

# LOOK MOM!

*I AM AN INFLUENCER!*



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

Humble.

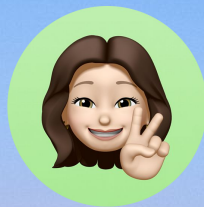
LET US 🖐️🖐️🖐️

**INTRODUCE**

OURSELVES!

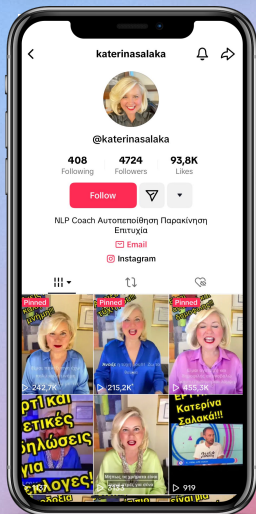


**NIKOS** ✨  
**XYDAS**  
Founder

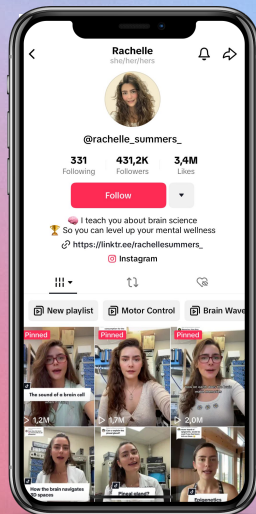
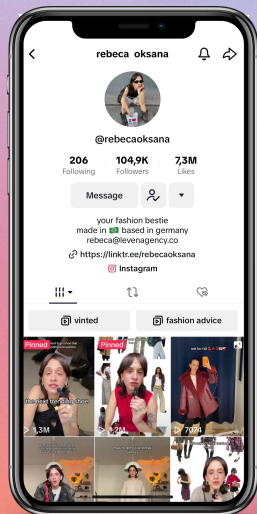


**MARIANNA** ✨  
**THOMADAKI**  
Head of Client Planning

MY FAVE  
INFLUENCERS



MY FAVE  
INFLUENCERS



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



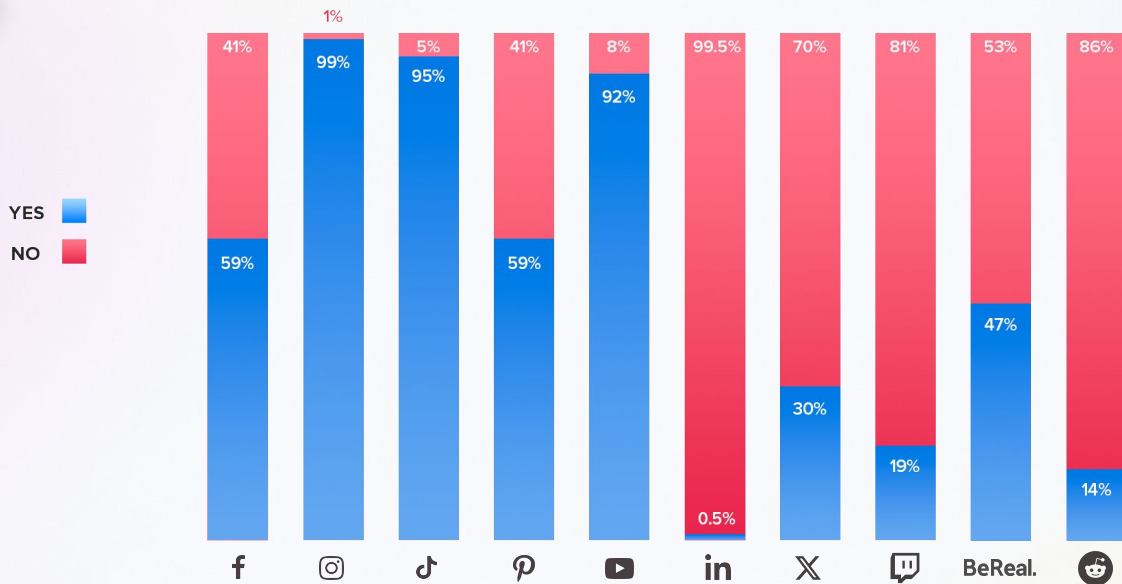
35+



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



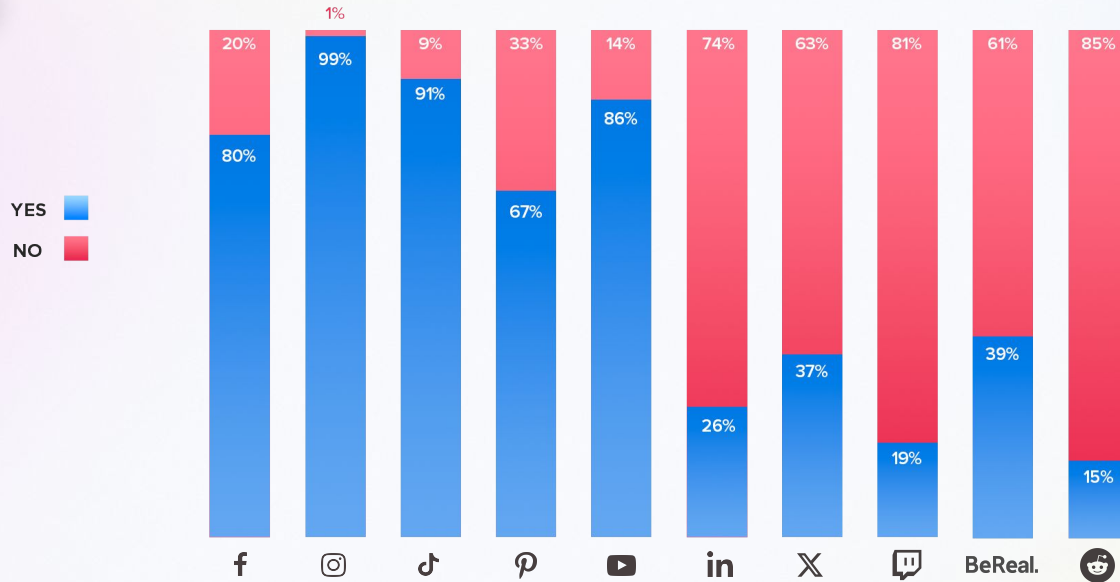
13 - 17



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



18 - 24

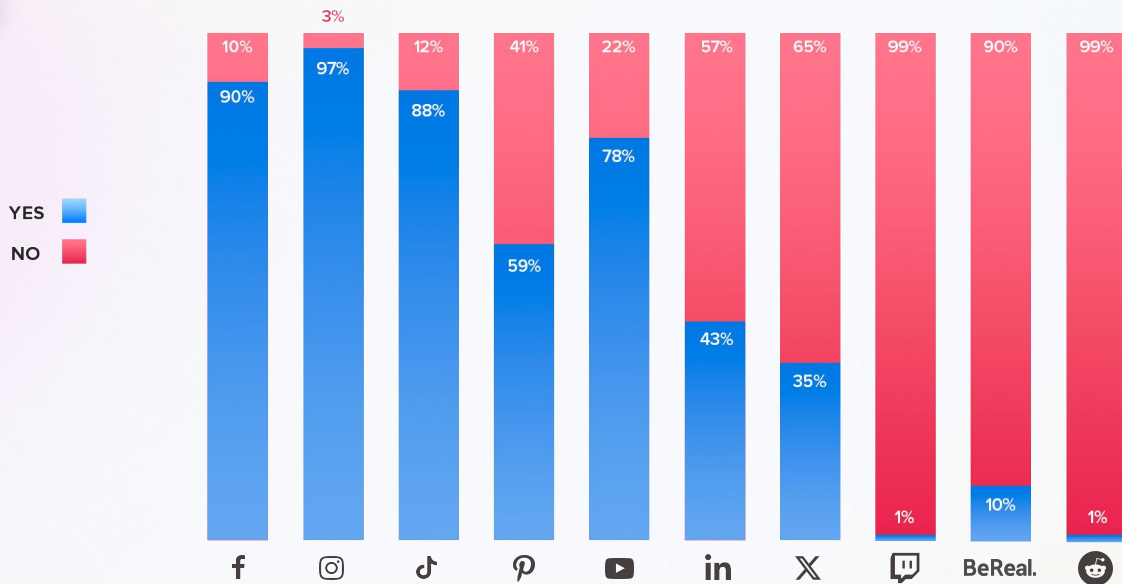




# In which social media *platform* do you have an account?



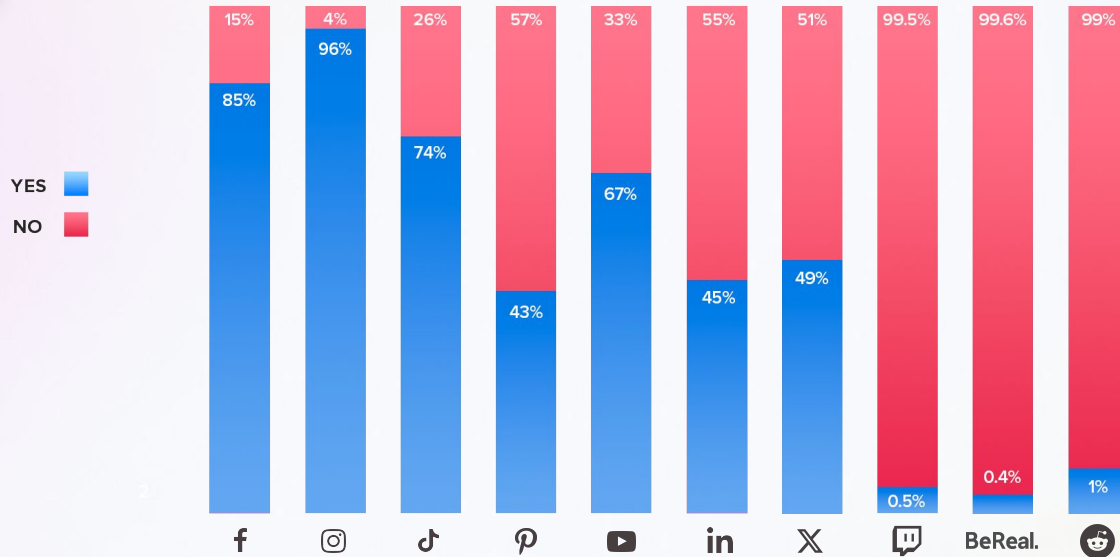
25 - 34



# 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.

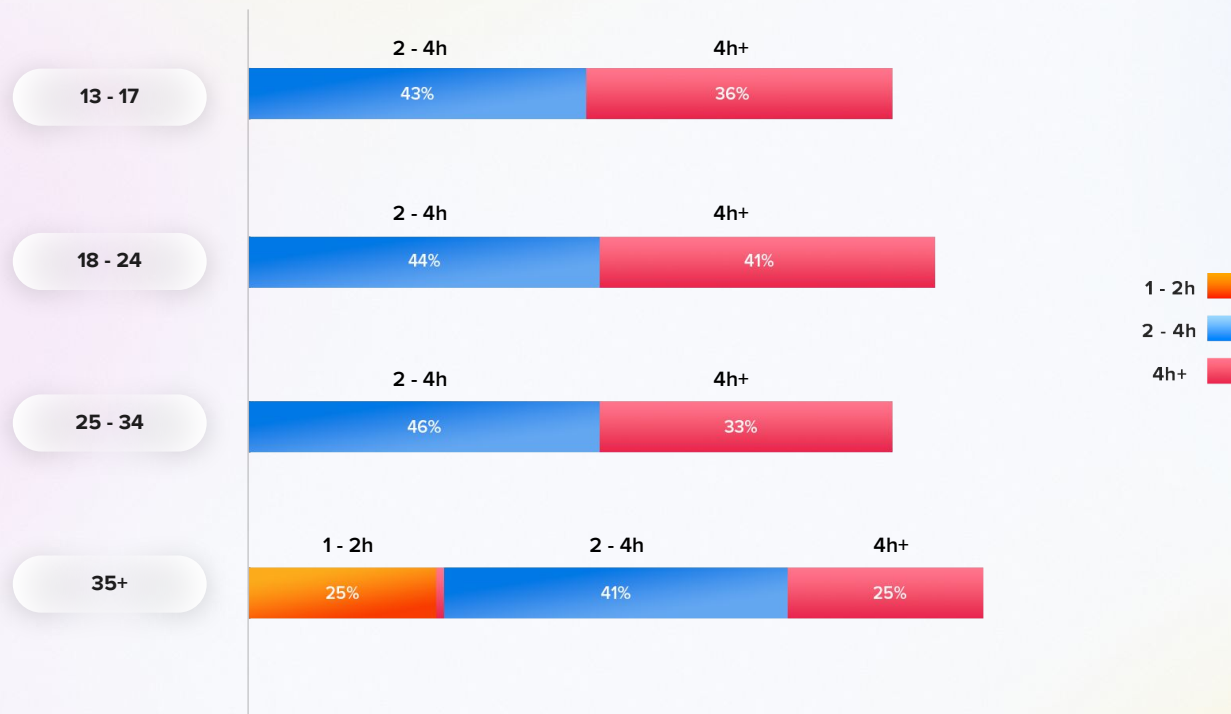


# Tell us your SoMe accounts and we will 🌟 guess your age

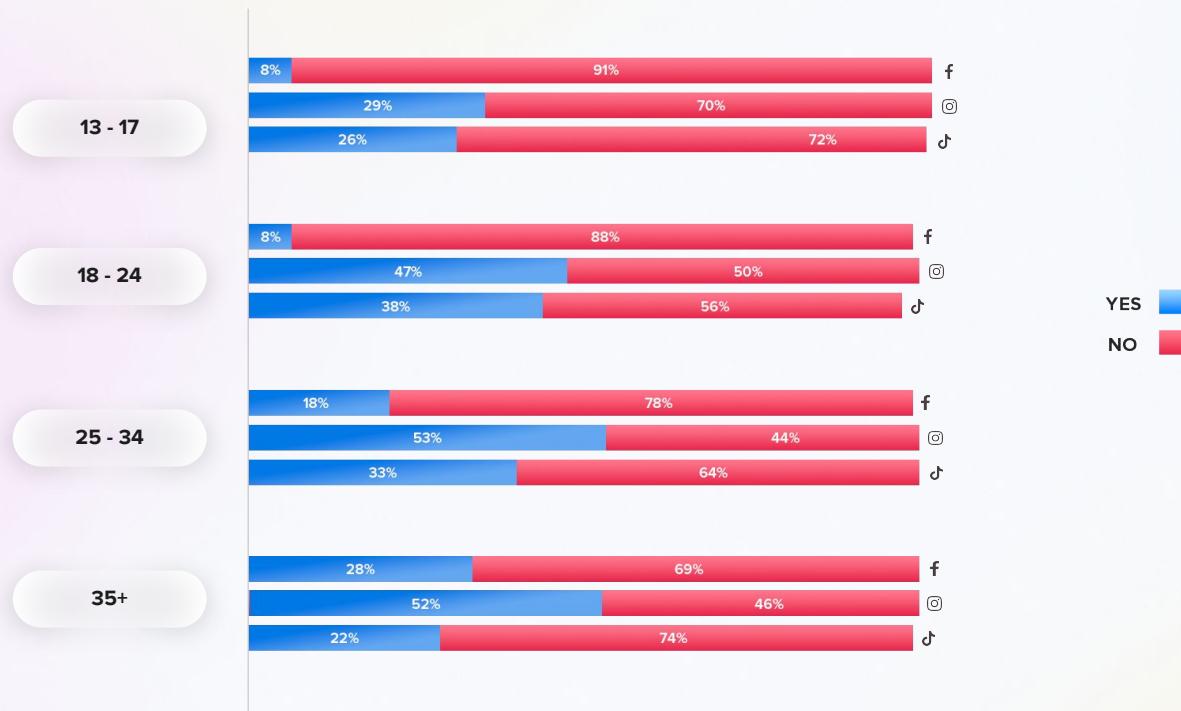
- BeReal, Reddit & Twitch are the SoMe platforms of the young ages (13-24).
- The older you are the higher the chances of having a LinkedIn and a Facebook account.
- For younger ages (13-24) Instagram and TikTok are almost equally popular. While for older ages (25-35+) Facebook is the 2nd most popular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



# How much time do you spend *daily* on Social Media?



# 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

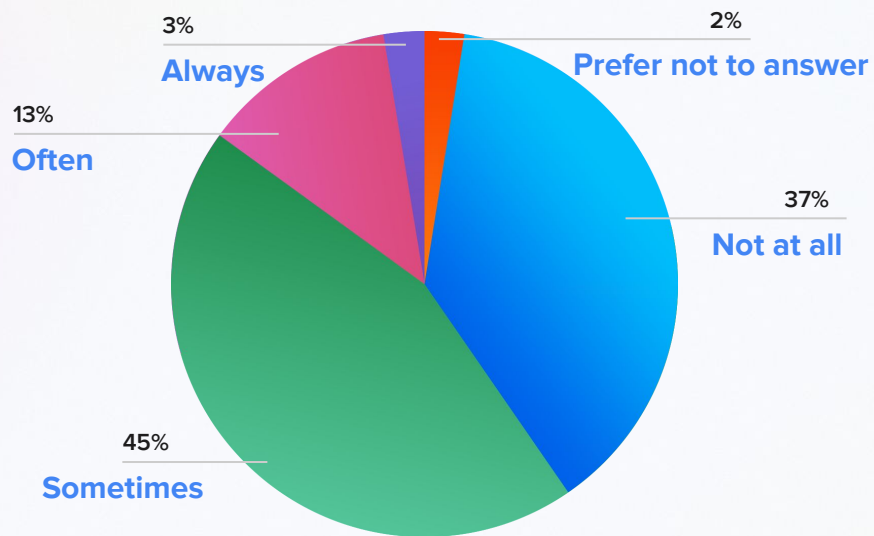
29% YES

2023



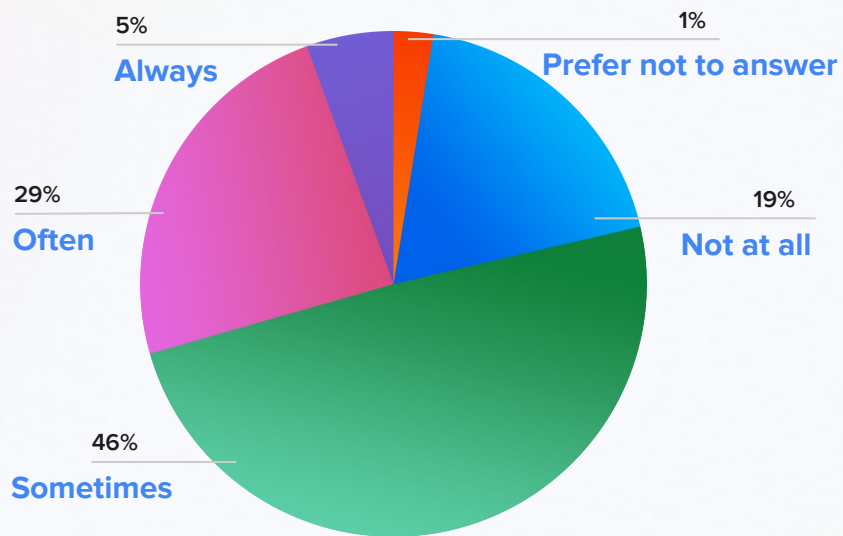
105 TikTok Made Me Buy It Amazon Must Haves

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





# How much do you trust influencer recommendations?



# Size (of following) matters

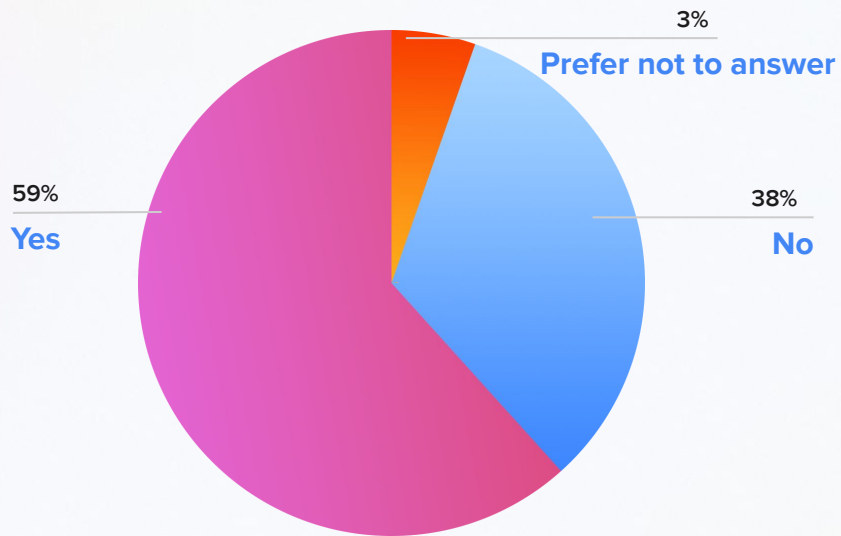
Know your audience before acting!

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

# 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.

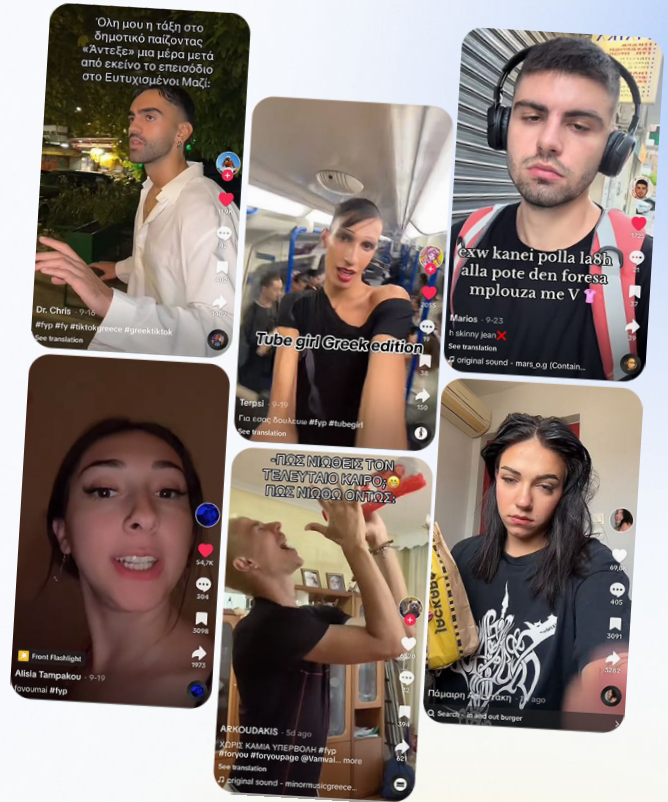
Screenshot this insight for your next strategy



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!**



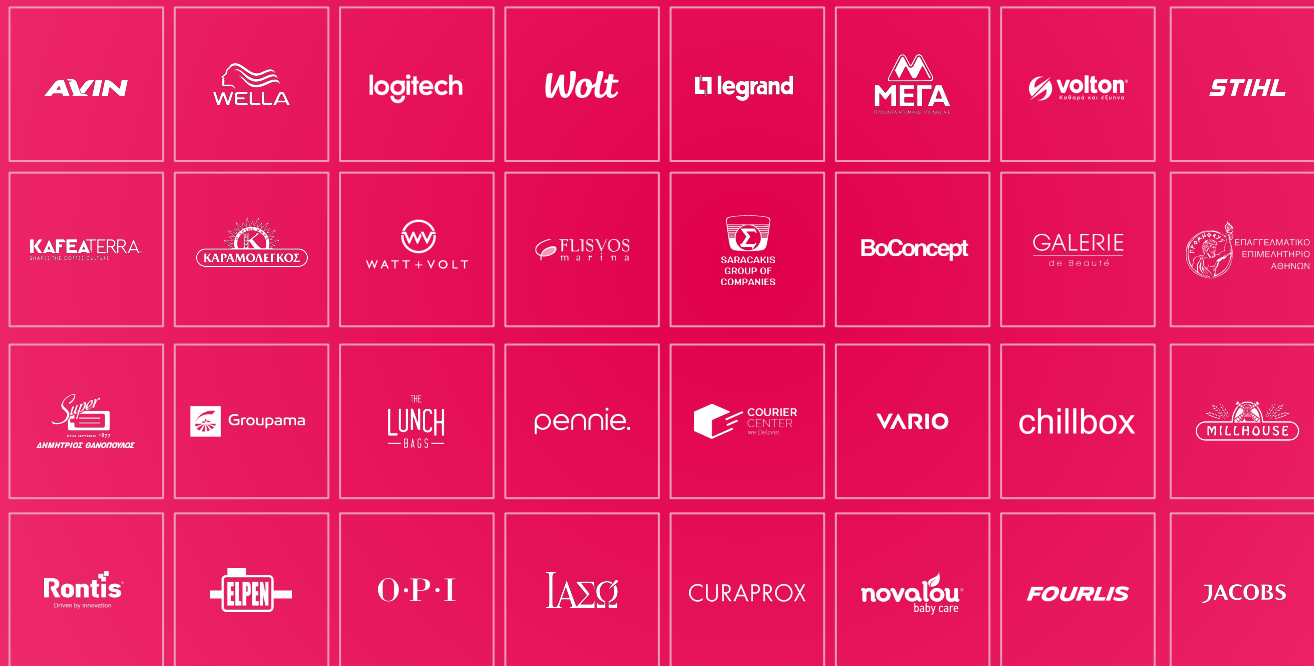
# A cross-channel strategy is also a must!

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!*



Want to receive   
“Look Mom! I Am An Influencer!”  
FULL research results?



Drop us an email at [ideas@humble.gr](mailto:ideas@humble.gr)



# Planning *for* 2024?

→ *Happy to help!*

Reach out to us at [hello@humble.gr](mailto:hello@humble.gr)



We are ✨

*Scroll Stoppers*<sup>TM</sup> .

*Thank You!*