

SUMO | Influencer Marketing Trade Body

Influencer Marketing
**Salary Survey
and Benefits
Analysis**

2024 / 2025

SUMO

IMTB

INFLUENCER
MARKETING
TRADE BODY

TABLE OF CONTENTS

Introduction	3 - 10
• Welcome & Foreword	3 - 4
• Participants Summary	5 - 6
• Demographics	7 - 10
Salary	11 - 16
• Brand Salary Analysis	12
• Agency Salary Analysis	13
• Platform Salary Analysis	14
• Bonus Analysis	15
• Salary Satisfaction	16
Employee Retention & Working Arrangements	17 - 23
• Employee Retention	17 - 21
• Working Arrangements	22 - 23
Benefits	24 - 30
• Most Currently Received	25 - 26
• Health & Wellbeing	27
• Maternity & Paternity	28
• Annual Leave	29
• Benefits Satisfaction	30

Welcome to the Influencer Marketing Salary Survey and Benefits Analysis

Welcome to the 2024/2025 Influencer Marketing Salary and Benefits Report, produced in partnership with the Influencer Marketing Trade Body (IMTB). Together, we are committed to providing valuable insights that empower businesses and professionals within this ever-evolving industry.

Influencer marketing continues to experience strong global growth, with brands increasingly shifting budgets from traditional channels to influencer-driven strategies. Despite economic challenges, investment in the sector has remained resilient, highlighting confidence in its measurable impact. The past year also saw further industry maturation, with some UK influencer marketing businesses closing or consolidating as the landscape evolves.

This report provides an in-depth analysis of salary benchmarks, benefits, and employment trends within the sector, offering insights across brands, agencies, and platforms. With input from a diverse range of professionals, the findings highlight the shifting priorities of the workforce, from compensation and career development to flexibility and well-being.

A notable theme this year is the growing emphasis on work-life balance and employee well-being. Flexible working arrangements, enhanced benefits, and career progression opportunities are playing an increasingly crucial role in job satisfaction and retention. While salaries remain competitive, it's clear that businesses must go beyond pay to attract and retain top talent in this dynamic sector.

We hope this report offers valuable insights and serves as a key resource in shaping the future of influencer marketing professionals.

The survey was conducted online between 09/09/2024 and 28/10/2024 with a total of 1,168 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.

KEY



Brand



Platform



Agency



Industry Overview

Message from the Directors



**By Nick Brand,
Founder / Director
SUMO**

First and foremost, I want to express my gratitude to everyone who took the time to participate in this year's survey. Your insights have provided us with a valuable snapshot of the influencer marketing industry at a pivotal moment in its evolution.

This report combines your invaluable input with our deep industry expertise to provide a comprehensive analysis of compensation trends, covering salary benchmarks, bonuses, commission structures, and evolving working arrangements. Our aim is to equip both employers and employees with the insights needed to navigate the ever-changing landscape with confidence.

We hope you find this report a useful resource, and we look forward to continuing to support the growth of the influencer marketing industry in the year ahead.

Nick Brand



**By Scott Guthrie
Director General
IMTB**

We are delighted to partner again with SUMO for this important snapshot of our sector's salaries, and benefits.

This is an important piece of work which highlights key expectations running within the industry. The findings offer valuable insights which no doubt will be

put into harness to make informed decisions in planning and budgeting. It is hoped these survey findings will promote a fair and competitive industry landscape.

Thank you to all of the employers and practitioners who participated in the survey and thank you SUMO for welcoming the Influencer Marketing Trade Body back to partner with you on this project.

We hope you find this report a useful resource, and we look forward to continuing to support the growth of the influencer marketing industry in the year ahead.

Scott Guthrie



The Influencer Marketing Trade Body (IMTB) advocates at the highest levels to increase understanding, trust and investment in our sector.

We are the only dedicated body to represent influencer marketing in the UK and are members of the Committee of Advertising Practices. We offer our members an authoritative, unified voice, and a community of practice. We seek to advance members' interests by promoting best practices

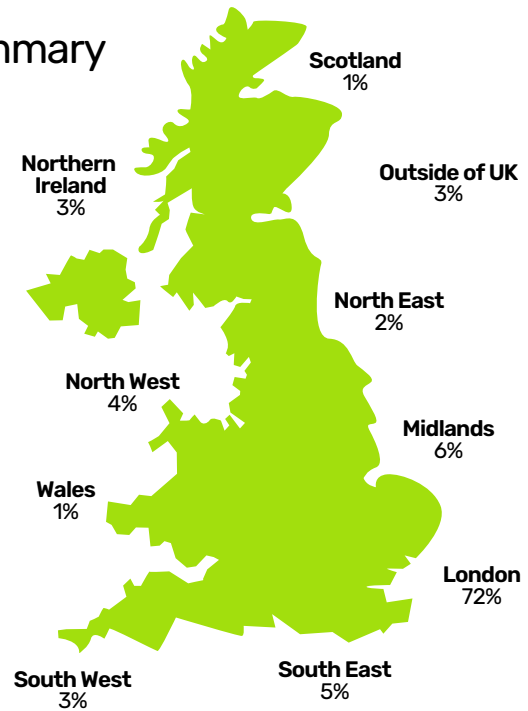
Find out more at <https://imtb.org.uk/>

Participants Summary

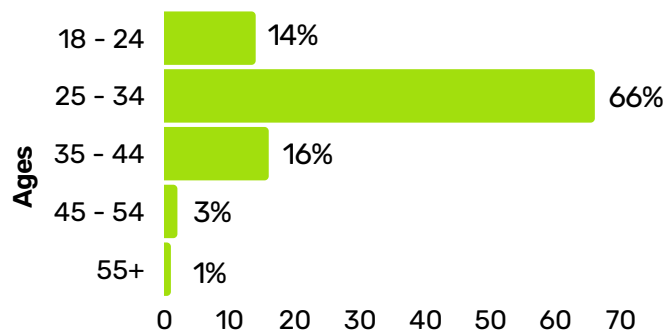
This year's survey builds on last year's insights, diving deeper into the ever-changing influencer marketing workforce across brands, agencies, and platforms.

The numbers speak for themselves: our participants represent a mix of ages, genders, and ethnicities across the UK influencer marketing scene. The majority are women aged 25-34, just like last year.

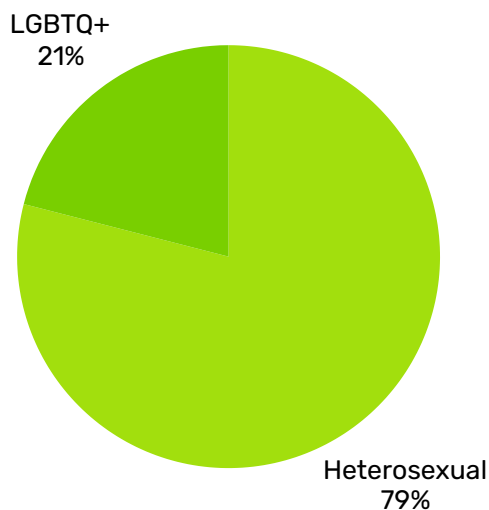
Diversity in the industry is increasing, with 27% of respondents identifying as ethnic minorities and 21% as LGBTQ+. It's a step in the right direction, but there's still room to grow, especially at senior levels where inclusivity needs a stronger presence.



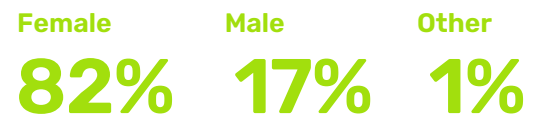
Age Group



Sexual Identity



Gender

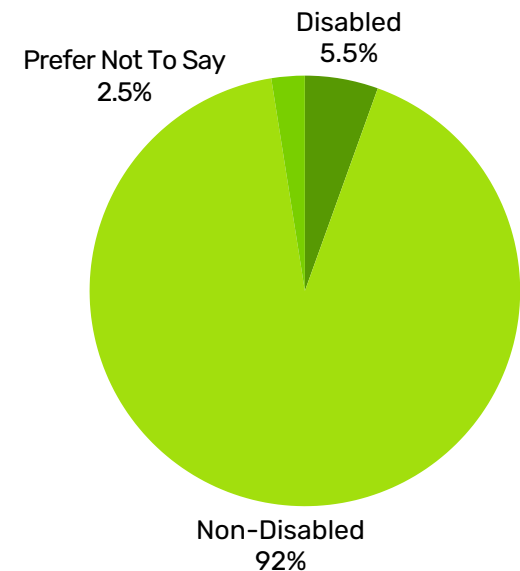


Ethnicity



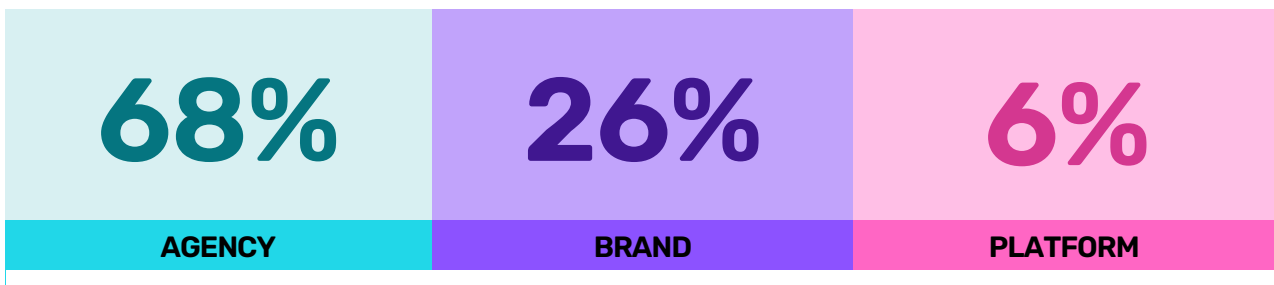
This includes individuals from Black, Asian, Mixed Ethnic groups, and other minority ethnic backgrounds, but excludes White minority groups.

Disability Disclosure

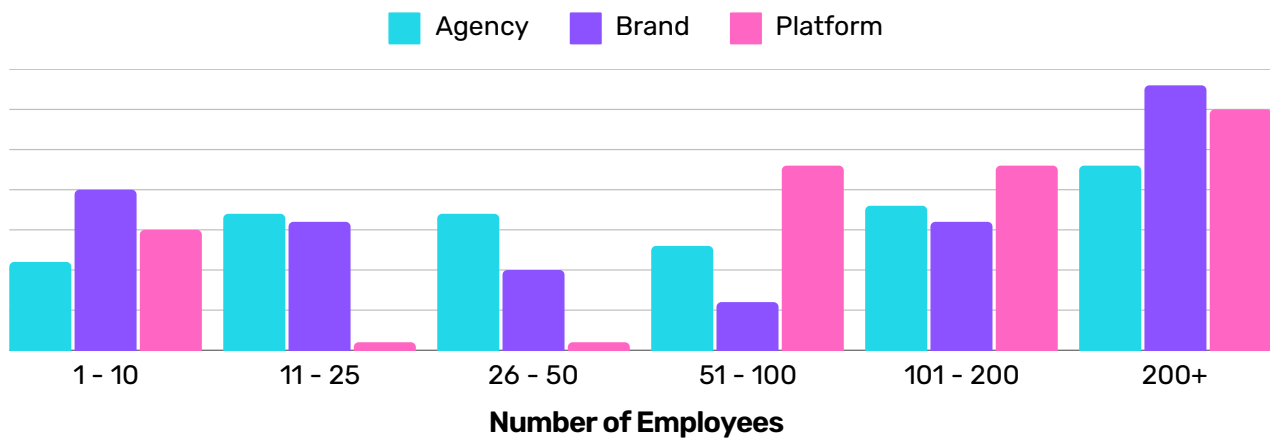


Influencer Marketing | Participants Summary

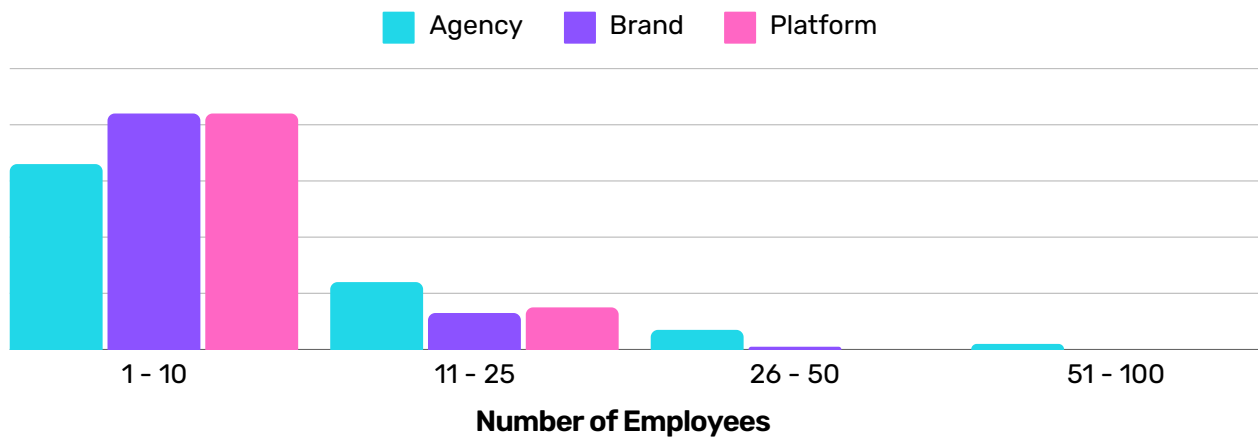
Do you work for a Brand, Agency or Platform?



Business Size



Team Size



Influencer marketing is a mixed bag, and this year's survey proves it. While 26% of respondents work in large organisations with over 200 employees, smaller businesses are holding their ground, with nearly 45% working in companies with fewer than 100 employees. It's a balance that shows the sector's versatility. Start-ups and big players are thriving side by side, driving the industry's ongoing evolution.

When it comes to team size, 3-5 person teams make up nearly 18% of the responses, even within larger organisations. This means influencer marketing teams are still lean and mean, relying on close collaboration and flexible cross-functional support to hit their targets.

In short, the data reveals an industry in constant motion. Businesses of all sizes are carving out their space, adjusting to the fast-paced world of influencer marketing, and pushing the boundaries along the way.

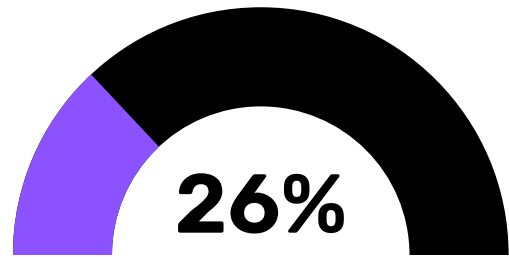
Demographics

Exploring the key demographics of our participants, grouped into Influencer Marketers working at brands, agencies, or platforms.

Influencer Marketing | Demographics

Brand

Our study shows that 26% of influencer marketing professionals are now working in-house, with women making up 88% of this workforce. This shift highlights the rising demand for experienced talent in brand-side roles, underlining the growing need for in-house influencer marketing expertise.



26% of the Influencer Marketing professionals that took our survey, work for a **Brand**.

SUMO Nearly 40% of brand employees have **SAYS** 3-5 years of experience

That makes mid-level professionals the largest group in brand-side influencer marketing. It's clear: brands are looking for solid industry experience, and they're ramping up their investment in influencer marketing strategy.

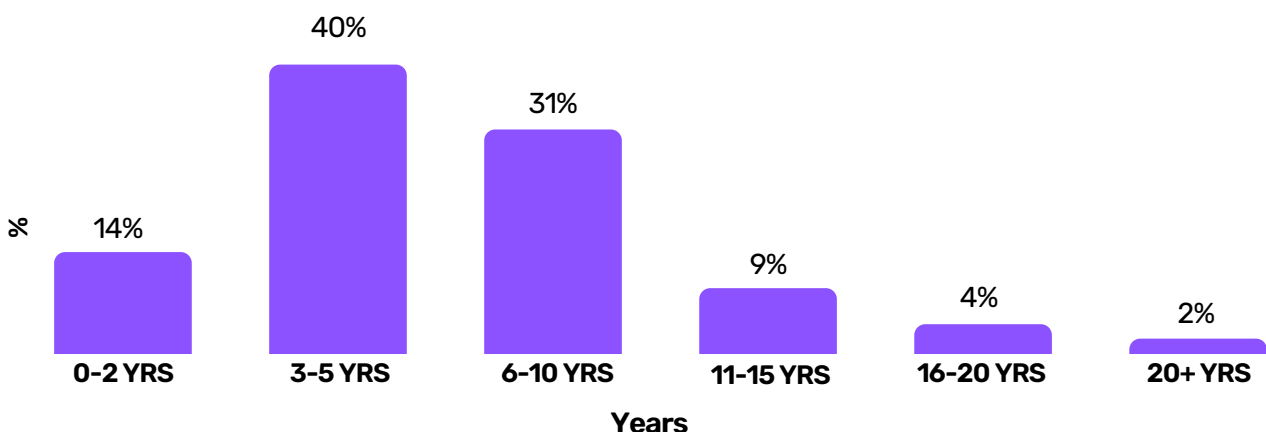
Gender



Highest Level of Education



Years of Industry Experience

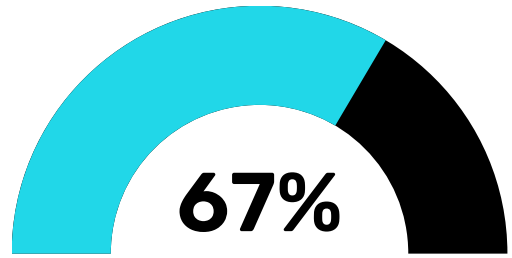


Brands lead the way in female representation, but it's unclear if these roles are simply more attractive to women or if recruitment practices could be tweaked. There's an opportunity here for brands to fine-tune their diversity strategies and make sure all genders have equal access to growth opportunities.

Influencer Marketing | Demographics

Agency

Agencies are the powerhouse of influencer marketing, employing 67% of professionals. Based on our survey of industry practitioners, agencies are not just leading the way—they're the launchpad for careers, offering diverse opportunities and making them the top choice for those starting out in the industry.



67% of the Influencer Marketing professionals that took our survey, work for an **Agency**.

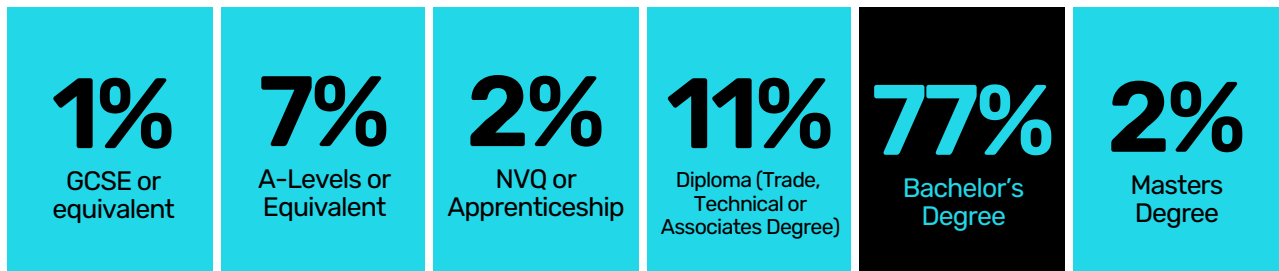
SUMO Looking to start your career in **SAYS** influencer marketing?

Agencies might be your best bet. 21% of agency employees have 0-2 years of experience, making agencies the most welcoming space for newcomers eager to get their foot in the door.

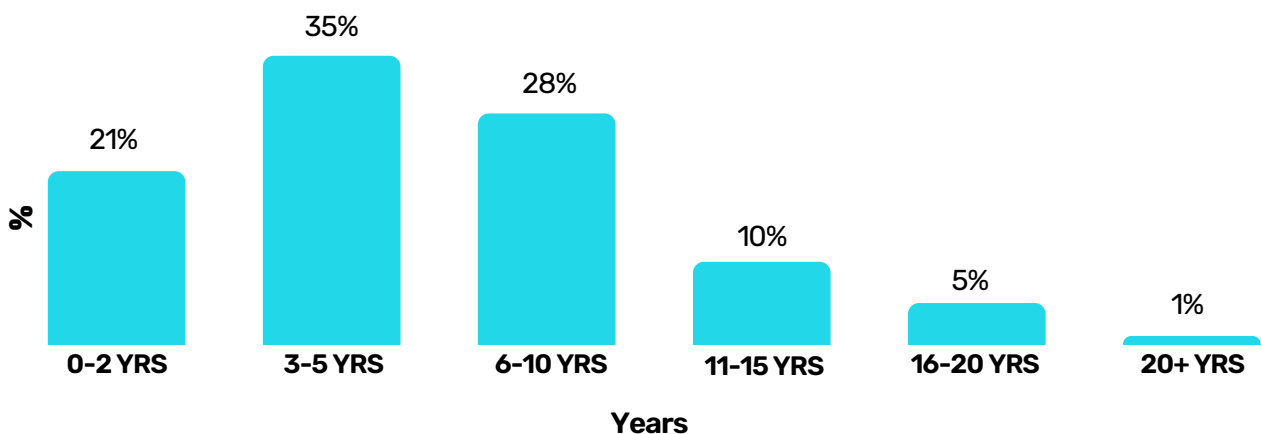
Gender



Highest Level of Education



Years of Industry Experience

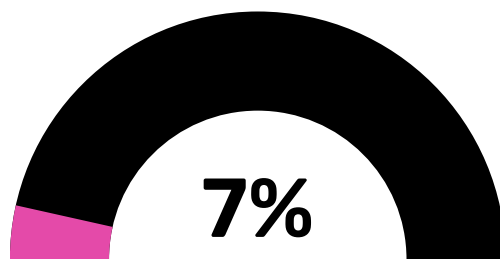


Junior talent with up to 2 years of experience dropped from 39% in 2023/24 to 21% this year, while mid-level talent (3-5 years) stayed steady. This points to agencies cutting back on junior hires, likely due to economic pressures. Agencies may still be a solid entry point, but competition for these roles is tougher than last year.

Influencer Marketing | Demographics

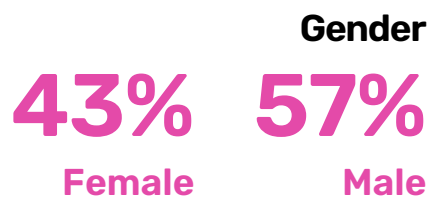
Platform*

Platform teams may be smaller, but they're packed with highly qualified influencer marketers! Interestingly, platforms lead the way in gender diversity, with a relatively balanced split of 43% female and 57% male employees, quite a contrast to the female-heavy brands and agencies.

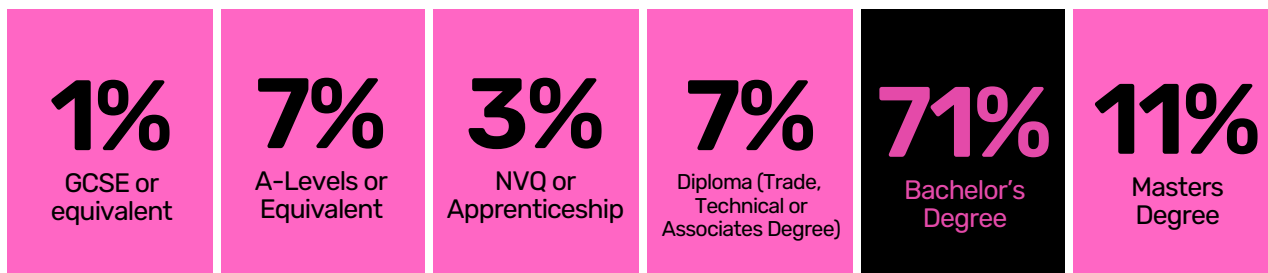


7% of the Influencer Marketing professionals that took our survey, work for a **Platform**.

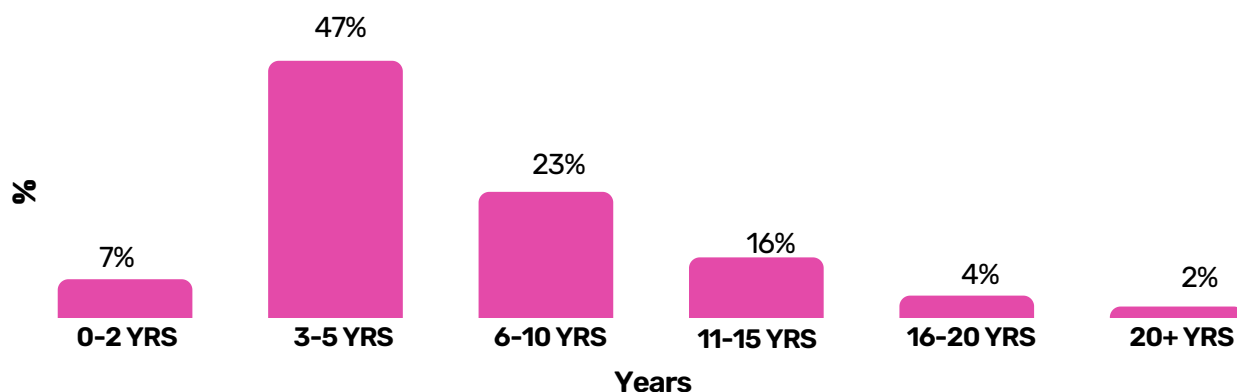
SUMO SAYS Platforms are all about the degrees. 19% of platform employees hold a Master's degree, compared to just 11% at agencies and 12% at brands. This signals that platforms are prioritising advanced qualifications, meaning if you're in, you've got the technical expertise to back it up.



Highest Level of Education



Years of Industry Experience



With only 7% of platform employees having 0-2 years of experience, compared to 14% in brands and 21% in agencies, platforms are more selective with junior talent. And with only 1 in 10 platform employees lacking a degree, it's clear: platforms have a higher bar for entry.

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

Salary Analysis

Agency Salary Analysis

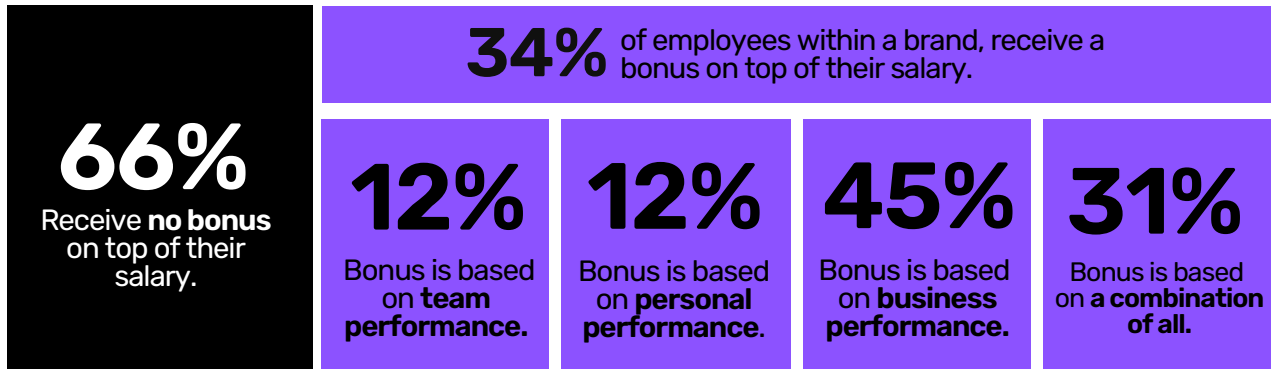
Please note that salaries can vary depending on the specific role within an agency. Based on data from this survey and our internal insights, Strategy, Data, Insights, and Business Development roles typically sit slightly above the advised averages and ranges by approximately 2% to 6%. Role types not mentioned do not show a significant enough difference to be specifically highlighted.

Account / Campaign Management			
Title	Years of Experience	Salary Range	Average Annual Salary
Graduate	0	£24,000 - £27,000	£25,000
Executive	0.5 - 1.5	£26,000 - £29,000	£28,000
Senior Executive	1.5 - 2.5	£28,000 - £33,000	£30,000
Manager	2.5 - 4.0	£33,000 - £40,000	£38,000
Senior Manager	4.0 - 6.0	£40,000 - £50,000	£45,000
Account Director	6.0 - 7.0	£50,000 - £60,000	£55,000
Senior Account Director	7.0 - 8.0	£60,000 - £75,000	£70,000
Head	8.0 - 10.0+	£75,000 - £95,000	£85,000

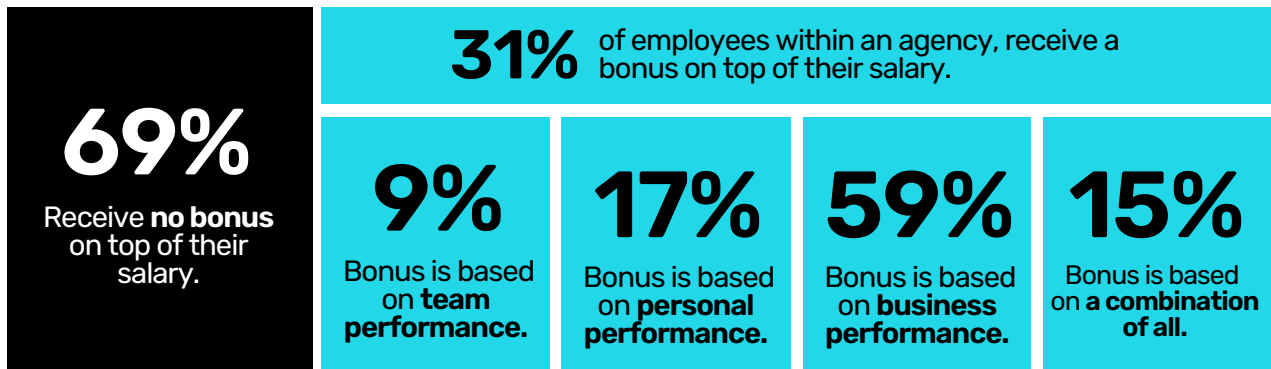
Influencer Marketing | Salary Analysis

Bonuses

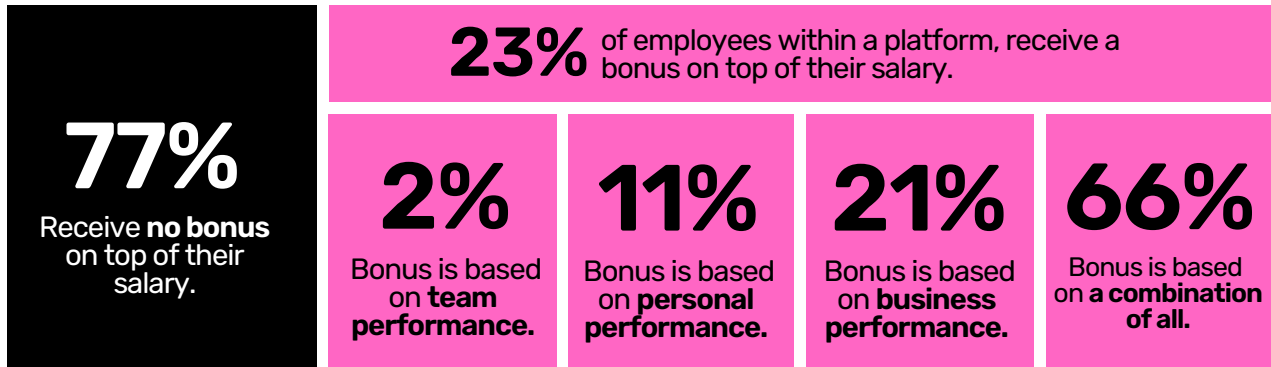
Brand



Agency



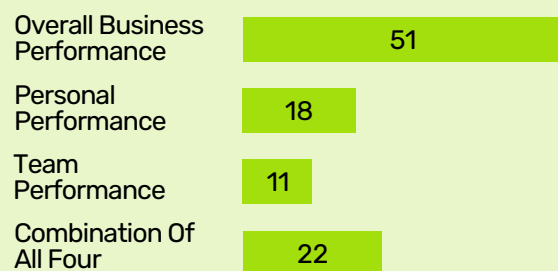
Platform



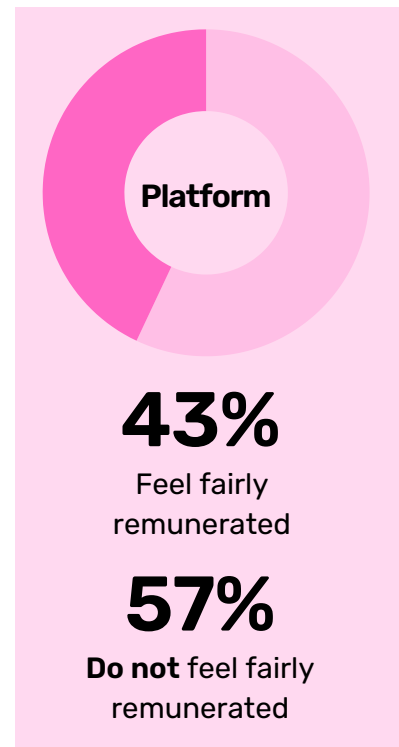
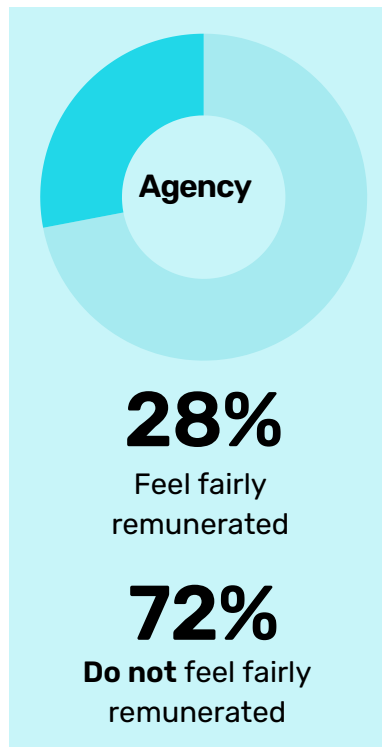
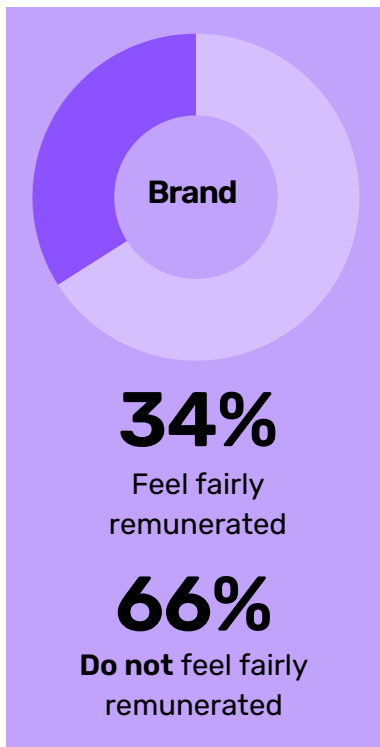
Platform employees are missing out when it comes to bonuses. Our deep dive into bonus eligibility across platforms, brands, and agencies shows that platform staff are far less likely to see bonus pay outs than their counterparts.

Why? It might come down to platforms paying higher base salaries. With their top-heavy org charts packed with senior roles, they seem to bank on big salaries instead of bonus incentives.

What Drives Bonuses Across the Industry?



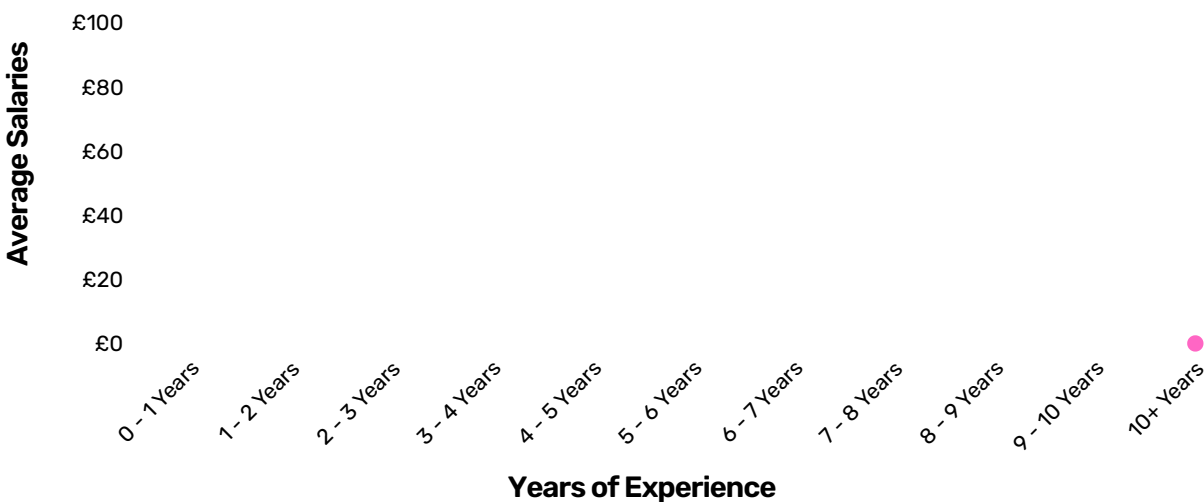
Salary Satisfaction



Platform employees report the highest satisfaction with their pay as 43% say they're happy with their salary, compared to 34% in brands and a 28% in agencies.

While London roles offer salaries up to 25% higher than regional counterparts, the cost-of-living imbalance still leaves many employees feeling short changed.

Salary Comparison



[INSERT SALARY ANALYSIS HERE]

Employee Retention

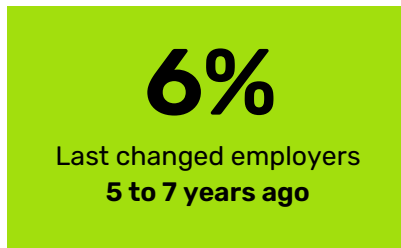
Exploring the way employees feel about their current role and understanding the reasons behind changing employers.

Employee Retention

32% A solid 32% of influencer marketing experts we surveyed are already looking for their next big move.

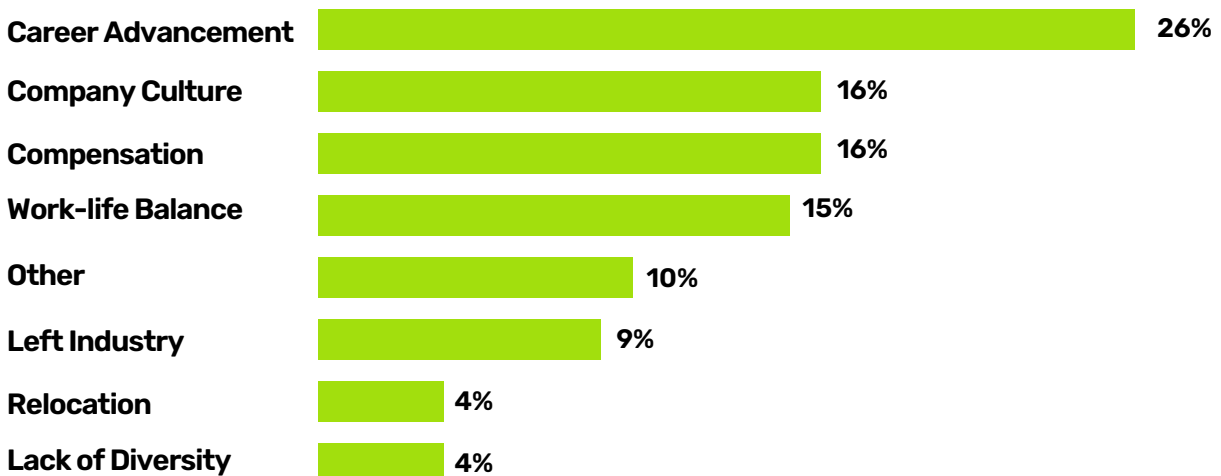
SUMO SAYS

64% of active job seekers report no promotion or pay increase in the last 12 months. In the UK, around 6-7% of employees typically receive a promotion each year. With this in mind, it's clear that many employees are experiencing stagnation, making career advancement a top reason for recent job changes. It's no surprise that career growth remains a high priority for those seeking new opportunities.



Our survey shows a dramatic shift in job mobility: 36% of influencer marketers have changed employers in the past year, compared to just 4% eight to ten years ago. Let's explore why so many are on the move.

Reasons For Changing Employers



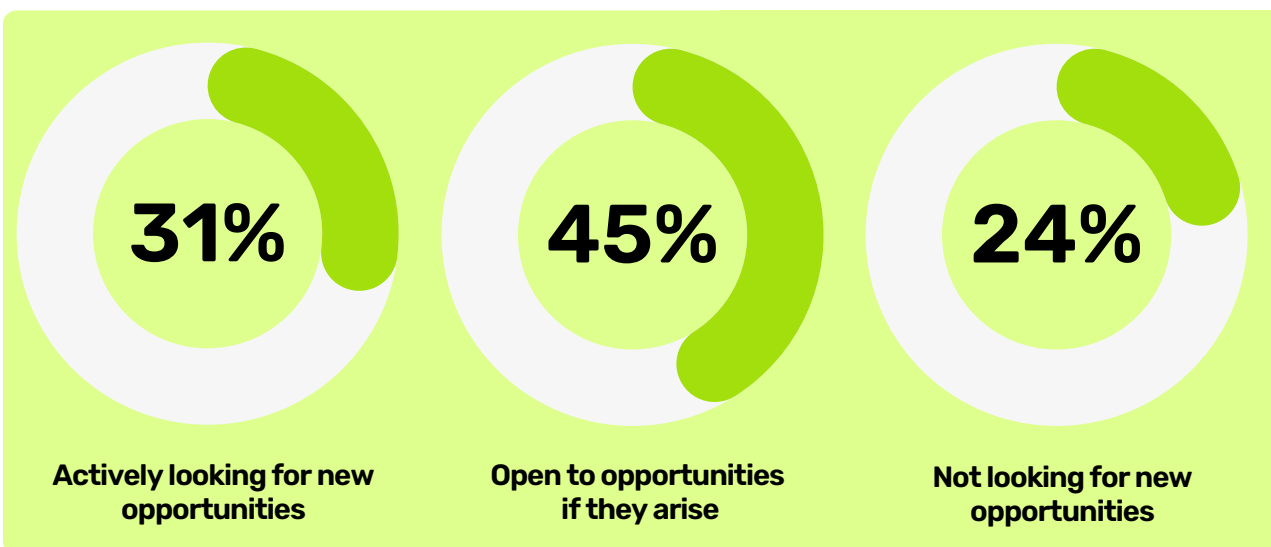
Employee Retention

76% A staggering 76% of influencer marketers are open to considering changing employers.

When we asked influencer marketing professionals about changing employers, the numbers spoke volumes.

Our survey found that 31% are actively job hunting, while another 45% are open to opportunities if they come their way. Combined, this means a massive 76% are considering a move, driven by factors like career growth, improved work-life balance, or higher pay.

Meanwhile, 24% are content where they are, appreciating the stability and support their current roles offer, with no plans to make a switch anytime soon.



Key Factors Professionals Prioritise When Seeking a New Role

For those who mentioned they're seeking a new role, we followed up by asking about their top three priorities in a new job. Here's what came out on top:



Influencer Marketing | Employee Retention

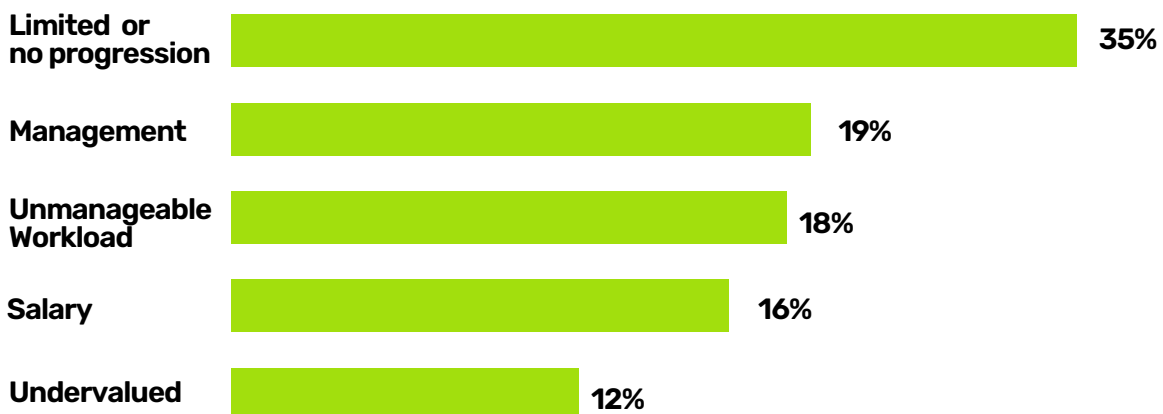
Current Employment

We asked influencer marketing professionals to pick the **one** statement that best reflects their feelings about their current workplace. Here's what they said:

34%	said they are surrounded by a supportive team
21%	said they are provided with continuous opportunities to enhance their skills and experience
18%	said they have the opportunity to progress in their career
14%	said their management is strong and provides leadership and guidance
13%	said their salary accurately reflects their role and responsibilities

What Do You Dislike Most About Your Current Role?

According to our survey, these are the aspects of their job that influencer marketers like the least:



It's clear why employees are bouncing and it's all about the lack of growth. "Limited or no career progression" topped the list, with over 38% of respondents feeling stuck. This lines up perfectly with the 26% who said career advancement is the main reason they're jumping ship.

It's not just about a bigger salary. People want to move up, not stay stagnant. In today's job market, companies will need to step up their career development offerings if they want to retain top talent.

Employee Retention

Have you had a promotion or pay rise in the last 12 months?		
PLATFORM	69%	69% of influencer marketers working at a platform haven't seen a promotion or pay rise in the past 12 months
BRAND	57%	57% of influencer marketers working at brands haven't seen a promotion or pay rise in the past 12 months
AGENCY	50%	50% of influencer marketers working within an agency haven't seen a promotion or pay rise in the past 12 months

The lack of career growth is a widespread issue in influencer marketing. According to our survey, 69% of influencer marketers working at platforms, 57% working at brands, and 50% working within agencies have not received a promotion or pay rise in the past 12 months. This stagnation highlights a concerning trend across the industry, with professionals feeling the pinch when it comes to progression.

Do you feel unfairly remunerated?		
PLATFORM	77%	77% of employees working at a platform feel they're not fairly remunerated for the work they do and the hours they do.
AGENCY	73%	73% of employees working within an agency feel they're not fairly remunerated for the work they do and the hours they do.
BRAND	67%	67% of employees working at brands feel they're not fairly remunerated for the work they do and the hours they do.

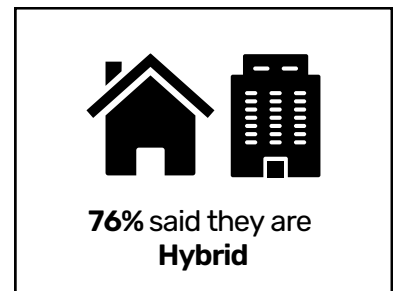
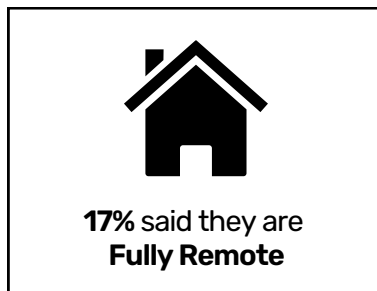
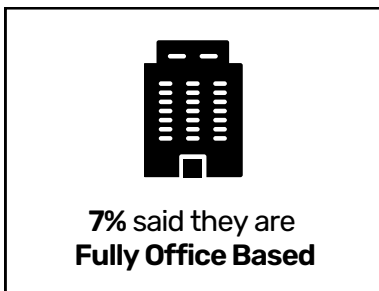
Interestingly, while influencer marketers working at platforms generally earn higher base salaries, a striking 77% of them feel they're not fairly compensated for the work they do and the hours they put in. This raises the question—could the lack of bonuses be contributing to this feeling of underpayment? (page. 15).

Meanwhile, the dissatisfaction extends across the industry: 73% of agency workers and 67% of brand workers also feel they're not fairly remunerated. Despite varying pay scales, it seems many influencer marketers feel their compensation doesn't match the effort they invest.

Working Arrangements

Exploring the shift in working arrangements within the influencer marketing industry

Working Arrangements



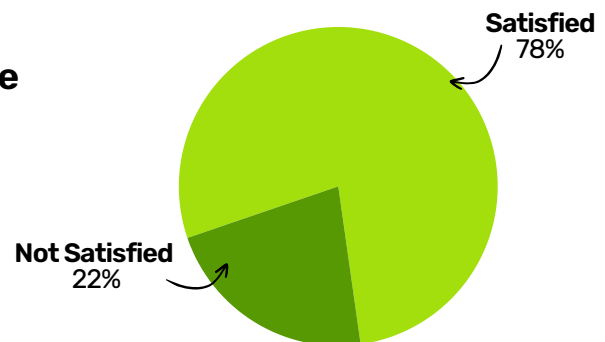
Last year, we explored the rise of remote and hybrid roles post-COVID-19. This year, we're noticing a shift: more companies are asking staff to return to the office full-time. Interestingly, we've also seen a rise in employee satisfaction with their work arrangements, suggesting that more people are happy to work hybrid or even full-time in the office.

Working Arrangement Satisfaction Rate

Are you satisfied with your current working arrangement?

● 78% said **Yes**

● 22% said **No**



Employees expressing dissatisfaction with their current work arrangements highlighted a clear desire for greater flexibility.

Their frustrations include unfulfilled promises of hybrid or remote work, unexpected shifts to more in-office time, and rigid schedules that fail to consider personal challenges such as long commutes, financial pressures, or family obligations.

Many also criticized office environments for being unproductive or lacking an engaging culture, while others raised concerns about inadequate resources and unclear company policies. These issues underline the need for employers to rethink their approach to work arrangements and employee well-being.

Return-To-Office Mandates

In 2025, we're seeing more companies implementing return-to-office mandates. As businesses focus on rebuilding in-office culture and collaboration, this movement marks a significant change in workplace dynamics post-pandemic.

Global Companies Implementing 5-Day Office-Return Policies:

- JPMorgan Chase
- Goldman Sachs
- Amazon
- Morgan Stanley
- Tesla
- THG
- Barclays
- AT&T



32% of influencer marketers revealed that their office isn't dog-friendly. With 36% of UK households owning at least one dog, could introducing more pet-friendly policies be the key to encouraging professionals to return to the office more regularly?

Benefits

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

Benefits

Benefits Currently Received

RANK	BENEFIT	%
1	LAPTOP, MOBILE OR TABLET	96%
2	ENHANCED PENSION	68%
3	PRIVATE HEALTHCARE	43%
4	TRAINING (PAID COURSES)	39%
5	ENHANCED MATERNITY / PATERNITY	37%
6	EMPLOYEE ASSISTANCE PROGRAMME (EAP)	36%
7	TEAM AWAY DAYS	34%
8	CYCLE TO WORK SCHEME	32%
9	LIFE INSURANCE	15%
10	BANK HOLIDAY SWAP	8%
11	GYM MEMBERSHIP	7%
12	PRIVATE MEMBERSHIP ACCESS	2%
13	CHILDCARE ASSISTANCE	1%

Our survey pulled back the curtain on the benefits Influencer Marketing professionals are actually getting at work.

Top benefits included laptops, mobile devices, enhanced pensions, and private healthcare.

On the flip side, perks like childcare assistance, private membership access, and gym memberships were much harder to come by.

In fact, 5% of respondents said they weren't getting any of these benefits at all.

We then asked employees to choose their top three benefits, and private healthcare, flexible working and enhanced pension took the top spots. Meanwhile, the cycle-to-work scheme came last, with just 1% seeing value in discounted bikes and gear.

Top Valued Benefits

1	PRIVATE HEALTHCARE	21%
2	FLEXIBLE WORKING	15%
3	ENHANCED PENSION	12%

Least Valued Benefits

10	CHILDCARE ASSISTANCE	2%
11	BANK HOLIDAY SWAP	2%
12	CYCLE TO WORK SCHEME	1%

Could this change?

One year after our census, the data remains clear: 80% of influencer marketing professionals are under the age of 34.



Interestingly, new figures from the Office for National Statistics (ONS) indicate that the average age of mothers giving birth in England and Wales is now 31.1 years. As this workforce matures, childcare assistance is likely to become a more significant benefit, aligning with the evolving needs of professionals in this age range.

Benefits

What Influencer Marketers Get vs. What They Actually Want

Influencer marketers aren't getting the perks they actually want. There's a major disconnect between what companies offer and what employees care about. In fact, **52%** say they're not happy with the benefits they're currently getting.

Here's where things don't add up:



Private Healthcare

The #1 most valued benefit (21%), yet only 43% of employees actually get it. If companies want to keep talent happy, this is a no-brainer.



Gym Membership

Only 7% receive a gym membership, but it ranks higher in value, showing a gap in wellness-related benefits.



Cycle-to-Work Scheme

32% of employees receive this benefit, but only 1% see it as a priority, highlighting a significant mismatch between employer offerings and employee needs.



Training (Paid Courses)

39% of employees currently receive paid training, but only 7% prioritise it, suggesting that employees value other career development options over courses.

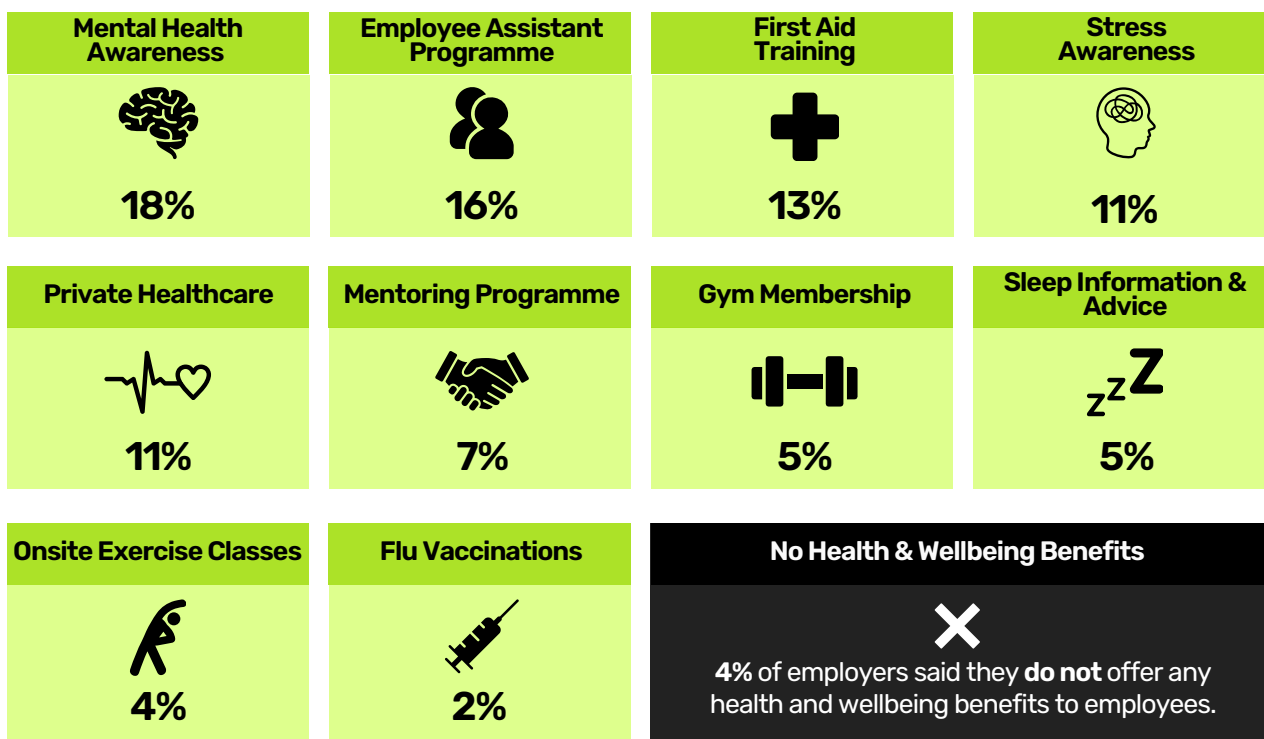
Should employers rethink their benefits strategy to better align with what employees actually want? Increasing access to private healthcare and flexible working could significantly improve satisfaction, while expanding wellness perks like gym memberships would better match employee preferences.

Meanwhile, traditional benefits like cycle-to-work schemes and paid courses may not be as valued as companies assume. A more tailored approach to perks could make a real difference in attracting and retaining top talent.

Health & Wellbeing

A workplace health and wellbeing program is all about boosting employees' physical, mental, and emotional health. It's a win-win: employees get better health, less stress, and more productivity, while employers see higher morale and stronger talent retention.

We asked employers what benefits they're offering as part of their health and wellbeing programs, and the top answers were mental health awareness, Employee Assistance Programs, and first aid training.



The Cost of Not Prioritising Employee Well-Being

Lost Productivity & Economic Impact:

Mental health-related absences cost UK businesses around £45 billion annually, with £7 billion lost to absenteeism and a staggering £27 billion due to "presenteeism" - when employees show up but can't perform at their best.

Retention Struggles:

Work-life balance and mental health support are now top priorities for UK employees. Companies that fail to invest in well-being initiatives see higher turnover rates, making it harder to keep top talent.

Workplace Stress & Burnout:

Heavy workloads and inflexible work arrangements are fuelling stress in UK workplaces. With hybrid working on the rise, businesses need to step up their mental health support to keep employees engaged and productive.

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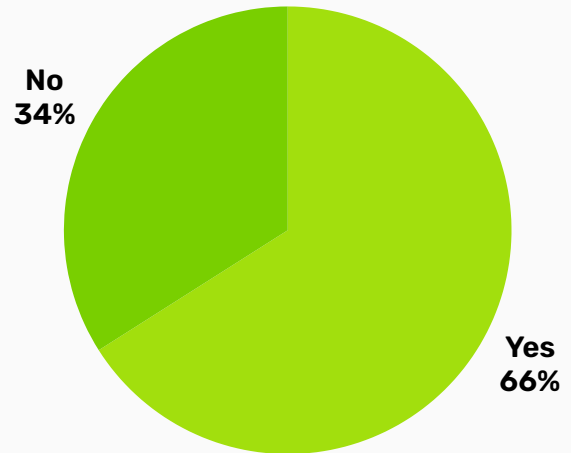
Maternity & Paternity

Enhanced maternity and paternity pay goes beyond the legal minimum, offering greater financial security for new parents.

Some employers provide this benefit to better support their teams during maternity, paternity, or adoption leave.

66% of the employers we surveyed offer enhanced maternity and paternity pay, providing additional financial support beyond statutory requirements.

Do you provide enhanced maternity or paternity pay for your employees?



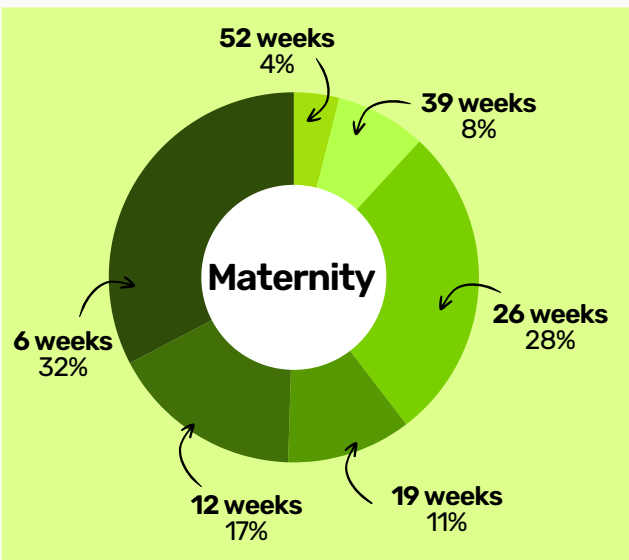
Enhanced maternity and paternity pay isn't one-size-fits-all. Some employers offer full pay for a set period, while others provide a percentage of the usual salary.

While some extend this benefit to both parents, others limit it to maternity leave. Either way, it can be a game-changer for employees during this pivotal stage of life.

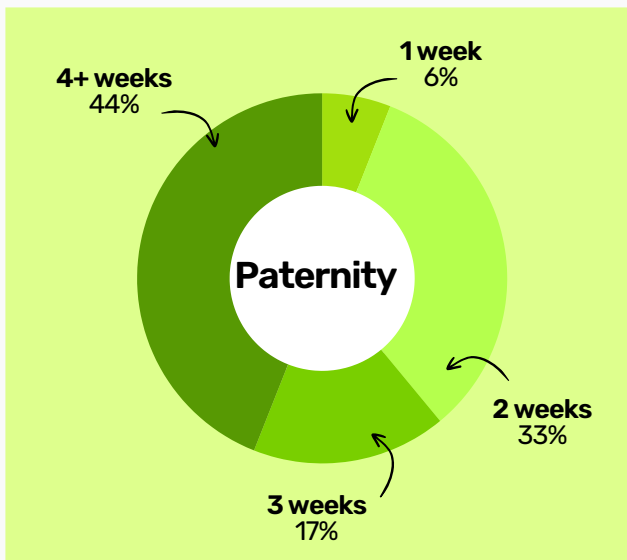
Did You Know?

- As of 2024, paternity leave can be split into separate weeks or taken consecutively anytime in the first 52 weeks after the child's birth or adoption, with a 28-day notice period required.
- Only 5% of eligible fathers in the UK take Shared Parental Leave (SPL), however companies offering enhanced leave see significantly higher uptake.

Maternity Leave at 90% - 100% of Salary

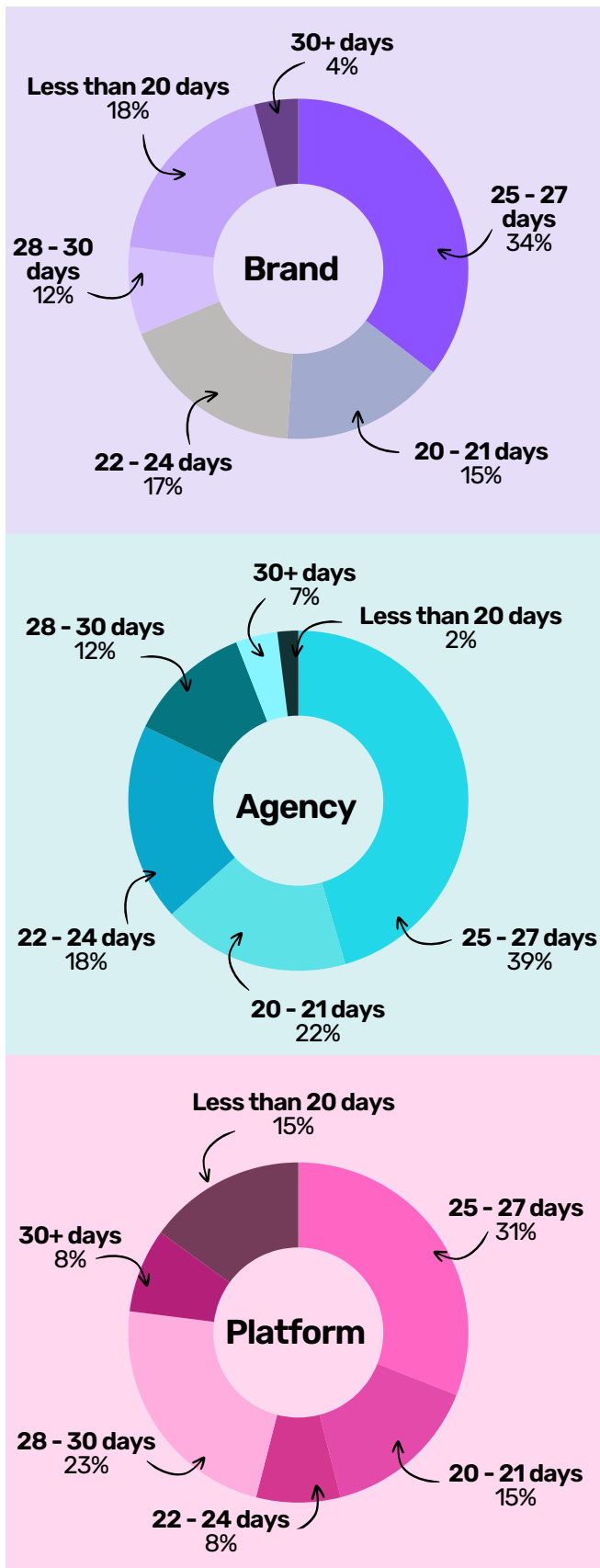


Paternity Leave at 90% - 100% of Salary



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Annual Leave



Statutory Minimum

In the UK, full-time workers are legally entitled to 5.6 weeks (28 days) of annual leave, bank holidays included. But most employers go beyond the bare minimum, using extra time off as a perk to stay competitive and keep top talent on board.

17% of professionals in influencer marketing receive only the UK statutory minimum of 20 to 21 days of annual leave.

How Agencies, Brands, and Platforms Compare

Annual leave across brands, agencies, and platforms varies significantly.

Agencies are at the forefront, with 39% offering 25–27 days and 7% providing over 30 days.

Platforms show a broader range, with 31% offering 25–27 days, but 15% receiving less than 20 days.

Brands are positioned in the middle, with 34% offering 25–27 days and 15% getting 20–21.

These discrepancies suggest that agencies may place a higher priority on time off, potentially as a strategy to attract and retain talent in the competitive creative sector.

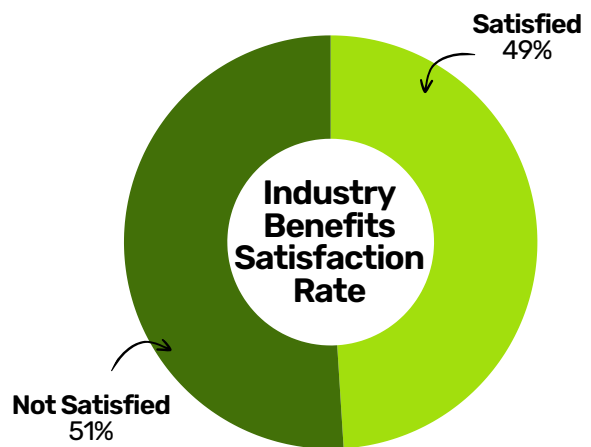
Overall, the industry norm for holiday entitlement appears to be 25–27 days, with 34% of brand employees, 39% of agency staff, and 31% of platform professionals receiving this allocation, indicating a move toward more generous leave policies beyond the statutory minimum.

Benefit Satisfaction

Almost half (49%) of respondents are satisfied with the benefits they receive from their employers.

This indicates that while a good portion of the industry feels their benefits meet expectations, there's still room for improvement to ensure that more professionals feel fully supported.

Benefits that keep talent happy and engaged can be a key factor in retaining top-tier influencer marketers, making it essential for employers to stay competitive in what they offer.



BRAND	AGENCY	PLATFORM
Satisfaction Rate ▶ 37% satisfied ▶ 63% unsatisfied	Satisfaction Rate ▶ 54% satisfied ▶ 46% unsatisfied	Satisfaction Rate ▶ 46% satisfied ▶ 54% unsatisfied

BENEFIT SNAPSHOT

- ▶ 40% of employees who are unhappy with their current benefits are also actively seeking new job opportunities. Coincidence?
- ▶ 56% of those in the 25 - 34 age bracket are dissatisfied with their current benefits.
- ▶ 52% of fully remote employees are dissatisfied with their current benefits.
- ▶ 65% of people who feel fairly compensated in their salary also feel satisfied with their benefits.

The majority of influencer marketers fall within the 25-34 age bracket, making up 66% of the workforce in this space. However, despite their numbers, 56% of individuals in this age group report dissatisfaction with their current benefits.

This dissatisfaction isn't isolated. 40% of employees who aren't happy with their benefits are actively seeking new opportunities. It seems there may be a direct link between benefits dissatisfaction and job search behaviour.

Additionally, 52% of fully remote employees also express dissatisfaction with their benefits, further highlighting the need for companies to reassess their offerings.

On a more positive note, 65% of those who feel fairly compensated for their salary also report being satisfied with their benefits, underscoring the importance of aligning both compensation and benefits to maintain employee satisfaction.



SUMO

