**Influencer Marketing Spend To Near $5B In 2022**

Roughly 75% of US marketers will use influencer marketing this year, with overall allocations increasing 27.8% to total $4.99 billion and nano-influencer spending skyrocketing 220%, according to Insider Intelligence. US marketers will allocate an overwhelming majority of their influencer dollars toward Instagram this year ($2.23 billion) followed by YouTube ($948 million), while TikTok is expected to garner $774.8 million and surpass Facebook's $739 million in allocations for the first time.

***Tubefilter 8.2.22***

[*https://www.tubefilter.com/2022/08/02/insider-intelligence-influencer-marketing-instagram-tiktok/*](https://www.tubefilter.com/2022/08/02/insider-intelligence-influencer-marketing-instagram-tiktok/)

*Image credit:*

[*http://i0.wp.com/socialbarrel.com/wp-content/uploads/2018/03/influencer-marketing-2018.jpg*](http://i0.wp.com/socialbarrel.com/wp-content/uploads/2018/03/influencer-marketing-2018.jpg)