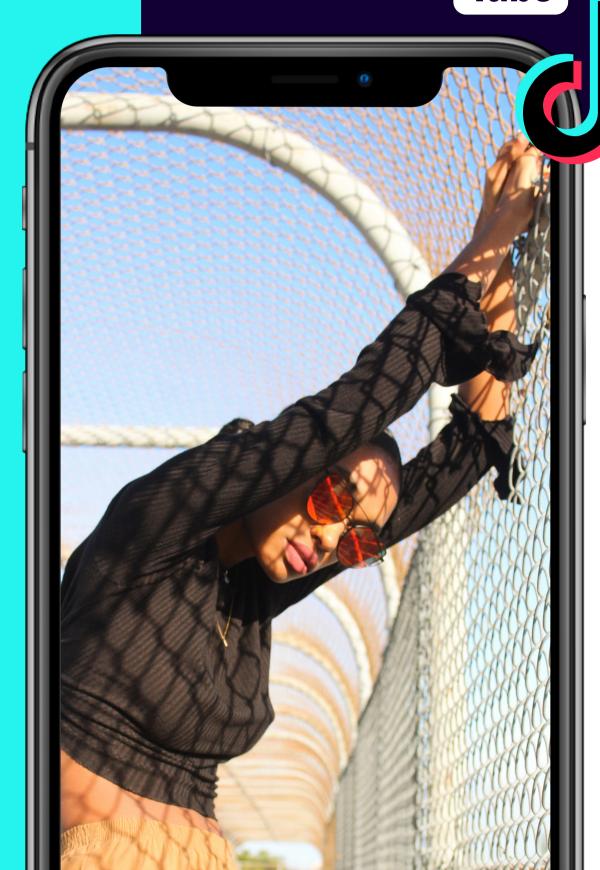
You Tube

NOVEMBER 2020

Social Media Benchmarks to Refine Your Marketing Strategy



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





This insight covers the following:

• Why you need accurate influencer marketing benchmarks | PAGE 2

Source: @jessicaluxee via TikTok.com

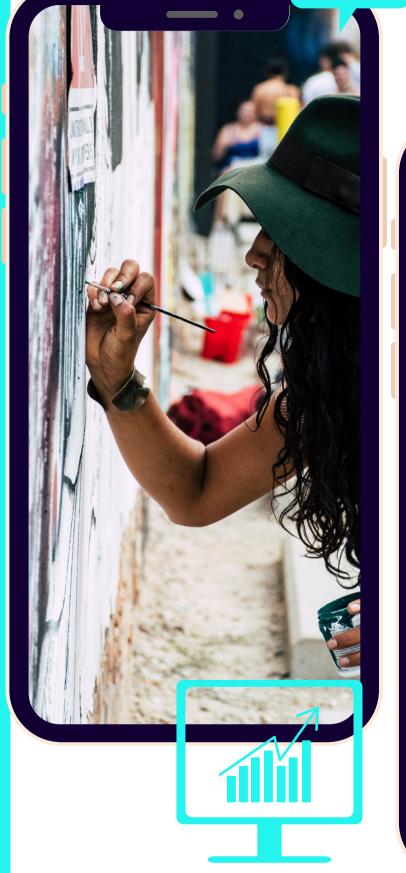
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Why you need accurate influencer marketing benchmarks



Why you need accurate influencer marketing benchmarks

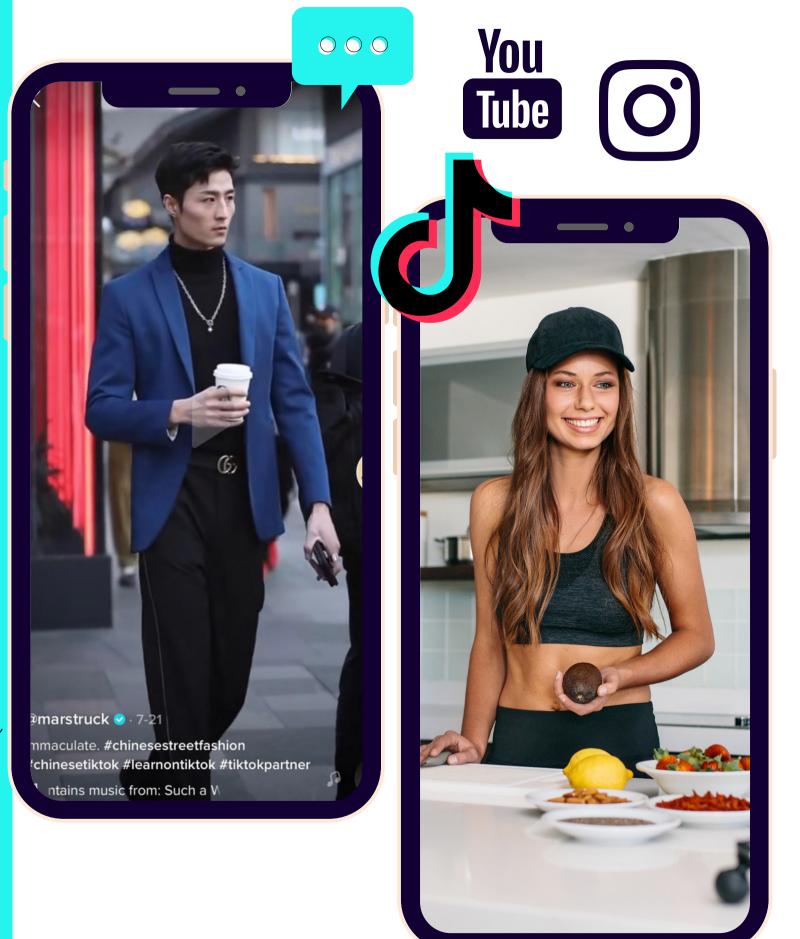
As new social media platforms add to the our evolving digital landscape, how can you tell if your influencer campaigns are well...good?

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.







What Engagement Rates should your influencers and campaigns be achieving?

ource: @marstruck via TikTok.com



What Engagement Rates should your influencers & campaigns be achieving?

On average, microinfluencers
(with <20K followers)
achieve a

9% higher Engagement

Rate on TikTok compared to YouTube.

Similarly, Instagram microinfluencers are drastically outperformed by TikTok micro-influencers whose Engagement rate is a whopping 4000% higher. The same pattern
exists for TikTok megainfluencers (with 1M+
followers) whose
average engagement
rates are 19% and 600%
higher than Youtube and
Instagram respectively.

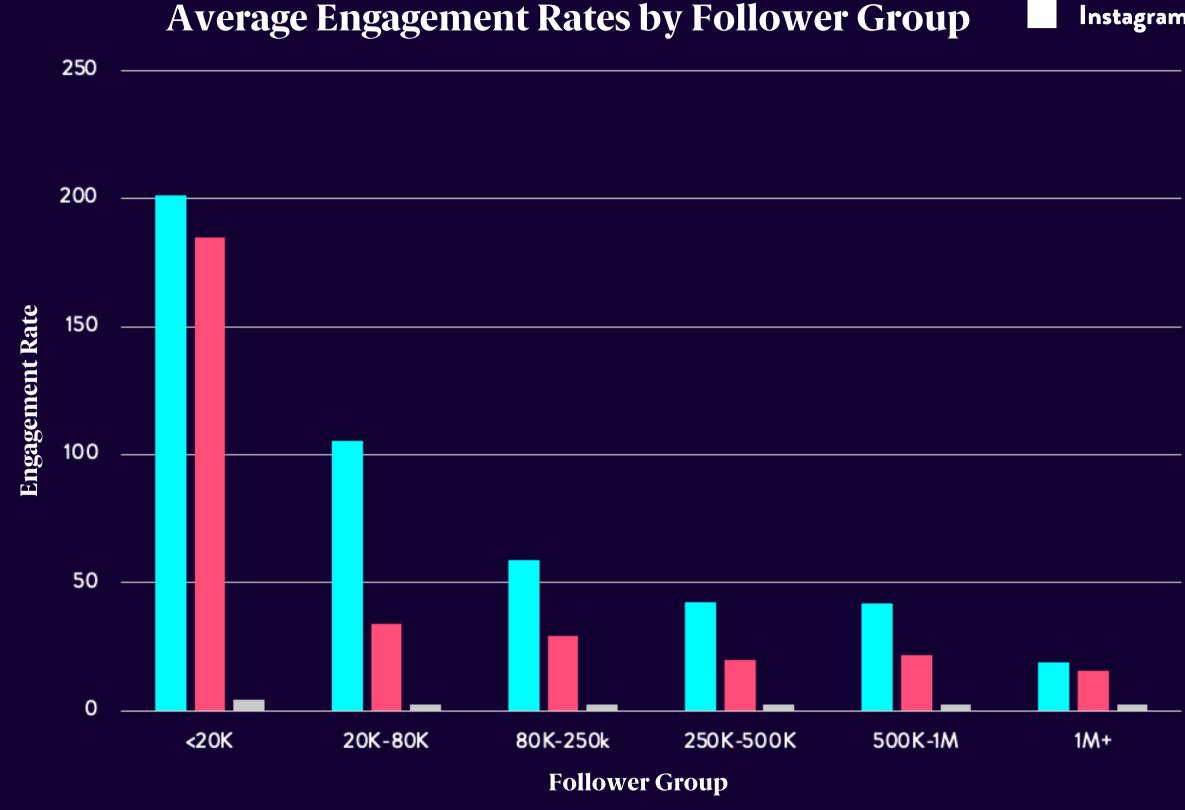


TikTok

YouTube

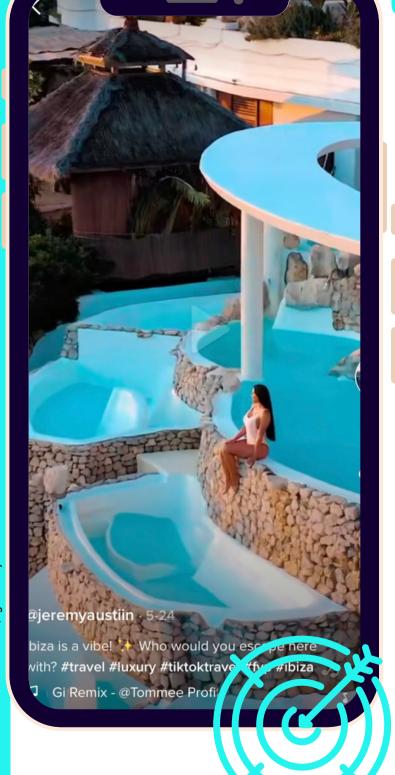
Instagram

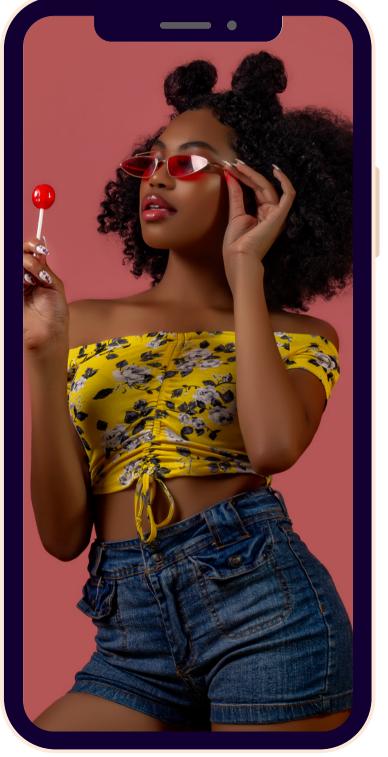
Wearisma's Cross-Platform Benchmarks for TikTok, YouTube and Instagram.











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

rce: @jeremyaustiin via TikTok.com

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

Set up a <u>free 10-minute</u> consultation with our research team today to see how our insights can help you make intelligent decisions.



A strong TikTok strategy is not a nice to have, it's a necessity. Our crossplatform 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.



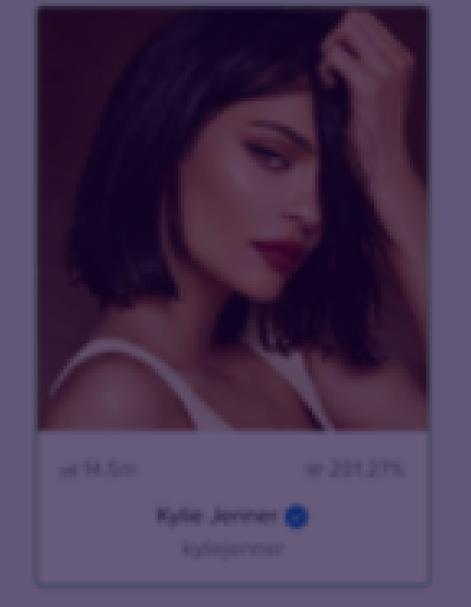
Jenny Tsai

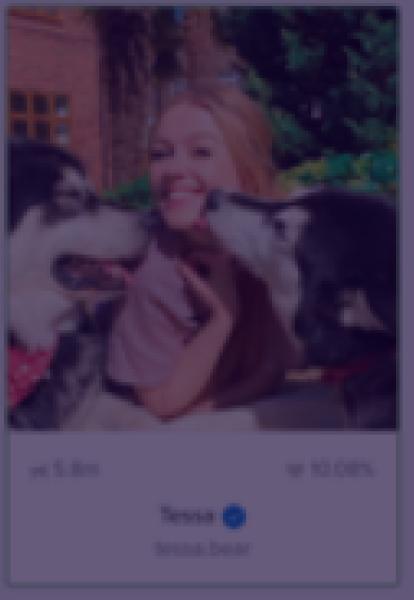


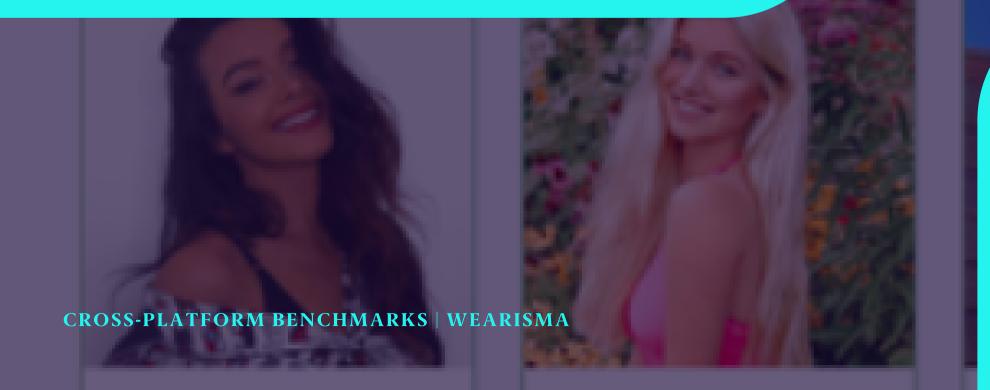


About Wearisma

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.