

The creator economy, Pinterest livestreaming, and using influencers on TikTok

Audio

On today's episode, we discuss which platforms have the most creator-friendly environments, how influencer marketing is evolving, and what the next stage of the creator economy will

look like. We then talk about Pinterest's new livestreaming feature, the popularity of influencer marketing on TikTok, and how companies should navigate social media coming out of the pandemic. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Jasmine Enberg.

Which Social Media Platforms Are US Marketers Planning to Use for Influencer Marketing?

% of respondents, Feb 2020 vs. March 2021

	Feb 2020	March 2021
Instagram	97%	93%
Instagram Stories	83%	83%
TikTok	16%	68%
Facebook	79%	68%
YouTube	44%	48%
Instagram Reels	-	36%
Pinterest	29%	35%
Twitter	35%	32%
Snapchat	16%	26%
Blogs	24%	25%
Twitch	5%	13%

Source: Lingia, "The State of Influencer Marketing 2021," April 20, 2021

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