

Press release

Communication / Economy / Trends

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Covid-19:

Survey: Massive drop in sales of Austrian influencers

The Viennese PR agency comm:unications has asked Austrian influencers how the corona crisis is affecting their business. The survey produced similar results to a recently published German survey: more than half of the participants saw a sharp drop in orders or cancellations due to the crisis. However: The participants do not expect a general change in the scene.

An online survey sent to Austrian influencers by the PR agency comm:unications shows a similar picture to the recently published survey of German influencers by the agency KMB Creative Network: For more than 60 percent of the participants, orders have fallen sharply, and orders have also been postponed or cancelled at short notice. The number of followers has remained more or less the same.

Fear for future orders

In addition to the current situation, the virtual opinion leaders were also asked about their assessment of the future of their field. Almost all those surveyed were pessimistic about the upcoming order situation, only around 20 percent feel that they are prepared, almost 70 percent expect further slumps and over 10 percent do not know whether they will be able to make a living. Whether the crisis will change the scene, the participants see differently. Just under half do not expect major upheavals, while some assume that the wheat will separate from the chaff: On the one hand, it is expected that some will have to give up on their influencer career due to lack of sales. On the other hand, it is assumed that only those will survive who also see the crisis as an opportunity.

#stayathome: high follower interest in Corona topics

According to the survey, influencers also take their responsibility seriously and use their channels to persuade their followers to stay at home: almost 80 percent said they are calling out to their followers to stay at home. The reactions are mostly positive.

Higher advertising budgets again after paralysis?

"I assume that companies will increase advertising budgets for influencers again after the initial shock. After all, people are more active than ever in social media. Influencer marketing creates loyalty and credibility, so the potential is very high right now. In addition, more and more users want relaxed content again," comm:unications CEO Sabine Pöhacker says.

comm:unications - Agency for PR, Events & Marketing was founded in 1996 and is one of the top 20 PR agencies in Austria. The agency focuses on consumer brands, culture & tourism, health, international/national organizations and industry. The expertise ranges from strategic PR consulting, media relations, PR campaigns and social media to crisis communication and change management. The owner-managed agency based in Vienna is a partner in the fifth largest global PR network in the world, PROI Worldwide. Agency founder Sabine Pöhacker, MSc. is a recognized communications consultant, lecturer at the University of Vienna and certified systemic business coach. www.communications.co.at

Photos enclosed, reprint free of charge

BU1: Sabine Pöhacker, GF comm:unications © comm:unications

BU2: Influencer © Artem Beliaikin, Pexels

Further inquiry note

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