

THE NEW NORMAL: HOW SOCIAL MEDIA WILL CHANGE IN 2020?

The indaHash
Influencer Marketing
Handbook

Latest influencer
marketing insights
gathered from 3500+
Influencers globally.

indaHash

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A — INTRODUCTION

Shoppable posts, content marketing, and video content were the big marketing trends that were expected for 2020. This all changed when COVID-19 became the focus of everyone's attention. Media behaviour amongst all audiences and channels shifted drastically. Online content consumption increased 80%, while 70% of consumers increased spending on online shopping and out of the 800M+ Instagram users, 49% checked their Instagram more than 10 times a day. (1)

Marketeers worldwide are forced to rethink their messaging and strategies to make sure that their campaigns are not only relevant but sensitive as well. Influencer marketing was not exempt from these changes. The roles and rules for influencers, brands and agencies have significantly changed in the last 3 months.

The expertise from indaHash and marketers from around the world, combined with insights procured from over 3500 influencers, forms the foundation of this handbook. This can act as guidelines on influencer marketing during this crisis and can help businesses to alter and adjust their marketing needs amidst times of significant disruption.

B — *METHODOLOGY*

The research in this report includes both qualitative and quantitative methods.

Data collection and respondent profiles

Qualitative

International survey held in April 2020

3,500 digital influencers

61 countries

Age 18-45

Quantitative

In-depth interviews held in April 2020

14 industry experts

UK, Singapore, Portugal, Poland,

Indonesia, South Africa, Germany

C — *KEY INSIGHTS*

Media consumption (1)

Consumption of content online increased by 80% in Q1 2020

70% of consumers have been doing more online shopping

The weekly average time spent using mobile apps increased by 20%

Youtube gaming viewership increased by 15% in the first week of february

TikTok is the most downloaded app of 2020 and facebook remains the largest app by amount monthly users (source?)

Influencer marketing

89% increase in social media consumption post COVID-19 outbreak

69% of influencers noticed an increase in their engagement rates in recent weeks

72% of influencers are concerned that the information they receive online regarding COVID-19 are false

69% of influencers receive inquiries from their audience asking about self-isolation/ quarantine lifestyle tips and recommendations

Over 75% of influencer are advising their followers to take precautions against COVID-19



D

MEDIA CONSUMPTION DURING COVID-19

1. Impact on usage behaviour
2. Trending social media platforms
3. The rise of live streams

D.1 — *IMPACT ON USAGE BEHAVIOUR*

— COVID-19 forced many people into self-isolation and more than ever people have been working from home. Increased internet and social media consumption doesn't come as a surprise. Vodafone, the world's second-largest telecom observed a 50% increase in internet consumption in Europe since the start of the pandemic

Increase in media behaviour across age groups

GEN Z are consuming more:

- 51% Online Videos
- 38% Online TV/ streaming
- 31% Video Games
- 28% Music- streaming
- 24% Broadcast TV
- 21% Online Press

MILLENNIALS are consuming more:

- 44% Online Videos
- 41% Online TV/ streaming
- 36% Online Press
- 35% Music- streaming
- 35% Broadcast TV
- 30% Live Streams

GEN X are consuming more:

- 45% Broadcast TV
- 38% Online TV/ streaming
- 38% Radio
- 35% Online Videos
- 31% Online Press
- 27% Music- streaming

BOOMERS are consuming more:

- 42% Broadcast TV
- 24% Non of these
- 21% Online TV/ streaming
- 15% Radio
- 15% Online Press
- 13% Books/ Literature

D.2

TRENDING SOCIAL MEDIA PLATFORMS

54% of our survey respondents downloaded a new social media app during the lockdown.

Tik Tok

Monthly active users: 800M
Average daily time: 52 min
217.6M downloads
(96.2% increase from February 2019)
27% increase in engagement

Facebook

Monthly active users: 2.2B
Average daily time: 58 min
118.9M downloads (8% increase from February 2019)
50% increase in engagement

Instagram

Monthly active users: 800M
Average daily time: 53 min
22% increase in engagement

Likee

Monthly active users: 81M
Average daily time: 72 min

(Created in 2017, Likee is a Singapore-based short video creation and sharing platform. Especially known for many special effect, filters and stickers available for video editing.)

Snapchat

Monthly active users: 301M
Average daily time: 49.5 min

Helo

Monthly active users: 50M
Average daily time: 30 min

(A social network app, especially popular in India, where users can share viral content or interesting news with their friends)

Twitter

Monthly active users: 330M
Average daily time: 3.39 min

TikTok takes the lead with the most downloaded app of 2020 while Tinder places first in app with the highest consumer spend. Facebook and WhatsApp remains on top with the largest amount of monthly active users

Top Apps Worldwide

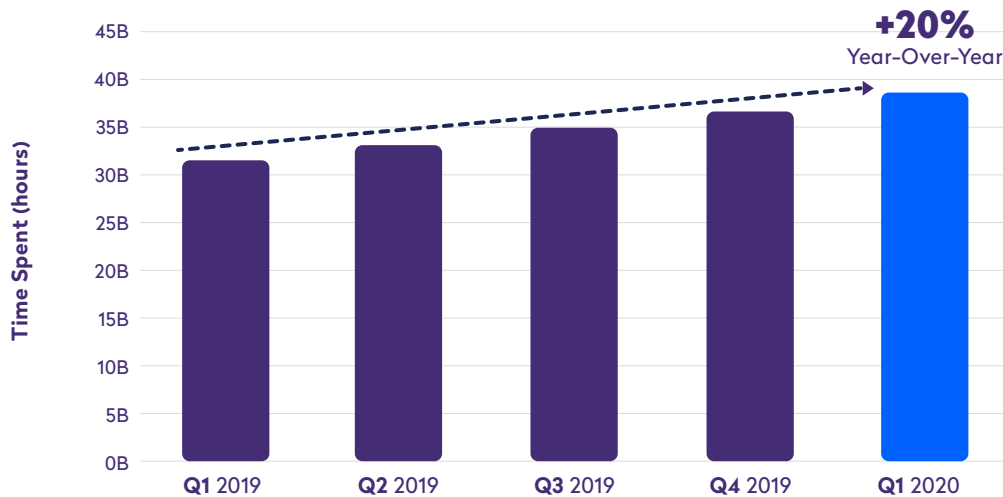
iOS App Store & Google Play, Q1 2020F

Rank	Downloads	Rank Change vs. Q4 2019	Consumer Spend	Rank Change	Monthly Active Users	Rank Change vs. Q4 2019
1	TikTok	-	Tinder	-	Facebook	▲ 1
2	WhatsApp Messenger	▲ 1	YouTube	▲ 1	WhatsApp Messenger	▼ 1
3	Facebook	▼ 1	TikTok	▲ 1	FacebookApp Messenger	-
4	Instagram	▲ 1	Netflix	▼ 1	WeChat	-
5	Facebook Messenger	▼ 1	IQIYI	▼ 1	Instagram	-
6	Like-e	-	Tencent Video	▼	TikTok	-
7	Snapchat	▲ 1	Disney+	▲ 1	Alipay	-
8	SHAREit	▼ 1	Google One	▲ 1	Kwai	▲ 1
9	Netflix	▲ 1	Pandora Music	▼ 1	Pindouo	▲ 1
10	Spotify	▼ -1	LINE Manga	-	Tabao	▼ -1

Note: Downloads and consumer spend based on combined iOS App Store and Google Play as of March 28th MAU based on iPhone and Android phone combined, last full month of data (Feb 2020). All estimates from App Apple Intelligence

The average time spend using apps weekly increased by 20%.

Worldwide



Note: Android phones, March based on March 1 - 21 data. All estimates from App Annie Intelligence

Non-gaming apps on Google Play accounted for 55% of downloads, and on iOS, they were 65% of downloads. Indicating that people were looking for apps that can help them to manage their new stay-at-home lifestyle:

- Health & Fitness 40% increase**
- Education 30% increase**
- Business 30% increase**

— Instagram remains the most popular social media platform amongst influencers with **85% of influencers choosing Instagram as their app of choice**



How many times do you check Instagram daily?

1-3 time per day 9%
2-5 times per day 12%
3-10 times per day 31%
More than 10 times per day 49%

How many hours do you spend on Instagram daily?

0.5 - 1 hour daily 10%
1 - 2 hours daily 24%
2 - 3 hours daily 27%
More than 3 hours daily 39%

What social media platform do you consider most reliable in terms of accurate information?

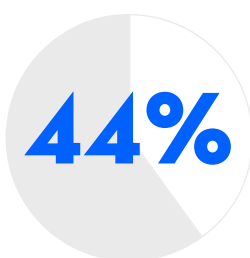
Instagram 61%
Twitter 16%
Facebook 12%
YouTube 9%
TikTok 1.5%

D.3 — *THE RISE OF LIVESTREAMS*

Live streams proved to be the preferred way to stay connected with audiences with several statistics underpinning the rapid increase in popularity over the past weeks.

During the 2nd week of March viewership on Twitch, one of the leading live streaming platforms, increased by 10%.

Italy which was one of the first countries in Europe to be heavily affected by COVID-19, saw its live-stream viewership (in terms of minutes watched) grow by 66% since the 1st week of February



of influencers want to increase their live streams during the lockdown

Airbnb hopped on the trend and debuted their new product: Online Experiences. Through live, interactive video sessions hosted by Zoom, viewers can purchase an online sessions as music performances, cooking classes, magic shows or even wine tasting with an expert. All from the comfort of their own home.



ONLINE
UNITED STATES
Unleash the Inner Vixen
From 71 kr/person · 1.5 hours
★ 5.0 (10)



ONLINE
NETHERLANDS
Cello Meditation Concert
From 39 kr/person · 1 hour
★ 5.0 (34)



ONLINE
PORTUGAL
Drink and Draw
From 85 kr/person · 1.5 hours
★ 5.0 (21)



ONLINE
ITALY
Luca & Lorenzo, Our Family Pasta Recipe
From 193 kr/person · 2 hours
★ 5.0 (20)



ONLINE
UNITED STATES
Tarot Reading with Mak Jagger
From 274 kr/person · 2 hours
★ 5.0 (21)

— Many government institutions have prohibited live outdoor music events for the coming few months due to COVID-19.

Artists such as Coldplay, Miley Cyrus, Charli XCX and Diplo have been using live streaming as an alternative way to perform and stay connect with their audiences.

These live streams have gained huge popularity and positive feedback from their audiences who loved the raw and behind the scenes peek into the lives of their favourite artists.

Influencers worldwide have been increasing their usage of live streams and with the most notable being gaming, fitness and cooking streams.

YouTube Gaming viewership was up by a full 15 percent in the 1st week of February.



E

THE EFFECT OF COVID-19 ON INFLUENCER MARKETING

1. The changing role of influencer marketing
2. General trends and insights

E.1 — THE CHANGING ROLE OF INFLUENCER MARKETING

Just like other industries, the influencer marketing industry has been affected by COVID-19. 32% of influencers report a decrease in the number of campaigns they are currently working on for brands. This is especially a concern for influencers working in industries that require outdoors activities such as travel and sports.

At the same time, however, as social media and content consumption continues to grow some influencers have been experiencing a noticeable increase in traffic and engagement on their profiles.

89% of influencers spend more time on social media since the outbreak

84% of influencers are still willing to do campaigns on social media during pandemic

It is perhaps too early to know the full effects of the virus on influencer marketing. Of course some industries, such as travel, that have traditionally embraced influencer marketing are on hold with their plans, however a lot of other sectors such as gaming and FMCG haven't been as affected and continue to embrace this channel and are making the most of consumers spending increased time on social platforms seeking inspiration during these challenging times.

James Sharman, Chief Commercial Officer UK, indaHash



Jannik Pehlivan, German influencer with an audience of 60K on Instagram - and 130K TikTok - followers says

The communication has become more intense lately. I get more messages and comments from my followers.

He also found a way to adapt his content to the current situation

Since I have shot many tutorials on the football field, I now use my garden as a "football field" and bring a tutorial almost every day, which the followers can copy at home.

— 58% of influencers declared that when choosing a brand to work with the most important variable for them is whether they personally like and support the product/service

Monika Hajdrowska, Junior Media Planner, Media Concept

Customers whose businesses are strongly associated with the need to be at the point of sale have stopped or limited advertising activities during the crisis. Not all entities we support can afford campaign financing at the same level, but fortunately most of them are open to talks and alternative proposals of activities tailored to their current needs and possibilities.

Ashwin Chandoesing, Vice president APAC & China, indaHash

COVID-19 has stressed the relevancy of Influencer Marketing and highlighted its versatile nature. With traditional production agencies being temporarily closed, influencer marketing is filling this void by creating high quality branded content, which until recently could only be conducted by the former.

In times of uncertainty, people tend to listen more to the source of information they chose to follow as opposed to the traditional broadcast media.

@adrienne_koleszar



This is the reason why many governmental institutions are using influencer marketing to get their message across. Which once again confirms the leading role social media and influencer marketing plays as the go to channels for advice, news and entertainment.



Sebastian Hejnowski, CEO MSL, Central and Eastern Europe

Marketers are rethinking their approach. As some products are in trouble and others are blooming. The same goes for influencers. Covid19 has increased time spent with social media and TV viewership. The environment has become very sensitive. It is easy for a celebrity to encourage everyone to stay at home, when she has a grand estate with a nice garden. This message will not be well received this by most of us that are confined to our 4 walls. Many influencers will also have nothing to write about as they stay at home rather than visit fancy restaurant or travel around the world. However brands are seeking the most efficient way to reach their audience and some are experimenting. Coca Cola for instance has donated its social media feed to experts and partners sharing information about #Covid19. Engagement on sponsored content is increasing as Instagram usage has increased by over 40%.



Nerija Skvernelytė, Head of Marketing, Qoorio

It is not a secret that the pandemic has hit influencers as well, because a lot of marketing activities have been canceled due to uncertainty during this period. It was publicly announced in multiple markets, that influencers are lowering their fees in order to keep their income stable. We see that as an opportunity to talk to influencers that might not consider us regularly because of other partnerships and at a discounted price.

@hoppshouse



E.1 — GENERAL TRENDS AND INSIGHTS

What do people want to see on social media right now? During these challenging times people are turning to influencers in search of entertainment, humor and inspiration for indoor activities. Nowadays, social media serves as a distraction from reality.

How do you plan to entertain yourself during self-isolation? (multiple answers allowed)

Watch TV/ Streaming services **60%**

Read **51%**

Work out **48%**

Self-care/ Meditate **38%**

Home SPA **31%**

Play computer games **25%**

Play board games **20%**

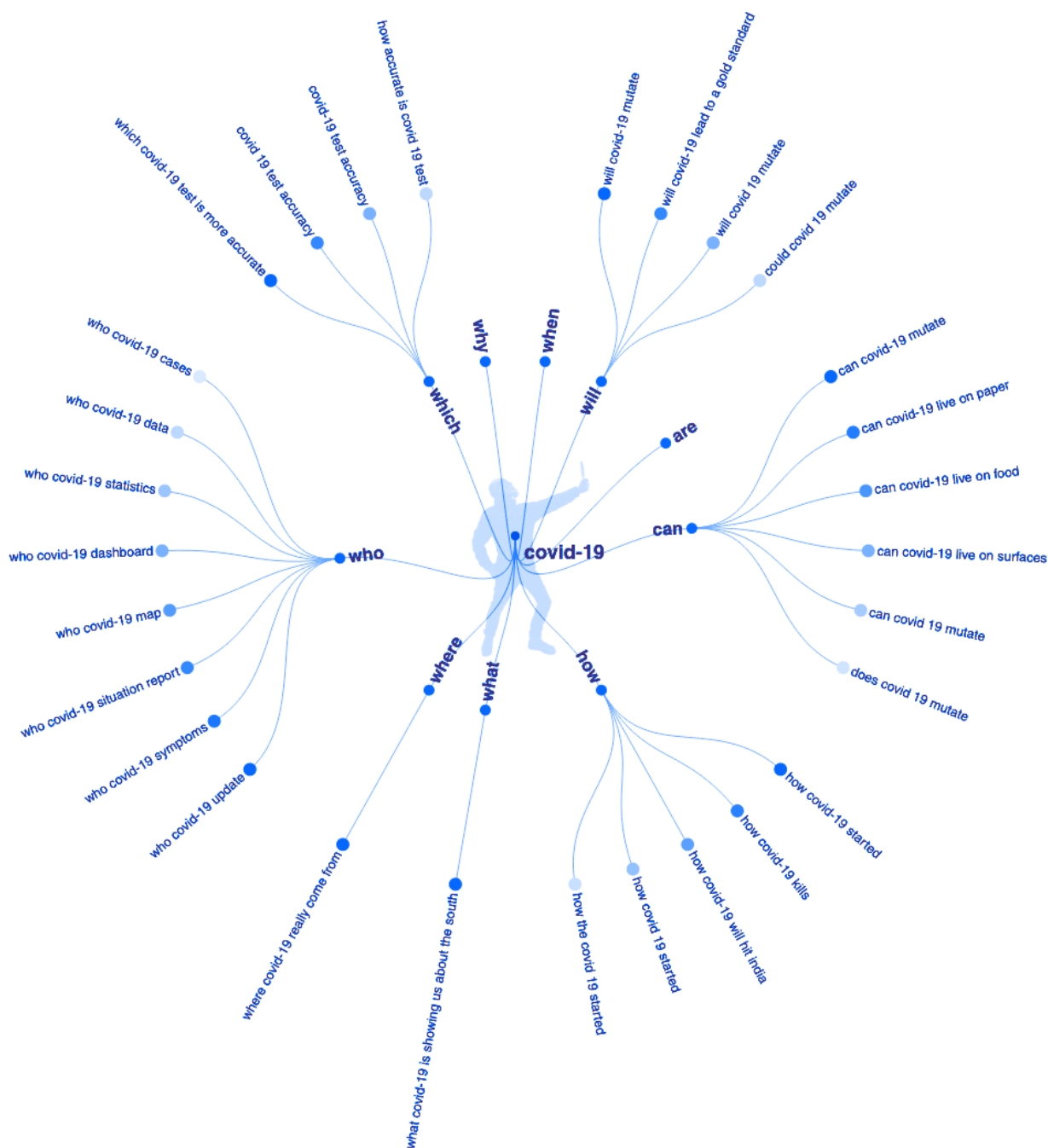
62% of our respondents would like to receive more information on how to prepare for life after self-isolation.

When people are on Instagram they don't just want to hear only about corona like in the media, they want to distract themselves from it.

Sara Desideria, YouTuber



WHAT DO PEOPLE WANT TO KNOW ABOUT COVID-19?



Here are the most commonly searched long tail keywords related to COVID-19.

<https://answerthepublic.com/>



69% of influencers have noticed an increase in their engagement rate in recent weeks

70% of our survey respondents have been doing more online shopping since the pandemic started

Klaudia Jamróz, Senior Content Marketing Specialist, Labcon Content Agency:

We have recently observed a much higher engagement rate and more positive feedback in our campaigns.

Sara Desideria, German YouTuber with a following of 1M across several social media platforms, says that she has noticed a significant increase in the overall engagement on her social media profiles. There are

more likes, more hits, more followers (...) People buy a lot more and also buy out of boredom. Online market is currently booming.

THE MOST COMMONLY USED COVID-19 RELATED #HASHTAGS

#StayHome 18.4
#Corona 15.7
#Coronavirus 15.3M
#Quarantine 13.2M
#Covid19 10.1M
#StaySafe 8.8M
#StayAtHome 8.4M
#Covid_19 7.7M
#SocialDistancing 5.7M
#StayHealthy 5.2M
#QuarantineLife 4.5M
#Covid 3.6M
#QuarantineAndChill 1.5M
#SelfIsolation 1.1M
#CoronaMemes 1M

30 TOP TRENDING #HASHTAGS AT THE MOMENT

Rank	Hashtag	Analyze	Popularity	Trend	Action
1 ▲1	#COVID19	Q	100.0	+ 2.7	Track
2 ▼1	#coronavirus	Q	94.3	-5.7	Track
6 ▼3	#BTS	Q	82.9	-12.1	Track
10 ▼6	#iHeartAwards	Q	75.4	-19.3	Track
12 +	#1DOnlineConcertStayAtHome	Q	71.7	+ 71.7	Track
13 +	#StayHome	Q	71.6	+ 5.5	Track
14 ▼2	#Covid_19	Q	71.4	-10.8	Track
15 ▲2	#NowPlaying	Q	71.2	-8.9	Track
16 ▼3	#COVID—19	Q	70.3	-11.6	Track
17 +	#GOT7_DYE	Q	69.3	+ 69.3	Track
18 +	#IGOT7	Q	69.1	+ 6.1	Track
20 +	#lockdown	Q	69.1	+ 10.2	Track
23 +	#China	Q	68.1	-6.3	Track
25 +	#Self_Portrait	Q	66.7	-1.2	Track
26 +	#StayAtHome	Q	66.5	+ 1.5	Track
27 ▼18	#Master	Q	66.5	-17.5	Track
28 +	#COVID	Q	66.2	-9.0	Track
29 ▼19	#SidNaaz	Q	66.2	-17.1	Track
30 ▼12	#BREAKING	Q	66.2	-13.7	Track

OTHER POPULAR #HASHTAGS ON THE RISE:

- #homegames 20% **10.7K**
- #stayin 15% **139K**
- #homeworkout 14% **3.6M**
- #liveathome 12% **5K**
- #staysafe 12% **10.5M**
- #homeactivities 12% **17K**
- #staystrong 11% **13.7M**
- #tb 7% **76.4M**
- #throwback 6% **109M**

F

TRENDS BY CATEGORY

1. DIY back in trend
2. Parenting
3. Demand for home workouts idea
4. Quarantine food trends
5. Baking is huge
6. What happened to travel influencers?
7. Fake traveling - new Tik Tok trend
8. Beauty industry
9. Quarantine self-care
10. Pet influencers
11. Misinformation & trust

DIY BACK IN TREND

Isolation sparks creativity. DIY (Do It Yourself) content has been gaining popularity amongst influencers as their audience look towards them for ideas on activities that can be done at home.

63% of influencers received feedback from their followers asking them about advice and tips regarding self-isolation lifestyle ideas.



@caterina_bpinto

Painting, drawing and learning to play a new instrument were trending topics that have been gaining more interest on social media.



@marieyou__



@thisiskachi

78% of influencers want to help out their local communities.

A lot of influencers have been showing their support to their communities by creating content with other influencers virtually. Challenges made popular on

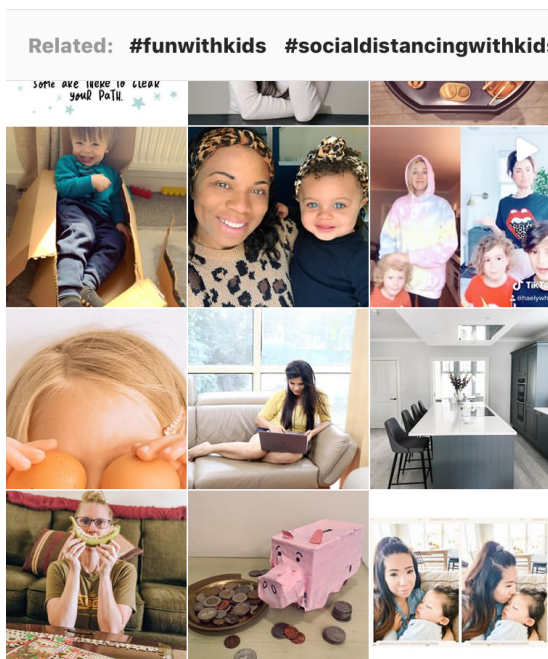
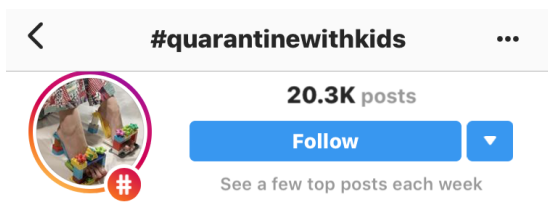
TikTok such as the #norush challenge has been gaining traction on Instagram as well, getting influencers and their followers involved.

PARENTING

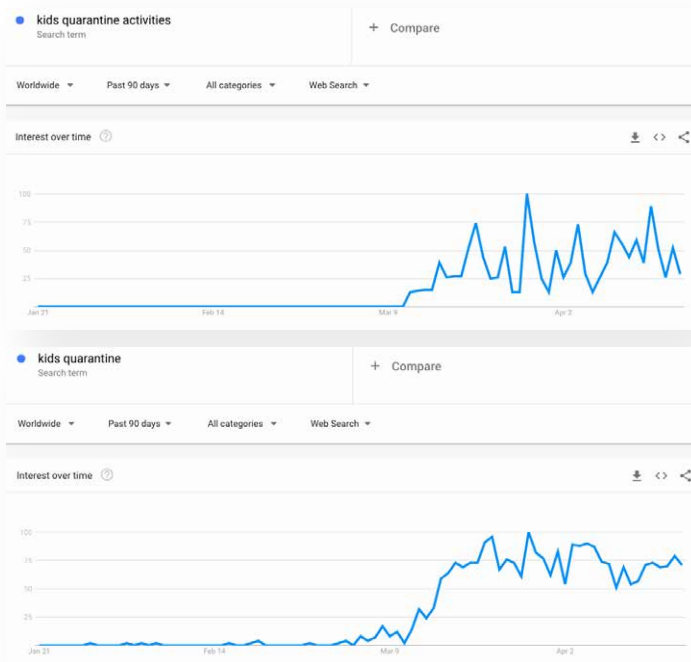
How to quarantine with kids?

The main concern facing parents is how to keep their children occupied during quarantine. Search results with terms such as “kids quarantine” or “kids quarantine activities” grew rapidly

#homegames increased by **20%**



Hashtags such as #quarantinewithkids, #funwithkids, #socialdistancingwithkids #homeschoollife have been trending among parents.



@alldadstalk This is pretty much the hobby I got to embrace more since isolating with another enthusiastic mini baker



@sosoomao Thank you, we are proud of you! We send all our support to all these women and men who, at this very moment, are devoting themselves body and soul to save lives!

Parenting influencers have been sharing ideas on how to entertain kids during quarantine. Ideas such as cooking with your kids, to indoors gardening and even playing dress up with their young ones have been very popular.



@juliamarch Wir haben uns unseren Pflanzen gewidmet und dabei haben ein paar Babys ihren eigenen Topf bekommen.



@loismoreno_ Les cloches sont passées Bisous la famille

DEMAND FOR HOME WORKOUTS IDEA

Over the last 2 months hashtags like #homeworkout saw a 40% increase in popularity and #homefitness grew by 22%

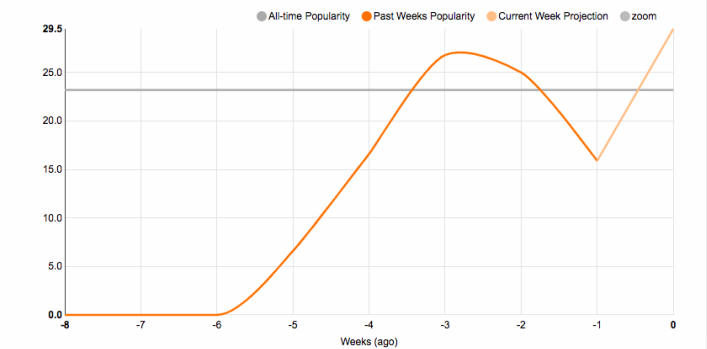
Search terms such as “home gym” and “indoor workout” have been very popular. Other hashtags currently trending on social media are #workoutathome, #homeworkout #liveworkout, #workout-videos, #nogymneeded.

#yogathome saw **20%** increase in popularity

Popularity Trend

SINGLE COMPARE

Last 2 months:



home gym

Search term

+ Compare

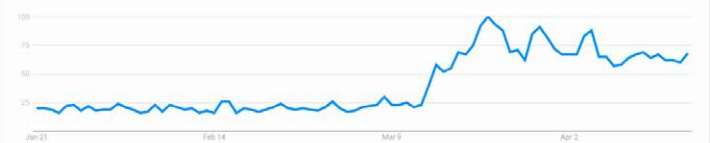
Worldwide

Past 90 days

All categories

Web Search

Interest over time



Health and fitness influencers have been sharing workout ideas, video tutorials and even hosting live stream workouts, so their followers can interact and work out with them in real time.



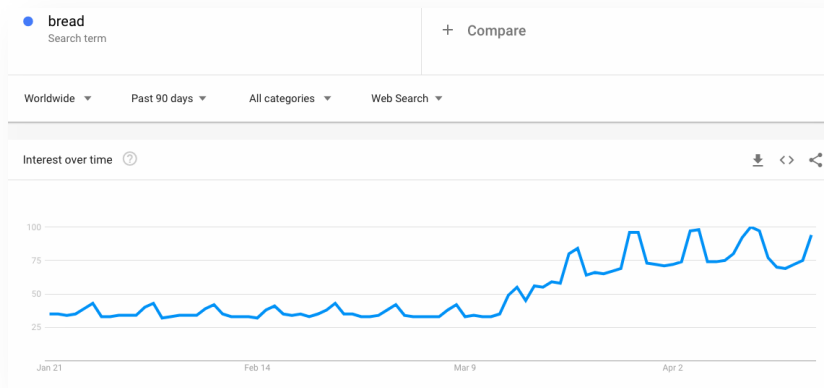
@Jannikpehlivan Würdet Ihr meine Challenge schaffen?



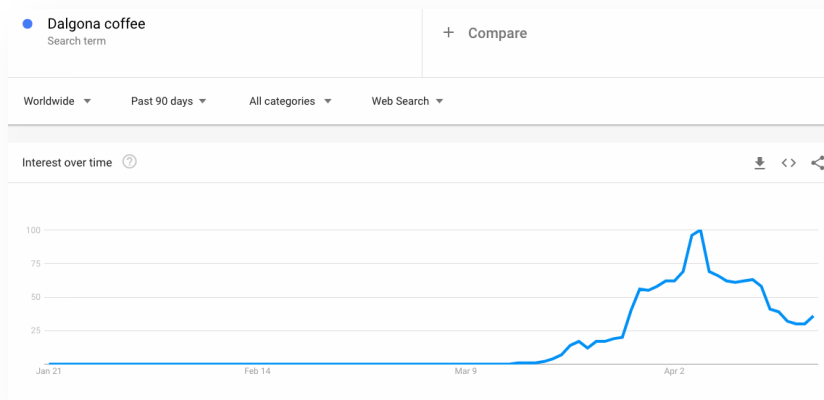
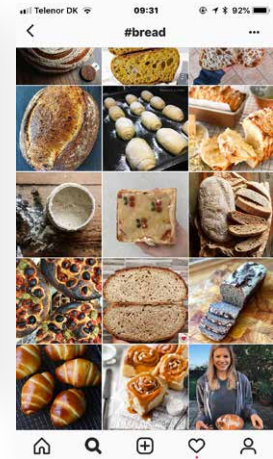
@franzii_xddx Mal schauen was die nächsten Wochen noch so passiert, vlt mutiere ich ja doch noch iwann zum Fitnessjunkie

QUARANTINE FOOD TRENDS

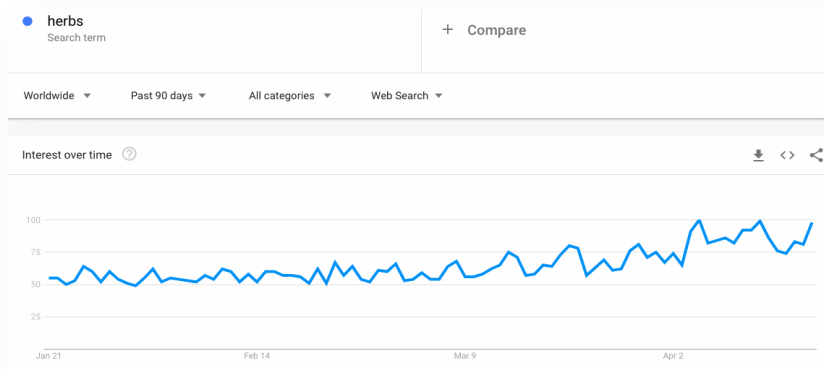
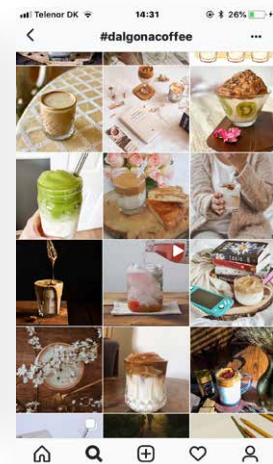
Self-isolation and increased time spent at home resulted in appearance of many new food trends online.



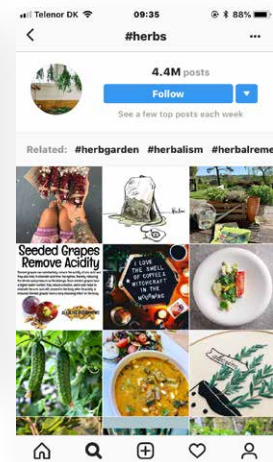
Interest in baking bread at home skyrocketed! Based on Nielsen's study, the sale of yeast increased by 467% in 2020, and Instagram is currently overloaded with homemade bread recipes.



Being stuck at home inspired many to experiment with new ways of preparing coffee, and the Korean coffee drink Dalgong took internet by storm.

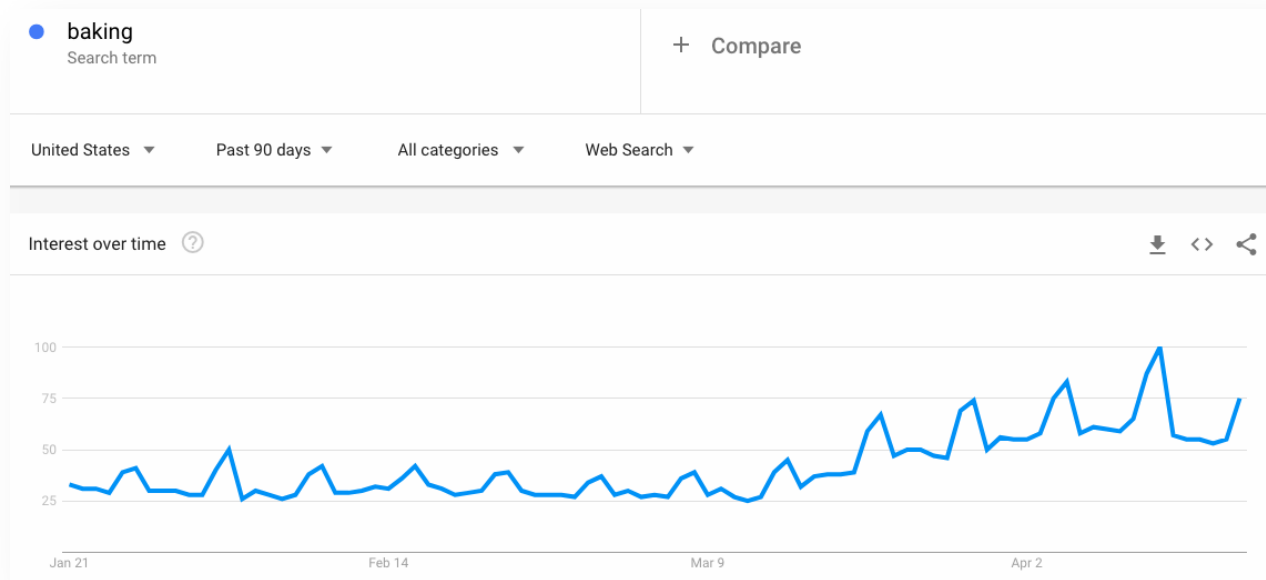


For many staying at home and not being able to go out and enjoy nature mean resulted in a desire to bring nature inside. Social media exploded with tips and advice on planting herbs and creating own little herbs gardens indoors.



BAKING IS HUGE

Baking has been another big trend on social media lately, hashtags such as #homebaking and #bananabread have been trending on social media.



#homebaking 22%
#quarantinebaking 12%
#bananabread 8%
#coronabaking 6%
#baking 5%
#bakingathome 6%
#chocolatecake 5%

Many influencers have been sharing their creations or even encouraging their followers to participate by using hashtags such as #bakingchallenge or #isolation-baking .



@experimenteausmeinerkueche



@anapetiscos When in doubt bake! My banana cake game is going strong!!

WHAT HAPPENED TO TRAVEL INFLUENCERS?

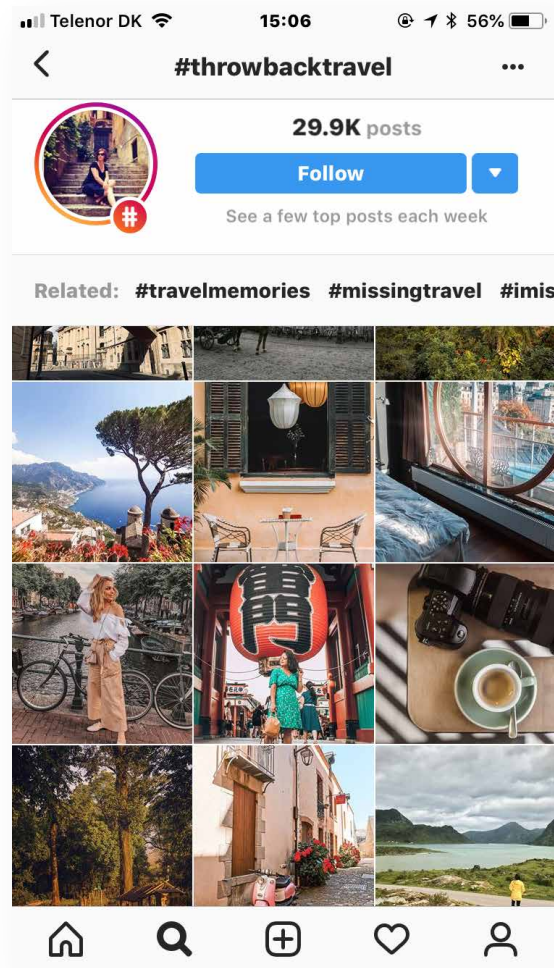
As the travel industry is in crisis, borders are shut down and people are being quarantined, travel influencers had to take a necessary break (from their trips) and focus on #throwback content.

#tb 7%
#throwback 6%
#travelmemories 5%

Instagram is one of the platforms on which travel influencers tend to keep things light and pretty. The hashtag shows influencers who post beautiful

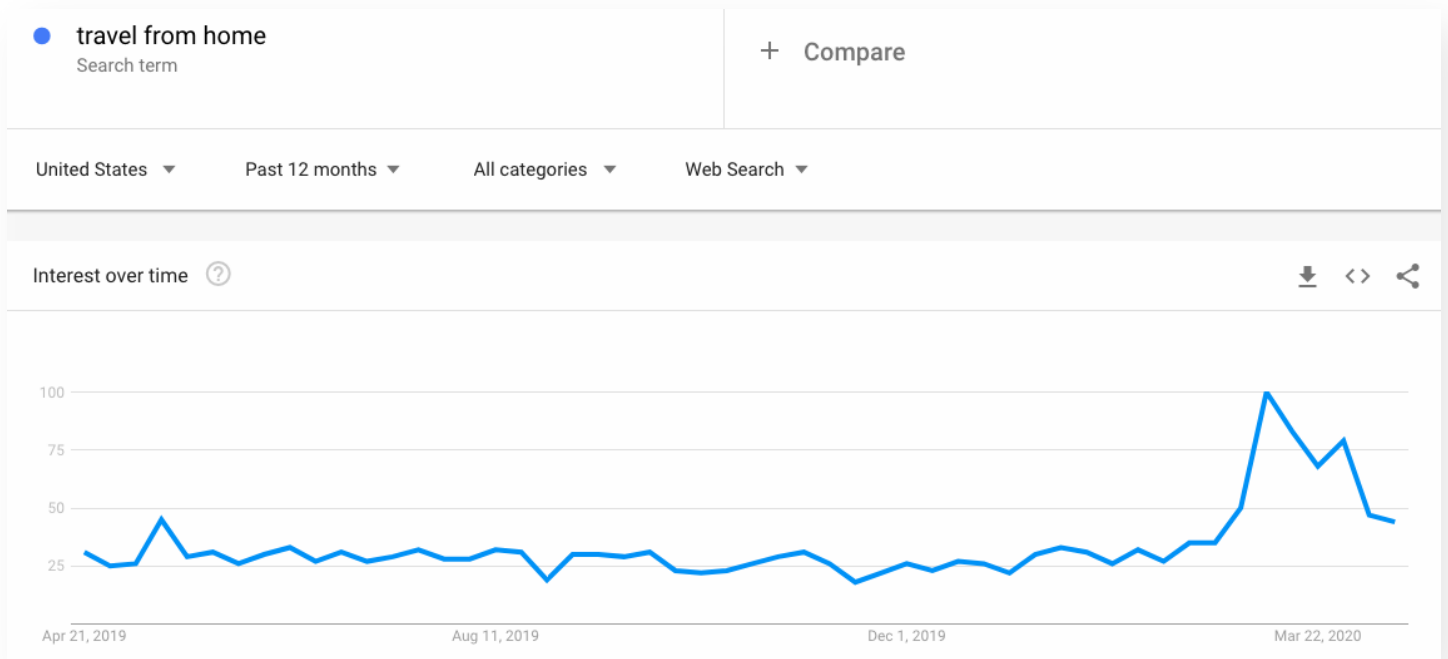
throwback pictures capturing romantic sunsets and relaxing vibes in order to keep their business going, as they try to maintain good relationships with companies for the future.

Some influencers are being "slammed" for bragging about their luxurious lifestyle while world is facing a pandemic. While the whole world is struggling. A famous travel influencer couple chose to quarantine in Bali and post content showing of their luxurious lifestyle. This caused a lot of controversy and negative comments telling influencers to get "a real job."



<https://www.bloombergquint.com/technology/instagram-vs-reality-travel-influencers-gloss-over-coronavirus>
<https://www.foxnews.com/travel/influencers-slammed-for-bragging-about-luxe-lifestyle-during-outbreak>
<https://hashtagify.me/>

FAKE TRAVELING - NEW TIKTOK TREND



As some influencers are posting their throwback content, some are coming up with more creative ways to adapt to the temporary reality by creating more humorous and entertaining content.

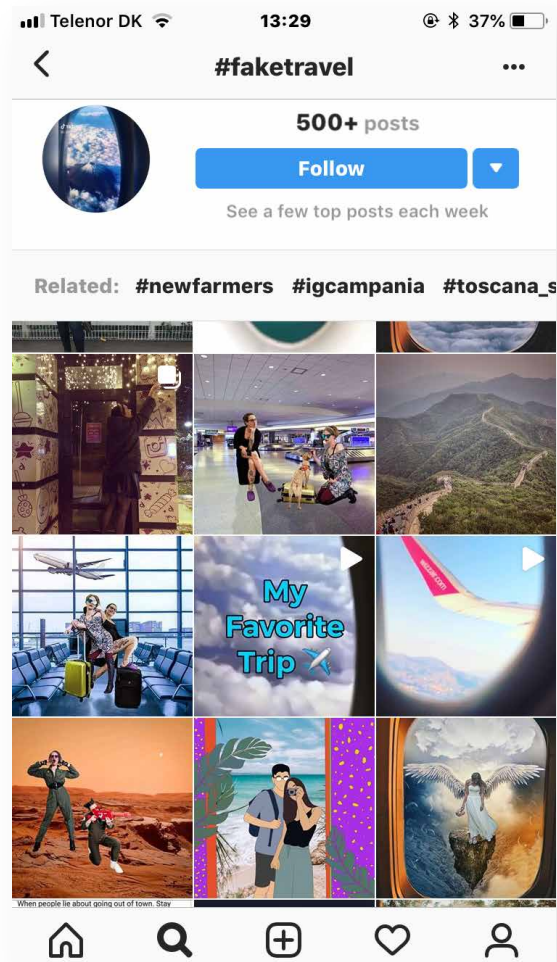
A new trend on TikTok is the “Fake travel trend” with its hilarious tagline “Fake it till you make it.”

The influencers create fake travel content for example showing themselves in a plane (eg. they use a washing machine, or washing detergent as an airplane window, or they showed themselves getting ready for a trip). The most important part of the challenge is to reveal the illusion in a humorous way.

#faketrip generated already 189 million views on TikTok

Another popular trend is “until tomorrow trend” where the creators post an embarrassing photo of themselves for 24 hours (they delete it after).

Popularity of #travelfrom-home increased by 16%

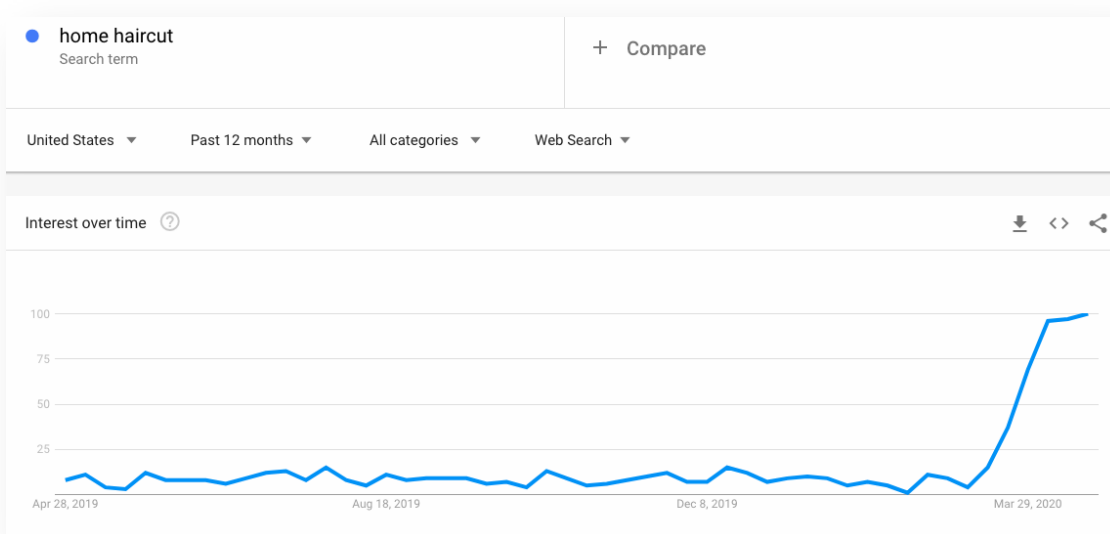


BEAUTY INDUSTRY

Due to lockdown, services offering popular beauty treatments as haircuts or waxing have been shut down and many have turned into social media in search for DIY or home replacements for their favorite beauty procedures. People want to know how to do their own brows or nails, and therefore hashtags such as #diybeauty, #diywax, #lockdownbeauty and many more have been trending on social media:

Haircuts has been a concern for many lately, which can be proved by an enormous increase of “home haircut” searches on Google and growing popularity of haircut related hashtags!

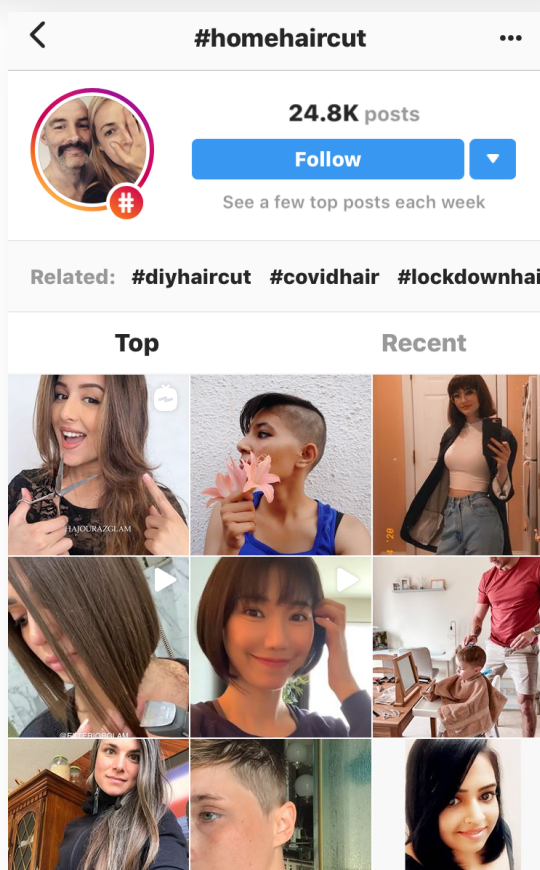
#selfhaircut **21%**
#lockdownhair **15%**



26% of influencers have made a beauty purchase during quarantine

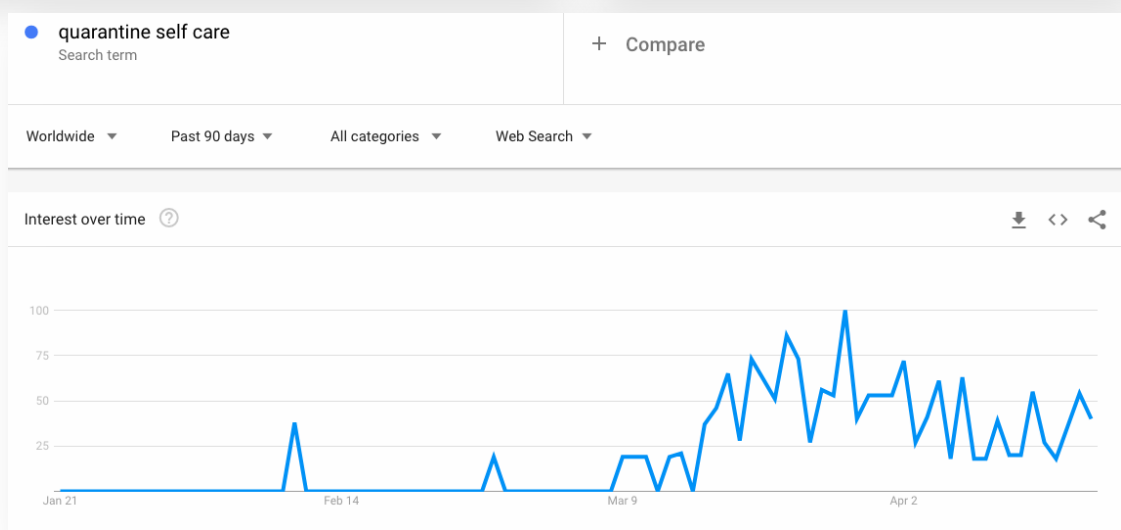
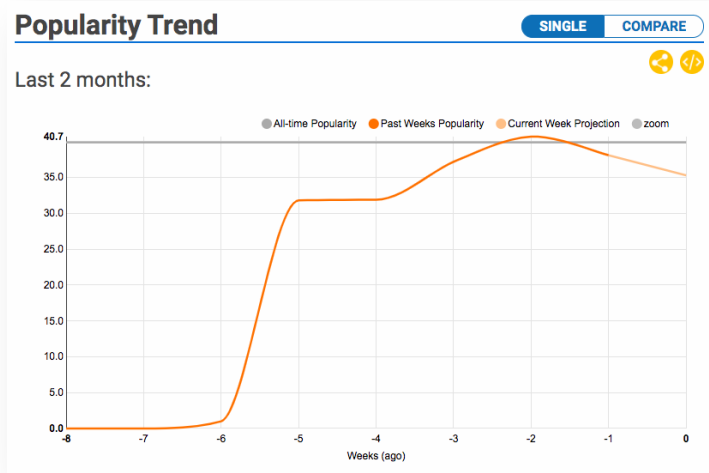
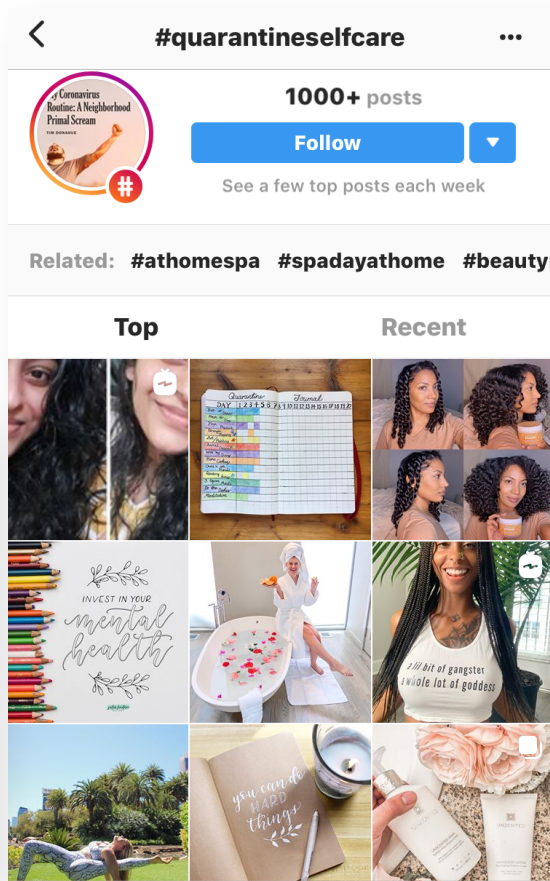
As consumers grow more concerned about their health and wellbeing, they've also paid more attention to the safety and cleanliness of beauty products. More have also been experimenting with alternative/natural beauty products such as DIY homemade shampoo or face masks, and sharing their DIY's on social media

indaHash internal COVID-19 survey
<https://www.allure.com/story/coronavirus-effect-on-beauty-industry-makeup-artists-manicures-hairstylists-facials>
<https://www.cosmeticsdesign-europe.com/Article/2020/03/27/Coronavirus-to-impact-beauty-business-trends-says-Mintel>
<https://trends.google.com/trends>
<https://hashtagify.me/>



QUARANTINE SELF-CARE

Practicing self-isolation has also sparked another growing social media trend: Quarantine Self-Care. People are sharing tips and tricks on how to take care of their well-being and mental health at home through ideas such as creating a home spa, bullet journaling, mediating or just writing down positive affirmations daily.



Trending self-care related hashtags:

- #selfcare **7%**
- #homespa **10%**
- #selfcaretips **9%**

As self-care can be a broadly interpreted topic, it provides plenty of opportunity for both influencers as well as brands to create content online.

PET INFLUENCERS

Four-legged influencers love having their owners in lockdown because to them play time is now anytime! They can accompany their humans to work, which just so happens to be in the next room! Pet influencers are also entertaining their followers by sharing funny pictures and videos of their pets, their new pet routine workouts and the adorable tricks they are teaching their pets.

As people spend more time at home with their animals, a lot of pet related hashtags have been trending lately:

- #catsofthequarantine **16%**
- #dogsofquarantine **25%**
- #instapets **9%**

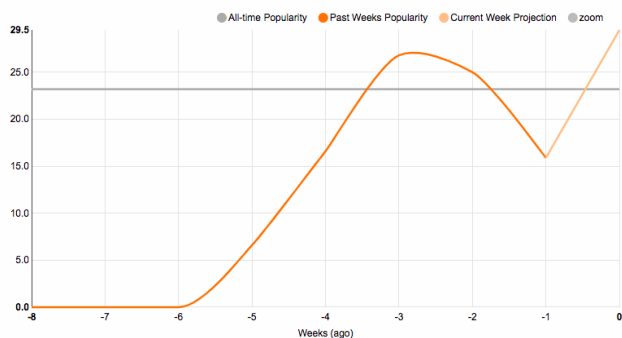


Popularity Trend

SINGLE COMPARE



Last 2 months:



As pet owners reminisce about their wonderful outdoor adventures, they acknowledge the need to remain positive and help uplift each other, so they are sharing their pet-human love stories with their audience. And we are loving every bit of it.

MISINFORMATION & TRUST

A by product of the increase in content has also been the increase of misinformation. This has led to trust being a significant factor when people consume more content.

A particularly dark part of the misinformation has manifested through several conspiracy theories spreading around the web.

Influencers and celebrities can serve as a dangerous tool in spreading fake news. As a lot of people are forced to sit at home, being frightened by the current changes they begin to consume enormous quantities of content online. These are the perfect conditions for the spread of conspiracies against the current status quo. The theories quite often start their journey on Reddit or 4chan.

The most popular conspiracy theory circling around the web is the 5G theory. In the beginning of March, Dr Thomas Gowan made a YouTube video in which he claimed that the 5G cellular network is heavily linked to the spread of COVID-19. Since then, the video, which was quickly taken down by YouTube, went viral. The celebrities who push for the idea are rapper/singer MIA, a-list Hollywood

actor Woody Harrelson, world boxing champ Amir Khan among others. Moreover, other conspiracy theories focus on attacking the UN, Bill Gates, WHO, Donald Trump, and many more.

Significantly, Oxford Reuters Institute conducted an academic research in which they report that “In terms of sources, top-down misinformation from politicians, celebrities, and other prominent public figures made up just 20% of the claims in our sample but accounted for 69% of total social media engagement.” Twitter, YouTube and Facebook are the dominant platforms for sharing conspiracy theories. Celebs, and top influencers who have an enormous following on these platforms use their power to spread the “news”. Thus, the stories shared by them generate the most engagements online as they are commented and re-shared by ordinary users.

However, this can be counter-acted through rigorous research and standards being set, and can be an opportunity to be seen as a leader. Several influencers and government organisations have been working together to provide valuable information (as you can see with Doctor Mike on page 38)

26% of influencers doesn't fully trust their government when it comes to information on COVID-19 and **30%** is not sure whether they should trust it or not.

G

GUIDELINES FOR INFLUENCER MARKETING

1. The necessity of influencer marketing
2. How to run successful campaigns during COVID-19?
3. The Do's and Don'ts

F.1 — *THE NECESSITY OF INFLUENCER MARKETING*

Consumption of internet and social media is increasing. Therefore, a well thought out influencer marketing campaign, done with empathy and a healthy dose of sensitivity, can be an effective way to reach potential customers.

Influencers are the trendsetters, they are the ones people reach out to in search of recommendations for products and activities available during a pandemic.

45% of influencers have received inquiries from their followers in recent weeks asking for ideas for social distancing appropriate activities

15% received inquiries asking for new apps recommendations

40% have been asked about book, TV shows and podcasts

Ashwin Chandoesing, Vice president APAC & China, indaHash

This is the time for brands to speak up and show their involvement with their audience. The usual channels might come across as 'too brand - focused'. Influencer marketing provides a great alternative by using the voice of the community to express the brand's message and localise this where other mediums may fail to do so.



Olga Stachowicz, Influencer Lead at VMLY&R, a global full-service marketing agency, believes that running an influencer marketing campaign during this challenging time can be beneficial for any company:

The Internet is currently the main communication tool in almost every area of life. People still want to learn about new products, trends, watch entertainment content or simply engage with influencers on their channels. The trick is to tailor the brand's message to the current situation. It should still be honest and authentic - but adapted to the existing circumstances.

UTILIZING INFLUENCER MARKETING TO EDUCATE AND SHARE AWARENESS

Influencers have a voice! And it's time to use it!

In the times when 3.08 billion people worldwide are using social media, influencer marketing can be an effective tool for educating through digital channels about important issues such as the significance of profound hygiene, self-isolation or help to local business. Influencers can help to raise awareness and spread important messages to millions of social media users. Based on the survey indaHash conducted we found out that:

Over 75% of influencers are advising their followers to take precautions against COVID-19.

Many influencers have been recently using their power to share correct information with their audience and support their communities.

Italian fashion blogger **Chiara Ferragni**, with 19.4M Instagram followers, raised \$4.5 million for hospitals in Italy fighting against COVID-19.

Blowek, Polish lifestyle YouTuber with 4.4M subscribers, interviewed the prime minister Mateusz Morawiecki in order to clear up any questions and concerns that his followers had.

American doctor influencer, **Doctor Mike**, with 5M subscribers on YouTube, uses his platforms to organise fundraisers, educate his audience and prevent the spread of fake news.



WHAT CAN WE LEARN FROM PREVIOUS CRISISES?

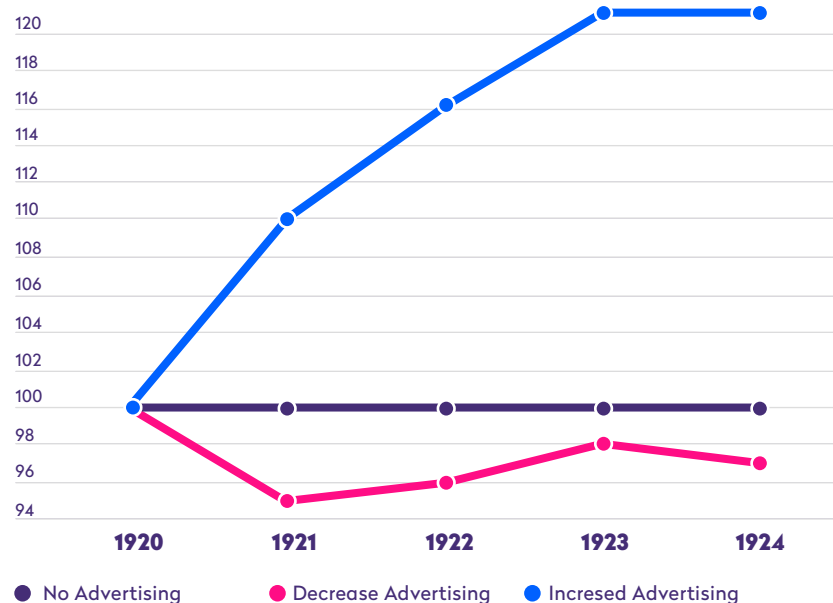
Such recessionary periods actually provide fertile grounds for brands to grow their market share, if they are prepared to think about long-term.

Mark Ritson, Marketingweek

Previous recessions show that in order to survive the crisis, brands must adapt their digital narrative and focus on building a mission based approach in order to reach the isolated consumers in an efficient and effective way.

Studies have shown companies, which increased their marketing budgets during the 18-month recession caused by World War I, grew their sales faster than competitors. Companies that decreased their marketing budgets saw sales declining during the recession and the 3 years that followed.

Sales Index (1920=100)



Vaile, Roland S. "The Use of Advertising During Depression"
Harvard Business Review 5, April 1927

Companies who focus on a long-term strategy and will advertise during recessions can take advantage of a bigger market share:

Most firms tend to cut back on advertising during a recession. This behaviour reduces noise and increases the effectiveness of advertising of any single firm that advertises. Thus, the firm that increases advertising in this environment can enjoy higher sales and market share.

Gerry Tellis Professor of Marketing, Management and Organization, Neely Chair of American Enterprise, and Director of the Center for Global Innovation

BEING PROACTIVE AS A BRAND IS CRUCIAL

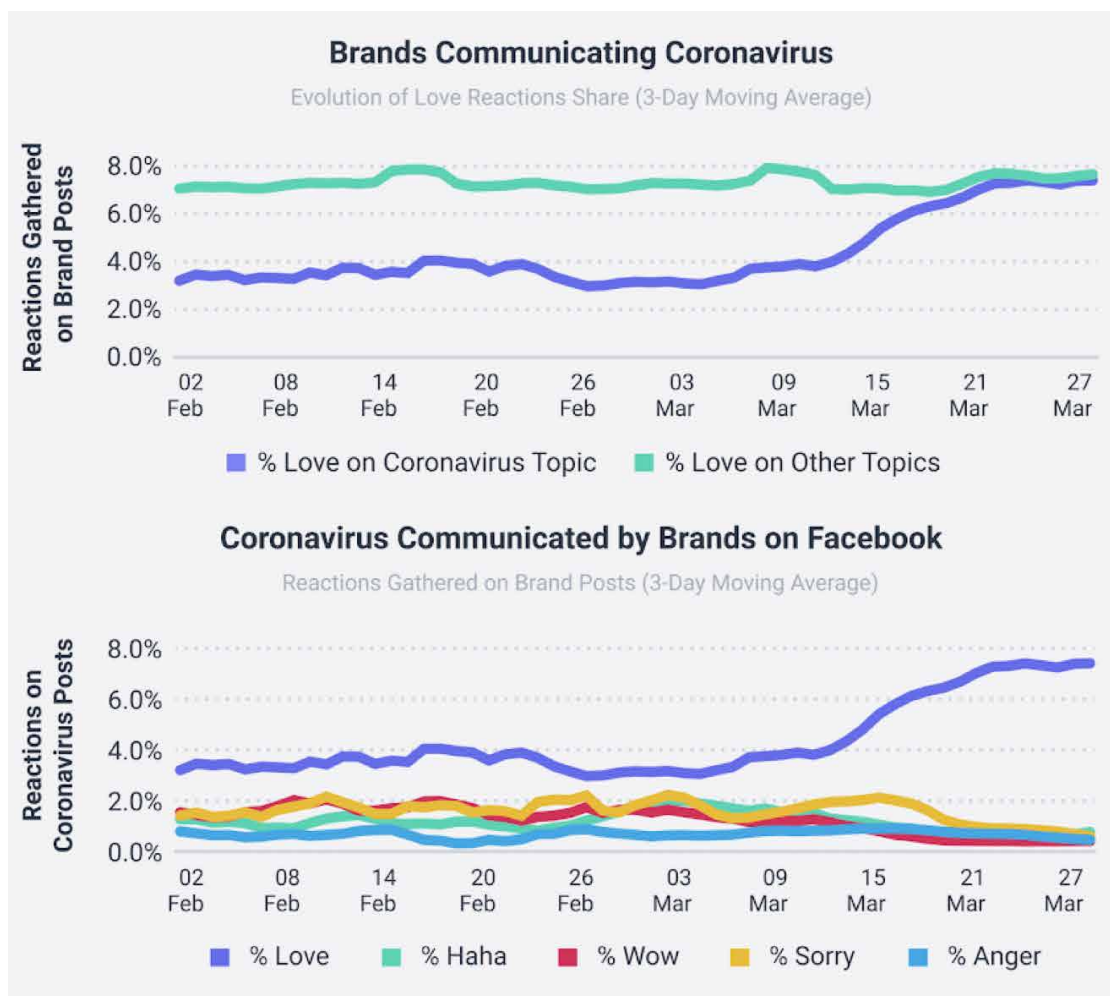
From early March, Facebook users started to react to COVID-19 related content with a lot more “Love” reactions, as a result of many brands sharing their messages of support, as well as information on what they were doing to support their own communities or employees

This proves that during these challenging times it is crucial to be proactive as a brand. People do appreciate when brands they follow on social media show signs of support and do whatever they can to help.

COVID-19 content on Facebook by reactions evolution

Starting in early March, Facebook audiences started reacting to coronavirus-related content on worldwide brand accounts with a lot more love reactions. That timeline roughly coincides with many brands sharing their messages of support or details of what they doing to support their communities and employees.

That suggests that during these trying and emotional times, people are appreciate of what the brands they follow are doing to help whatever ways they can. As the pandemic drags on longer, it will be interesting to see how these sentiments evolve.



<https://www.facebook.com/business/help/497365517601781>
<https://www.cnn.com/2020/03/20/facebook-coronavirus-moves-could-help-restore-its-reputation.html>

F.2 — HOW TO RUN SUCCESSFUL CAMPAIGNS DURING COVID-19?



Based on the industry experts' comments:

I would have recommended that the brand link to influencer content be less around product messaging and more around informative or entertaining content. (...) I believe an influencer/brand relationship at this stage, would need to exist to deliver some form of value to consumers and in doing so, give the brand some saliency (mental availability) during this time.

Clare Trafankowska-Neal, Head of Digital at Dentsu Aegis South Africa



Be empathetic to the overall global crisis. Be informative, don't be scared to have some fun and use humour. Give advice and inspire others. Embrace the realness of the situation and remain 100% authentic; especially if it doesn't portray perfection.

James Sharman, Chief Commercial Officer UK at indaHash



Given the current situation, it is important for brands to give information that people are seeking from it and keep the tone of communication empathetic.

Tanushri Rastogi, Marketing Manager at Burger King



Listen closely to the community and audience you are targeting as a brand. Stay informed regarding the current sentiment so you can adapt your message to all the sensitivities. Influencers can be a great source of information to help with this process. There might be a need to redefine your KPI's for influencer marketing, putting a stronger focus on measurements like brand sentiment and brand perception. These are all benchmarks that can and should be measured in influencer marketing campaigns.

Ashwin Chandoesing, Vice president APAC & China at indaHash

INFLUENCERS AS PROFESSIONAL CONTENT CREATORS

Many companies have been utilizing influencers' skills as photographers and videographers to obtain content in times when production companies are shut down.

According to Business Insider, there has been a 33% increase in the number of brands looking to hire influencers specifically for content creation.



indaHash reached out to influencers to ask if they would be willing to create content for brands without posting the content on their own social media platforms?



Advantages of hiring influencers as content creators:

- Low production cost
- Optimization of production time
- Influencers' own creative input
- High quality of content (many influencers have been creating professional content for years and have skills and know-how matching professionals)

F.3 — *DOS & DON'TS OF INFLUENCER MARKETING DURING COVID-19*

DOs

Content is king. The value of content creation spans beyond just one post. The lifespan of a single piece of content increases.

Create content that is both entertaining and fun to serve as a distraction from daily challenges while keeping in mind the sensitivity of today's situation

Incorporating live streams into your content production can be a good way to break up the monotony of your social media posts.

TikTok has been gaining more traction than ever before. Pushing campaigns on TikTok is a great way to try a new platform and hop on current trends.

Influencers can be used to spread positivity in such trying times especially to their follower base.

Use your expertise to help communities by engaging in CSR campaigns. It's time to give back.

DON'Ts

Don't use COVID-19 hashtags to boost your engagement rates. Be sensitive in such times.

Don't create tasks that require influencers to be outdoors. Let's stay safe and responsible.

Be mindful of the current situation or it may reflect badly on you and your brand.



HOW INDAHASH CAN HELP YOU

1. How can influencers support local business?
2. indaHash COVID-19 case studies
3. Market case study Suchy Tata

HOW CAN INFLUENCERS SUPPORT LOCAL BUSINESS?

Influencers can help out restaurants, cafes etc by reminding their followers how important it is to support local business during these challenging times.

They can recommend their audiences restaurants and cafes with take away options and:

- show themselves ordering their favourite dishes

- talk about special promotions

- distribute discount codes

- emphasize the importance of nutritious and balanced diet to stay fit and healthy

Restaurants can offer special promotion where customers can pay upfront and receive vouchers that can be used after the pandemic is over to ensure financial stability.



59% of our respondents have been ordering take-away food during the pandemic

54% agrees with the statement "I want to limit the amount of times I have to go to the grocery store"

Given that people are home, food delivery has seen a surge. It is utmost important for a brand to ensure the highest standards for hygienic operation in-store and for delivery.

Tanushri Rastogi, Marketing Manager at Burger King

INDAHASH PRO BONO - HOW CAN YOU HELP? 4F - MERCHANDISE TO HELP FINANCE HOSPITALS!

The goal

Sportswear brand 4F came up with a great initiative to create special T-shirts and donate 100% of their generated sales revenue to help raise much-needed funds for hospitals and healthcare institutions in Poland.

Influencers posted Instagram Stories with the T-shirt, spreading the message about 4F's initiative and encouraging their audiences to support the good cause!

Additionally, the important aspect of this campaign was educating social media users on small things they can do in their everyday lives to help out those in need.

It is a brilliant opportunity for companies to introduce themselves to the environment as stable and flexible entities with a "human face" that do well even in the time of a crisis.

74% would be willing to buy merchandise if they knew that the sales revenue would be donated to healthcare institutions in their country

Monika Hajdrowska, Junior Media Planner, Media Concept



INDAHASH PRO BONO - HOW CAN YOU HELP? STATE OF POLAND FOUNDATION- SUPPORT LOCAL BUSINESSES

The goal

State of Poland Foundation wanted influencers to spread awareness regarding the importance of supporting your local businesses during these difficult times.

For this campaign, influencers created a variety of content in the form of Instagram posts, stories and videos showing

their daily routines such as shopping in local vegetable stores, buying fresh flowers, ordering lunch from a nearby restaurant. All to support the local community!

Influencers showed their audience that those small choices can have a big impact on someone else's livelihood!



Sytuacja w której się znaleźliśmy jest trudna dla większości z nas, ale dla małych firm może być tragiczna. Siedząc w domu możemy chociaż trochę pomóc małym firmom gastronomicznym, które robią co mogą, żeby nadal świadczyć usługi dla nas. Jeśli macie wybór - zamawiajcie jedzenie na dowóz w lokalnych, małych firmach. Na przykład w Yes-tu pizza, która jest moim bliskim sąsiadem ❤️ Poszukajcie miejsc w których można odebrać jedzenie osobiście albo jest możliwość dowozu. Pomagajmy sobie w tej kwarantannie jak tylko się da.

INDAHASH PRO BONO - HOW CAN YOU HELP? THE WORLD HEALTH ORGANIZATION - WASH YOUR HANDS FOR 30 SECONDS!

The goal

The World Health Organization (WHO) wanted to spread awareness about the importance of correct hygiene habits.

Influencers from all around the world got engaged in the campaign and created short, fun videos where they showed their audience how they passed the time while washing their hands for 30 seconds straight. Some created little dances, some would choose to sing a song or recite a poem, but the main message was clear, do whatever you can to make sure that you will be spending 30 solid seconds washing your hands to ensure better hygiene for yourself and everyone around you!

51% feels like they need more information on how to take care of their personal hygiene and their house during the pandemic



MARKET CASE STUDY SUCHY TATA

How an influencer sold 25 juicers worth \$9000 during 2 weeks of quarantine by only posting on Instagram Stories?

Rafał Myśliński known as @suchytata on Instagram (52.8K) sold **254 Swiss juicers worth \$9000 during 2 weeks of quarantine by posting 11 Instagram Stories** showing his audience himself while using the juicer.



He was not paid upfront for the promotion (the only cost that 4Swiss had to make was the cost of the juicer itself sent to Maliński). The cooperation was based on the commission from sales. He was paid for every juicer he sold, meaning no sell no commission, and Maliński believes that this is the future of influencer marketing during the pandemic.

Commission based cooperation is the best solution for influencer marketing during COVID-19. Influencers are paid based on the number of products they manage to sell, and the brand doesn't generate any unnecessary costs in case the influencer will not be able to sell anything.

Rafał Myśliński / @suchytata

What are the advantages of commission based cooperation with influencers?

Strong focus on sale

Often much lower costs for the brand than paying influencers upfront without the reassurance of results

Bigger dedication from influencers, and as a result, more intense product placement as influencers are forced to be more creative and post more in order to build interest of their followers and make a profit off the collaboration



Rafał Myśliński / @suchytata:

Quarantine motivated me to work even harder, since many of my campaigns have been unfortunately cancelled. I'm forced to look for new clients.

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Photo on cover: cottonbro / Pexels.com



HOW CAN WE SUPPORT YOUR BRAND?

indaHash is the global leader in influencer marketing with more than 5 years of experience, running over 9,000 successful campaigns for over 600 brands in 83 markets worldwide with offices in London, Tokyo, Dubai, Singapore, Warsaw, Johannesburg, Dusseldorf, Lagos, Bucharest, and Jakarta. Combining technology with human support, indaHash offers automated end-to-end solutions which underpin and strengthen your marketing efforts.

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