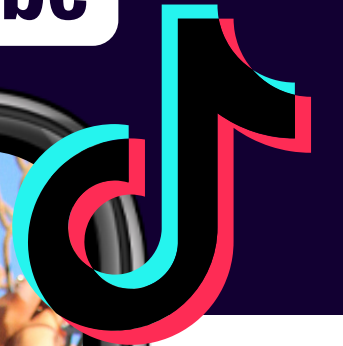




You
Tube

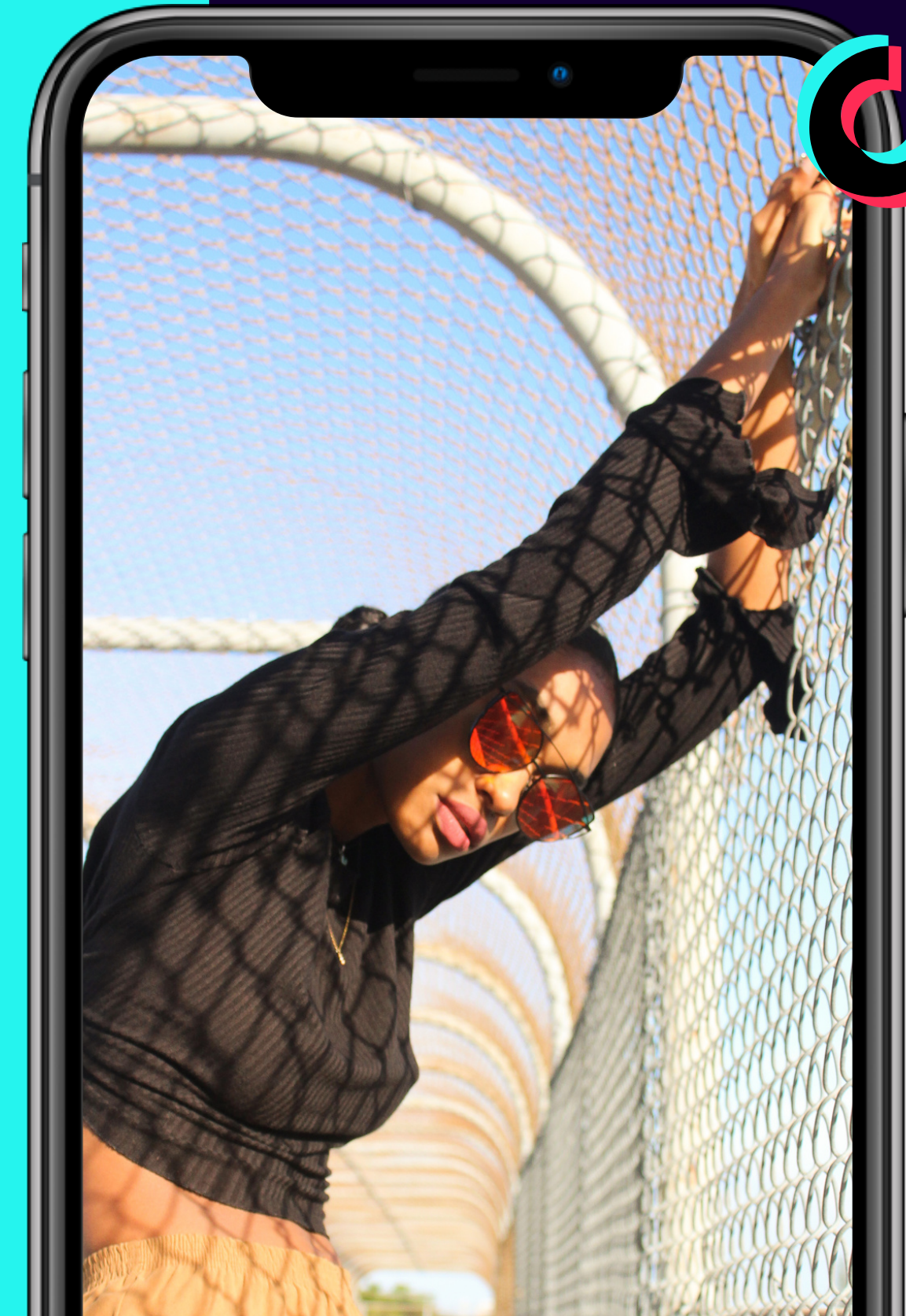


NOVEMBER 2020

Social Media Benchmarks to Refine Your Marketing Strategy



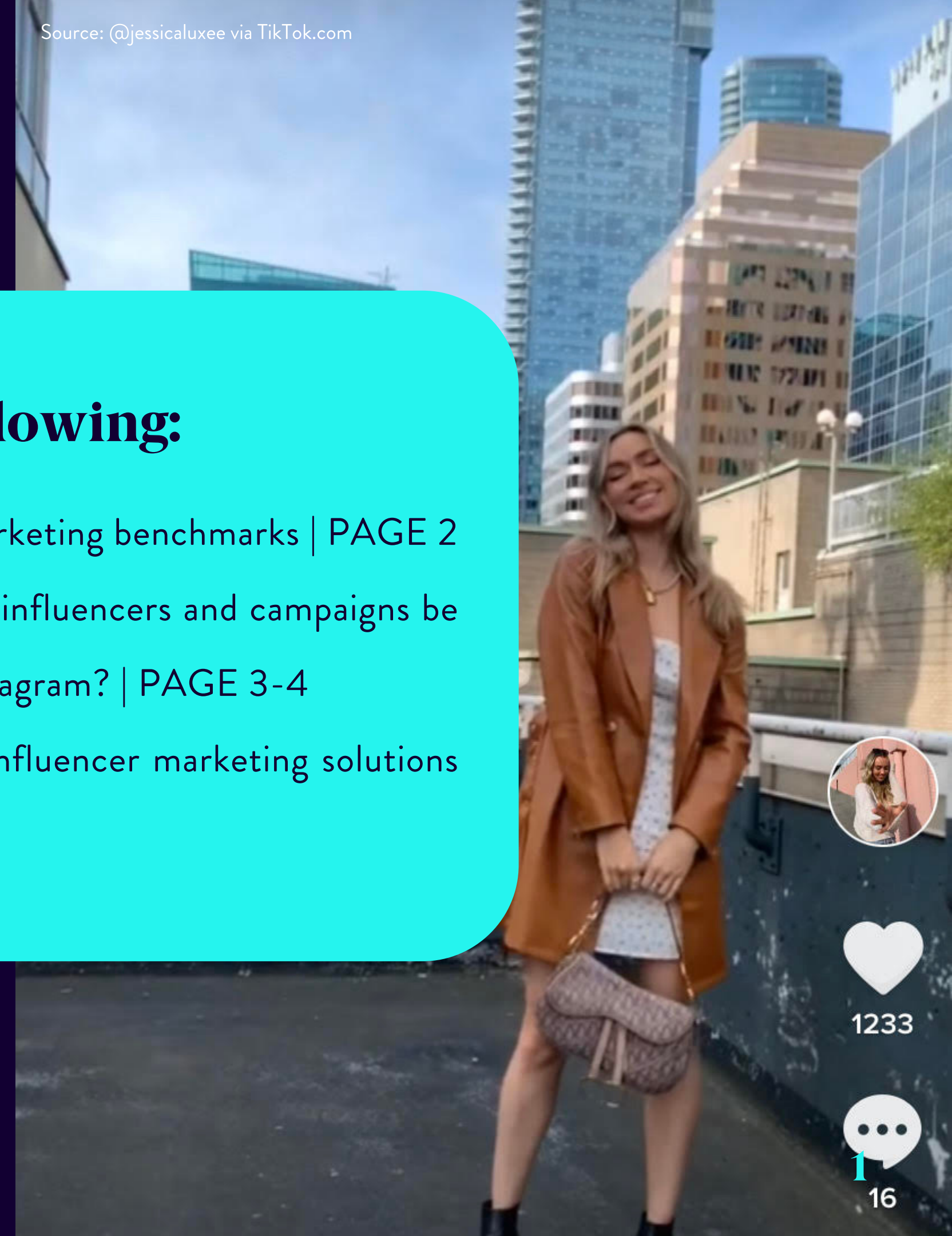
The insights you need to benchmark
your cross-platform influencer
marketing performance.



Contents

This insight covers the following:

- Why you need accurate influencer marketing benchmarks | PAGE 2
- What Engagement Rates should your influencers and campaigns be achieving on TikTok, YouTube and Instagram? | PAGE 3-4
- How can Wearisma's cross platform influencer marketing solutions help you? | PAGE 5-6





**Why you need
accurate
influencer
marketing
benchmarks**



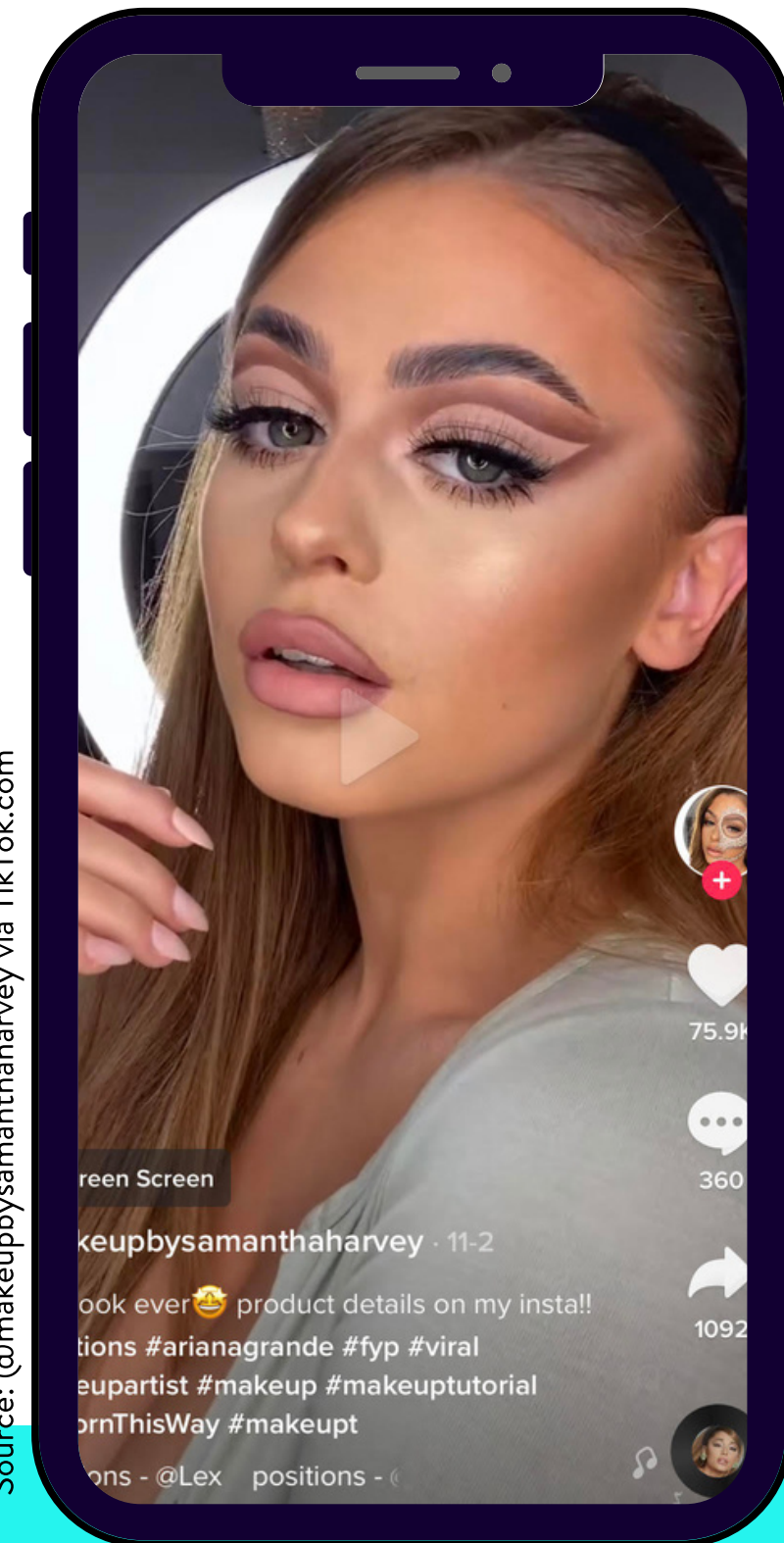
Why you need accurate influencer marketing benchmarks

As new social media platforms add to the our evolving digital landscape, how can you tell if your influencer campaigns are well...good?

Wearisma's benchmarks have made it that much easier for you to accurately measure the effectiveness of your cross-platform influencer marketing activities.

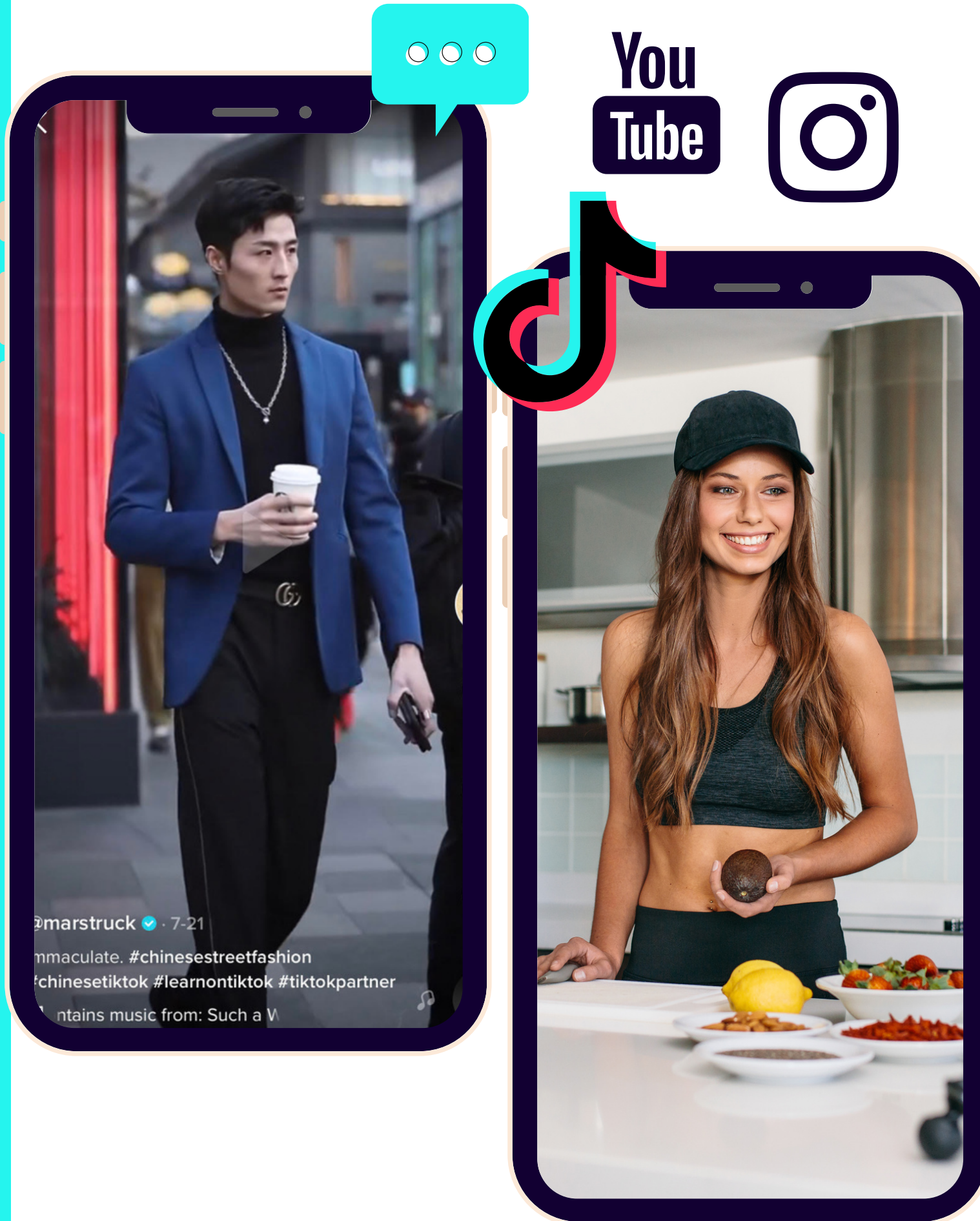
Discover what Engagement Rates you should be achieving on TikTok, Instagram and YouTube to help you benchmark your performance and identify areas for improvement.

Source: @makeupbysamanthaharvey via TikTok.com

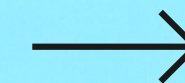




Source: @marstruck via TikTok.com



**What
Engagement
Rates should
your influencers
and campaigns
be achieving?**



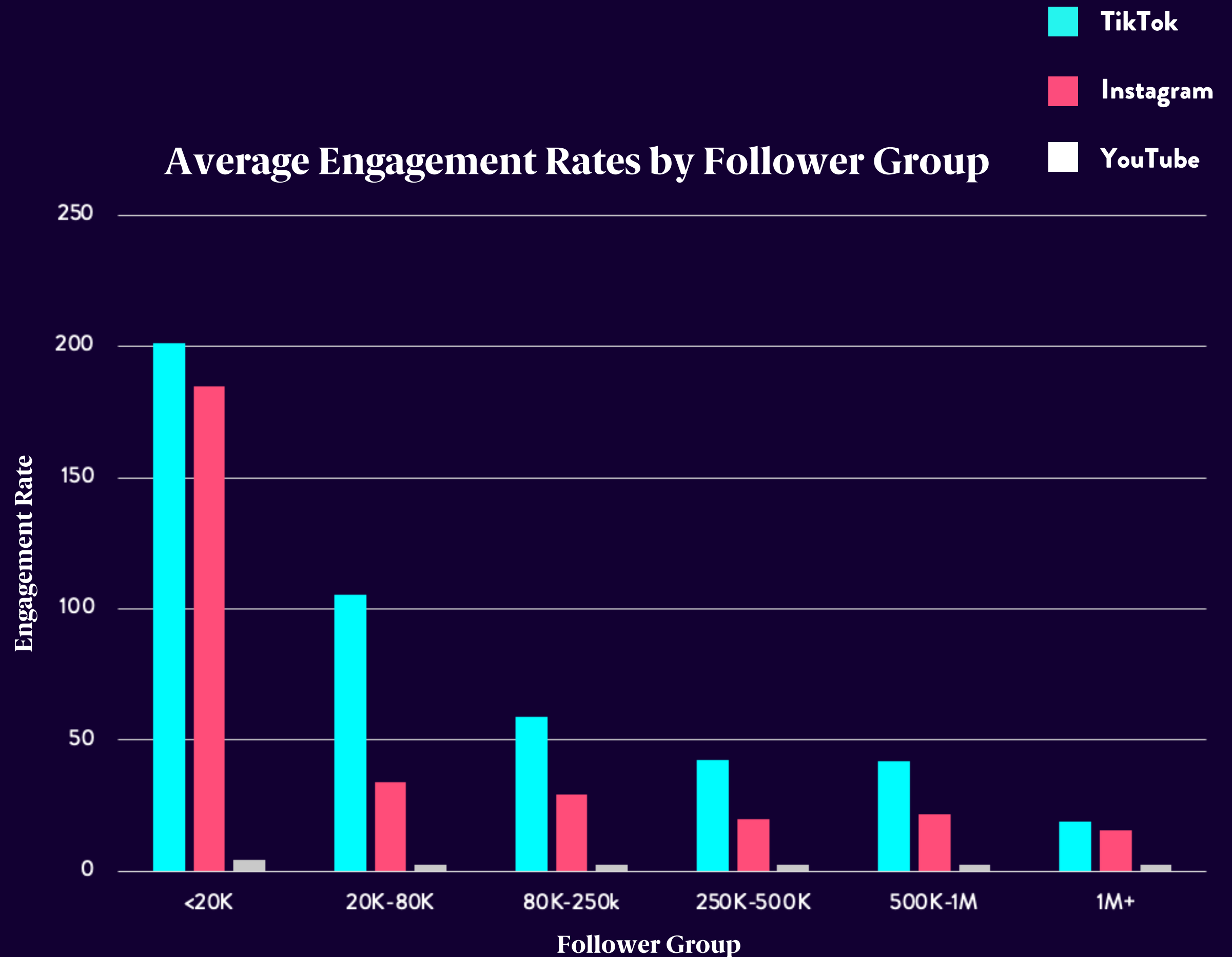
What Engagement Rates should your influencers & campaigns be achieving?

On average, micro-influencers (with <20K followers) achieve a **9% higher Engagement Rate on TikTok compared to YouTube.**

Similarly, Instagram micro-influencers are drastically outperformed by TikTok micro-influencers whose Engagement rate is a **whopping 4000% higher.**

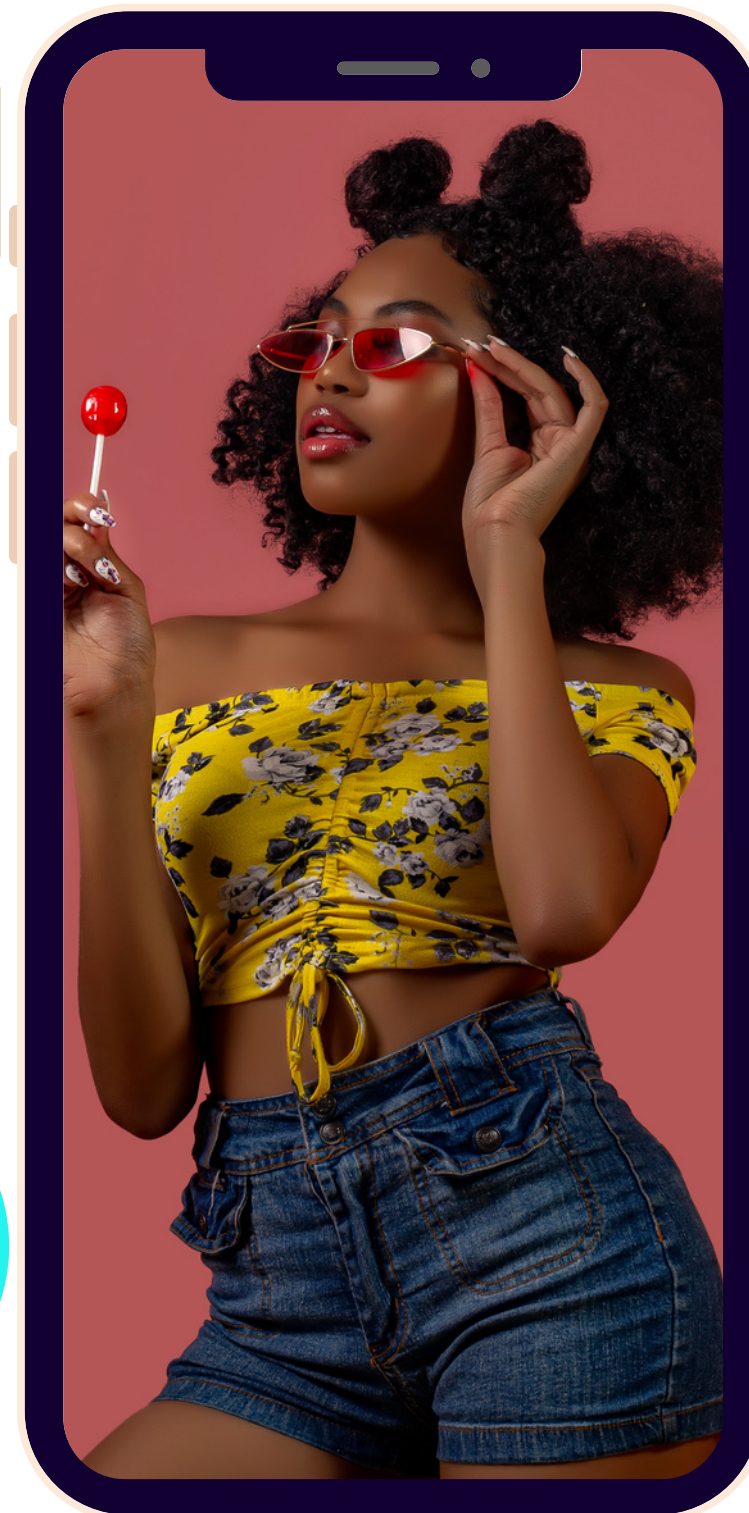
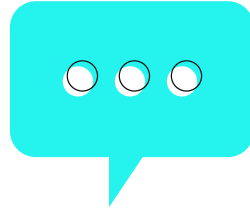
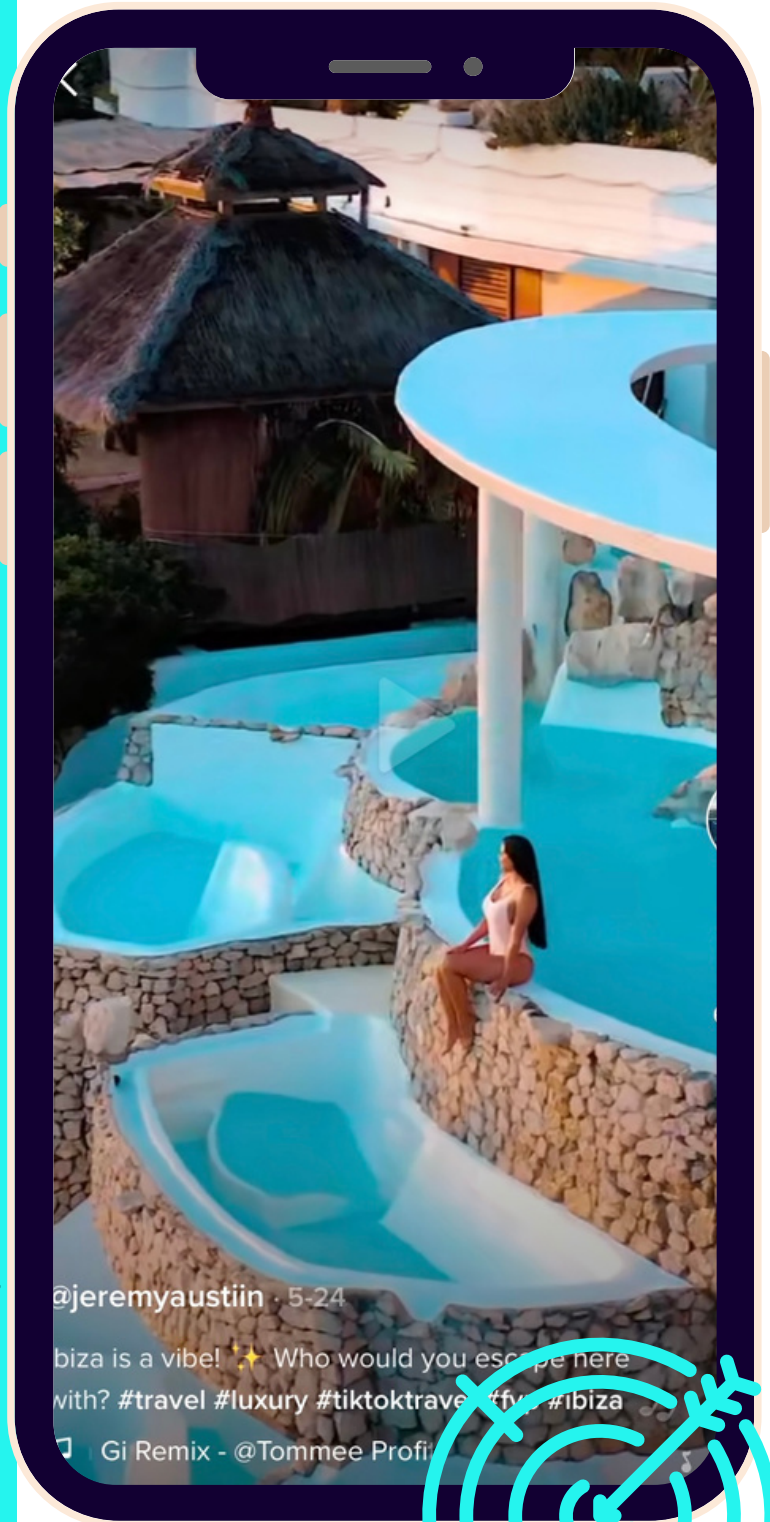
The same pattern exists for TikTok mega-influencers (with 1M+ followers) whose average engagement rates are **19% and 600% higher than Youtube and Instagram respectively.**

Wearisma's Cross- Platform Benchmarks for TikTok, YouTube and Instagram.





Source: @jeremyaustiin via TikTok.com



**How can
Wearisma's cross
platform
influencer
marketing
solutions
help you?**

These are just some of the insights that you can access with Wearisma's powerful influencer marketing software.

Set up a [free 10-minute consultation](#) with our research team today to see how our insights can help you make intelligent decisions.



Jenny Tsai



Wearisma Founder and CEO

“

A strong TikTok strategy is not a nice to have, it's a necessity. Our cross-platform benchmarks reveal how being slow to adopt this platform could push your brand into irrelevance.

At Wearisma we don't deal with fluffy metrics. Use our solutions to discover the key insights necessary to develop a winning TikTok strategy.

”

About Wearisma

Wearisma was one of the first influencer marketing platforms. Since our inception in 2015, we have been powering global brands like Gucci, H&M and NARS Cosmetics with user-friendly software, actionable insights, and intelligent reporting.

Our solutions allow professionals from brands and agencies to design the best influencer strategies to captivate online audiences.



Thank you

Set up a free [10-minute consultation](#) with our research team today to see how our insights can help you make intelligent decisions.