



Viffa Consult

State of Influencer Market in Kenya

The Currency of Trust

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Acknowledgement



Deepest gratitude to Viffa team that worked tirelessly to bring the report to fruition. A big thank you to all entrepreneurs who participated in the survey as well as key experts who shared their expertise.

Study Methodology



Study tool

Online & Telephone survey
Expert Interviews



Sample Design

Purposive {Twitter, Facebook, Instagram, Tik Tok, YouTube}
{Sector distribution} Random
{Within sector in each social media}



Sample Size

53

Introduction

Influencer marketing has been on the rise in Kenya over the past decade. Influencer marketing is a flavor of social media marketing than utilizes endorsement and product mentions from influencers mostly individuals whether celebrities or not who have a dedicated social following and in some instances are viewed as experts within their niche.

Influencer marketing generally works underpinned on the high amount of trust that the social influencer has built up over time with their following and their recommendations serve as a great review or brand confidence of the product being showcased.





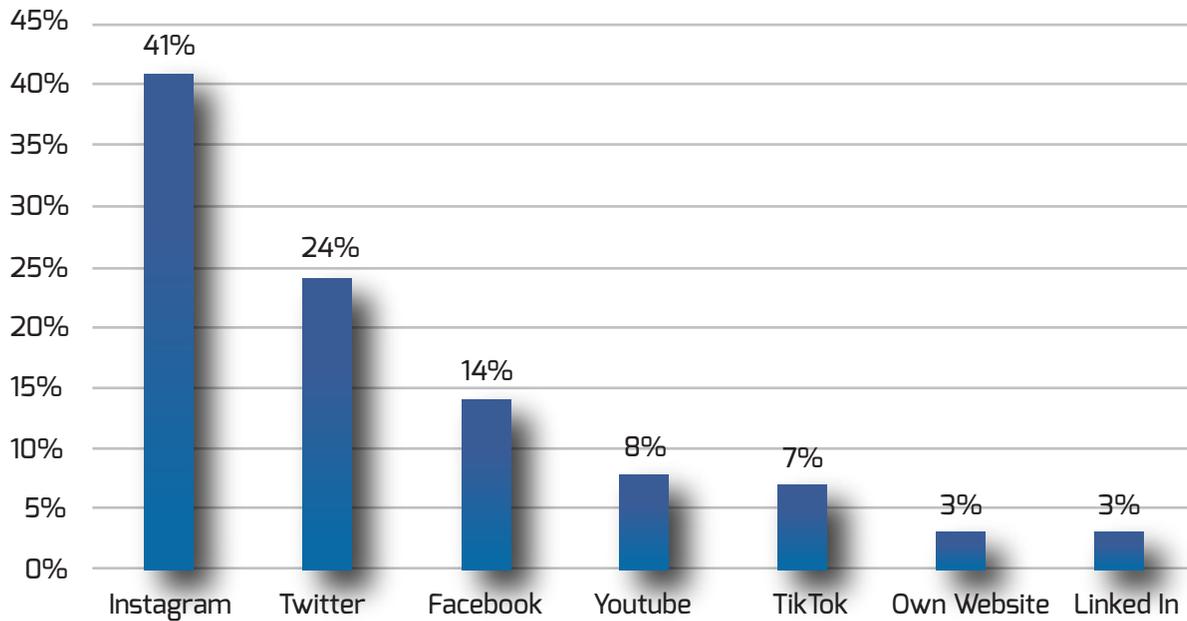
Influencer demography in Kenya is varied from music, radio and TV celebrities, bloggers, Vloggers and experts among others. Further influencer marketing has become mainstream with major brands in Kenya dedicating varying degree of marketing resources towards this type of marketing.

Viffa is conducting an exploratory survey to enable an indepth look at influencer marketing in Kenya. Specified objectives of the study is to

1. Establish the sector distribution of influencers
2. Establish influencer traits
3. Establish influencer business models

Results

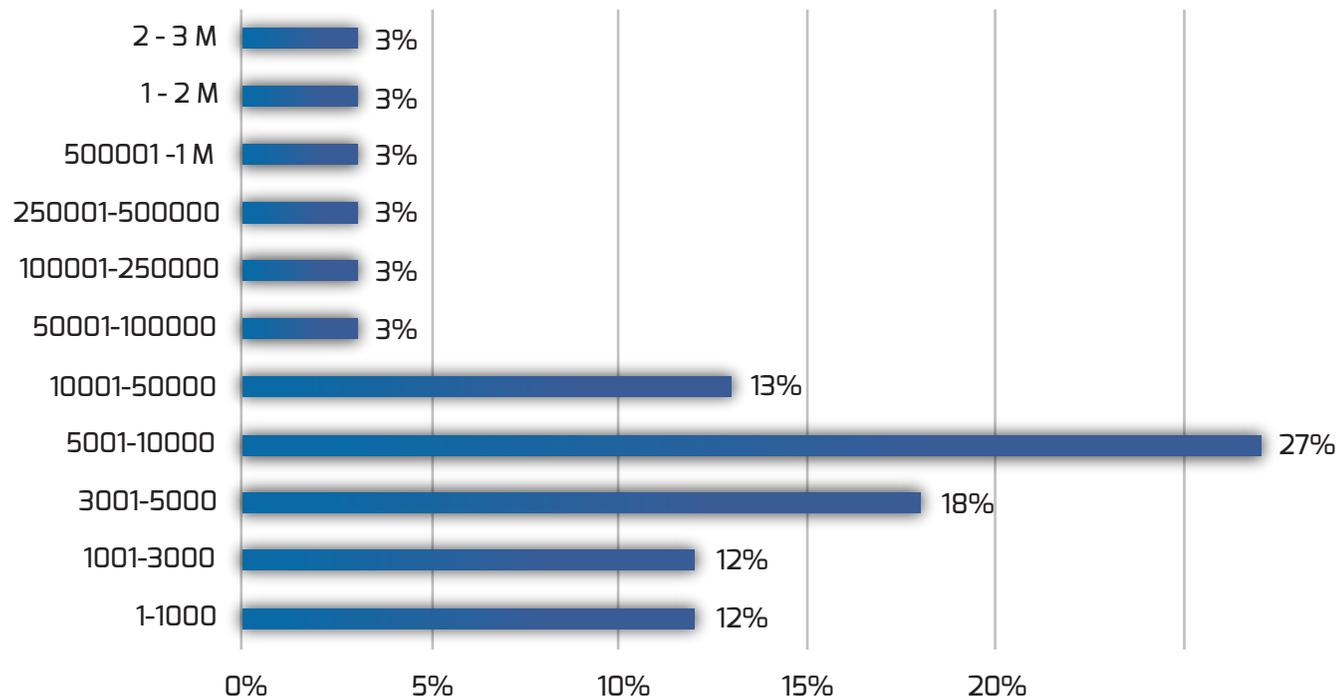
Preferred Social Media Platform



Insight

41 percent of social media market influencers who double up as content creators prefer Instagram due to the platform's focus on communication through pictures as well as its attraction to a majority of young people

Average Number of social media followers



Insight

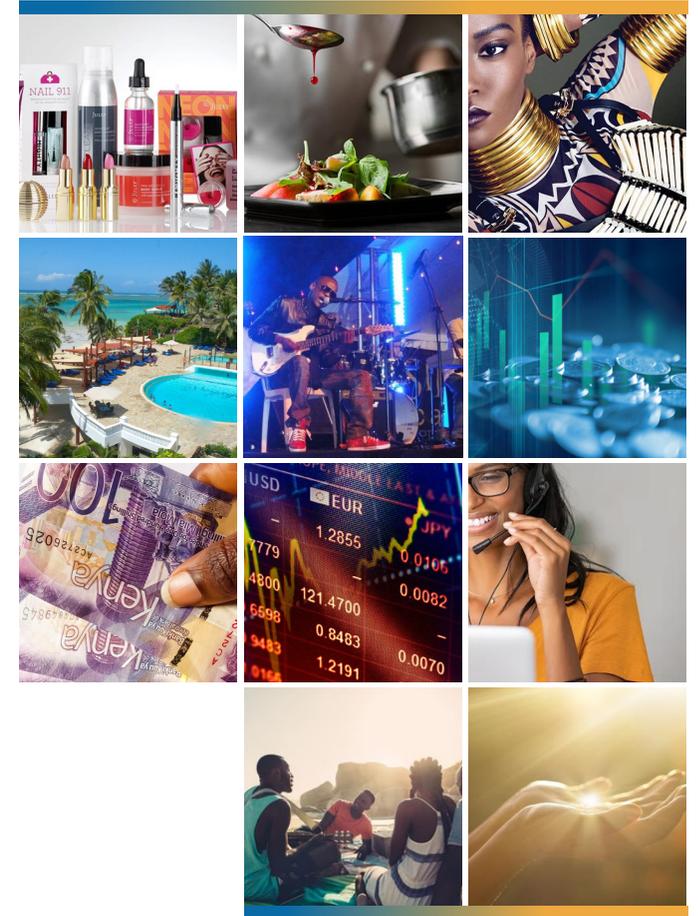
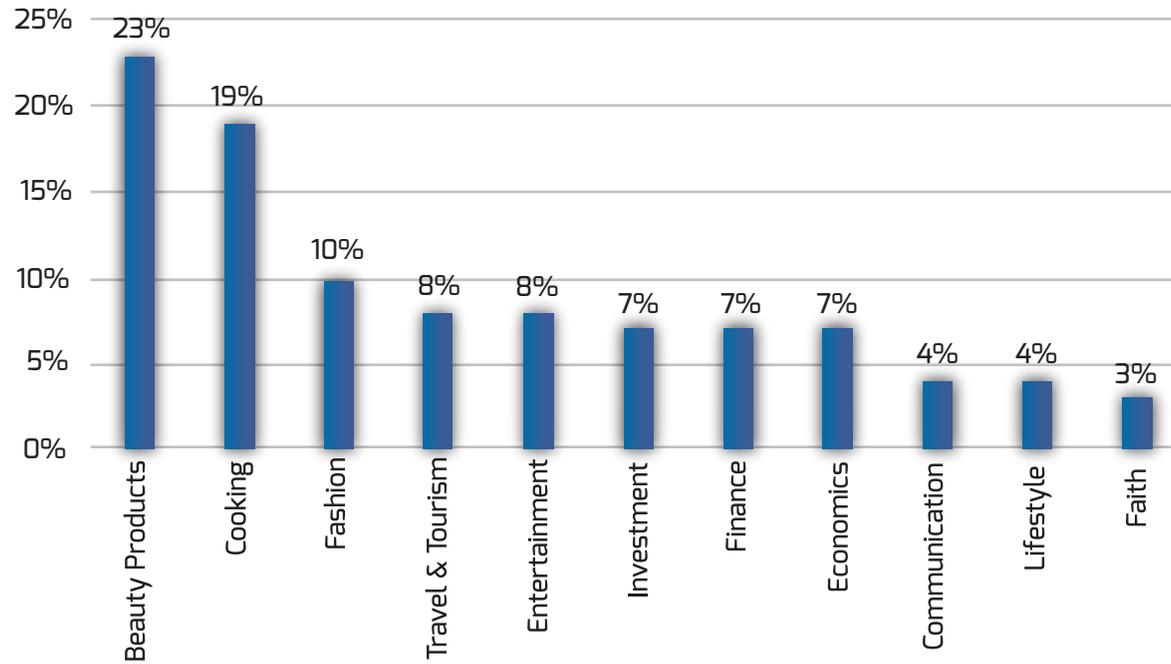
82 percent of influencer marketers had a following of between 1,000 and 50,000 with 18 percent having between 50,001 and 3 Million followers.

There is a trend by companies seeking to market their products through influencer marketing of using multiple influencers with followers of less than 50,000 to spread risk as well as manage cost vis a vis going for influencers with over 50,000 followers who charge higher fees

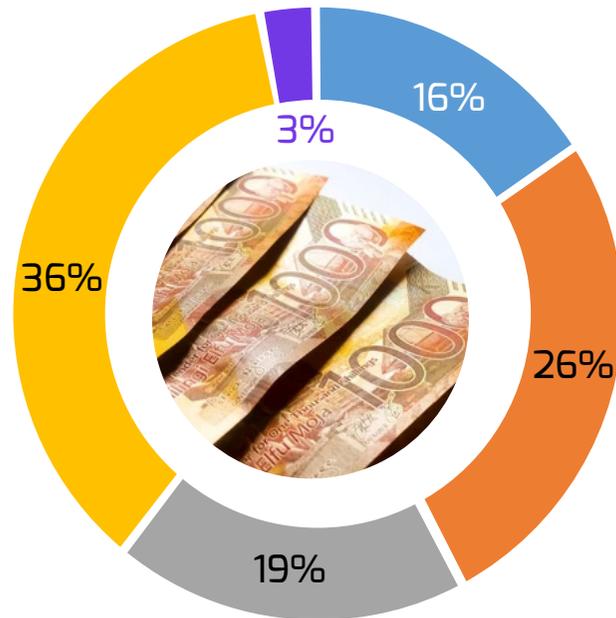
Content generation Specialty



Expertise

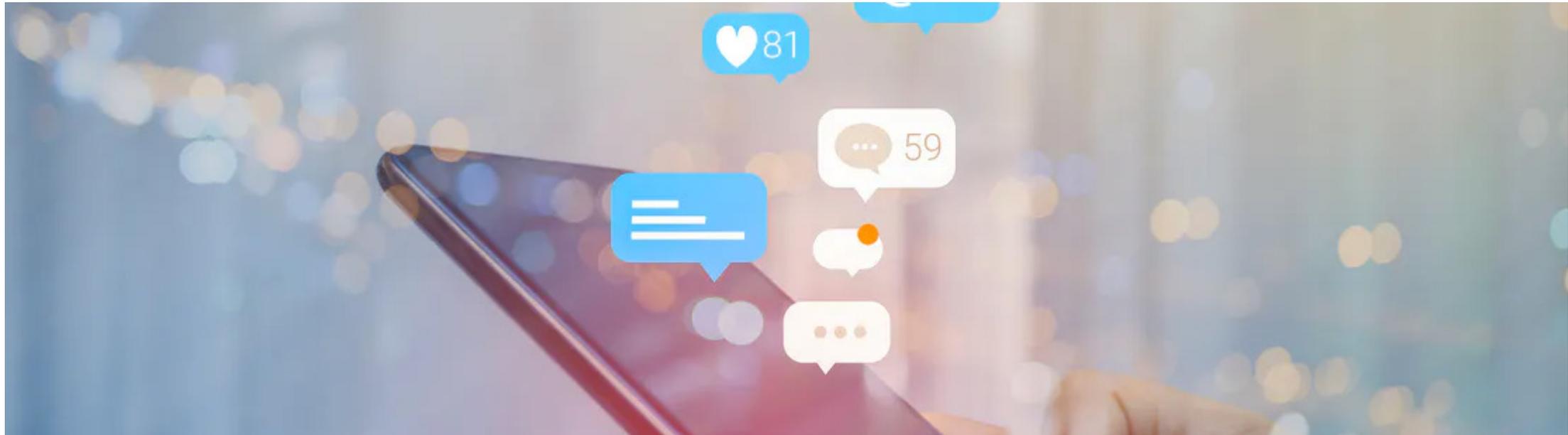


Rate Card (Per Endorsement Ksh)



Insight

42 percent of respondent influencer marketers indicated they charge between 100-10,000 ksh with 55 percent charging between 11,000-100,000 Ksh and finally 3 percent charge over 100,000 Ksh

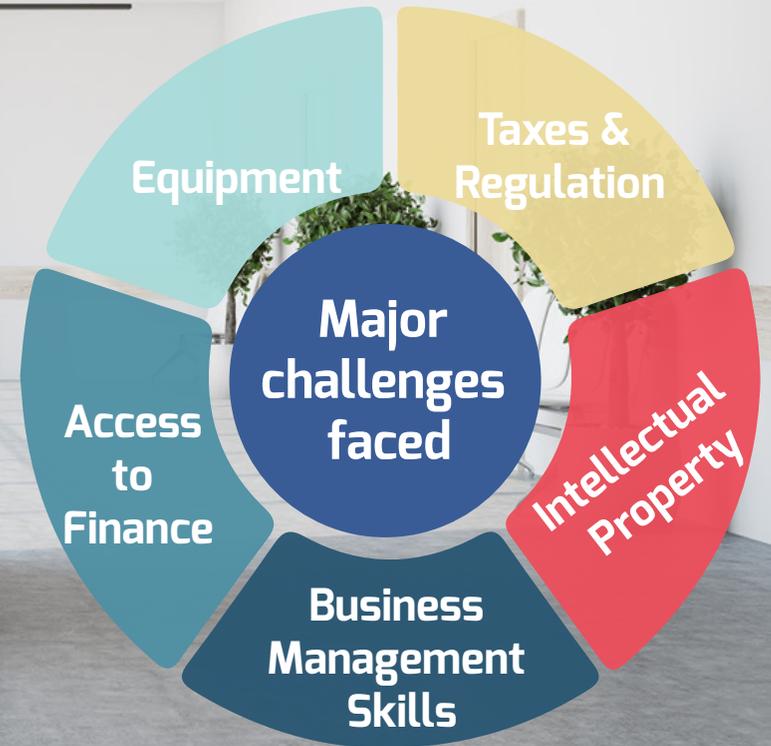


Most used revenue model {Income Type}

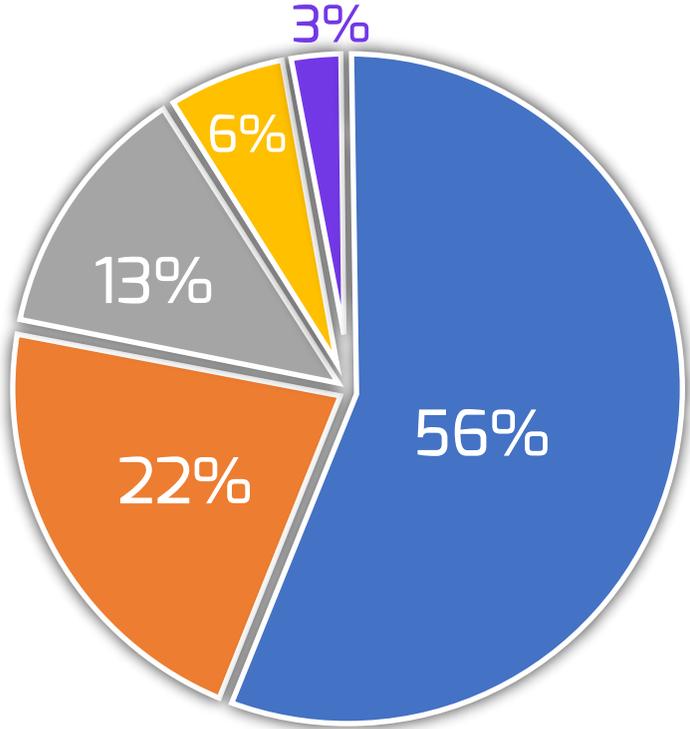
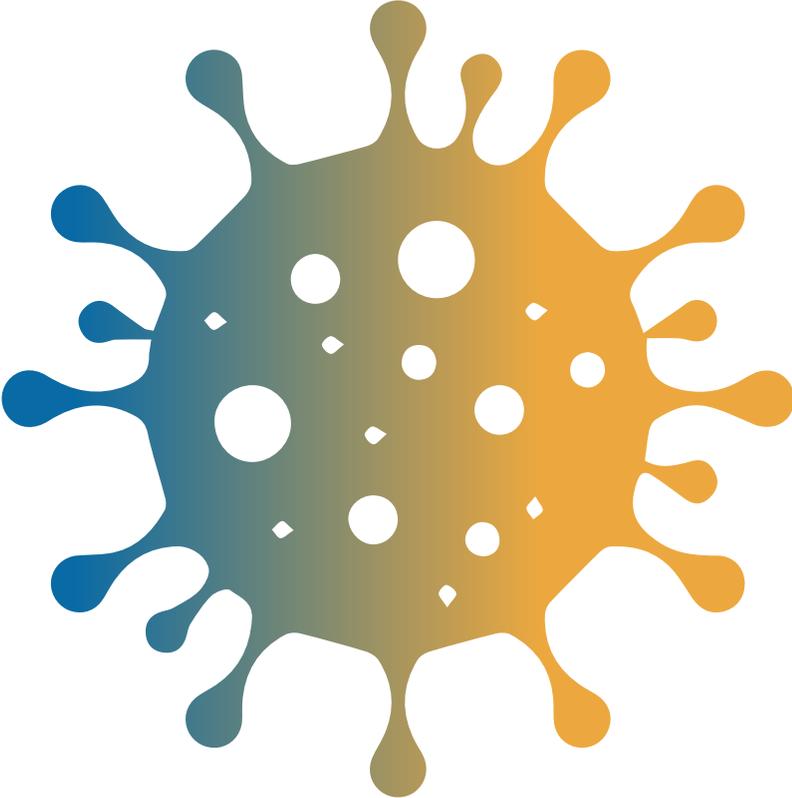
- Product Endorsement {One of Fee}
- Selling own product
- Social media payment eg YouTube
- Product Endorsement {In-Kind }
- Product Endorsment { Commision based on increamental sales}
- Events {MC, Perfomamce etc}

Source of Financing

- Personal Savings
- Business Profit
- Bank
- Mobile Credit
- SACCO
- Chama
- Family & Friends



Impact of COVID 19 to Business



■ Reduced Revenue ■ Diversified to New Content ■ Opened New Business
■ Close Shop ■ Retrenched Employees

Thank
you

Viffa Consult

One Padmore Place
George Padmore Road
P.O.Box 35320-00200
Tel No 0723982528