

# Interesting Influencer Marketing Statistics 🤔

Facebook is the largest social channel that influencers use.

19% of user purchase decisions are influenced by Facebook posts.

YouTube is the second most influential social media platform.

18% of YouTube users are influenced to purchase products after watching sponsored videos.

81% of consumers frequently buy items after seeing them in shared posts on social media.

74% of people trust social networks to guide their personal purchasing decisions.

Influencer marketing generates 11 times more ROI than traditional forms of marketing.

67% of influencers are more likely to work with brands that provide competitive compensation.



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