

Key findings from East-West Digital News' report on influencer marketing in Russia

East-West Digital News (EWDN) recently released a report on the state of influencer marketing in Russia.



Image credit: Charles DeLoye on Unsplash.

The report looks at market trends, highlighting key roleplayers while offering practical recommendations on how to effectively manage influencer marketing campaigns in the region.

This study on influencer marketing in Russia was conducted in association with Epicstars – an end-to-end influencer marketing platform that combines self-service marketplace and a boutique agency.

EWDN's other partners in this initiative include Admitad, the CPA network helping publishers and advertisers to establish mutually beneficial cooperation, and VK.com, a leading social media resource in Russia.

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My special interview for @lapersonnemag by @alisaaslanova coming soon



A post shared by [Karl De Falcon \(@kirill_sokolovski\)](#) on Sep 26, 2019 at 2:52am PDT



These are some of the report's key findings

- Russian influencer marketing is behind the US but is catching up. Catching up with the latest trends, the market reached around \$75m in 2018
- Global brands like L'Oréal, Estee Lauder, Coty, Adidas, Pepsi Co, Procter & Gamble, Kimberly Clark and Unilever are some of the most active brands and niche players working with Russian influencers for local marketing campaigns
- Instagram is among the most powerful channels to promote businesses. YouTube is seen as rising online media for commercial purposes. Telegram is in high demand for influencer marketing in such segments as technologies and IT products
- Just like in the USA and Eastern Europe, micro- and medium-sized influencers will gain power at the expense of celebrities, whose relative influence might decrease
- Most Russian influencer marketing platforms emerged in the last three years, later than in the US and Western Europe. Some of these platforms focus only on a specific channel like YouTube or Instagram

For more insights on influencer marketing in Russia, check out the [http://ewdn.com/files/im_russia.pdf full report]].

For more, visit: <https://www.bizcommunity.com>