

The art of using others' ideas to achieve more.



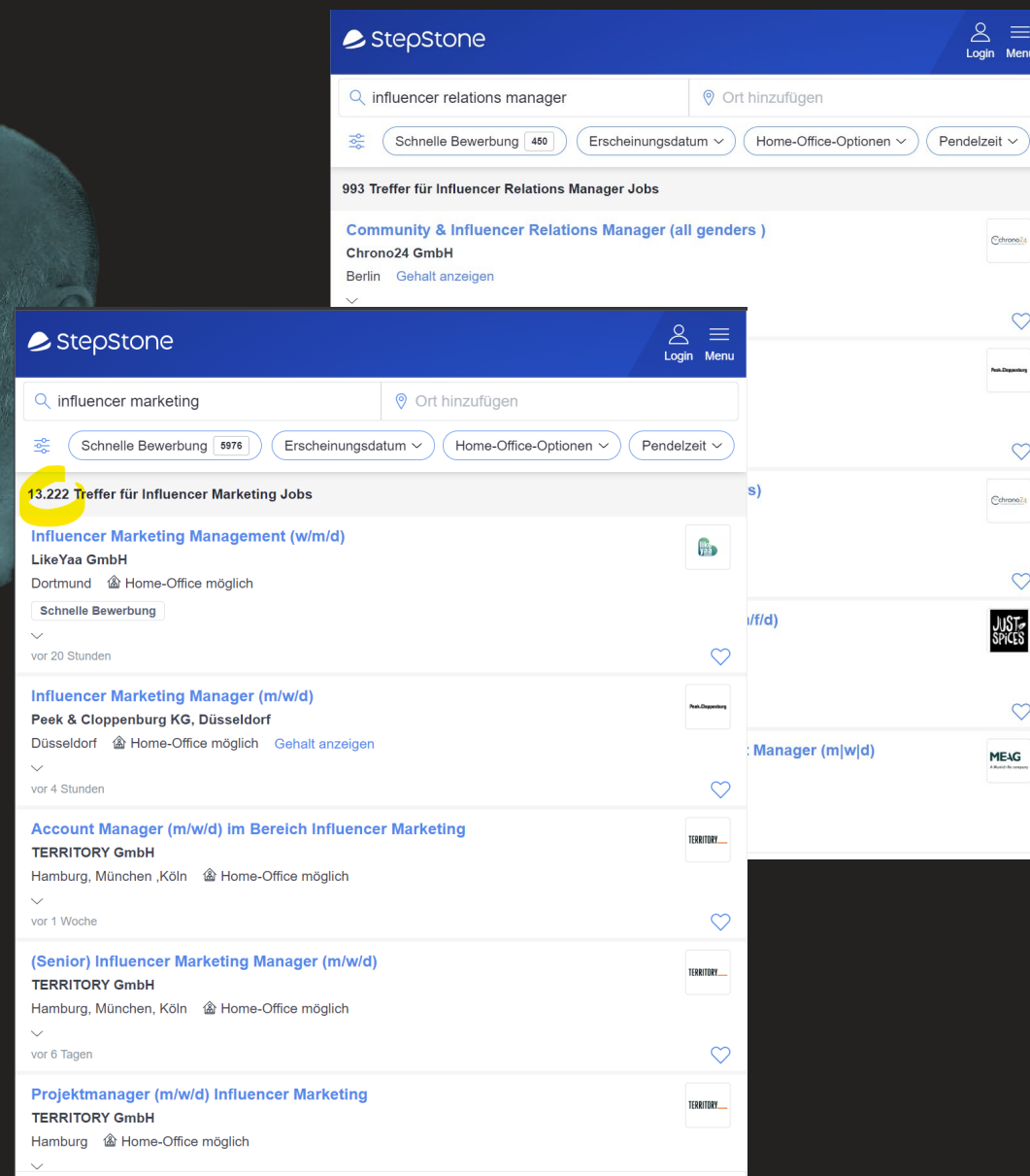
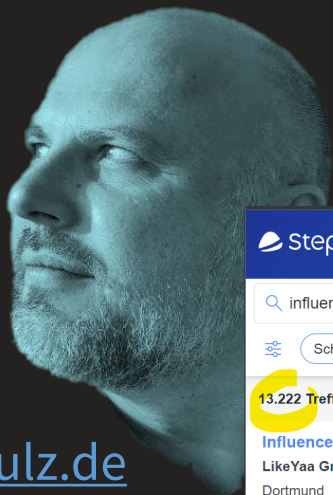
INFLUENCER MARKETING

A brief state of the most modern
Era of communications in Germany 2022.

Hello...

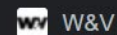
Sascha Schulz Co-Founder IMA
saschaschulz.de | me@saschaschulz.de

- IMA Influencer Marketing Academy
- Education for business leaders
- Companionship for Influencers – “founders” and growing companies
- Formats: Seminars, 1:1 coaching
- Up to 100% state subsidies for participants
- Part of ecomex Business Academy (est. 2004)



Media Echo since 2017

TV, Radio, Print, Online.



Heute-Show: Influencer-Lehrer gibt Politikern Nachhilfe

Die ZDF-Sendung Heute-Show hat einen Influencer-Lehrer engagiert: Sascha Schulz, der 2017 die Influencer Marketing Academy in Berlin...

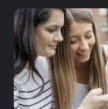
08.10.2018



Wie viel verdienen Influencerinnen und Influencer eigentlich?

... und Influencer Produktlinks setzen dürfen, ohne diese als Werbung zu kennzeichnen. Für den Marketingexperten Sascha Schulz ist dies...

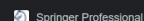
09.09.2021



Influencer: Wie viel Geld sie tatsächlich verdienen · Dlf Nova

Sascha Schulz hat 2017 die "Influencer Marketing Academy" mitgegründet, in der man sich zum Influencer oder zur Influencerin ausbilden...

21.05.2021

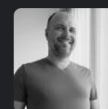


"Influencer-Marketing wird sich im Online-Marketing-Mix fest

...

Wirtschaftsinformatik & Management sprach mit Sascha Schulz, Mitgründer der Influencer Marketing Academy (IMA) in Berlin.

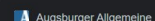
12.03.2018



"Berühmt sein ist nicht immer das Ziel eines Influencers"

Sascha Schulz und Tara Wittwer sind die Initiatoren der Influencer Marketing Academy. Foto: Unternehmen. Das Angebot der Influencer Marketing...

10.10.2017



Influencer Academy: Wo der Social-Media-Nachwuchs zu Influencern ausgebildet wird | Augsburger Allgemeine

... sagt Social-Media-Experte Sascha Schulz. Er ist Mitbegründer der ersten Influencer Marketing Academy in Berlin, an der er seinen...

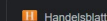
11.12.2018



"Influencer Marketing auf lokaler Ebene längst nicht ausgeschöpft": Berliner Denkfabrik will Branche professionalisieren

Sascha Schulz (links) und Niko Martzy haben erst voriges Jahr die Influencer Marketing Academy gegründet – nun folgt ein Thinktank.

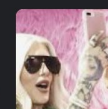
05.01.2018



Kosmetikprodukte: Wie Influencer in den stationären Handel eindringen

Sascha Schulz, Mitgründer der Influencer Academy, erkennt etwa „durchaus ... die nicht hauptberuflich Influencer-Marketing betreiben.

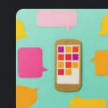
25.06.2019



So können Sie über Instagram Kunden gewinnen

Sascha Schulz, Social-Media-Experte und Mitgründer der Influencer Marketing Academy in Berlin, nennt sechs Zwecke, die Unternehmen mit...

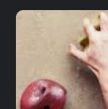
28.06.2018



Neue Jobs: Es geht auch ohne Ausbildung · Dlf Nova

Zum Beispiel in der Influencer Marketing Academy. Was es da zu lernen gibt erzählt uns Sascha Schulz, Mitbegründer der Academy.

02.10.2019



CREATORSCAPE 2021

PRODUCTION & EDITING

- #fyp
- ALITU
- face tune
- Frame.io
- Camera IQ
- KAPWING
- Libsyn
- LumaTouch
- MOMENT
- Replite
- TRASH
- VSCO
- polar
- Magisto
- resonate

CONTENT & LICENSING

- 500px
- Adobe Stock
- alamy
- gettyimages
- lumanu
- EyeEm
- catch&release
- shutterstock
- Viraltag
- stocky
- storyful
- Snawire
- Unsplash
- uscreen
- Kobalt
- Vreel
- United Masters
- Newcom

BUSINESS MANAGEMENT

- ConvertKit
- FAMEPICK
- Phyllo
- InfluenceKit
- MOE ASSIST
- OperaEvent
- PLANOLY
- Preview
- Stem
- fanvue
- collective
- vimma
- crevy

AUDIENCE BUILDING

- audioburst
- fave
- Flick
- LAYLO
- Podding
- zealous
- subcrush
- twitch
- YouTube

NEWSLETTERS & PUBLISHING

- Creator
- Bookshlf
- Revue
- CrafterFaster
- letterdrop
- Swapstack
- substack

MEMBERSHIPS

- Breaker
- BuddyPress
- Coil
- ghost
- himalaya
- FACEBOOK for Creators
- Launch Pass
- Memberful
- MemberSpace
- MINDS
- PATREON
- piano
- Pod.fan
- podia
- Supercast
- GAMING
- mythful
- streamlabs
- Circle
- NERULA
- ODEON
- >8888
- PodBean
- vibrity

ACCESS

- canva
- ALUA
- CELE
- CHARITYBUZZ
- community
- facebook
- starcasa
- starcasa
- STAGEIT
- STAREABLE
- younow
- fanhouse
- Subtext
- mana
- metafy
- myfanpark
- tipsnap
- WR
- NEW

AD REVENUE

- adcast
- ADVERTISECAST
- Anchor
- daily motion
- Medium
- Podimo
- Spotify
- TIDAL
- YouTube
- twitch

DIGITAL GOODS

- shopify
- gumroad
- Filtergrade
- Sellfy
- SendOwl
- Samcart
- Selz
- ScrollStack

MERCHANDISE

- amazon
- teespring
- creator
- spreadshirt
- redbubble
- podia
- fanfiber
- bigcartel
- olekoo
- roomies
- talkshoplive

AFFILIATE

- amazon
- influencers
- impact
- rewardstyle
- geniuslink
- MAGICLINKS
- SKIMLINKS
- RAD
- offscript
- collective
- SOUTA

MARKETPLACES

- BEAUTY
- GOAT
- ACTIVATE
- paid
- BRANDBACKER
- Captiv8
- brandynob
- BUZZOOLE
- FAMEBIT
- collabstr
- FACEBOOK
- GetCraft
- fluvarz
- fohr
- MARKERLY
- MAVRICK
- podcorn
- POWERSPICE
- POPULARPAYS
- REPUBLIC
- ShowMB
- Shopping Links
- Shoutcart
- tidal
- webfluential
- TRIBE
- Tomoson
- LiHouse
- CLUBMARKET
- LitPic
- Mavey
- RedCircle
- Megaphone

LINK IN BIO

- jemi
- milkshake
- mona
- Snipfeed
- Later
- linktree
- koji
- linkfire
- Beacons
- Link.bio

PROFESSIONAL NETWORK

- influence.co

COURSES

- DISCO
- DOMESTIKA
- CourseCraft
- Udemy
- HIGHBROW
- KAJABI
- teachable
- THINKIFIC
- SKILLSHARE
- ZIPPYCOURSES
- teachery
- airudis
- Alpe
- Charming
- LearnLoud
- Maven
- WizIQ

REPORTING & ANALYTICS

- SOCIALBLADE
- GOSPEL
- Charitable
- TubeBuddy
- STATSOCIAL
- PENTOS
- ROI
- vidIQ
- Orbit
- backr
- Creator Metrics
- StreamBee

ENTERPRISE SAAS

- Quotent
- Brandwatch
- CloutHQ
- CreatorIQ
- GRIN
- HYPR
- influicity
- Hivency
- klear
- lofty
- LINGIA
- mention
- MightyScout
- Phlanx
- pitchbox
- PIXLEE
- scrunch
- SIDEQIK
- socialbook
- TAKUMI
- tubular
- upfluence
- traack

RIGHTS MANAGEMENT

- collab
- TROVE
- HAARK
- YEDIA

CRYPTO

- Autograph
- BitClout
- Cargo
- creation
- minty
- OpenSea
- Roll
- Rarible
- SuperRare

FINTECH

- Juice
- creator cash
- earn
- Flowba
- K
- ReleasePlan
- stir

Where can we find influencer content?



The assumption that there are no other important social media platforms besides Facebook, Instagram, YouTube, TikTok, Pinterest and LinkedIn is wrong. The social media landscape is as diverse as our society. It can definitely make sense not to rely only on mainstream or not at all if we want to stand out and make a mark. We also always recommend thinking about cross-media campaigns and, where possible, also including the "classic" media houses. To this end, we also offer extensive Germany-wide opportunities for dialogue – the “direct line” to journalists.

>200
SOCIAL NETWORKS

3.78 Bn.
PEOPLE USING SOCIAL MEDIA

Photos for everyone

motorbike

Photos 2k

Collections 4.7k

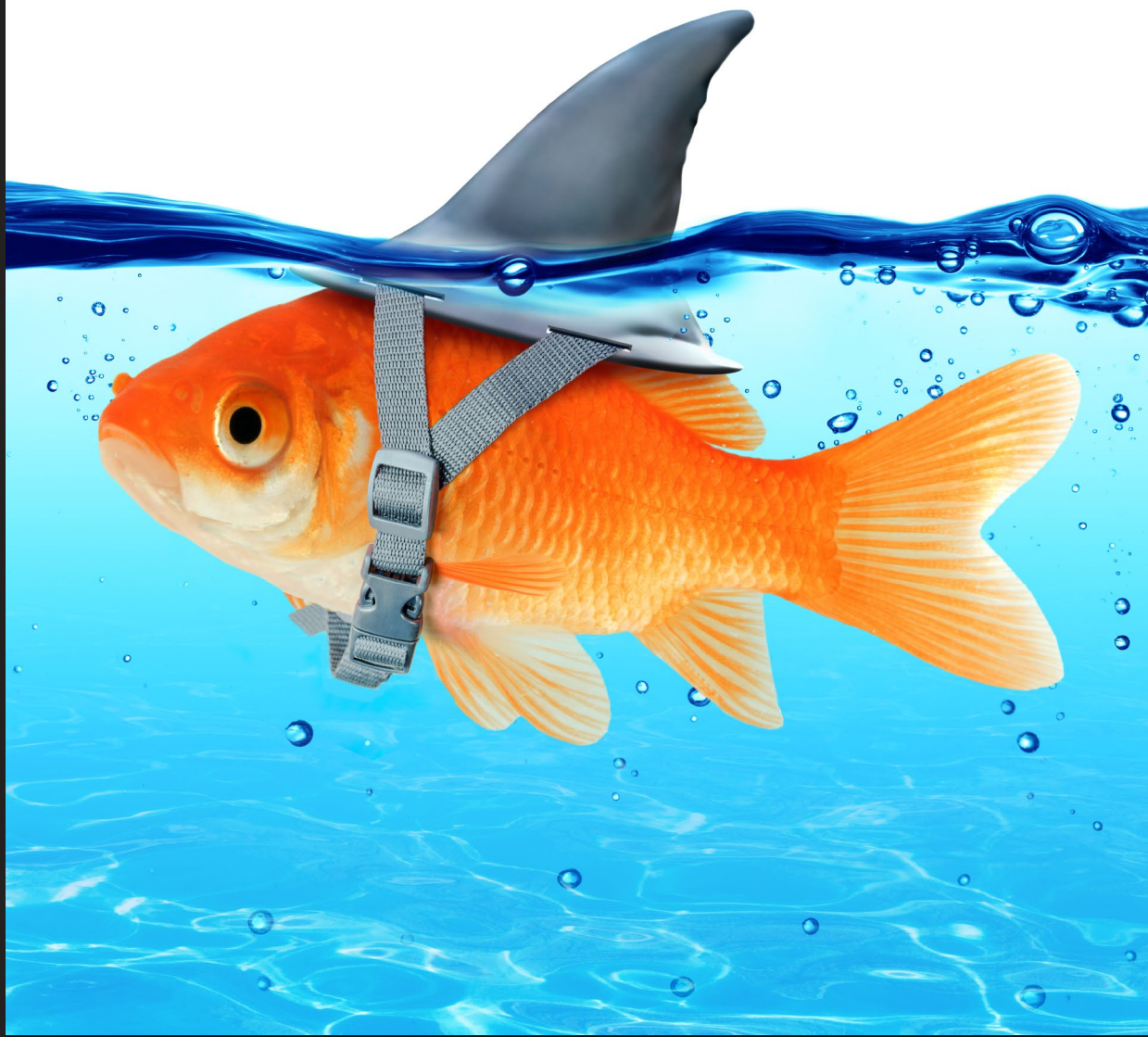
Users 4

San Diego

Ca

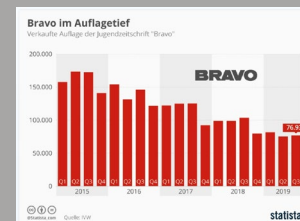
Usa

<https://unsplash.com/photos/HKF3K2RT0KE>



Because we are in search of relevance...

5



TV IS ONLY AHEAD IN THE 50+ AGE GROUP
MANY PRINT BRANDS DIE OUT



695.000

INSTAGRAM STORIES PER MINUTE



200.000

TWEETS PER MINUTE



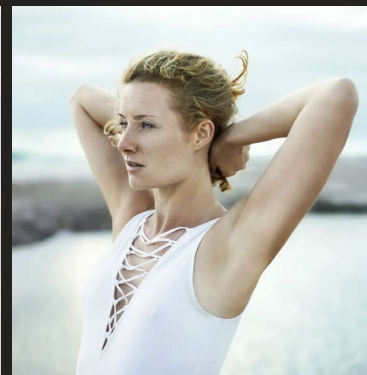
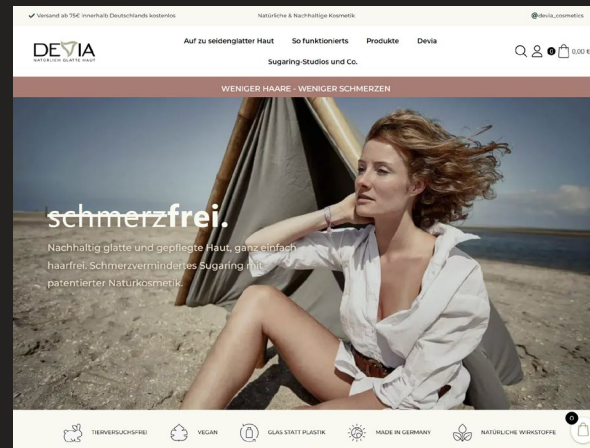
500 Hours

VIDEO UPLOAD AT YOUTUBE PER MINUTE



Fempreneur & Influencer Marketing

Fempreneur Dr. Sandra Mühlmeier of Devia Cosmetics relies on two crowdfunding campaigns for her sustainable natural cosmetics startup and networks media relations and influencer marketing.



State of Influencer Marketing in Germany

More Than Half of TikTok Users in Germany Are Under the Age of 24.

43% of German Instagram Users are Aged between 25 and 34 Years.



68% of Marketing Specialists are committed to Influencer Marketing on Instagram. They claim to reach an Earned Media Value (EMV) of \$4.98 per \$1.00 invested.

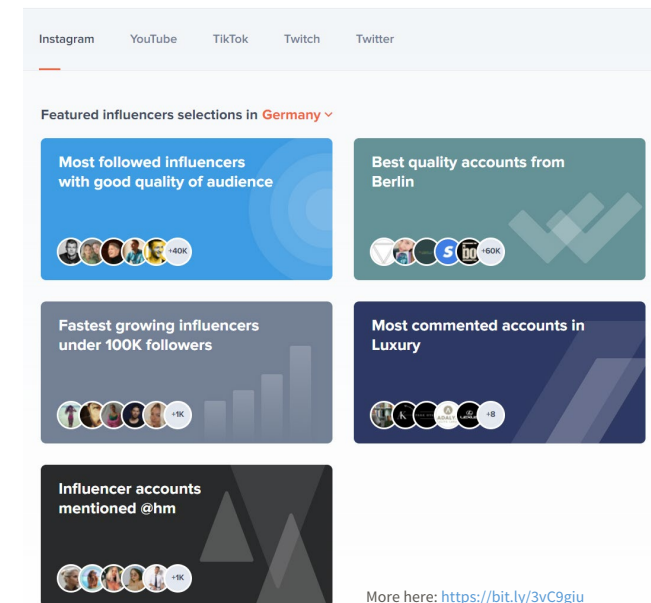
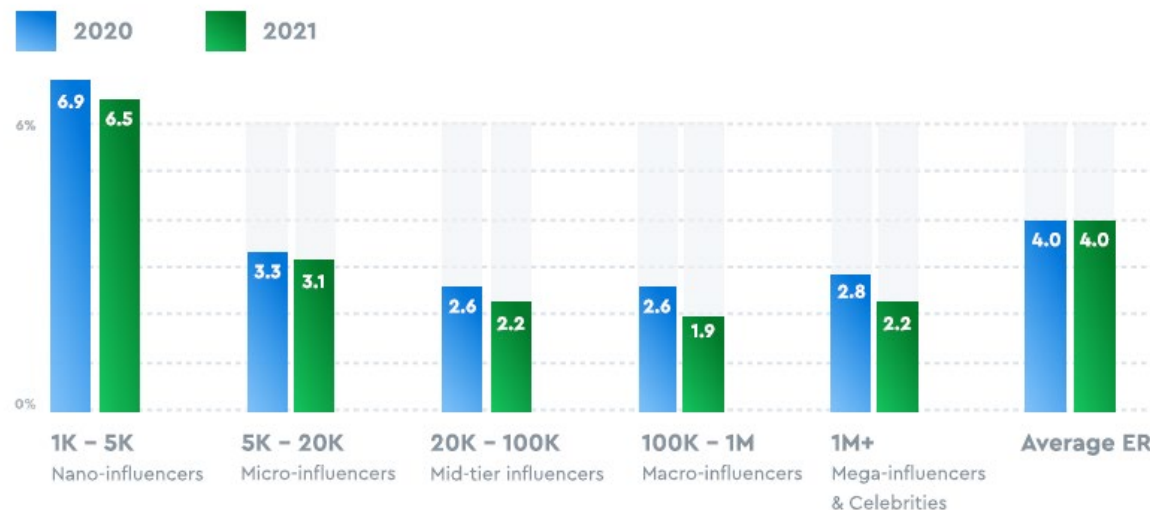


The Majority of TikTok and Instagram Creators in Germany Are Nano-Influencers (1'000 – 5'000 Followers).



On Instagram NANO-Influencers Have Stronger Connections with Their Audience Showing the Highest Engagement Rate.
On TikTok MEGA-Influencers Have the Highest Engagement Rate.





Average Engagement Rate (ER) on Instagram By Size of Influencer



DISTRIBUTION OF INSTAGRAM INFLUENCERS BY CATEGORIES IN GERMANY: LIFESTYLE CONTENT TAKES THE LEAD

Category	Percentage
Music	11.58
Photography	11.10
Lifestyle	10.29
Beauty	5.93
Family	5.84
Literature & Journalism	4.99
Modeling	4.72
Humor & Fun & Happiness	3.92
Shows	3.89
Fitness & Gym	3.89

Most of the Instagram influencers in Germany produce content related to:

Music **11.58%**

The least competitive niches are:

Humor & Fun & Happiness **3.92%**

Shows **3.89%**

Fitness & Gym **3.89%**

Other popular topics include:

Photography **11.10%**

Lifestyle **10.29%**

Beauty **5.93%**



TRENDING INSTAGRAM TOPICS IN 2021: FINANCE AND ECONOMICS SHOWED THE MOST GROWTH

HypeAuditor analyzed Instagram influencers' accounts to see the average yearly growth of followers and the average ER to identify the most trending Instagram categories in 2021.











Category	% of Av. Yearly Growth	The most growth:
Finance & Economics	26.75	Finance & Economics 26.75%
DIY & Design	25.03	DIY & Design 25.03%
Architecture & Urban Design	23.39	
Science	22.41	
Food & Cooking	20.63	

Arguably, the Instagram audience in Germany consumed more Finance content in 2021 in order to learn how to manage their money and at the same time deepen their knowledge in DIY & Design topics.

Category	Average Annual ER, %	Head the list in terms of ER:
Winter sports	7.39	Sports with a ball 4.92%
Nature & landscapes	7.34	Winter sports 4.34%
Sports with a ball	7.20	
Extreme Sports & Outdoor activity	6.72	
Racing sports	6.58	



THE MOST TALKED ABOUT BRANDS ON INSTAGRAM IN GERMANY 2021

	Brand username	Mentions(K)	Influencers(K)	Est. Reach(M)
1	 idealofsweden	12.5	3.24	14.54
2	 nakdfashion	9.96	2.088	9.1
3	 icrush_jewelry	5.74	1.944	26.74
4	 zara	3.16	1.5354	35.78
5	 hm	2.56	1.521	1.8
6	 stronger	4.66	1.4652	18.4
7	 zalando	3.38	1.4112	2.22
8	 desenio	3.5	1.386	5.36
9	 sheinofficial	2.76	1.3554	19.54
10	 dm_deutschland	4.5	1.2	6.2

Instagram, with its huge, highly-engaged audiences who consume millions of pictures and videos daily, is a gold nugget for brands and marketers.

The most tagged brand by influencers in Germany is idealofsweden. Ideal of Sweden is a global fashion and lifestyle brand creating premium phone accessories for your everyday.

icrush_jewelry takes the third place with 4.5K mentions made by 1.4K influencers.

Nakdfashion is in second place with 9.36K mentions made by 2.5K influencers.

Structural data



Roughly:

8 – 10 € per 1'000 Followers per Post

30% Management / Agency Fee



TIKTOK COLLABORATION PRICE: THE AVERAGE MIN. AND MAX. FOR EACH INFLUENCER TIER

Followers	Av. Post Price from	Av. Post Price to	Av. Post Views
1K – 5K	10\$	50\$	5 121
5K – 20K	14\$	100\$	7611
20K – 100K	30\$	210\$	10 244
100K – 1M	151\$	1200\$	38 517
Over 1M	1 034\$	∞	329 382

Collaboration Prices

Career? These are your options.

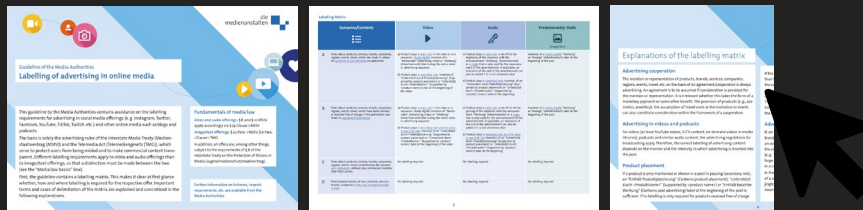
- New job advertisements every day:
"Influencer Marketing Manager" or "Influencer Relations Manager"
- what could your new challenge be?
- Influencer Marketing Manager in a marketing department / agency
- Influencer Producer / Project Manager / Consultant
- Influencer Coach (media training, branding...)
- Influencer Business Advisor / Tax Advisor / Lawyer...
- Working for an influencer network
- Local / regional influencer marketing for trade / brands
- Building platforms that link influencers & retailers / brands or open up new markets
- As a content creator, there are more and more opportunities to work with agencies and companies



Legal framework for Influencer Marketing in Germany

- Labelling ads is regulated nationwide:

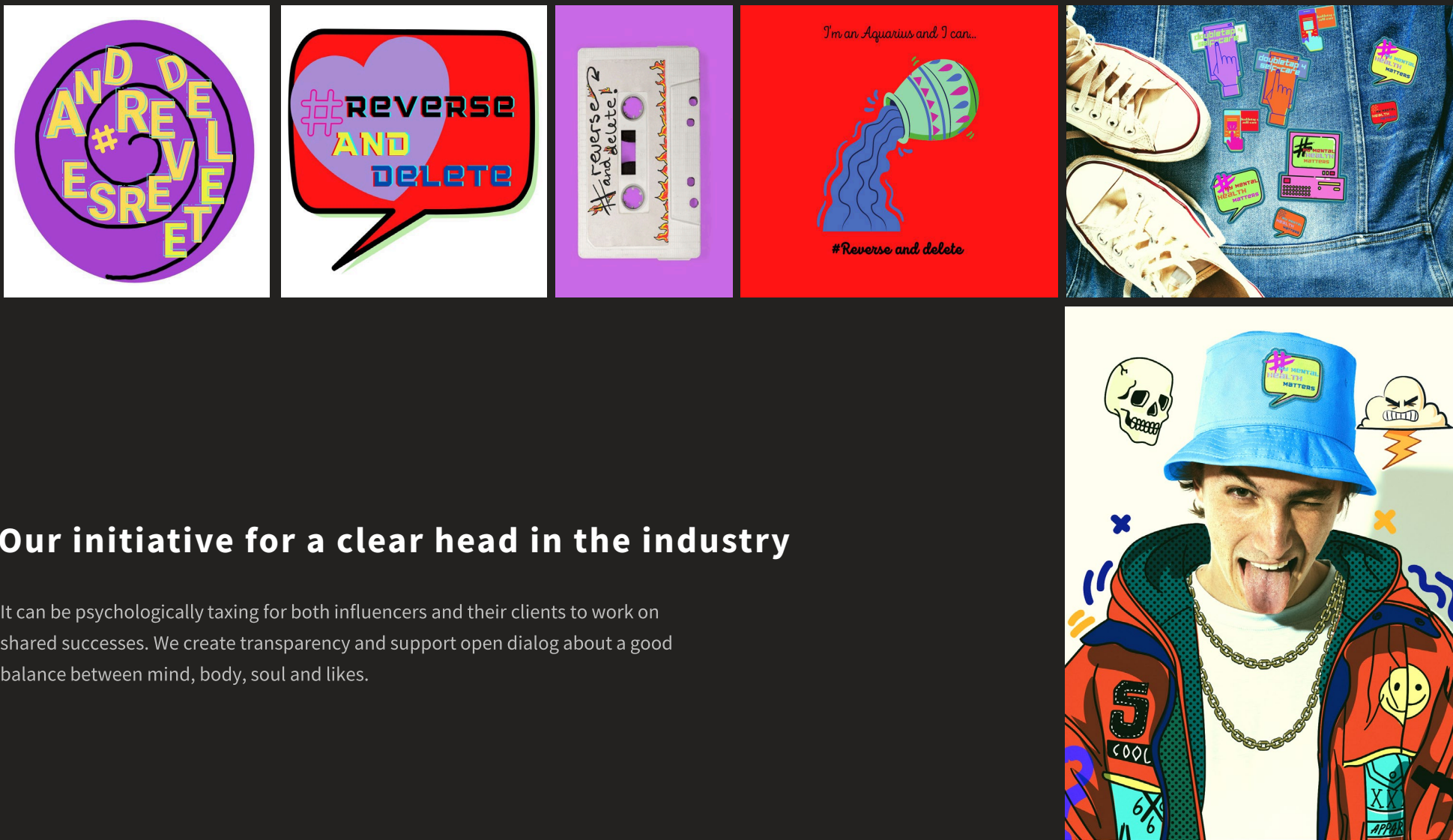
https://www.die-medienanstalten.de/fileadmin/user_upload/Rechtsgrundlagen/Richtlinien_Leitfaeden/ua_Guideline_Labelling_Advertising_Online_Media.pdf



- Bogus self-employment
- Competition Law
- Trademark Law
- Tax fraud

- It is recommended to conclude a written contract with influencers:

<https://influencemarketingacademy.de/produkt/mustervertrag-influencer-marketing/>



Our initiative for a clear head in the industry

It can be psychologically taxing for both influencers and their clients to work on shared successes. We create transparency and support open dialog about a good balance between mind, body, soul and likes.



Follow me!

LinkedIn:

<https://www.linkedin.com/in/saschaschulz-de/>

Instagram:

@saschaschulz

Good Bye!
