

LOOK MOM! I AM AN INFLUENCER!



An up to date **social media**
& **influencer marketing**
research in Greece.

Humble.

Last year we ran
a survey - and it
went well!

So this year we did it again - with
a new addition!



INTRODUCING OUR NEWEST RESEARCH



Your favorite social media platform is... 🥰

13 - 17



18 - 24



25 - 34



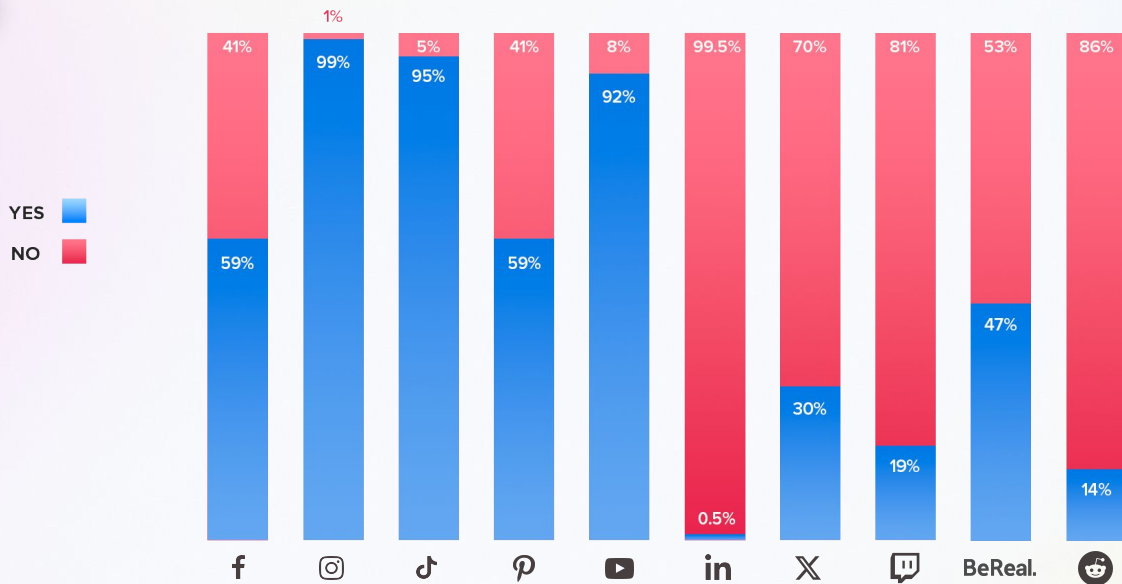
35+



In which social media *platform* do you have an account?



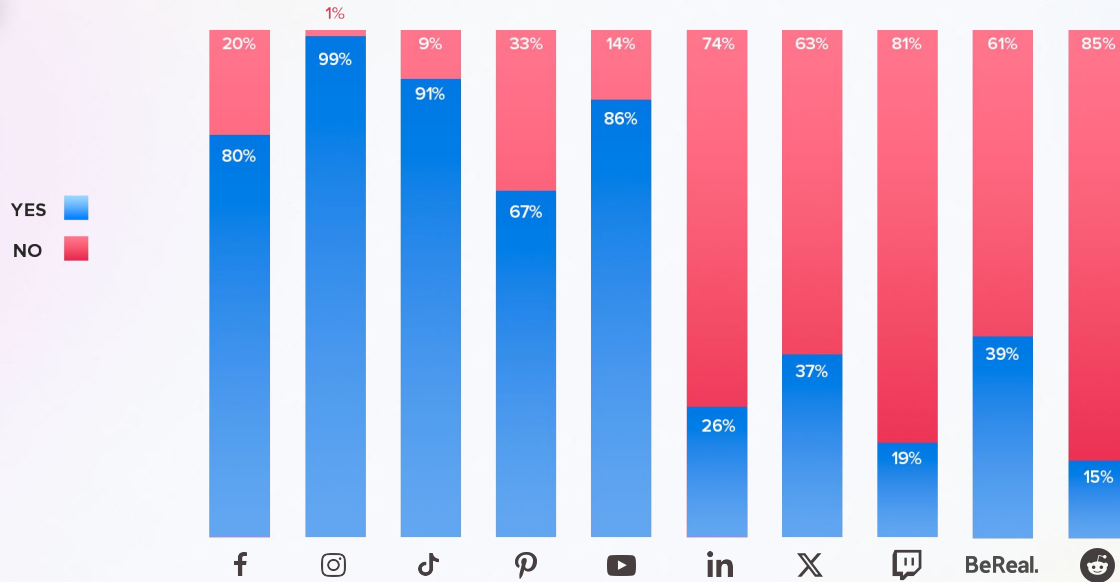
13 - 17



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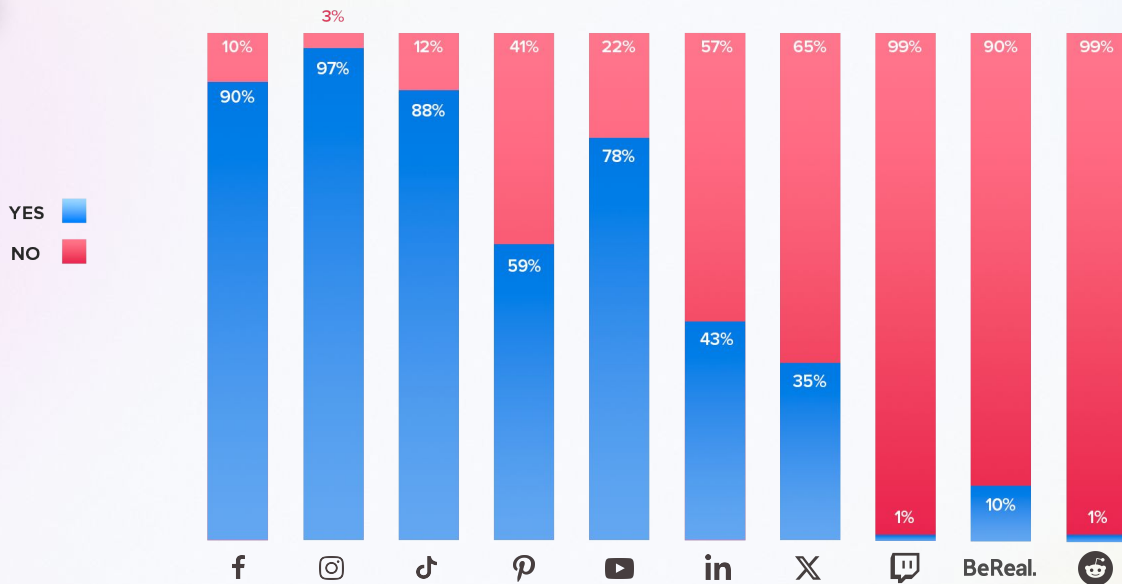
18 - 24



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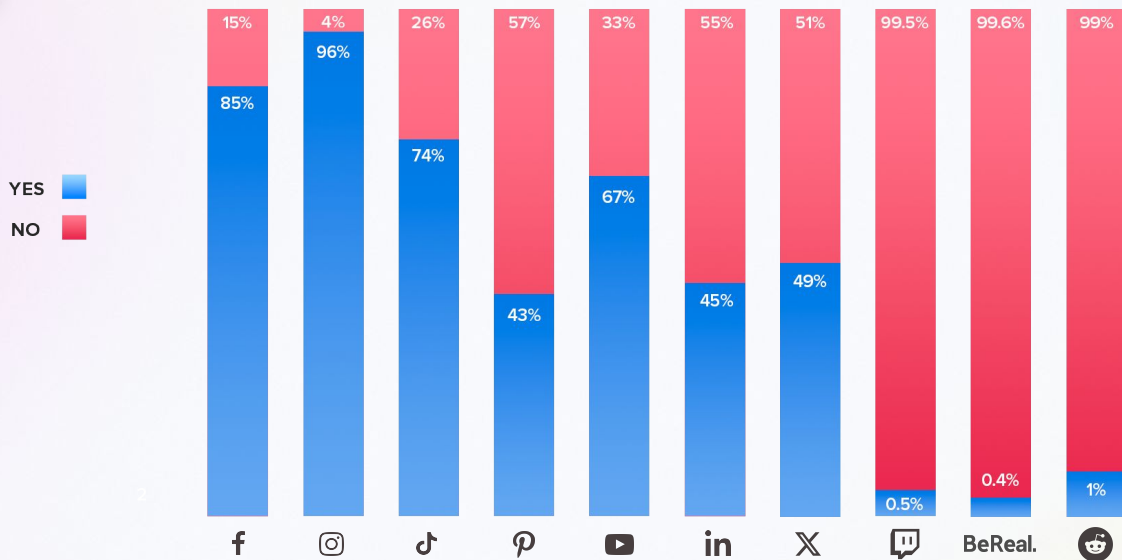
25 - 34



In which social media *platform* do you have an account?



35+



“I am not on Instagram” said *no one* ever

Instagram is by *far* the 🏆King of all SoMe 🏆
for all age groups.
If you do not have an Instagram account
you're, *in fact*, a minority.



Tell us your SoMe accounts and we will 🌟 guess your age

- BeReal, Reddit & Twitch are the SoMe platforms of the young ages (13-24).
- The **older** you are the higher the chances of having a **LinkedIn** and a **Facebook** account.
- For **younger** ages (13-24) **Instagram** and **TikTok** are almost equally popular. While for **older** ages (25-35+) **Facebook** is the **2nd** most popular social medium followed by **TikTok**.



How much time do you spend daily on *each platform*?

Instagram



Tik Tok



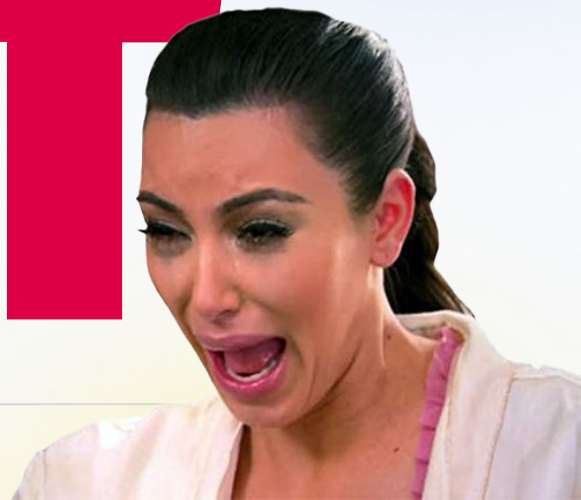
Facebook



Hey, *big* (time) *spender!* Spend a little time on Facebook

While overall time spent on **SoMe** is **increasing** radically, it seems like there is **no time to spend anymore on Facebook.**

Users are constantly looking to **discover** new forms on content, and new platforms, on which they are willing to spend a **tremendous amount** of their time.



How much time do you spend *daily* on TikTok? (by age group)

13 - 17



18 - 24



25 - 34



35+



How much time do you spend *daily* on Instagram? (by age group)

13 - 17



18 - 24



25 - 34



35+



How much time do you spend *daily* on Facebook? (by age group)

13 - 17

f



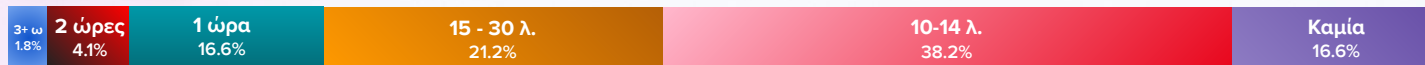
18 - 24

f



25 - 34

f



35+

f





Facebook is the Social Medium with the **least time spent on**, regardless the age group.



Regardless their age, all users spend **similar amount of time** on Instagram.



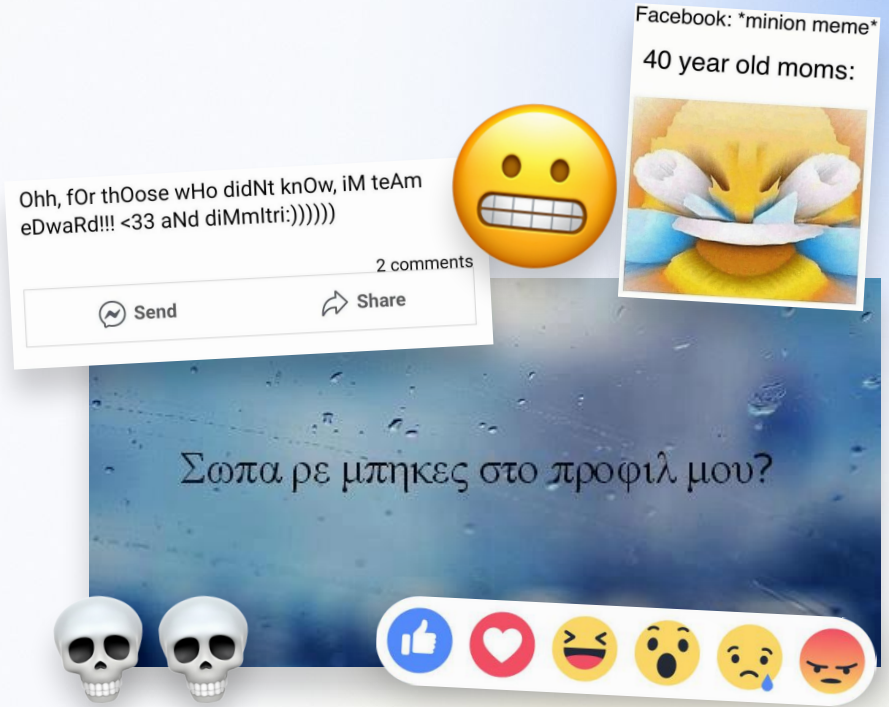
While for **TikTok** the **younger** you are the **more** time you spend on the platform.

Older ages (35+) spend most of their time on Instagram, while younger ages spend most of their time on TikTok.

Facebook who?

The majority (57%) of the age group 13-17 **does not use Facebook at all!**

While the majority of users under 35 years old use facebook for **less than 14 minutes daily or not at all.**



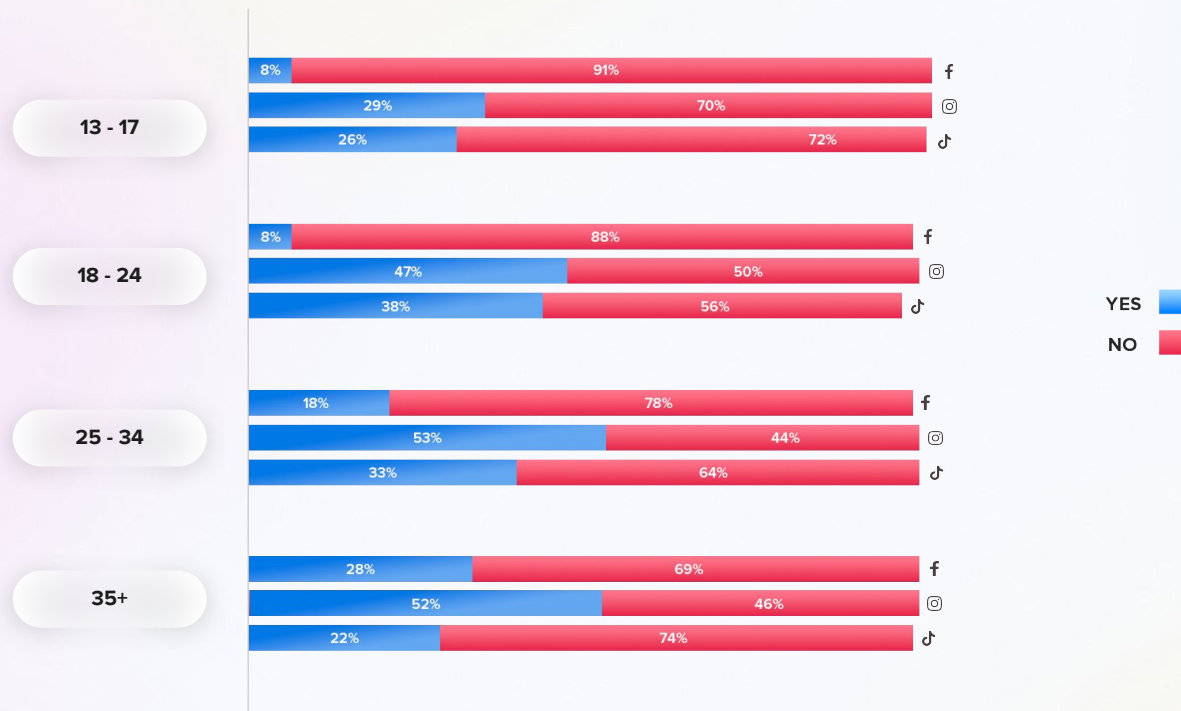
Time tik toks on TikTok

The majority of all users under **24 years old**, use TikTok for more than **2 hours daily**.

While almost half (48%) of users of the age group **24-34** use TikTok for more than **2 hours daily**.



Have you visited a place/store you saw on:



TikTok **MADE ME** buy it 🧐

We can see a clear increase in *TikTok's* influence on buying intent.

27% YES

2022

29% YES

2023



105 TikTok Made Me Buy It Amazon Must Haves

What type of *content* do you want to see from *influencers*?

A word cloud of content categories for influencers. The words are arranged in a roughly circular shape, with 'LIFESTYLE' and 'COOKING' being the largest. Other prominent words include 'FASHION', 'PRODUCT RECOMMENDATIONS', 'BEAUTY', 'DAY TO DAY LIFE', and 'UNBOXING / HAUL'. Smaller words include 'HOME / INTERIORS / DIY', 'GAMING', 'NEWS', 'COMEDY', 'TECHNOLOGY', 'PLACE RECOMMENDATIONS', and 'SPORTS & WELLNESS'. The colors of the words vary, including shades of blue, purple, green, pink, and yellow.

HOME / INTERIORS / DIY
DAY TO DAY LIFE
GAMING
NEWS UNBOXING / HAUL
LIFESTYLE COMEDY FASHION
COOKING TECHNOLOGY
PRODUCT RECOMMENDATIONS
PLACE RECOMMENDATIONS BEAUTY
SPORTS & WELLNESS

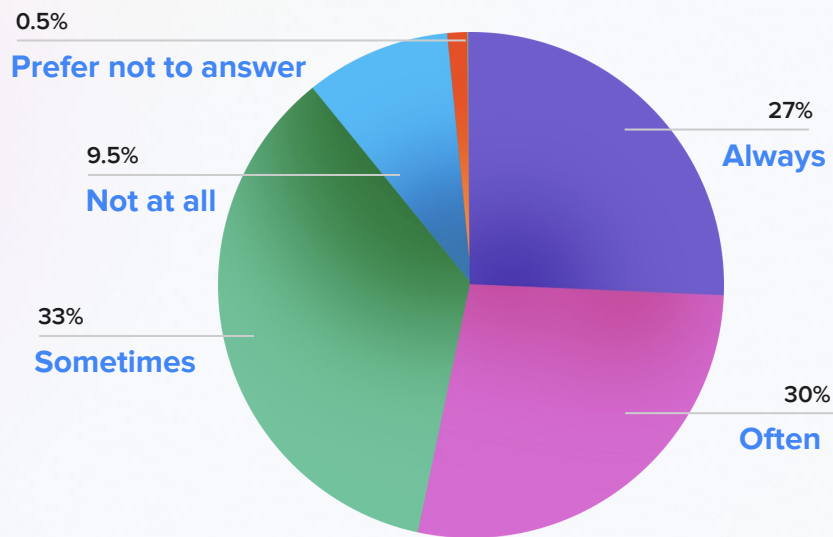
Stay *in* fashion!

Nearly **1 out of 2 users** are looking for influencers who share **Lifestyle** or **fashion content**.

Food and beauty are also some of the most popular and wanted influencer content categories.

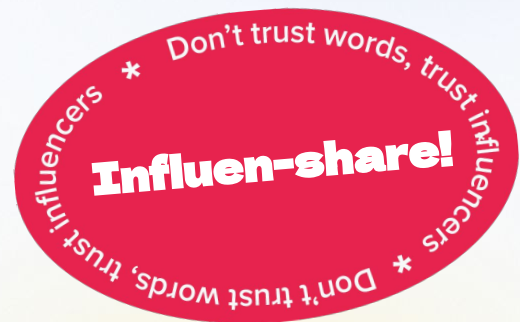
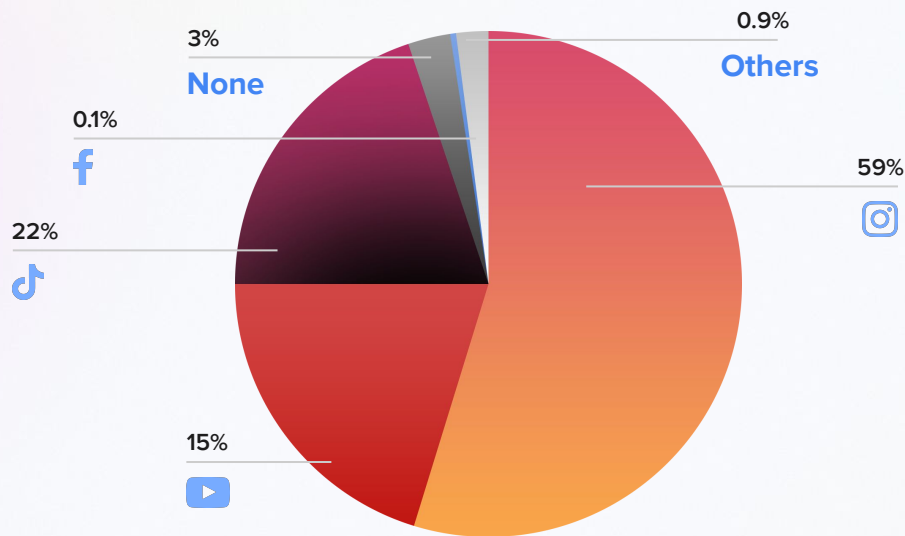


How often do you watch influencer content?



Only 1 out of 10 people do not watch influencer content at all. While the great majority (57%) watch influencer content often or always.

On *which* social medium do you follow more influencers?

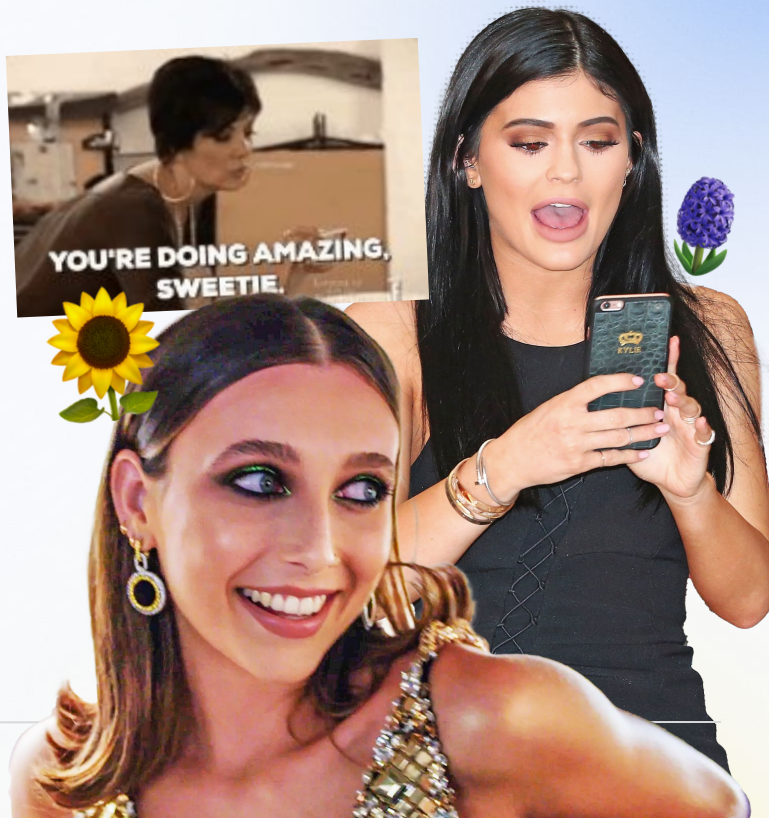
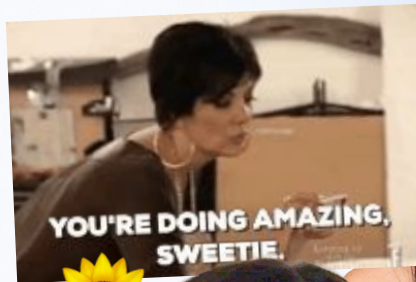


Instagram: the *influencer* platform

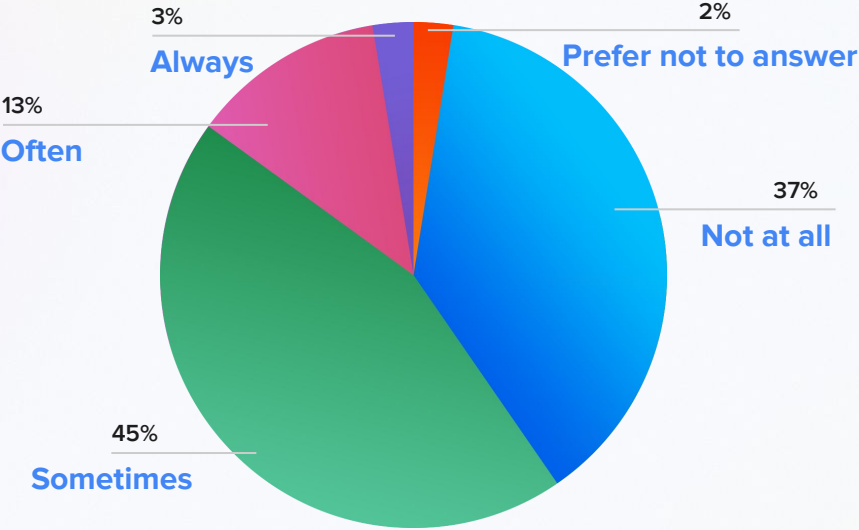
With **59% of SoMe** users following more influencers on Instagram, it looks like Instagram is the ultimate platform for influencers.

Next time you partner with an influencer on other platforms (e.g. TikTok, YouTube) consider expanding your collaboration on Instagram too, even if it's just for a story.

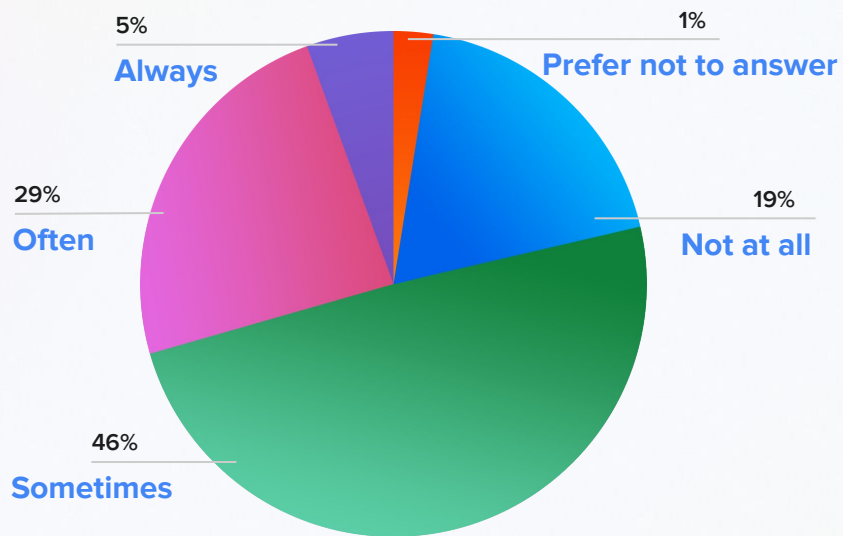
Humble tip



How often do you consult an *influencer* prior to making a *buying* decision?



How much do you *trust* influencer recommendations?



How much do you trust influencer recommendations?

- Always
- Often
- Sometimes
- Not at all
- Prefer not to answer

13 - 17



18 - 24



25 - 34



35+



Influencer trust VS Age

Influencer trust is related to age

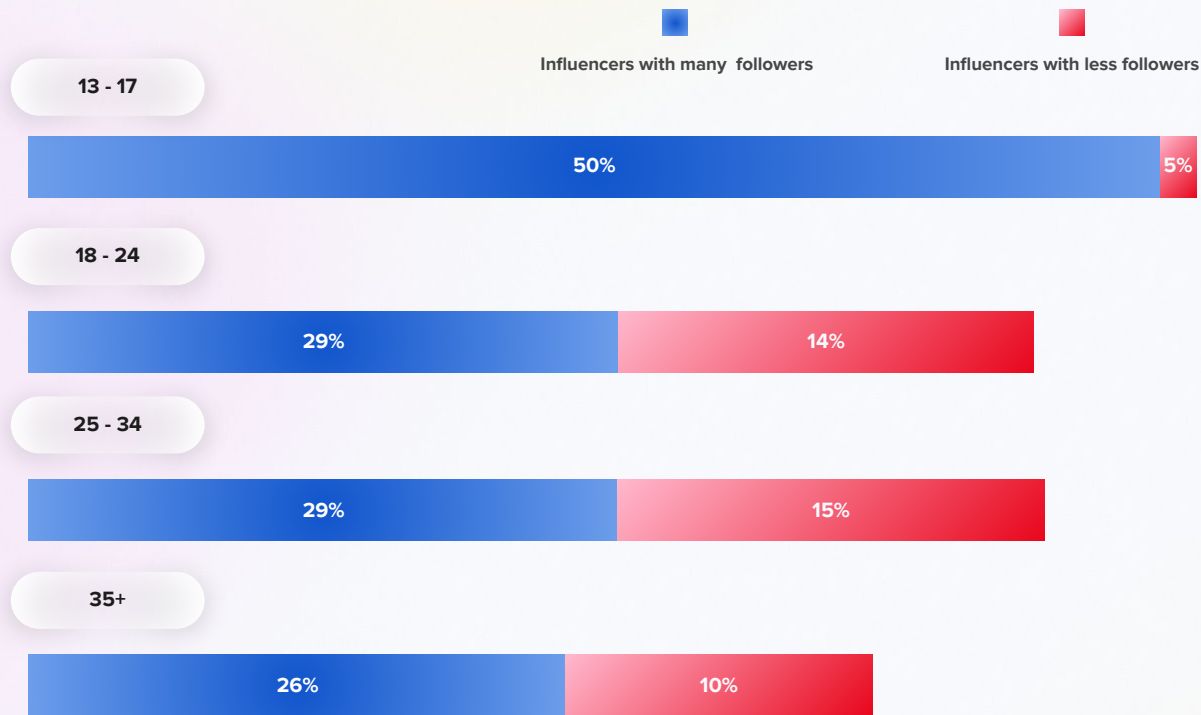
Conclusion

The younger you are the more likely to trust influencer recommendations, while the older you are the less likely to **trust influencer recommendations**.

*The younger the more Gullible.
The older the more Suspicious.*



Which influencers do you trust the most?



Size (of following) matters

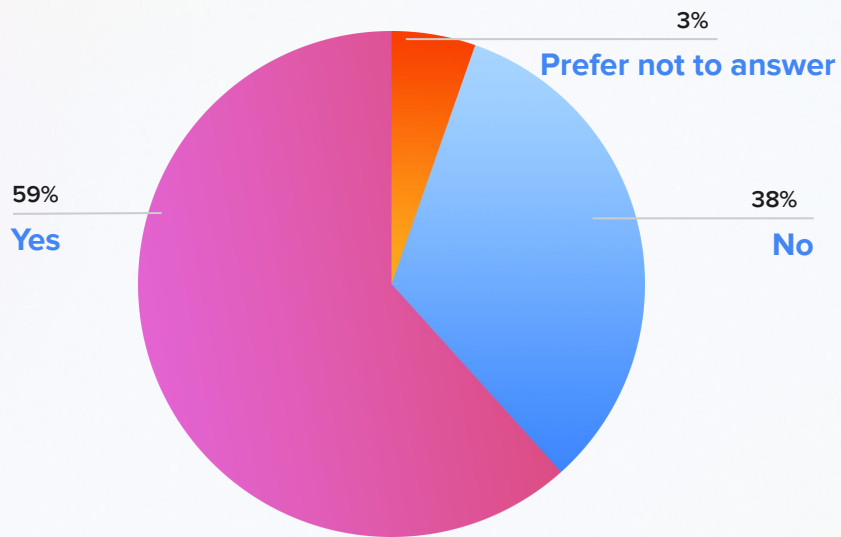
Know your audience before acting!

Humble tip

It seems like younger audiences tend to trust mega influencers, while older audiences tend to also trust micro / macro influencers.



Have you ever made a *purchase* because of an *influencer recommendation*?



NAME A  **GREEK**
INFLUENCER
IN 5'

NAME A  **GREEK**
INFLUENCER

IN 5' Raise your hand if you thought of... 🙋

J TOUNI



J TOUNI
J TOUNI



If you don't follow J Touni, the person *next* to you does 🗨️



FIPSTER



DAT LILLY



MAIRIBOO



CINDERELLA



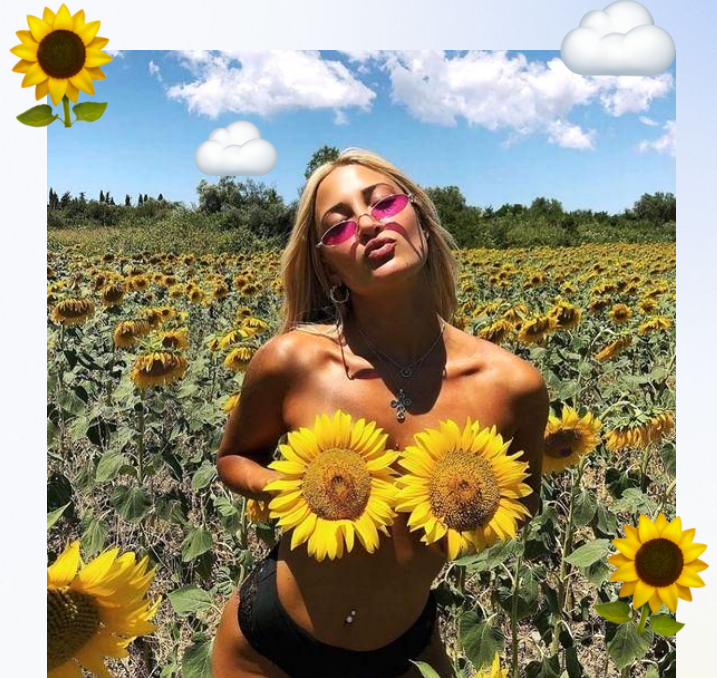
UNBOXHOLICS

J Touni for all ages

On the open ended question “*who is your favorite Greek influencer*” **J Touni** was the number one response for all age groups, apart from the age group **13-17** where she was the 2nd most popular answer after **Dat Lilly**.

If your core target audience is 13-17 years old, in other words the audience that you can't target with promoted ads on Meta platforms, consider a collaboration with Dat Lilly, J Touni, Modern Cinderella, or Fipster.

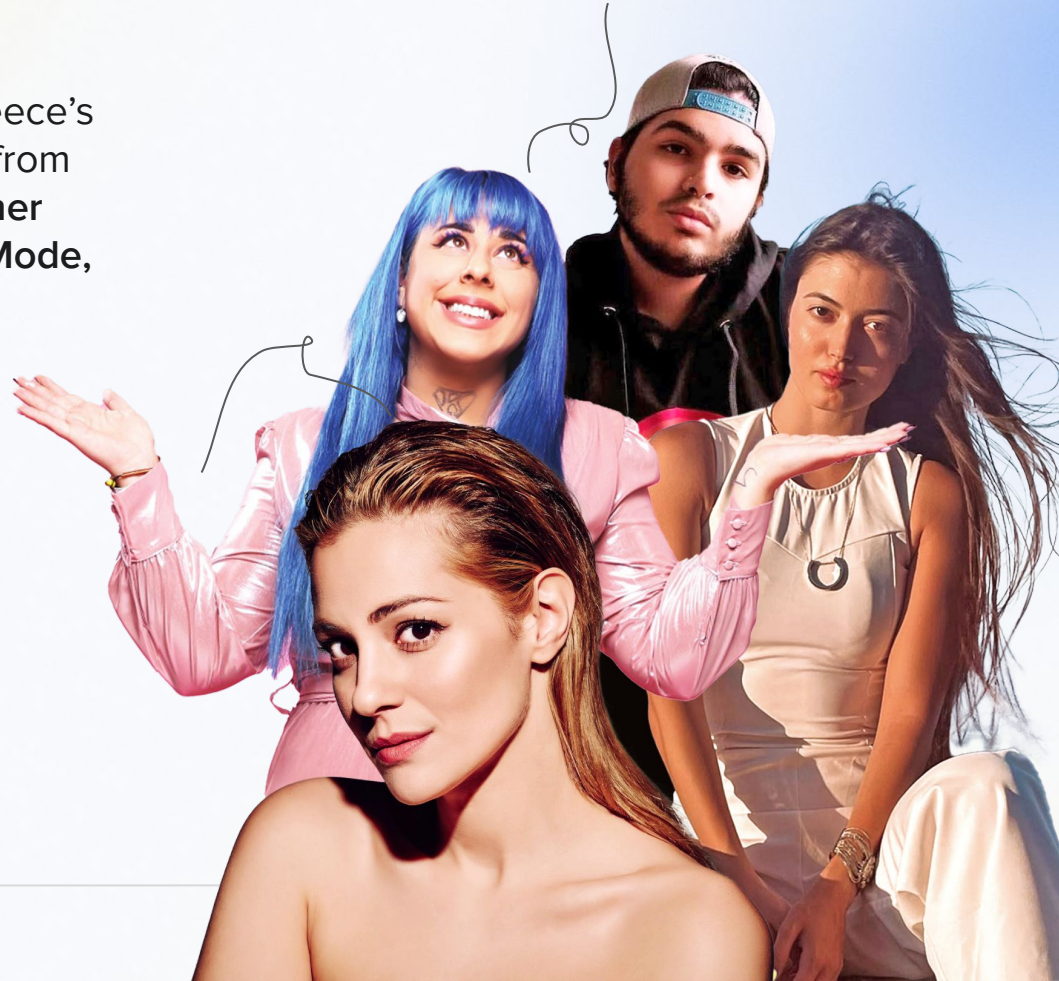
Humble tip



Mix & Match

There was a clear **top 6** when it comes to Greece's *most influential influencers* - however, aside from the top 6, respondents mentioned several **other influencers**, from **Super Kiki** to **Persad**, to **JoMode**, to **Natassa Bofiliou**.

It is therefore important to **mix & match**, to know your audience and to understand **niche communities** and how you can best serve them.



The Tube Girl phenomenon

Sabrina Bahsoon AKA the Tube Girl who went viral for her TikToks almost overnight.

In a couple of weeks she booked collabs with MacCosmetics, Valentino, Bentley, BBC and other brands.

Key takeaway → being able to stay on top of content creators, who's in, who's out, and moving quickly, becoming a part of the **online conversation**.



Who is Tube Girl? Explaining the viral TikTok trend
Tube Girl Doesn't Mind the Gasps

Keeping it REAL

Influencers who keep it *real* are getting the *most attention* at the moment.

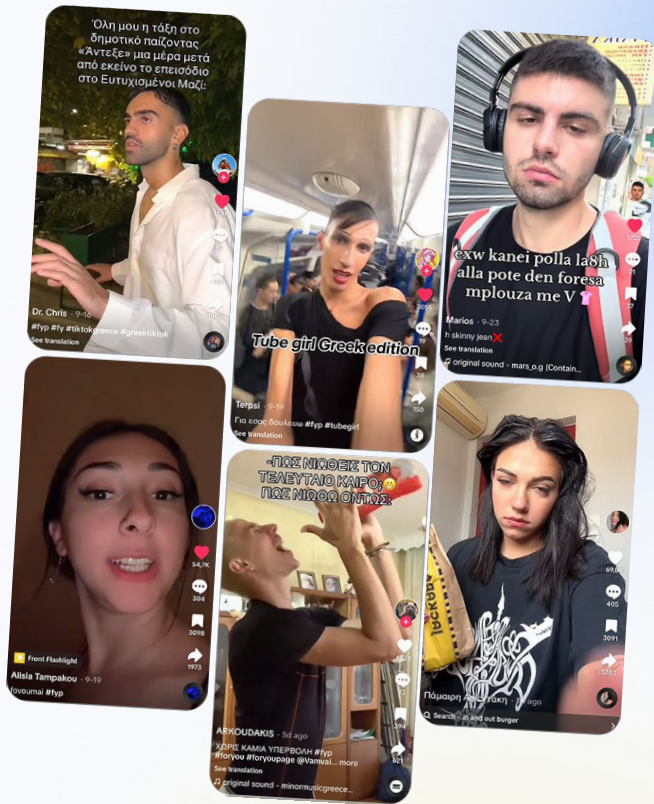
Screenshot this insight for your next strategy



It's no longer all about polished content, but about staying **authentic**.

Brands who want to cut through must lean into this.

Those **influencers** have a trusted following and if the content is **in-line with their tov**, the **collab** would be **fruitful!**



Top Greek influencers by category

technology



UNBOXHOLICS

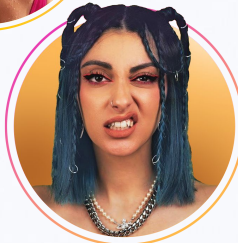
fashion



J TOUNI



CINDERELLA



FOSBLOQUE

lifestyle

(Bars,
restaurants,
food etc.)



J TOUNI



FIPSTER



MADAME GINGER

Favorite Greek influencers by channel

TikTok

J Touni
Fipster
Unboxholics
Modern Cinderella
Pamairii
Dat Lilly
Chris Kogias
Chara Kontochristou

Instagram

J Touni
Fipster
Dat Lilly
Unboxholics
Alexandros Kopsialis
Modern Cinderella
Mairiboo
Super kiki
Venetia Kamara
giogiota
Evelina nikoliza
Filio Lou
Fos Bloque

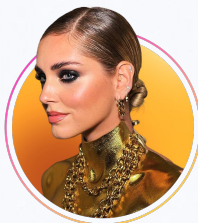
Favorite foreign *influencers* (for Greeks) 🗨️



KYLIE JENNER



MR BEAST



**CHIARA
FERRAGNI**



**SELENA
GOMEZ**



JLO



DUA LIPA



**KENDALL
JENNER**



**EMMA
CHAMBERLAIN**

A cross-channel strategy is also a must!

Looking at our top 6 most *influential* influencers it is clear that each one of them is stronger on a different channel, whether it is Instagram, TikTok or YouTube.

Considering your touchpoints and creating a cross-channel strategy is a must!



And this is what we've been doing for all of our *amazing clients!*





Planning *for* 2025?

→ *Happy to help!*

Reach out to us at hello@humble.gr



We are ✨

*Scroll Stoppers*TM .

Thank You!