



CASCADE  
INFLUENCERS



# The State of Influencer Marketing in Sports Entertainment

A look into how pro sports teams view the future of influencer marketing in North America

This research project was conducted to better understand how Sports and Entertainment brands are currently using influencer marketing, and how they plan on using influencer marketing in 2019. We surveyed 65 marketers from a variety of professional sports teams in the NHL, NBA, NFL, MLB, and CFL.

According to the survey results, 45% of teams increased their influencer marketing budget in 2018, and 65% said influencer marketing is a necessity for the success of their brand. These statistics support the prediction that influencer marketing is on the rise, and is not merely a passing fad but a concrete and essential part of any sports team's marketing budget. Other shocking findings are that 55% of teams are not aware of FTC regulations, and 45% are not taking the steps necessary to be compliant."

## What is your company's size?



17.2%

under 25

28.1%

100-199

6.2%

25-49

21.9%

200-499

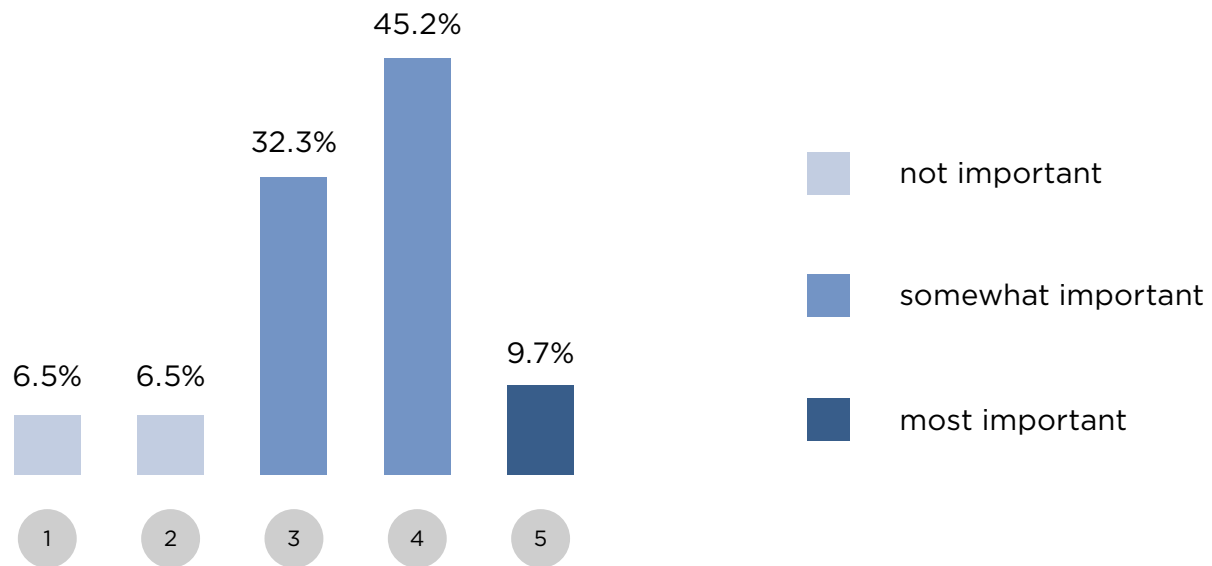
21.9%

50-99

4.7%

500 or more

## How important is the Gen Z (13-20 years old) customer segment to your brand?

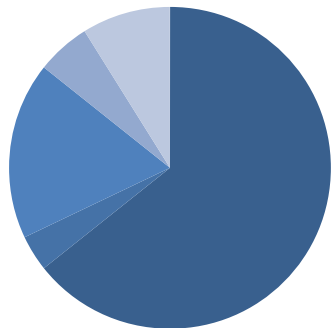


The financial influence of Gen Z is estimated to be between \$29 - 143 billion of direct spending by 2020. As the most socially conscious demographic, they turn to social media and network comparisons rather than older role models.

## Do you use a platform or vendor to manage your influencer marketing program?

*“Only 11% uses a platform or vendor to manage their influencer marketing program.”*

## How many hours are spent managing your influencer marketing program each month?



64.3%

under 20h

3.6%

20-40h

17.8%

40-60h

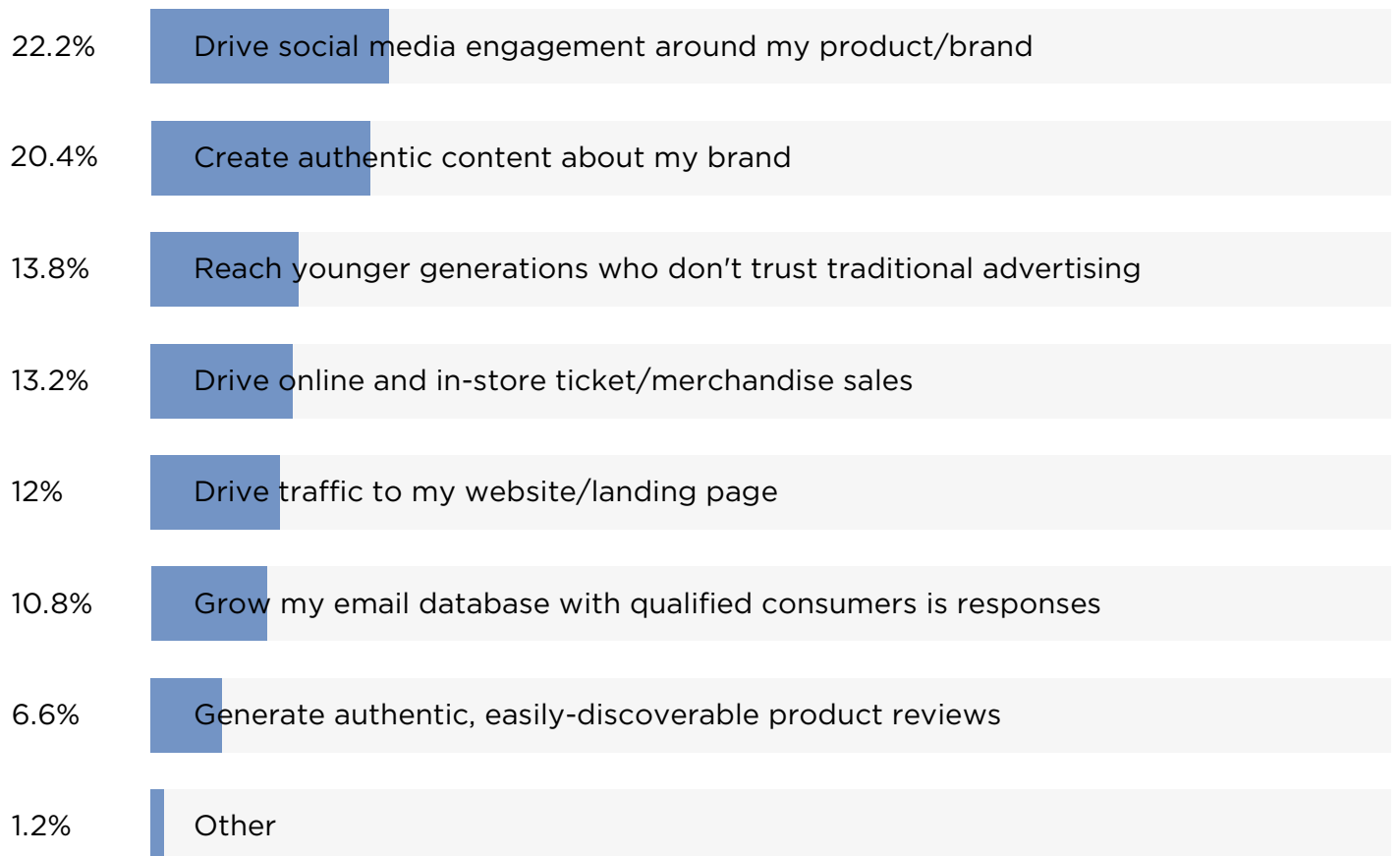
5.4%

60-80h

8.9%

more than 80h

## In your opinion, what are the top benefits of influencer marketing for your brand?



# Do you believe an influencer program is a necessity for brand success in today's digital world?

*65% believe that an influencer program is a necessity for brand success in today's digital world.*

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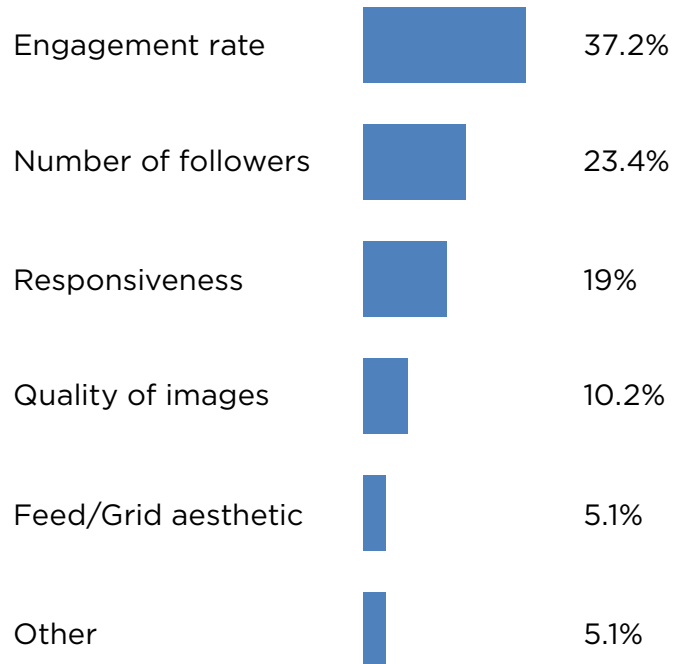
## How do you judge whether an influencer is high-quality and/or authentic?

### Engagement rate determines

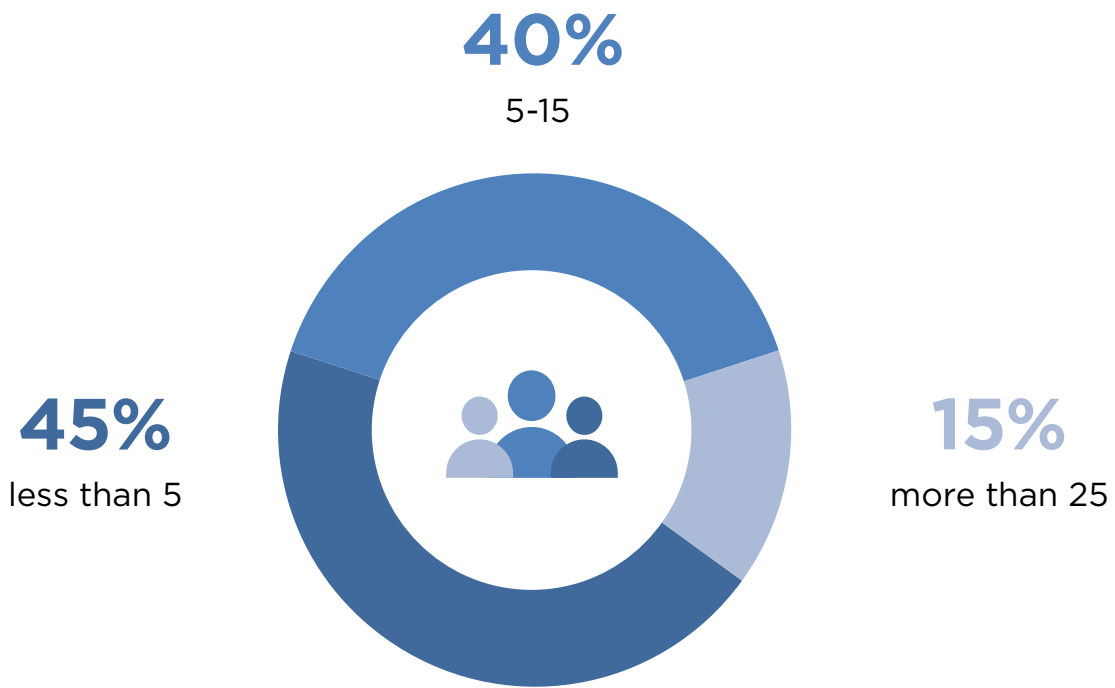
the quality of an Influencer's following. A healthy influencer account should have an engagement rate above 2.0%

To calculate an influencer's engagement rate determine the average number of likes and comments per post divided by the number of followers.

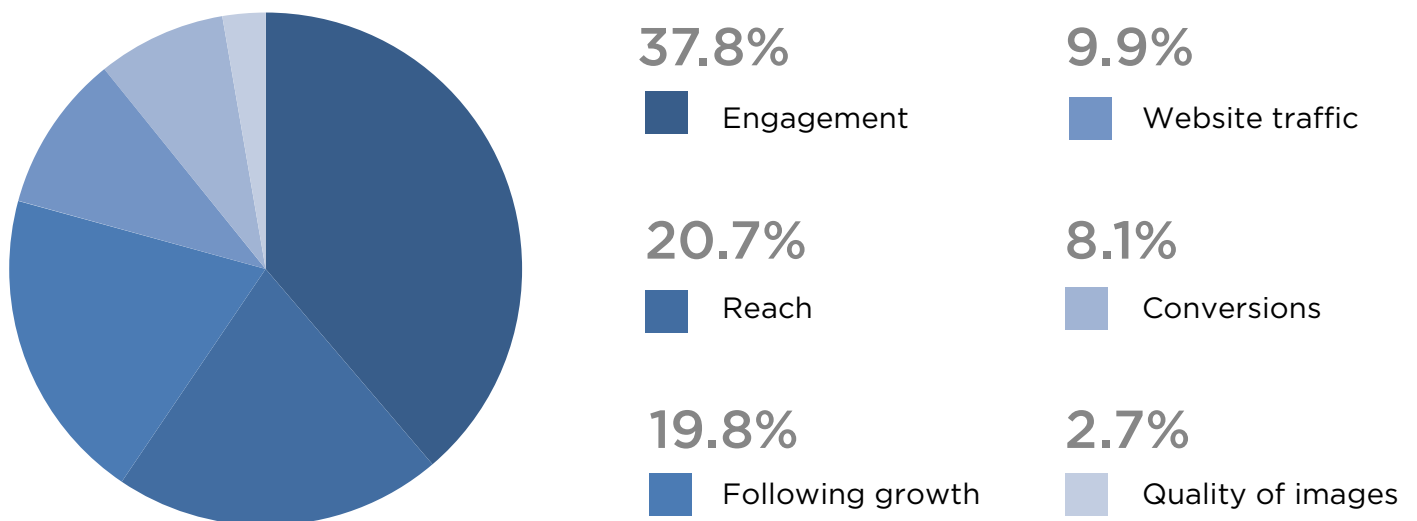
**Example:** Influencer averages 150 likes/comments per post and has 20,000 followers. Their engagement rate would be  $150 / 20,000 = 0.75\%$ .



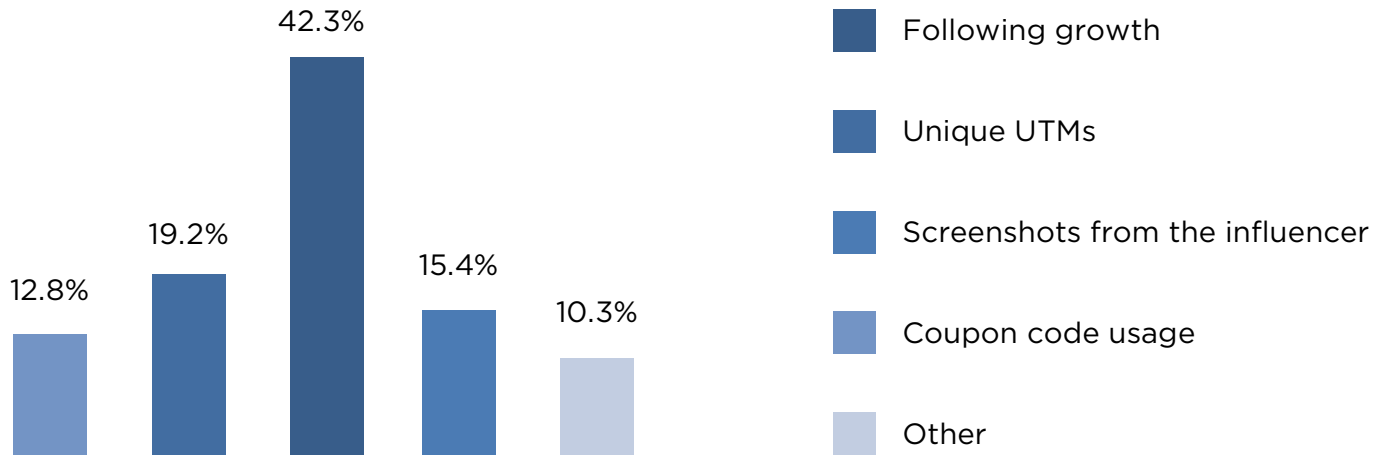
## How many influencers do you work with on a monthly basis?



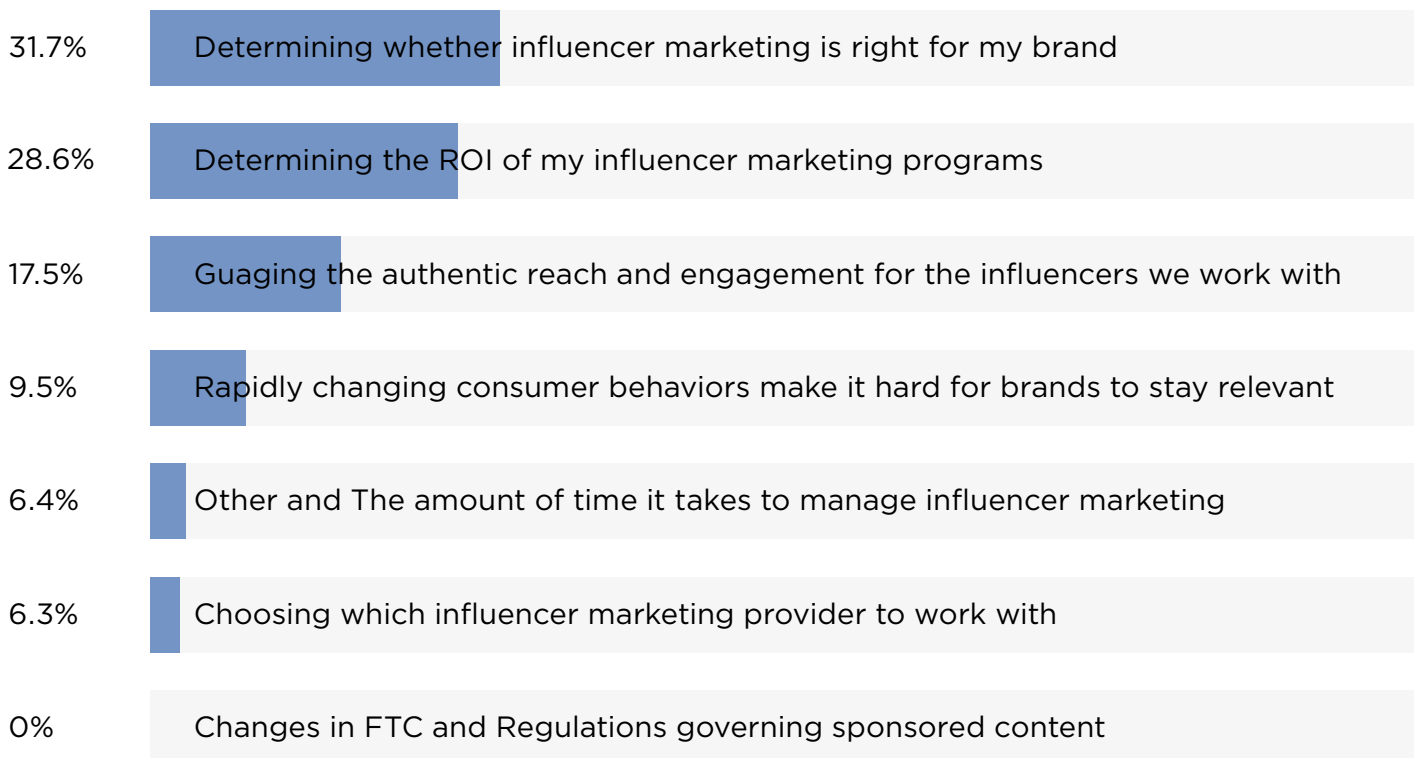
## How do you measure the success of your influencer marketing program?



## How do you collect metrics on your influencer programs to gauge the success of the campaign?



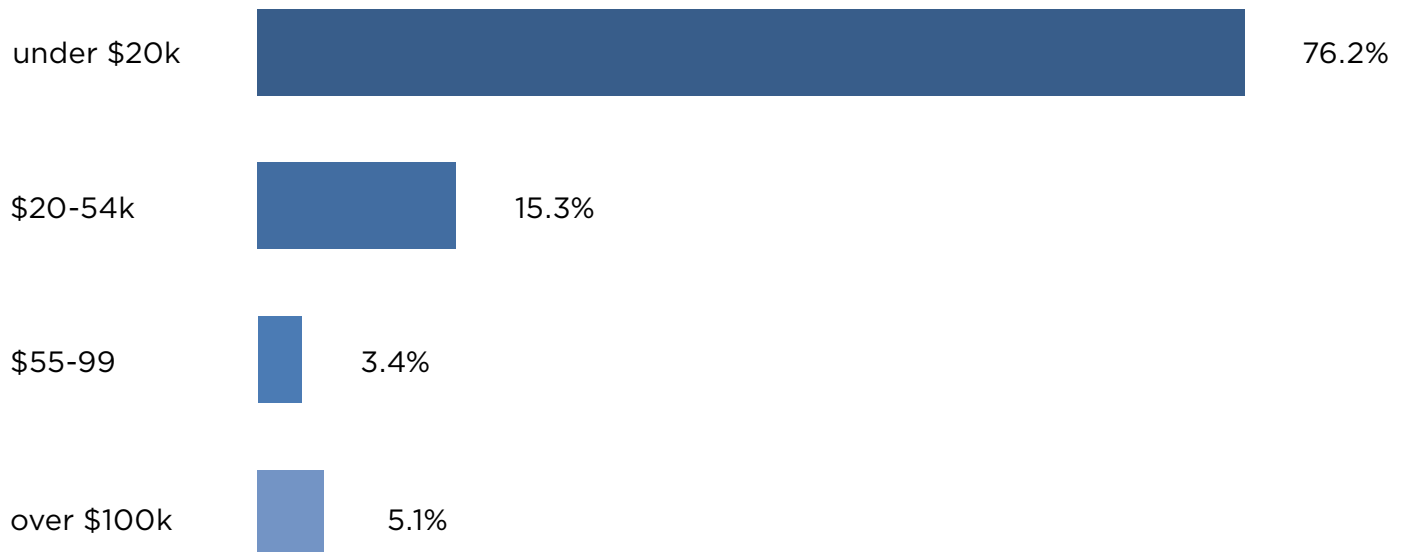
## What do you see as the top challenges to influencer marketing in 2018?



## How did your influencer budget change from 2017 to 2018?



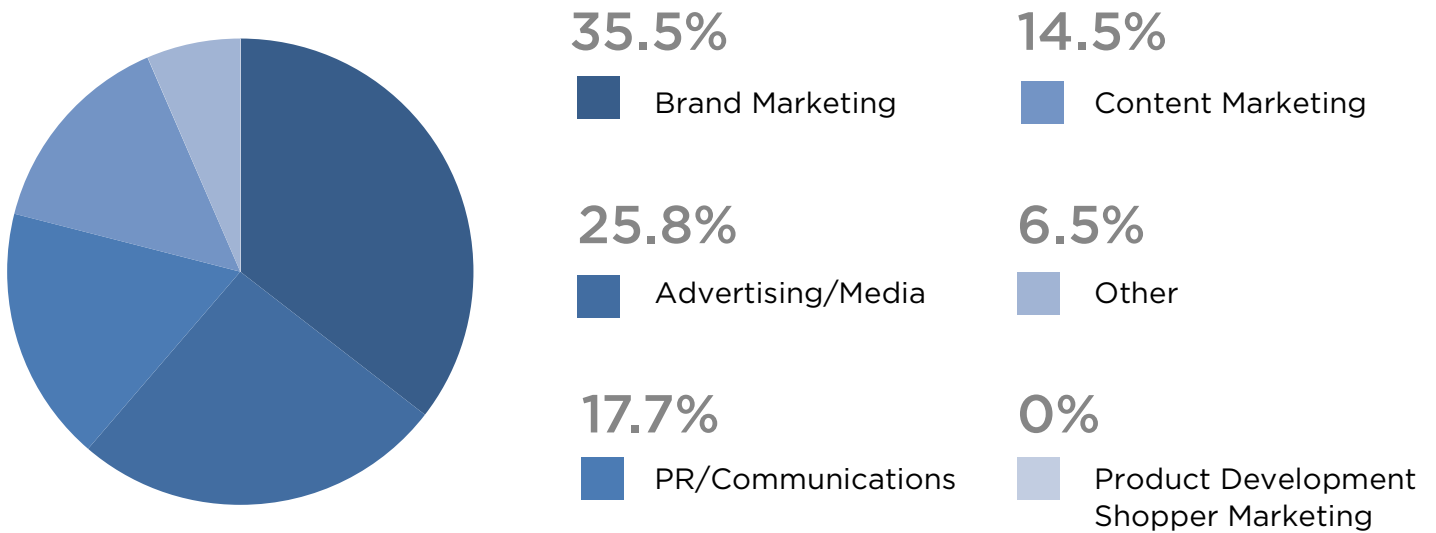
## How much have you spent to date on your influencer marketing program in 2018?



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# Where does influencer marketing fit within your budget?

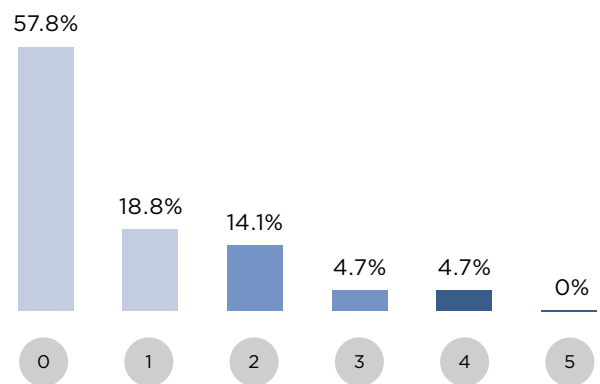


# Which social networks are most often used by Gen Z?

**Gen-Z's most used social platforms** are SnapChat and Instagram, unlike millennials who still utilize Facebook (as well as Instagram).

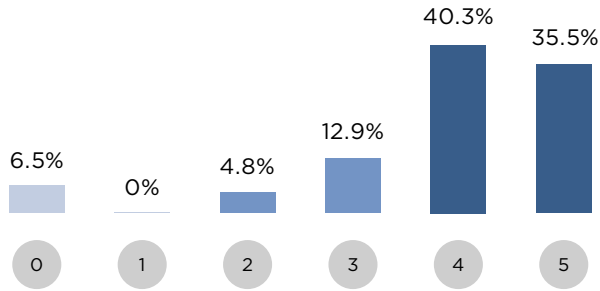
Gen-Z craves quickly digestible content and has higher expectations of technology. Growing up with technology at their fingertips, Gen-Z views technological advances as the norm while millennials watch amazed as technology continues to improve.

## Pinterest

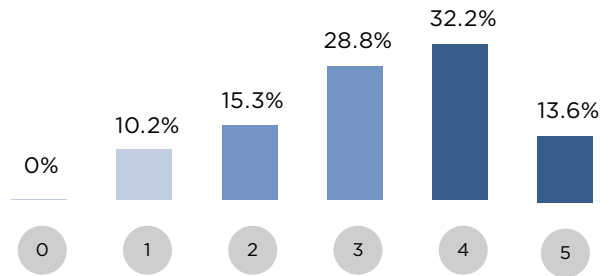


not important
  somewhat important
  most important

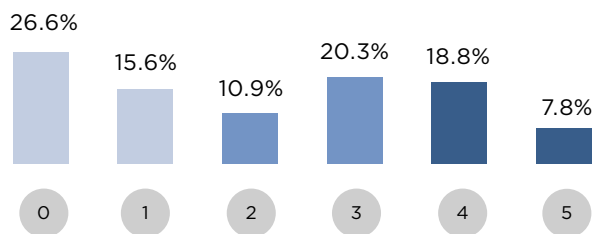
## Instagram



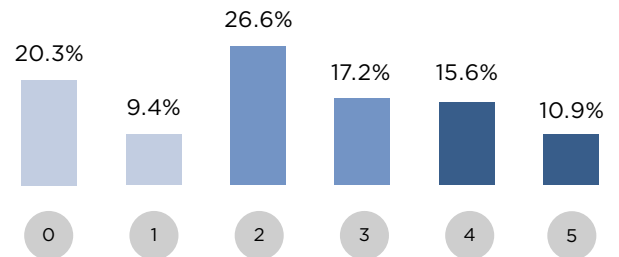
## Facebook



## Snapchat



## Youtube



■ not important   ■ somewhat important   ■ most important

## Are you aware that there are FTC Regulations for brands and influencers working together?

*55% of sports teams are NOT aware that there are FTC regulations*

## Do you require that influencers disclose sponsored content to comply with FTC Regulations?

While having your sponsored post look like it was “organically posted” might seem more valuable, it could put both you and your influencer in a risky place. If the influencer does not outline the sponsorship agreement, both the influencer and the brand can face a fine or legal action.

# 45%

are not compliant with  
FTC regulations

## Do you require influencers to sign a contractual agreement?

*45% DO NOT require influencers to sign a contractual agreement.*

### TOP SPORTS INFLUENCERS LISTED:



David Beckham



Neymar Jr.



Pavel Barber



Cristiano Ronaldo



Russell Westbrook



Lindsey Vonn



Barstool Sports



Nick Alessi



Spittin Chiclets

# HOW DO YOU GUARANTEE INFLUENCERS ARE WITHIN FTC REGULATIONS?

Did you know that the FTC requires influencers to be transparent and direct about their partnership with specific brands?

This means, if you pay an influencer they are required by law to state in their caption that their post is an ad or partnership.

- ✓ Strict agreements and contracts
- ✓ Honor policy
- ✓ Penalties if they're not (i.e. remove from the program)
- ✓ Audits

## Approved formats of sponsorship transparency:

Including #ad or #sponsored at the beginning of the caption or outlining "I was paid to share my honest opinion"

## Unapproved formats of sponsorship transparency:

Including #ad or #sponsored at the end of the caption or within a series of hashtags. Undirect sponsorship confirmation, for example, saying "Thanks for \_\_\_\_\_".



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