

The Business of Influence: Humanising B2B



John Williamson
Senior Content Lead, EMEA

It is estimated that the creator economy will reach

**half a trillion
dollars** by 2027

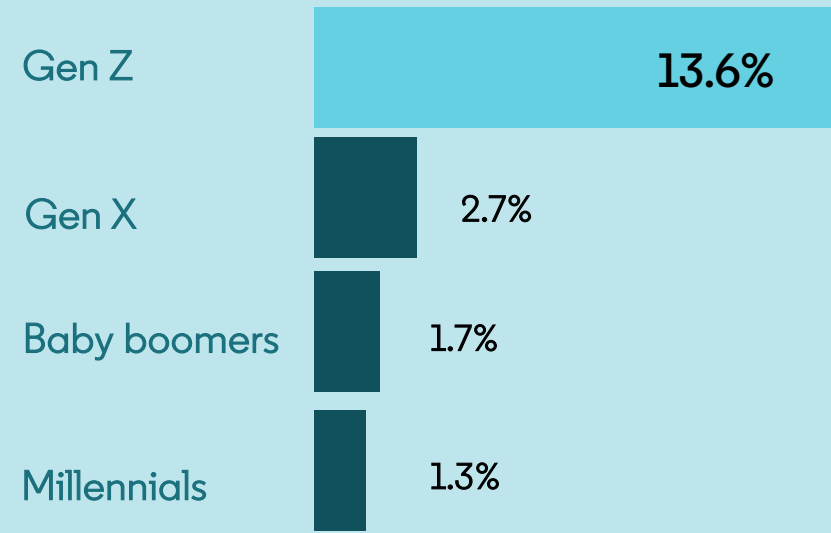
Conditions for Creators

41%

Increase in
members posting
content on
LinkedIn YoY

Gen Z - Fastest-Growing Demographic on LinkedIn

% change in US LinkedIn users YoY, by generation, 2024



Note: internet users of any age who access their LinkedIn account via any device at least once per month; Gen Z are individuals born between 1997 and 2012; millennials are individuals born between 1981 and 1996; Gen X are individuals born between 1965 and 1980; baby boomers are individuals born between 1946 and 1964
Source: EMARKETER Forecast, May 2024

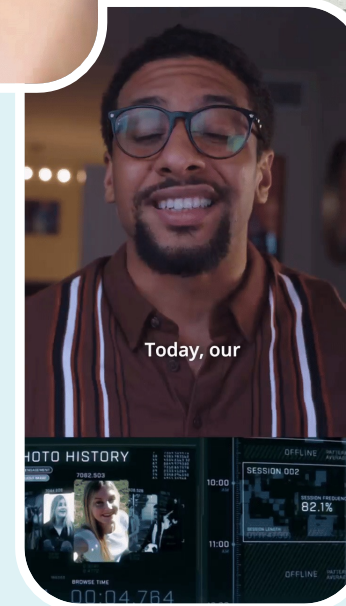
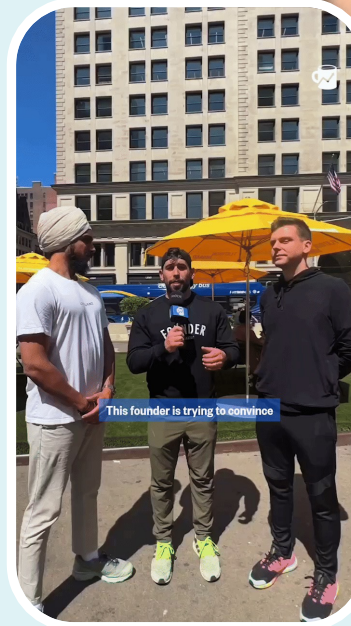
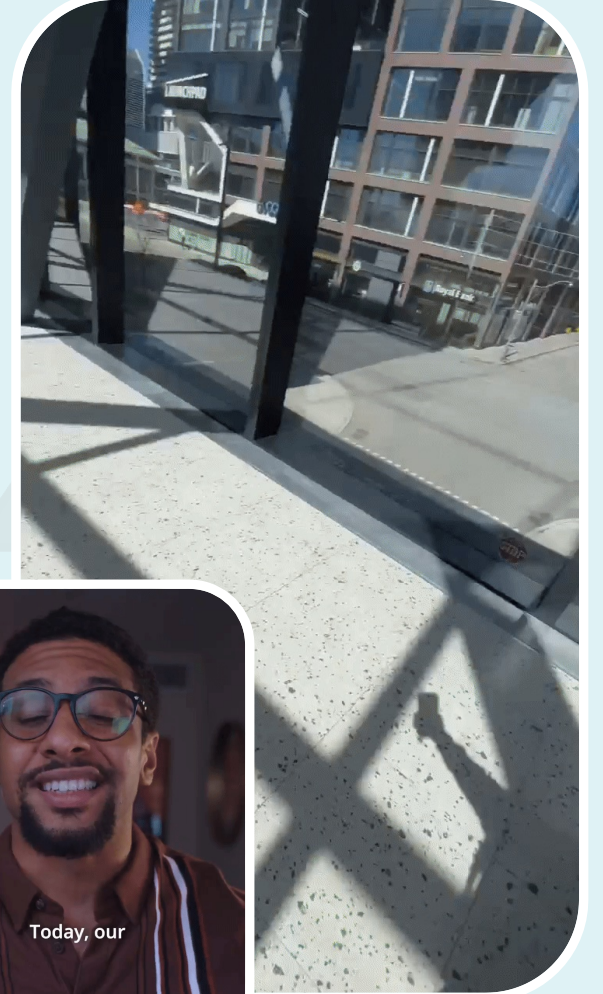
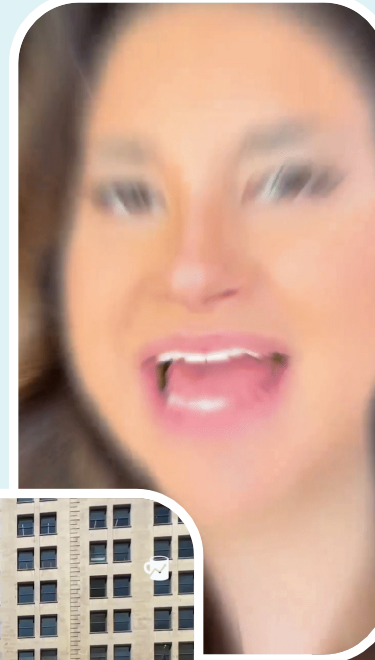
To the newest generation of business decision makers

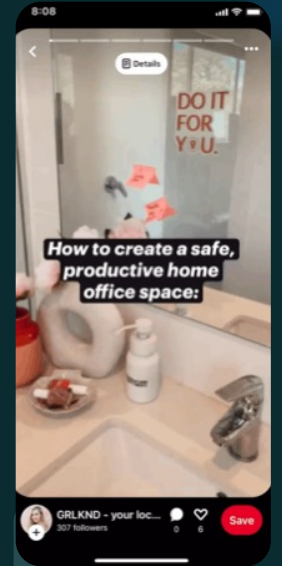
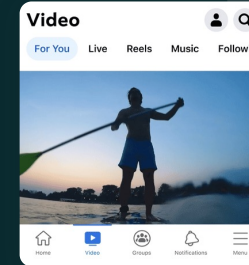
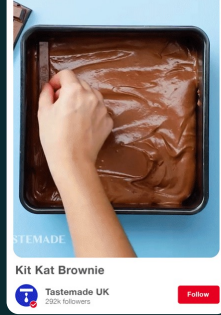
+71%

Increase in engagement among Gen Z members

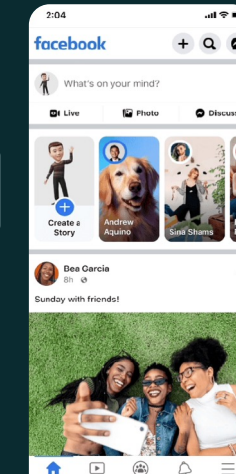
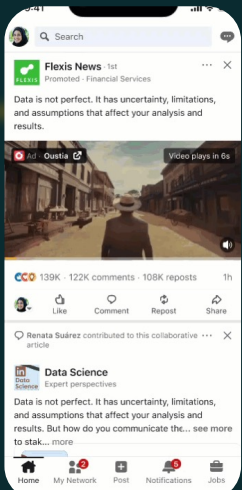
64%

Of B2B decision makers are Millennial/Gen Z





The Business of Influence



THE WHY

Real people and networks drive trust and credibility



Creator



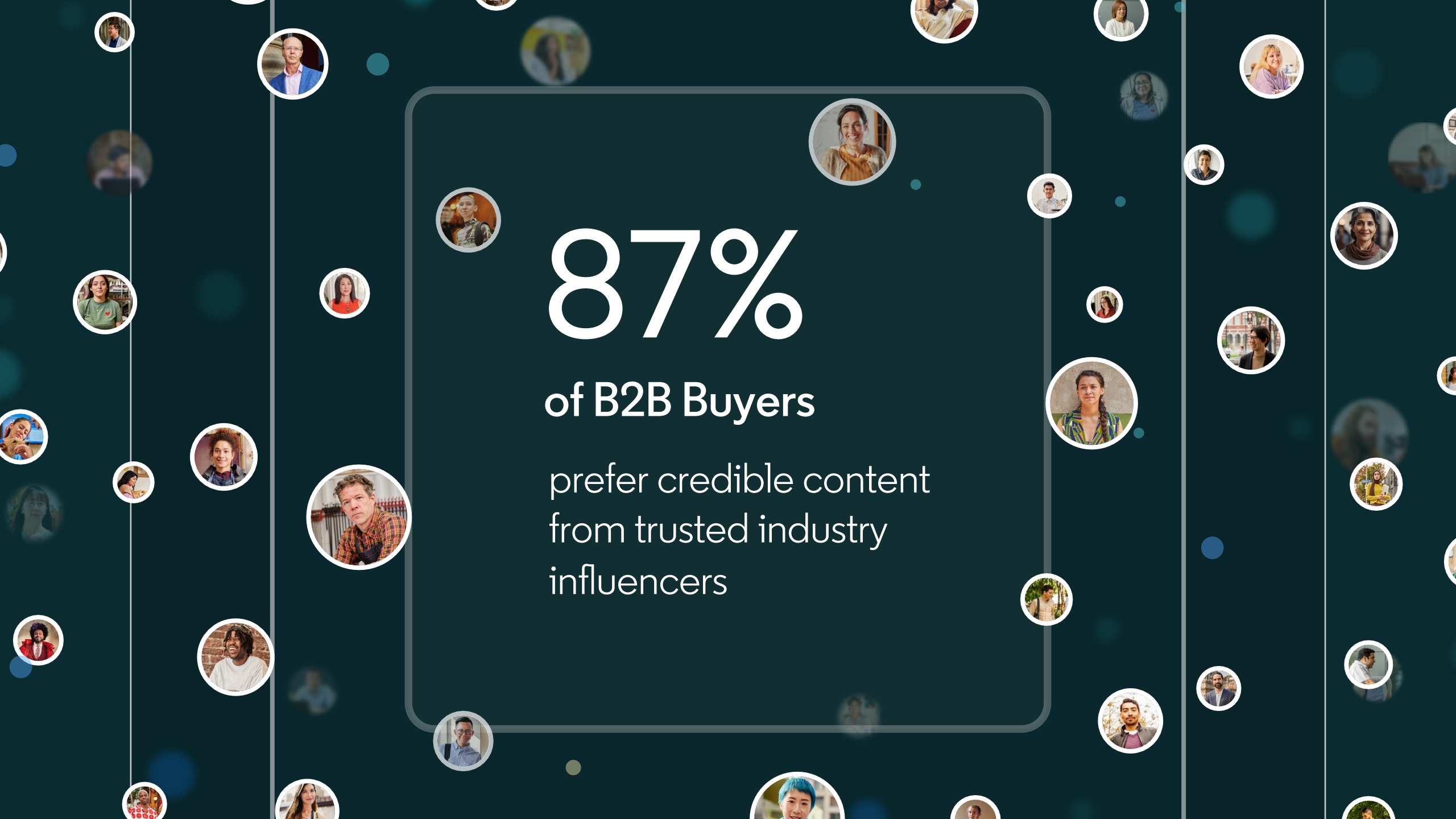
Buyer



Expert

Brand





87%

of B2B Buyers

prefer credible content
from trusted industry
influencers

B2C demands
trendsetters and
tastemakers.



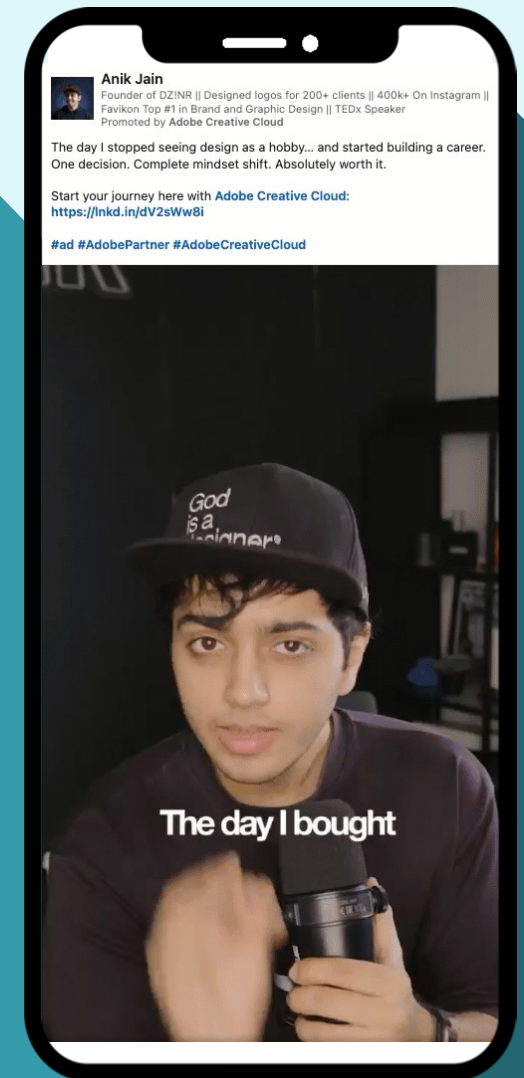


B2C influencers should bring a
"halo of celebrity"
to the brands they work with.

B2B influencers
need to provide a
"halo of credibility".



B2B requires
credible expertise
rooted in proven
experience.



Expertise is the most important trait for B2B Influencers

traits



53%

Subject Matter
Expertise



52%

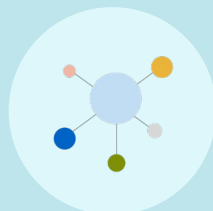
Trustworthiness



36%

Authenticity

behaviors



52%

Network of
Connections



49%

Diversity of
Content



44%

Engagement
with Followers



Lara Sophie Bothur  Tech Translator · 2nd

Global Tech Influencer on LinkedIn | LinkedIn Top Voice Tech & AI | Blueprint for Global Corporate Influencers – Forbes | TEDx Keynote Speaker | Focus: TRANSLATING TECH

Hamburg, Hamburg, Germany · [Contact info](#)

377,418 followers



Christine Lagarde  President of the European Central Bank

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2,718,794 followers



Andrew Lokenauth  · 2nd

I write TheFinanceNewsletter.com for 50,000 subscribers to get smarter with your career, finances, and life

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299,404 followers



Leena Nair  (She/Her) · 2nd

CHANEL Global CEO

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436,396 followers



Elfried Samba  (He/Him) · 2nd

CEO & Co-founder @ Butterfly 3ffect | Ex-Gymshark

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Eric Partaker  · 3rd

The CEO Coach | CEO of the Year '19 | McKinsey, Strategy First

 Top Voice

London, England, United Kingdom · [Contact info](#)

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Business Thought Leaders



Ricardo Amorim  · 2nd

#1 LinkedIn Influencer in Latin America, Brazil's economist (Forbes), entrepreneur, Keynote speaker

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2,977,286 followers



Simon Sinek (He/Him) · 3rd

Optimist, New York Times bestselling author of "Start With Why", "The Infinite Game", and founder of The Optimism Project

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New York, New York, United States · [Contact info](#)

[simonsinek.com](#)

8,155,955 followers



Harriet Green OBE (She/Her) · 2nd

Founder | Philanthropist | Innovator | Chair | LinkedIn Top Voice

Former Chair & CEO IBM Asia Pacific | Committed to social impact

 Top Voice

Greater London, England, United Kingdom · [Contact info](#)



Adam Grant (He/Him) · 2nd

Organizational psychologist at Wharton, #1 NYT best-selling author of "Give and Take", "Hidden Potential", and "Think Again", and host of podcasts WorkLife and Re:Thinking

 Top Voice

Philadelphia, Pennsylvania, United States · [Contact info](#)

5,407,884 followers



Ana Romero  · 3rd

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 Top Voice



Allie K. Miller  · 2nd

#1 Most Followed Voice in AI Business (2M) | Former Amazon, IBM | Fortune 500 AI and Startup Advisor, Public Speaker | @alliekmiller on Instagram, X, TikTok | AI-First Course with 200K+ students - Link in Bio

New York, New York, United States · [Contact info](#)

1,589,305 followers

12x

[illegible]