

S L M Y

Influencer Marketing Maturity Model

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The State of Influencer Marketing – A Quick Intro

01

Influencer Marketing

has become a
cornerstone of
digital strategies
across industries.



In 2025, the U.S. influencer marketing industry alone is projected to reach \$9.29 billion, growing at a rate of 14.2% year-over-year (YoY), outpacing both digital and social ad spending (eMarketer).

Globally, the influencer marketing market is expected to reach \$22.2 billion this year, more than double its 2020 value of \$9.7 billion (*Statista*).

This explosive growth signals a clear paradigm shift: **influencer marketing has evolved from a tactical add-on to a strategic imperative.**

What's the driving force behind this evolution?

At its core is a renewed demand from users for authenticity, connection, and cultural relevance. In an increasingly saturated digital environment, traditional ads often struggle to engage, while influencers and creators capture attention and forge meaningful connections through transparency, charisma, and active community-building.

According to *BCG research*, influencers are now the leading discovery channel through which consumers explore new brands, particularly in high-affinity sectors such as beauty, fashion, and food.

Moreover, in *a recent SAMY survey*, 70% of marketers cited Instagram and 44% cited TikTok as the leading platforms where consumers actively search for their brands. In today's world, creators are not just storytellers—they are discovery engines shaping how people find, evaluate, and connect with products.

The shift is clear:

Consumers trust real people for inspiration (and shopping).

In this context, the boundaries of influencer marketing are also widening. Activations now extend beyond social media to include out-of-home (OOH), social commerce, and campaigns across platforms —blurring media formats, covering all channels, and generating a continuous, omnipresent brand presence.

This omnichannel influence underscores why brands should stop treating influencer marketing as a side project and reposition it as a central pillar of brand strategy in the digital era.



“Brand ambassadors build more trustworthy relationships with audiences compared to one-off, ill-fitting campaigns. Today, brands invest significant time and expertise in finding the right creators—those who genuinely align with their values—and focus on nurturing those partnerships. Authenticity is crucial, as audiences are quick to call out collaborations that feel forced.”

– Juliet Howes, Influencer Marketing Director at SAMY UK.

The establishment of the Creator Economy

The rise of the Creator Economy marks a new chapter in the evolution of influencer marketing: One defined not just by reach or cultural relevance, but by **measurable business impact**. Creators are no longer just storytellers or brand amplifiers; they are revenue-driving partners at the heart of modern commerce strategies.

On average, brands are earning \$5.20 for every \$1 spent, with top-performing companies generating up to \$20 in return per dollar invested (*Influencer Marketing Hub*).

The data confirms what many marketers have learned firsthand: **when done right, influencer marketing delivers**.



What makes creators so powerful is their ability to turn attention into action. Their audiences aren't just passive viewers, they're engaged communities who are ready to explore, buy, and advocate. Unlike traditional e-commerce, **creator-led commerce is personal, trusted, and seamlessly integrated** into users' daily digital experiences.

As a result, the fusion of social commerce and influencer-led content has redefined the consumer journey. Content, community, and commerce now converge in a single scroll, turning casual browsing into spontaneous buying (*#TikTokMadeMeBuyIt*).

As marketing funnels compress and the line between media and commerce fades, creators are stepping into a hybrid role of **content producers, social sellers, and cultural connectors**.

This transformation is driven by a simple but powerful insight: **People buy from people**, making trust, relatability, and authenticity the new digital currency.

Forward-thinking brands are already evolving their strategies to reflect this new reality. Rather than using creators solely for awareness, they are embedding them into product launches, exclusive drops, live shopping activations, affiliate programs, co-creation partnerships, and more, driving stronger loyalty and higher lifetime value.

In a nutshell, they are creating a direct link between cultural capital and conversion.

Within this new paradigm, winning brands will be those that view creators not merely as content assets but as **cultural curators and business partners**, capable of shaping brand perception and driving measurable results at every stage of the funnel.

“With platforms like TikTok, Instagram, and even WhatsApp integrating more shopping features, influencers will naturally evolve to be key players in guiding audiences from discovery to purchase. For brands, this is not just for awareness, but also for measurable sales outcomes.”

– Ricky Pombo, Head of Influencer Marketing at SAMY IBERIA.

The challenges to navigate



While influencer marketing has become a staple in modern marketing strategies, brands and creators alike are facing growing challenges in developing and executing campaigns that realize their full potential.

Research conducted
by SAMY reveals that:

Nearly

60%

of marketers struggle to
identify the right influencer
profiles to work with.

50%

find it difficult to
demonstrate ROI from
influencer marketing.

47%

are unsure how to
drive sales through
influencer-led content.

Around

40%

report challenges in
ensuring authenticity
between influencers
and their audiences.

And nearly

30%

face difficulties in
fostering long-term
loyalty among influencers.

These challenges are weakening the effectiveness and
long-term value of influencer marketing, leading to growing
misalignment, fatigue, and measurement gaps.

And then, we need a maturity model



To help brands overcome these (and other) challenges, SAMY has developed **a structured methodology designed to guide influencer marketing maturity**, not only in execution, but in influencer selection, strategic alignment, creative integration, and performance measurement.

SAMY Influencer Marketing Maturity Model

02

The SAMY Influencer Marketing Maturity Model offers a clear framework that helps brands assess their current stage, align expectations and goals, and evolve toward best-in-class practices, enabling truly data-driven decisions in influencer marketing.

How do we define influencer marketing maturity?

01 Selection

Selection refers to the brand's ability to identify and evaluate potential influencer profiles. This includes initial discovery (detection) as well as deeper curation based on factors like audience demographics, relevance, past performance, and brand alignment to ultimately choose the best-fit influencers for the business.

02 Strategy

Strategy covers the planning and integration of influencer marketing within the broader marketing framework. A mature strategy defines clear objectives, target outcomes, execution phases, and coordination with other departments.

03 Creativity

Creativity involves the approach to content development and pillars, including trends and creative direction. From briefs to profiles, campaign calendarization, and influencer activation. The balance between brand guidelines and influencer freedom is key at this stage.

04 KPIs & Reporting

KPIs & Reporting explores how effectively a brand evaluates and tracks influencer marketing performance. This is crucial for showing that the strategy is delivering results and driving ROI. In terms of reporting, we would consider:

Initial report: Identification of current influencer marketing strategies by the brand and competitors, to identify possible opportunities and areas needing reinforcement.

Midway reporting: Mid-campaign performance analysis to evaluate each profile and identify potential adjustments.

Final reporting: This report compiles all final results, combining performance (# of posts, interactions, conversions, formats used, etc) and perception impact (impact on brand perception and conversation, and sentiment generated by each activation, especially).

We've divided the model into four stages:

Beginner (Rookie),
Mid-Level (Explorer),
Advanced (Strategist),
and **Pro** (Elite),

based on the previous four key categories:

**Selection, Strategy,
Creativity, and
KPIs & Reporting.**

It's important to note that a brand can fall into different levels across these categories. For example, it might be a Pro in Creativity but a Mid-Level in Reporting. We encourage brands to reflect on where they currently stand in each of the categories. And of course, reach out to SAMY to level up across the model.

FROM
THE

The Model

We’ve divided the model into four stages: **Beginner** (Rookie), **Mid-Level** (Explorer), **Advanced** (Strategist), and **Pro** (Elite), based on the previous four key categories.

	<i>Just unlocked influencer marketing, testing things out.</i>	<i>Mapping out needs ahead of time, and making more strategic moves.</i>	<i>Structured, data-led, and influencer-integrated social strategy.</i>	<i>IM structure is fully embedded, driving major results.</i>
	Beginner (ROOKIE)	Mid-Level (EXPLORER)	Advance (STRATEGIST)	Pro (ELITE)
Selection	Client works with a brief selection of influencers, based on personal or internal criteria.	Client expands the influencer pool but still relies on personal/internal choices.	Client selects influencers based on audience insights and brand alignment.	Based on the mixture of performance data and intelligence insights (Influencer relevance in the category, volume of conversation coming from each influencer, demographic data from each profile, etc).
Strategy	There’s no clear influencer marketing strategy in place, and efforts are often concentrated on just one stage of the funnel.	Limited strategy; influencers work independently. Once again, only a single stage of the funnel is taken into account.	Influencer marketing follows a defined strategy but lacks alignment with other departments, such as Social or Paid. IM is understood as a support across different stages of the funnel.	IM is fully integrated into the brand's overall digital strategy, mainly backed up by intelligence insights provided internally or through other providers. Tailored IM strategies are deployed at every stage of the funnel, seamlessly integrated with the overall digital ecosystem.
Creativity	Influencers have full creative control with no guidelines.	Complete freedom is given to influencers for them to execute as they please. No guidelines are provided.	Influencers follow brand guidelines while maintaining creativity.	Influencers collaborate deeply with the brand, aligning with the strategy planned for the activations. However, they maintain creative freedoms of execution to best fit their approaches. A relationship of trust is built with them, leading to long-term partnerships
KPIs & Reporting	No analysis or measurable goals. No KPIs and no reporting or tracking of influencer performance.	Superficial analysis executed. Followers as the main driver in terms of KPIs. Reporting often amounts to basic tracking, but the insights lack structure.	Engagement and reach KPIs are set but not deeply analyzed. Reports include performance insights but lack deeper analysis.	Advanced KPIs measurement: conversion rates, cost per acquisition, long-term impact, etc. Reporting means comprehensive performance tracking: Influencer Marketing team insights (# of posts, interactions, conversions, formats used, etc) + intelligence Insights (impact on brand perception and conversation, sentiment generated by each activation).

The Model

Greater maturity often comes with a larger, role-diverse team.

	<i>Just unlocked influencer marketing, testing things out.</i>	<i>Mapping out needs ahead of time, and making more strategic moves.</i>	<i>Structured, data-led, and influencer-integrated social strategy.</i>	<i>IM structure is fully embedded, driving major results.</i>
	Beginner (ROOKIE)	Mid-Level (EXPLORER)	Advance (STRATEGIST)	Pro (ELITE)
Team	+ Influencer Marketing Specialist	+ Influencer Marketing Specialist + Influencer Marketing Strategist	+ Influencer Marketing Specialist + Influencer Marketing Strategist + Social Media Creative + Data Analyst	+ Influencer Marketing Specialist + Influencer Marketing Strategist + Social Media Creative + Creative Director + SoCom Specialist + Social Specialist + Research & Intelligence Specialist
SAMY Team Role	Focus on awareness and education.	Focus on efficiency, optimization, and advanced measurement.	Focus on strategic integration, scalability, and innovation.	Focus on continuous innovation, long-term brand building, robust influencers' network, and maximizing ROI.

The Model

	<i>Just unlocked influencer marketing, testing things out.</i>	<i>Mapping out needs ahead of time, and making more strategic moves.</i>	<i>Structured, data-led, and influencer-integrated social strategy.</i>	<i>IM structure is fully embedded, driving major results.</i>
	Beginner (ROOKIE)	Mid-Level (EXPLORER)	Advance (STRATEGIST)	Pro (ELITE)
Selection	NA: Selection based on personal or internal criteria.	Performance Driven Influencers selection based on geographical data, general appeal or past collaboration; validation based on performance but not on audience fit.	Audience Interests to determine influencers' audience interests based on their engaged content. Brand Affinity with the influencer profile.	Audience Interests to determine influencers' audience interests based on their engaged content. Brand Affinity with the influencer profile. Niche Influencer Identifications (search non-influential characters on social media). Influencer Marketing Landscape to identify emerging areas of influence and to connect with new audiences and communities.
Strategy	NA: Intuition based with no data to guide decision making process.	Campaign Level Ideation No clear IM strategy—only an adaptation of the global marketing approach, limited to campaign-level ideas.	Starting our tailored IM strategy Competitors Analysis: like a Digital Strategy Audit to analyze competitors comms and IM strategy. Influencer Negotiations based on rate cards.	Competitors Analysis: like a Digital Strategy Audit to analyze competitors comms and IM strategy. Influencer Negotiations: Booking team. Trend Hacking: Emerging cultural signals & social trends among communities. More Long-Term Strategies
Creativity	NA: No execution of brief documents and procedures for approval of contents.	Minimal A highly defined brief, leaving limited room for influencer input.	Brief = Product A more adaptable brief, but focused on the product itself rather than on cultural relevance.	Brief = Current culture Latest consumer and cultural trends + social media content. Co-creation: Brand & Influencers are partners.
KPIs & Reporting	No analysis or measurable goals. No KPIs and no reporting or tracking of influencer performance.	Benchmark Spreadsheets Elaboration of a reporting document (spreadsheet) with metrics to contrast performance between influencers. However, there's no further analysis or identification of insights behind the activation.	Social Listening in Place Post-campaign: Results Measurement & Reporting to demonstrate influencer marketing's impact on brand perception.	Social Listening in Place + Predictive Analysis Pre-campaign: Results Prediction: from the beginning, the result is anticipated to optimise the campaign. Post-campaign: Results Measurement & Reporting to demonstrate influencer marketing's impact on brand perception.

Tips to escalate (effectively)
across the model

Begginer
ROOKIE

Focus on building strong foundations:

- Selection** Start by defining basic audience demographics and content themes for better selection.
- Strategy** Develop a simple strategy focused on content themes and posting frequency—consistency matters more than scale at this stage.
- Creativity** Provide basic content guidelines to ensure brand alignment while still allowing creativity. Ensure brand fit while allowing influencers to express themselves
- KPIs** Establish baseline KPIs (e.g., follower count, engagement rate) to track performance.
- Reporting** Start tracking basic engagement metrics (likes, comments, shares) for future optimization.

Mid-Level
EXPLORER

Focus on strategic refinement.

- Selection** Implement criteria-based selection (e.g., audience demographics, niche relevance) to improve influencer targeting.
- Strategy** Begin campaign-level planning tied to clear objectives and messaging themes.
- Creativity** Share content, mood boards, or sample posts for guidance to guide influencer output.
- KPIs** Expand beyond vanity metrics and introduce engagement-based KPIs. Look at interaction rates and reach.
- Reporting** Use simple analytics tools to measure key performance indicators.

Advanced
STRATEGIST

Now it’s about optimization and integration.

- Selection** Leverage performance and audience data for smarter, insight-driven selection.
- Strategy** Align influencers with brand campaigns and messaging consistency, integrating IM into broader brand campaigns.
- Creativity** Implement brand tone guidelines while encouraging personal authenticity.
- KPIs** Move beyond surface metrics—track CTR (Click-through Rate), conversions, and audience growth.
- Reporting** Integrate ROI analysis and compare influencer performance over time.

Keep moving forward

Technology & Long-Term Relationships The Key Ingredients for Influencer Marketing Success

03



As influencer marketing becomes more sophisticated, so must the tools that power it. **Technology is no longer a nice-to-have; it's a core enabler of precision, performance, and scalability** across every stage of the influencer journey. From audience insights to content analysis, a robust tech stack enables data-driven decision-making.

But technology alone isn't enough. To build real influence, brands must balance analytical precision with a human touch—one that prioritizes empathy, trust, and long-term collaboration.

While algorithms can identify the right profiles, it's relationships that sustain authenticity and drive lasting impact.



Technology is no longer a nice-to-have; it's a core enabler of precision, performance, and scalability.

Technology toolkit for influencer marketing

At SAMY, we leverage a full-spectrum tech toolkit to support smarter selection, sharper strategy-building, and stronger results. Here's how technology informs each phase of our influencer marketing approach:

Technology toolkit for influencer marketing

01 Social Listening tools

To help identify relevant conversations around categories, products, and brand territories. Whether tracking macro trends or niche behaviors, these insights provide a real-time understanding of audience needs, emerging narratives, and cultural shifts. Social Listening also allows for early detection of potential influencer profiles (from celebrities to niche) and perception analysis, helping brands avoid reputational risks and reinforce positive associations.

02 Proprietary influencer analysis tools

We use proprietary platforms like **Shinebuzz** to evaluate influencer profiles through a mix of quantitative and qualitative metrics, including engagement rate (ER), total interactions, post volume, and fake follower detection. These tools also provide detailed audience insights such as age, gender, location, and audience overlap with the brand or its competitors. Additionally, it allows for the categorization of influencer profiles by area of expertise (e.g., lifestyle, fashion, tech, or beauty) and supports the creation and real-time monitoring of campaigns.

03 Data science suite

We develop custom scoring systems that assess each influencer's affinity with a brand. These models are fully tailored to clients' needs, enabling hyper-personalized influencer selection based on alignment with brand values, audience compatibility, and campaign objectives.

04 Content audit tools

Before any collaboration, we perform a deep content audit of each influencer. This includes: diagnosis of social media activity (available and active profiles per influencer, number of posts within a given time period), quantitative analysis of each social profile (interactions, views, formats, etc) and qualitative analysis of content (content pillars, target audiences for posts, and key topics covered by each influencer).

Beyond the tools, at every step, SAMY's Intelligence & Strategy teams play a key role in:

Interpreting performance metrics

Interpreting performance metrics and cross-referencing these with demographic and affinity data to segment profiles by performance and audience type.

Guiding query design

Guiding query design, conversation monitoring, and topic analysis (behavioral insights, preferences, key drivers), along with the identification of relevant profiles actively participating in those conversations.

Designing and refining custom scoring models

Designing and refining custom scoring models to prioritize influencers based on their “fit” with the brand’s values, objectives, and target audiences.

Translating raw data into actionable recommendations

Translating raw data into actionable recommendations by analyzing each influencer’s communicational approach in Social Media, focusing on aspects such as content pillars, narrative style, formats, and tone, as well as their alignment with brand territories.



Human, long-term relationships



Influencer marketing maturity isn't just about structure—it's about consistency. As the industry evolves, the most impactful programs will be those that move beyond transactional campaigns and invest in **long-term relationship-building with creators.**

Brands that build lasting partnerships with influencers see stronger alignment, deeper audience trust, and higher retention rates. These creators become more than just content collaborators, they act as **brand ambassadors, community leaders, and co-creators of culture.**

“Influencer marketing is a lot like life—the ones who matter show up when it counts. The same goes for creators. Long-term partnerships build trust and consistency, while also offering hidden benefits: flexibility to adapt when something unexpected happens, authentic content, support during key moments, cost savings, and deeper audience insights.”

Ricky Pombo,
Head of Influencer Marketing
at SAMY IBERIA.

In a landscape where attention is scarce and loyalty is earned, **continuity matters**. Their long-term involvement allows for richer storytelling, greater authenticity, and consistent brand voice across evolving formats and platforms.

Creators who grow with the brand contribute to cumulative impact, helping shape perception, build emotional connection, and drive sustained engagement over time.

“Striking the right balance between providing influencers with creative freedom while maintaining brand values and messaging is essential for fostering healthy, longer-lasting, and more genuine relationships — and ultimately, for producing great content. That’s where agencies play a crucial role in the dynamic. We need to build briefs with purpose, not impositions, and create open spaces for dialogue and co-creation where influencers feel heard and empowered.”

**Estibaliz Ibañez,
Client Managing Director &
Head of Brands at SAMY Mexico.**

For brands looking to scale their influence, the message is clear: **don’t just build campaigns, build relationships.**

But what does “long-term” really mean in today’s fast-paced, ever-evolving digital environment? As brands strive to deepen relationships with creators, it’s equally important to redefine longevity based on value, not just time.

“We need to reconsider the concept of ‘long-term’ by shortening the duration to six months, or at least allowing for contract termination if the expected results, both quantitative and qualitative, are not achieved, or if communication between the parties fails to meet expectations.”

Sarah Pelosi,
Account Director
at SAMY Italy.

Long-term success, then, isn't measured by fixed timelines but by shared goals, mutual trust, and the ability to adapt together. In mature partnerships, creators and brands commit not just to deliverables but to ongoing **collaboration, feedback, and growth.**

Influencer Marketing Maturity: Italy, UK, LATAM, and IBERIA

04

Italy: Navigating a saturated market amidst calls for authenticity

Sarah Pelosi,
Account Director
at SAMY Italy



Italy's influencer marketing landscape has gained global visibility through high-profile figures like Chiara Ferragni and Mariano Di Vaio. Yet when it comes to the maturity of the local industry, there's still a long way to go. *"It's far from having reached a consolidated level of maturity. The traditional influencer model continues to dominate to this day,"* says **Sarah Pelosi, Account Director at SAMY Italy.**

This slow pace of evolution has contributed to a saturation problem, further intensified by shifting consumer attitudes. *"The biggest challenge in Italy right now is market saturation, combined with a consumer base that is increasingly leaning toward anti-consumerism. To move forward, the approach must become increasingly consumer-first,"* she notes.

A pivotal moment came in 2023 with the "Pandorogate" scandal involving Chiara Ferragni. The fallout sparked widespread user skepticism and led to the introduction of the so-called 'Ferragni Law', which brought stricter regulations to influencer marketing, particularly around transparency in charity-linked promotions.

Pro tip: "One interesting next step for the Italian industry to reach the next level of maturity could be the creation of an academy for brands focused on education and upskilling, as well as the development of tools to help them make better forecasts".

Despite these growing pains, new frontiers are beginning to take shape.

Influencers are becoming increasingly specialized, gradually replacing the generic lifestyle profiles of the past. At the same time, user-generated content (UGC) is starting to gain traction, although it has yet to fully mature. *"The market has room to evolve into a more sophisticated state—where profiles are not only more specialized and connected to their audiences, but where brands are capable of leveraging UGC to produce authentic, relatable strategies,"* observes **Pelosi.**

How can brands navigate these challenges? Pelosi underscores the importance of applying a strategic lens and building robust data capabilities. *"Partners like SAMY are a great asset for Italian brands, as we contribute with a solid strategic vision that goes beyond purely creative content and helps brands push their limits. We also bring strong technical capabilities and actionable insights that help them build data-driven, smart, and efficient strategies,"* she explains.

United Kingdom: An elite-level market balancing authenticity and performance

Pro tip: “Often, the key is to pair organic and paid social together to be able to get sales. In our experience, it is difficult, if not impossible, to guarantee sales for organic only, so a combo of organic and paid has a stronger ROAs”.

The UK stands as one of the most advanced influencer marketing markets globally, exhibiting a high level of maturity and competitiveness. **Juliet Howes, Influencer Marketing Director at SAMY UK**, categorizes the local influencer marketing space as ‘Elite level’, highlighting its sophistication and the intense competition.

UK brands have moved beyond sporadic influencer collaborations to embed creators as long-term ambassadors, fostering trustworthy, ongoing relationships with their audiences. “Local brands leverage influencers as ambassadors much more to form trustworthy relationships with their audiences, as opposed to one-off, ill-fitting campaigns,” notes **Howes**.

Juliet Howes,
Influencer Marketing Director
at SAMY UK



This approach centers on authenticity, with brands investing considerable effort into selecting creators whose values align with their own, especially as audiences increasingly call out inauthentic partnerships.

As a result, long-term influencer relationships are becoming the norm, with authenticity often prioritized over pure reach. Still, **Howes** acknowledges that priorities vary by brand: “*Often, seasoned influencer marketing brands know that authenticity is crucial, but ultimately it depends on the targets of the company and whether reach is key to them*”.

Despite the market’s maturity, key challenges remain, particularly around scalability and profitability. High campaign execution costs and the absence of automation limit optimization and growth. “*The cost of running campaigns has led to issues in profitability, as a lack of automation means an inability to optimize due to high staff expenditure,*” **Howes** points out.

LATAM: A diverse region embracing strategic maturity and social commerce

Estíbaliz Ibáñez,
Client Managing Director
& Head of Brands
at SAMY Mexico



LATAM is a culturally rich and highly diverse region, and its influencer marketing maturity varies widely across markets. Differences in digital infrastructure, advertising investment, agency ecosystems, and cultural expectations create distinct dynamics in each country. While some markets like Brazil and Mexico are advancing rapidly, others are still developing foundational capabilities. Still, there is a shared momentum: influencer marketing is increasingly recognized as a strategic discipline, not just a content channel.

Brazil

Brazil stands out as the most mature market in the region, positioned at the ‘Elite’ level. Unlike less developed markets, Brazil has normalized the measurement of real conversion impact and features a well-established low-funnel strategy, particularly through social commerce. The earlier arrival of TikTok Shop in the country serves as both a benchmark and a blueprint for the region, offering valuable lessons on how the integration of e-commerce within social platforms can reshape the influencer marketing landscape and accelerate ROI-driven strategies.

Mexico

Mexico is progressing from the ‘Strategist’ level toward ‘Elite’, driven by significant digital advertising investments from major brands and its geographic proximity to the U.S., which accelerates innovation and competition. Nevertheless, influencer selection at times relies on personal preferences and existing relationships, reflecting the varying levels of professionalization across the market.

Strategically, influencer marketing in Mexico is increasingly integrated into broader marketing plans, yet isolated, tactical executions persist. Creativity is highly valued, with a strong cultural appreciation for humor and spontaneity.

Most campaigns continue to prioritize reach and awareness as key KPIs, especially in large-scale initiatives. However, as the market matures, there is a growing shift toward evaluating more diverse and sophisticated performance indicators, albeit with varying levels of depth. The recent arrival of TikTok Shop is poised to accelerate the adoption of social commerce strategies across the ecosystem.

Colombia

Colombia is positioned between the ‘Explorer’ and ‘Strategist’ levels. It’s a market showing promising growth, moving steadily toward greater specialization by leaning on stronger strategic foundations. Profile selection based on audience insights and brand affinity has improved, but remains a challenge. The influencer pool in Colombia is significantly smaller than in Mexico, which often leads to overuse of the same profiles and, as a consequence, can create audience fatigue and hinder the credibility and impact of a campaign.

The market still tends to rely on intuitive approaches, and performance monitoring remains relatively basic and pragmatic, largely due to a lack of professionalization or technical expertise. While some brands set clear KPIs and campaign objectives, many still operate in isolated silos with limited integration between influencer strategies and broader paid or social media plans.



A key trend shaping the region is the shift toward **social commerce**. The arrival of TikTok Shop—already gaining momentum in Brazil and recently launched in Mexico—is accelerating this transformation.

As brands begin to treat influencers as social sellers, performance expectations are evolving. Creative formats like livestreaming, real-time promotions, and experiential content are gaining traction, and compensation models are starting to reflect this shift, with more performance-based incentives.

Across LATAM, there’s growing recognition that success lies not just in visibility but in culturally relevant, results-driven strategies rooted in authenticity and innovation.

Spain & Portugal: Mature markets elevating influence into mainstream culture

“In Spain, influencers have permeated society to such an extent that many have become celebrities, and it’s now common to see them on TV, radio, and featured in traditional ad campaigns across TV and out-of-home,” explains Ricky Pombo.



Ricky Pombo,
Head of Influencer Marketing
at SAMY IBERIA

Spain stands out as one of the most mature influencer marketing markets in Europe. The industry has evolved into a highly competitive landscape, marked by sophisticated campaign execution and a strong integration of influencers into mainstream media. “In Spain, influencers have permeated society to such an extent that many have become celebrities, and it’s now common to see them on TV, radio, and featured in traditional ad campaigns across TV and out-of-home,” explains **Ricky Pombo, Head of Influencer Marketing at SAMY IBERIA.**

This maturity is also reflected in the advanced use of technology and analytics to prepare, execute, and measure influencer marketing campaigns. However, there are still areas for improvement. “Campaign reporting and results analysis remain a major gap across agencies—something that SAMY does very well, but others often fall short on,” **Pombo** notes.

Portugal, while also developed, presents a different competitive environment with fewer players focusing on influencer marketing. When compared to Spain, the market feels less saturated.

Across IBERIA, process standardization is another marker of maturity with a well-established ecosystem, especially around areas like influencer payment terms, where strict norms, such as 60-day payment rules, are widely enforced.

That said, even these mature markets face challenges. Clients often operate with limited budgets and tend to err on the side of caution, avoiding risk and long-term strategic thinking. “The biggest pain points we hear from clients are budget constraints, conservative mindsets, and a lack of long-term planning,” **Pombo** highlights.

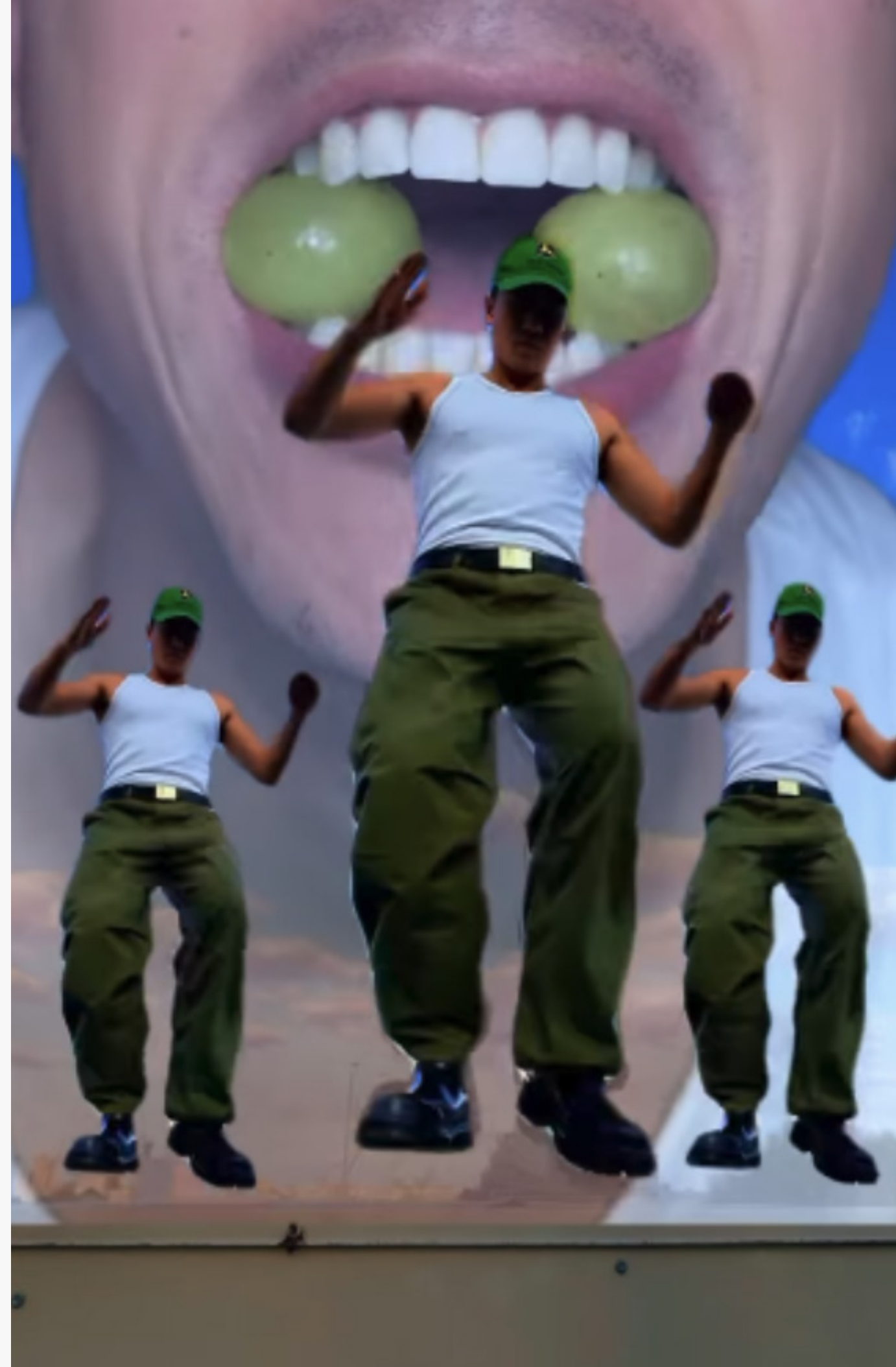
Pro Influencer Marketing Campaigns

05

A crisp new approach

What we did: We shook things up by delivering bold, out-of-the-box content and teaming up with 14 unlikely creators, breaking through the noise and catching consumers off guard in the best way.

The campaign achieved over 1M views and 150k+ total engagements, reaching an audience of 650K.



To co-creating in unexpected categories

[US]



Crocs



Crocs – Holiday Jam: Mastering Shoppertainment

[UK]



What we did: We brought Crocs' festive spirit to Twitch with #CrocsHolidayJam, a one-shot livestream activation led by top creator HoneyPuu.

Total Reach:
+413K Users

Twitch Views:
140K+ (double her usual audience)

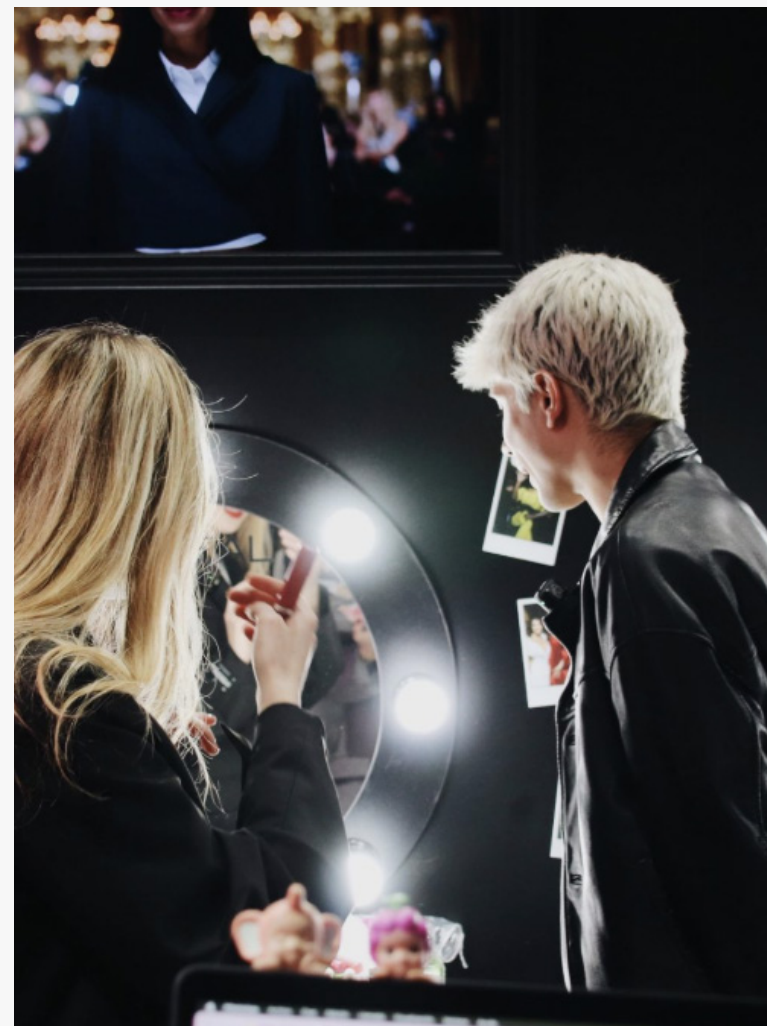
Instagram Reach:
284K
Views: 292K
Interactions: 4.8K

TikTok
Reach: 43K
Impressions: 62K+

L'Oréal Paris

TikTok Shop + Live Shopping From content to conversion

[Spain]



What we did: With the launch of TikTok Shop in Spain, we're proud to be among the first to pioneer live shopping experiences tied to two iconic events: Madrid Fashion Week and the Cannes Film Festival.

By teaming up with creators, we're blending entertainment, inspiration, and shopping in a way that connects with our community on social media—creating real-time emotional bonds through meaningful, shoppable moments.

Bubbaloo

Bubbles of Connection

[Mexico]

What we did: Over five months, we launched a bold, social-first campaign across TikTok and Instagram with more than 100 pieces of content. We worked with two types of influencers: some created native, lifestyle-style content, while others featured the product more directly. This dual approach ensured both authenticity and visibility.

The content that truly resonated came from creators with genuine audience connections, driving shareability and virality: TikTok proved the perfect channel to build relevance and buzz.



91.1M Total Reach
113.7M Views
47.4% View Rate
4.8% Engagement Rate



Level Up
with SAMY

06

The real value of the SAMY Influencer Marketing Maturity Model lies in helping brands move forward, intentionally and effectively. Whether a brand is just starting out or already running structured influencer programs, there are clear actions to take to elevate the impact.

01

Influencer marketing and social media are interconnected strategies. In today's social-first world, where the entire funnel can unfold on social, having a network of creators, influencers, celebrities, and social sellers who connect through culture, entertainment, and audiences' life stage insights is key for engagement and conversion. **Creators marketing on social media** means engaging effectively at every stage of the 'social journey', from discovery to advocacy, based on the brand's goals.

02

Organic + Paid will make the trick. Build an original and distinctive organic content strategy with your influencers to forge deep, emotional connections with your audience — then amplify it with paid media to expand reach, scale impact, and drive conversion efficiency.

03

Implement technology to discover insights faster. Tech is a core enabler of precision, performance, and scalability across every stage of the influencer journey. Then, have a **dedicated, role-diverse** team to activate those insights. Bring together top creative minds, strategists, social commerce experts, influencer marketing pros, and research analysts — with global market experience and deep understanding of what resonates with local communities, niches, and subcultures.

04

Follow a clear methodology when it comes to identifying audience interests, spotting cultural trends and content opportunities, profiling, benchmarking, or reporting. Sticking to a structured approach helps us reach increasingly relevant and informed conclusions, ultimately driving **better decision-making** in the future.

05

Finally, let's review the SAMY maturity model to better understand where you stand in each area: **Selection, Strategy, Creativity, and KPIs & Reporting**. Then, match that up with your business's current problems and influencer marketing pain points: Are you having trouble proving the ROI of your influencer campaigns? Struggling with picking the right influencers?

Below is a good
next step:

Get in touch with our team to discover
your brand's level of influencer marketing
maturity and how we can help you level
up, no matter your current expertise.

Make Your Brand Matter with SAMY