

What does the future of influencer content look like?

 By [Chiara Di Rago](#)

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People often associate the term influencer marketing with bloggers or YouTubers, this may be because blogs and YouTube channels have been around for a lot longer than popular social channels, such as Facebook, Twitter, Instagram and Snapchat.

While blogs remain a popular channel for brands to promote their brands through influencers, according to Google Trends, in 2016 the term “YouTubers” has sparked more interest than “Bloggers”.

Although interest in the term “YouTubers” has decreased from its peak in June 2016 it remains a topic of interest in 2016.

In a recent [article](#) I wrote, I highlighted how our increasingly digitalised lifestyles have resulted in stunting our attention spans to that of a goldfish. With this, the way in which we choose to consume content has changed. Studies have revealed that people prefer to consume “snackable content” - short bursts of content over an extended period rather than concentrating on one piece of content.

Take Snapchat for example, a major contributing factor to the apps success is the fact that it offers consumers an unlimited supply of snackable content in the form of 10 second stories. If users want to consume more in depth content they’re still able to head over to the discover section and read a short article.

In light of this, influencers are going to need to adapt their content in order to cater for the market, as well as provide brands they're working with the best ROI. In this extremely competitive market, brands have more selection when it comes to selecting influencers, and influencers more competition.

If influencers are going to turn their passion for content creation into a successful business they are going to need to learn how to stand out and provide brands with [professional and well thought out proposals](#) that truly reflect creativity and unique ways to deliver the brand messages and ultimately meet the brand's objectives.

ABOUT CHIARA DI RAGO

Chiara Di Rago is leading the industry when it comes to influencer marketing and how best to utilise new platforms such as Instagram and Snapchat. Utilising her BA in Strategic Communications, 22 year old Di Rago has carved out a position as thought leader in the "new" social space. After a short internship at influencer marketing platform Webfluential, she was offered a full time position handling influencer relations and social media marketing.

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