



# Streampub.net

Influencer marketing | Esports | Gaming Events | Content



# Influencer Market Overview

# Global trends

COVID-19 has changed the rules of the game, accelerating the shift towards e-commerce for 5 years ahead.



Average impressions per post on Instagram increased by **57%**



Sponsored posts on TikTok increased by **130%**



Sponsored Stories on Instagram increased by **32%**, while the platform's total ad posts grew by **15%**



The number of bloggers from “Generation Z” (9-24 y.o.) increased by **9%**, while becoming the highest paid compared to other age groups.



Over **76%** of companies plan to increase their influencer marketing budgets



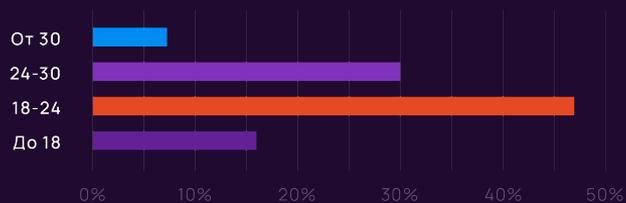
**69%** of companies see increasing brand awareness as the main goal of advertising campaigns.

# Audience portrait

## Gender



## Age



## Devices



## Platforms



# Audience behavior

- **Almost 90% of Internet users spend time** on social networks every day, while spending an average of about 2.5 hours on them
- Most users **don't stop at just one platform**. For example, 92% of an Instagram audience also actively watch YouTube
- **35% of users** subscribe to new content based on the recommendations of bloggers whose content they follow



90%

of users consume video content:  
online video, vlogs, stories, live broadcasts

# Portrait of a blogger

## By audience size

- Nano - less than 50k subscribers
- Micro - from 50k to 100k subscribers
- Medium - from 100k to 500k subscribers
- Large - from 500k to 2m subscribers
- Top bloggers - more than 2m subscribers
- Celebrities - public figures who have fans and followers, but are not necessarily engaged in blogging activities.

## Average audience engagement rate:

- Less than 50k subscribers - 8%
- From 50k to 100k subscribers - 4%
- From 100k to 500k subscribers - 2.1%
- From 500k to 2M followers - 1.4%
- More than 2m subscribers - less than 1%

## Main content platforms:



gaming segment

non-gaming segment





We make digital magic ✨ ✨ ✨

# About us

- More than **200** completed projects since 2015
- **1000+** bloggers, **10** media platforms, **20** game developers and **100+** public social media pages are just a phone call away

5,000,000 reach total views of 1 Instagram story

10,000,000 reach of total views of 1 post on Instagram

60,000,000 reach of the amount of views 1 video on YouTube

119,000,000 views per month on Twitch

200,000,000 total views of 1 TikTok video



# Our services



Influencer marketing on  
Twitch, YouTube,  
Instagram and TikTok



Development of digital  
strategies and media  
planning



Brand content creation



Creation of websites and  
landing pages



Organization of esports  
tournaments, media events and live  
broadcasts



Organization of creative special  
projects

# Our partners



# Our advantages



Significant experience of completed projects



Wide range of promotional tools



Analytical approach to media planning



High level of customer service



Creativity and flexibility



Detailed analysis of campaigns and guaranteed results



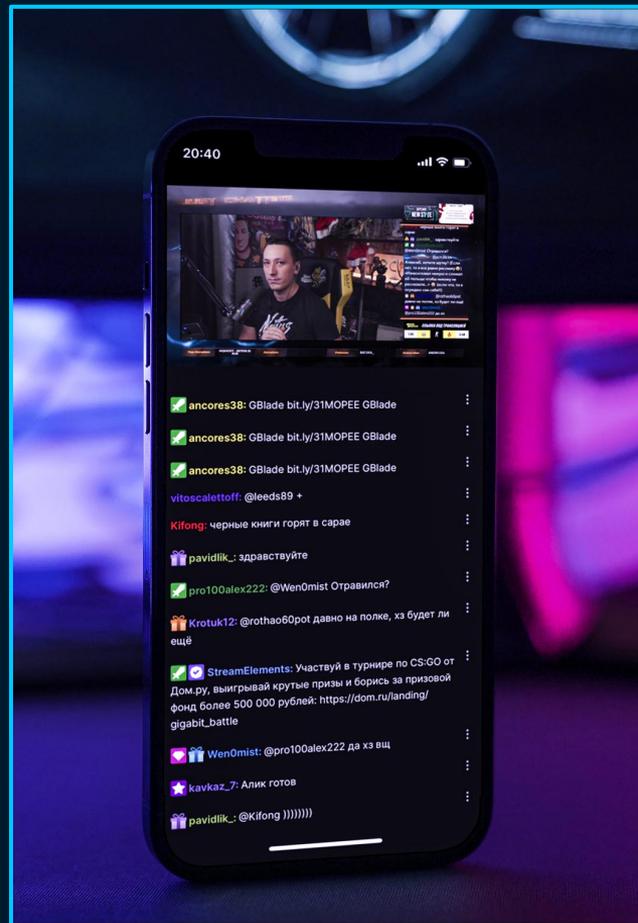
Financial stability



What we do 

# Integration format: Twitch

- interactions with a product or service during broadcast
- voice integrations
- product placement
- banners in the channel description
- overlay banners on broadcasts
- chat bots



# Integration format: YouTube

- themed videos
- adaptation of a product or service to the content of the video
- voice integrations
- product placement
- advertising pre-rolls
- links in video description



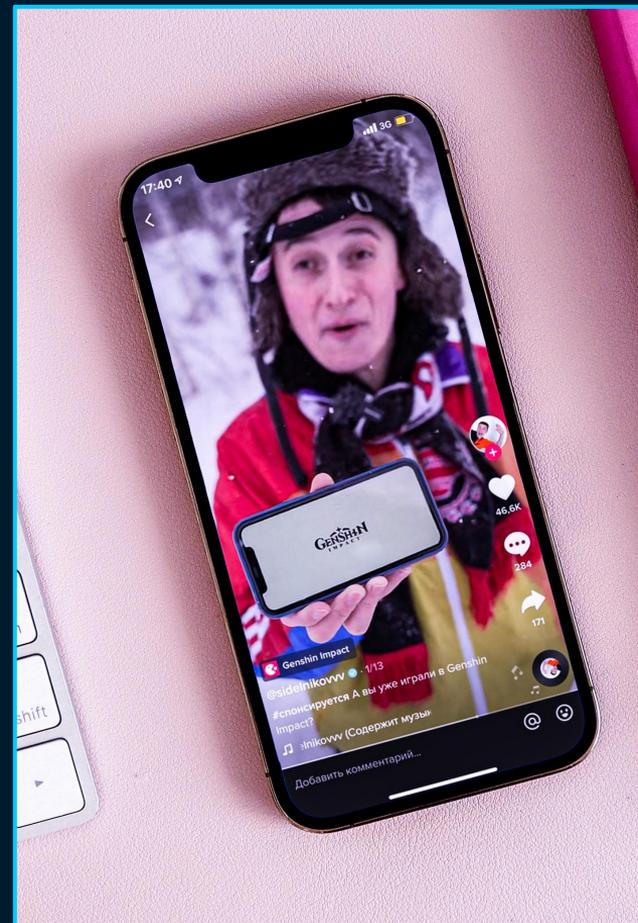
# Integration format: Instagram

- announcements
- themed narratives in posts and stories
- raffles and contests
- links to a product or service in posts and stories
- product placement



# Integration format: TikTok

- creative integrations
- interactions with a product or service
- product placement
- contests and challenges
- live broadcasts



# Integration format: Special projects and events

- branded esports tournaments
- live broadcasts
- offline events
- streamhouses
- talk shows
- interviews



# Integration format: Esports tournaments

Sponsorship of esports tournaments:

- logos on the broadcast and in the social networks of the tournament
- video integration
- voice mentions by commentators
- Interactive integrations, draws and contests
- product placement



# Integration format: Esports teams

Sponsorship of esports teams:

- logos on official resources and team apparel
- themed broadcasts
- publications in team' social networks
- interviews and offline events with the participation of team and its players
- the ability to use the team brand or the name of the player in your own marketing activities



# Integration format: Websites and landing pages

Design and development of special websites and landing pages for campaigns:

- interactive and entertainment
- registration for participation in tournaments and competitions
- tests and training
- additional information about a product or service



# Integration format: Media

Placement of publications on the largest entertainment and media platforms, as well as thematic publics on social networks and Telegram channels



# Integration format: Video

We create:

- promotional videos
- trendy videos
- viral videos
- live events videos
- vertical videos for TikTok and Instagram
- animated videos on SFM and Unreal Engine





## Information for this deck was taken from our experience, internal research as well as external sources:

- [Key Influencer Marketing Statistics You Need to Know for 2022](#)
- [Social Media Benchmark Report](#)
- [the state of influencer marketing 2020](#)
- [State of Influencer Marketing 2021](#)
- [State of Influencer Marketing 2021](#)
- [https://learn.aspireiq.com/rs/982-DON-266/images/AspireIQ\\_The\\_State\\_of\\_Influencer\\_Marketing\\_2021.pdf](https://learn.aspireiq.com/rs/982-DON-266/images/AspireIQ_The_State_of_Influencer_Marketing_2021.pdf)
- [2021 Global Marketing Trends](#)
- [Chart: The Influence of Influencers | Statista](#)