 2022 have been our busiest years, with huge growth throughout, especially from agencies. Recruitment in Q1/Q2 of this year has been less than we've become accustomed to, with fewer hires being made in all pockets of the industry, perhaps a natural adjustment whilst the market re-establishes equilibrium and takes a breath after the huge growth of the previous 24 months, and almost certainly due to increased brand hesitancy across all areas of marketing. Since Q3 however, we've seen a bounce, with demand close to what we've seen in previous years

We've never been so excited by the creator economy and can't wait to see what the future holds.



SUMO London
www.sumo.london

The survey was conducted online between 10/05/2023 and 13/06/2023 with a total of 1679 participants. Survey data was augmented with our industry knowledge, data and findings.

Throughout this report, the term "platforms" refers to a combination of influencer and social media platforms

A message from the directors



Nick Brand
Founder / Director
SUMO

"A huge thanks to many, many employees and employers who contributed to our survey, I hope that you'll find our data helpful. We've used this data in combination with our extensive knowledge and understanding of the market and its many moving parts to delve into various aspects of compensation, including industry-specific salary benchmarks, bonuses, commission structures, additional benefits and flexible working arrangements plus lots more which we hope gives you a useful perspective of how influencer marketing has evolved."



Scott Guthrie
Director General
IMTB

"We were very pleased to partner with SUMO on this important piece of work. This year, influencer marketing ad spend in the UK will hit £1 billion. That figure is set to double by 2027. As our sector grows, it becomes increasingly sophisticated requiring ever-more skilled practitioners working within progressive brands, agencies and platforms. This survey provides a benchmark for salary, staff retention and training. Thank you to the employers and practitioners who participated in the survey and thank you SUMO for asking the Influencer Marketing Trade Body to partner with it on this project."



About IMTB

The Influencer Marketing Trade Body (IMTB) is a not-for-profit professional membership organisation dedicated to building a robust, sustainable future for the influencer marketing industry. We are the only dedicated body to represent influencer marketing in the UK and were appointed to the Committee of Advertising Practices in January 2022. We offer our members an authoritative, unified voice, and a community of practice. We seek to advance members' interests by promoting best practices.

Find out more here: www.imtb.org.uk/

Participants Summary

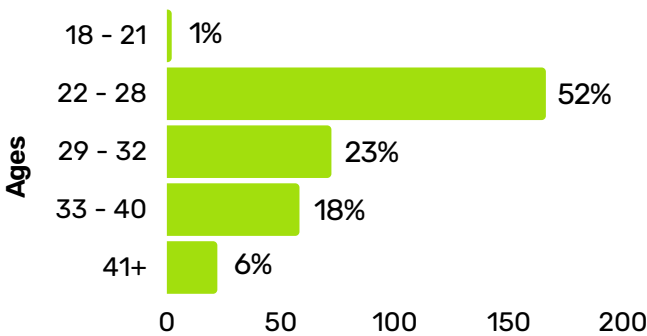
This participants summary provides a brief overview of the participants in our study. The information in this report was collected through a variety of methods, including surveys, polls, and our industry observations.

The participants of our study were a diverse group, representing a range of ages, genders, ethnicities, and socioeconomic backgrounds that work in the UK Influencer Marketing space.

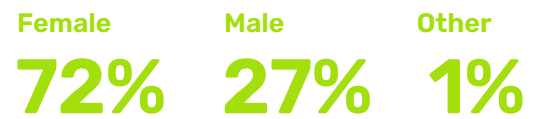
The majority of the participants were between the ages of 22 and 28, and the majority were female. The participants were also from a variety of ethnic backgrounds, and they represented a range of socioeconomic statuses.



Age Group



Gender



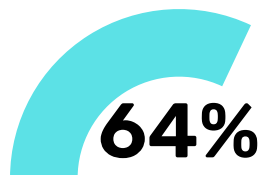
Ethnicity



*Including black, Asian, mixed ethnic groups and other minority ethnic backgrounds. Excluding white minorities.



28% of professionals that took our survey work for a **Brand**.

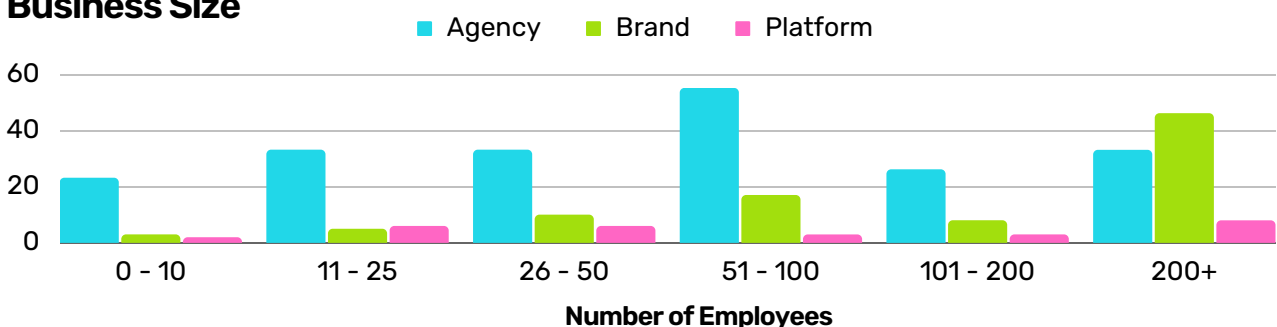


64% of professionals that took our survey work for an **Agency**.



8% of professionals that took our survey work for a **Platform**.

Business Size



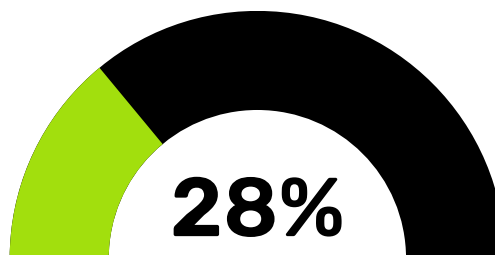
Demographics

Exploring the key demographics of our participants, divided into Influencer Marketers that work at a brand, an agency or a platform.

Brand

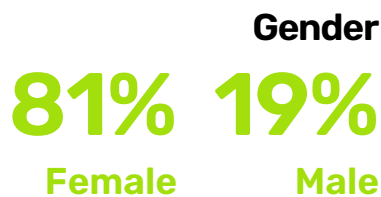
Our study of influencer marketing professionals working in brands found that the majority are female (81%) and have an undergraduate degree (52%).

This suggests that the influencer marketing industry within brands is a female-dominated field that attracts people with a strong educational background.

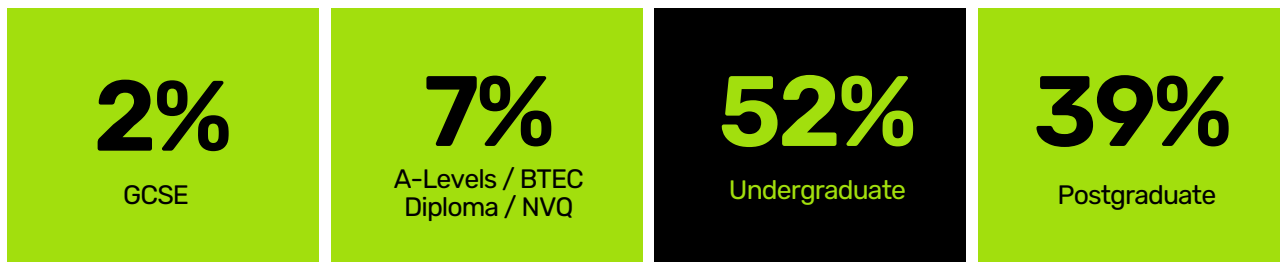


28% of the Influencer Marketing professionals that took our survey, work for a **Brand**.

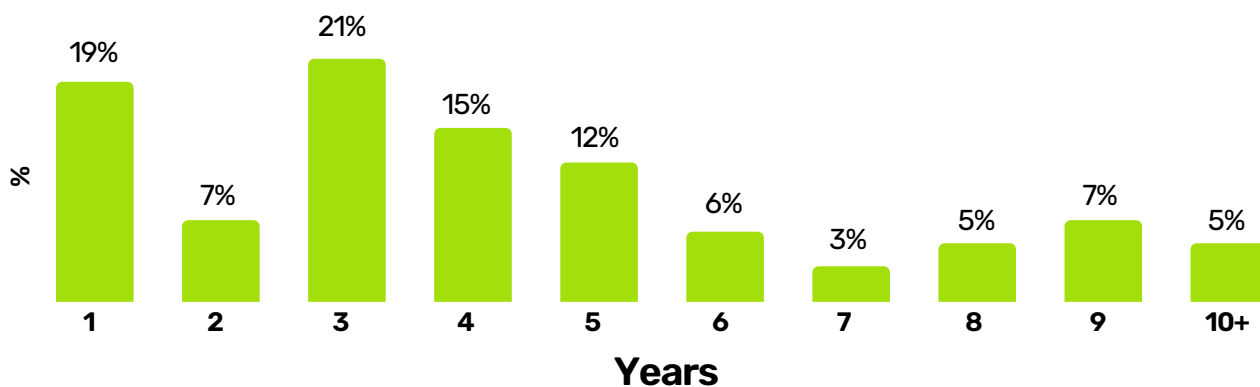
SUMO SAYS Brands have the highest proportion of female employees, followed by agencies and then platforms.




Level of Education



Years of Industry Experience

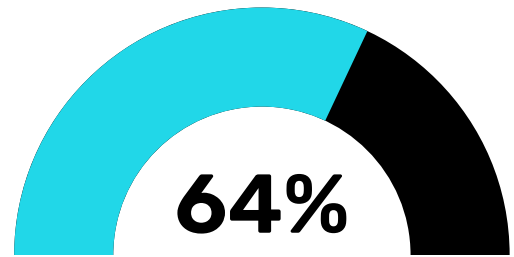


 The majority of brand employees have 1-3 years of experience, suggesting that brands offer a high number of entry-level roles.

Agency

Our study of influencer marketing professionals working in agencies found that the majority are female (71%) and have an undergraduate degree (60%).

This suggests that the influencer marketing industry within agencies is a female-dominated field that attracts employees with a strong educational background. Data also shows a higher number of entry level roles within agencies.



64% of the Influencer Marketing professionals that took our survey, work for an **Agency**.

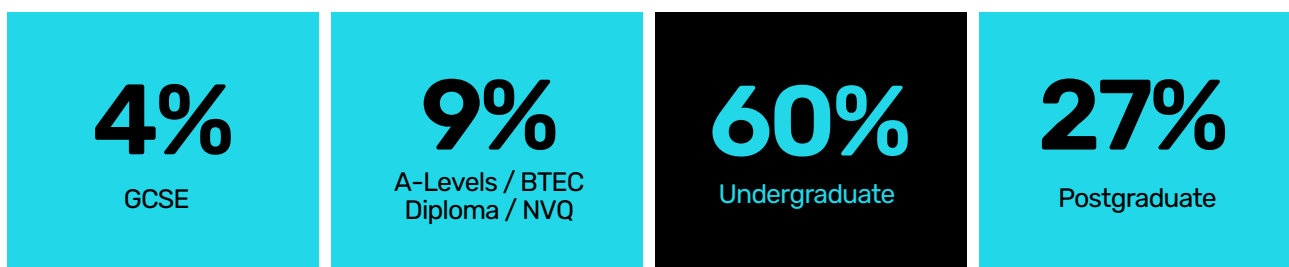
Gender



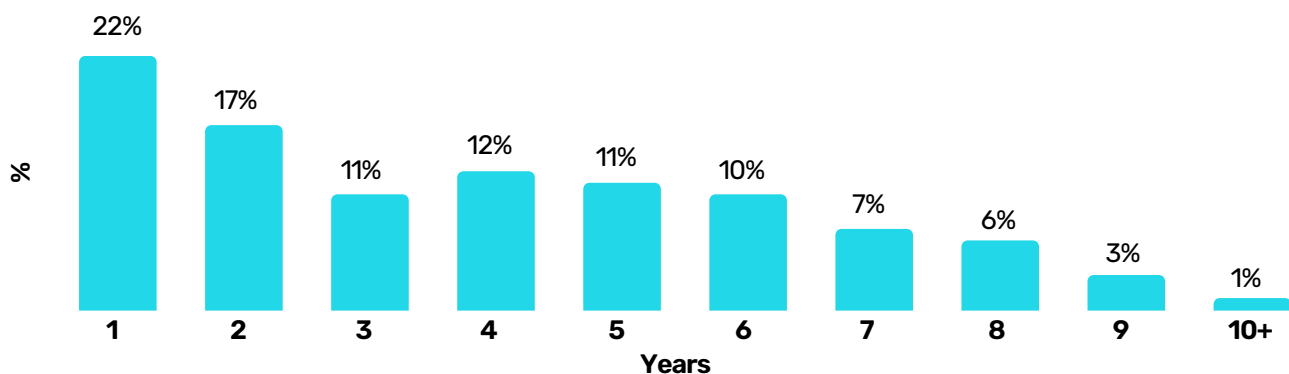
SUMO SAYS

Data suggests that agencies are more willing to hire employees without a degree level education compared to brands and platforms.

Level of Education



Years of Industry Experience

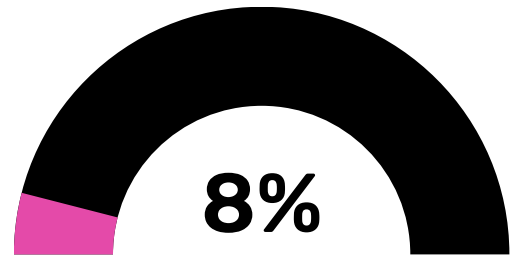


According to our survey, 34% of the females that work at an Influencer Marketing agency have a senior role.

Platform*

Our study of influencer marketing professionals working for Platforms found that the majority are male (57%) and have an undergraduate degree (65%).

This suggests that the influencer marketing industry (within Platforms) is a female-dominated field that attracts senior staff with a strong educational background.



8% of the Influencer Marketing professionals that took our survey, work for a **Platform**.

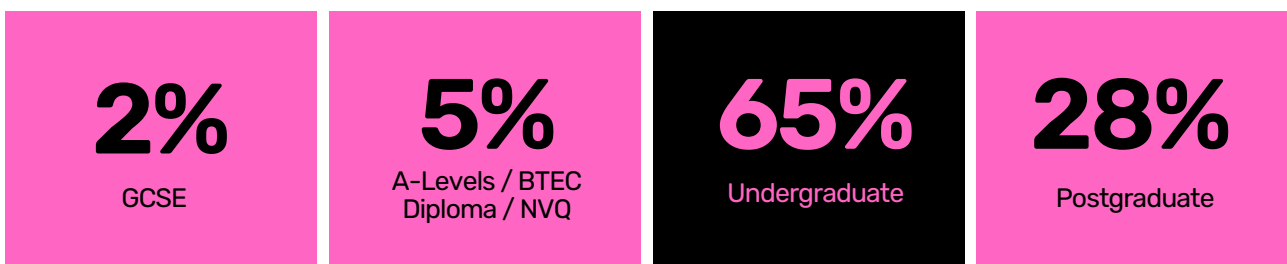
SUMO SAYS

Platforms have a noticeably higher proportion of male employees, compared to brands and agencies.

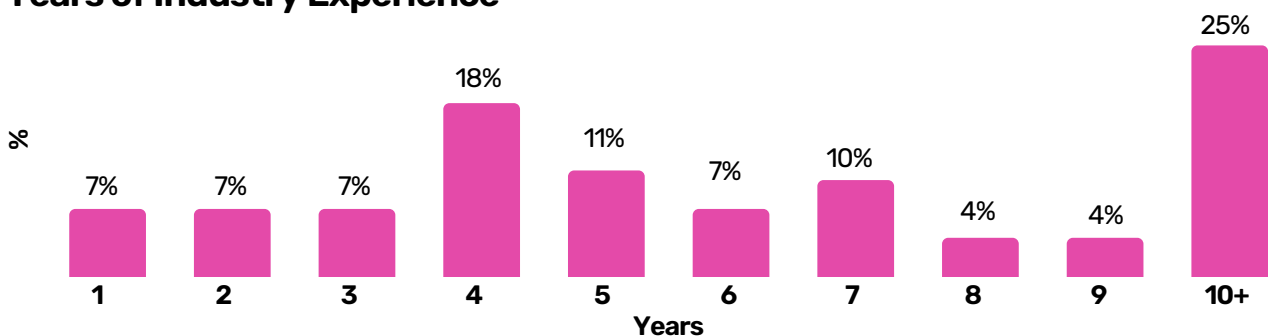
Gender



Level of Education



Years of Industry Experience



A quarter of platform employees have over 10 years of industry experience, suggesting that platforms tend to hire more experienced staff than agencies and brands.

*Throughout this report, the term "platforms" refers to a combination of influencer and social media platforms

Salary Analysis

Exploring the differences in salaries for Influencer Marketing professionals that work within a brand, agency or platform.

Salary Analysis

Using the data we have collected in our survey, and our industry knowledge we have discovered the average salary brackets for Influencer Marketing professionals working within a **Brand**.

Brand			
Years of Experience	Minimum Salary (per annum)	Average Salary (per annum)	Maximum Salary (per annum)
0 - 1 Year	£26,000	£28,000	£30,000
1 - 2 Years	£30,000	£32,000	£34,000
2 - 3 Years	£33,500	£35,250	£37,000
3 - 4 Years	£36,000	£40,500	£45,000
4 - 5 Years	£45,000	£47,500	£50,000
5 - 6 Years	£50,000	£54,000	£58,000
6 - 7 Years	£56,500	£62,250	£68,000
7 - 8 Years	£62,000	£68,000	£74,000
8 - 9 Years	£70,000	£76,000	£82,000
9 - 10 Years	£80,000	£84,000	£88,000
10+ Years	£100,000	£104,000	£108,000

Salary Analysis

Using the data we have collected in our survey and our industry knowledge, we have discovered the average salary brackets for Influencer Marketing professionals working within an [Agency](#).

Agency			
Years of Experience	Minimum Salary (per annum)	Average Salary (per annum)	Maximum Salary (per annum)
0 - 1 Year	£24,000	£26,500	£29,000
1 - 2 Years	£27,000	£30,000	£33,000
2 - 3 Years	£32,000	£33,500	£35,000
3 - 4 Years	£36,500	£39,750	£43,000
4 - 5 Years	£40,000	£44,000	£48,000
5 - 6 Years	£45,000	£49,000	£53,000
6 - 7 Years	£52,000	£58,500	£65,000
7 - 8 Years	£58,000	£64,000	£70,000
8 - 9 Years	£67,500	£72,750	£78,000
9 - 10 Years	£78,000	£84,000	£90,000
10+ Years	£90,000	£100,000	£110,000

Salary Analysis

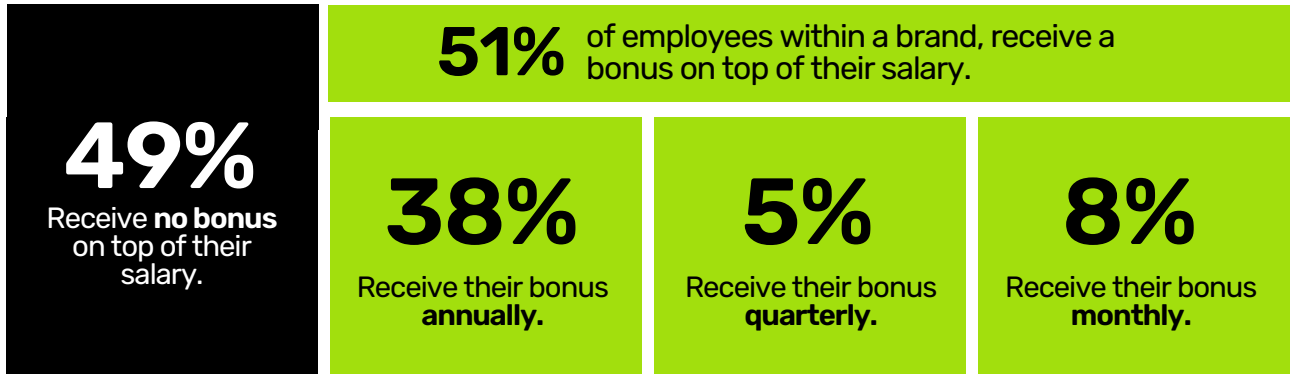
Using the data we have collected in our survey and our industry knowledge, we have discovered the average salary brackets for Influencer Marketing professionals working within a **Platform**.

Platform			
Years of Experience	Minimum Salary (per annum)	Average Salary (per annum)	Maximum Salary (per annum)
0 - 1 Year	£28,000	£30,000	£32,000
1- 2 Years	£30,000	£33,000	£36,000
2 - 3 Years	£35,000	£37,500	£40,000
3 - 4 Years	£42,000	£44,750	£47,000
4 - 5 Years	£50,000	£52,500	£55,000
5 - 6 Years	£57,250	£61,125	£65,000
6 - 7 Years	£74,250	£79,375	£84,500
7 - 8 Years	£86,000	£92,000	£98,000
8 - 9 Years	£100,000	£105,250	£110,500
9 - 10 Years	£114,500	£119,500	£125,000
10+ Years	£129,000	£134,500	£140,000

**Throughout this report, the term "platforms" refers to a combination of influencer and social media platforms*

Bonus

Brand



Agency



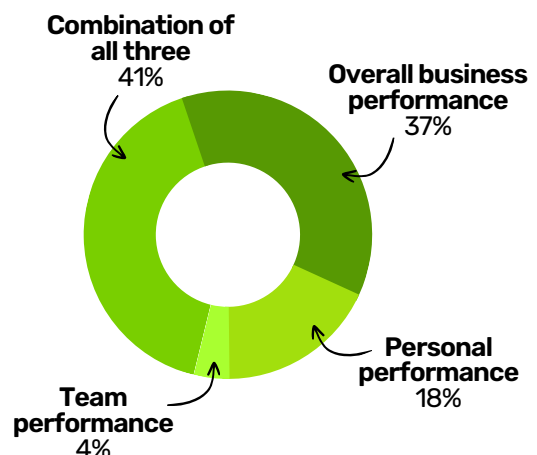
Platform



Our analysis of bonus eligibility at platforms, brands, and agencies found that platform employees are less likely to receive bonuses than employees at the other two types of organisations.

Platform employees tend to earn higher base salaries, perhaps understandable considering the differing hierarchy structures (platforms generally operate with a higher volume of senior staff). As a result of high(er) base salaries, platform employees may feel less reliant on bonuses as a form of compensation.

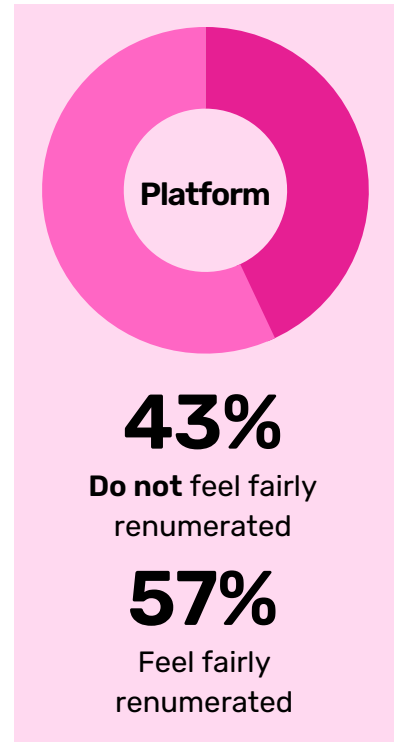
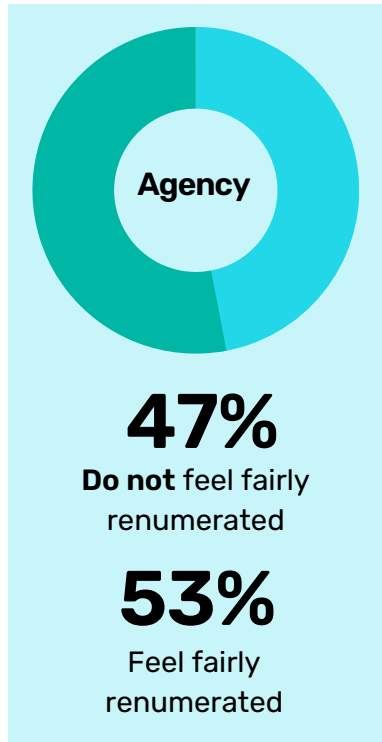
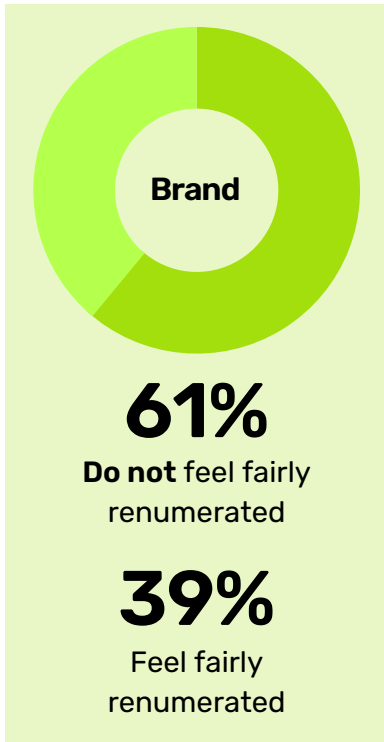
What are bonuses based on?



Salary Satisfaction

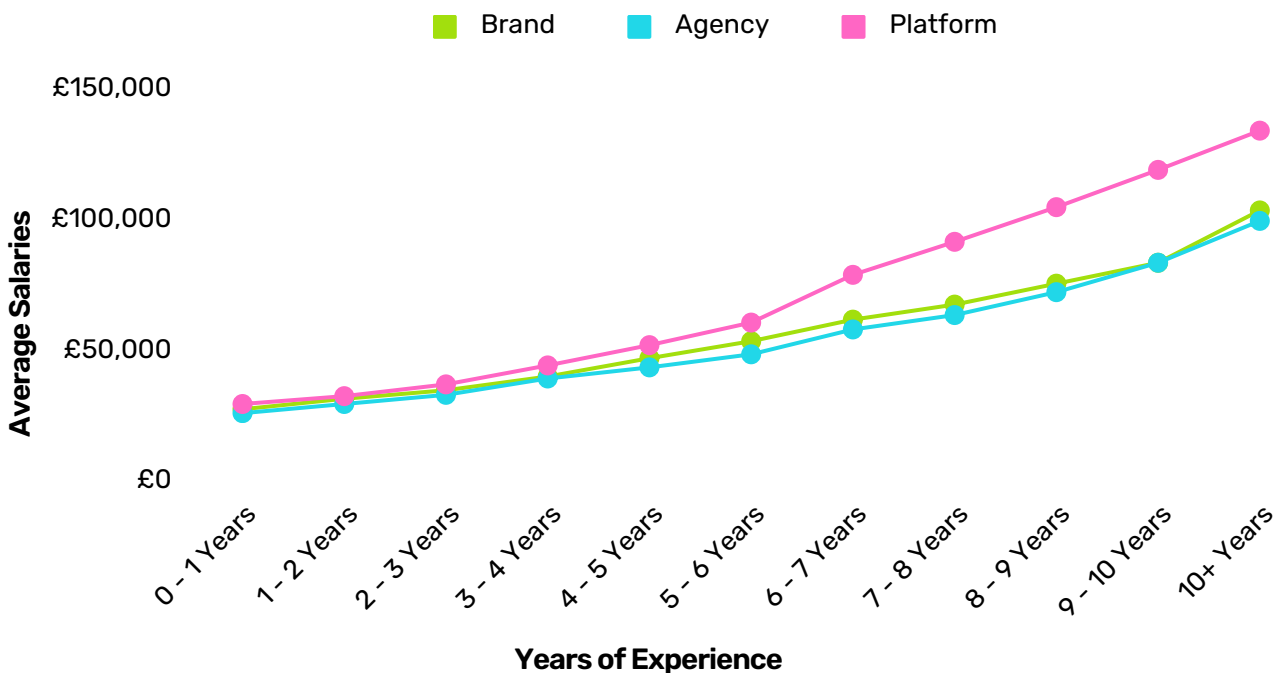


65% of all influencer marketing professionals surveyed, feel they work more hours than they are paid for.



Assessing salary satisfaction, we discovered that those who work in platforms are more likely to feel fairly compensated compared to those who work at brands or agencies. This is likely due to the fact that platforms typically offer higher wages and much larger bonus schemes.

Salary Comparison



Looking at the chart above, we can see that employees at platforms are paid considerably more than those working within a brand or agency. With 50% of employees at platforms at a senior level (6 years +), this could explain the steep increase in average salaries.

Employee Retention

Exploring the way employees feel about their current role and understanding the reasons behind changing employers.

Employee Retention

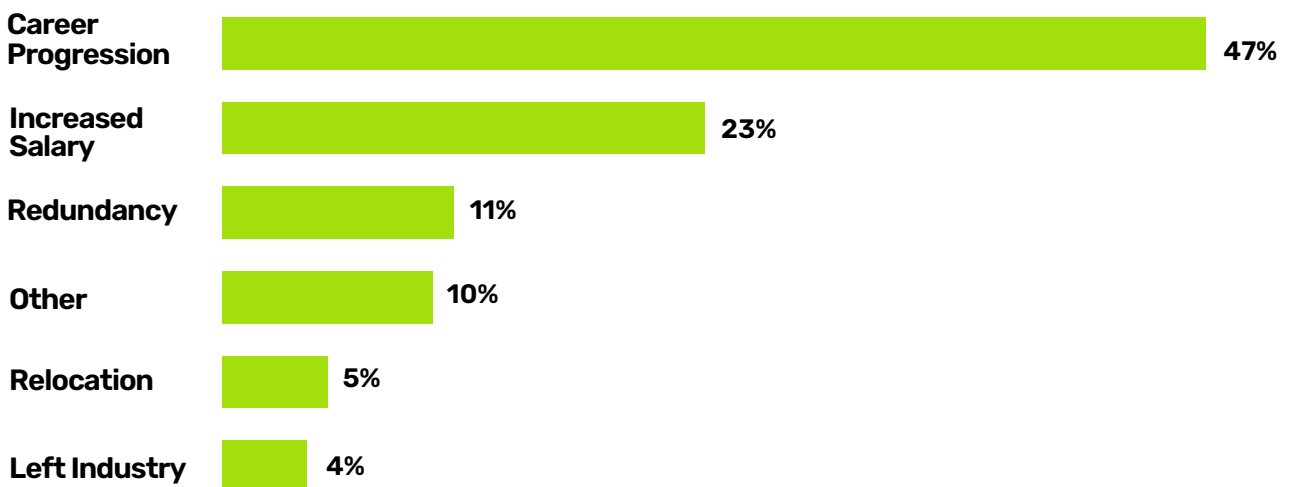
64% of the Influencer Marketing professionals surveyed, told us they are considering changing employers within the next **6 months**.

SUMO SAYS 66% of those that told us they are open to changing employers, also told us they have not received a promotion within the last **6 months**.



Our survey data shows that 28% of influencer marketers have **not** changed employers in the past 24 months, while 22% have changed employers in the past 6 months. Below we take a closer look at why so many employees felt the need to switch employers in the last year.

Reasons For Changing Employers

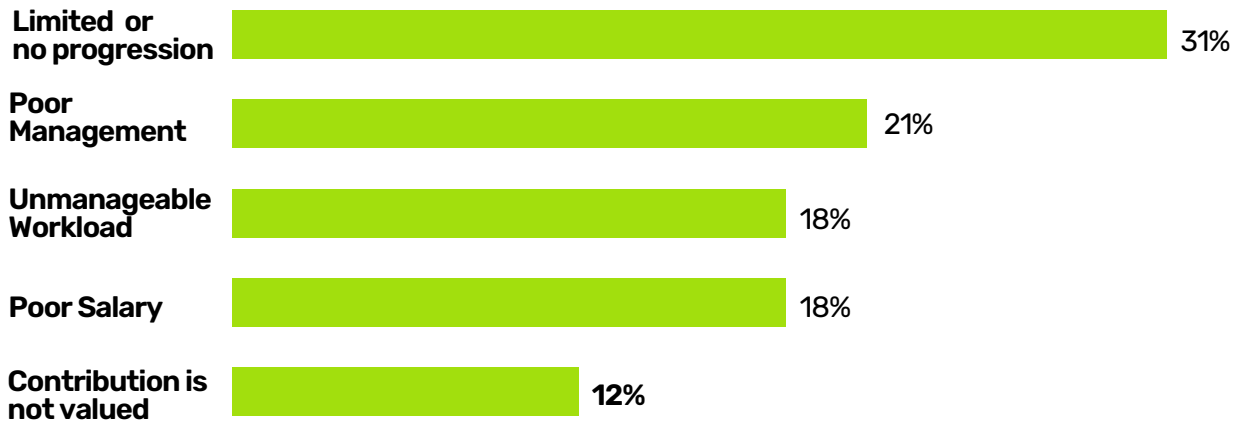


8% of the Influencer Marketing professionals surveyed, told us they have been made redundant in the last 24 months.

Employee Retention

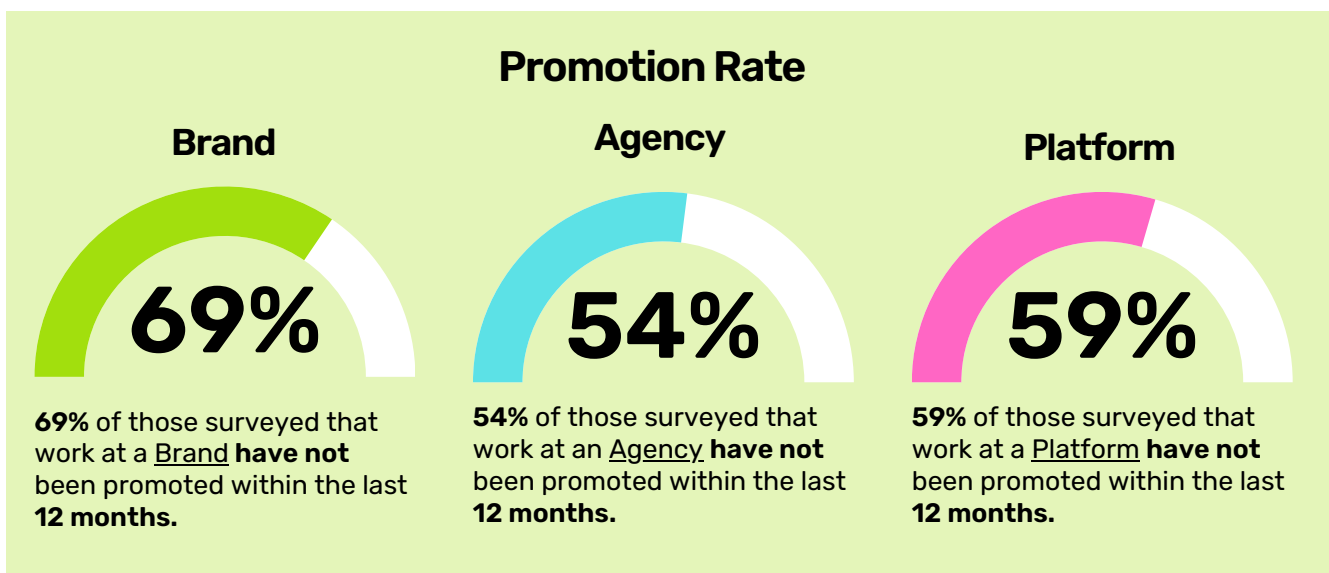
What do you like the *least* about your current role?

According to our survey, the following aspects of their job are what Influencer Marketers like the least:



There is a clear correlation here, between the reasons employees change employers and what they like the least about their current role. 'Limited or no career progression' is the top reason employees are leaving their jobs, with over 31% of respondents saying they feel they have limited to no opportunities for advancement in their current role. This suggests that employees are looking for employers who offer them opportunities to grow and develop in their careers, not just a high salary.

As the job market becomes more competitive, employers may need to offer more attractive career development opportunities in order to retain top employees.



Employee Retention

What do you like the *most* about your current role?

According to our survey of the following aspects of their job are most enjoyable:

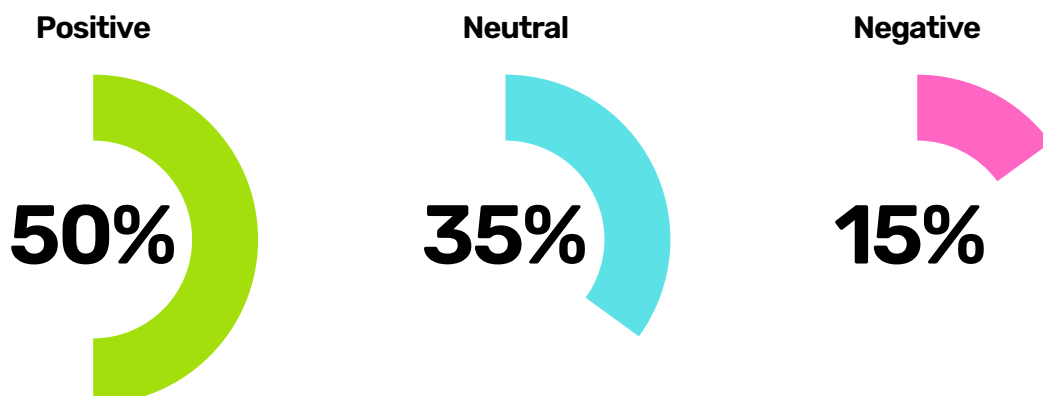


Interestingly, **colleagues** ranked highest out of what employees like the most about their current job. There are a few reasons why nice colleagues might be voted the best thing about an influencer marketing role.

- Influencer marketing is a collaborative field. It's important to be able to work well with others, and having nice colleagues can make that much easier. When you have colleagues who are supportive, helpful, and easy to get along with, it can make the job much more enjoyable.
- Influencer marketing can be a stressful job. Having nice colleagues can offer support and encouragement.

Company Culture

We asked the influencer marketing employees how they are finding their current employer's company culture. **85%** voted **neutral to positive**.

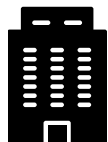


Working Arrangements

Exploring the shift in working arrangements within the influencer marketing industry.

Working Arrangements

We asked Influencer Marketing professionals to share their current working arrangements:



4% said they are currently **Fully Office Based**



17% said they are currently **Fully Remote**



79% said they are currently **Hybrid**

The COVID-19 pandemic forced a sudden and dramatic shift in working arrangements across industries. Overnight, many businesses were forced to adopt remote working, which demonstrated to employees and employers alike, the many benefits of a flexible arrangement. We are now experiencing more candidates request hybrid and remote roles as opposed to fully office based positions.

Remote work can offer employees a better work-life balance, reduced commuting costs, and increased productivity. It can also help businesses save on office space and other overhead costs. As a result, many influencer marketing businesses have adopted a hybrid working model, where employees can work remotely some days of the week and in the office on others. We do not expect to see a change in this any time soon.

Working Arrangement Satisfaction Rate

How satisfied are you with your current working arrangement?

- 47% said **Very satisfied**
- 35% said **Somewhat satisfied**
- 8% said **Somewhat dissatisfied**
- 6% said **Neither satisfied nor dissatisfied**
- 4% said **Very dissatisfied**



We took to our [LinkedIn](#) followers and asked them if given the option, would they pick a four-day working week or a hybrid working arrangement.

What would you pick?

You can see how people vote. [Learn more](#)

Four-Day Working Week

Hybrid Working

59%

41%

59% voted for the **Four-Day Working Week.**

We predict more businesses adopting the four-day working week in the near future.

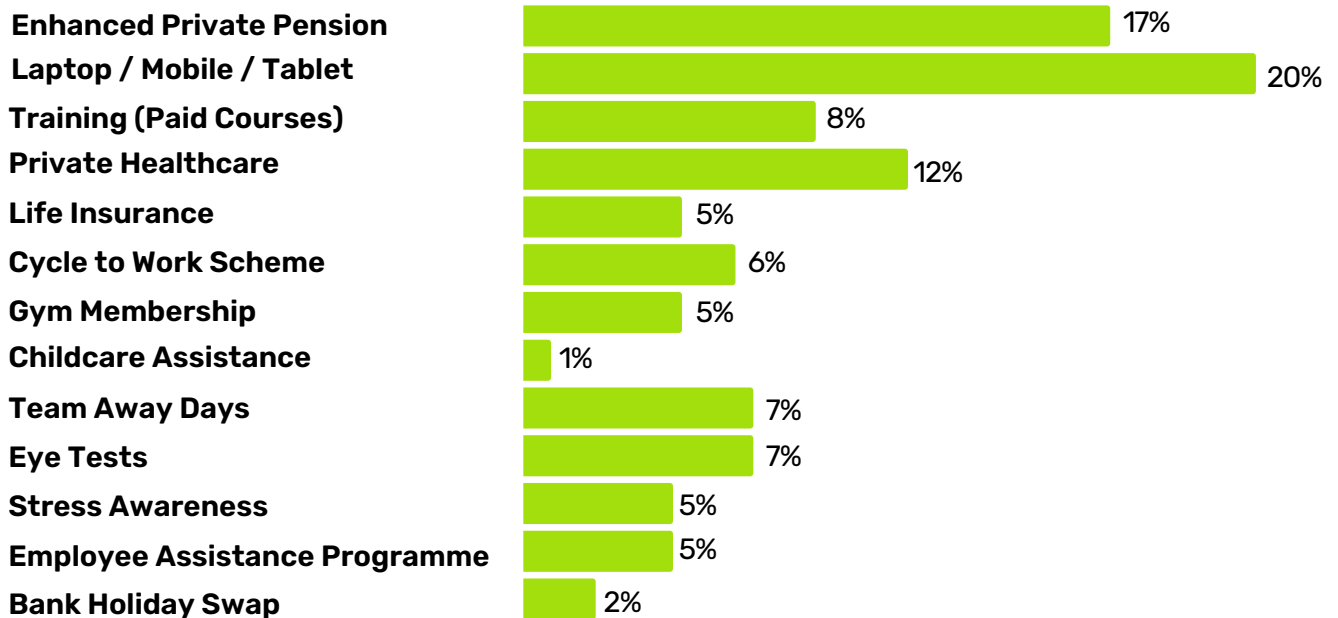
Benefits

Discussing the benefits Influencer Marketing professionals currently receive and what they value the most.

Influencer Marketing | Benefits

Benefits Currently Received

Via our survey, we asked the Influencer Marketing professionals what benefits they receive with their current employer.



Most Common Benefits



Laptop / Mobile / Tablet



Enhanced Private Pension

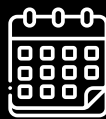


Private Healthcare

Least Common Benefits



Childcare Assistance



Bank Holiday Swap



Stress Awareness



The **Bank Holiday Swap** is a flexible working policy that allows employees to exchange a government-set public holiday for a more convenient time off. This could be to celebrate a religious festival, to take a long weekend break, or simply to have more flexibility in their working arrangements.

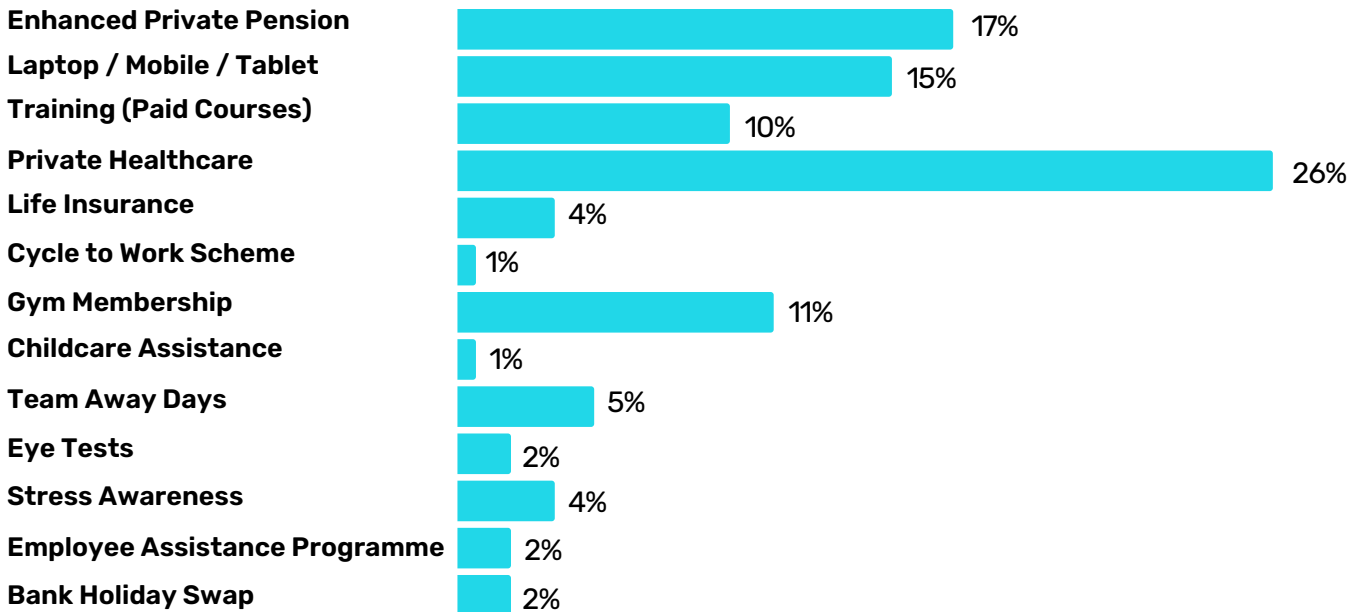
The first company to introduce a bank holiday swap policy in the UK was Linklaters, a law firm, in March 2023. Since then, many other companies have followed suit.

As of yet, there is no national law in the UK that requires employers to offer Bank Holiday Swaps.

Influencer Marketing | Benefits

Valued Benefits

Of all the benefits the Influencer Marketing employees receive, we then asked them to pick the **top three** they value the most:



Top Valued Benefits



Private Healthcare




Enhanced Private Pension

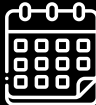


Laptop / Mobile / Tablet

Least Valued Benefits



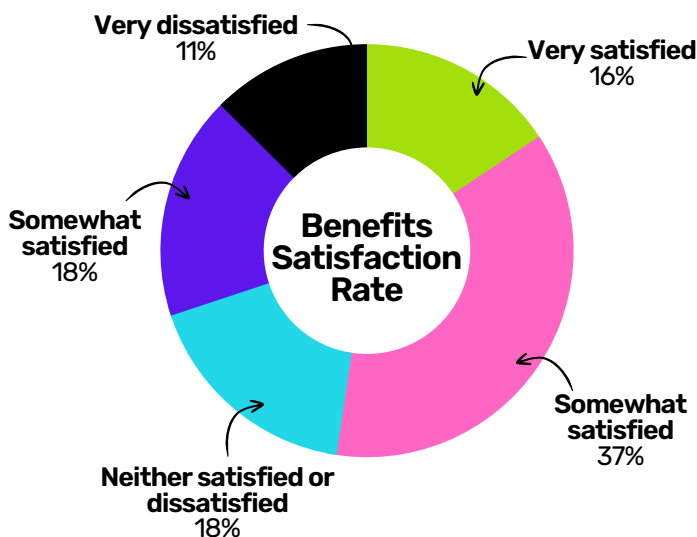
Cycle To Work Scheme



Bank Holiday Swap



Childcare Assistance



Could this change?

Our census revealed that 75% of influencer marketing professionals are under the age of 32.

However, according to the Office of National Statistics (ONS), the average age of mothers who gave birth in England and Wales is now 30.9 years, which suggests that the value of childcare assistance may increase as the influencer marketing workforce ages.

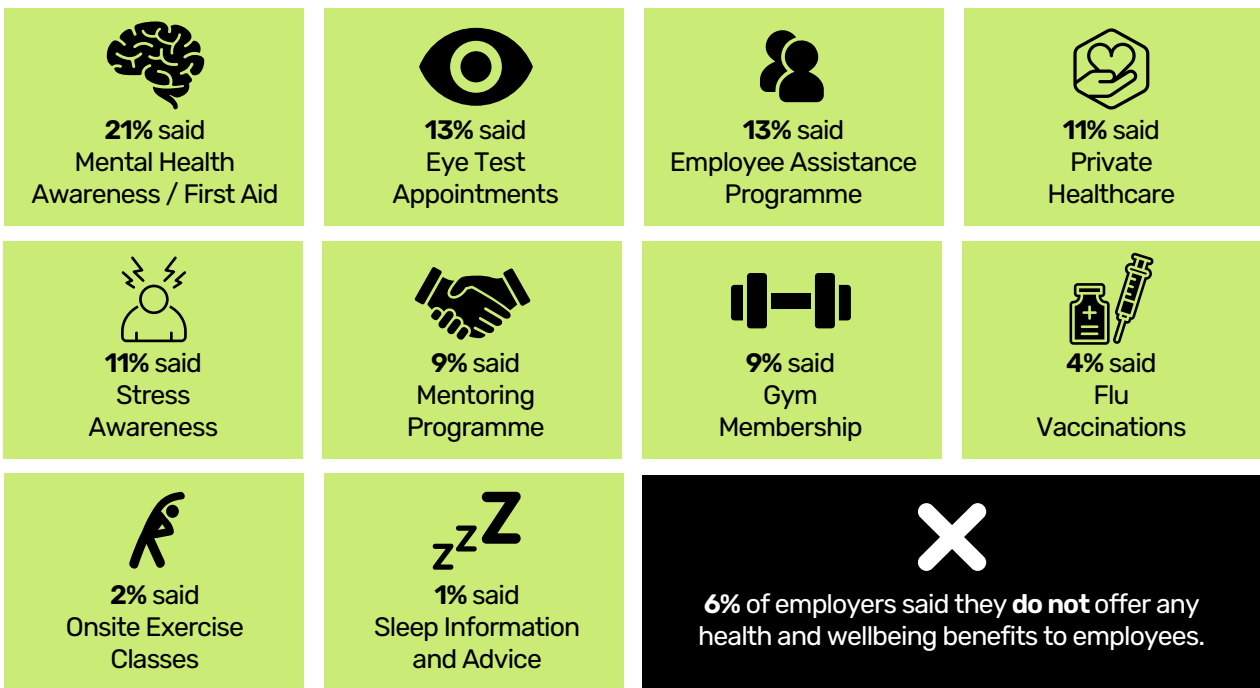
Influencer Marketing | Benefits

Health & Wellbeing Programme

A health and wellbeing programme at a place of employment is a set of initiatives and activities designed to improve the physical, mental, and emotional health of employees.

These programmes can have a number of benefits for both employees and employers. For employees, these programmes can help to improve their physical and mental health, reduce stress, and increase productivity. For employers, these programmes can improve employee morale, and attract and retain top employees.

We asked employers which benefits they offer their employees as part of their health and wellbeing programme:



Negatives of failing to offer a Health & Wellbeing Programme



Employee Burnout

Employees that don't have access to health and wellbeing resources are more likely to suffer from stress and burnout.



Employee Attendance

When employees are not feeling well, they are more likely to take sick days.



Employee Engagement

Employees who do not feel supported by their employer are less likely to be engaged in their work which results in reduced productivity.



Employee Retention

Employees who do not feel supported by their employer more likely to change employer.

Influencer Marketing | Benefits

Maternity & Paternity

Do you offer enhanced Maternity / Paternity pay to your employees?



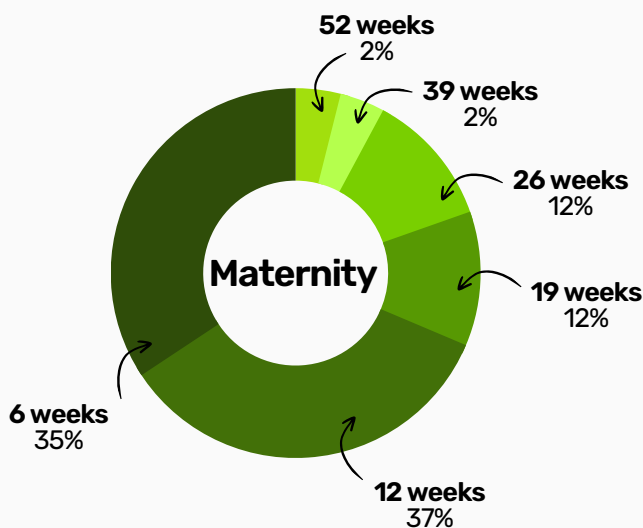
53% of the employers we spoke to, said they offer enhanced maternity / paternity pay to their employees.

Enhanced maternity/paternity pay is an additional payment on top of statutory maternity/paternity pay.

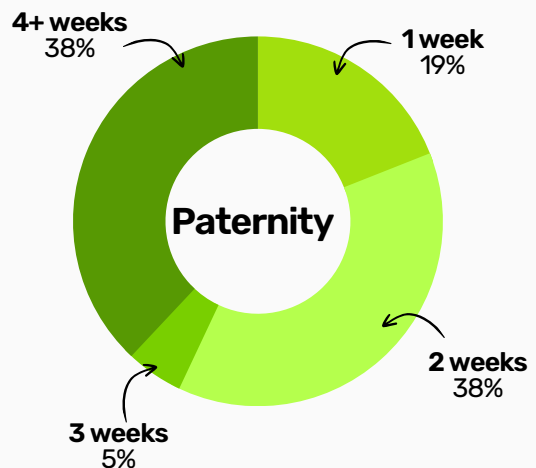
It is offered by some employers as a way of supporting their employees who are taking time off to have a baby or adopt a child.

The exact terms of enhanced maternity/paternity pay will vary from employer to employer. Some employers may offer full pay for a certain period of time, while others may offer a percentage of the employee's normal pay. Some employers may also offer enhanced pay for paternity leave, while others only offer it for maternity leave.

Maternity leave at 90% - 100% of salary



Paternity leave at 90% - 100% of salary



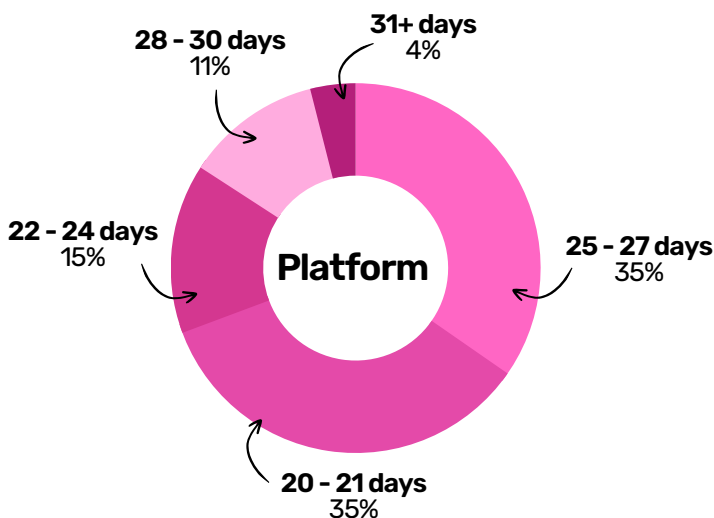
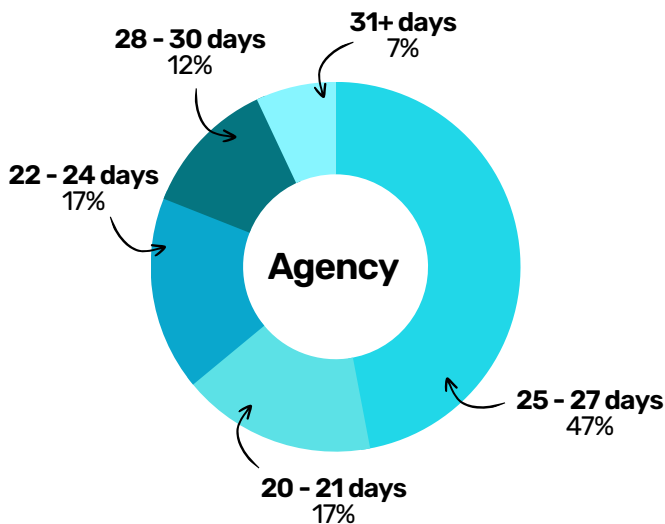
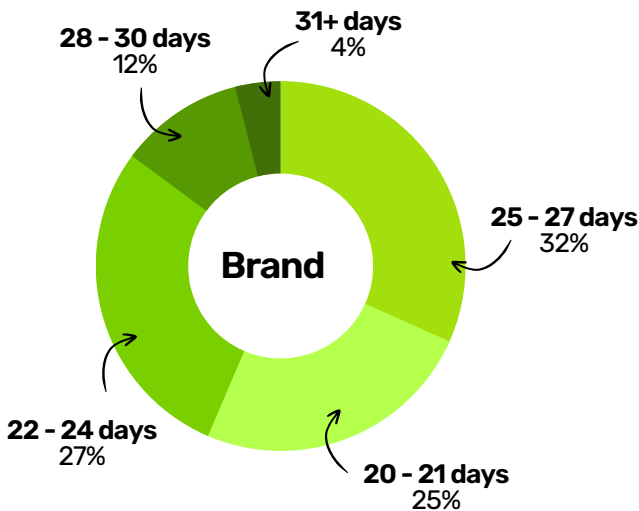
Should maternity leave and paternity leave be equal?

There is currently a growing movement to increase the amount of paternity leave available. This is due to a number of factors, including the increasing participation of fathers in childcare, the growing recognition of the importance of fatherhood, and the changing economic landscape. As this movement continues, we are hoping to see paternity leave will become more equal to maternity leave.

Influencer Marketing | Benefits

Annual Leave

How many days annual leave do you receive?
(excluding bank holidays).



Statutory Minimum

In the UK, the minimum annual leave given to full-time employees is 20 - 21 days, excluding bank holidays. However, some companies may decide to offer more than the statutory minimum to attract and retain staff.

21% of influencer marketing professionals only receive the UK statutory minimum of 20 - 21 days.

The most common holiday entitlement received is 25 - 27 days, with 32% of a brand, 37% of an agency and 35% of a platform being on this annual leave package.

Increased Holiday Entitlement

63% of influencer marketing professionals said they **do not** receive increased holiday entitlement related to length of service.

Our study found that 70% of employees who receive more than 31 days of annual leave, have over 10 years of experience in their industry.

This suggests that there is a strong correlation between length of service and annual leave entitlement for the senior employees.

FOOD FOR THOUGHT



Should more employers offer increased holiday entitlement related to length of service to encourage loyalty and retain employees?

Summary

The key industry insights we have uncovered through our report plus a look into our 2024 industry predictions.

Summary

Employees Want More Than Just A High Salary

Of course, salary is still an important influence for many employees, but it is no longer the winning factor. From the results of our study, we can see employees are now looking for more holistic packages that includes things like a positive company culture, work-life balance, flexible working arrangements and opportunities for growth.

By offering more holistic packages to their employees, business can attract and retain top talent while creating a more engaged and productive workforce.

Progression Is Key

Our findings show that 61% of influencer marketing employees have not been promoted in the last six months. With 'Career Progression' being the number one reason employees decided to change roles, businesses should focus on creating a path of progression to retain employees.

Providing regular opportunities for training and development, regular feedback and creating clear and transparent promotion criteria are great methods to display a path of progression to their employees.

Influencer Marketing Training Gap

Our recent survey found that 84% of influencer marketing professionals have not received any industry training in the past year, while 49% of employers say they have provided in-house or external training. This suggests that there is a significant discrepancy between what businesses consider to be training and what employees actually need to develop their skills.

Businesses that provide the correct level of training ensure their employees are able to keep up with the latest trends, form strong relationships with influencers and build effective influencer marketing campaigns.

Growth Is Creating New Opportunities

According to Statista.com, influencer marketing ad spend is projected to reach £1 billion in 2023 in the UK and we are likely to see this increase in 2024. As brands increase their allocated influencer marketing budgets, this will in turn have a significant impact on the influencer spend within agencies and platforms too.

This growth in influencer marketing is likely to have a positive impact on the jobs climate. There will be an increased demand for people with skills in influencer marketing, such as content creation, social media management and analytics. This is likely to result in new job opportunities in marketing agencies, brands, and influencer platforms.

2024 Predictions

Industry Predictions

Influencer marketing has established itself as an essential channel for brands to reach their target audience through trusted individuals with a strong online presence. In 2024, we can expect to see a number of trends in influencer marketing, including the continued rise of micro-influencers, an emphasis on long-term partnerships, and the rise of virtual influencers.

AI can be used to accelerate and scale influencer marketing production by automating content creation and distribution, personalizing marketing messages, and optimizing marketing campaigns. However, the use of AI in influencer marketing raises concerns about image manipulation and deepfakes. Marketers should be aware of these risks and take steps to mitigate them, such as using reputable AI tools, being transparent about the use of AI, using multiple sources of data, and being vigilant for signs of manipulation.

Multi-channel, integrated campaigns - Creator marketing is moving to the centre of the marketing mix. This allows for efficiencies in both economies of scope and economies of scale. No longer considered a bolt-on, creator marketing is increasingly seen as the beating heart of marketing channel planning strategy. Marketers benefit from the sector's priming effect of influencer-led campaigns across platforms and channels

Creator-led brands are becoming increasingly popular as social media makes it easier for creators to build large audiences and monetize their content. These brands are often seen as more authentic and relatable than traditional brands, and they can command a high price premium. In 2024 we are expecting to see even more creator owned businesses with a focus on authenticity and their ability to connect with their fans on a personal level.

Long-term partnerships between influencers and brands are becoming increasingly common. These partnerships allow brands and influencers to get to know each other better and develop a more genuine relationship. As a result, the influencer is more likely to create content that is authentic and resonates with the brand's target audience.

Virtual influencers are computer-generated avatars that have their own personality and followers. They offer brands unique opportunities for creativity and innovation, and they are anticipated to gain significant popularity in 2024.

The world of influencer marketing is a fast-paced environment, and brands need to be agile and ready to adapt to new trends. By understanding the latest trends and adapting their strategies accordingly, brands can continue to harness the power of influencer marketing to reach their target audience and achieve their marketing goals.

2024 Predictions

The Future of Influencer Marketing Jobs in 2024

A report by [Insider Intelligence](#) has predicted the global spend on influencer marketing in 2024 will be \$21.1 billion. This represents a compound annual growth rate (CAGR) of 28.7% from 2021. As the global spend on influencer marketing grows, so does the job market for influencer marketers.

As the influencer marketing industry continues to evolve, the predictions highlighted previously are likely to have a significant impact on jobs in the industry in 2024, particularly the use of AI, creator-led brands and the rise of virtual influencers. New skillsets will be in demand, meaning we are expecting to see a wide variety of new opportunities on the horizon.

Professionals already working in the industry will need to adapt their skills to the growing landscape and new trends. As desired skillsets change to suit new methods, employers will need to provide sufficient training, either internally or externally. As employees' skillsets grow, we expect to see a high number of promotions as businesses look to fill new roles.

At SUMO we are excited by the future of influencer marketing and look forward to discovering the new job roles and businesses that emerge from the growing landscape.

As the industry develops and evolves, we are committed to helping match great businesses with fantastic candidates.



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