

# Social advertising and influencer marketing: Are they a threat to advertising market leaders?

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## **Abstracts**

This report examines the fast-growing social media and influencer marketing market.

It begins by outlining the main trajectories at work in digital advertising, and how influencer marketing is positioned. It also describes the ecosystem of incumbent players.

The second part analyses how US and Chinese social media giants are positioned, and especially how they are incorporating classic digital advertising and influencer marketing.

Also included is an analysis of the outstanding issues and challenges for these platforms and for advertisers and brands, once again with particular focus on China.

Rounding it out are spending forecasts for influencer marketing up to 2024 for each of the world's main regions.



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