

MONUMENTAL

# THE CREATOR BOOM IN 2024.

BY JAMIE LOVE & ALICIA VAN DER MEER

2024 is set to revolutionise the game of  
influencer marketing.

Monumental's mission is to lead a diverse marketing revolution  
through the empowerment of underrepresented communities.

[MonumentalMarketing.co.uk](https://MonumentalMarketing.co.uk)

Step into the creator's realm, where 2024 is set to revolutionise the game of influencer marketing.

As businesses navigate global challenges, the influencer landscape emerges as a powerhouse of innovation, reshaping survival tactics in real-time.

Influencers aren't just riding waves – they're sculpting them. To remain indispensable, they're surfing the currents of emerging trends. Meanwhile, brands must swiftly pivot to stay ahead in the digital race.

The industry's anticipated leap from \$21.1 billion in 2023 to an impressive \$69.92 billion by 2029 signifies a seismic shift in marketing dynamics.

This report is a roadmap through the influencer marketing trends of 2023, and how it will shape 2024. From cutting-edge platforms to inventive content strategies, we unravel the keys to sustained success in a world where influence is currency and connection reigns supreme.

**In 2024, creator marketing won't just grow– it will dominate.**

## AUTHORS



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# WHY INFLUENCER MARKETING? AND WHY NOW?

In the ever-evolving landscape of digital marketing, **influencer marketing has emerged as a powerhouse channel**, driving unparalleled brand engagement and consumer trust.

As we navigate the dynamic currents of the digital age, the time is now to delve into the realm of influencer marketing.

**“A Brand Is No Longer What We Tell The Consumer It Is. It Is What Consumers Tell Each Other It Is.” -Scott Cook**

**\$22B+**

IS THE TOTAL WORTH OF  
INFLUENCER MARKETING  
INDUSTRY IN 2023

**75%**

OF MARKETERS ARE  
INVESTING  
IN INFLUENCERS

**80%**

OF CONSUMERS PURCHASED  
PRODUCTS IN DIRECT RESPONSE  
TO SOCIAL CONTENT.

**15%**

OF PRODUCT DISCOVERIES  
ARE HAPPENING  
ON TIKTOK

**95%**

OF THOSE USING INFLUENCER MARKETING  
REPORT THAT IT HAS HELPED THEM ACHIEVE  
AT LEAST ONE OF THEIR MARKETING GOALS.

# CREATORS VS INFLUENCERS

To set the stage for this report, it's important that we define the terms 'creator' and 'influencer'.

It's still notable to mention that these definitions aren't mutually exclusive, and many individuals may identify as both content creators and influencers based on their activities and goals in the digital space.

The terms are fluid, and individuals may prioritise different aspects of content creation and influence depending on their unique approach and the evolving landscape of online engagement.

Criteria	Creator	Influencer
<b>Focus</b>	Primarily emphasises the creation of various forms of content driven by personal passion, interests, or artistic expression.	Primarily focuses on leveraging online presence to influence the opinions, behaviours, or purchasing decisions of a specific audience.
<b>Motivation</b>	Motivated by the desire for self-expression, creativity, and sharing content that resonates with a specific audience.	Motivated by building a following and collaborating with brands for promotional purposes, often as a source of income.
<b>Content variety</b>	Creates diverse content that may include writing, photography, videography, or other mediums, often without the exclusive goal of brand collaborations.	Content may be strategically geared towards brand partnerships and promoting products, with a goal of influencing audience behaviour mainly through visuals.
<b>Audience relations</b>	Forms a personal and authentic connection with the audience, with a focus on content-driven engagement.	While forming authentic connections, content may include strategic promotional elements to achieve specific influence objectives.
<b>Monetisation</b>	May monetise through multiple channels, including ad revenue, sponsorships, and the sale of products/services.	Primarily monetises through brand partnerships, sponsored content, and collaborations.

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# WHAT WE'VE SEEN IN 2023.

## NICHES GOT NICHE-ER

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The age-old advice for budding influencers to "find your niche" has taken on new importance in a saturated market. Faced with heightened competition, influencers in 2023 have been compelled to infuse creativity into their content to distinguish themselves. The outcome? Niche audiences have become even more specialised.

From sustainable fashion to latte art to mid-sized fashion even to pool cleaning, the range of niches are expanding. For brands, this trend spells good news, as a more specialised niche aligns seamlessly with the brand, fostering authentic and well-matched partnerships.

We also believe delving into more specific niches will further refine and target audiences. For instance, a fashion influencer might attract a more varied audience compared to a personal finance creator focusing on single mothers. "Our research shows that real life influencers who are passionate about what they are recommending have significantly more buying conversations, and consumers are more likely to act on their recommendations." — Brad Fay



## MICRO & NANO INFLUENCERS TOOK OFF

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In 2023, Nano and Micro influencers have shown to have the most committed communities, providing brands with access to genuine product recommendations.

Exploring the micro and nano influencer landscape gives brands unique access to intimate communities. These creators cultivate spaces where shared interests thrive, fostering authentic dialogue. It redefines the essence of being an influencer, focusing on resonance within micro-communities rather than reach. This evolution challenges traditional marketing, democratising the space and reshaping the influencer archetype.

From our experience, brands aiming to connect with compact, hyper-niche audiences, collaborating with multiple nano and micro influencers, has proven to be an impactful.

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### References:

1. [Marketing Dive](#)

## LESS FILTERS & CURATION

Embracing the wave of perfectly imperfect content is the latest trend sweeping through social media, gaining traction in the realm of influencer marketing. Creators are steering away from the meticulously curated feed aesthetic, opting for a more authentic approach by sharing unfiltered, in-the-moment content.

How did 'Casual Curation' start? The casual aesthetic, sparked by the COVID lockdown in 2020, has persisted on social media. Two years later, this trend endures, seen in the rise of photo dumps featuring raw, spontaneous moments. Celebrities and brands have embraced the casual aesthetic to blend authentically into followers' feeds, offering a genuine touch to influencing partnerships.

The key takeaway? **In 2023, users increasingly seek authenticity, making the casual aesthetic a valuable asset in social media content. Imperfection is the new charm.**



### Reasons US Social Media Buyers Made Their Most Recent Purchase on Social Media, June 2022

% of respondents



## THE RISE OF UGC CREATORS

Forbes reveals that 86% of companies leverage user-generated content (UGC) in their marketing. Why? UGC has been seen as more trustworthy than branded ads, boosts product credibility and enhances content feeds as ads only convince 30% of users to buy on social platforms. This trend, favoured by influencers for its flexibility, is predicted to rival traditional partnerships in driving sales and traffic even more in 2024.

#### References:

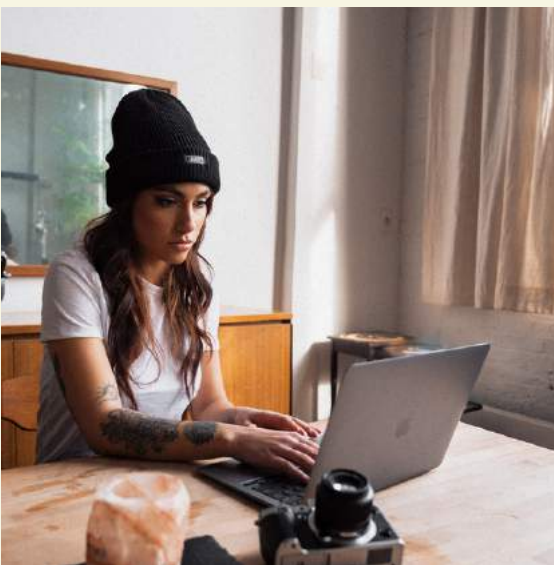
1. [Online Optimism](#)
2. [Forbes](#)

# EXPECTED TRENDS IN 2024.

## CREATOR SPEND BY BRANDS WILL RISE.

In the midst of escalating enthusiasm for influencer marketing, projections indicate a collective investment of over **\$7.14 billion by marketers in 2024.**

To navigate capitalise on emerging trends in 2024, partnering with a seasoned marketing agency like **Monumental** can be a game-changer for your brand. Monumental specialises in leveraging the latest industry trends and employs innovative strategies to ensure your brand stays at the forefront of the influencer marketing sphere.



**US Influencer Marketing Spending, 2019-2024**  
billions and % change



Key trends for 2024 include the **diversification of influencer content across emerging platforms like short-form videos and virtual reality.**

Authenticity and transparency will gain prominence, emphasising genuine connections between influencers and brands. The rise of micro and nano-influencers, with their niche audiences, is reshaping the influencer landscape.

Moreover, a strategic focus on measurement and analytics will be crucial, moving beyond vanity metrics to assess the real impact of influencer campaigns. This proactive and adaptable approach will position marketers to navigate the dynamic influencer marketing landscape effectively, ensuring optimal returns on investment and sustained brand growth.

### References:

- [Insider Intelligence](#)



## INCREASED INVESTMENT IN TIKTOK BY MARKETERS

In the era of TikTok dominance and the paradigm shift towards social media as the primary search platform, **Monumental offers tailored solutions to help brands harness the power UGC on TikTok.** As the social landscape evolves, our agency is at the forefront, assisting marketers in adapting to these changes and strategically utilising TikTok to engage the new social-savvy consumer.

TikTok has firmly established itself with over 1 billion users globally, a milestone surpassed only by Facebook, YouTube, WhatsApp, Instagram, and WeChat. Notably, global users spend an impressive 31 hours and 14 minutes on TikTok each month, surpassing other social platforms such as Instagram (13 hours and 49 minutes) and even YouTube (27 hours and 21 minutes).



Projections for 2024 indicate a continued surge in TikTok's popularity among both influencers and brands. While it has yet to dethrone Instagram as the reigning influencer marketing platform, as predicted a year ago, 2024 might see TikTok closing the gap, especially given its significant appeal to younger users, according to Neal Schaffer.

Intriguingly, data from TheB2BHouse suggests that marketers are set to nearly double their spending on TikTok influencer marketing in just two years. Estimated at nearly \$800 million in 2022, this figure is predicted to surpass \$1.3 billion by 2024, almost tenfold higher than the expenditure in 2020. TikTok's success is attributed to features like the TikTok Creative Exchange and Creator Marketplace, streamlining connections between influencers and brands.

### References:

- [1. Datare portal](#)
- [2. B2B House](#)

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## HIGHLY SPECIALISED CREATORS WILL DRIVE THE GREATEST ENGAGEMENT AND CONVERSION IMPACT

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In response to the evolving landscape where creators are becoming more specialised, Monumental is well-equipped to assist brands in navigating this trend. Our agency recognises **the importance of aligning with influencers who possess deep expertise in specific niches**. Monumental empowers brands to forge meaningful partnerships with influencers who not only have a substantial following but also boast in-depth knowledge within relevant verticals.

For creators this trend underscores the importance of identifying and cultivating passions within specific industries. **Strategic partnerships with aligned brands become crucial for solidifying their market presence.**

As influencers embrace specialisation, language is evolving, with some opting for titles like "creators" to reflect their roles as true artists. This departure from generic labels like "influencers" or "internet celebrities" highlights a desire for recognition of specific talents.

Beyond self-perception, the professionalisation of influencers is a broader industry shift. Approximately a year ago, Kolsquare predicted "the end of amateurism" in 2023, marking a move toward a more professionalised influencer marketing landscape. While not fully realised, the trend signals a collective recognition of influencers as genuine professionals rather than just internet personalities.



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### References:

1. [Kolsquare](#)

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## ELEVATED FOCUS ON DIVERSITY & REPRESENTATION

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The societal push for greater diversity and representation is now influencing the landscape of influencer marketing. The most prominent LGBTQ+ influencers on YouTube, boasting nearly 20 million followers, underscore this shift.

At Monumental, we are committed to championing diversity and purpose-driven brands, creating a unique environment that fosters creativity and growth. Our in-house team embodies authentic diversity, **prioritising inclusion and belonging**. We excel in the art of genuinely captivating and engaging audiences, adeptly communicating in their preferred spaces and using their language.

Our agency is at the forefront of a diversity marketing revolution, actively working towards empowering underrepresented communities. By championing inclusivity and social impact, Monumental ensures that **our influence extends beyond campaigns, weaving positive change into the very fabric of society.**

In the current landscape, both influencers and consumers scrutinise branded messages to ensure inclusivity. Looking ahead, brands are urged to authentically reshape their corporate cultures, prioritising inclusivity and eradicating any traces of exclusivity in their marketing endeavours.



## ROI DRIVEN MARKETING

In the coming years, Influencer marketing is poised to shift towards a robust **ROI-driven approach**; which is the way we've always done it at Monumental!

Whilst others have only seen influencer marketing as primarily a PR topic, we have always seen it as a strategic media channel, wherein campaign performances are meticulously measured and controlled.

Moreover, at Monumental, we take pride in our commitment to transparency. We have invested heavily in developing tools to provide as much transparency as possible, even in an environment where platforms constantly make it harder to achieve such. Our dedication to clear and comprehensive reporting sets us apart, ensuring that our clients have a deep understanding of the impact and effectiveness of their influencer marketing campaigns.

The landscape has transformed from a focus on awareness and aesthetics, to measurable outcomes and advocacy, with a heightened emphasis on ROI.

Discussions around Influencer Marketing now consistently centre on questions of ROI, KPIs, measurement methodologies, comparisons with other digital approaches, and performance benchmarks.

Looking ahead, Influencer Marketing budgets are anticipated to experience substantial growth, potentially claiming 30% to 50% of media budgets. This shift not only signifies a substantial global market expansion but also points towards significant regional and local market transformations.

GROWTH IN GLOBAL AD SPEND BETWEEN 2021 AND 2025F

	2021	2022	2023f	2024f	2025f
<b>GLOBAL (\$B)</b>	653.6	704.9	727.9	762.5	791.8
YOY growth (%)	19.5	7.9	3.3	4.7	3.8
<b>AMERICAS (\$B)</b>	288.6	325.3	334.9	353.1	367.2
YOY growth (%)	22.1	12.7	2.9	5.5	4.0
<b>EMEA (\$B)</b>	143.5	148.8	151.6	155.6	159.1
YOY growth (%)	19.4	3.7	1.9	2.6	2.3
<b>Asia-Pacific (\$B)</b>	221.6	230.8	241.5	253.8	265.4
YOY growth (%)	16.4	4.2	4.6	5.1	4.6

SOURCE: Dentsu 2023 Global Ad Spend Forecasts (May 2023)

### References:

1. [Dentsu](#)
2. [Insider Intelligence](#)

## LIVE SHOPPING WITH CREATORS WILL SOAR.

The surge in popularity of live shopping is set to continue its momentum into 2024. As Marijana Kay from Shopify says, "live commerce is here to stay."

Creators and thought leaders will persist in leveraging live video and interactive content to endorse products within their communities on various social platforms.

### HAVE YOU PURCHASED ANYTHING DURING A LIVESTREAM?



Recent statistics on live shopping reveal a preference shift, with a growing majority favouring live streams for social media purchases. **Gen Z led with approximately half (47%) of consumers having made a livestream purchase in both the US and UK.**

In response, major platforms like Amazon, Facebook, TikTok, and Instagram have invested in livestream shopping tools and collaborations. Instagram's Live Shopping feature, for instance, enables users to make direct purchases during a live session, offering an immersive way for shoppers to explore and acquire products.



Anticipate a proliferation of such collaborations in the upcoming year as live shopping solidifies its position as a dynamic and effective channel in influencer marketing campaigns.

**References:**

1. [Shopify](#)
2. [The Influencer Marketing Factory](#)

# THINK ABOUT THIS AS YOU PLAN AHEAD.

As the influencer marketing landscape evolves, staying adaptable and responsive to emerging trends is paramount.

## Embrace specialisations in creator collaborations

Recognise the growing trend of creators becoming more specialised and professional.

**Action:** Foster partnerships with influencers who showcase deep knowledge in specific niches relevant to your brand. Seek out creators who align with your industry and resonate with your target audience's interests.

## Leverage the Power of Live Shopping & TikTok Shop

Anticipate the continued surge in popularity of live shopping in 2024.

**Action:** Explore collaborations with influencers for live shopping experiences. Leverage live video and interactive content to endorse your products within their communities. Stay attuned to evolving features on platforms like TikTok Shop, and others to maximise engagement and drive sales.

## Prioritise Diversity and Representation in Influencer Collaborations

Acknowledge the growing influence of societal pushes for diversity in the influencer marketing landscape.

**Action:** Align your brand with influencers who represent diverse perspectives. Ensure inclusivity in your marketing endeavours, reflecting a commitment to diversity and representation. Evaluate and reshape your corporate culture to prioritise inclusivity and eliminate exclusivity.

## SO HOW WILL YOU PLAN AHEAD?



# YOUR 2024 PARTNER

It's clear that the creator marketing landscape is evolving, presenting exciting opportunities for brands to engage with their audience in innovative ways.

At Monumental, we're ready to guide your brand through this dynamic terrain, leveraging the power of influencer marketing, specialised creators, and data-driven strategies.

Now is the time to take action, harnessing our expertise to propel your brand to new heights. Together, we can ensure that your brand is not just a part of conversations but a driving force in shaping them.

**Ready to amplify your brand? Partner with Monumental today.**

Unlock the full potential of creator marketing and elevate your brand's presence - [Contact us](#) now for a tailored approach that resonates, captivates, and propels your brand forward.



Our website

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