

2025

B2B INFLUENCER MARKETING RESEARCH REPORT





49%

of marketers point to integrating influencer content across a mix of tactics as the top trend heading into 2025.

Welcome to the 2025 B2B Influencer Marketing Report

At TopRank Marketing, we've had the privilege of producing the B2B Influencer Marketing Report for several years now, and it's been fascinating to watch the field evolve from a promising tactic to an essential part of modern marketing strategies.

But let's be clear: There's still plenty of untapped potential. While B2B influencer marketing may have matured, it hasn't reached its full stride, and staying ahead means pushing further. As Ann Handley told us recently, "If the B2B influencer marketing discipline were starting school this fall, it would be in high school ... still young enough to be always evolving and growing."

The path forward requires creativity, smarter integration, strategic partnerships, and an embrace of innovative technologies like AI.

One of the greatest challenges marketers face today is finding and connecting with the right influencers, particularly those in niche markets — 48% of marketers cite this as a key difficulty. With the right partnerships, however, influencer marketing can transform your strategy.

Integration is also key: It's no longer just about influencer content, but how that content fits into your broader marketing strategy. Nearly half of marketers (49%) point to integrating influencer content across a mix of tactics as the top trend heading into 2025.

As budgets grow and tools like AI become more central to content creation and audience segmentation, innovation will be indispensable. Those who embrace innovation, whether through technology or creative strategy, will continue to lead the way.

Whether you're new to B2B influencer marketing or refining a mature program, this report offers insights to help you navigate the road ahead. I'm excited to see how you apply these findings to push boundaries, differentiate your approach, and create truly impactful campaigns.



Donna Robinson
President and CEO,
TopRank Marketing

Table of Contents

Introduction and key findings	4	A deeper practical look at B2B influencer marketing	29
The state of B2B influencer marketing	5	Compensation models	31
What drives B2B influencer marketing success	6	Key attributes of an ideal influencer partner	35
Challenges in B2B influencer marketing	8	Finding the right influencer	36
B2B influencer marketing budgets	9	Understanding the competition	38
How B2B marketers are growing influencer programs	11	The nuts and bolts: Payment, contracts, and more	40
Tactics and techniques to differentiate your strategy	14	Measuring and demonstrating the unique impact of influencers	43
Building strong relationships to support an always-on strategy	15	Measurement challenges	45
Content types that influence your audience	17	Your B2B influencer marketing action plan for 2025	46
Tactics that help your brand stand out	20	Emerging Trends	47
Innovation and AI	24	Framework for elevating your influencer marketing strategy	48
Leadership support for innovative approaches	25	Methodology	50
AI's role in influencer marketing	27		


Key findings

B2B influencer marketing has evolved from an experimental tactic to an embedded practice. Nearly two-thirds of marketers we surveyed report having mature influencer programs, with the top quarter classifying their programs as advanced.

TopRank Marketing remains on the front lines of this evolution, giving us a unique perspective into the growth of B2B influencer marketing. When marketing practices attain this degree of maturity, the nuances of what works and what doesn't become clearer — as well as which tools and tactics contribute to long-term success.


Always-on is perhaps the most important attribute for successful influencer marketing.

99% of teams using an always-on approach rate their programs as effective.



Matching your influencer to your audience is challenging, but necessary.

48% of all marketers struggle with identifying, qualifying, and connecting with ideal influencers.




Influencer marketing budgets grow with maturity.

72% with the most advanced strategies have a dedicated budget that they expect to grow in the coming year.




Unique content and creative campaigns give an edge to the most successful influencer programs.

60% of highly effective teams use these tactics to differentiate their influencer campaigns.



AI is an emerging solution for a number of challenges.

57% are already using AI to aid with content creation, with most targeting AI audience segmentation as the next solution to adopt.



Integrating influencer content into your broader marketing strategy is trending.

49% identified integration of influencer content into a greater mix of marketing tactics as the leading influencer marketing trend for 2025.



THE STATE OF B2B INFLUENCER MARKETING

What drives B2B influencer marketing success

As influencer marketing weaves its way into the fabric of B2B strategies, 43% of those we surveyed report outstanding results from their influencer programs – a nearly 10-point increase over last year. When we zoom in on the marketers with mature influencer programs, that number jumps to 79%.

This advanced degree of success and maturity, however, remains a goal for more than half of respondents. Most of these marketers (48%) report some effectiveness, while another 9% describe their influencer strategy as ineffective.

How do these striving marketing teams achieve the success of their mature counterparts?

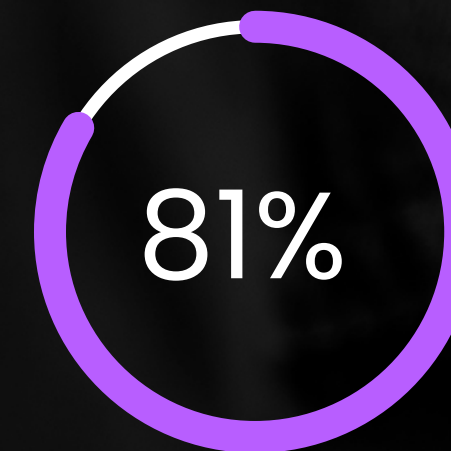
The most successful influencer programs are always-on

The companies that invest long-term in cultivating relationships with influencers – and between their influencers and audience – are seeing the highest level of success.

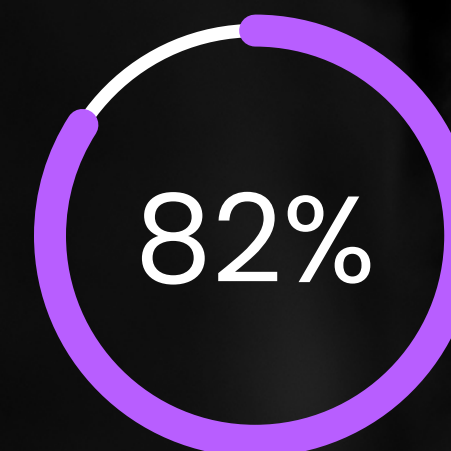
In fact, marketers who don't use an always-on approach to influencer marketing are 17x more likely to report that their program is somewhat or very ineffective.

In the broad view, nearly three out of five B2B marketing teams (58%) are using an always-on influencer marketing approach. For those considering always-on, nearly half (49%) say that they plan to implement it in the coming year.

SUCCESSSES OF ALWAYS-ON INFLUENCER PROGRAMS



of marketers reporting an **advanced degree of maturity are using an always-on approach to influencer marketing**, with consistent engagement and campaigns.



of those reporting the **most success with influencer marketing are using an always-on approach**, compared to 39% of all others.



A CLOSER LOOK:

What is always-on influencer marketing?

Always-on is an integrated, continual strategy where influencer content is an essential part of your overall marketing strategy. In this approach, brands typically maintain long-term relationships with the same influencers, producing content beyond just individual campaigns.

When you're trying to decide which new seasonal flavor of coffee to try, do you ask the barista behind the counter who knows you by name, or do you turn to the sharp-dressed stranger standing behind you in line?

Influence is about more than power — it's about building trust and creating a relationship outside of the transactional nature of business. Your brand benefits from that ongoing relationship, and your customers benefit from having a trusted source to turn to for thought leadership and insights. That relationship-building is precisely what always-on influencer marketing accomplishes.

Challenges in B2B influencer marketing

Year over year, we saw two key trends reflecting what marketers find the most challenging about implementing influencer programs:

48%

ranked identifying, qualifying, and connecting with ideal influencers as their number one challenge, down from 53% in 2023.

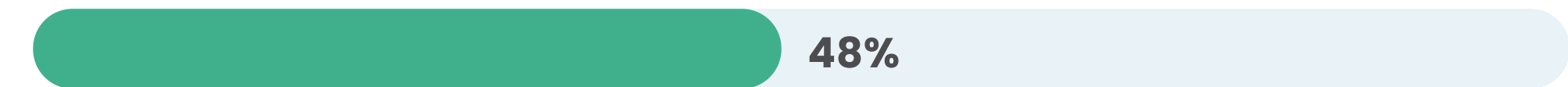
47%

identified measuring and reporting results as a top challenge, nudging up one point from 46% in 2023.

Rounding out the top three this year was managing relationships with influencers — a ranking placement that held true for marketers regardless of program maturity or satisfaction with influencers. This would indicate that even when programs are strong, the scope of managing these influencer/brand relationships can be complex.

What are the biggest challenges you face in succeeding with influencer marketing?

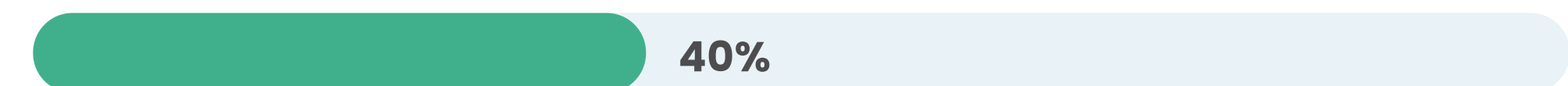
Identifying, qualifying, and connecting with ideal influencers



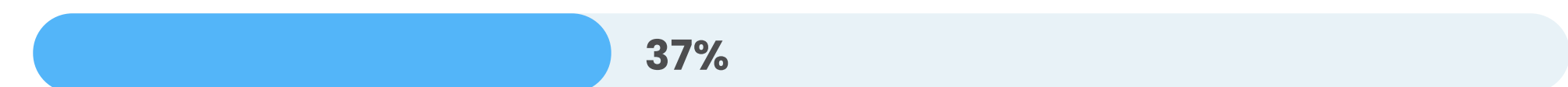
Measuring and reporting results



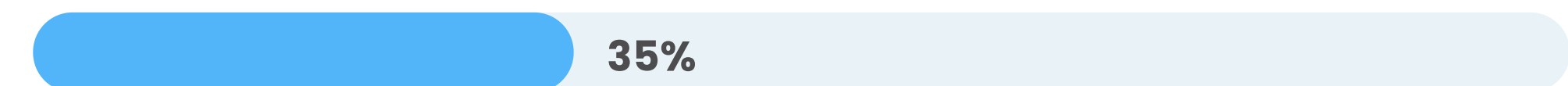
Managing relationships with influencers



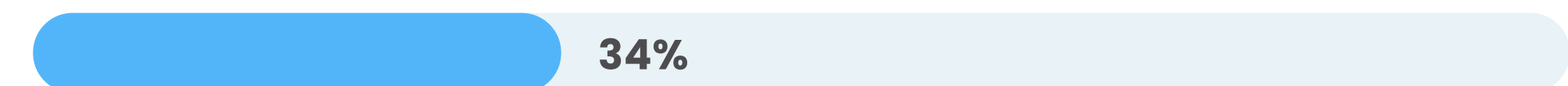
Collaborating with influencers and creating content



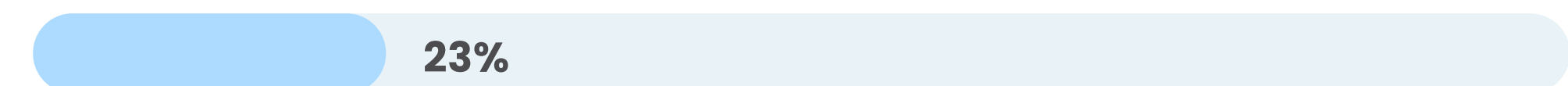
Creating and documenting an integrated strategy



Securing adequate budget or resources



Activating and managing influencer payment and fulfillment

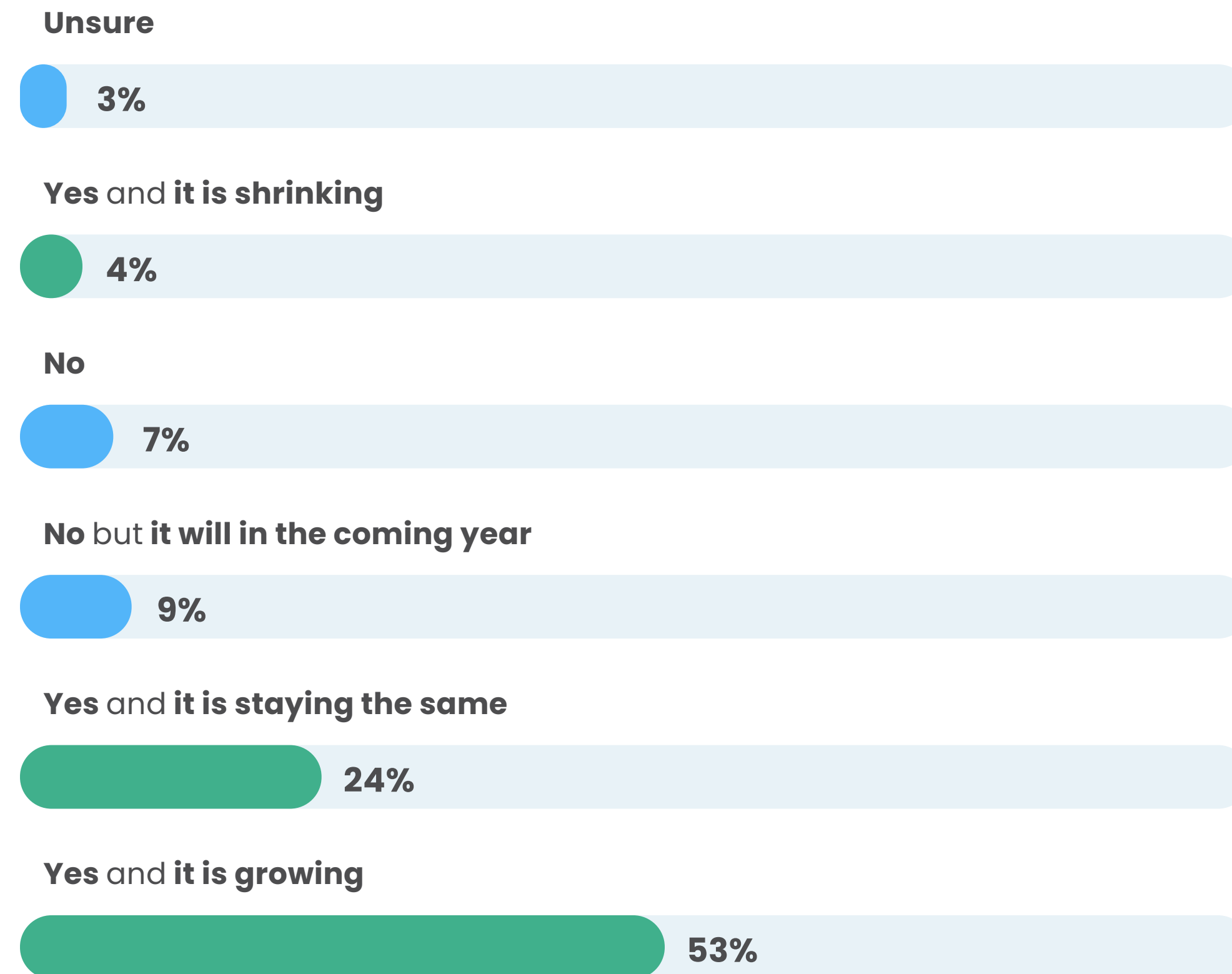


After expertise and innovation, the top cited benefit of working with an agency is finding the right influencers.

B2B influencer marketing budgets

Most B2B marketing teams have dollars specifically dedicated to their influencer program – and over half of those surveyed report that this budget is growing.

Does your influencer marketing have a dedicated budget within your marketing plan?



The correlation between maturity and budget

An interesting trend we noticed was that budget dedicated to influencer programs followed a rather steady upward trajectory when measured against program maturity.

Growing budgets dedicated to influencer marketing were reported by:

26%

in the **exploratory phase**

46%

in the **developing phase**

54%

in the **established phase**

72%

with the **most advanced strategies**

Notably, those in the C-suite were more likely (76%) than any other role to report that their influencer marketing budget was growing.

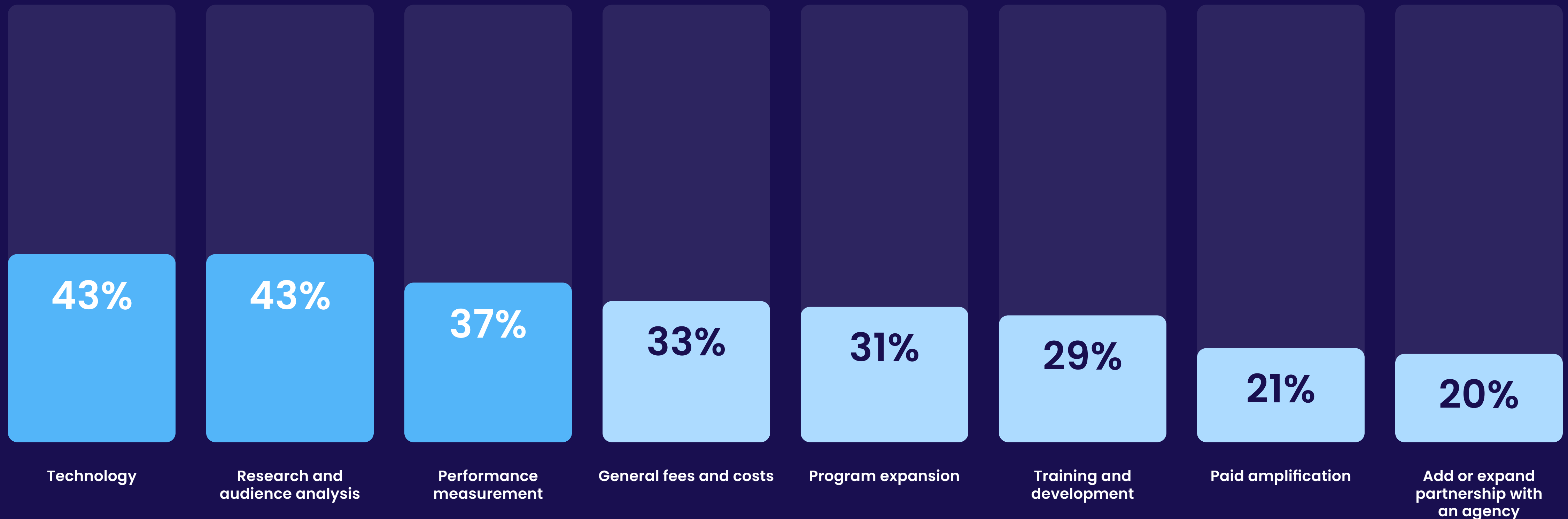
Where more budget is needed

Where do B2B marketers see a need for increased budget allocation? With technology and research and audience analysis tying for first place, it seems marketers are prioritizing tools that can help optimize campaigns and make it easier to scale as their influencer programs grow.

TopRank's Take:

Investing in paid amplification for influencer content is a wise way to navigate your influencer program through the tumultuous algorithm changes we've been experiencing.

Which of the following areas needs more budget allocation to achieve the goals of your influencer marketing program?

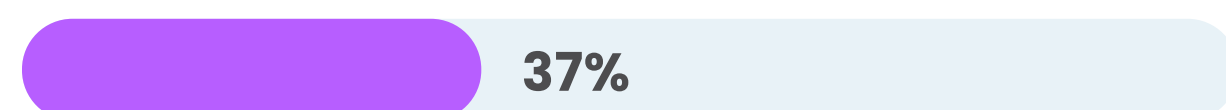


How B2B marketers are growing influencer programs

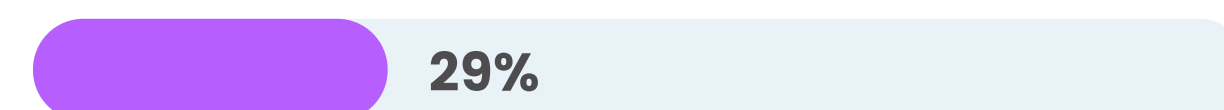
As B2B marketers look ahead to their 2025 strategies, the influencer marketing functions they are prioritizing fall across a rather tight 11-point band. In line with the top challenges that marketers named, measuring performance and identifying the right influencers top the list of priorities for the coming year.

What are your top priorities to improve the results of your influencer marketing strategy in the coming year?

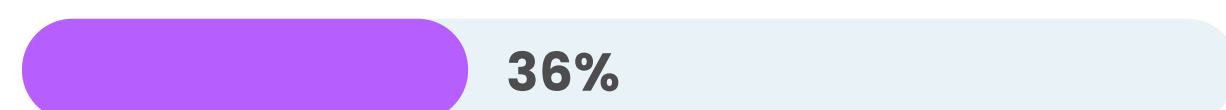
Audience targeting/segmentation



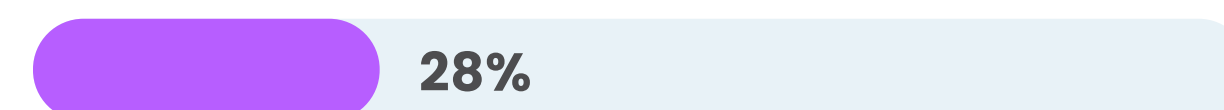
Technology and platform/app management



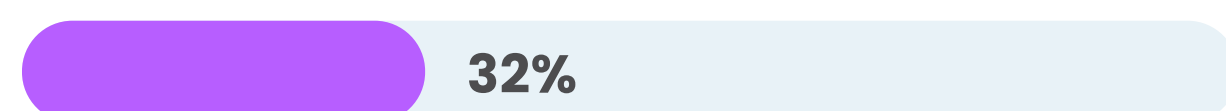
Measuring performance/ROI



Strengthening influencer relationships



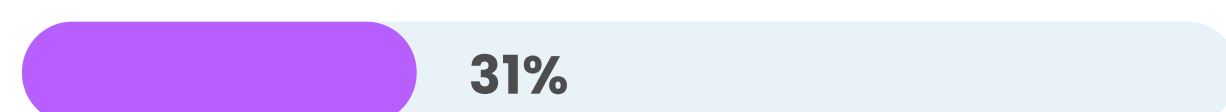
Identifying the right influencers



Content control and messaging consistency



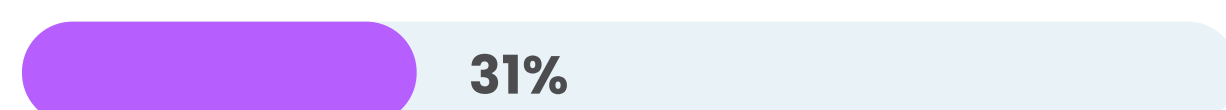
Increasing frequency/growing scale of programs



Budget management



Creative-forward content development



To gain clarity into which priorities may give influencer marketing programs an edge, we took a look at what the top-performing teams were doing.

These best-in-class marketers are prioritizing:

- Audience targeting/segmentation
- Creative-forward content development
- Technology and platform/app management

AUDIENCE TARGETING AND MICRO-INFLUENCERS:

Surprisingly effective tactics that work well together

We asked respondents to name an influencer marketing tactic that's been surprisingly or exceptionally effective. This was an open-ended question, so while the feedback we received isn't statistically quantifiable, the responses were nonetheless quite interesting.

A trend we saw emerge from these responses was the use of precision audience targeting, hand-in-hand with the use of micro-influencers.

One respondent wrote: *"One surprisingly effective tactic is using micro-influencers who have smaller but highly engaged audiences. Their genuine, niche-focused content often drives higher engagement and trust compared to big-name influencers. They create a more authentic connection with their followers, which can lead to better conversion rates for brands."*

Another said, *"Identifying niche influencers has been very effective in reaching diverse audiences."*

AI-powered tools are enabling marketers to target with even greater precision and gain deeper audience insights.





Alex White

Social - Influencer Lead, TopRank Marketing



Creative ways to target and segment your audience for influencer campaigns

Let's say a client wants to kick off an influencer marketing campaign targeting small business owners in North America who may be interested in an open-source, app-based ERP that can scale with their organization.

Your first idea might be to target IT managers in North America who work for small businesses. While this is a step in the right direction, it's still not specific enough. If you were to apply these audience traits in a paid ad campaign, such as on LinkedIn, the audience size could reach millions. My point is, you don't want an influencer promoting your product, service, or solution to audiences who simply aren't interested. A spray and pray approach just isn't in your best interest.

AI is now embedded in many of the influencer management tools to help with processes like identifying influencers matching your audience as well as reporting and analytics. Still, when it comes to B2B influencers, AI has some catching-up to do.

EXPERT INSIGHTS



TACTICS AND TECHNIQUES TO DIFFERENTIATE YOUR STRATEGY



Building strong relationships to support an always-on strategy

The strength of brand/influencer relationships is fundamental to the success of any influencer marketing program — especially when using an always-on strategy. To this end, we took a look at what successful always-on marketers are doing to establish and safeguard influencer relationships.

What are your strategies for establishing healthy relationships with influencers?

They answered:

52%

rely on effective management technology. These solutions are built specifically for the identification and management of influencers, as well as the tracking and analysis of campaign performance and ROI measurement.

50%

use training and development programs to help the influencers they work with better understand the brand and what they're offering.

The greatest disparity in tactics between those using an always-on strategy and those who aren't lies in the influencer selection process. Brands that are investing in building those long-term influencer relationships are 1.5x more likely to adhere to rigorous selection practices, ensuring not only that the influencer's voice will amplify the brand, but also that the influencer is the right fit as a business partner.



Ryan Bares

Global Social Influencer Manager, IBM



Best practices for your always-on influencer strategy

“An always-on influencer marketing strategy involves continuous engagement with influencers to foster authentic, long-term relationships. In my opinion, some key elements include:

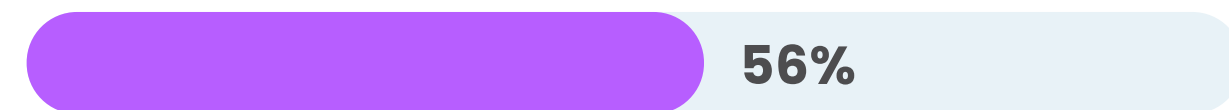
- 1. Consistent relationship building:** Engage influencers regularly, even outside of campaigns, to create trust and alignment with brand values. This enables influencers to become genuine brand advocates.
- 2. Content integration:** Develop ongoing collaborations where influencers naturally integrate your brand into their content, keeping it relevant to their audience over time.
- 3. Data-driven decisions:** Regularly monitor influencer performance using metrics like engagement, reach, and conversions to optimize strategies and stay agile.
- 4. Multi-channel presence:** Maintain an active presence across various platforms where your target audience and influencers engage, such as LinkedIn, YouTube, and Instagram.
- 5. Content calendar:** Develop a strong editorial calendar to plan and schedule influencer content consistently, ensuring alignment with broader marketing goals and maintaining a steady stream of brand-relevant content.”

Content types that influence your audience

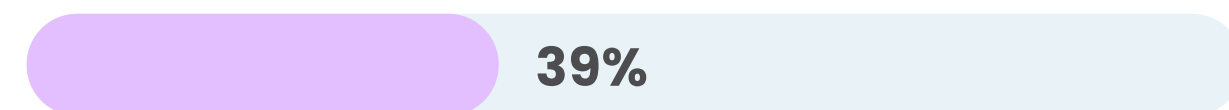
Social media posts, by a 17-point margin, are currently the most effective content type for influencer programs.

Which content types are most effective within your influencer program?

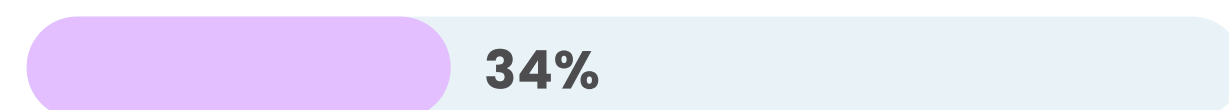
Social media posts



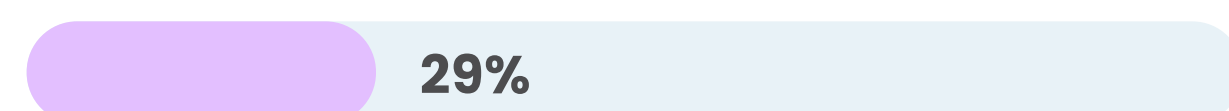
In-person events



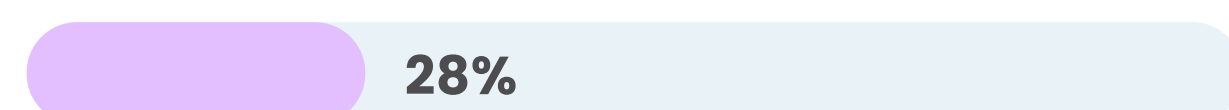
Webinars/interviews/interactive content



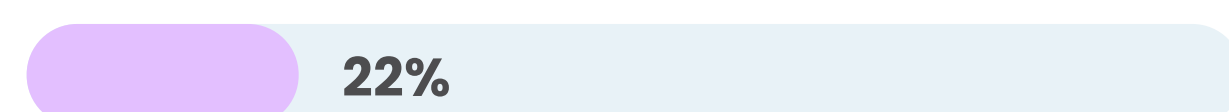
Video



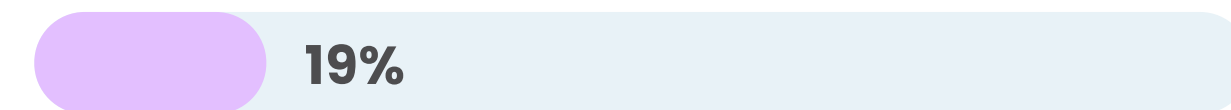
Livestreams



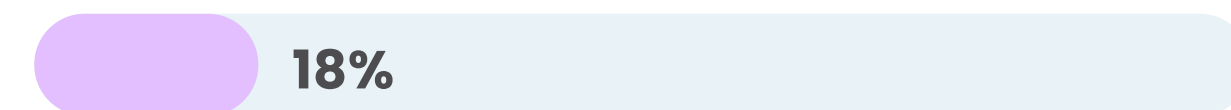
Podcasts



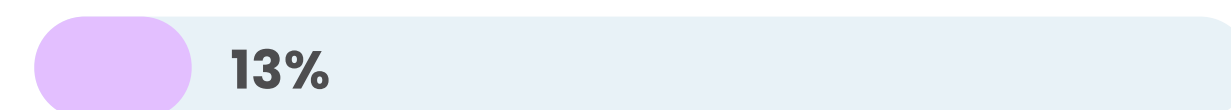
Reports/guides



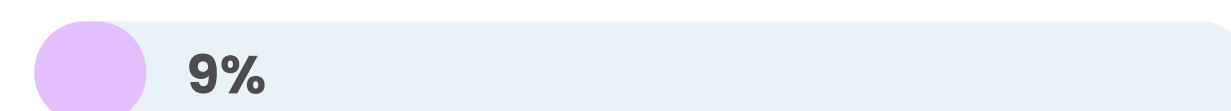
Blogs



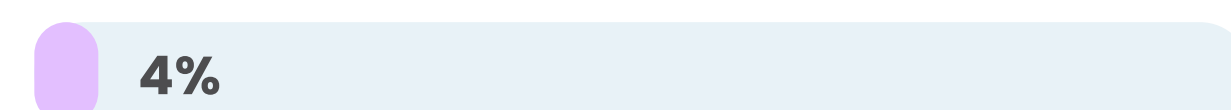
Newsletters



Infographics



Quote contributions for other content





A. Lee Judge

Co-Founder and CMO at Content Monsta



Authenticity works across all content types

“In my experience, the most effective content types for influencer collaborations — social media posts, webinars, and in-person events — all share one key factor: they involve real people speaking directly to an audience.

This human connection is what makes video so powerful.

When people see a face, they’re more likely to trust the message and feel connected. Video brings out the authenticity of an influencer, allowing them to communicate emotion, tone, and personality in ways that text or images can’t. This direct interaction builds trust, engages viewers more deeply, and fosters stronger relationships with the audience.”

EXPERT INSIGHTS



EXPERT INSIGHTS



Nic Michael

Senior Manager of Social Media & Influencer Marketing, DataRobot



Matching content types to your purpose

"I like to think about how I can bring influencers into every aspect of our marketing efforts. In my experience, social media posts, live streams, webinar hosting, and newsletters are the most effective content types.

Social media posts provide a quick, engaging way to reach a broad audience, while LinkedIn Live's video streams allow for deeper, interactive panel discussions on key topics, building credibility and trust. Additionally, hosting brand-led webinars brings influencers directly into pipeline-generating initiatives, as they can attract targeted attendees who are more likely to convert. Lastly, leveraging influencers' newsletters helps drive traffic to key content, ensuring sustained visibility and engagement.

Each format serves a different purpose, and combining them creates a multi-faceted content approach that resonates with diverse audiences."



Tactics that help your brand stand out

We are long-time champions of the notion that creativity is fundamental for successful B2B marketing – and is a significant differentiator for influencer programs.

We've got the numbers to back this up. According to all B2B marketers surveyed, creative campaigns (56%) and unique content (55%) are the most impactful ways to differentiate influencer strategies.

When we look closer at the most effective programs, these qualities are even more pronounced.

What tactics do you employ to ensure your influencer marketing strategies are differentiated within your market?

Unique content



Creative campaigns



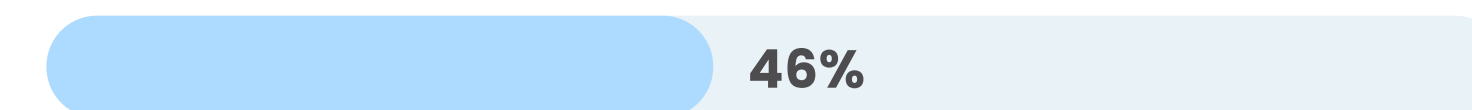
Data-driven targeting



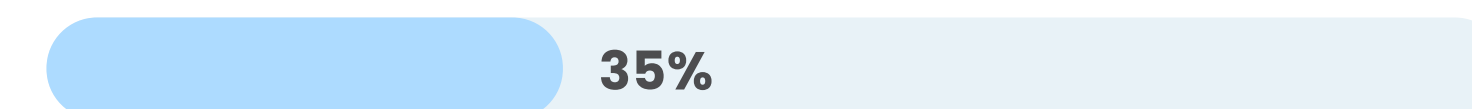
Building long-term partnerships with influencers



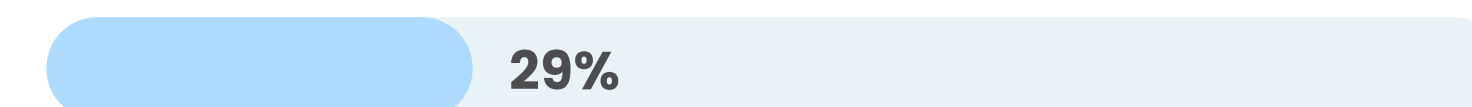
Use of emerging technology



Cross-channel integration



Niche influencers



Those in the most advanced stages of influencer marketing maturity are significantly more likely than others to also have invested in data-driven targeting (61%) and use of emerging tech (56%).

EXPERT INSIGHTS



Amy Higgins

Director of Content Strategy, Cloudflare



Let your influencer drive uniqueness

“When creating influencer content, let the influencers drive the vision. You may have an idea, brand guidelines, and messaging you want them to say – but then why are you using them? Influencers can provide authenticity and help create a narrative that you might not have thought of. Lean into that to help make your brand stand out.”

CASE STUDY:

How TopRank Marketing Helped Sprinklr Step Up As A Serious Player In The Self-Serve Social Media Tool Market

Sprinklr is a leading enterprise software company for all customer-facing functions. With advanced AI, Sprinklr's Unified-CXM platform helps companies deliver human experiences to every customer, every time, across any modern channel.

Challenge:

Sprinklr, a top enterprise software company known for its Unified-CXM platform, sought a marketing team that could help it **expand its customer base** beyond large established brands to smaller enterprise social media teams. While Sprinklr's out-of-the-box Social Self-Serve Plan met these standards, competitors had already gained a foothold in the social space, presenting the challenge of gaining traction with these new audiences.

Strategy:

With a goal of elevating key social KPIs such as reach and engagement, while driving product trials and increasing virtual attendance for Sprinklr's Social Self-Serve Plan events, TopRank Marketing and Sprinklr launched a B2B social influencer program. The campaign was headlined by Socialverse: a documentary-style masterclass featuring prominent social media influencers.

Leveraging existing relationships and industry credibility, TopRank Marketing guided Sprinklr through the influencer selection process, securing powerhouse thought leaders Jay Baer, Ann Handley, Mari Smith, and Paul Roetzer to lead a cast that included internal experts and customers from Sprinklr who would be key for adding relevant insights.



Jay Baer



Ann Handley



Mari Smith



Paul Roetzer



Results:

The Sprinklr Socialverse campaign showcased the impact of B2B influencer marketing on a global scale, reaching over 5,000 event registrations from audiences in North America, EU, Asia-Pacific and the Middle East.

Organic and paid messages reached over 23.4 million people and drove nearly 100,000 engagements.

Impact:

Celebrated internally as Sprinklr's **"Campaign of the Year,"** the success of Socialverse not only paved the way for a thrilling second season — rebranded as CX-WISE, and premiering on September 10, 2024 — but also earned a 2024 Content Marketing Award for Best Use of Influencer Marketing for its impactful first season.

INNOVATION AND AI

Leadership support for innovative approaches

Our findings show a direct correlation between leadership support and influencer program success.

While 46% of all respondents say that their **leadership is extremely supportive of innovation when it comes to influencer marketing programs**, those with the most effective strategies are 4x more likely than others to have leaders who heavily support innovative tactics.





Angela Lipscomb

Influencer Relations Manager, SAS



Innovative marketing leaders are leaning into influencer marketing

“Influencer marketing as a discipline has been maturing over the past decade and is now an integral component of the marketing flywheel. The ability to reach new and varied audiences through partnerships with trusted creators and influencers is of keen interest to modern marketing leaders.

Most recently, working with creators on Instagram and TikTok channels in B2B to create fast, dynamic campaigns in support of business objectives has been gaining traction. Especially with the strong ROI we’ve been seeing and the fresh viewers we’re attracting. We can put together a creator campaign in less than a month from conception to deployment and see strong ROI out of the gate.

It also provides a rich green field where we can experiment and try new, creative approaches – which is also valued by innovative marketing leaders.”

EXPERT INSIGHTS



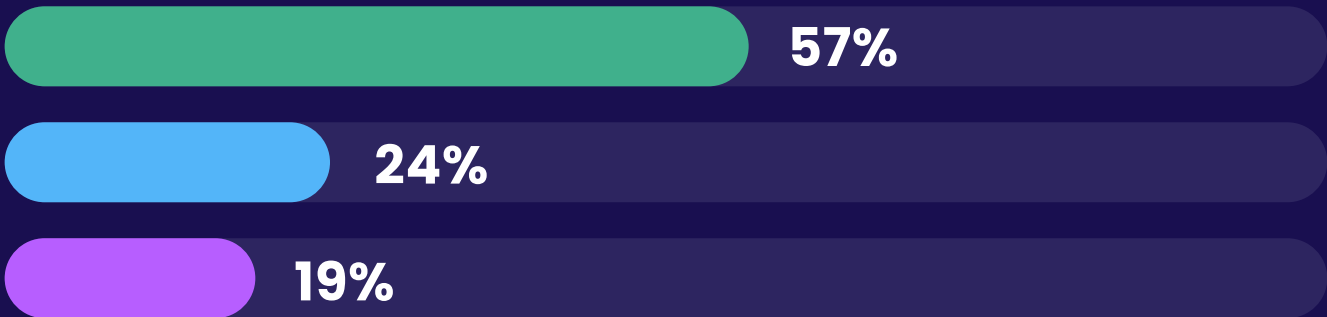
AI's role in influencer marketing

AI-powered solutions are helping power influencer marketing, with around half of all respondents relying on it to help with everything from content creation to audience segmentation.

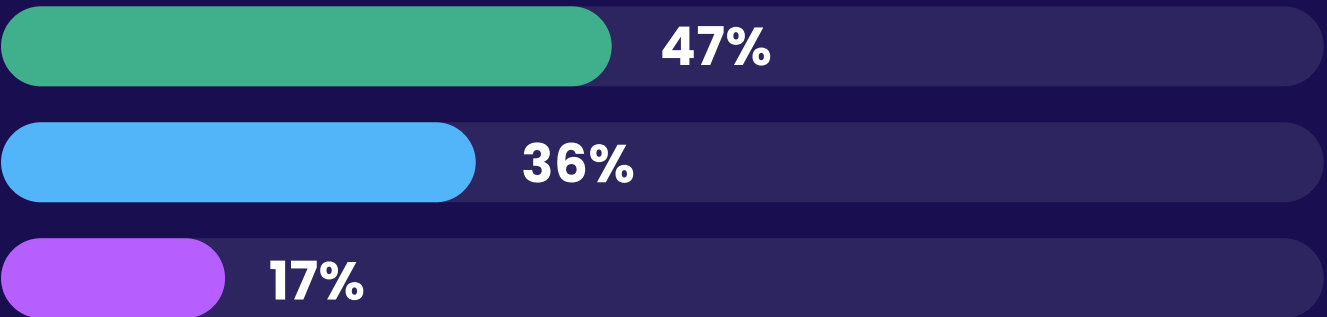
● Currently use ● Plan to use ● Do not use

Which best describes your use of AI in the following areas:

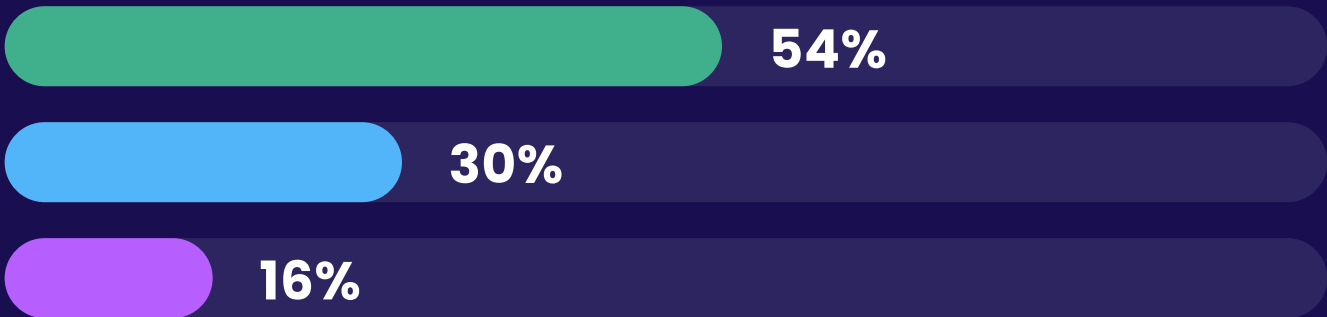
Content creation



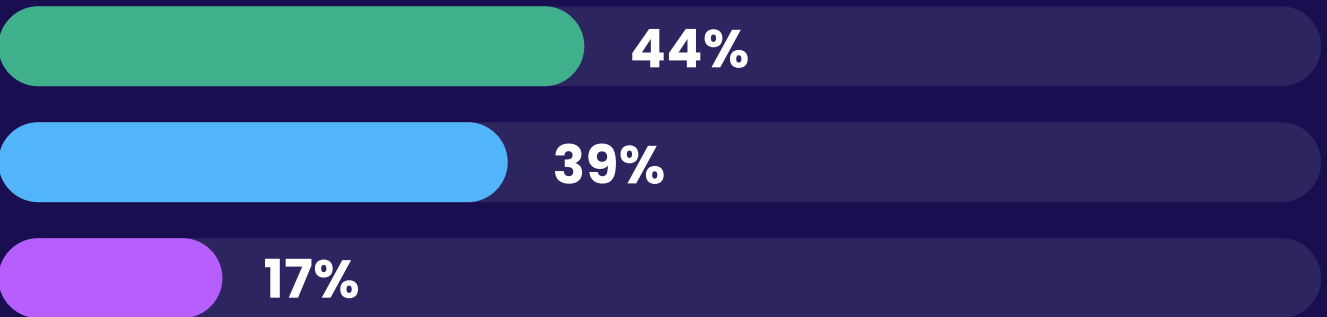
Campaign optimization



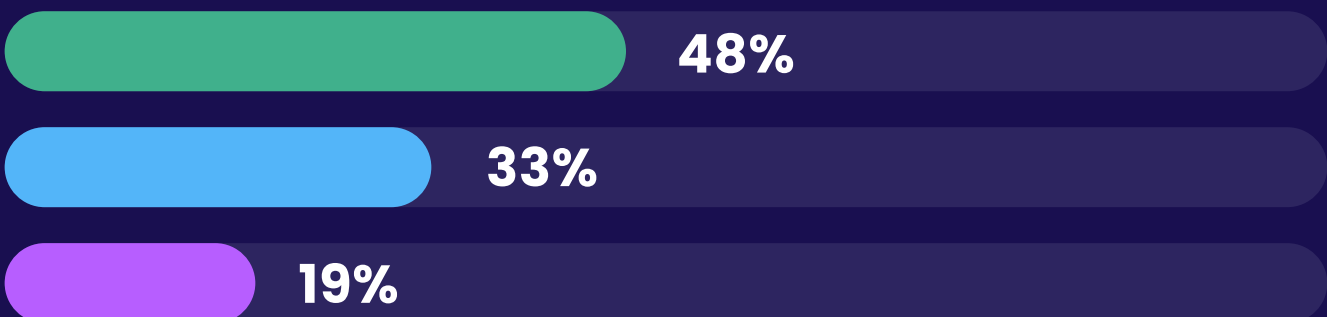
Performance tracking



Audience segmentation



Influencer identification and selection



44%

of B2B marketers report that the use of AI to expand and optimize influencer content is the most important emerging trend in B2B influencer marketing today.

Effective ways to use AI for influencer marketing

Taking a closer look at those with very effective influencer marketing strategies, we find they are significantly more likely to have already incorporated AI into their execution.

These highly effective marketers are:

1.5x

more likely to use AI for content creation

2x

more likely to turn to AI for all other uses surveyed

TopRank's Take:

Striking a balance between AI tools and human ingenuity is an excellent way to optimize your influencer marketing campaigns. Time-saving AI solutions expand the creative capacity of your team, allowing them to focus on the human side of things, like making right-fit connections with influencers and elevating content creativity.



Tom Pick

Senior B2B Digital Marketing Consultant, Webbiquity



Elevating influencer marketing with strategic use of AI

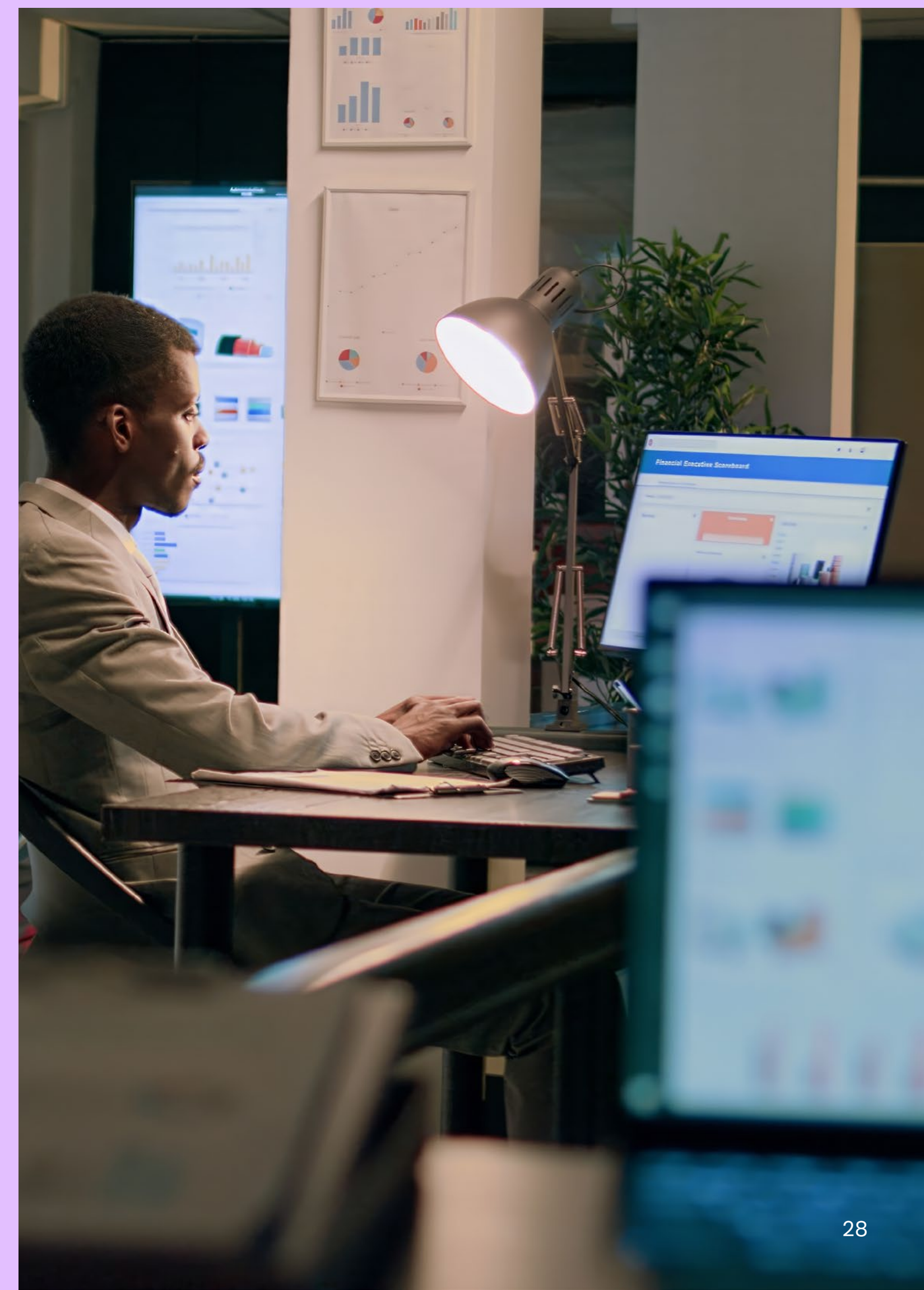
“When doing influencer marketing, the quality of the outreach is crucial. Failing to adequately and accurately personalize outreach is a great way to get your messages ignored or sent to spam.

Influencers are busy people who get lots of pitches and requests for their time and efforts. Of course, professionals engaged in influencer marketing are busy people too. Artificial intelligence (AI) tools, used properly, can help them do a more effective job of outreach in less time.

By including everything you know about a particular influencer, as well as what you’d like them to do, in an AI prompt, the tool (ChatGPT, Copilot, Jasper, etc.) can suggest copy that’s personalized to the influencer. It can’t be used as-is (it will sound like AI-generated copy), but it provides a great start to work with.

Once your message is crafted, AI tools can provide suggestions for compelling email subject lines.”

EXPERT INSIGHTS



A DEEPER PRACTICAL LOOK AT B2B INFLUENCER MARKETING

How are you integrating influencer content with brand and executive/employee content?



TopRank's Take:

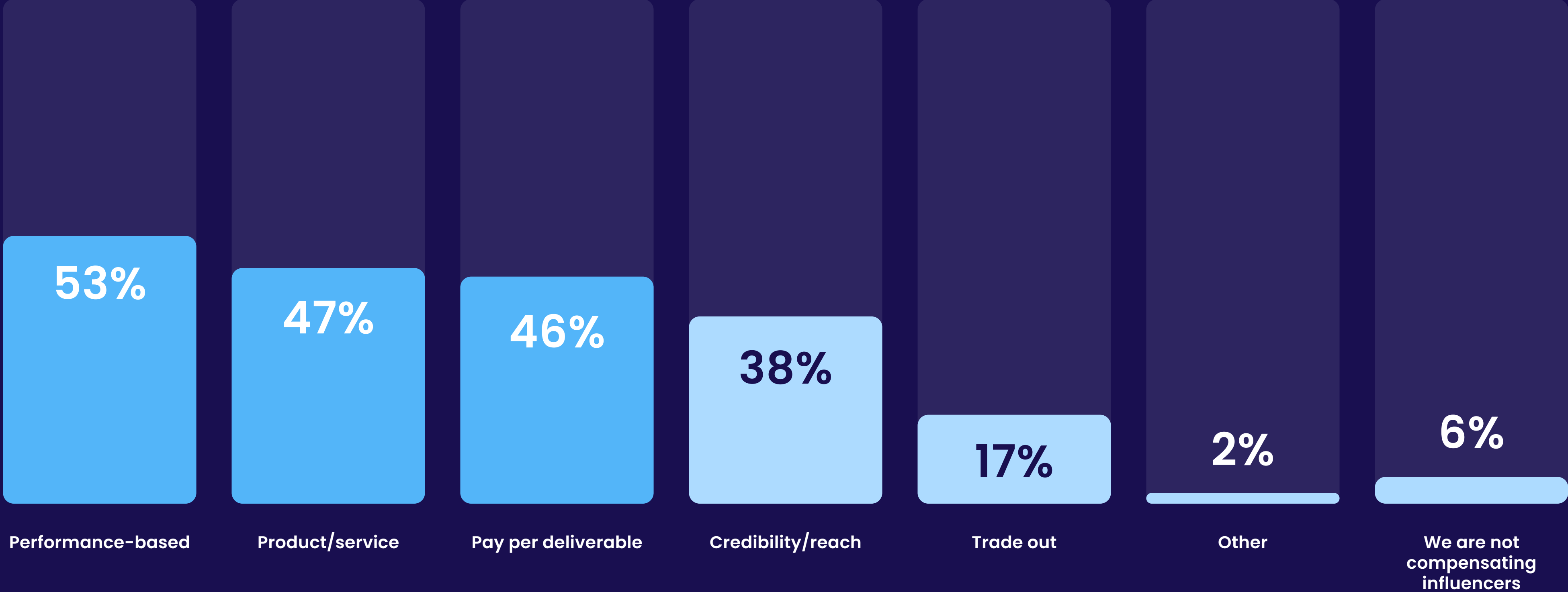
It's not enough to simply integrate influencer content with your brand content. To make a truly impactful difference with influencer marketing, you need to integrate at the strategic level by both mapping out opportunities to involve influencers in other brand campaigns, and repurposing influencer content into various formats.

Compensation models

The most common model for compensating B2B influencers is performance-based.

B2B teams reporting an extremely high level of satisfaction with their influencer relationships were equally (61%) likely to use performance-based and product/service compensation models.

How are you compensating your influencers?



Defining influencer performance

A performance-based compensation model for B2B influencer marketing is a payment structure where influencers are rewarded based on the measurable outcomes they help achieve rather than a flat fee or upfront payment.

But what is the best way to balance brand metrics and influencer rates for compensation?

The answer largely depends on your campaign goals. For most B2B marketers we surveyed, the performance of influencer programs is measured and optimized through metrics like engagement, ROI, conversion rates, and reach or views.

Here are a few examples of what performance-based compensation might look like in practice:



Campaign goal:
Engagements

Compensation: Rather than setting a flat fee for engagement, consider offering additional compensation should the campaign exceed the goal.



Campaign goal:
Sign-ups

Compensation: Set a flat fee for sign-ups, then create a tiered payment plan for exceeding the initial target.



Campaign goal:
Content shares

Compensation: Offer a base rate for content creation, with bonuses for reaching specific milestones in the number of shares or reposts the content generates.



Campaign goal:
Lead generation

Compensation: Pay a flat fee for a set number of qualified leads, then provide incremental bonuses for each additional lead generated beyond the target.



Rachel Miller

Founder & CEO of Swayd



Performance-based compensation has key limitations

“While performance-based compensation can align interests and measure results, it presents challenges. Holding influencers to the same KPIs as traditional marketing campaigns can be limiting, as their impact often extends beyond quantifiable metrics. Factors like brand awareness, sentiment, and long-term relationships are difficult to measure precisely.

Alternative compensation models, such as flat fees or hybrid approaches, can offer more flexibility and creativity. These methods can empower influencers to focus on authentic content that resonates with their audience, even if it doesn't directly drive immediate sales.

Ultimately, the most effective compensation strategy depends on the specific goals of the campaign and the nature of the influencer partnership. A balanced approach that combines performance-based incentives with creative freedom can lead to more sustainable and impactful collaborations.”

EXPERT INSIGHTS



EXPERT INSIGHTS



Helen Yu

Founder & CEO, Tigon Advisory Corp



Valuable influencer performance metrics

“Impressions and engagement metrics — such as likes, shares, comments, and overall interaction — are key indicators of how well the audience resonates with the influencer’s content. In addition, tracking brand mentions, audience demographics, and lead generation can provide valuable insights into performance.

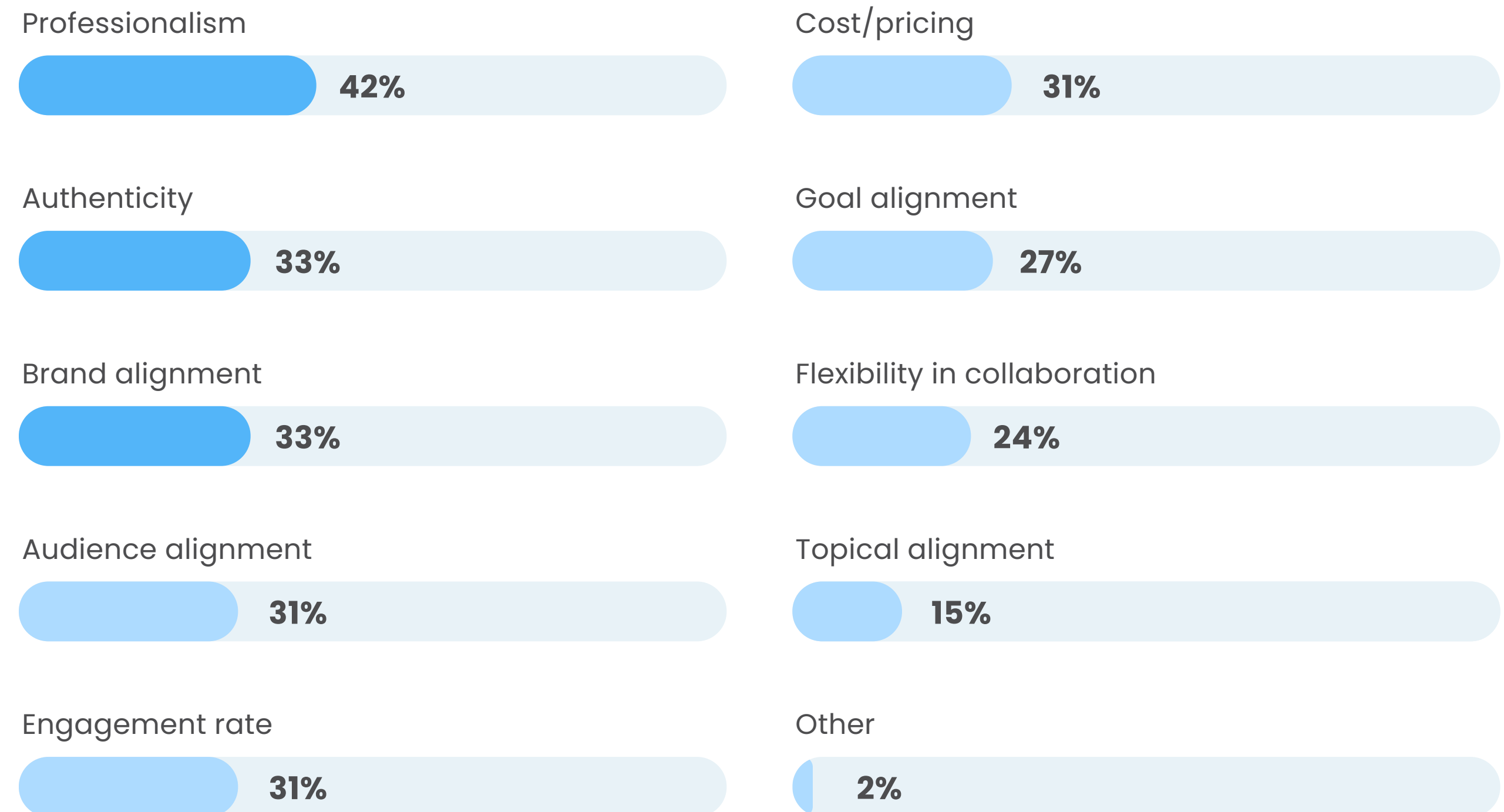
I provide performance metrics to the brands I collaborate with.”



Key attributes of an ideal influencer partner

Building a lasting partnership between an influencer and your brand is dependent on a number of factors. Professionalism is the top non-negotiable for all B2B marketers as they look for influencers to work with. Also high on this list are authenticity and brand alignment.

What are your top non-negotiables when evaluating an influencer partner?



Finding the right influencer

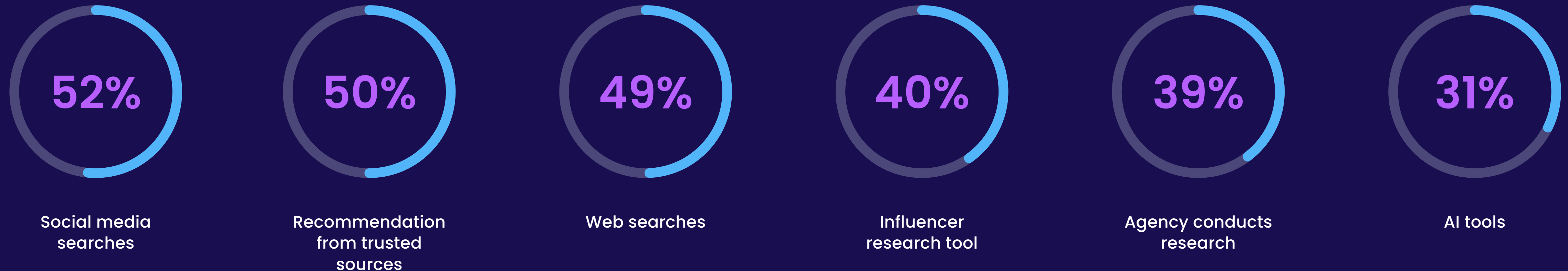
Nearly half of marketers we surveyed (48%) said that identifying the right influencers is the most challenging aspect of B2B influencer marketing. Even as many aspects of influencer marketing have evolved, the top ways marketers are currently identifying influencers remain social media searches and word-of-mouth recommendations from trusted sources.

45%

of marketers using an agency to conduct influencer research belong to these cohorts:

- Advanced maturity programs
- Always-on programs
- Enterprise marketers

How are you currently finding influencers for your influencer marketing program?



Level of influencer involvement

Nearly all B2B marketers surveyed (95%) involve their influencers in content creation to some degree. The majority (45%) say their influencers are somewhat involved, while 37% say their influencers are heavily involved, contributing to tasks like brainstorming, scripting, and production.

B2B marketers who are most satisfied with their influencers, and those with the most effective programs, were over 3x more likely than others to heavily involve their influencers in co-creating content for campaigns.

37%

Heavily involved: Influencers are highly engaged in content creation and contribute to brainstorming, scripting, and production.

45%

Somewhat involved: Influencers provide input and collaborate on ideas, but their involvement is more limited, with their primary role focusing on execution rather than strategy.

13%

Slightly involved: Influencers follow pre-defined guidelines or concepts provided by the brand with little to no influence on the content's direction.

5%

Not involved: Influencers only share or promote content that is fully developed and prepared by the brand without any input from them.



Understanding the competition

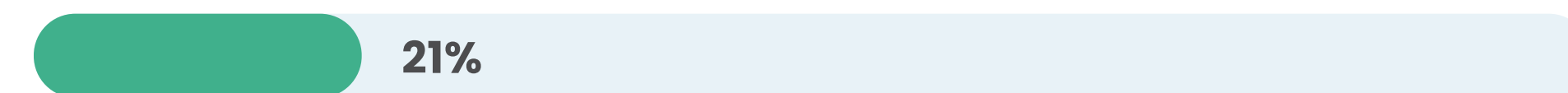
Interest in competitive insight is significantly higher for the teams running the most effective B2B influencer marketing programs.

It is (or would be) helpful to understand how our competitors are leveraging influencer marketing.

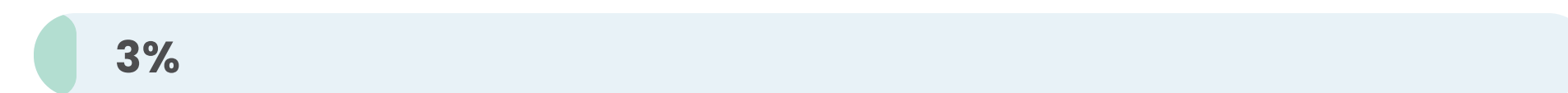
Strongly agree



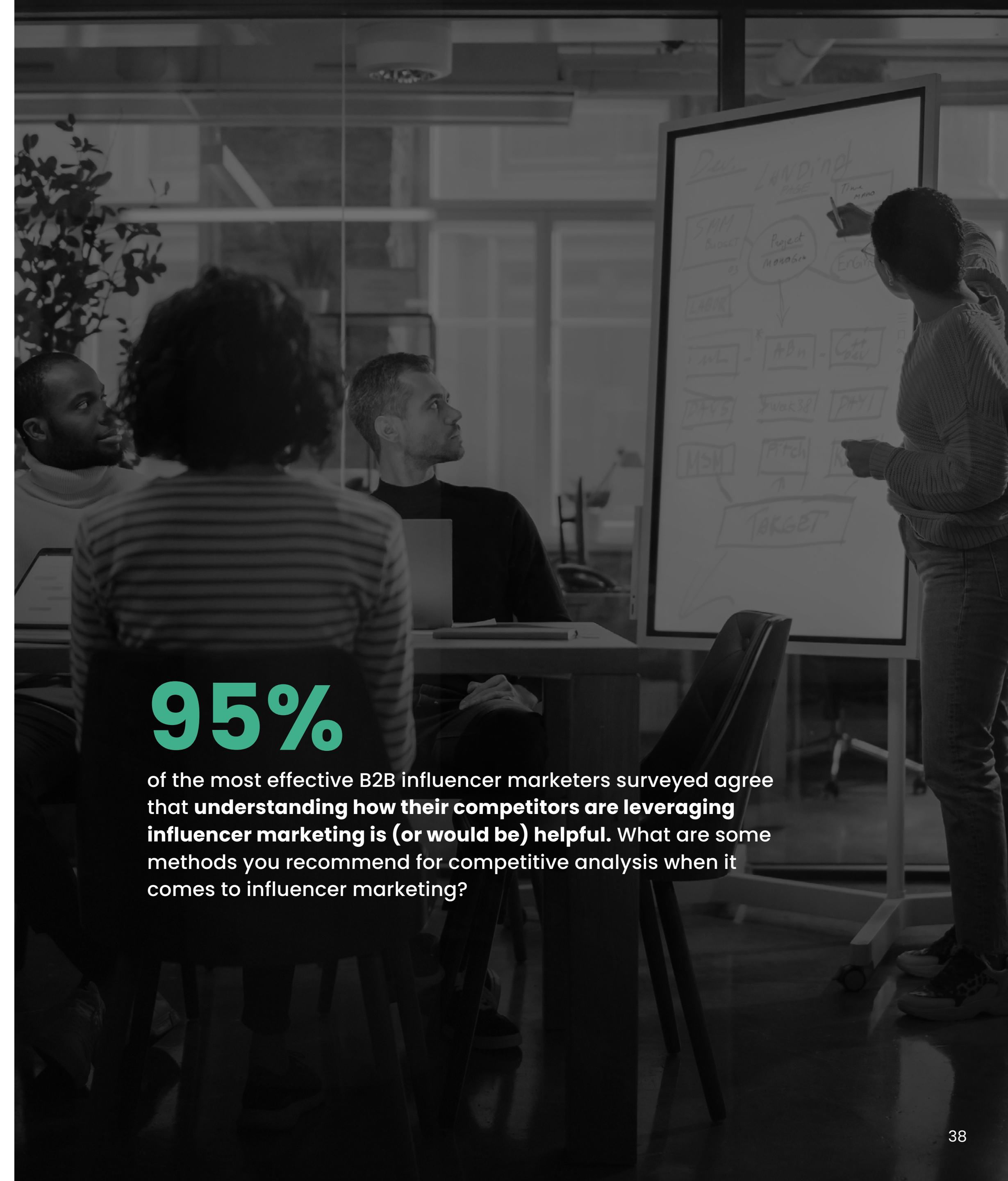
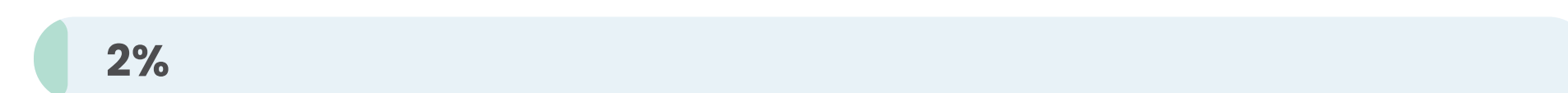
Somewhat agree



Somewhat disagree



Strongly disagree



95%

of the most effective B2B influencer marketers surveyed agree that **understanding how their competitors are leveraging influencer marketing is (or would be) helpful**. What are some methods you recommend for competitive analysis when it comes to influencer marketing?

EXPERT INSIGHTS



Tim Alexander

Social Media and Influencer Strategist



Keep an eye on the competition

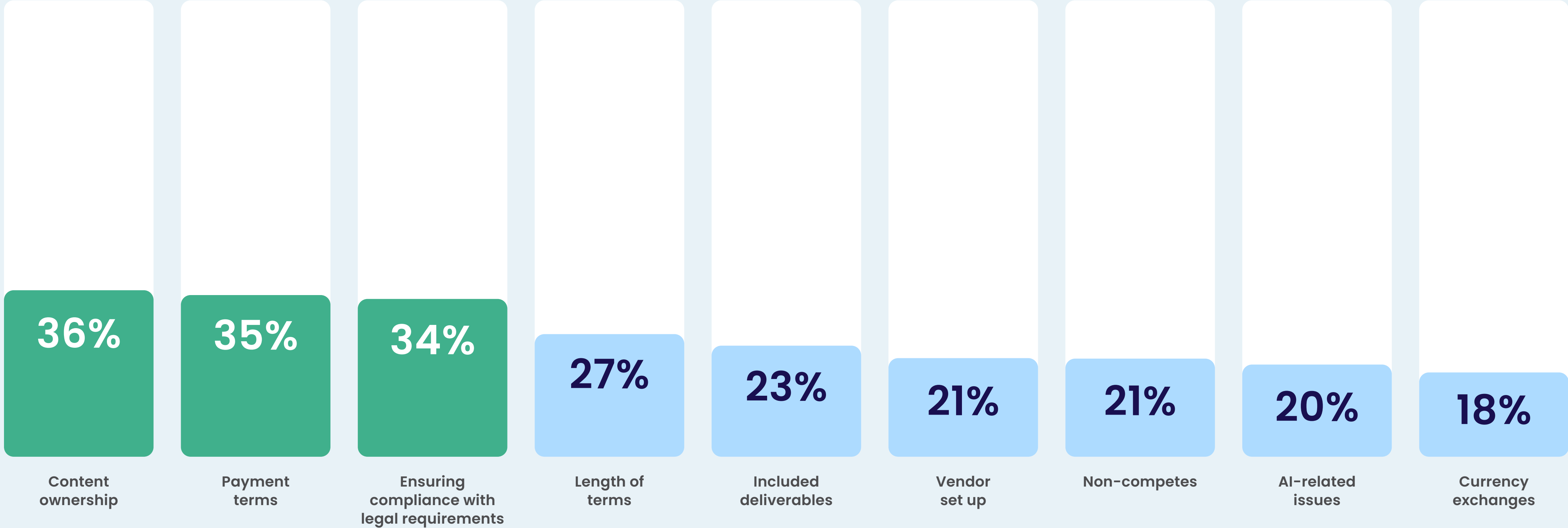
“If you want to stay ahead of the game, you have to keep an eye out for how and why competitors are working with certain influencers. Luckily, with an ever-expanding toolbox, marketers have a host of ways to find out.

Personally, I think you can never go wrong with tried and true keyword and hashtag tracking – something all social media and influencer marketing software has built-in. That way, you can identify competitor campaign trends and positioning and track levels of community engagement. These helpful nuances can make recognizing gaps and potential opportunities in your own strategy a breeze.”

The nuts and bolts: Payment, contracts, and more

Content ownership, payment terms, and ensuring compliance with legal requirements are the top challenges that B2B marketers face as they execute contracts and payments with their influencer partners.

What are your biggest challenges related to contracts and payments?



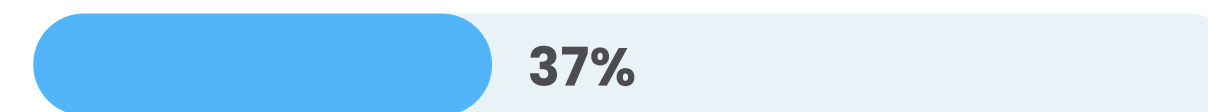


Partnering with an agency offers a range of benefits

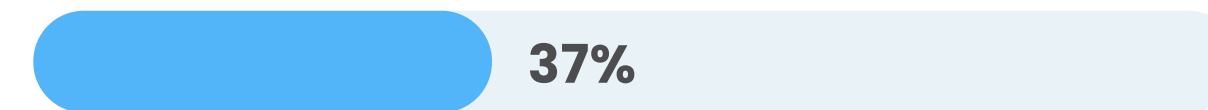
Working with an agency to execute influencer marketing efforts provides B2B marketers with time savings as well as valuable expertise and experience. Rounding out the top three benefits is perhaps the most concrete, in terms of answering a significant challenge: Finding the right influencers.

What are/would be the greatest benefits of working with an agency for your influencer marketing program?

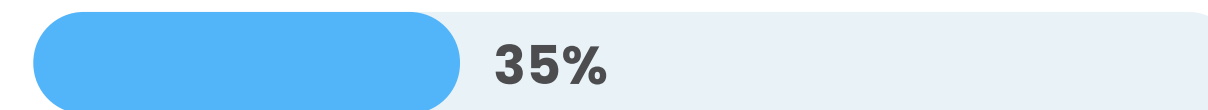
Time savings



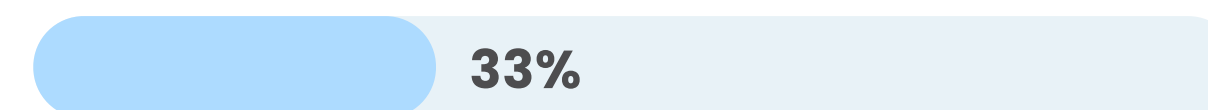
Expertise and experience



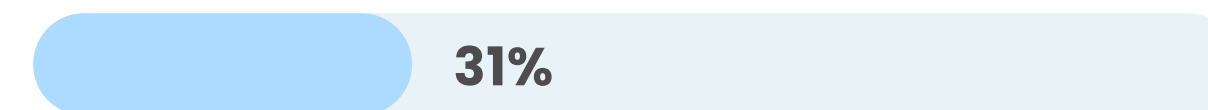
Finding the right influencers



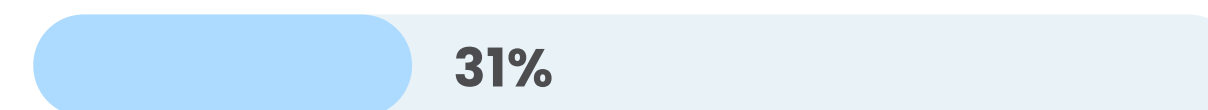
Innovation and creativity



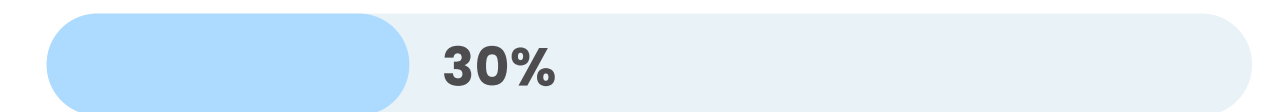
Influencer outreach/relationship management



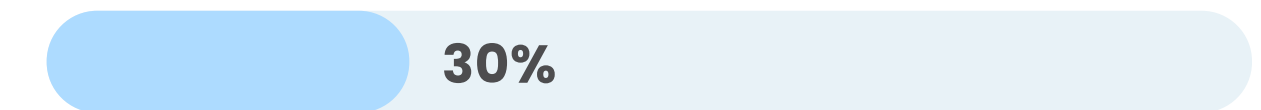
Strategy development



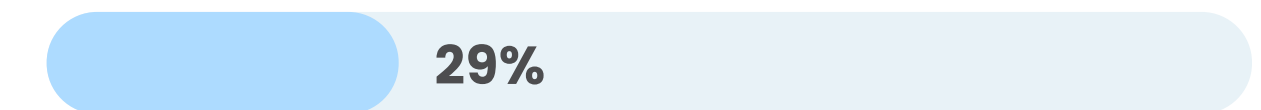
Influencer management



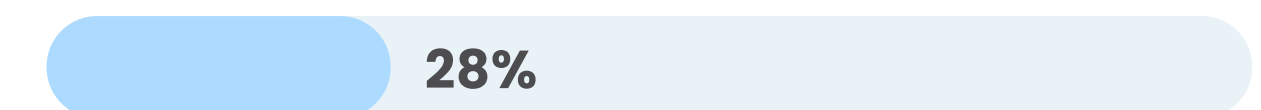
Improved campaign results



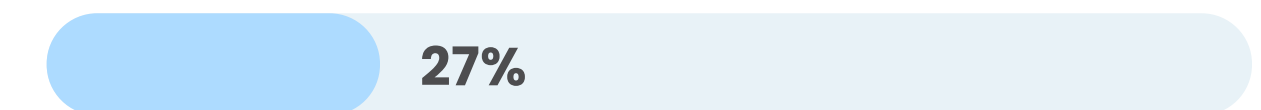
Contract negotiation



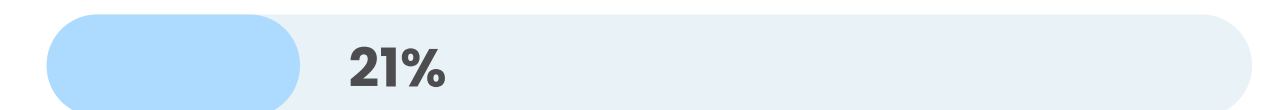
Scalability



Access to influencer work



Ensure FTC compliance



TopRank's Take:

Finding the right influencers for your program takes time and a lot of vetting. There is no all-in-one, state-of-the-art influencer search tool. Every influencer search is unique to that particular program.



Debbie Friez

Associate Director of Influencer and Social Media,
TopRank Marketing



How agencies help brands win at influencer marketing

“Agencies assist brands in defining their influencer marketing strategy. This includes determining a set of criteria for the best-fit influencers to achieve your goals. Once the influencers are identified, vetted, and approved, then we manage negotiations for deliverables, ensuring they align with your goals.

We also do the contracting (helping with risk aversion), create the briefs, and review the content. Even with all this, the work is just getting started – we need to make sure timing aligns, and all participants are alerted when to do their part. That includes reporting, analysis and optimization.

And just because a post is live does not mean the work is over. Managing the paid promotions is key, so the content is seen by the target audience. Agencies help brands manage the workflow and find the best content to create a successful campaign.”

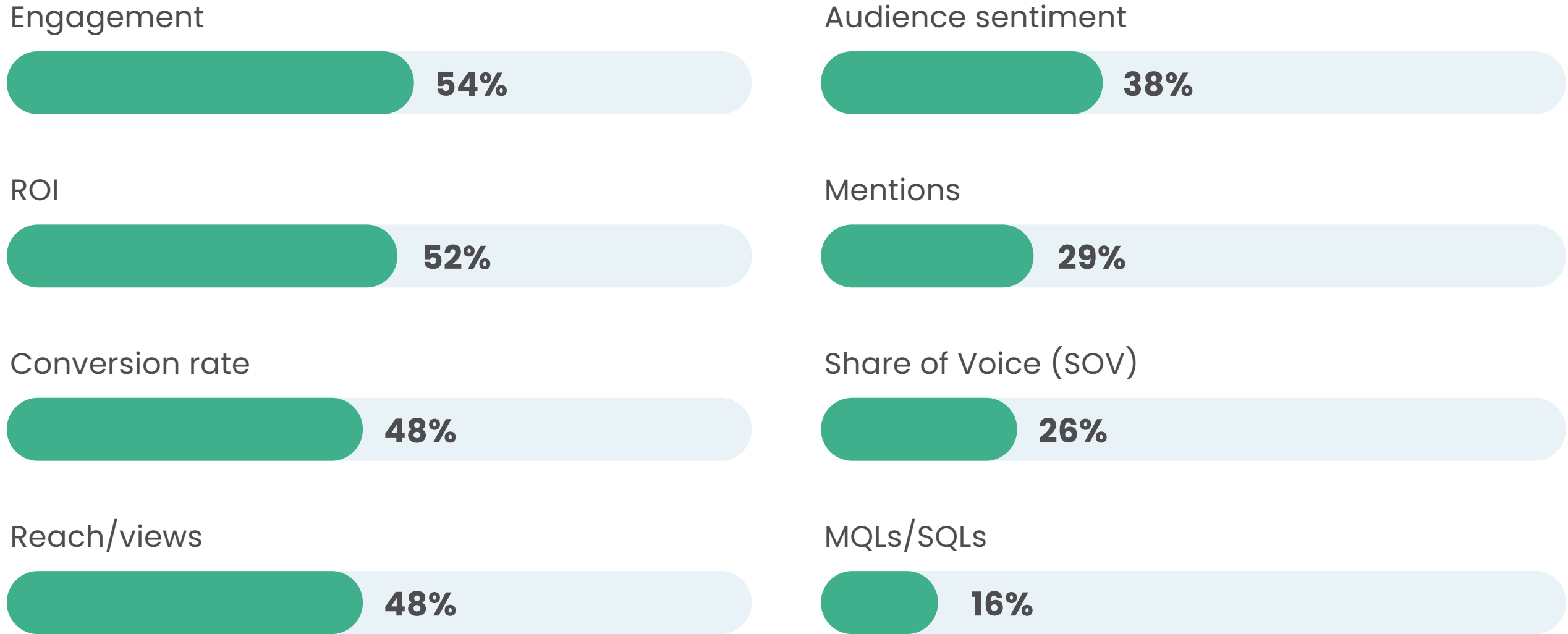
EXPERT INSIGHTS



Measuring and demonstrating the unique impact of influencers

Influencer programs play a powerful role in your overall marketing mix by providing unique and creative ways to drive credibility and trust for your brand. Since influencer tactics can be used to support various stages of the buyer journey, their success should be measured accordingly.

Which success metrics do you use to analyze and optimize your influencer marketing campaigns?



How top-performing programs measure success

Those with advanced influencer marketing programs are 2x more likely than those in earlier stages to be using Share of Voice and MQLs/SQLs to measure success.

To measure and optimize performance, the teams with the most effective B2B influencer marketing programs are more likely than others to track:

+22%
Audience sentiment

+16%
Engagement

+14%
Share of Voice

+11%
MQLs/SQLs



Justin Levy

Director of Content & Social, ZoomInfo



A few notes on measurement best practices

“To properly measure the success of your influencer marketing program you need to first determine what the goal of your campaign/program is - is it for brand awareness, demand generation, or a combo of the two? From there you can determine which metrics need to be measured and the story that you need to present.

It’s also important to understand that you’ll need to rely on the influencers who are part of your program for certain metrics that you’re not able to measure publicly such as, post impressions or video views.”

EXPERT INSIGHTS



Measurement challenges

Since B2B influencer programs are commonly used as an awareness tactic, they can be leveraged strategically to influence brand perceptions and guide customers through the funnel. Awareness tactics, however, can be tricky to tie back to the bottom line.

What are the greatest challenges associated with measuring the performance of your influencer marketing programs?

Evaluating ROI



Tracking long-term impact



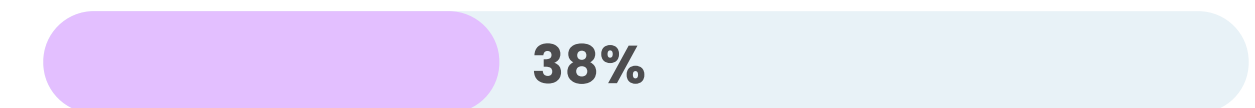
Tracking metrics across different platforms



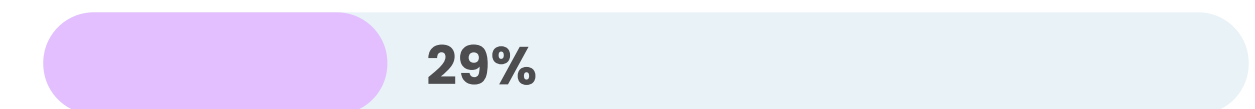
Integrating with existing campaigns



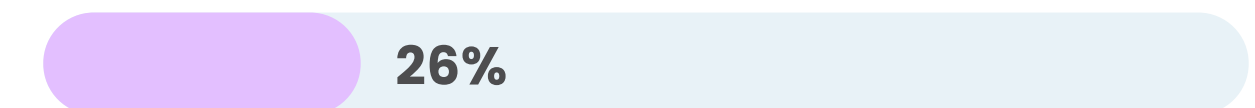
Attribution



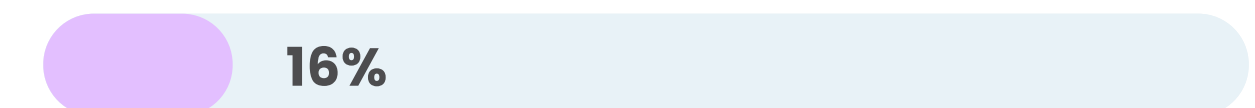
Platform reporting inconsistencies



Influencer lags or delays sharing reporting



Undefined goals/KPIs

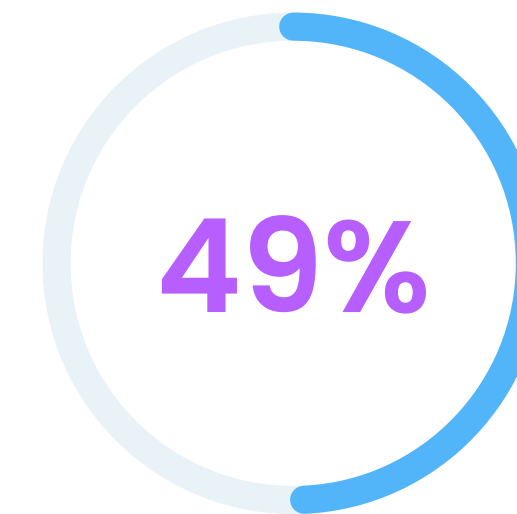


YOUR B2B INFLUENCER MARKETING ACTION PLAN FOR 2025

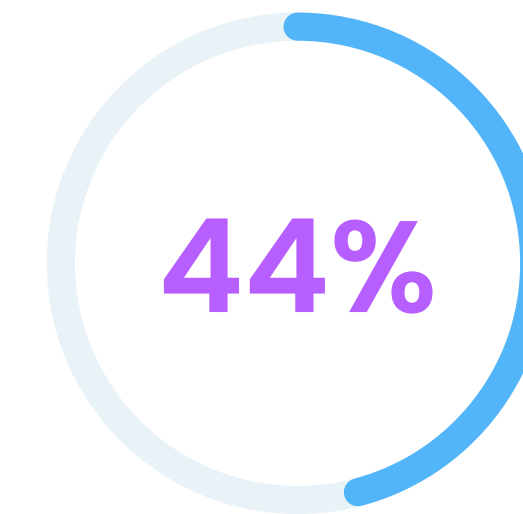


Emerging Trends

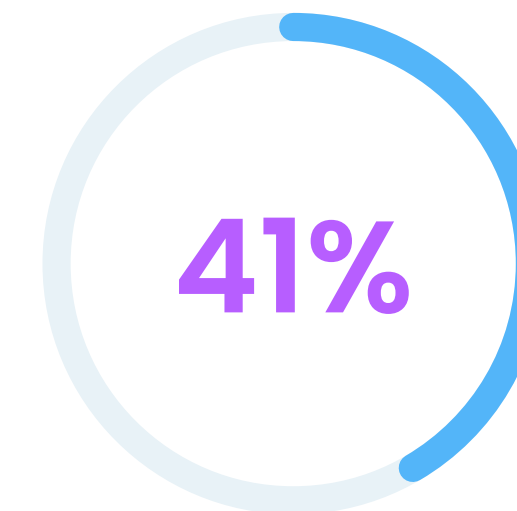
Nearly half of all B2B marketers surveyed feel that integration with a greater mix of marketing tactics is the most important emerging trend in B2B influencer marketing.



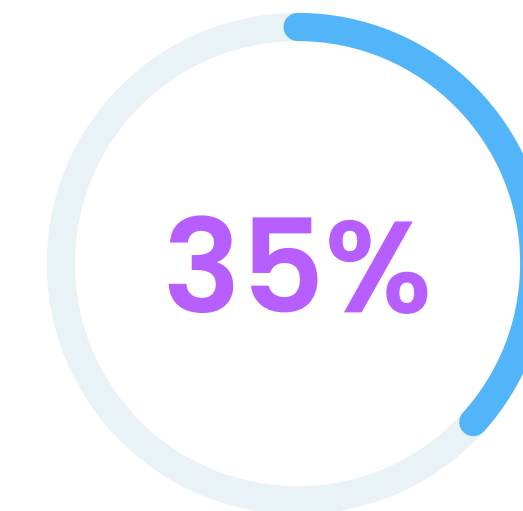
Integration with a greater mix of marketing tactics



Use of AI to expand and optimize influencer content



Increase in developing internal brand influencers



Use of AI for creating virtual versions of influencers

TopRank's Take:

Make sure your team is ready to adopt AI solutions — and optimize their use. Prioritize training for your most enthusiastic adopters of new technologies so they can help create internal guidelines and trainings for the rest of your team.

Framework for elevating your influencer marketing strategy

It's never too early to start employing the tactics that have made the most mature influencer programs successful.

1.

Ensure leadership is aligned with your needs to meet their goals.

Use data (like this report) to help leaders understand which on-the-ground investments result in achieving C-suite goals.

2.

Identify the metrics that justify budget increases.

Programs that are sufficiently funded deliver results, so it is vital to demonstrate the bottom-line impact from your B2B influencer marketing program. Tracking the right metrics will help prove your success and drive future growth.

3.

Align your audience and your influencers.

How does the influencer serve your audience? Consider working with micro-influencers to target those niche audiences. Working with an experienced agency to identify influencers can save a great deal of time – and money.

4.

Differentiate with unique, creative content.

Remember that the job of an influencer is, in part, to humanize your brand. Enable that human connection with creative content. Make sure to invest in your influencer relationships to enable a greater degree of trusted creative collaboration.

5.

Infuse creativity into your strategy, too.

How can you get creative to make the most of your influencer content? Make repurposing content part of your strategy from the start to stretch that initial investment.

6.

Integrate influencer content into your overall marketing strategy.

Don't think of your influencer program as a separate entity – influence works best when it is woven into and supports your overall marketing strategy.

7.

Keep influencing. Always-on influencer strategies, built on a foundation of best practices and right-fit partnerships, can launch your influencer program to new heights.

Top Influencer Marketing Experts to Follow



**RENEE
ROTH**

Head of Influencer Marketing,
Dropbox



**MEG
CRAWFORD**

Director, Influencer Relations and
Paid Programing, Cisco



**LAURA
JAMIESON**

Analyst Relations Community &
Engagement Lead, SAP



**ELENA
SUAREZ-PEÑA**

Associate Director Influencer
Marketing & Partnerships,
Pierre Fabre



**ALEXANDRA
D PRESLEY**

Global Influencer Marketing
Manager, Paysafe



**ADAM
SIERRA**

Head of Influencer Marketing,
Weave



**SUSIE
GIDSEG**

Seinior Director of Social Media
and Influencer, Blue Yonder



**NATASHA
BISHOP**

Director, Influencer and Content
Marketing, Secureworks



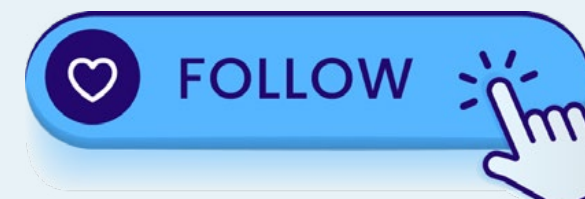
**MARLA
PIETON**

Sr. Director, Influencer Marketing,
Alkami Technology



**LUCINDA
R HENRY**

Global Analyst Relations Manager,
Hewlett Packard Enterprise



Methodology

TopRank Marketing, in partnership with Ascend2 Research, developed a custom online questionnaire to survey 404 marketing professionals primarily in managerial roles and above (89%). These individuals represent organizations in the United States with a B2B (Business-to-Business) focus and 100 or more employees. The survey was fielded in September 2024.

About the Research Partners

TopRank Marketing has over two decades of experience helping brands connect with their most valuable audiences. The agency has been endorsed by the Forrester Report as a “Top B2B Content & Influencer Marketing Agency” and recognized as an industry thought leader by institutions including Ad Age and Edelman’s Social Media Index.

In 2024, TopRank Marketing was honored for “Best Use of Influencer Marketing” by the Content Marketing Awards for the Socialverse campaign they partnered with Sprinklr to develop and execute.

The TopRank Marketing Blog consistently offers insights that attract attention from publications including The Wall Street Journal, The New York Times, and Forbes.

Companies partner with Ascend2 to create original research from survey conceptualization through report and content creation to media outreach. Ascend2 helps companies fuel marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel. For more about Ascend, visit ascend2.com.

Redefine B2B Influence with TopRank Marketing

As B2B influencer marketing grows in maturity, the keys to success are becoming clearer: always-on strategies, seamless integration into broader marketing, creative campaigns, and the support of AI.

TopRank Marketing partners with leading B2B brands to master these trends and bring lasting impact to influencer programs. Whether you're just getting started or looking to scale with proven strategies, we're here to help elevate your brand.

Are you ready to fuel your influence? Let's connect and explore how influencer marketing can set your brand apart.

[CONNECT TO LEARN MORE](#)